Sheffield Hallam Poll
CATI Fieldwork : 22nd-28th March 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 Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	SEG AB	SEG C1	SEG C2	SEG DE	VI Con	VI Lab	VI LibDem	VI UKIP	VI Green	VI Other	2010 Con	2010 Lab	2010 LibDem
Unweighted base		1001	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base		1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
Certain to vote	(10)	700	353	347	87	62	118	134	113	182	302	219	77	66	121	234	149	45	44	11	122	97	297
		70%	73%	67%	52%	52%	74%	79%	76%	79%	74%	68%	65%	67%	70%	82%	81%	70%	69%	88%	79%	85%	82%
	(9)	56	30	27	9	7	10	7	12	12	29	20	3	2	22	6	13	2	3	-	16	2	23
		6%	6%	5%	5%	6%	6%	4%	8%	5%	7%	6%	3%	2%	13%	2%	7%	3%	4%	-	10%	2%	6%
	(8)	62	21	41	16	12	8	6	11	9	32	17	-	6	12	19	12	1	7	-	7	6	19
		6%	4%	8%	10%	10%	5%	3%	7%	4%	8%	5%	-	7%	7%	7%	7%	2%	12%	-	5%	5%	5%
	(7)	35	17	18	16	5	4	2	2	5	12	13	6	4	2	9	4	6	8	-	1	3	4
		3%	4%	3%	10%	4%	3%	1%	2%	2%	3%	4%	5%	4%	1%	3%	2%	9%	12%	-	*	2%	1%
	(6)	16	8	8	2	5	3	1	1	4	7	4	2	3	2	2	-	2	-	-	2	-	6
		2%	2%	2%	1%	5%	2%	*	1%	2%	2%	1%	1%	3%	1%	1%	-	4%	-	-	1%	-	2%
	(5)	49	15	34	8	15	5	8	2	10	12	15	16	4	6	8	3	1	1	*	3	4	11
		5%	3%	7%	5%	13%	3%	5%	2%	4%	3%	5%	14%	4%	4%	3%	2%	1%	2%	3%	2%	3%	3%
	(4)	13	7	5	-	6	3	2	-	1	1	9	3	-	5	-	-	-	-	-	-	-	1
		1%	1%	1%	-	5%	2%	1%	-	1%	*	3%	2%	-	3%	-	-	-	-	-	-	-	*
	(3)	15	11	4	8	1	1	4	1	*	6	6	1	2	-	9	-	1	-	-	-	1	2
		2%	2%	1%	5%	1%	1%	2%	1%	*	1%	2%	1%	2%	-	3%	-	1%	-	-	-	*	1%
	(2)	12	5	7	2	3	3	3	-	1	4	5	-	2	2	-	2	6	1	1	-	2	-
		1%	1%	1%	1%	3%	2%	2%	-	1%	1%	1%	-	2%	1%	-	1%	9%	1%	9%	-	2%	-
Definitely would not vote	(1)	40	17	23	19	2	2	5	7	5	5	11	10	8	-	-	-	-	-	-	1	1	1
		4%	4%	4%	11%	2%	1%	3%	4%	2%	1%	3%	9%	8%	-	-	-	-	-	-	1%	*	*
Don't know		3	2	1	-	-	1	-	-	2	-	2	-	1	-	-	-	-	-	-	3	-	-
		*	*	*	-	-	1%	-	-	1%	-	*	-	1%	-	-	-	-	-	-	2%	-	-
Mean		8.77	8.87	8.67	7.71	8.04	9.10	9.00	9.18	9.24	9.17	8.68	8.10	8.33	9.21	9.37	9.57	8.62	9.21	9.12	9.57	9.44	9.50
Standard deviation		2.41	2.35	2.45	3.14	2.56	2.01	2.33	2.06	1.87	1.84	2.46	2.98	2.94	1.64	1.57	1.19	2.55	1.42	2.50	1.22	1.61	1.32
Standard error		0.08	0.11	0.11	0.44	0.30	0.17	0.18	0.14	0.10	0.08	0.19	0.35	0.27	0.13	0.09	0.08	0.32	0.20	0.79	0.10	0.13	0.06

Lord Ashcroft

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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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
Conservative	172	97	75	34	19	33	23	24	41	73	54	14	17	172	-	-	-	-	-	95	1	28
	17%	20%	15%	20%	16%	21%	13%	16%	18%	18%	17%	12%	17%	100%	-	-	-	-	-	62%	1%	8%
Labour	287	143	144	64	40	47	60	35	40	122	101	26	27	-	287	-	-	-	-	4	98	89
	29%	29%	28%	38%	33%	29%	35%	24%	17%	30%	32%	22%	27%	-	100%	-	-	-	-	2%	86%	24%
Liberal Democrat	183	84	99	14	12	27	28	30	69	91	63	8	16	-	-	183	-	-	-	18	2	144
	18%	17%	19%	8%	10%	17%	17%	20%	30%	22%	20%	7%	17%	-	-	100%	-	-	-	12%	2%	40%
The UK Independence Party (UKIP)	64	38	26	-	6	15	9	15	18	14	19	15	12	-	-	-	64	-	-	15	4	9
	6%	8%	5%	-	5%	10%	5%	10%	8%	3%	6%	13%	12%	-	-	-	100%	-	-	10%	4%	2%
The Green Party	63	28	35	22	10	11	11	7	2	36	18	5	2	-	-	-	-	63	-	2	2	24
	6%	6%	7%	13%	8%	7%	7%	5%	1%	9%	6%	4%	2%	-	-	-	-	100%	-	1%	1%	7%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	13	12	1	7	-	1	2	1	2	6	1	5	1	-	-	-	-	-	13	-	3	2
	1%	3%	*	4%	-	1%	1%	1%	1%	1%	*	4%	1%	-	-	-	-	-	100%	-	2%	1%
Would not vote	40	17	23	19	2	2	5	7	5	5	11	10	8	-	-	-	-	-	-	1	1	1
	4%	4%	4%	11%	2%	1%	3%	4%	2%	1%	3%	9%	8%	-	-	-	-	-	-	1%	*	*
Refused	50	16	34	-	6	3	8	9	22	18	17	2	6	-	-	-	-	-	-	4	1	13
	5%	3%	7%	-	5%	2%	5%	6%	10%	4%	5%	2%	6%	-	-	-	-	-	-	3%	1%	4%
Don't know	130	51	79	8	25	19	23	21	33	44	36	32	9	-	-	-	-	-	-	15	4	53
	13%	10%	15%	5%	21%	12%	14%	14%	14%	11%	11%	27%	9%	-	-	-	-	-	-	10%	3%	15%

Lord Ashcroft

Sheffield Hallam Poll
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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	648	316	332	31	42	99	117	145	214	404	106	36	73	125	237	189	46	43	7	111	115	309
Weighted base	629	323	306	103	63	110	112	95	144	278	203	62	58	137	233	154	46	50	10	115	91	255
Conservative	137	75	61	25	15	26	17	20	33	57	42	12	15	137	-	-	-	-	-	83	*	24
	22%	23%	20%	24%	24%	24%	15%	21%	23%	20%	21%	19%	25%	100%	-	-	-	-	-	72%	*	9%
Labour	233	115	118	45	30	40	52	31	35	102	79	24	20	-	233	-	-	-	-	2	84	78
	37%	36%	38%	44%	47%	36%	46%	32%	24%	37%	39%	38%	34%	-	100%	-	-	-	-	2%	93%	31%
Liberal Democrat	154	73	82	11	9	24	25	25	59	76	54	7	14	-	-	154	-	-	-	15	1	124
	25%	22%	27%	11%	14%	22%	22%	26%	41%	27%	27%	11%	24%	-	-	100%	-	-	-	13%	2%	49%
The UK Independence Party (UKIP)	46	26	19	-	1	10	7	13	15	10	14	11	8	-	-	-	46	-	-	13	3	7
	7%	8%	6%	-	2%	9%	6%	13%	10%	4%	7%	17%	13%	-	-	-	100%	-	-	11%	4%	3%
The Green Party	50	24	25	15	8	9	9	6	2	29	13	5	1	-	-	-	-	50	-	2	1	20
	8%	7%	8%	15%	13%	8%	8%	6%	1%	10%	7%	7%	2%	-	-	-	-	100%	-	2%	1%	8%
Some other party	10	10	1	6	-	1	2	*	*	5	*	4	1	-	-	-	-	-	10	-	1	2
	2%	3%	*	6%	-	1%	2%	1%	*	2%	*	7%	1%	-	-	-	-	-	100%	-	1%	1%

Lord Ashcroft

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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

	Total
Conservative	22%
Labour	36%
Liberal Democrat	26%
UKIP	7%
Green	8%
Other	2%

Lord Ashcroft

Sheffield Hallam Poll
CATI Fieldwork : 22nd-28th March 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 Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	SEG AB	SEG C1	SEG C2	SEG DE	Voting Intention Con	Voting Intention Lab	Voting Intention LibDem	Voting Intention UKIP	Voting Intention Green	Voting Intention Other	2010 Vote Con	2010 Vote Lab	2010 Vote LibDem
Unweighted base	1001	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
Conservative	125	69	56	22	8	30	15	16	35	51	44	7	13	112	3	*	2	-	-	78	3	17
	12%	14%	11%	13%	6%	19%	9%	11%	15%	12%	14%	6%	13%	65%	1%	*	2%	-	-	51%	3%	5%
Labour	294	150	144	64	47	45	63	34	40	121	102	33	25	6	267	1	2	4	2	8	96	90
	29%	31%	28%	38%	39%	28%	37%	23%	17%	30%	32%	28%	25%	3%	93%	1%	3%	6%	17%	5%	84%	25%
Liberal Democrat	266	121	145	22	32	43	37	43	88	131	89	16	24	37	9	180	4	7	1	31	4	184
	27%	25%	28%	13%	27%	27%	22%	29%	38%	32%	28%	13%	25%	22%	3%	98%	7%	11%	7%	20%	4%	51%
The UK Independence Party (UKIP)	60	36	24	-	6	13	12	12	18	14	19	14	12	3	1	-	53	-	1	18	2	6
	6%	7%	5%	-	5%	8%	7%	8%	8%	3%	6%	12%	12%	2%	*	-	83%	-	7%	12%	2%	2%
The Green Party	52	21	31	16	7	10	10	7	2	29	13	5	2	1	3	-	1	45	-	1	2	19
	5%	4%	6%	9%	5%	7%	6%	5%	1%	7%	4%	4%	2%	*	1%	-	1%	72%	-	1%	2%	5%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11	10	2	5	-	-	3	1	2	3	1	6	-	-	-	-	-	-	9	1	2	3
	1%	2%	*	3%	-	-	2%	1%	1%	1%	*	6%	-	-	-	-	-	-	69%	1%	1%	1%
Would not vote	40	17	23	19	2	2	5	7	5	5	11	10	8	-	-	-	-	-	-	1	1	1
	4%	4%	4%	11%	2%	1%	3%	4%	2%	1%	3%	9%	8%	-	-	-	-	-	-	1%	*	*
Refused	39	14	25	-	1	4	5	9	18	15	11	2	4	-	1	-	-	-	-	-	1	7
	4%	3%	5%	-	1%	3%	3%	6%	8%	4%	3%	2%	4%	-	*	-	-	-	-	-	1%	2%
Don't know	114	48	66	20	17	11	21	21	23	41	31	24	10	14	3	2	2	7	-	16	4	36
	11%	10%	13%	12%	14%	7%	12%	14%	10%	10%	10%	20%	10%	8%	1%	1%	4%	11%	-	10%	4%	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	664	320	344	29	45	102	120	145	222	411	112	40	74	117	233	187	44	39	7	113	115	322
Weighted base	641	326	315	92	69	113	115	97	153	283	205	67	58	126	230	153	44	43	10	117	91	270
Conservative	98	55	43	16	6	23	10	14	29	41	33	6	11	89	2	*	1	-	-	68	2	13
	15%	17%	14%	18%	9%	21%	9%	14%	19%	14%	16%	9%	19%	71%	1%	*	2%	-	-	58%	2%	5%
Labour	237	122	115	45	35	38	54	30	34	102	78	27	19	5	218	1	2	3	2	6	82	77
	37%	37%	37%	49%	51%	34%	47%	31%	23%	36%	38%	40%	33%	4%	95%	1%	3%	6%	20%	5%	91%	29%
Liberal Democrat	214	98	116	16	22	34	33	36	72	106	70	12	20	28	6	152	3	5	1	26	3	156
	33%	30%	37%	17%	32%	30%	28%	37%	47%	37%	34%	19%	35%	22%	3%	99%	8%	12%	7%	23%	3%	58%
The UK Independence Party (UKIP)	44	26	18	-	1	9	9	10	15	10	14	11	7	3	*	-	38	-	1	15	2	5
	7%	8%	6%	-	2%	8%	8%	11%	10%	4%	7%	17%	12%	2%	*	-	86%	-	8%	13%	2%	2%
The Green Party	40	17	22	11	4	9	8	6	2	23	9	5	1	1	3	-	1	35	-	*	2	16
	6%	5%	7%	12%	6%	8%	7%	6%	1%	8%	5%	7%	1%	*	1%	-	2%	82%	-	*	2%	6%
Some other party	9	7	1	4	-	-	3	*	1	2	*	6	-	-	-	-	-	-	7	1	*	3
	1%	2%	*	5%	-	-	2%	1%	1%	1%	*	9%	-	-	-	-	-	-	65%	1%	*	1%

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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

	Total
Conservative	16%
Labour	36%
Liberal Democrat	34%
UKIP	7%
Green	6%
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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
I would not vote UKIP	753	376	377	141	98	122	134	105	152	343	244	71	64	128	264	166	-	63	12	107	99	305
	75%	77%	73%	84%	82%	77%	79%	70%	65%	84%	76%	60%	65%	74%	92%	91%	-	100%	89%	69%	87%	84%
I would not vote Conservative	494	254	240	64	67	77	108	75	104	213	162	48	55	-	246	92	35	46	5	19	101	204
	49%	52%	47%	38%	56%	48%	63%	50%	45%	52%	51%	41%	56%	-	86%	50%	54%	74%	38%	12%	88%	56%
I would not vote Liberal Democrat	429	243	186	89	45	61	79	71	83	168	133	59	47	85	208	-	46	27	7	80	84	93
	43%	50%	36%	53%	37%	39%	46%	48%	36%	41%	41%	50%	48%	49%	72%	-	72%	44%	56%	52%	73%	25%
I would not vote Labour	398	179	219	42	35	62	55	72	129	151	129	44	49	131	-	121	49	17	5	123	7	144
	40%	37%	43%	25%	29%	39%	32%	49%	56%	37%	40%	37%	50%	76%	-	66%	77%	28%	36%	80%	6%	40%
None of these - I would potentially vote for all of them	59	24	35	15	6	11	4	7	17	16	16	13	5	3	6	4	3	-	-	5	4	17
	6%	5%	7%	9%	5%	7%	2%	5%	7%	4%	5%	11%	5%	2%	2%	2%	4%	-	-	3%	3%	5%
Don't know	19	2	17	6	2	1	3	4	3	4	10	3	1	-	1	-	-	-	-	-	1	-
	2%	*	3%	3%	2%	1%	1%	3%	1%	1%	3%	3%	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		1001	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base		1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
NET: Well		699	353	346	135	75	103	108	99	177	285	234	78	66	152	178	156	32	31	4	127	58	273
		70%	73%	67%	80%	63%	65%	63%	66%	76%	70%	73%	66%	68%	88%	62%	85%	51%	49%	28%	82%	51%	75%
Very well	(4)	62	37	25	11	3	8	9	7	24	17	24	4	13	26	4	9	3	-	-	24	3	9
		6%	8%	5%	7%	2%	5%	5%	5%	11%	4%	8%	4%	13%	15%	1%	5%	4%	-	-	15%	3%	2%
Quite well	(3)	637	316	321	123	73	95	99	92	152	268	210	74	53	126	175	148	30	31	4	104	55	265
		64%	65%	62%	73%	61%	60%	58%	62%	66%	65%	65%	63%	54%	73%	61%	81%	47%	49%	28%	67%	48%	73%
Quite badly	(2)	220	96	125	28	41	40	52	27	32	95	61	30	23	10	91	16	22	27	7	16	42	67
		22%	20%	24%	17%	34%	26%	30%	18%	14%	23%	19%	26%	23%	6%	32%	9%	34%	42%	50%	10%	37%	18%
Very badly	(1)	30	13	18	2	2	8	6	10	2	13	8	5	4	1	9	1	7	5	3	2	6	6
		3%	3%	3%	1%	2%	5%	3%	7%	1%	3%	3%	4%	4%	1%	3%	1%	11%	8%	22%	1%	6%	2%
NET: Badly		251	109	142	30	43	48	57	38	34	108	70	35	26	11	100	18	29	32	9	18	48	72
		25%	22%	28%	18%	36%	30%	33%	25%	15%	26%	22%	30%	27%	7%	35%	10%	46%	50%	72%	12%	42%	20%
Don't know		51	25	26	3	1	7	6	12	21	16	17	4	6	9	8	9	2	1	-	9	8	18
		5%	5%	5%	2%	1%	4%	3%	8%	9%	4%	5%	4%	6%	5%	3%	5%	3%	1%	-	6%	7%	5%
Mean		2.77	2.82	2.73	2.87	2.64	2.68	2.68	2.70	2.94	2.74	2.82	2.68	2.82	3.09	2.62	2.94	2.45	2.42	2.06	3.02	2.52	2.80
Standard deviation		0.61	0.61	0.61	0.53	0.56	0.66	0.63	0.69	0.55	0.59	0.60	0.62	0.72	0.49	0.57	0.42	0.76	0.64	0.73	0.58	0.66	0.50
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.03	0.03	0.05	0.07	0.07	0.04	0.03	0.03	0.10	0.09	0.23	0.05	0.06	0.02

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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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base		1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
NET: Well		755	383	372	141	95	113	113	107	183	313	250	84	71	158	195	160	44	41	2	132	66	280
		75%	79%	72%	84%	79%	71%	66%	72%	79%	76%	78%	71%	72%	92%	68%	88%	70%	65%	15%	85%	58%	77%
Very well	(4)	72	45	27	9	10	8	10	9	26	28	25	3	11	26	6	13	4	3	-	29	3	18
		7%	9%	5%	6%	8%	5%	6%	6%	11%	7%	8%	3%	11%	15%	2%	7%	6%	5%	-	19%	3%	5%
Quite well	(3)	683	338	345	132	85	106	103	98	157	285	226	81	60	132	189	147	40	38	2	103	63	261
		68%	69%	67%	78%	71%	67%	60%	66%	68%	70%	70%	68%	61%	76%	66%	80%	64%	59%	15%	67%	55%	72%
Quite badly	(2)	180	77	102	20	21	39	49	26	25	73	57	24	19	9	75	16	16	19	9	15	38	63
		18%	16%	20%	12%	18%	24%	29%	18%	11%	18%	18%	20%	19%	5%	26%	9%	26%	30%	68%	9%	33%	17%
Very badly	(1)	26	10	16	4	3	3	4	9	3	11	5	4	4	1	10	1	3	3	2	2	5	4
		3%	2%	3%	3%	3%	2%	2%	6%	1%	3%	2%	4%	4%	*	4%	1%	5%	4%	13%	2%	5%	1%
NET: Badly		206	88	118	24	25	42	53	35	28	84	62	28	23	10	85	17	19	21	11	17	43	68
		21%	18%	23%	14%	21%	26%	31%	23%	12%	20%	19%	24%	23%	6%	30%	9%	30%	34%	81%	11%	38%	19%
Don't know		41	16	25	3	-	4	6	6	21	13	8	6	5	5	6	6	-	1	*	5	5	17
		4%	3%	5%	2%	-	2%	3%	4%	9%	3%	2%	5%	5%	3%	2%	3%	-	1%	4%	4%	4%	5%
Mean		2.83	2.89	2.78	2.89	2.85	2.76	2.72	2.76	2.97	2.83	2.86	2.74	2.83	3.09	2.68	2.97	2.71	2.67	2.03	3.06	2.59	2.85
Standard deviation		0.59	0.58	0.59	0.52	0.59	0.57	0.61	0.66	0.55	0.58	0.56	0.57	0.68	0.47	0.58	0.43	0.65	0.65	0.57	0.60	0.64	0.51
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.05	0.05	0.03	0.02	0.04	0.07	0.06	0.04	0.04	0.03	0.08	0.09	0.19	0.05	0.05	0.03

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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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
I am satisfied with the job David Cameron is doing overall as Prime Minister	348 35%	180 37%	168 33%	77 46%	35 30%	54 34%	38 23%	44 30%	98 42%	125 30%	117 36%	49 41%	35 36%	138 80%	35 12%	83 46%	14 23%	8 13%	1 7%	112 73%	11 9%	99 27%
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	233 23%	109 22%	124 24%	37 22%	39 33%	32 20%	40 24%	37 25%	45 19%	104 25%	79 25%	17 15%	21 21%	31 18%	29 10%	57 31%	28 45%	18 28%	2 17%	35 23%	15 13%	94 26%
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.	323 32%	160 33%	163 32%	48 29%	36 31%	61 38%	75 44%	49 33%	54 23%	152 37%	94 29%	37 32%	30 31%	- -	215 75%	29 16%	8 13%	35 56%	7 56%	3 2%	80 70%	139 38%
Refused	26 3%	10 2%	15 3%	- -	- -	4 3%	4 3%	5 4%	11 5%	8 2%	7 2%	2 2%	3 3%	- -	1 *	2 1%	4 7%	1 1%	1 7%	1 *	1 1%	5 1%
Don't know	71 7%	27 6%	44 9%	6 3%	8 7%	8 5%	12 7%	13 8%	24 10%	19 5%	24 7%	12 10%	9 9%	4 2%	7 2%	12 6%	8 13%	2 2%	2 13%	3 2%	6 6%	27 7%

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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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
The Liberal Democrat	765	372	392	97	80	124	143	132	185	340	235	77	72	141	205	176	40	43	12	129	80	325
	76%	77%	76%	57%	67%	78%	84%	89%	80%	83%	73%	66%	73%	82%	72%	96%	64%	68%	93%	84%	70%	89%
Labour	528	267	261	90	60	81	98	74	121	216	174	54	57	78	190	100	23	34	7	79	71	206
	53%	55%	51%	54%	50%	51%	58%	50%	52%	53%	54%	46%	58%	45%	66%	55%	37%	54%	55%	51%	62%	56%
The Conservatives	126	51	75	11	17	21	19	23	35	55	42	11	13	26	29	17	8	6	2	29	18	40
	13%	10%	15%	6%	14%	14%	11%	15%	15%	13%	13%	9%	13%	15%	10%	9%	13%	10%	18%	19%	15%	11%
The UK Independence Party (UKIP)	74	45	30	4	16	14	11	12	17	32	15	15	7	10	16	17	10	1	4	11	10	31
	7%	9%	6%	3%	13%	9%	7%	8%	7%	8%	5%	13%	7%	6%	5%	9%	16%	2%	29%	7%	9%	9%
None of them	137	63	74	43	21	25	11	8	28	44	50	24	11	25	43	3	13	12	*	14	16	22
	14%	13%	14%	26%	17%	16%	7%	6%	12%	11%	15%	21%	11%	15%	15%	2%	20%	19%	4%	9%	14%	6%
Don't know	19	4	14	4	1	6	3	3	2	3	6	4	3	1	1	-	3	-	-	3	1	3
	2%	1%	3%	3%	1%	4%	2%	2%	1%	1%	2%	4%	3%	1%	*	-	5%	-	-	2%	*	1%

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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	459	542	50	74	143	177	220	333	585	165	73	123	155	281	223	62	53	10	151	146	435
Weighted base	1001	486	515	168	119	159	171	148	232	409	321	118	98	172	287	183	64	63	13	154	114	364
A Labour government	296	160	137	65	34	48	61	41	48	117	102	39	28	*	232	4	16	20	2	3	92	91
	30%	33%	27%	39%	28%	30%	36%	27%	20%	28%	32%	33%	28%	*	81%	2%	26%	32%	12%	2%	81%	25%
A coalition between the Conservatives and the Liberal Democrats	211	90	121	29	24	28	36	35	58	95	74	13	20	39	2	96	8	11	1	30	3	111
	21%	19%	23%	17%	20%	18%	21%	24%	25%	23%	23%	11%	20%	23%	1%	52%	13%	18%	9%	20%	3%	31%
A Conservative government	209	113	97	27	14	39	25	35	66	80	66	23	26	124	1	28	21	1	1	102	4	48
	21%	23%	19%	16%	12%	25%	15%	23%	28%	20%	21%	19%	26%	72%	1%	15%	32%	2%	7%	66%	3%	13%
A coalition between Labour and the Liberal Democrats	160	81	79	28	30	26	29	19	27	81	40	26	8	2	45	49	3	23	7	8	10	92
	16%	17%	15%	17%	25%	17%	17%	13%	12%	20%	13%	22%	9%	1%	16%	27%	4%	36%	55%	5%	9%	25%
Don't know	125	42	82	18	17	18	20	18	33	36	38	17	17	7	6	6	16	8	2	11	5	21
	12%	9%	16%	11%	14%	11%	12%	12%	14%	9%	12%	15%	17%	4%	2%	3%	25%	12%	17%	7%	4%	6%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Male	459	486
	46%	49%
Female	542	515
	54%	51%

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

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	50 5%	168 17%
25-34	74 7%	119 12%
35-44	143 14%	159 16%
45-54	177 18%	171 17%
55-64	220 22%	148 15%
65 or older	333 33%	232 23%
Refused	4 *	4 *

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Absolutes/col percents

Table 16
SEG
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
A	215 21%	147 15%
B	370 37%	262 26%
C1	165 16%	321 32%
C2	73 7%	118 12%
D	29 3%	25 3%
E	94 9%	73 7%
Refused	55 5%	55 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

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	151 15%	154 15%
Labour	146 15%	114 11%
Liberal Democrats	435 43%	364 36%
Another party	41 4%	45 5%
Did not vote	147 15%	251 25%
Refused	46 5%	39 4%
Don't know	35 3%	33 3%

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