

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106	
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108	
Certain to vote	(10)	617	321	296	29	87	112	128	107	154	149	196	132	110	212	168	20	81	24	5	219	166	81
		62%	65%	58%	28%	56%	59%	69%	72%	70%	73%	62%	54%	58%	76%	71%	69%	62%	64%	49%	82%	74%	75%
	(9)	50	26	24	4	5	9	13	5	13	11	23	5	9	18	14	2	3	2	-	17	14	6
		5%	5%	5%	4%	3%	5%	7%	4%	6%	5%	7%	2%	5%	7%	6%	6%	2%	6%	-	6%	6%	6%
	(8)	72	30	42	5	12	20	9	12	14	8	20	21	18	18	12	2	16	2	*	8	15	8
		7%	6%	8%	5%	8%	11%	5%	8%	6%	4%	6%	9%	9%	6%	5%	8%	12%	5%	4%	3%	7%	7%
	(7)	51	19	32	7	13	10	9	5	7	10	17	14	6	11	16	4	5	2	-	5	10	11
		5%	4%	6%	7%	8%	5%	5%	4%	3%	5%	5%	6%	3%	4%	7%	14%	4%	5%	-	2%	4%	10%
	(6)	28	14	14	10	8	2	3	1	3	3	15	5	5	5	9	-	5	2	-	1	2	-
		3%	3%	3%	10%	5%	1%	2%	1%	1%	1%	5%	2%	3%	2%	4%	-	4%	5%	-	*	1%	-
	(5)	63	25	38	25	6	8	6	5	12	5	18	24	15	13	10	1	14	1	-	12	9	1
		6%	5%	8%	25%	4%	4%	3%	4%	5%	3%	6%	10%	8%	5%	4%	2%	11%	3%	-	5%	4%	1%
	(4)	15	9	6	4	2	2	3	-	5	3	-	6	4	1	1	-	1	2	3	1	3	-
		2%	2%	1%	4%	1%	1%	2%	-	2%	1%	-	2%	2%	*	1%	-	1%	4%	31%	*	1%	-
	(3)	17	10	7	7	3	3	3	1	1	2	1	8	4	1	4	-	4	-	-	2	3	-
		2%	2%	1%	6%	2%	2%	2%	1%	*	1%	*	3%	2%	*	2%	-	3%	-	-	1%	1%	-
	(2)	11	1	9	-	3	4	1	3	-	2	5	2	-	-	1	-	2	3	2	1	-	-
		1%	*	2%	-	2%	2%	1%	2%	-	1%	1%	1%	-	-	*	-	2%	8%	16%	*	-	-
Definitely would not vote	(1)	72	37	35	10	18	17	11	7	10	9	20	27	12	-	-	-	-	-	-	2	3	1
		7%	7%	7%	10%	12%	9%	6%	4%	4%	4%	6%	11%	7%	-	-	-	-	-	-	1%	2%	1%
Don't know		5	-	5	-	-	1	-	1	3	-	-	-	4	-	-	-	-	-	-	1	1	-
		*	-	1%	-	-	1%	-	1%	1%	-	-	-	2%	-	-	-	-	-	-	*	1%	-
Mean		8.28	8.40	8.16	6.40	7.78	8.17	8.68	8.87	8.86	8.88	8.44	7.65	8.22	9.34	9.09	9.24	8.56	8.46	6.79	9.42	9.14	9.38
Standard deviation		2.79	2.77	2.81	2.93	3.15	2.94	2.55	2.39	2.31	2.37	2.62	3.16	2.75	1.42	1.73	1.31	2.20	2.58	3.52	1.58	1.85	1.28
Standard error		0.09	0.13	0.12	0.40	0.32	0.23	0.19	0.18	0.13	0.12	0.18	0.25	0.20	0.08	0.11	0.24	0.20	0.41	1.24	0.09	0.12	0.12

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd April 2015

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	1000	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
Conservative	278	147	132	25	54	48	44	42	65	72	95	65	41	278	-	-	-	-	-	186	15	15
	28%	30%	26%	25%	34%	25%	24%	28%	29%	36%	30%	27%	22%	100%	-	-	-	-	-	70%	6%	14%
Labour	236	109	127	25	21	48	53	30	58	52	81	45	49	-	236	-	-	-	-	8	150	21
	24%	22%	25%	25%	14%	25%	29%	20%	27%	26%	26%	19%	26%	-	100%	-	-	-	-	3%	67%	20%
Liberal Democrat	28	14	14	-	4	10	4	6	5	7	13	3	5	-	-	28	-	-	-	*	3	21
	3%	3%	3%	-	2%	5%	2%	4%	2%	4%	4%	1%	3%	-	-	100%	-	-	-	*	1%	19%
The UK Independence Party (UKIP)	130	84	46	8	10	24	34	26	27	12	35	49	27	-	-	-	130	-	-	33	27	10
	13%	17%	9%	8%	6%	13%	19%	18%	12%	6%	11%	20%	14%	-	-	-	100%	-	-	12%	12%	9%
The Green Party	37	11	26	7	6	9	7	6	4	15	12	6	5	-	-	-	-	37	-	3	5	8
	4%	2%	5%	7%	4%	5%	4%	4%	2%	7%	4%	2%	2%	-	-	-	-	100%	-	1%	2%	7%
The British National Party (BNP)	4	3	1	3	-	1	-	-	-	-	-	3	1	-	-	-	-	-	4	-	-	1
	*	1%	*	3%	-	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	44%	-	-	1%
Some other party	6	1	5	-	1	2	1	1	1	2	1	3	-	-	-	-	-	-	6	-	-	1
	1%	*	1%	-	1%	1%	1%	1%	*	1%	*	1%	-	-	-	-	-	-	56%	-	-	1%
Would not vote	72	37	35	10	18	17	11	7	10	9	20	27	12	-	-	-	-	-	-	2	3	1
	7%	7%	7%	10%	12%	9%	6%	4%	4%	4%	6%	11%	7%	-	-	-	-	-	-	1%	2%	1%
Refused	59	33	26	-	9	9	5	13	22	10	20	11	9	-	-	-	-	-	-	7	3	8
	6%	7%	5%	-	6%	5%	3%	9%	10%	5%	6%	4%	5%	-	-	-	-	-	-	3%	1%	7%
Don't know	150	54	96	23	34	22	26	17	28	25	39	32	40	-	-	-	-	-	-	28	19	22
	15%	11%	19%	23%	22%	12%	14%	11%	13%	12%	12%	13%	21%	-	-	-	-	-	-	10%	8%	21%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd April 2015

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	583	292	291	22	46	99	116	115	184	243	123	90	109	253	184	25	87	29	5	237	169	67
Weighted base	546	282	265	35	69	107	115	90	130	128	182	122	98	224	180	22	90	26	5	196	162	65
Conservative	224	117	107	15	45	39	38	35	52	61	77	51	30	224	-	-	-	-	-	161	11	12
	41%	41%	40%	44%	64%	36%	33%	39%	40%	47%	42%	42%	30%	100%	-	-	-	-	-	82%	7%	18%
Labour	180	87	93	13	15	39	40	24	49	40	62	33	39	-	180	-	-	-	-	6	122	18
	33%	31%	35%	38%	22%	36%	34%	27%	38%	31%	34%	27%	40%	-	100%	-	-	-	-	3%	75%	28%
Liberal Democrat	22	11	11	-	2	9	3	5	4	6	10	2	4	-	-	22	-	-	-	*	2	17
	4%	4%	4%	-	3%	8%	3%	5%	3%	5%	5%	2%	4%	-	-	100%	-	-	-	*	1%	26%
The UK Independence Party (UKIP)	90	58	32	2	4	14	27	21	21	9	24	31	21	-	-	-	90	-	-	26	23	9
	16%	20%	12%	5%	6%	13%	24%	24%	16%	7%	13%	25%	21%	-	-	-	100%	-	-	13%	14%	13%
The Green Party	26	8	17	4	3	5	6	4	3	10	8	3	4	-	-	-	-	26	-	3	4	7
	5%	3%	6%	12%	4%	5%	5%	5%	2%	8%	4%	2%	4%	-	-	-	-	100%	-	1%	3%	11%
The British National Party (BNP)	1	*	1	*	-	1	-	-	-	-	-	*	1	-	-	-	-	-	1	-	-	1
	*	*	*	1%	-	1%	-	-	-	-	-	*	1%	-	-	-	-	-	28%	-	-	2%
Some other party	4	1	3	-	1	*	1	1	1	1	1	1	-	-	-	-	-	-	4	-	-	1
	1%	*	1%	-	1%	*	1%	1%	1%	1%	*	1%	-	-	-	-	-	-	72%	-	-	1%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd 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	41%
Labour	33%
Liberal Democrat	5%
UKIP	16%
Green	5%
Other	1%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
Conservative	298 30%	152 31%	146 29%	29 28%	55 35%	46 24%	43 23%	48 33%	77 35%	72 36%	110 35%	63 26%	49 26%	258 93%	10 4%	2 5%	7 5%	4 10%	* 4%	189 71%	18 8%	19 18%
Labour	241 24%	103 21%	138 27%	22 21%	25 16%	46 24%	54 29%	32 22%	62 28%	51 25%	76 24%	50 21%	52 28%	3 1%	209 89%	1 4%	6 5%	1 4%	- -	9 3%	145 64%	24 22%
Liberal Democrat	30 3%	13 3%	17 3%	- -	4 2%	9 5%	7 4%	4 3%	6 3%	9 4%	10 3%	4 2%	7 3%	2 1%	3 1%	21 75%	1 1%	- -	- -	3 1%	3 1%	18 17%
The UK Independence Party (UKIP)	124 12%	86 17%	38 8%	12 11%	10 7%	29 15%	31 17%	20 14%	22 10%	12 6%	30 10%	58 24%	21 11%	6 2%	1 *	- -	104 80%	2 5%	- -	33 12%	26 11%	12 11%
The Green Party	35 3%	16 3%	18 4%	10 10%	3 2%	5 2%	6 3%	7 5%	3 1%	12 6%	11 4%	7 3%	5 2%	* *	6 2%	- -	- -	27 73%	- -	2 1%	8 4%	8 7%
The British National Party (BNP)	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	7 1%	* *	6 1%	- -	1 1%	2 1%	2 1%	1 1%	1 *	2 1%	1 *	3 1%	1 *	1 *	- -	- -	- -	* 1%	5 52%	- -	- -	1 1%
Would not vote	72 7%	37 7%	35 7%	10 10%	18 12%	17 9%	11 6%	7 4%	10 4%	9 4%	20 6%	27 11%	12 7%	- -	- -	- -	- -	- -	- -	2 1%	3 2%	1 1%
Refused	50 5%	30 6%	21 4%	- -	8 5%	8 4%	5 3%	12 8%	17 8%	8 4%	18 6%	5 2%	9 5%	- -	1 *	- -	2 1%	- -	- -	4 1%	4 2%	6 5%
Don't know	142 14%	54 11%	88 17%	19 18%	31 20%	28 15%	26 14%	15 11%	23 10%	28 14%	39 12%	26 11%	34 18%	7 3%	7 3%	4 15%	10 8%	3 7%	4 44%	26 10%	18 8%	20 19%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd April 2015

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	592	294	299	22	50	95	114	116	195	243	123	97	112	246	177	22	81	26	4	239	167	71
Weighted base	556	284	273	35	74	104	116	91	136	128	182	129	101	218	176	18	84	23	4	198	162	69
Conservative	234	120	115	16	43	38	37	40	60	61	85	51	33	209	7	1	5	1	*	161	14	16
		42%	42%	47%	57%	37%	32%	44%	44%	48%	47%	39%	33%	96%	4%	5%	7%	5%	8%	82%	9%	24%
Labour	182	83	99	9	19	38	40	24	51	40	56	35	42	2	161	1	4	1	-	6	117	20
		33%	29%	26%	26%	36%	35%	27%	38%	32%	31%	27%	41%	1%	91%	5%	4%	5%	-	3%	72%	30%
Liberal Democrat	23	10	13	-	2	8	6	3	4	7	7	4	5	2	3	17	*	-	-	1	2	15
		4%	3%	5%	-	3%	8%	5%	3%	3%	6%	4%	3%	5%	1%	1%	91%	1%	-	1%	2%	23%
The UK Independence Party (UKIP)	87	57	29	2	7	18	26	17	18	9	23	34	17	5	1	-	75	1	-	27	21	9
		16%	20%	11%	5%	9%	17%	22%	18%	7%	13%	26%	17%	2%	*	-	89%	6%	-	14%	13%	13%
The Green Party	26	14	12	8	3	2	5	6	2	8	10	4	4	*	5	-	-	19	-	2	7	7
		5%	5%	5%	22%	4%	2%	5%	6%	2%	7%	6%	3%	4%	*	3%	-	82%	-	1%	4%	10%
The British National Party (BNP)	*	*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-
		*	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-
Some other party	4	*	4	-	1	*	2	1	1	2	1	1	1	1	-	-	-	*	3	-	-	1
		1%	*	1%	-	1%	*	1%	1%	1%	*	1%	1%	*	-	-	-	2%	92%	-	-	1%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd April 2015**

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	42%
Labour	33%
Liberal Democrat	5%
UKIP	15%
Green	4%
Other	1%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd April 2015

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	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
I would not vote Liberal Democrat	610	337	273	61	81	111	118	84	154	114	183	174	117	206	155	-	97	25	9	203	156	36
	61%	69%	54%	61%	52%	59%	64%	57%	70%	56%	58%	72%	62%	74%	66%	-	75%	68%	87%	76%	69%	33%
I would not vote UKIP	578	263	315	60	83	110	109	83	133	145	201	105	105	196	196	27	-	32	6	152	152	77
	58%	53%	62%	59%	53%	58%	59%	57%	60%	71%	64%	43%	55%	70%	83%	96%	-	86%	57%	57%	67%	71%
I would not vote Labour	440	234	206	40	63	87	88	70	92	79	141	135	66	208	-	14	85	23	9	203	22	52
	44%	48%	41%	40%	40%	46%	47%	47%	42%	39%	45%	56%	35%	75%	-	49%	65%	62%	91%	76%	10%	48%
I would not vote Conservative	402	211	191	42	53	77	89	50	91	67	119	118	81	-	183	16	82	26	7	25	162	49
	40%	43%	38%	41%	34%	41%	48%	34%	42%	33%	38%	49%	43%	-	78%	56%	63%	70%	75%	9%	72%	45%
None of these - I would potentially vote for all of them	75	35	40	5	24	11	7	9	19	14	12	20	17	8	4	-	10	4	-	14	7	7
	7%	7%	8%	5%	15%	6%	4%	6%	9%	7%	4%	8%	9%	3%	2%	-	7%	10%	-	5%	3%	6%
Don't know	44	20	24	8	7	7	6	9	7	4	13	8	14	1	3	-	5	-	-	2	7	1
	4%	4%	5%	8%	5%	4%	3%	6%	3%	2%	4%	3%	8%	*	1%	-	4%	-	-	1%	3%	1%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd April 2015

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	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106	
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108	
NET: Well	669	344	325	57	114	122	106	109	161	149	219	151	124	248	144	25	78	17	4	218	148	74	
	67%	70%	64%	56%	72%	65%	57%	74%	73%	73%	69%	62%	66%	89%	61%	90%	60%	45%	39%	81%	66%	68%	
Very well	(4)	56	39	17	9	3	5	9	12	18	11	14	16	11	29	12	-	8	1	-	26	9	2
		6%	8%	3%	8%	2%	3%	5%	8%	8%	6%	4%	7%	6%	10%	5%	-	6%	2%	-	10%	4%	2%
Quite well	(3)	613	305	308	48	110	117	97	97	142	138	205	136	112	219	132	25	71	16	4	192	139	72
		61%	62%	61%	47%	70%	62%	52%	66%	65%	68%	65%	56%	60%	79%	56%	90%	54%	43%	39%	72%	62%	67%
Quite badly	(2)	223	92	132	27	35	44	68	23	27	37	75	55	41	13	67	2	39	16	3	32	55	30
		22%	19%	26%	27%	22%	23%	36%	15%	12%	18%	24%	23%	21%	5%	29%	7%	30%	43%	31%	12%	24%	28%
Very badly	(1)	49	26	23	11	4	14	7	5	8	6	8	23	8	7	11	-	9	3	2	6	9	1
		5%	5%	4%	11%	2%	7%	4%	3%	4%	3%	3%	10%	4%	2%	5%	-	7%	9%	16%	2%	4%	1%
NET: Badly		272	118	154	38	38	58	74	28	35	43	84	78	48	20	78	2	48	19	5	37	64	31
		27%	24%	30%	38%	25%	31%	40%	19%	16%	21%	26%	32%	26%	7%	33%	7%	37%	52%	47%	14%	28%	28%
Don't know		59	31	29	7	5	9	5	10	24	12	13	13	17	11	13	1	3	1	1	12	13	3
		6%	6%	6%	6%	3%	5%	3%	7%	11%	6%	4%	5%	9%	4%	6%	3%	3%	2%	14%	5%	6%	3%
Mean		2.72	2.77	2.67	2.57	2.75	2.63	2.60	2.85	2.87	2.80	2.74	2.63	2.74	3.01	2.65	2.93	2.61	2.39	2.27	2.94	2.70	2.72
Standard deviation		0.65	0.68	0.62	0.82	0.53	0.67	0.64	0.61	0.62	0.58	0.58	0.76	0.65	0.51	0.66	0.26	0.71	0.70	0.80	0.56	0.62	0.51
Standard error		0.02	0.03	0.03	0.11	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.05	0.07	0.11	0.30	0.03	0.04	0.05

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	1000	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106	
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108	
NET: Well	682	369	313	61	123	116	116	106	160	154	234	155	115	251	141	24	79	21	3	221	140	79	
	68%	75%	62%	60%	78%	61%	63%	72%	73%	76%	74%	64%	61%	90%	60%	85%	61%	56%	26%	83%	62%	73%	
Very well	(4)	64	40	24	11	2	11	7	14	18	8	18	23	12	22	10	1	9	2	-	23	11	4
		6%	8%	5%	11%	2%	6%	4%	10%	8%	4%	6%	9%	6%	8%	4%	5%	7%	6%	-	8%	5%	4%
Quite well	(3)	619	329	289	50	120	105	109	92	146	216	132	103	228	132	23	70	18	3	198	129	75	
		62%	67%	57%	49%	77%	56%	59%	63%	65%	72%	68%	54%	54%	82%	56%	80%	54%	49%	26%	74%	57%	69%
Quite badly	(2)	218	82	136	29	26	44	56	32	32	34	67	55	48	17	73	3	40	8	4	31	66	21
		22%	17%	27%	28%	16%	23%	30%	21%	14%	17%	21%	23%	26%	6%	31%	11%	31%	23%	44%	12%	29%	20%
Very badly	(1)	44	16	27	6	3	18	7	3	7	5	6	17	11	2	8	-	8	6	2	3	6	4
		4%	3%	5%	6%	2%	10%	4%	2%	3%	2%	2%	7%	6%	1%	4%	-	6%	18%	16%	1%	3%	3%
NET: Badly		261	98	163	34	28	62	63	39	39	73	71	60	20	82	3	48	15	6	35	72	25	
		26%	20%	32%	34%	18%	33%	34%	24%	18%	19%	23%	29%	32%	7%	35%	11%	37%	40%	60%	13%	32%	23%
Don't know		56	25	31	6	6	11	6	6	21	10	9	17	15	8	13	1	3	1	1	12	13	5
		6%	5%	6%	6%	4%	6%	3%	4%	10%	5%	3%	7%	8%	3%	5%	3%	2%	4%	14%	4%	6%	4%
Mean		2.74	2.84	2.65	2.70	2.81	2.61	2.65	2.83	2.86	2.82	2.80	2.71	2.66	3.00	2.64	2.93	2.63	2.47	2.12	2.94	2.68	2.77
Standard deviation		0.65	0.61	0.67	0.76	0.47	0.75	0.63	0.62	0.61	0.53	0.56	0.75	0.70	0.43	0.63	0.41	0.71	0.88	0.73	0.51	0.62	0.58
Standard error		0.02	0.03	0.03	0.10	0.05	0.06	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.02	0.04	0.08	0.07	0.14	0.28	0.03	0.04	0.06

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	1000	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
I am satisfied with the job David Cameron is doing overall as Prime Minister	372 37%	191 39%	180 35%	29 28%	67 43%	77 41%	54 29%	59 40%	85 39%	89 44%	125 40%	84 35%	65 34%	217 78%	32 14%	15 53%	29 22%	5 15%	2 21%	183 68%	32 14%	31 28%
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	231 23%	111 22%	121 24%	34 33%	28 18%	43 23%	50 27%	34 23%	42 19%	39 19%	93 29%	49 20%	43 23%	55 20%	24 10%	6 23%	49 38%	9 25%	1 9%	68 26%	39 17%	29 27%
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.	247 25%	113 23%	134 26%	22 22%	34 21%	40 21%	57 31%	30 21%	63 29%	61 30%	70 22%	57 23%	48 26%	3 1%	165 70%	3 12%	35 27%	13 36%	1 9%	8 3%	131 58%	28 26%
Refused	38 4%	25 5%	12 2%	- -	4 2%	7 4%	6 3%	10 7%	11 5%	5 2%	9 3%	5 2%	9 5%	1 *	2 1%	- -	- -	1 3%	1 14%	2 1%	2 1%	4 4%
Don't know	113 11%	52 11%	61 12%	17 17%	24 15%	21 11%	18 10%	14 9%	18 8%	11 5%	18 6%	47 19%	24 13%	3 1%	13 5%	3 12%	17 13%	8 22%	5 47%	6 2%	21 9%	17 16%

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	1000	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
Labour	640	294	347	36	91	126	134	107	147	143	200	147	130	181	164	23	80	24	4	192	152	86
	64%	60%	68%	35%	58%	67%	72%	72%	67%	71%	64%	60%	69%	65%	70%	83%	62%	65%	42%	72%	68%	79%
The Conservatives	434	215	219	27	67	74	81	81	105	101	137	105	79	155	93	15	48	17	1	161	93	48
	43%	44%	43%	27%	42%	39%	43%	55%	48%	50%	43%	43%	42%	56%	40%	55%	37%	46%	13%	60%	41%	44%
The UK Independence Party (UKIP)	163	79	85	12	29	24	26	29	43	38	39	43	36	44	27	6	35	12	1	38	42	24
	16%	16%	17%	12%	19%	13%	14%	19%	20%	19%	12%	18%	19%	16%	11%	21%	27%	33%	8%	14%	19%	22%
The Liberal Democrat	121	57	63	10	18	23	29	20	20	24	40	30	22	30	25	8	13	5	3	26	22	17
	12%	12%	12%	10%	12%	12%	15%	14%	9%	12%	13%	12%	12%	11%	11%	29%	10%	14%	31%	10%	10%	15%
None of them	255	137	119	38	52	47	44	27	48	39	87	64	43	57	55	3	37	6	1	44	55	12
	26%	28%	23%	38%	33%	25%	23%	19%	22%	19%	27%	26%	23%	20%	23%	9%	29%	15%	14%	17%	24%	11%
Don't know	24	15	9	6	6	4	2	2	5	2	5	12	2	3	4	-	4	1	-	2	4	-
	2%	3%	2%	6%	4%	2%	1%	2%	2%	1%	2%	5%	1%	1%	2%	-	3%	1%	-	1%	2%	-

## Kingswood Poll

### CATI Fieldwork : 28th March - 3rd 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	465	535	55	97	165	186	182	315	375	206	165	204	307	233	31	116	40	8	322	230	106
Weighted base	1000	492	508	102	157	189	186	147	220	203	315	242	189	278	236	28	130	37	10	267	225	108
A Conservative government	315	166	149	25	51	57	56	47	79	67	109	84	46	225	5	3	38	2	1	194	22	19
	32%	34%	29%	25%	33%	30%	30%	32%	36%	33%	34%	35%	25%	81%	2%	10%	30%	7%	8%	73%	10%	18%
A Labour government	285	138	148	34	46	51	60	30	65	57	90	63	62	4	188	2	28	8	5	11	150	20
	29%	28%	29%	33%	29%	27%	32%	20%	30%	28%	28%	26%	33%	1%	80%	8%	22%	22%	55%	4%	67%	18%
A coalition between the Conservatives and the Liberal Democrats	124	61	63	13	13	29	24	23	23	30	43	23	24	46	3	15	15	6	2	37	11	28
	12%	12%	12%	13%	8%	15%	13%	16%	10%	15%	14%	10%	12%	17%	1%	54%	12%	16%	22%	14%	5%	26%
A coalition between Labour and the Liberal Democrats	86	47	40	7	17	12	22	13	15	22	32	17	14	3	32	8	17	8	-	5	21	23
	9%	9%	8%	7%	11%	6%	12%	9%	7%	11%	10%	7%	7%	1%	14%	27%	13%	21%	-	2%	9%	21%
Don't know	189	81	108	23	30	40	24	34	38	27	41	54	43	1	6	-	30	12	2	20	20	19
	19%	16%	21%	22%	19%	21%	13%	23%	17%	13%	13%	22%	23%	*	3%	-	23%	34%	16%	8%	9%	18%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd April 2015**

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	465 47%	492 49%
Female	535 54%	508 51%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd 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	1000	1000
Weighted base	1000	1000
18-24	55 6%	102 10%
25-34	97 10%	157 16%
35-44	165 17%	189 19%
45-54	186 19%	186 19%
55-64	182 18%	147 15%
65 or older	315 32%	220 22%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd April 2015**

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	100 10%	53 5%
B	275 28%	151 15%
C1	206 21%	315 32%
C2	165 17%	242 24%
D	78 8%	91 9%
E	126 13%	98 10%
Refused	50 5%	50 5%

**Kingswood Poll**  
**CATI Fieldwork : 28th March - 3rd 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	1000	1000
Weighted base	1000	1000
Conservative	322 32%	267 27%
Labour	230 23%	225 23%
Liberal Democrats	106 11%	108 11%
Another party	46 5%	48 5%
Did not vote	197 20%	254 25%
Refused	53 5%	50 5%
Don't know	46 5%	46 5%