

Gloucester Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102	
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107	
Certain to vote	(10)	571	302	269	40	69	107	110	100	141	102	164	112	155	169	153	21	54	18	3	188	150	76
		57%	61%	53%	33%	37%	58%	61%	72%	76%	65%	56%	51%	60%	69%	70%	64%	63%	80%	46%	81%	76%	71%
	(9)	56	25	31	5	18	13	8	6	6	11	18	5	15	15	15	4	2	1	-	13	15	7
		6%	5%	6%	4%	10%	7%	4%	4%	3%	7%	6%	2%	6%	6%	7%	12%	3%	3%	-	5%	8%	6%
	(8)	72	35	37	13	16	16	10	5	13	16	19	17	17	22	13	1	6	1	1	12	7	10
		7%	7%	7%	10%	9%	9%	5%	4%	7%	10%	6%	8%	7%	9%	6%	4%	7%	5%	12%	5%	4%	10%
	(7)	39	18	21	8	7	11	6	4	4	5	13	7	12	2	13	*	6	3	-	4	6	4
		4%	4%	4%	6%	4%	6%	3%	3%	2%	3%	5%	3%	5%	1%	6%	1%	7%	12%	-	2%	3%	4%
	(6)	27	12	15	3	9	5	6	1	2	3	4	13	6	11	3	-	2	-	1	1	4	2
		3%	2%	3%	3%	5%	3%	3%	1%	1%	2%	1%	6%	2%	5%	1%	-	3%	-	15%	*	2%	2%
	(5)	72	17	55	18	17	19	5	8	5	8	34	14	12	11	13	6	8	-	-	9	5	7
		7%	3%	11%	14%	9%	10%	3%	6%	3%	5%	12%	7%	5%	5%	6%	18%	9%	-	-	4%	3%	7%
	(4)	16	7	8	4	5	-	5	-	2	1	4	5	4	5	2	-	3	-	-	1	2	-
		2%	2%	2%	3%	3%	-	3%	-	1%	1%	1%	2%	1%	2%	1%	-	3%	-	-	*	1%	-
	(3)	18	12	6	7	2	1	5	1	2	3	3	7	2	4	3	-	-	-	2	1	2	1
		2%	2%	1%	5%	1%	1%	3%	1%	1%	2%	1%	3%	1%	1%	2%	-	-	-	22%	*	1%	1%
	(2)	17	7	10	5	3	2	4	*	2	1	2	8	6	4	1	-	4	-	*	1	2	-
		2%	1%	2%	4%	2%	1%	2%	*	1%	1%	1%	4%	2%	2%	1%	-	5%	-	5%	*	1%	-
Definitely would not vote	(1)	100	56	44	21	35	7	20	11	6	7	23	31	29	-	-	-	-	-	3	5	-	
		10%	11%	9%	17%	19%	4%	11%	8%	3%	4%	8%	14%	11%	-	-	-	-	-	1%	3%	-	
Refused		2	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-
Don't know		12	2	9	-	3	3	3	1	2	1	8	-	1	-	-	-	-	-	2	-	-	
		1%	*	2%	-	1%	2%	1%	1%	1%	*	3%	-	*	-	-	-	-	-	1%	-	-	
Mean		7.94	8.03	7.84	6.32	6.82	8.41	7.94	8.67	9.06	8.67	8.08	7.23	8.01	8.95	9.05	8.86	8.47	9.50	7.23	9.41	9.12	9.15
Standard deviation		3.07	3.15	3.00	3.42	3.48	2.46	3.23	2.72	2.18	2.43	2.87	3.45	3.13	1.98	1.80	1.93	2.37	1.07	3.23	1.60	2.06	1.59
Standard error		0.10	0.15	0.13	0.43	0.31	0.20	0.24	0.20	0.13	0.13	0.23	0.30	0.19	0.12	0.13	0.35	0.25	0.21	1.08	0.09	0.14	0.16

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Absolutes/col percents

Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
Conservative	243	125	118	20	47	49	37	33	57	48	63	55	66	243	-	-	-	-	-	144	14	17
	24%	25%	23%	16%	26%	26%	21%	24%	31%	30%	22%	25%	26%	100%	-	-	-	-	-	62%	7%	16%
Labour	218	100	118	27	37	47	35	27	44	35	76	39	54	-	218	-	-	-	-	14	112	27
	22%	20%	23%	22%	20%	25%	19%	20%	24%	22%	26%	18%	21%	-	100%	-	-	-	-	6%	57%	25%
Liberal Democrat	33	22	11	2	3	10	7	5	5	5	13	3	6	-	-	33	-	-	-	1	3	24
	3%	5%	2%	1%	2%	5%	4%	4%	3%	3%	5%	1%	2%	-	-	100%	-	-	-	*	2%	23%
The UK Independence Party (UKIP)	86	48	38	17	11	8	19	16	14	13	14	24	28	-	-	-	86	-	-	23	11	7
	9%	10%	8%	14%	6%	4%	11%	12%	8%	8%	5%	11%	11%	-	-	-	100%	-	-	10%	6%	6%
The Green Party	23	17	6	2	5	7	6	3	1	8	8	3	3	-	-	-	-	23	-	1	3	7
	2%	3%	1%	1%	3%	4%	3%	2%	*	5%	3%	1%	1%	-	-	-	-	100%	-	*	1%	6%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	7%	-	-	-
Some other party	7	7	-	-	1	-	3	1	2	1	-	4	1	-	-	-	-	-	7	1	1	-
	1%	1%	-	-	1%	-	2%	1%	1%	*	-	2%	1%	-	-	-	-	-	93%	*	*	-
Would not vote	100	56	44	21	35	7	20	11	6	7	23	31	29	-	-	-	-	-	-	3	5	-
	10%	11%	9%	17%	19%	4%	11%	8%	3%	4%	8%	14%	11%	-	-	-	-	-	-	1%	3%	-
Refused	68	34	34	-	10	13	7	13	23	8	17	12	17	-	-	-	-	-	-	11	9	-
	7%	7%	7%	-	5%	7%	4%	9%	12%	5%	6%	6%	7%	-	-	-	-	-	-	5%	4%	-
Don't know	223	85	137	35	35	44	46	29	34	33	76	47	54	-	-	-	-	-	-	36	39	25
	22%	17%	27%	28%	19%	24%	25%	21%	18%	21%	26%	22%	21%	-	-	-	-	-	-	16%	20%	24%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	494	252	242	23	57	79	82	93	158	198	74	55	140	219	159	23	67	21	5	199	124	62
Weighted base	455	246	209	44	73	86	80	68	103	87	134	86	119	183	167	24	59	19	4	156	117	65
Conservative	183	94	89	12	31	37	28	26	49	39	48	39	47	183	-	-	-	-	-	123	11	11
	40%	38%	43%	27%	43%	43%	35%	38%	48%	45%	36%	46%	40%	100%	-	-	-	-	-	79%	10%	17%
Labour	167	82	84	21	27	33	26	23	35	27	59	29	41	-	167	-	-	-	-	11	94	23
	37%	33%	40%	49%	37%	39%	33%	33%	34%	31%	44%	34%	34%	-	100%	-	-	-	-	7%	80%	35%
Liberal Democrat	24	16	8	1	2	7	5	3	4	4	10	*	5	-	-	24	-	-	-	*	2	19
	5%	7%	4%	3%	3%	8%	6%	5%	4%	5%	7%	*	4%	-	-	100%	-	-	-	*	1%	29%
The UK Independence Party (UKIP)	59	36	22	8	8	3	15	13	12	9	11	13	22	-	-	-	59	-	-	19	7	6
	13%	15%	11%	18%	10%	4%	19%	19%	11%	11%	8%	16%	18%	-	-	-	100%	-	-	12%	6%	9%
The Green Party	19	14	5	1	4	5	5	2	*	7	6	3	3	-	-	-	-	19	-	1	2	6
	4%	6%	2%	3%	6%	6%	7%	3%	*	8%	5%	3%	2%	-	-	-	-	100%	-	*	2%	9%
The British National Party (BNP)	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	8%	-	-	-
Some other party	4	4	-	-	1	-	*	1	2	*	-	1	1	-	-	-	-	-	4	1	1	-
	1%	1%	-	-	2%	-	*	1%	2%	*	-	1%	1%	-	-	-	-	-	92%	1%	1%	-

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Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	40%
Labour	37%
Liberal Democrat	6%
UKIP	12%
Green	4%
Other	1%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
Conservative	251 25%	132 27%	119 24%	28 22%	42 23%	49 26%	38 21%	30 22%	65 35%	52 33%	59 20%	60 27%	67 26%	204 84%	3 1%	1 2%	9 10%	1 6%	1 19%	143 61%	19 10%	19 17%
Labour	230 23%	104 21%	127 25%	33 27%	35 19%	51 27%	42 23%	25 18%	44 24%	41 26%	78 27%	41 19%	53 20%	9 4%	190 87%	1 4%	1 1%	2 8%	- -	17 7%	110 56%	26 24%
Liberal Democrat	50 5%	27 5%	23 5%	1 1%	5 3%	9 5%	11 6%	10 8%	13 7%	8 5%	18 6%	9 4%	12 5%	8 3%	6 3%	21 65%	3 3%	1 4%	- -	7 3%	9 5%	27 25%
The UK Independence Party (UKIP)	84 8%	49 10%	35 7%	15 12%	10 5%	4 2%	19 11%	20 15%	16 8%	12 8%	10 3%	21 10%	30 12%	4 2%	1 *	2 5%	70 81%	- -	1 11%	21 9%	14 7%	7 7%
The Green Party	20 2%	14 3%	6 1%	1 1%	7 4%	8 5%	3 1%	2 1%	- -	6 4%	9 3%	3 1%	2 1%	1 1%	2 1%	- -	- -	15 67%	- -	1 *	3 2%	5 4%
The British National Party (BNP)	3 *	3 1%	- -	- -	2 1%	- -	- -	- -	1 1%	- -	1 *	- -	2 1%	- -	3 1%	- -	- -	- -	1 7%	- -	2 1%	- -
Some other party	5 *	5 1%	- -	- -	1 1%	- -	3 2%	1 1%	- -	* *	- -	3 1%	1 *	- -	- -	- -	- -	- -	5 63%	- -	- -	- -
Would not vote	100 10%	56 11%	44 9%	21 17%	35 19%	7 4%	20 11%	11 8%	6 3%	7 4%	23 8%	31 14%	29 11%	- -	- -	- -	- -	- -	- -	3 1%	5 3%	- -
Refused	50 5%	23 5%	27 5%	- -	10 5%	11 6%	5 3%	8 6%	14 8%	6 4%	13 4%	9 4%	15 6%	- -	1 1%	- -	- -	- -	- -	7 3%	6 3%	- -
Don't know	209 21%	84 17%	125 25%	26 21%	39 21%	46 25%	40 23%	30 22%	27 14%	27 17%	81 28%	41 19%	47 18%	17 7%	13 6%	8 23%	3 4%	4 16%	- -	33 14%	29 15%	24 23%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	528	264	264	24	55	85	89	100	174	211	74	59	151	208	150	21	66	16	5	211	133	65
Weighted base	479	256	223	47	69	91	85	71	115	93	134	93	128	171	156	20	57	16	4	160	129	69
Conservative	189	98	91	16	27	38	30	24	55	43	46	41	49	156	2	1	5	1	1	120	16	14
	39%	38%	41%	34%	39%	41%	35%	34%	47%	46%	34%	44%	38%	91%	1%	3%	10%	7%	29%	75%	13%	21%
Labour	172	85	87	24	23	38	30	21	35	32	57	29	41	5	144	1	1	2	-	14	92	22
	36%	33%	39%	51%	33%	42%	36%	29%	30%	34%	42%	32%	32%	3%	92%	6%	2%	10%	-	9%	71%	32%
Liberal Democrat	40	23	17	1	4	8	7	8	11	6	14	7	10	6	5	17	2	1	-	6	7	22
	8%	9%	8%	1%	6%	9%	9%	11%	10%	6%	11%	8%	8%	3%	3%	84%	3%	5%	-	4%	5%	32%
The UK Independence Party (UKIP)	59	36	24	6	7	1	15	17	13	9	9	12	24	4	1	1	49	-	1	19	10	6
	12%	14%	11%	12%	10%	2%	18%	24%	12%	9%	7%	13%	19%	2%	*	7%	86%	-	19%	12%	8%	9%
The Green Party	15	11	4	1	6	5	2	1	-	4	7	3	1	1	2	-	-	12	-	1	3	4
	3%	4%	2%	1%	9%	6%	2%	2%	-	4%	5%	3%	1%	*	1%	-	-	78%	-	*	2%	6%
The British National Party (BNP)	3	3	-	-	2	-	-	-	1	-	1	-	2	-	2	-	-	-	*	-	2	-
	1%	1%	-	-	2%	-	-	-	1%	-	1%	-	2%	-	1%	-	-	-	8%	-	1%	-
Some other party	2	2	-	-	1	-	*	1	-	*	-	*	1	-	-	-	-	-	2	-	-	-
	*	1%	-	-	1%	-	*	1%	-	*	-	*	*	-	-	-	-	-	44%	-	-	-

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	40%
Labour	36%
Liberal Democrat	9%
UKIP	12%
Green	3%
Other	1%

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
I would not vote UKIP	552	276	275	62	111	100	98	67	112	97	173	112	133	156	168	27	-	20	2	131	134	74
	55%	56%	54%	50%	60%	54%	55%	49%	60%	62%	59%	51%	52%	64%	77%	82%	-	86%	28%	56%	68%	69%
I would not vote Liberal Democrat	452	258	194	55	77	68	87	65	99	72	116	89	142	138	109	-	60	13	4	134	111	25
	45%	52%	38%	45%	42%	37%	48%	48%	53%	46%	40%	41%	55%	57%	50%	-	70%	57%	58%	58%	56%	23%
I would not vote Labour	362	215	147	48	58	48	74	50	84	59	88	75	112	167	-	16	57	9	6	154	21	36
	36%	44%	29%	39%	31%	26%	41%	36%	45%	38%	30%	34%	43%	69%	-	48%	66%	39%	79%	66%	11%	33%
I would not vote Conservative	358	190	168	53	66	61	66	51	62	49	102	76	98	-	155	18	54	18	5	26	121	53
	36%	39%	33%	43%	36%	33%	37%	37%	33%	31%	35%	35%	38%	-	71%	53%	63%	78%	66%	11%	61%	49%
None of these - I would potentially vote for all of them	103	42	61	9	20	30	23	9	11	14	36	28	20	21	15	3	2	3	*	15	8	8
	10%	9%	12%	8%	11%	16%	13%	7%	6%	9%	12%	13%	8%	9%	7%	9%	3%	11%	6%	6%	4%	7%
Don't know	76	29	48	12	18	13	8	10	13	7	22	19	21	3	2	-	1	-	-	6	6	5
	8%	6%	9%	10%	10%	7%	4%	7%	7%	5%	7%	8%	8%	1%	1%	-	2%	-	-	3%	3%	5%

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Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102	
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107	
NET: Well	613	330	283	83	101	108	106	87	124	114	178	122	153	207	136	19	42	7	5	185	119	64	
	61%	67%	56%	67%	55%	58%	59%	63%	67%	72%	61%	56%	59%	85%	62%	57%	49%	31%	62%	79%	60%	60%	
Very well	(4)	57	39	18	1	6	14	10	6	18	9	13	10	21	30	6	1	3	1	*	24	8	2
		6%	8%	4%	1%	3%	8%	6%	5%	10%	6%	4%	4%	8%	12%	3%	3%	4%	4%	6%	10%	4%	1%
Quite well	(3)	556	290	266	82	96	94	96	81	106	105	165	113	133	177	130	18	39	6	4	162	111	63
		56%	59%	52%	67%	52%	51%	53%	59%	57%	67%	57%	51%	51%	73%	60%	55%	46%	27%	57%	69%	56%	59%
Quite badly	(2)	193	84	110	20	47	46	38	21	21	23	63	51	41	10	55	9	23	8	*	22	36	29
		19%	17%	22%	16%	25%	25%	21%	15%	11%	14%	22%	23%	16%	4%	25%	28%	26%	35%	5%	10%	18%	27%
Very badly	(1)	51	29	22	7	9	9	15	5	5	6	13	15	12	3	5	3	10	3	2	5	11	3
		5%	6%	4%	6%	5%	5%	8%	4%	3%	4%	4%	7%	5%	1%	2%	8%	12%	14%	22%	2%	6%	3%
NET: Badly		244	113	131	27	56	55	53	26	27	28	76	67	53	14	60	12	33	11	2	28	47	32
		24%	23%	26%	22%	30%	30%	29%	19%	14%	18%	26%	30%	20%	6%	27%	36%	38%	49%	27%	12%	24%	30%
Don't know		143	51	92	13	26	22	21	24	35	15	38	30	52	23	22	2	11	5	1	20	31	11
		14%	10%	18%	11%	14%	12%	12%	18%	19%	9%	13%	14%	20%	9%	10%	7%	13%	20%	11%	9%	16%	10%
Mean		2.72	2.77	2.67	2.69	2.63	2.69	2.64	2.78	2.91	2.83	2.70	2.62	2.79	3.06	2.70	2.56	2.47	2.25	2.51	2.95	2.70	2.65
Standard deviation		0.67	0.70	0.64	0.60	0.65	0.71	0.74	0.61	0.63	0.60	0.64	0.71	0.70	0.49	0.57	0.70	0.78	0.82	1.01	0.56	0.67	0.57
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.03	0.06	0.07	0.05	0.03	0.04	0.13	0.09	0.18	0.36	0.03	0.05	0.06

Gloucester Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102	
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107	
NET: Well	640	333	306	84	125	117	98	88	125	118	185	135	161	213	137	17	42	9	5	186	121	65	
	64%	67%	60%	68%	68%	63%	54%	64%	67%	75%	64%	62%	62%	88%	63%	52%	49%	37%	62%	80%	61%	61%	
Very well	(4)	74	45	29	8	12	16	10	10	19	13	19	10	26	31	13	1	4	1	*	28	7	2
		7%	9%	6%	6%	6%	8%	5%	7%	10%	8%	7%	5%	10%	13%	6%	3%	4%	4%	6%	12%	4%	2%
Quite well	(3)	566	288	278	76	114	102	88	78	106	105	166	125	135	183	124	16	38	8	4	158	114	62
		57%	58%	55%	62%	62%	55%	49%	57%	57%	67%	57%	57%	52%	75%	57%	50%	44%	33%	57%	68%	58%	58%
Quite badly	(2)	160	75	86	20	30	29	36	23	23	24	57	30	38	10	45	8	20	9	*	21	28	24
		16%	15%	17%	16%	16%	16%	20%	17%	12%	15%	19%	14%	15%	4%	20%	25%	23%	41%	5%	9%	14%	22%
Very badly	(1)	70	33	37	12	14	14	17	7	5	6	15	24	17	2	11	6	16	*	2	4	19	5
		7%	7%	7%	10%	8%	7%	9%	5%	3%	4%	5%	11%	7%	1%	5%	17%	18%	2%	22%	2%	10%	5%
NET: Badly		230	107	123	32	44	43	53	30	28	30	72	55	55	12	55	14	35	10	2	25	47	29
		23%	22%	24%	26%	24%	23%	30%	22%	15%	19%	25%	25%	21%	5%	25%	42%	41%	43%	27%	11%	24%	27%
Don't know		131	54	77	8	14	25	29	20	33	9	34	29	42	18	26	2	9	5	1	22	29	13
		13%	11%	15%	6%	8%	14%	16%	14%	18%	6%	12%	13%	16%	8%	12%	5%	10%	20%	11%	9%	15%	12%
Mean		2.74	2.78	2.69	2.69	2.72	2.74	2.60	2.76	2.90	2.85	2.73	2.63	2.79	3.08	2.72	2.40	2.39	2.48	2.51	3.00	2.65	2.66
Standard deviation		0.72	0.72	0.72	0.75	0.71	0.75	0.77	0.69	0.63	0.63	0.68	0.77	0.76	0.45	0.67	0.82	0.86	0.64	1.01	0.56	0.74	0.62
Standard error		0.02	0.04	0.03	0.10	0.06	0.06	0.06	0.05	0.04	0.03	0.06	0.07	0.05	0.03	0.05	0.16	0.10	0.14	0.36	0.03	0.06	0.07

Gloucester Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
I am satisfied with the job David Cameron is doing overall as Prime Minister	364	181	184	41	75	71	52	48	76	63	112	76	92	179	37	15	12	2	3	149	41	37
	36%	37%	36%	33%	41%	38%	29%	35%	41%	40%	38%	35%	36%	74%	17%	45%	14%	10%	41%	64%	21%	35%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	247	129	119	38	48	43	54	32	33	37	65	51	69	56	25	12	39	5	3	63	30	24
	25%	26%	23%	31%	26%	23%	30%	23%	18%	23%	22%	23%	27%	23%	11%	37%	46%	23%	44%	27%	15%	22%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	238	124	114	32	41	41	40	37	46	41	78	48	60	6	142	6	19	12	-	12	103	37
	24%	25%	23%	26%	22%	22%	22%	27%	25%	26%	27%	22%	23%	2%	65%	18%	22%	51%	-	5%	52%	34%
Refused	21	13	8	-	3	4	3	3	6	4	5	2	6	-	-	-	2	1	-	3	1	-
	2%	3%	2%	-	2%	2%	1%	2%	3%	3%	2%	1%	2%	-	-	-	2%	4%	-	1%	1%	-
Don't know	130	48	82	12	16	27	31	17	25	12	33	41	31	3	15	-	14	3	1	6	23	9
	13%	10%	16%	10%	9%	15%	17%	13%	13%	7%	11%	19%	12%	1%	7%	-	16%	12%	16%	3%	12%	9%

Gloucester Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
Labour	584	288	297	34	100	124	122	80	122	100	164	134	152	157	152	19	47	14	6	148	133	70
	58%	58%	59%	27%	54%	67%	68%	58%	65%	64%	56%	61%	59%	65%	70%	58%	55%	60%	75%	63%	67%	65%
The Conservatives	519	252	266	31	73	105	98	91	117	101	140	109	132	138	134	24	34	14	6	149	110	67
	52%	51%	53%	25%	40%	56%	55%	66%	63%	64%	48%	50%	51%	57%	61%	73%	40%	62%	75%	64%	56%	63%
The Liberal Democrat	193	106	87	12	30	37	45	32	34	34	80	29	35	38	46	19	11	6	4	41	42	39
	19%	21%	17%	10%	16%	20%	25%	23%	18%	22%	27%	13%	13%	15%	21%	56%	13%	28%	49%	18%	21%	36%
The UK Independence Party (UKIP)	144	79	65	13	30	21	30	23	26	26	27	31	45	22	36	6	23	3	4	26	31	14
	14%	16%	13%	10%	16%	12%	17%	17%	14%	16%	9%	14%	18%	9%	17%	17%	27%	12%	55%	11%	16%	13%
None of them	214	119	95	50	49	35	26	26	29	29	56	45	58	43	41	3	27	3	1	36	35	12
	21%	24%	19%	40%	27%	19%	14%	19%	16%	18%	19%	20%	22%	18%	19%	10%	31%	14%	14%	15%	18%	11%
Don't know	47	14	33	16	11	6	6	1	5	2	19	10	13	1	4	1	-	2	-	3	4	1
	5%	3%	6%	13%	6%	3%	3%	1%	3%	1%	6%	4%	5%	1%	2%	3%	-	7%	-	1%	2%	1%

Gloucester Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	472	529	62	130	159	181	182	282	354	158	131	282	274	205	30	91	26	9	295	202	102
Weighted base	1001	494	507	123	184	186	180	137	186	157	291	219	258	243	218	33	86	23	7	233	198	107
A Conservative government	281 28%	152 31%	130 26%	27 22%	41 22%	48 26%	53 29%	44 32%	68 36%	54 34%	69 24%	67 31%	79 31%	200 82%	3 1%	1 3%	17 20%	1 3%	2 22%	153 66%	19 9%	14 13%
A Labour government	273 27%	126 25%	147 29%	28 23%	58 31%	55 30%	41 23%	38 27%	52 28%	37 23%	91 31%	61 28%	66 26%	1 1%	181 83%	- -	16 19%	6 24%	2 31%	17 7%	118 60%	34 32%
A coalition between the Conservatives and the Liberal Democrats	105 11%	56 11%	49 10%	10 8%	19 10%	23 13%	19 10%	13 9%	21 11%	22 14%	36 12%	13 6%	30 12%	35 15%	4 2%	17 53%	10 12%	- -	1 19%	27 12%	11 5%	25 23%
A coalition between Labour and the Liberal Democrats	93 9%	40 8%	53 10%	14 11%	19 10%	19 10%	20 11%	13 9%	7 4%	18 12%	38 13%	17 8%	18 7%	1 1%	26 12%	11 34%	8 10%	9 39%	- -	5 2%	24 12%	18 17%
Don't know	249 25%	120 24%	128 25%	44 35%	47 26%	40 22%	47 26%	30 22%	38 20%	26 17%	58 20%	61 28%	65 25%	5 2%	4 2%	3 10%	34 39%	8 35%	2 29%	31 13%	26 13%	15 14%

Gloucester Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	472 47%	494 49%
Female	529 53%	507 51%

Gloucester Poll
CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	62 6%	123 12%
25-34	130 13%	184 18%
35-44	159 16%	186 19%
45-54	181 18%	180 18%
55-64	182 18%	137 14%
65 or older	282 28%	186 19%
Refused	5 *	5 *

Gloucester Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	128 13%	58 6%
B	226 23%	99 10%
C1	158 16%	291 29%
C2	131 13%	219 22%
D	87 9%	96 10%
E	195 19%	162 16%
Refused	76 8%	76 8%

Gloucester Poll
CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Could you tell me which party you voted for at the last general election back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	295 29%	233 23%
Labour	202 20%	198 20%
Liberal Democrats	102 10%	107 11%
Another party	48 5%	37 4%
Did not vote	237 24%	310 31%
Refused	47 5%	39 4%
Don't know	70 7%	77 8%