

Crewe & Nantwich Poll

CATI Fieldwork : 2nd-9th 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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78	
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86	
Certain to vote	(10)	621	326	295	48	57	119	121	111	166	138	173	133	154	193	210	17	83	15	6	217	167	64
		62%	66%	58%	40%	37%	66%	67%	73%	78%	70%	65%	63%	55%	76%	74%	50%	67%	56%	62%	81%	79%	75%
	(9)	56	30	26	6	17	9	7	4	12	6	16	11	15	18	16	8	7	2	-	18	12	9
		6%	6%	5%	5%	11%	5%	4%	3%	6%	3%	6%	5%	5%	7%	6%	24%	6%	8%	-	7%	6%	11%
	(8)	65	24	41	11	18	8	10	9	8	12	11	12	26	17	16	6	11	3	-	16	10	7
		6%	5%	8%	9%	11%	4%	6%	6%	4%	6%	4%	6%	9%	7%	6%	18%	9%	11%	-	6%	5%	8%
	(7)	34	11	23	11	6	8	*	4	4	7	9	1	10	10	8	1	*	-	-	3	1	1
		3%	2%	4%	9%	4%	5%	*	3%	2%	3%	3%	*	4%	4%	3%	4%	*	-	-	1%	1%	2%
	(6)	27	14	13	4	8	4	5	2	2	6	5	10	7	8	-	5	1	-	1	5	-	
		3%	3%	3%	3%	5%	2%	2%	3%	1%	1%	2%	2%	4%	3%	3%	-	4%	5%	-	1%	2%	-
	(5)	64	18	46	8	17	14	15	10	1	8	16	15	23	4	18	1	13	3	-	5	8	1
		6%	4%	9%	6%	11%	8%	8%	7%	1%	4%	6%	7%	8%	2%	6%	3%	11%	11%	-	2%	4%	1%
	(4)	12	6	6	4	3	-	2	-	3	3	2	5	2	1	5	*	1	2	-	1	1	3
		1%	1%	1%	3%	2%	-	1%	-	2%	1%	1%	2%	1%	*	2%	1%	1%	8%	-	*	1%	3%
	(3)	16	11	5	8	3	2	1	-	1	5	9	2	-	2	4	-	2	*	-	1	-	-
		2%	2%	1%	7%	2%	1%	1%	-	1%	3%	4%	1%	-	1%	1%	-	2%	1%	-	*	-	-
	(2)	16	12	4	1	5	4	5	1	-	4	4	4	4	3	1	-	1	-	3	3	-	1
		2%	2%	1%	1%	3%	2%	3%	1%	-	2%	2%	2%	1%	1%	*	-	1%	-	38%	1%	-	1%
Definitely would not vote	(1)	88	38	49	19	20	13	16	7	13	10	19	21	33	-	-	-	-	-	3	8	-	
		9%	8%	10%	16%	13%	7%	9%	5%	6%	5%	7%	10%	12%	-	-	-	-	-	1%	4%	-	
Don't know		1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	
		*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	*	-	-	
Mean		8.18	8.34	8.03	6.87	7.09	8.36	8.24	8.84	9.05	8.59	8.31	8.09	7.85	9.33	9.11	9.06	8.85	8.42	7.00	9.44	9.19	9.38
Standard deviation		2.95	2.92	2.97	3.40	3.23	2.83	3.02	2.34	2.38	2.67	2.88	3.11	3.12	1.50	1.77	1.29	1.99	2.25	4.11	1.59	2.04	1.45
Standard error		0.09	0.13	0.13	0.44	0.33	0.22	0.23	0.17	0.14	0.14	0.19	0.24	0.23	0.09	0.10	0.23	0.19	0.46	1.68	0.09	0.12	0.16

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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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86
Conservative	255 25%	140 28%	115 23%	15 13%	33 21%	41 22%	46 25%	41 27%	79 37%	64 33%	79 30%	37 17%	65 23%	255 100%	-	-	-	-	-	182 68%	9 4%	13 15%
Labour	285 28%	127 26%	158 31%	42 35%	49 32%	45 25%	46 25%	44 29%	59 28%	62 32%	67 25%	64 31%	78 28%	-	285 100%	-	-	-	-	16 6%	147 69%	30 35%
Liberal Democrat	34 3%	17 3%	17 3%	3 2%	6 4%	12 6%	2 1%	9 6%	2 1%	7 3%	16 6%	4 2%	4 2%	-	-	34 100%	-	-	-	1 *	4 2%	21 25%
The UK Independence Party (UKIP)	124 12%	73 15%	51 10%	16 13%	11 7%	26 14%	31 17%	23 15%	17 8%	17 9%	26 10%	37 18%	42 15%	-	-	-	124 100%	-	-	31 11%	19 9%	7 8%
The Green Party	26 3%	11 2%	16 3%	8 6%	4 2%	7 4%	5 3%	1 1%	2 1%	7 4%	5 2%	6 3%	7 2%	-	-	-	-	26 100%	-	2 1%	1 *	7 8%
The British National Party (BNP)	3 *	3 1%	-	-	-	-	3 2%	-	-	-	-	2 1%	2 1%	-	-	-	-	-	3 38%	-	-	-
Some other party	6 1%	4 1%	2 *	1 1%	3 2%	-	2 1%	-	-	1 1%	2 1%	2 1%	-	-	-	-	-	-	6 62%	-	1 *	-
Would not vote	88 9%	38 8%	49 10%	19 16%	20 13%	13 7%	16 9%	7 5%	13 6%	10 5%	19 7%	21 10%	33 12%	-	-	-	-	-	-	3 1%	8 4%	-
Refused	68 7%	37 8%	31 6%	1 1%	2 1%	13 7%	13 7%	14 9%	23 11%	12 6%	16 6%	15 7%	19 7%	-	-	-	-	-	-	9 3%	7 3%	-
Don't know	112 11%	43 9%	69 14%	16 13%	26 17%	25 14%	16 9%	12 8%	17 8%	16 8%	35 13%	22 11%	28 10%	-	-	-	-	-	-	24 9%	17 8%	8 9%

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Absolutes/col percents

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	603	299	304	27	44	99	106	127	199	246	130	96	104	230	247	25	81	16	4	227	204	58
Weighted base	565	293	272	57	68	103	106	95	136	122	151	118	149	205	219	26	91	18	5	199	152	64
Conservative	205	112	93	12	23	31	38	34	67	52	63	30	51	205	-	-	-	-	-	157	8	11
	36%	38%	34%	21%	33%	30%	36%	36%	49%	43%	42%	25%	34%	100%	-	-	-	-	-	79%	5%	17%
Labour	219	100	120	25	34	36	38	36	51	47	52	51	59	-	219	-	-	-	-	13	126	26
	39%	34%	44%	44%	49%	35%	36%	38%	38%	38%	35%	43%	40%	-	100%	-	-	-	-	7%	83%	41%
Liberal Democrat	26	13	13	2	4	9	2	7	2	5	13	3	3	-	-	26	-	-	-	1	3	17
	5%	4%	5%	4%	6%	8%	2%	8%	1%	4%	8%	3%	2%	-	-	100%	-	-	-	*	2%	26%
The UK Independence Party (UKIP)	91	57	34	10	3	23	24	17	14	11	19	28	30	-	-	-	91	-	-	26	13	7
	16%	19%	13%	18%	5%	22%	22%	18%	10%	9%	13%	24%	20%	-	-	-	100%	-	-	13%	8%	10%
The Green Party	18	8	10	7	2	4	3	1	2	6	1	4	6	-	-	-	-	18	-	2	1	4
	3%	3%	4%	12%	2%	4%	3%	1%	1%	5%	1%	3%	4%	-	-	-	-	100%	-	1%	*	6%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	1	*	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	1%	*	-	-	-	-	-	27%	-	-	-
Some other party	4	2	2	1	3	-	*	-	-	1	2	*	-	-	-	-	-	-	4	-	1	-
	1%	1%	1%	2%	4%	-	*	-	-	1%	1%	*	-	-	-	-	-	-	73%	-	1%	-

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CATI Fieldwork : 2nd-9th April 2015

Col percents

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	37%
Labour	39%
Liberal Democrat	5%
UKIP	16%
Green	3%
Other	1%

Crewe & Nantwich Poll

CATI Fieldwork : 2nd-9th April 2015

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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78	
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86	
Conservative	281	145	136	26	32	39	47	49	88	75	83	37	73	237	7	4	12	3	-	187	16	18	
	28%	29%	27%	22%	21%	22%	26%	32%	41%	38%	32%	18%	26%	93%	3%	12%	10%	12%	-	70%	8%	21%	
Labour	316	140	176	43	53	56	55	44	64	64	77	73	84	6	268	6	7	3	2	28	153	35	
	32%	28%	35%	36%	35%	31%	30%	29%	30%	33%	29%	35%	30%	2%	94%	18%	5%	10%	19%	10%	72%	41%	
Liberal Democrat	32	14	18	3	7	9	4	5	3	5	11	3	12	-	2	22	*	3	2	-	4	14	
	3%	3%	3%	3%	5%	5%	2%	3%	2%	2%	4%	1%	4%	-	1%	65%	*	12%	21%	-	2%	16%	
The UK Independence Party (UKIP)	108	70	39	14	11	27	29	17	12	14	20	34	36	3	-	-	99	2	-	26	13	6	
	11%	14%	8%	11%	7%	15%	16%	11%	6%	7%	7%	16%	13%	1%	-	-	80%	7%	-	10%	6%	7%	
The Green Party	16	6	10	4	2	4	6	*	*	3	5	5	3	1	1	-	-	13	2	1	-	4	
	2%	1%	2%	4%	1%	2%	3%	*	*	1%	2%	2%	1%	*	*	-	-	50%	17%	*	-	5%	
The British National Party (BNP)	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	17%	-	-	-	
Some other party	9	7	2	1	1	2	-	2	2	1	-	2	4	2	1	-	-	-	2	1	4	-	
	1%	1%	*	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	*	-	-	-	27%	*	2%	-	
Would not vote	88	38	49	19	20	13	16	7	13	10	19	21	33	-	-	-	-	-	-	3	8	-	
	9%	8%	10%	16%	13%	7%	9%	5%	6%	5%	7%	10%	12%	-	-	-	-	-	-	1%	4%	-	
Refused	46	27	19	1	2	11	8	7	16	9	12	10	10	1	-	-	-	-	-	3	1	-	
	5%	5%	4%	1%	1%	6%	4%	4%	8%	5%	5%	5%	4%	*	-	-	-	-	-	1%	1%	-	
Don't know	103	45	58	8	26	21	15	21	12	14	38	22	22	5	5	1	6	2	-	20	13	9	
	10%	9%	11%	7%	17%	11%	8%	14%	6%	7%	14%	11%	8%	2%	2%	4%	5%	8%	-	7%	6%	10%	

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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	625	305	320	28	44	105	110	127	209	253	132	99	113	226	243	23	78	15	4	234	212	57
Weighted base	586	298	288	60	69	109	110	94	145	125	153	121	160	201	217	25	87	17	5	206	161	63
Conservative	222	115	107	17	21	32	38	40	73	59	67	29	58	193	5	3	8	3	-	160	13	15
	38%	39%	37%	29%	31%	30%	35%	42%	51%	47%	44%	24%	36%	96%	2%	12%	9%	16%	-	78%	8%	24%
Labour	244	110	134	26	38	44	43	36	56	49	61	58	64	5	210	5	5	2	2	23	131	29
	42%	37%	46%	44%	55%	41%	39%	38%	39%	39%	40%	48%	40%	3%	97%	19%	6%	12%	30%	11%	82%	47%
Liberal Democrat	23	9	14	3	4	7	2	5	3	4	8	2	8	-	1	17	*	3	*	-	3	11
	4%	3%	5%	5%	6%	6%	2%	5%	2%	3%	5%	2%	5%	-	*	69%	*	18%	*	-	2%	18%
The UK Independence Party (UKIP)	80	54	26	9	4	22	23	12	11	10	16	27	25	2	-	-	74	1	-	21	9	6
	14%	18%	9%	15%	6%	21%	20%	12%	7%	8%	10%	22%	16%	1%	-	-	84%	6%	-	10%	6%	9%
The Green Party	9	3	6	3	*	2	3	*	*	2	1	2	3	*	*	-	-	8	*	1	-	2
	1%	1%	2%	6%	*	2%	3%	*	*	1%	1%	1%	2%	*	*	-	-	48%	*	*	-	3%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	27%	-	-	-
Some other party	7	5	2	1	1	1	-	2	2	1	-	2	3	1	1	-	-	-	2	1	3	-
	1%	2%	1%	1%	2%	1%	-	2%	1%	1%	-	1%	2%	*	*	-	-	-	43%	*	2%	-

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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	38%
Labour	41%
Liberal Democrat	4%
UKIP	13%
Green	1%
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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86
I would not vote Liberal Democrat	622 62%	318 65%	304 60%	60 50%	93 61%	105 58%	116 65%	92 61%	156 73%	126 65%	149 56%	128 61%	186 67%	191 75%	192 67%	-	102 82%	12 44%	3 33%	209 78%	154 73%	35 40%
I would not vote UKIP	586 59%	285 58%	301 59%	64 53%	87 57%	102 56%	102 57%	94 62%	136 64%	137 70%	169 64%	110 52%	138 50%	171 67%	221 77%	32 94%	-	24 91%	9 100%	156 58%	148 70%	76 88%
I would not vote Conservative	457 46%	223 45%	234 46%	59 49%	69 45%	89 49%	94 52%	64 42%	83 39%	79 40%	98 37%	106 51%	148 53%	-	223 78%	21 62%	80 64%	16 60%	9 100%	33 12%	164 77%	54 63%
I would not vote Labour	405 40%	224 46%	180 36%	33 28%	56 36%	72 40%	75 42%	66 44%	103 48%	80 41%	109 41%	80 38%	113 41%	195 77%	-	9 26%	95 77%	8 29%	7 81%	201 75%	26 12%	23 26%
None of these - I would potentially vote for all of them	76 8%	33 7%	43 8%	9 8%	17 11%	22 12%	14 8%	7 4%	7 3%	10 5%	22 8%	17 8%	24 9%	10 4%	13 4%	-	7 6%	2 7%	-	11 4%	9 4%	-
Don't know	26 3%	16 3%	9 2%	4 3%	1 1%	6 3%	3 2%	5 3%	6 3%	3 1%	7 3%	3 2%	9 3%	-	3 1%	-	1 1%	-	-	-	1 1%	1 1%

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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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78	
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86	
NET: Well	644	335	309	76	101	120	113	97	137	139	195	122	155	226	180	30	53	17	5	219	128	62	
	64%	68%	61%	63%	66%	66%	63%	64%	64%	71%	74%	58%	56%	89%	63%	88%	43%	63%	51%	81%	60%	71%	
Very well	(4)	70	40	31	3	9	8	12	13	14	11	14	22	38	19	1	4	-	-	36	15	5	
		7%	8%	6%	2%	6%	5%	7%	9%	12%	7%	4%	7%	8%	15%	6%	1%	4%	-	-	13%	7%	5%
Quite well	(3)	574	295	279	73	93	112	101	84	111	125	183	108	132	188	161	29	49	17	5	183	113	57
		57%	60%	55%	61%	61%	62%	56%	56%	52%	64%	69%	52%	48%	74%	57%	87%	39%	63%	51%	68%	53%	66%
Quite badly	(2)	234	109	125	33	34	47	50	35	34	40	40	62	82	14	79	2	53	7	4	26	59	18
		23%	22%	25%	28%	22%	26%	28%	23%	16%	20%	15%	30%	30%	5%	28%	5%	43%	28%	49%	9%	28%	21%
Very badly	(1)	55	24	31	5	12	6	11	7	14	7	7	16	21	2	13	1	14	-	-	8	10	3
		6%	5%	6%	4%	8%	3%	6%	5%	7%	4%	3%	8%	8%	1%	5%	4%	11%	-	-	3%	5%	4%
NET: Badly		289	133	156	39	46	53	61	42	48	47	78	103	16	93	3	67	7	4	34	69	21	
		29%	27%	31%	32%	30%	29%	34%	28%	23%	24%	18%	37%	6%	33%	9%	54%	28%	49%	12%	33%	25%	
Don't know		67	25	42	6	6	9	6	12	27	10	22	9	20	12	12	1	4	2	-	16	15	3
		7%	5%	8%	5%	4%	5%	3%	8%	13%	5%	8%	4%	7%	5%	4%	3%	3%	9%	-	6%	7%	4%
Mean		2.71	2.75	2.66	2.64	2.67	2.71	2.66	2.74	2.80	2.78	2.82	2.60	2.60	3.08	2.68	2.88	2.36	2.69	2.51	2.98	2.67	2.76
Standard deviation		0.69	0.68	0.70	0.61	0.71	0.61	0.70	0.70	0.77	0.63	0.55	0.74	0.76	0.50	0.67	0.49	0.74	0.47	0.53	0.61	0.69	0.61
Standard error		0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.06	0.03	0.04	0.09	0.07	0.10	0.22	0.04	0.04	0.07

Crewe & Nantwich Poll

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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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78	
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86	
NET: Well	642	343	299	83	93	109	110	101	146	155	190	121	139	219	187	27	56	17	4	219	127	66	
	64%	70%	59%	69%	61%	60%	61%	67%	69%	79%	72%	58%	50%	86%	66%	81%	45%	64%	44%	81%	60%	76%	
Very well	(4)	71	43	28	2	9	7	16	13	24	17	12	11	24	34	17	3	4	*	-	31	13	5
		7%	9%	6%	1%	6%	4%	9%	8%	11%	9%	5%	5%	9%	13%	6%	8%	4%	2%	-	12%	6%	6%
Quite well	(3)	570	300	271	81	84	102	94	88	122	138	178	110	115	185	170	25	52	17	4	188	115	60
		57%	61%	53%	67%	55%	56%	52%	59%	57%	71%	68%	53%	41%	73%	60%	72%	42%	63%	44%	70%	54%	70%
Quite badly	(2)	219	97	122	28	36	44	47	31	32	28	42	59	81	21	68	5	44	8	3	34	50	16
		22%	20%	24%	23%	24%	25%	26%	21%	15%	14%	16%	28%	29%	8%	24%	13%	35%	32%	38%	13%	24%	18%
Very badly	(1)	71	28	44	4	19	12	16	10	10	6	12	19	31	4	15	1	17	1	2	5	16	3
		7%	6%	9%	4%	12%	7%	9%	7%	5%	3%	5%	9%	11%	2%	5%	4%	14%	4%	19%	2%	8%	3%
NET: Badly		290	125	165	32	55	57	63	41	42	34	54	78	112	25	84	6	61	9	5	39	67	18
		29%	25%	33%	27%	36%	31%	35%	27%	20%	17%	21%	37%	40%	10%	29%	18%	49%	36%	56%	14%	31%	21%
Don't know		68	25	43	6	5	15	8	9	24	6	19	10	27	10	14	1	7	-	-	12	18	2
		7%	5%	8%	5%	3%	9%	4%	6%	11%	3%	7%	5%	10%	4%	5%	2%	6%	-	-	4%	9%	3%
Mean		2.69	2.77	2.61	2.70	2.56	2.63	2.64	2.73	2.85	2.88	2.78	2.56	2.53	3.02	2.70	2.86	2.37	2.62	2.25	2.95	2.64	2.81
Standard deviation		0.72	0.70	0.74	0.56	0.79	0.69	0.78	0.72	0.70	0.60	0.61	0.74	0.83	0.54	0.67	0.62	0.78	0.59	0.80	0.57	0.73	0.58
Standard error		0.02	0.03	0.03	0.07	0.08	0.05	0.06	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.04	0.11	0.08	0.12	0.33	0.03	0.05	0.07

Crewe & Nantwich Poll

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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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86
I am satisfied with the job David Cameron is doing overall as Prime Minister	343 34%	183 37%	159 31%	33 27%	49 32%	55 31%	55 30%	52 34%	99 47%	73 37%	96 36%	69 33%	91 33%	193 76%	31 11%	10 31%	26 21%	7 27%	1 16%	175 65%	39 19%	25 30%
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	215 21%	100 20%	115 23%	39 32%	38 25%	38 21%	40 22%	25 17%	34 16%	43 22%	62 24%	54 26%	42 15%	52 21%	41 14%	12 37%	55 44%	4 17%	1 11%	66 25%	21 10%	13 15%
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.	284 28%	138 28%	146 29%	27 23%	47 31%	46 26%	55 31%	51 34%	57 27%	59 30%	65 25%	58 28%	89 32%	3 1%	200 70%	6 17%	21 17%	9 35%	3 36%	17 6%	130 61%	39 45%
Refused	45 4%	28 6%	17 3%	6 5%	2 1%	7 4%	13 7%	7 5%	9 4%	8 4%	8 3%	6 3%	17 6%	1 *	1 *	1 1%	5 4%	1 3%	- -	3 1%	3 2%	1 1%
Don't know	114 11%	45 9%	69 14%	15 13%	18 12%	34 19%	17 10%	16 11%	13 6%	12 6%	32 12%	22 11%	39 14%	6 2%	13 4%	5 15%	17 14%	5 19%	3 38%	8 3%	18 8%	8 9%

Crewe & Nantwich Poll

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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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86
Labour	591	288	303	55	74	102	113	104	141	119	153	133	161	153	202	23	66	13	5	167	160	55
	59%	58%	60%	46%	48%	56%	63%	69%	67%	61%	58%	63%	58%	60%	71%	68%	53%	48%	51%	62%	76%	64%
The Conservatives	406	205	201	41	31	64	89	74	108	94	97	94	94	157	99	12	36	9	3	157	78	37
	41%	42%	40%	34%	20%	35%	49%	49%	51%	48%	37%	45%	34%	62%	35%	36%	29%	35%	38%	59%	37%	43%
The UK Independence Party (UKIP)	195	100	96	23	23	38	31	37	44	46	44	50	48	42	58	8	35	10	2	48	54	23
	20%	20%	19%	19%	15%	21%	17%	24%	21%	23%	17%	24%	17%	17%	20%	23%	28%	37%	19%	18%	26%	27%
The Liberal Democrat	46	20	26	4	1	8	10	13	11	9	10	15	10	7	20	4	2	2	-	9	13	9
	5%	4%	5%	3%	1%	4%	6%	9%	5%	5%	4%	7%	3%	3%	7%	13%	1%	7%	-	3%	6%	10%
None of them	261	127	134	43	59	56	37	26	39	49	67	43	88	49	60	9	39	9	1	52	35	21
	26%	26%	26%	36%	39%	31%	21%	17%	18%	25%	25%	21%	32%	19%	21%	25%	31%	34%	11%	19%	16%	24%
Don't know	16	8	8	-	4	6	1	2	3	1	9	2	3	4	2	1	-	-	-	1	2	-
	2%	2%	2%	-	2%	3%	1%	1%	1%	*	3%	1%	1%	2%	1%	3%	-	-	-	*	1%	-

Crewe & Nantwich Poll

CATI Fieldwork : 2nd-9th 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	1000	472	528	60	95	169	178	192	304	374	220	163	190	279	306	32	109	24	6	301	275	78
Weighted base	1000	493	507	120	153	181	180	151	212	196	264	209	278	255	285	34	124	26	9	269	212	86
A Labour government	331	148	183	39	62	57	59	50	62	62	74	77	104	2	227	3	25	7	3	21	146	27
	33%	30%	36%	32%	41%	32%	33%	33%	29%	32%	28%	37%	37%	1%	80%	10%	20%	25%	36%	8%	69%	32%
A Conservative government	277	145	132	27	33	41	48	44	84	64	84	54	63	196	4	1	42	2	-	179	13	10
	28%	29%	26%	22%	22%	23%	27%	29%	40%	33%	32%	26%	23%	77%	1%	4%	34%	8%	-	66%	6%	11%
A coalition between the Conservatives and the Liberal Democrats	125	72	53	11	20	18	26	27	23	28	30	19	43	50	4	7	25	3	3	46	5	17
	12%	15%	10%	9%	13%	10%	14%	18%	11%	14%	11%	9%	15%	20%	2%	21%	20%	13%	33%	17%	2%	19%
A coalition between Labour and the Liberal Democrats	100	44	57	17	18	17	23	11	14	18	30	24	20	2	44	20	7	7	2	5	29	29
	10%	9%	11%	14%	12%	9%	13%	8%	7%	9%	11%	11%	7%	1%	16%	58%	6%	26%	21%	2%	13%	34%
Don't know	168	85	83	27	19	49	25	19	28	24	46	35	49	5	6	3	25	8	1	18	19	4
	17%	17%	16%	22%	12%	27%	14%	13%	13%	12%	18%	17%	17%	2%	2%	8%	20%	29%	11%	7%	9%	4%

Crewe & Nantwich Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	472 47%	493 49%
Female	528 53%	507 51%

Crewe & Nantwich Poll
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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	1000	1000
Weighted base	1000	1000
18-24	60 6%	120 12%
25-34	95 10%	153 15%
35-44	169 17%	181 18%
45-54	178 18%	180 18%
55-64	192 19%	151 15%
65 or older	304 30%	212 21%
Refused	2 *	2 *

Crewe & Nantwich Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	120 12%	62 6%
B	254 25%	134 13%
C1	220 22%	264 26%
C2	163 16%	209 21%
D	89 9%	152 15%
E	101 10%	126 13%
Refused	53 5%	53 5%

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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	1000	1000
Weighted base	1000	1000
Conservative	301 30%	269 27%
Labour	275 28%	212 21%
Liberal Democrats	78 8%	86 9%
Another party	33 3%	32 3%
Did not vote	230 23%	318 32%
Refused	43 4%	37 4%
Don't know	40 4%	46 5%