

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109	
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110	
Certain to vote	(10)	598	309	289	89	77	83	99	115	133	169	187	99	122	216	193	15	65	21	2	195	160	81
		60%	61%	59%	40%	50%	54%	65%	83%	73%	71%	60%	49%	57%	72%	73%	47%	70%	48%	34%	75%	76%	73%
	(9)	64	27	38	26	8	10	9	5	7	16	30	11	4	21	11	7	5	6	1	25	11	6
		6%	5%	8%	12%	5%	7%	6%	4%	4%	7%	10%	6%	2%	7%	4%	22%	5%	15%	20%	10%	5%	6%
	(8)	78	49	29	21	11	19	9	5	13	13	23	23	18	26	20	1	6	4	1	13	15	10
		8%	10%	6%	10%	8%	12%	6%	4%	7%	6%	7%	12%	8%	9%	8%	2%	6%	9%	11%	5%	7%	9%
	(7)	35	23	12	9	14	5	2	3	3	8	9	6	10	11	9	3	4	3	1	9	5	2
		4%	5%	2%	4%	9%	3%	1%	2%	2%	3%	3%	3%	5%	4%	3%	8%	4%	7%	15%	3%	2%	2%
	(6)	28	10	18	9	4	4	7	2	2	3	8	11	6	6	9	-	5	2	1	3	3	4
		3%	2%	4%	4%	3%	3%	5%	2%	1%	1%	3%	6%	3%	2%	3%	-	6%	6%	19%	1%	1%	3%
	(5)	65	24	41	27	10	6	9	3	9	13	19	16	16	13	12	2	4	4	-	10	10	*
		7%	5%	8%	12%	7%	4%	6%	2%	5%	5%	6%	8%	8%	4%	4%	6%	4%	8%	-	4%	5%	*
	(4)	15	7	8	6	6	-	2	1	-	1	4	5	3	5	-	4	3	1	-	1	-	-
		2%	1%	2%	3%	4%	-	1%	1%	-	*	1%	2%	1%	2%	-	13%	3%	3%	-	*	-	-
	(3)	13	4	9	4	-	2	5	-	1	2	8	3	-	*	6	-	1	2	-	-	2	2
		1%	1%	2%	2%	-	2%	3%	-	1%	1%	2%	2%	-	*	2%	-	1%	4%	-	-	1%	2%
	(2)	9	1	8	3	2	3	-	-	1	5	-	4	1	1	4	1	-	-	-	-	2	3
		1%	*	2%	1%	2%	2%	-	-	1%	2%	-	2%	*	*	2%	2%	-	-	-	-	1%	3%
Definitely would not vote	(1)	93	53	40	25	20	21	10	5	12	8	23	24	34	-	-	-	-	-	2	3	1	
		9%	10%	8%	12%	13%	14%	7%	3%	6%	3%	8%	12%	16%	-	-	-	-	-	1%	1%	1%	
Don't know		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	
Mean		8.14	8.21	8.07	7.33	7.54	7.80	8.39	8.80	8.88	8.33	7.56	7.63	9.20	9.05	8.28	9.00	8.37	8.34	9.36	9.18	9.09	
Standard deviation		2.94	2.93	2.95	3.12	3.23	3.24	2.76	1.95	2.54	2.29	2.76	3.16	3.35	1.58	1.91	2.35	1.82	2.13	1.66	1.47	1.85	2.01
Standard error		0.09	0.13	0.14	0.35	0.28	0.27	0.21	0.14	0.15	0.11	0.20	0.26	0.25	0.09	0.12	0.42	0.20	0.32	0.55	0.08	0.12	0.19

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
Conservative	301	170	131	56	47	47	50	35	66	79	114	53	43	301	-	-	-	-	-	186	19	24
	30%	34%	26%	25%	31%	30%	33%	26%	36%	33%	37%	26%	20%	100%	-	-	-	-	-	72%	9%	21%
Labour	264	117	148	58	35	44	39	42	47	76	74	51	63	-	264	-	-	-	-	13	137	37
	26%	23%	30%	26%	23%	29%	26%	30%	26%	32%	24%	25%	29%	-	100%	-	-	-	-	5%	65%	34%
Liberal Democrat	32	14	18	11	6	4	3	5	3	12	11	6	3	-	-	32	-	-	-	2	3	13
	3%	3%	4%	5%	4%	3%	2%	4%	2%	5%	3%	3%	1%	-	-	100%	-	-	-	1%	1%	12%
The UK Independence Party (UKIP)	92	59	33	18	15	11	16	15	18	11	20	27	31	-	-	-	92	-	-	26	17	5
	9%	12%	7%	8%	10%	7%	10%	11%	10%	4%	6%	13%	15%	-	-	-	100%	-	-	10%	8%	5%
The Green Party	44	25	18	11	6	6	11	3	5	15	12	7	5	-	-	-	-	44	-	4	7	11
	4%	5%	4%	5%	4%	4%	7%	2%	3%	6%	4%	4%	2%	-	-	-	-	100%	-	2%	3%	10%
The British National Party (BNP)	4	1	3	-	1	-	1	1	*	*	-	4	-	-	-	-	-	-	4	-	1	-
	*	*	1%	-	1%	-	1%	1%	*	*	-	2%	-	-	-	-	-	-	54%	-	1%	-
Some other party	3	3	1	-	-	-	-	1	1	1	1	-	2	-	-	-	-	-	3	-	-	1
	*	*	*	-	-	-	-	1%	1%	*	*	-	1%	-	-	-	-	-	46%	-	-	1%
Would not vote	93	53	40	25	20	21	10	5	12	8	23	24	34	-	-	-	-	-	-	2	3	1
	9%	10%	8%	12%	13%	14%	7%	3%	6%	3%	8%	12%	16%	-	-	-	-	-	-	1%	1%	1%
Refused	50	23	27	4	3	8	3	14	18	14	13	5	13	-	-	-	-	-	-	4	4	4
	5%	5%	5%	2%	2%	5%	2%	10%	10%	6%	4%	3%	6%	-	-	-	-	-	-	2%	2%	3%
Don't know	117	43	74	37	19	13	18	17	12	23	43	26	21	-	-	-	-	-	-	21	19	14
	12%	8%	15%	17%	12%	8%	12%	12%	7%	10%	14%	13%	10%	-	-	-	-	-	-	8%	9%	13%

## Loughborough Poll

### CATI Fieldwork : 31st 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	611	339	272	40	74	83	108	117	187	302	124	77	96	268	214	23	68	31	7	235	179	69
Weighted base	563	303	259	103	78	85	92	88	115	156	179	103	110	236	203	21	69	29	5	189	151	73
Conservative	236	135	100	39	35	36	40	29	56	64	91	41	33	236	-	-	-	-	-	153	15	20
	42%	45%	39%	37%	45%	42%	44%	33%	49%	41%	51%	40%	30%	100%	-	-	-	-	-	81%	10%	27%
Labour	203	92	110	39	25	35	30	37	37	63	57	34	47	-	203	-	-	-	-	9	115	29
	36%	30%	43%	37%	32%	41%	33%	42%	32%	41%	32%	33%	43%	-	100%	-	-	-	-	5%	76%	39%
Liberal Democrat	21	11	10	6	4	3	2	5	2	9	6	4	3	-	-	21	-	-	-	2	1	11
	4%	4%	4%	6%	5%	3%	2%	6%	2%	6%	3%	4%	2%	-	-	100%	-	-	-	1%	1%	15%
The UK Independence Party (UKIP)	69	46	23	12	9	8	13	13	14	8	17	17	24	-	-	-	69	-	-	22	14	5
	12%	15%	9%	12%	11%	9%	15%	15%	13%	5%	9%	17%	22%	-	-	-	100%	-	-	12%	9%	7%
The Green Party	29	15	14	8	5	4	6	3	3	11	8	4	2	-	-	-	-	29	-	3	6	8
	5%	5%	5%	8%	6%	5%	6%	3%	3%	7%	4%	4%	2%	-	-	-	-	100%	-	1%	4%	11%
The British National Party (BNP)	2	1	2	-	1	-	*	1	*	*	-	2	-	-	-	-	-	-	2	-	*	-
	*	*	1%	-	1%	-	*	1%	*	*	-	2%	-	-	-	-	-	-	47%	-	*	-
Some other party	3	2	1	-	-	-	-	1	1	*	1	-	1	-	-	-	-	-	3	-	-	*
	*	1%	*	-	-	-	-	1%	1%	*	*	-	1%	-	-	-	-	-	53%	-	-	1%

## Loughborough Poll

### CATI Fieldwork : 31st 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	42%
Labour	36%
Liberal Democrat	4%
UKIP	12%
Green	5%
Other	1%

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
Conservative	320 32%	173 34%	147 30%	58 27%	49 32%	47 30%	53 35%	43 31%	70 39%	87 36%	120 39%	51 25%	51 24%	276 92%	12 5%	5 17%	11 12%	2 4%	-	184 71%	19 9%	24 22%
Labour	260 26%	126 25%	134 27%	53 24%	34 22%	46 30%	40 26%	46 33%	42 23%	75 32%	67 21%	60 30%	55 26%	7 2%	230 87%	5 15%	2 2%	3 8%	-	19 7%	138 66%	39 36%
Liberal Democrat	30 3%	16 3%	15 3%	13 6%	4 2%	5 3%	3 2%	5 4%	1 *	7 3%	6 2%	8 4%	9 4%	2 1%	4 1%	17 53%	-	-	1 15%	* *	* *	12 11%
The UK Independence Party (UKIP)	92 9%	58 11%	34 7%	12 6%	15 10%	14 9%	15 10%	15 11%	20 11%	11 5%	20 6%	26 13%	32 15%	6 2%	6 2%	-	75 82%	2 4%	-	24 9%	19 9%	5 5%
The Green Party	29 3%	16 3%	13 3%	8 3%	3 2%	3 2%	9 6%	3 2%	3 2%	12 5%	10 3%	5 2%	-	-	1 *	* 1%	-	28 64%	-	2 1%	4 2%	9 8%
The British National Party (BNP)	4 *	1 *	3 1%	-	1 1%	-	1 1%	1 1%	* *	* *	-	4 2%	-	-	-	-	-	-	4 54%	-	1 1%	-
Some other party	4 *	4 1%	1 *	-	-	1 1%	1 1%	-	1 1%	* *	2 1%	-	2 1%	-	1 *	-	-	3 6%	1 15%	-	-	-
Would not vote	93 9%	53 10%	40 8%	25 12%	20 13%	21 14%	10 7%	5 3%	12 6%	8 3%	23 8%	24 12%	34 16%	-	-	-	-	-	-	2 1%	3 1%	1 1%
Refused	38 4%	16 3%	23 5%	5 2%	1 1%	8 5%	2 1%	9 6%	13 7%	11 5%	9 3%	4 2%	9 4%	1 *	-	-	-	-	1 12%	2 1%	1 *	2 2%
Don't know	129 13%	45 9%	84 17%	45 21%	25 16%	9 6%	17 11%	13 9%	20 11%	26 11%	55 18%	22 11%	22 10%	9 3%	11 4%	5 14%	4 5%	7 15%	* 4%	24 9%	24 11%	18 16%

## Loughborough Poll

### CATI Fieldwork : 31st 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	614	339	275	36	71	84	110	127	186	304	123	78	95	259	207	21	66	27	5	234	179	72	
Weighted base	556	304	252	92	75	88	93	95	112	155	173	105	109	228	194	18	65	24	4	188	148	71	
Conservative	249	140	109	39	38	37	41	35	59	70	96	39	38	219	10	4	7	1	-	152	14	21	
		45%	46%	43%	42%	51%	42%	44%	37%	53%	45%	55%	37%	34%	96%	5%	24%	11%	4%	-	81%	10%	29%
Labour	201	100	101	36	23	36	31	40	35	62	51	41	44	5	179	2	2	3	-	15	114	30	
		36%	33%	40%	39%	31%	40%	34%	42%	31%	40%	30%	39%	40%	2%	92%	13%	2%	12%	-	8%	77%	42%
Liberal Democrat	15	10	5	2	3	3	3	4	1	5	2	4	4	1	*	11	-	-	*	*	*	10	
		3%	3%	2%	3%	4%	3%	4%	1%	3%	1%	4%	4%	1%	*	61%	-	-	13%	*	*	13%	
The UK Independence Party (UKIP)	67	42	24	10	7	10	12	13	15	8	16	16	23	4	4	-	57	1	-	20	15	4	
		12%	14%	10%	11%	9%	11%	13%	13%	5%	9%	16%	21%	2%	2%	-	87%	3%	-	11%	10%	6%	
The Green Party	20	10	11	5	3	3	5	2	2	9	7	3	-	-	1	*	-	19	-	1	4	7	
		4%	3%	4%	5%	4%	3%	6%	2%	6%	4%	3%	-	-	*	2%	-	80%	-	1%	3%	9%	
The British National Party (BNP)	2	1	2	-	1	-	*	1	*	*	-	2	-	-	-	-	-	-	2	-	*	-	
		*	*	1%	-	2%	-	*	1%	*	-	2%	-	-	-	-	-	-	60%	-	*	-	
Some other party	1	1	*	-	-	*	*	-	*	*	1	-	*	-	*	-	-	*	1	-	-	-	
		*	*	*	-	-	*	*	*	*	1%	-	*	-	*	-	-	1%	27%	-	-	-	

## Loughborough Poll

### CATI Fieldwork : 31st 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	45%
Labour	36%
Liberal Democrat	3%
UKIP	12%
Green	3%
Other	1%

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
I would not vote UKIP	655	317	338	160	102	106	96	83	105	185	217	109	120	220	203	29	-	35	3	161	156	84
	65%	63%	69%	73%	67%	69%	63%	60%	58%	78%	70%	54%	56%	73%	77%	90%	-	81%	42%	62%	74%	77%
I would not vote Liberal Democrat	618	326	291	119	99	92	102	80	125	140	191	129	138	210	169	-	83	34	4	177	146	50
	62%	64%	59%	54%	65%	60%	67%	58%	69%	59%	61%	64%	65%	70%	64%	-	90%	78%	53%	68%	69%	45%
I would not vote Labour	438	249	189	89	67	61	70	58	92	89	137	88	109	219	-	16	75	20	4	188	17	43
	44%	49%	38%	41%	44%	40%	46%	42%	50%	38%	44%	43%	51%	73%	-	49%	82%	46%	49%	73%	8%	39%
I would not vote Conservative	393	206	187	74	59	64	68	62	64	91	90	81	117	-	186	15	61	33	5	22	146	52
	39%	41%	38%	34%	39%	42%	44%	45%	35%	38%	29%	40%	55%	-	70%	46%	67%	76%	68%	8%	70%	48%
None of these - I would potentially vote for all of them	67	34	33	15	10	10	9	9	14	7	25	24	10	7	21	1	2	-	2	11	10	4
	7%	7%	7%	7%	6%	7%	6%	7%	8%	3%	8%	12%	5%	2%	8%	2%	2%	-	32%	4%	5%	4%
Don't know	14	4	10	1	3	1	1	2	6	3	2	3	3	-	-	-	-	-	-	-	1	1
	1%	1%	2%	1%	2%	*	1%	2%	3%	1%	1%	1%	2%	-	-	-	-	-	-	-	1%	1%



## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109	
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110	
NET: Well	697	375	322	164	108	103	100	92	130	179	216	129	149	267	171	21	58	20	3	213	135	71	
	70%	74%	65%	75%	71%	67%	66%	66%	71%	75%	69%	64%	70%	89%	65%	66%	63%	47%	42%	83%	64%	64%	
Very well	(4)	55	40	15	4	7	7	8	10	19	15	22	4	12	28	9	1	4	-	-	28	10	1
		6%	8%	3%	2%	5%	5%	5%	7%	10%	6%	7%	2%	6%	9%	3%	3%	4%	-	-	11%	5%	1%
Quite well	(3)	641	334	307	160	100	96	93	82	111	164	194	125	137	240	162	20	54	20	3	186	125	69
		64%	66%	62%	73%	66%	63%	61%	59%	61%	69%	62%	62%	64%	80%	61%	63%	59%	47%	42%	72%	60%	63%
Quite badly	(2)	213	92	121	49	30	44	36	27	28	43	69	56	39	19	76	9	28	14	2	25	53	29
		21%	18%	25%	22%	20%	28%	23%	19%	15%	18%	22%	28%	18%	6%	29%	28%	30%	33%	34%	10%	25%	26%
Very badly	(1)	45	26	19	4	9	4	12	8	7	5	12	12	13	-	6	1	3	7	2	3	11	5
		5%	5%	4%	2%	6%	2%	8%	6%	4%	2%	4%	6%	6%	-	2%	4%	3%	16%	24%	1%	5%	4%
NET: Badly		258	118	140	53	40	47	48	35	35	48	81	69	52	19	82	10	30	21	4	28	64	34
		26%	23%	28%	24%	26%	31%	32%	25%	19%	20%	26%	34%	24%	6%	31%	32%	33%	49%	58%	11%	31%	31%
Don't know		45	14	31	3	5	3	4	12	17	10	14	5	13	14	11	1	4	2	-	17	11	5
		5%	3%	6%	1%	3%	2%	3%	9%	9%	4%	5%	2%	6%	5%	4%	3%	4%	4%	-	7%	5%	5%
Mean		2.74	2.79	2.69	2.76	2.72	2.71	2.65	2.74	2.86	2.83	2.76	2.61	2.74	3.03	2.69	2.67	2.67	2.33	2.19	2.99	2.67	2.65
Standard deviation		0.63	0.66	0.60	0.51	0.66	0.59	0.71	0.69	0.66	0.56	0.64	0.64	0.67	0.40	0.58	0.61	0.62	0.75	0.85	0.52	0.66	0.59
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.02	0.04	0.11	0.07	0.11	0.28	0.03	0.04	0.06

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109	
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110	
NET: Well	708	373	335	171	109	102	100	96	129	194	231	128	134	267	182	28	55	21	4	214	137	79	
		71%	68%	78%	71%	66%	66%	69%	71%	82%	74%	63%	63%	89%	69%	88%	60%	47%	58%	83%	65%	72%	
Very well	(4)	59	34	25	3	12	10	8	9	17	23	14	8	11	21	14	1	6	1	22	12	2	
		6%	7%	5%	1%	8%	7%	5%	6%	9%	10%	4%	4%	5%	7%	5%	2%	7%	3%	12%	8%	6%	
Quite well	(3)	649	339	310	169	97	92	92	87	113	171	218	120	123	246	168	27	49	19	3	192	125	76
		65%	67%	63%	77%	64%	60%	60%	63%	62%	72%	70%	59%	58%	82%	64%	86%	53%	45%	47%	74%	60%	70%
Quite badly	(2)	192	94	98	39	31	31	40	25	27	31	57	55	40	22	60	2	31	15	3	29	50	23
		19%	19%	20%	18%	20%	20%	26%	18%	15%	13%	18%	27%	19%	7%	23%	7%	33%	34%	42%	11%	24%	21%
Very badly	(1)	54	27	27	4	10	17	10	8	5	5	13	16	17	1	7	2	3	7	-	6	10	5
		5%	5%	6%	2%	7%	11%	7%	5%	3%	2%	4%	8%	8%	*	3%	5%	4%	17%	-	2%	5%	5%
NET: Badly		247	121	125	43	41	48	50	33	32	36	70	70	57	23	67	4	34	22	3	35	60	28
		25%	24%	25%	19%	27%	31%	33%	24%	18%	15%	22%	35%	27%	8%	25%	12%	37%	51%	42%	13%	29%	25%
Don't know		46	13	33	5	3	4	2	10	20	7	10	4	23	10	16	-	3	1	-	10	13	3
		5%	2%	7%	2%	2%	2%	2%	7%	11%	3%	3%	2%	11%	3%	6%	-	3%	2%	-	4%	6%	3%
Mean		2.75	2.77	2.72	2.80	2.73	2.63	2.65	2.75	2.87	2.92	2.77	2.61	2.67	2.99	2.76	2.84	2.65	2.34	2.70	2.92	2.70	2.72
Standard deviation		0.65	0.65	0.65	0.47	0.70	0.78	0.69	0.66	0.62	0.56	0.60	0.69	0.72	0.40	0.59	0.53	0.67	0.80	0.72	0.54	0.66	0.59
Standard error		0.02	0.03	0.03	0.05	0.06	0.07	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.02	0.04	0.10	0.07	0.12	0.03	0.04	0.04	0.06

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
I am satisfied with the job David Cameron is doing overall as Prime Minister	396 40%	215 42%	181 37%	92 42%	60 39%	58 38%	51 33%	50 36%	86 47%	89 38%	150 48%	64 32%	81 38%	222 74%	36 14%	14 44%	19 21%	9 20%	-	170 66%	37 18%	33 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	217 22%	98 19%	119 24%	67 31%	28 18%	29 19%	44 29%	26 18%	24 13%	47 20%	73 23%	55 27%	30 14%	74 25%	18 7%	14 45%	38 41%	7 17%	2 31%	62 24%	22 10%	21 19%
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%	149 29%	134 27%	51 23%	49 32%	51 33%	40 26%	47 34%	47 26%	82 35%	64 21%	53 26%	81 38%	2 1%	192 73%	4 11%	28 30%	18 41%	2 23%	20 8%	127 61%	46 42%
Refused	22 2%	11 2%	11 2%	1 1%	1 *	3 2%	2 2%	6 4%	8 4%	9 4%	4 1%	3 1%	4 2%	-	*	-	1 1%	2 5%	-	1 *	3 1%	2 2%
Don't know	81 8%	33 7%	48 10%	8 3%	15 10%	14 9%	16 10%	11 8%	17 9%	10 4%	19 6%	28 14%	18 9%	3 1%	18 7%	-	6 7%	8 18%	3 46%	6 2%	21 10%	8 7%

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
Labour	688	348	339	102	94	126	113	115	136	177	211	135	141	209	202	29	60	31	6	171	177	94
	69%	69%	69%	47%	62%	82%	74%	83%	75%	75%	68%	67%	66%	69%	76%	90%	65%	72%	81%	66%	84%	86%
The Conservatives	536	290	246	62	58	99	95	101	120	148	166	94	108	190	140	22	46	26	3	165	131	76
	54%	57%	50%	28%	38%	64%	62%	73%	66%	62%	53%	46%	50%	63%	53%	69%	50%	61%	39%	64%	62%	69%
The UK Independence Party (UKIP)	194	107	87	28	21	36	34	34	39	46	67	39	37	53	46	12	25	11	1	47	44	22
	19%	21%	18%	13%	14%	24%	23%	25%	21%	19%	22%	19%	17%	18%	18%	37%	27%	25%	16%	18%	21%	20%
The Liberal Democrat	109	64	45	18	6	25	22	14	25	17	32	27	26	32	17	7	9	2	1	27	19	15
	11%	13%	9%	8%	4%	16%	14%	10%	14%	7%	10%	13%	12%	11%	6%	21%	10%	5%	12%	10%	9%	14%
None of them	231	118	114	99	51	19	25	13	24	37	76	55	56	61	43	1	26	8	1	58	21	10
	23%	23%	23%	45%	34%	12%	16%	10%	13%	16%	24%	27%	26%	20%	16%	4%	28%	18%	15%	22%	10%	10%
Don't know	15	6	9	7	1	1	1	1	3	4	2	4	5	1	8	1	-	1	-	1	1	1
	1%	1%	2%	3%	*	1%	1%	1%	2%	2%	1%	2%	3%	*	3%	2%	-	2%	-	*	*	1%

## Loughborough Poll

### CATI Fieldwork : 31st 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	530	470	80	129	142	174	184	289	449	199	142	175	329	265	31	87	45	9	310	239	109
Weighted base	1000	507	493	219	152	153	152	139	182	237	311	203	214	301	264	32	92	44	7	259	210	110
A Conservative government	328 33%	174 34%	154 31%	57 26%	60 40%	41 27%	50 33%	40 29%	79 44%	77 32%	111 36%	63 31%	63 29%	244 81%	6 2%	2 6%	30 32%	6 13%	- -	184 71%	19 9%	24 21%
A Labour government	307 31%	143 28%	164 33%	74 34%	37 24%	57 37%	48 32%	45 33%	44 24%	74 31%	88 28%	67 33%	74 35%	1 *	212 80%	1 2%	27 29%	19 44%	2 23%	15 6%	140 67%	36 33%
A coalition between the Conservatives and the Liberal Democrats	118 12%	72 14%	45 9%	28 13%	16 10%	21 14%	18 12%	18 13%	17 9%	30 13%	46 15%	22 11%	15 7%	50 16%	3 1%	17 53%	14 16%	2 4%	1 20%	40 15%	7 3%	19 18%
A coalition between Labour and the Liberal Democrats	101 10%	43 8%	58 12%	23 10%	16 11%	16 10%	17 11%	13 9%	16 9%	37 15%	24 8%	15 7%	22 10%	3 1%	39 15%	12 39%	7 7%	9 21%	1 19%	6 3%	28 13%	24 22%
Don't know	147 15%	75 15%	72 15%	37 17%	23 15%	18 12%	19 12%	23 17%	25 14%	20 9%	41 13%	35 17%	41 19%	4 1%	4 2%	- -	15 16%	8 18%	3 38%	13 5%	16 8%	6 6%

**Loughborough Poll**  
**CATI Fieldwork : 31st 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	530 53%	507 51%
Female	470 47%	493 49%

**Loughborough Poll**  
**CATI Fieldwork : 31st 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	80 8%	219 22%
25-34	129 13%	152 15%
35-44	142 14%	153 15%
45-54	174 17%	152 15%
55-64	184 18%	139 14%
65 or older	289 29%	182 18%
Refused	2 *	2 *

**Loughborough Poll**  
**CATI Fieldwork : 31st 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	143 14%	72 7%
B	306 31%	165 17%
C1	199 20%	311 31%
C2	142 14%	203 20%
D	66 7%	100 10%
E	109 11%	114 11%
Refused	35 4%	35 3%



## Loughborough Poll

### CATI Fieldwork : 31st 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	310 31%	259 26%
Labour	239 24%	210 21%
Liberal Democrats	109 11%	110 11%
Another party	44 4%	37 4%
Did not vote	215 22%	315 32%
Refused	41 4%	29 3%
Don't know	42 4%	41 4%