

High Peak Poll

CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112	
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133	
Certain to vote	(10)	643	317	326	39	67	110	129	134	162	178	180	129	136	207	213	34	59	35	4	216	165	103
		64%	64%	64%	38%	52%	61%	65%	78%	75%	76%	65%	57%	60%	78%	76%	73%	66%	67%	32%	83%	79%	78%
	(9)	49	27	21	1	10	12	16	6	4	13	15	16	3	13	20	3	2	3	2	10	13	9
		5%	6%	4%	1%	8%	6%	8%	3%	2%	6%	6%	7%	1%	5%	7%	6%	2%	6%	16%	4%	6%	7%
	(8)	63	25	38	8	9	15	8	12	12	15	17	16	14	22	17	5	5	4	-	20	10	10
		6%	5%	7%	8%	7%	8%	4%	7%	5%	6%	6%	7%	6%	8%	6%	11%	5%	7%	-	8%	5%	8%
	(7)	31	16	15	2	7	4	7	7	5	3	9	6	13	7	7	1	6	1	-	4	3	2
		3%	3%	3%	2%	6%	2%	4%	4%	2%	1%	3%	3%	6%	3%	3%	2%	7%	3%	-	2%	2%	2%
	(6)	19	7	12	11	2	1	2	3	2	5	5	4	5	5	5	-	2	1	-	5	2	-
		2%	1%	2%	10%	1%	*	1%	1%	1%	2%	2%	2%	2%	2%	2%	-	2%	1%	-	2%	1%	-
	(5)	50	26	24	10	14	8	10	1	7	7	9	11	20	7	14	1	9	4	2	2	5	6
		5%	5%	5%	10%	11%	4%	5%	1%	3%	3%	3%	5%	9%	3%	5%	3%	10%	7%	16%	1%	2%	5%
	(4)	8	2	6	2	1	2	1	-	2	-	5	2	2	-	1	-	2	-	-	1	3	-
		1%	*	1%	2%	1%	1%	1%	-	1%	-	2%	1%	1%	-	1%	-	2%	-	-	*	2%	-
	(3)	20	11	9	9	3	-	6	3	1	1	7	8	4	4	1	2	2	5	1	3	1	2
		2%	2%	2%	9%	2%	-	3%	1%	*	*	2%	3%	2%	1%	*	4%	2%	9%	8%	1%	1%	2%
	(2)	7	4	4	2	-	2	1	1	1	1	2	3	1	*	1	-	2	-	4	-	2	-
		1%	1%	1%	2%	-	1%	*	1%	1%	*	1%	1%	*	*	*	-	2%	-	27%	-	1%	-
Definitely would not vote	(1)	107	55	52	18	15	27	20	7	20	11	27	35	27	-	-	-	-	-	-	1	4	-
		11%	11%	10%	18%	12%	15%	10%	4%	9%	5%	10%	15%	12%	-	-	-	-	-	-	*	2%	-
Don't know		2	1	1	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-
Mean		8.19	8.16	8.22	6.37	7.75	7.99	8.28	9.11	8.66	9.05	8.26	7.66	7.88	9.37	9.32	9.19	8.57	8.66	6.29	9.52	9.25	9.39
Standard deviation		3.05	3.10	3.00	3.51	3.13	3.30	2.99	2.15	2.82	2.22	3.00	3.42	3.16	1.43	1.49	1.73	2.30	2.33	3.57	1.31	1.92	1.43
Standard error		0.10	0.14	0.13	0.43	0.29	0.27	0.21	0.16	0.17	0.11	0.22	0.29	0.22	0.08	0.09	0.26	0.26	0.34	1.03	0.08	0.12	0.14

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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	465	535	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
Conservative	267 27%	136 28%	132 26%	17 17%	41 32%	41 23%	46 23%	58 33%	63 29%	79 33%	75 27%	66 29%	45 20%	267 100%	-	-	-	-	-	187 72%	11 5%	18 14%
Labour	279 28%	135 27%	144 28%	28 28%	29 22%	59 33%	55 28%	47 27%	61 28%	76 32%	70 25%	52 23%	74 33%	-	279 100%	-	-	-	-	9 4%	148 71%	39 29%
Liberal Democrat	46 5%	19 4%	27 5%	6 6%	3 2%	15 8%	7 4%	7 4%	9 4%	14 6%	14 5%	8 3%	8 4%	-	-	46 100%	-	-	-	2 1%	6 3%	29 22%
The UK Independence Party (UKIP)	89 9%	57 12%	32 6%	9 9%	21 16%	13 7%	20 10%	13 8%	13 6%	15 6%	24 9%	25 11%	22 10%	-	-	-	89 100%	-	-	26 10%	8 4%	7 5%
The Green Party	52 5%	28 6%	24 5%	9 9%	7 5%	8 4%	12 6%	9 5%	7 3%	12 5%	21 8%	8 4%	10 4%	-	-	-	-	52 100%	-	4 1%	10 5%	12 9%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	13 1%	9 2%	4 1%	3 3%	1 *	4 2%	3 2%	2 1%	* *	4 2%	2 1%	4 2%	2 1%	-	-	-	-	-	13 100%	2 1%	2 1%	5 4%
Would not vote	107 11%	55 11%	52 10%	18 18%	15 12%	27 15%	20 10%	7 4%	20 9%	11 5%	27 10%	35 15%	27 12%	-	-	-	-	-	-	1 *	4 2%	-
Refused	49 5%	24 5%	26 5%	-	-	1 1%	16 8%	7 4%	25 11%	9 4%	12 4%	6 3%	16 7%	-	-	-	-	-	-	12 4%	5 2%	1 1%
Don't know	97 10%	30 6%	67 13%	11 11%	13 10%	12 7%	21 11%	21 12%	19 9%	16 7%	31 11%	25 11%	22 10%	-	-	-	-	-	-	18 7%	15 7%	21 16%

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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	615	302	313	30	68	93	121	129	173	300	115	76	114	236	249	34	54	35	6	220	191	78
Weighted base	582	301	281	42	70	113	113	115	128	165	160	126	118	216	224	36	62	38	6	194	154	90
Conservative	216	110	106	11	29	35	38	48	54	66	62	52	34	216	-	-	-	-	-	158	9	16
	37%	37%	38%	26%	42%	31%	34%	42%	42%	40%	39%	41%	29%	100%	-	-	-	-	-	82%	6%	18%
Labour	224	110	114	17	22	48	46	40	51	64	54	43	57	-	224	-	-	-	-	8	125	31
	39%	37%	41%	41%	31%	43%	41%	34%	40%	39%	34%	34%	48%	-	100%	-	-	-	-	4%	81%	35%
Liberal Democrat	36	17	20	2	2	13	5	6	8	11	12	6	6	-	-	36	-	-	-	2	5	24
	6%	6%	7%	6%	4%	11%	4%	5%	6%	7%	7%	5%	5%	-	-	100%	-	-	-	1%	4%	26%
The UK Independence Party (UKIP)	62	41	20	5	12	9	15	11	9	11	18	16	15	-	-	-	62	-	-	21	6	5
	11%	14%	7%	12%	17%	8%	14%	10%	7%	7%	11%	12%	13%	-	-	-	100%	-	-	11%	4%	6%
The Green Party	38	18	20	6	4	5	7	8	6	10	15	6	7	-	-	-	-	38	-	3	8	10
	6%	6%	7%	14%	6%	5%	7%	7%	5%	6%	10%	5%	6%	-	-	-	-	100%	-	2%	5%	11%
Some other party	6	5	1	*	*	3	1	1	*	3	*	2	*	-	-	-	-	-	6	*	*	4
	1%	2%	*	*	1%	3%	1%	1%	*	2%	*	2%	*	-	-	-	-	-	100%	*	*	5%

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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	38%
Labour	38%
Liberal Democrat	7%
UKIP	10%
Green	6%
Other	1%

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CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
Conservative	286 29%	139 28%	147 29%	16 16%	35 27%	49 27%	52 26%	59 34%	75 35%	82 35%	83 30%	67 29%	51 23%	244 91%	11 4%	8 18%	8 9%	1 2%	1 4%	192 73%	18 9%	24 18%
Labour	284 28%	140 28%	144 28%	30 29%	30 23%	61 34%	53 27%	47 27%	62 29%	78 33%	73 26%	52 23%	73 32%	4 2%	249 89%	7 14%	3 3%	8 15%	* 3%	11 4%	149 72%	40 30%
Liberal Democrat	49 5%	21 4%	28 6%	6 6%	4 3%	12 6%	10 5%	7 4%	12 5%	20 7%	6 2%	9 4%	5 2%	4 1%	29 63%	1 2%	4 7%	* 3%	7 3%	6 3%	27 21%	
The UK Independence Party (UKIP)	87 9%	61 12%	27 5%	12 12%	20 15%	11 6%	21 10%	13 8%	10 4%	14 6%	24 9%	26 12%	20 9%	4 1%	2 1%	-	75 84%	2 4%	2 17%	23 9%	7 4%	7 6%
The Green Party	40 4%	23 5%	17 3%	4 4%	7 6%	8 4%	7 3%	9 5%	5 2%	11 5%	11 4%	7 3%	11 5%	1 *	5 2%	1 2%	-	34 64%	-	3 1%	8 4%	10 7%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7 1%	7 1%	-	1 1%	-	4 2%	2 1%	1 *	-	3 1%	-	3 1%	1 1%	-	-	-	-	-	7 55%	-	-	5 4%
Would not vote	107 11%	55 11%	52 10%	18 18%	15 12%	27 15%	20 10%	7 4%	20 9%	11 5%	27 10%	35 15%	27 12%	-	-	-	-	-	-	1 *	4 2%	-
Refused	27 3%	13 3%	14 3%	-	-	-	10 5%	4 3%	12 6%	7 3%	4 1%	4 2%	8 3%	* *	-	-	-	-	-	3 1%	1 1%	-
Don't know	112 11%	33 7%	79 16%	15 14%	17 13%	9 5%	25 13%	25 15%	21 10%	18 8%	35 13%	29 13%	27 12%	10 4%	8 3%	1 3%	2 3%	5 9%	2 18%	22 8%	14 7%	20 15%

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CATI Fieldwork : 16th-22nd 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	627	306	321	30	66	94	122	131	183	304	118	73	118	232	244	33	52	31	6	228	194	80	
Weighted base	590	304	286	40	67	115	115	116	135	167	165	123	122	212	218	36	60	34	6	199	157	92	
Conservative	233	113	120	12	26	39	43	50	64	69	70	53	39	200	8	7	7	1	*	163	15	21	
		40%	37%	42%	29%	39%	34%	37%	43%	41%	42%	43%	32%	95%	4%	20%	11%	2%	7%	82%	10%	22%	
Labour	227	112	115	19	22	49	46	40	52	66	56	41	56	4	200	5	1	6	*	10	124	33	
		38%	37%	40%	46%	33%	43%	40%	34%	40%	34%	34%	46%	2%	92%	15%	2%	19%	7%	5%	79%	35%	
Liberal Democrat	36	17	20	2	3	10	6	6	10	11	14	4	5	5	3	22	*	2	*	6	5	21	
		6%	6%	7%	4%	4%	9%	5%	5%	7%	7%	9%	4%	4%	2%	1%	62%	*	5%	6%	3%	3%	
The UK Independence Party (UKIP)	59	42	17	7	11	8	16	11	6	11	17	17	13	3	2	-	52	2	*	18	6	5	
		10%	14%	6%	17%	17%	7%	13%	10%	4%	6%	10%	14%	11%	1%	1%	-	87%	5%	*	9%	4%	6%
The Green Party	29	15	14	2	5	6	5	8	4	9	8	5	8	*	5	1	-	23	-	2	7	9	
		5%	5%	5%	4%	7%	5%	4%	7%	3%	5%	5%	4%	6%	*	2%	2%	-	69%	-	1%	4%	9%
Some other party	5	5	-	*	-	3	1	1	-	2	-	2	*	-	-	-	-	-	5	-	-	4	
		1%	2%	-	*	-	3%	1%	1%	-	1%	-	2%	*	-	-	-	-	80%	-	-	5%	

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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	38%
Liberal Democrat	7%
UKIP	10%
Green	5%
Other	1%

High Peak 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	465	535	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
I would not vote UKIP	684	331	353	66	79	130	136	121	152	178	192	143	152	200	246	42	-	43	5	168	167	104
	68%	67%	70%	65%	61%	73%	68%	70%	70%	76%	69%	63%	67%	75%	88%	90%	-	83%	38%	64%	80%	78%
I would not vote Liberal Democrat	606	309	297	45	76	113	127	111	134	143	160	144	144	184	195	-	62	32	8	186	141	54
	61%	63%	59%	44%	59%	63%	64%	64%	62%	60%	58%	63%	64%	69%	70%	-	70%	61%	58%	71%	68%	41%
I would not vote Conservative	461	245	216	48	55	106	95	72	85	111	118	110	108	-	239	22	47	42	11	22	167	73
	46%	50%	43%	47%	43%	59%	47%	42%	39%	47%	43%	48%	48%	-	85%	47%	53%	80%	81%	8%	80%	55%
I would not vote Labour	438	242	196	38	70	72	76	89	92	93	130	111	92	218	-	22	65	21	4	211	18	53
	44%	49%	39%	37%	54%	40%	38%	51%	43%	39%	47%	48%	41%	82%	-	48%	74%	40%	33%	80%	9%	40%
None of these - I would potentially vote for all of them	71	30	42	12	8	6	21	10	15	9	19	22	16	9	5	1	7	2	1	9	6	5
	7%	6%	8%	12%	7%	3%	10%	6%	7%	4%	7%	10%	7%	3%	2%	2%	8%	4%	10%	4%	3%	4%
Don't know	15	5	10	5	-	1	2	3	6	3	4	-	7	1	2	-	-	-	-	1	1	-
	2%	1%	2%	5%	-	*	1%	2%	3%	1%	1%	-	3%	*	1%	-	-	-	-	*	*	-

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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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112	
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133	
NET: Well	682	348	334	65	92	127	129	113	155	173	185	152	152	242	191	34	50	23	3	218	139	91	
	68%	71%	66%	63%	72%	71%	65%	66%	71%	74%	67%	67%	67%	91%	68%	74%	56%	43%	25%	83%	67%	69%	
Very well	(4)	58	36	21	5	4	13	6	12	18	13	12	6	23	31	10	1	2	-	*	28	5	5
		6%	7%	4%	5%	3%	7%	3%	7%	8%	6%	4%	3%	10%	12%	4%	2%	2%	-	3%	11%	2%	4%
Quite well	(3)	625	312	313	60	88	114	123	101	137	160	174	146	129	211	181	33	48	23	3	190	134	86
		62%	63%	62%	59%	69%	63%	62%	59%	63%	68%	63%	64%	57%	79%	65%	72%	54%	43%	23%	73%	65%	65%
Quite badly	(2)	205	91	115	20	30	32	53	45	25	44	57	48	50	10	66	7	27	24	5	21	52	29
		21%	18%	23%	20%	23%	18%	26%	26%	12%	19%	20%	21%	22%	4%	24%	15%	30%	46%	36%	8%	25%	21%
Very badly	(1)	54	21	33	8	5	12	12	3	14	7	16	20	10	2	8	3	7	2	4	10	8	5
		5%	4%	6%	8%	4%	6%	6%	2%	6%	3%	6%	9%	4%	1%	3%	7%	8%	3%	32%	4%	4%	4%
NET: Badly		259	112	147	29	35	44	65	48	39	51	73	68	60	13	74	10	34	26	9	31	60	33
		26%	23%	29%	28%	27%	24%	32%	28%	18%	22%	26%	30%	26%	5%	26%	22%	38%	50%	68%	12%	29%	25%
Don't know		59	33	26	8	2	9	6	11	23	12	19	8	14	12	15	2	5	4	1	13	8	9
		6%	7%	5%	8%	1%	5%	3%	6%	11%	5%	7%	4%	6%	4%	5%	4%	6%	7%	7%	5%	4%	6%
Mean		2.73	2.79	2.67	2.65	2.72	2.75	2.63	2.76	2.82	2.80	2.70	2.63	2.78	3.06	2.73	2.72	2.54	2.43	1.96	2.95	2.68	2.74
Standard deviation		0.66	0.65	0.67	0.72	0.59	0.69	0.65	0.61	0.69	0.59	0.65	0.69	0.69	0.45	0.58	0.62	0.69	0.57	0.88	0.60	0.59	0.59
Standard error		0.02	0.03	0.03	0.09	0.05	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.03	0.10	0.08	0.09	0.26	0.04	0.04	0.06

High Peak Poll

CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112	
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133	
NET: Well	718	361	358	73	98	135	134	120	158	184	199	159	151	240	204	34	55	32	2	223	149	100	
	72%	73%	70%	71%	76%	75%	67%	70%	73%	78%	72%	70%	67%	90%	73%	75%	62%	62%	13%	85%	72%	75%	
Very well	(4)	68	39	29	9	7	10	8	13	21	17	11	18	19	37	12	3	2	2	-	39	10	7
	7%	8%	6%	9%	5%	6%	4%	7%	10%	7%	4%	8%	8%	14%	4%	7%	2%	4%	-	15%	5%	5%	
Quite well	(3)	650	322	329	64	91	124	126	107	137	168	187	142	132	203	191	31	53	30	2	183	139	92
	65%	65%	65%	63%	71%	69%	63%	62%	63%	71%	68%	62%	58%	76%	68%	68%	60%	58%	13%	70%	67%	70%	
Quite badly	(2)	192	91	101	23	23	35	45	34	33	36	53	49	51	12	56	9	27	18	9	21	49	27
	19%	19%	20%	22%	18%	20%	22%	20%	15%	15%	19%	22%	23%	5%	20%	20%	30%	35%	71%	8%	23%	20%	
Very badly	(1)	36	12	24	4	3	6	14	5	5	7	12	7	8	3	13	-	2	2	1	4	5	3
	4%	2%	5%	4%	2%	3%	7%	3%	2%	3%	5%	3%	4%	1%	5%	-	2%	3%	6%	1%	2%	2%	
NET: Badly	229	103	126	26	26	41	59	40	38	43	65	56	60	15	70	9	29	20	10	24	53	30	
	23%	21%	25%	26%	20%	23%	29%	23%	17%	18%	24%	25%	26%	5%	25%	20%	32%	38%	77%	9%	26%	22%	
Don't know	53	29	24	3	4	4	8	13	21	8	13	13	16	12	6	2	5	-	1	15	6	4	
	5%	6%	5%	3%	3%	2%	4%	7%	10%	3%	5%	6%	7%	5%	2%	5%	6%	-	10%	6%	3%	3%	
Mean	2.79	2.84	2.75	2.78	2.82	2.80	2.66	2.80	2.89	2.85	2.75	2.79	2.77	3.08	2.74	2.86	2.66	2.63	2.07	3.05	2.76	2.80	
Standard deviation	0.62	0.60	0.64	0.65	0.56	0.59	0.67	0.63	0.61	0.58	0.61	0.63	0.66	0.48	0.62	0.52	0.57	0.62	0.48	0.55	0.57	0.57	
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.04	0.08	0.07	0.09	0.14	0.03	0.04	0.05	

High Peak Poll

CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
I am satisfied with the job David Cameron is doing overall as Prime Minister	360 36%	185 38%	175 34%	30 29%	51 39%	46 25%	72 36%	65 38%	96 44%	86 36%	105 38%	83 36%	77 34%	214 80%	22 8%	16 36%	17 19%	8 15%	2 13%	183 70%	31 15%	39 29%
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	193 19%	84 17%	109 21%	24 24%	31 24%	39 22%	39 19%	30 17%	30 14%	45 19%	54 20%	48 21%	38 17%	50 19%	15 5%	17 36%	39 44%	12 22%	6 43%	54 21%	16 8%	28 21%
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.	333 33%	167 34%	167 33%	41 40%	30 23%	73 41%	66 33%	59 34%	64 30%	87 37%	91 33%	69 30%	81 36%	1 *	235 84%	10 21%	19 22%	26 50%	5 36%	12 4%	152 73%	55 42%
Refused	25 3%	16 3%	9 2%	- -	- -	4 2%	7 4%	6 3%	8 4%	6 3%	3 1%	3 1%	6 3%	- -	1 *	* 1%	3 4%	* 1%	- -	2 1%	1 1%	1 *
Don't know	89 9%	41 8%	48 9%	7 7%	17 13%	18 10%	17 8%	12 7%	19 9%	13 5%	23 8%	26 11%	25 11%	2 1%	7 3%	3 6%	10 11%	6 12%	1 8%	11 4%	8 4%	10 8%

High Peak Poll

CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
Labour	712	347	365	39	79	137	156	141	158	180	193	159	166	187	235	39	54	36	13	186	173	108
	71%	70%	72%	39%	61%	76%	78%	82%	73%	76%	70%	69%	73%	70%	84%	86%	61%	69%	100%	71%	83%	81%
The Conservatives	658	340	318	36	80	120	140	134	148	180	188	142	131	209	185	38	48	29	10	200	155	102
	66%	69%	63%	35%	62%	67%	70%	78%	68%	76%	68%	62%	58%	78%	66%	82%	54%	55%	73%	76%	74%	77%
The Liberal Democrat	285	148	136	13	29	47	71	51	73	72	75	65	66	80	75	24	23	20	6	83	59	57
	28%	30%	27%	13%	23%	26%	36%	29%	34%	30%	27%	28%	29%	30%	27%	52%	26%	39%	46%	32%	28%	43%
The UK Independence Party (UKIP)	248	134	114	16	37	50	46	42	54	61	61	60	60	58	86	11	27	11	3	62	55	42
	25%	27%	22%	16%	29%	28%	23%	25%	25%	26%	22%	26%	27%	22%	31%	23%	31%	21%	24%	24%	27%	32%
None of them	157	74	82	40	27	20	19	12	39	24	46	35	38	32	29	2	26	9	-	29	16	12
	16%	15%	16%	39%	21%	11%	9%	7%	18%	10%	17%	15%	17%	12%	10%	4%	30%	18%	-	11%	8%	9%
Don't know	9	7	2	2	2	2	2	1	1	*	2	3	2	2	2	-	-	2	-	2	2	-
	1%	1%	*	2%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	-	-	4%	-	1%	1%	-

High Peak Poll

CATI Fieldwork : 16th-22nd 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	68	118	145	196	188	284	426	193	136	212	287	303	43	76	47	12	292	250	112
Weighted base	1000	493	507	102	129	180	200	172	217	236	276	228	226	267	279	46	89	52	13	262	208	133
A Labour government	323 32%	159 32%	164 32%	36 35%	40 31%	59 33%	70 35%	51 30%	67 31%	75 32%	85 31%	76 33%	82 36%	1 *	223 80%	3 5%	17 19%	25 48%	4 27%	14 5%	147 71%	37 28%
A Conservative government	296 30%	156 32%	140 28%	22 21%	40 31%	45 25%	51 26%	56 32%	80 37%	69 29%	83 30%	77 34%	58 26%	204 76%	1 *	3 6%	29 33%	3 7%	2 15%	182 69%	11 5%	15 12%
A coalition between the Conservatives and the Liberal Democrats	125 12%	59 12%	66 13%	17 16%	19 15%	19 11%	19 10%	30 18%	20 9%	39 16%	41 15%	15 7%	24 11%	56 21%	1 *	16 34%	19 21%	3 5%	4 34%	43 16%	10 5%	31 23%
A coalition between Labour and the Liberal Democrats	108 11%	55 11%	53 11%	13 13%	10 7%	34 19%	18 9%	14 8%	19 9%	29 12%	33 12%	24 11%	20 9%	- -	50 18%	24 52%	3 4%	13 25%	2 15%	2 1%	29 14%	40 30%
Don't know	148 15%	64 13%	85 17%	15 15%	19 15%	23 13%	40 20%	20 12%	31 14%	23 10%	35 13%	35 15%	42 19%	6 2%	4 2%	1 3%	21 23%	8 16%	1 8%	21 8%	11 5%	10 8%

High Peak Poll
CATI Fieldwork : 16th-22nd 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%	493 49%
Female	535 54%	507 51%

High Peak Poll
CATI Fieldwork : 16th-22nd 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	68 7%	102 10%
25-34	118 12%	129 13%
35-44	145 15%	180 18%
45-54	196 20%	200 20%
55-64	188 19%	172 17%
65 or older	284 28%	217 22%
Refused	1 *	1 *

High Peak Poll
CATI Fieldwork : 16th-22nd 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	138 14%	75 8%
B	288 29%	160 16%
C1	193 19%	276 28%
C2	136 14%	228 23%
D	84 8%	105 11%
E	128 13%	121 12%
Refused	33 3%	33 3%

High Peak Poll
CATI Fieldwork : 16th-22nd 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	292 29%	262 26%
Labour	250 25%	208 21%
Liberal Democrats	112 11%	133 13%
Another party	30 3%	35 4%
Did not vote	231 23%	280 28%
Refused	38 4%	33 3%
Don't know	47 5%	49 5%