

Pudsey Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 1

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112	
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137	
Certain to vote	(10)	697	336	361	43	114	118	137	116	163	221	223	115	111	228	213	20	53	35	8	231	193	109
		70%	70%	70%	46%	65%	64%	79%	76%	77%	78%	71%	61%	71%	81%	75%	71%	75%	74%	80%	87%	78%	80%
	(9)	50	30	20	4	7	10	9	6	13	17	15	7	7	17	15	-	2	1	-	15	10	8
		5%	6%	4%	5%	4%	5%	5%	4%	6%	6%	5%	3%	4%	6%	5%	-	3%	3%	-	6%	4%	6%
	(8)	63	31	32	7	15	17	6	7	12	16	19	15	9	10	27	1	5	2	*	7	20	6
		6%	7%	6%	8%	8%	9%	3%	5%	5%	6%	6%	8%	6%	4%	10%	3%	7%	4%	5%	3%	8%	4%
	(7)	31	13	18	7	7	4	5	3	5	6	13	7	1	4	12	6	2	2	-	5	9	2
		3%	3%	3%	7%	4%	2%	3%	2%	2%	2%	4%	4%	1%	1%	4%	22%	2%	5%	-	2%	3%	2%
	(6)	23	9	14	1	6	3	3	5	5	4	6	8	4	5	6	-	4	2	-	4	1	-
		2%	2%	3%	1%	4%	2%	2%	3%	2%	1%	2%	4%	2%	2%	2%	-	6%	3%	-	2%	*	-
	(5)	48	18	30	16	6	12	3	6	5	8	19	13	7	11	7	-	2	3	1	2	9	8
		5%	4%	6%	17%	4%	6%	2%	4%	2%	3%	6%	7%	5%	4%	2%	-	2%	6%	7%	1%	3%	6%
	(4)	12	2	10	4	2	1	2	2	2	2	-	7	1	3	1	-	2	-	-	-	1	-
		1%	*	2%	4%	1%	*	1%	1%	1%	1%	-	4%	1%	1%	*	-	2%	-	-	-	*	-
	(3)	11	6	6	3	-	3	1	4	1	2	3	1	3	4	-	1	1	2	1	1	1	1
		1%	1%	1%	3%	-	2%	*	2%	1%	1%	1%	1%	2%	1%	-	4%	2%	5%	7%	1%	*	1%
	(2)	4	2	3	2	-	-	3	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-
		*	*	1%	2%	-	-	2%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-
Definitely would not vote	(1)	53	33	20	6	17	17	6	2	5	9	14	14	12	-	-	-	-	-	-	1	3	3
		5%	7%	4%	7%	9%	9%	4%	2%	2%	3%	4%	8%	7%	-	-	-	-	-	-	*	1%	2%
Refused		1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		6	1	5	-	1	1	-	2	2	-	-	2	2	-	-	-	-	-	-	1	2	-
		1%	*	1%	-	1%	*	-	1%	1%	-	-	1%	1%	-	-	-	-	-	-	*	1%	-
Mean		8.73	8.70	8.75	7.47	8.43	8.33	9.12	9.09	9.26	9.20	8.81	8.20	8.62	9.42	9.35	8.98	9.13	8.94	9.03	9.67	9.33	9.27
Standard deviation		2.48	2.59	2.37	2.94	2.81	2.88	2.18	2.01	1.82	1.97	2.36	2.81	2.72	1.48	1.37	1.81	1.76	2.05	2.28	1.11	1.61	1.86
Standard error		0.08	0.12	0.10	0.44	0.26	0.22	0.16	0.15	0.11	0.10	0.18	0.30	0.17	0.09	0.08	0.36	0.21	0.33	0.69	0.06	0.10	0.18

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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	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
Conservative	281 28%	122 25%	159 31%	27 29%	30 17%	41 22%	40 23%	46 30%	91 43%	79 28%	83 27%	52 28%	56 36%	281 100%	-	-	-	-	-	194 73%	8 3%	20 14%
Labour	283 28%	132 27%	151 29%	25 27%	62 36%	58 32%	51 30%	37 24%	49 23%	93 33%	106 34%	35 19%	37 24%	-	283 100%	-	-	-	-	6 2%	183 73%	33 24%
Liberal Democrat	28 3%	14 3%	14 3%	3 3%	4 2%	5 3%	7 4%	4 3%	5 2%	9 3%	9 3%	5 3%	4 3%	-	-	28 100%	-	-	-	4 1%	1 *	14 11%
The UK Independence Party (UKIP)	71 7%	49 10%	21 4%	2 2%	10 6%	11 6%	16 9%	12 8%	20 9%	15 5%	16 5%	26 14%	9 6%	-	-	-	71 100%	-	-	18 7%	8 3%	10 7%
The Green Party	48 5%	32 7%	15 3%	7 8%	11 6%	6 3%	11 7%	10 7%	2 1%	13 5%	22 7%	5 2%	4 2%	-	-	-	-	48 100%	-	4 2%	2 1%	19 14%
The British National Party (BNP)	6 1%	5 1%	1 *	2 2%	3 2%	-	1 1%	* *	-	1 *	2 1%	-	1 *	-	-	-	-	-	6 61%	-	3 1%	1 1%
Some other party	4 *	1 *	3 1%	-	-	1 1%	1 *	1 *	1 *	1 *	-	-	2 2%	-	-	-	-	-	4 39%	1 *	1 1%	1 1%
Would not vote	53 5%	33 7%	20 4%	6 7%	17 9%	17 9%	6 4%	2 2%	5 2%	9 3%	14 4%	14 8%	12 7%	-	-	-	-	-	-	1 *	3 1%	3 2%
Refused	56 6%	26 5%	30 6%	4 5%	10 6%	7 4%	9 5%	10 7%	13 6%	15 5%	16 5%	6 3%	10 6%	-	-	-	-	-	-	3 1%	8 3%	4 3%
Don't know	172 17%	68 14%	104 20%	17 18%	28 16%	38 20%	31 18%	31 20%	26 12%	49 17%	44 14%	46 24%	21 14%	-	-	-	-	-	-	36 13%	33 13%	31 23%

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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	597	291	306	21	68	92	108	105	199	258	105	48	163	252	236	20	53	27	8	226	191	71
Weighted base	576	286	290	43	97	97	108	87	140	175	196	90	91	229	228	21	55	36	7	198	170	85
Conservative	229	101	129	17	27	32	33	38	78	68	66	41	46	229	-	-	-	-	-	171	6	17
	40%	35%	44%	39%	28%	33%	31%	44%	56%	39%	34%	46%	50%	100%	-	-	-	-	-	86%	3%	20%
Labour	228	107	121	19	49	46	44	30	40	77	88	23	31	-	228	-	-	-	-	4	152	27
	40%	37%	42%	44%	50%	48%	41%	35%	28%	44%	45%	25%	34%	-	100%	-	-	-	-	2%	89%	32%
Liberal Democrat	21	10	10	1	2	4	6	3	4	8	7	3	3	-	-	21	-	-	-	3	1	13
	4%	4%	4%	3%	2%	4%	5%	4%	3%	5%	4%	3%	3%	-	-	100%	-	-	-	2%	*	15%
The UK Independence Party (UKIP)	55	37	17	1	8	9	14	7	15	12	14	20	7	-	-	-	55	-	-	15	8	9
	9%	13%	6%	1%	9%	10%	13%	8%	11%	7%	7%	22%	7%	-	-	-	100%	-	-	8%	4%	11%
The Green Party	36	25	10	4	8	4	9	8	2	8	19	4	3	-	-	-	-	36	-	3	2	17
	6%	9%	4%	10%	9%	4%	9%	9%	1%	4%	10%	5%	3%	-	-	-	-	100%	-	2%	1%	20%
The British National Party (BNP)	5	4	1	1	3	-	1	*	-	1	2	-	1	-	-	-	-	-	5	-	2	1
	1%	2%	*	3%	3%	-	1%	*	-	1%	1%	-	1%	-	-	-	-	-	72%	-	1%	1%
Some other party	2	1	1	-	-	1	*	*	1	1	-	-	1	-	-	-	-	-	2	1	1	*
	*	*	*	-	-	1%	*	*	1%	1%	-	-	1%	-	-	-	-	-	28%	*	*	*

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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

	<u>Total</u>
Conservative	40%
Labour	39%
Liberal Democrat	5%
UKIP	9%
Green	6%
Other	1%

Pudsey Poll

CATI Fieldwork : 30th March - 4th 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	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
Conservative	298 30%	133 28%	165 32%	20 22%	31 18%	51 28%	45 26%	46 30%	99 47%	89 31%	88 28%	54 29%	57 37%	255 91%	9 3%	5 19%	6 9%	1 3%	1 13%	196 74%	15 6%	29 21%
Labour	298 30%	139 29%	159 31%	23 25%	61 35%	63 34%	58 33%	41 27%	52 24%	98 35%	112 36%	34 18%	41 26%	6 2%	256 90%	1 3%	4 5%	1 1%	1 7%	12 5%	186 75%	33 24%
Liberal Democrat	35 3%	12 3%	23 4%	3 3%	5 3%	2 1%	9 5%	6 4%	10 5%	9 3%	6 2%	11 6%	9 6%	5 2%	2 1%	22 78%	2 3%	-	1 7%	8 3%	4 2%	13 10%
The UK Independence Party (UKIP)	68 7%	50 10%	18 4%	3 3%	14 8%	8 4%	13 7%	13 9%	18 9%	10 3%	16 5%	28 15%	10 6%	2 1%	3 1%	-	57 81%	* 1%	2 16%	16 6%	7 3%	8 6%
The Green Party	47 5%	34 7%	12 2%	7 8%	9 5%	6 3%	12 7%	10 7%	1 1%	8 3%	25 8%	5 2%	4 2%	1 *	4 1%	-	-	41 86%	1 9%	3 1%	2 1%	23 17%
The British National Party (BNP)	3 *	3 1%	-	-	3 2%	-	-	* *	-	* *	2 1%	-	1 *	-	-	-	-	-	3 36%	-	3 1%	-
Some other party	3 *	1 *	2 *	-	-	1 *	1 1%	1 1%	* *	1 1%	1 *	-	* *	-	-	-	-	-	1 11%	* *	-	1 1%
Would not vote	53 5%	33 7%	20 4%	6 7%	17 9%	17 9%	6 4%	2 2%	5 2%	9 3%	14 4%	14 8%	12 7%	-	-	-	-	-	-	1 *	3 1%	3 2%
Refused	45 4%	21 4%	24 5%	4 5%	10 6%	4 2%	9 5%	6 4%	8 4%	14 5%	15 5%	2 1%	7 4%	-	2 1%	-	-	-	-	1 *	4 2%	2 2%
Don't know	150 15%	55 11%	95 18%	25 27%	26 15%	33 18%	21 12%	26 17%	17 8%	47 16%	34 11%	41 22%	17 11%	12 4%	8 3%	-	2 2%	4 9%	-	28 11%	25 10%	25 18%

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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	629	302	327	19	68	97	114	113	214	266	113	50	176	248	232	20	51	24	8	236	203	74
Weighted base	606	300	306	43	98	102	115	94	150	179	208	97	98	224	223	21	54	33	7	206	178	90
Conservative	246	109	137	16	28	38	38	39	83	75	72	43	47	215	6	5	4	1	1	172	12	23
	41%	36%	45%	37%	28%	37%	33%	42%	55%	42%	34%	44%	48%	96%	3%	22%	8%	3%	15%	83%	7%	26%
Labour	241	115	126	19	50	52	47	32	41	82	95	23	33	3	211	1	3	*	*	10	154	26
	40%	38%	41%	45%	50%	51%	41%	34%	28%	46%	45%	24%	34%	1%	95%	4%	5%	1%	1%	5%	87%	30%
Liberal Democrat	26	9	17	1	3	1	8	5	8	7	4	9	6	4	2	15	2	-	*	7	3	11
	4%	3%	6%	3%	3%	1%	7%	5%	6%	4%	2%	9%	6%	2%	1%	74%	3%	-	*	3%	2%	13%
The UK Independence Party (UKIP)	51	36	15	2	8	6	12	8	15	8	14	18	8	2	1	-	45	*	1	14	4	8
	8%	12%	5%	5%	8%	6%	10%	9%	10%	4%	7%	19%	8%	1%	*	-	83%	1%	19%	7%	3%	8%
The Green Party	36	27	9	4	7	4	10	8	1	4	21	4	3	1	3	-	-	31	1	2	2	20
	6%	9%	3%	10%	8%	4%	9%	9%	1%	2%	10%	4%	3%	*	1%	-	-	95%	11%	1%	1%	23%
The British National Party (BNP)	3	3	-	-	3	-	-	*	-	*	2	-	1	-	-	-	-	-	3	-	2	-
	1%	1%	-	-	3%	-	-	*	-	*	1%	-	1%	-	-	-	-	-	42%	-	1%	-
Some other party	3	1	2	-	-	1	1	1	*	1	1	-	*	-	-	-	-	-	1	*	-	1
	*	*	1%	-	-	1%	1%	1%	*	1%	1%	-	*	-	-	-	-	-	12%	*	-	1%

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	40%
Labour	40%
Liberal Democrat	5%
UKIP	8%
Green	6%
Other	1%

Pudsey Poll

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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	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
I would not vote UKIP	636	282	354	52	115	136	99	98	129	212	207	91	94	199	228	19	-	42	3	179	191	100
	64%	58%	68%	56%	66%	73%	57%	64%	61%	75%	66%	48%	60%	71%	81%	70%	-	89%	31%	67%	77%	73%
I would not vote Liberal Democrat	487	253	234	31	85	81	77	82	126	135	142	98	85	153	169	-	46	19	3	154	145	34
	49%	52%	45%	33%	49%	44%	44%	54%	59%	47%	45%	52%	54%	55%	60%	-	66%	40%	27%	58%	58%	25%
I would not vote Conservative	383	192	191	37	77	66	78	61	65	107	123	69	60	-	214	14	39	34	5	15	181	70
	38%	40%	37%	40%	44%	36%	45%	40%	30%	38%	39%	37%	39%	-	76%	49%	56%	71%	50%	6%	73%	51%
I would not vote Labour	337	181	156	19	41	58	52	52	110	92	94	68	63	204	-	9	45	13	4	191	14	33
	34%	37%	30%	21%	24%	31%	30%	34%	52%	32%	30%	36%	40%	73%	-	32%	64%	27%	43%	72%	6%	24%
None of these - I would potentially vote for all of them	80	44	37	9	16	14	14	13	12	21	22	16	15	15	16	4	8	1	2	13	8	11
	8%	9%	7%	9%	9%	8%	8%	8%	6%	8%	7%	8%	10%	5%	6%	14%	11%	1%	16%	5%	3%	8%
Don't know	53	29	24	11	10	10	9	4	8	7	27	8	7	6	5	-	2	-	*	5	8	6
	5%	6%	5%	12%	6%	5%	5%	3%	4%	2%	9%	4%	5%	2%	2%	-	3%	-	5%	2%	3%	5%

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112	
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137	
NET: Well	656	330	326	53	105	130	108	102	149	192	208	125	100	239	161	20	46	31	2	224	140	100	
	66%	68%	63%	57%	60%	70%	62%	67%	70%	67%	66%	66%	64%	85%	57%	72%	65%	65%	26%	84%	56%	73%	
Very well	(4)	50	26	23	-	6	9	5	7	19	13	11	14	10	36	4	1	1	-	-	28	6	4
		5%	5%	5%	-	3%	5%	3%	4%	9%	4%	4%	8%	7%	13%	1%	2%	1%	-	-	10%	3%	3%
Quite well	(3)	606	304	303	53	99	121	104	95	130	179	197	111	89	202	157	19	45	31	2	196	133	96
		61%	63%	58%	57%	57%	65%	60%	63%	61%	63%	63%	58%	57%	72%	56%	70%	64%	65%	26%	74%	54%	70%
Quite badly	(2)	168	77	91	16	33	27	42	25	25	55	44	39	23	10	70	5	19	10	3	15	56	18
		17%	16%	17%	18%	19%	15%	24%	16%	12%	19%	14%	21%	15%	4%	25%	18%	26%	22%	30%	6%	23%	13%
Very badly	(1)	41	19	22	5	5	16	5	3	7	8	8	6	12	-	13	1	3	3	2	1	18	2
		4%	4%	4%	6%	3%	9%	3%	2%	3%	3%	2%	3%	8%	-	5%	2%	4%	7%	23%	*	7%	2%
NET: Badly		209	96	112	22	38	43	46	28	32	62	52	45	35	10	83	5	21	14	5	16	74	20
		21%	20%	22%	23%	22%	23%	27%	18%	15%	22%	17%	24%	23%	4%	29%	19%	30%	28%	52%	6%	30%	15%
Don't know		135	56	80	18	32	12	19	22	31	30	54	20	21	32	39	2	4	3	2	27	35	18
		14%	12%	15%	19%	18%	6%	11%	15%	15%	11%	17%	10%	13%	11%	14%	8%	5%	7%	22%	10%	14%	13%
Mean		2.77	2.79	2.75	2.64	2.74	2.71	2.70	2.81	2.89	2.77	2.81	2.78	2.72	3.11	2.62	2.79	2.65	2.63	2.04	3.05	2.60	2.85
Standard deviation		0.62	0.62	0.63	0.61	0.59	0.71	0.58	0.56	0.62	0.58	0.55	0.64	0.74	0.42	0.61	0.52	0.57	0.62	0.85	0.43	0.68	0.48
Standard error		0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.04	0.04	0.03	0.05	0.07	0.05	0.03	0.04	0.11	0.07	0.10	0.30	0.03	0.04	0.05

Pudsey Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112	
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137	
NET: Well	709	356	353	76	125	132	119	100	149	206	224	145	100	245	187	24	46	36	2	230	161	88	
		71%	74%	68%	82%	72%	71%	69%	66%	70%	72%	71%	76%	64%	87%	66%	85%	65%	76%	24%	86%	65%	64%
Very well	(4)	68	35	33	10	13	8	8	9	19	17	27	11	9	38	12	3	4	2	-	27	7	5
		7%	7%	6%	11%	8%	4%	5%	6%	9%	6%	8%	6%	6%	14%	4%	9%	6%	5%	-	10%	3%	4%
Quite well	(3)	641	321	320	66	112	124	111	91	130	189	197	134	91	206	175	21	41	34	2	203	154	83
		64%	67%	62%	72%	64%	67%	64%	59%	61%	66%	63%	71%	58%	73%	62%	76%	59%	72%	24%	76%	62%	61%
Quite badly	(2)	144	60	84	5	23	30	30	28	28	43	46	18	27	13	54	1	14	6	2	11	48	22
		14%	13%	16%	6%	13%	16%	17%	18%	13%	15%	15%	10%	17%	5%	19%	3%	20%	12%	23%	4%	19%	16%
Very badly	(1)	32	17	15	-	9	11	4	5	4	5	8	11	7	3	10	-	2	-	2	2	14	1
		3%	4%	3%	-	5%	6%	2%	3%	2%	2%	2%	6%	4%	1%	3%	-	2%	-	23%	1%	5%	1%
NET: Badly		177	78	99	5	33	41	33	33	32	48	54	29	34	16	64	1	15	6	4	13	62	23
		18%	16%	19%	6%	19%	22%	19%	22%	15%	17%	17%	15%	22%	6%	23%	3%	22%	12%	46%	5%	25%	17%
Don't know		114	48	66	11	17	13	21	19	31	31	36	16	22	20	32	3	9	6	3	24	25	26
		11%	10%	13%	12%	10%	7%	12%	13%	15%	11%	11%	8%	14%	7%	11%	12%	13%	12%	29%	9%	10%	19%
Mean		2.84	2.86	2.82	3.05	2.82	2.75	2.81	2.79	2.91	2.86	2.87	2.84	2.77	3.07	2.76	3.06	2.79	2.91	2.02	3.05	2.69	2.83
Standard deviation		0.60	0.60	0.60	0.43	0.66	0.64	0.56	0.62	0.58	0.54	0.60	0.63	0.65	0.49	0.60	0.38	0.60	0.43	0.89	0.43	0.63	0.50
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.05	0.04	0.03	0.05	0.07	0.04	0.03	0.04	0.08	0.08	0.07	0.34	0.03	0.04	0.05

Pudsey Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 11

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

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
I am satisfied with the job David Cameron is doing overall as Prime Minister	347 35%	162 34%	185 36%	32 35%	62 36%	55 30%	47 27%	53 35%	92 43%	87 31%	110 35%	78 41%	57 37%	204 73%	31 11%	7 24%	14 20%	6 13%	1 13%	186 70%	26 10%	34 24%
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	234 23%	126 26%	108 21%	31 33%	34 19%	51 27%	40 23%	36 24%	40 19%	65 23%	63 20%	51 27%	40 25%	70 25%	18 6%	15 53%	38 54%	13 27%	2 20%	66 25%	29 12%	35 25%
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.	307 31%	135 28%	171 33%	23 24%	70 40%	49 27%	58 34%	46 30%	59 28%	100 35%	113 36%	37 20%	43 28%	4 1%	221 78%	3 12%	12 16%	23 48%	5 50%	11 4%	170 69%	47 35%
Refused	30 3%	19 4%	11 2%	1 1%	2 1%	7 4%	7 4%	7 5%	3 2%	8 3%	8 2%	4 2%	4 2%	- -	1 *	- -	1 2%	2 4%	- -	1 *	1 *	7 5%
Don't know	83 8%	40 8%	43 8%	6 6%	6 3%	23 12%	20 12%	10 7%	17 8%	24 8%	21 7%	19 10%	12 8%	4 1%	12 4%	3 11%	6 8%	3 7%	2 16%	3 1%	22 9%	14 10%

Pudsey Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 12

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

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
Labour	769	368	400	60	106	142	154	124	173	235	247	129	124	222	231	17	61	34	8	213	209	112
	77%	76%	77%	65%	61%	77%	89%	81%	82%	83%	79%	68%	80%	79%	82%	63%	86%	72%	81%	80%	84%	82%
The Conservatives	597	286	311	30	71	113	116	109	150	188	180	101	104	182	173	18	46	29	7	189	161	75
	60%	59%	60%	32%	41%	61%	67%	71%	71%	66%	58%	53%	67%	65%	61%	65%	65%	61%	72%	71%	65%	55%
The Liberal Democrat	183	89	94	6	15	30	30	42	58	56	44	33	38	51	51	10	14	9	2	60	44	37
	18%	18%	18%	7%	8%	16%	17%	27%	27%	20%	14%	17%	24%	18%	18%	36%	19%	19%	22%	23%	18%	27%
The UK Independence Party (UKIP)	109	51	58	14	17	21	13	19	24	31	29	25	17	31	31	2	14	2	2	29	21	10
	11%	11%	11%	15%	10%	11%	7%	13%	12%	11%	9%	13%	11%	11%	11%	8%	20%	4%	16%	11%	9%	8%
None of them	140	74	66	26	47	26	13	11	17	24	38	48	17	30	31	6	5	10	*	24	21	15
	14%	15%	13%	28%	27%	14%	7%	7%	8%	9%	12%	26%	11%	11%	11%	22%	7%	21%	5%	9%	9%	11%
Don't know	20	7	14	4	2	5	3	2	5	5	7	2	2	8	3	-	-	1	-	3	5	5
	2%	1%	3%	5%	1%	3%	2%	1%	2%	2%	2%	1%	1%	3%	1%	-	-	1%	-	1%	2%	4%

Pudsey Poll

CATI Fieldwork : 30th March - 4th April 2015

Absolutes/col percents

Table 13

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	44	116	167	176	185	302	415	166	91	272	302	286	25	69	39	11	306	274	112
Weighted base	1000	482	518	93	175	185	173	153	212	284	313	190	156	281	283	28	71	48	9	267	249	137
A Labour government	301	136	166	31	69	58	55	40	49	86	118	42	42	-	230	-	8	12	2	6	177	36
	30%	28%	32%	33%	40%	31%	32%	26%	23%	30%	38%	22%	27%	-	81%	-	12%	26%	20%	2%	71%	26%
A Conservative government	294	132	162	25	31	38	47	53	95	84	92	51	56	229	1	3	25	3	1	193	11	9
	29%	27%	31%	26%	18%	21%	27%	35%	45%	30%	29%	27%	36%	82%	*	11%	36%	6%	14%	72%	5%	7%
A coalition between the Conservatives and the Liberal Democrats	107	63	45	14	15	23	13	17	23	32	28	23	17	39	2	13	15	6	*	36	5	39
	11%	13%	9%	15%	8%	13%	8%	11%	11%	11%	9%	12%	11%	14%	1%	48%	21%	13%	5%	14%	2%	28%
A coalition between Labour and the Liberal Democrats	100	52	48	8	16	19	26	15	16	37	21	24	9	-	44	11	3	17	3	5	29	37
	10%	11%	9%	9%	9%	10%	15%	10%	8%	13%	7%	13%	6%	-	15%	39%	5%	36%	31%	2%	12%	27%
Don't know	197	99	98	15	43	46	33	27	28	45	55	50	32	13	6	1	19	9	3	26	26	16
	20%	21%	19%	17%	25%	25%	19%	18%	13%	16%	17%	26%	21%	5%	2%	2%	27%	20%	30%	10%	11%	11%

Pudsey 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	473 47%	482 48%
Female	527 53%	518 52%

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

Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	44 4%	93 9%
25-34	116 12%	175 17%
35-44	167 17%	185 18%
45-54	176 18%	173 17%
55-64	185 19%	153 15%
65 or older	302 30%	212 21%
Refused	10 1%	10 1%

Pudsey Poll
CATI Fieldwork : 30th March - 4th 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	162 16%	111 11%
B	253 25%	174 17%
C1	166 17%	313 31%
C2	91 9%	190 19%
D	60 6%	39 4%
E	212 21%	117 12%
Refused	56 6%	56 6%

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

Absolutes/col percents

Table 17

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

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

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	306 31%	267 27%
Labour	274 27%	249 25%
Liberal Democrats	112 11%	137 14%
Another party	50 5%	40 4%
Did not vote	165 17%	213 21%
Refused	46 5%	44 4%
Don't know	47 5%	50 5%