

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
Certain to vote	(10)	646	311	334	44	68	122	131	127	149	131	191	126	168	193	183	17	50	19	3	228	178	89
		64%	63%	66%	43%	45%	64%	69%	75%	77%	70%	68%	56%	67%	82%	74%	69%	64%	50%	39%	83%	81%	83%
	(9)	51	28	23	7	13	10	4	3	13	12	14	5	18	13	22	4	1	2	1	19	12	6
		5%	6%	4%	7%	9%	5%	2%	2%	7%	7%	5%	2%	7%	5%	9%	17%	1%	6%	11%	7%	5%	6%
	(8)	49	30	19	6	6	7	13	7	9	12	13	7	13	9	12	-	7	1	1	4	12	4
		5%	6%	4%	6%	4%	4%	7%	4%	5%	6%	5%	3%	5%	4%	5%	-	8%	3%	9%	1%	5%	4%
	(7)	36	15	21	3	14	10	2	6	1	7	9	12	3	10	10	2	5	-	-	8	6	2
		4%	3%	4%	3%	9%	5%	1%	4%	*	4%	3%	5%	1%	4%	4%	9%	6%	-	-	3%	6%	2%
	(6)	22	5	17	2	3	-	10	4	2	2	6	6	8	2	6	-	1	3	*	3	3	-
		2%	1%	3%	2%	2%	-	5%	3%	1%	1%	2%	3%	3%	1%	2%	-	2%	8%	5%	1%	1%	-
	(5)	58	35	23	14	11	18	9	4	3	6	19	20	7	6	7	1	9	9	-	8	2	5
		6%	7%	5%	13%	7%	9%	5%	2%	2%	3%	7%	9%	3%	2%	3%	3%	11%	23%	-	3%	1%	5%
	(4)	12	7	5	3	4	2	1	2	-	1	7	-	4	1	1	-	-	-	-	-	1	-
		1%	1%	1%	3%	3%	1%	*	1%	-	1%	2%	-	1%	1%	1%	-	-	-	-	-	*	-
	(3)	10	2	8	2	6	1	-	*	1	3	-	5	2	1	3	-	2	-	2	-	-	-
		1%	*	2%	2%	4%	*	-	*	*	1%	-	2%	1%	*	1%	-	3%	-	35%	-	-	-
	(2)	20	11	9	9	5	1	6	-	-	1	8	10	-	-	4	1	4	4	-	-	*	-
		2%	2%	2%	9%	4%	*	3%	-	-	1%	3%	4%	-	-	2%	2%	5%	10%	-	-	*	-
Definitely would not vote	(1)	88	47	40	12	18	19	15	13	9	9	15	35	23	-	-	-	-	-	-	5	4	1
		9%	10%	8%	12%	12%	10%	8%	8%	5%	5%	5%	15%	9%	-	-	-	-	-	-	2%	2%	1%
Refused		2	1	1	-	-	-	1	1	*	*	-	-	2	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	1%	1%	*	*	-	-	1%	-	-	-	-	-	-	-	-	-
Don't know		7	*	6	-	-	1	-	-	6	1	-	-	4	-	-	-	-	-	-	*	-	1
		1%	*	1%	-	-	*	-	-	3%	1%	-	-	2%	-	-	-	-	-	-	*	-	1%
Mean		8.26	8.17	8.34	6.90	7.25	8.23	8.41	8.76	9.24	8.83	8.50	7.32	8.53	9.53	9.21	9.21	8.37	7.64	7.03	9.46	9.44	9.53
Standard deviation		2.96	3.02	2.90	3.45	3.32	2.96	2.86	2.64	2.09	2.41	2.68	3.53	2.82	1.22	1.73	1.66	2.53	2.83	3.37	1.57	1.59	1.33
Standard error		0.09	0.14	0.13	0.48	0.33	0.24	0.20	0.18	0.13	0.12	0.21	0.33	0.18	0.07	0.11	0.33	0.29	0.54	1.37	0.09	0.10	0.15

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Conservative	235 23%	135 27%	100 20%	8 8%	27 18%	42 22%	47 25%	49 29%	60 31%	60 32%	71 25%	38 17%	56 22%	235 100%	-	-	-	-	-	161 58%	16 7%	20 19%
Labour	248 25%	113 23%	135 27%	31 31%	37 25%	54 28%	43 23%	41 24%	41 21%	45 24%	75 27%	44 20%	73 29%	-	248 100%	-	-	-	-	16 6%	132 60%	36 33%
Liberal Democrat	25 3%	7 1%	18 4%	6 5%	-	7 4%	3 1%	4 2%	5 3%	9 5%	5 2%	2 1%	5 2%	-	-	25 100%	-	-	-	5 2%	2 1%	9 9%
The UK Independence Party (UKIP)	78 8%	48 10%	30 6%	7 6%	17 11%	7 3%	17 9%	18 11%	13 7%	14 7%	9 3%	30 13%	22 9%	-	-	-	78 100%	-	-	22 8%	11 5%	1 1%
The Green Party	37 4%	16 3%	22 4%	7 6%	5 4%	11 6%	10 5%	2 1%	3 2%	6 3%	20 7%	6 3%	5 2%	-	-	-	-	37 100%	-	2 1%	7 3%	7 7%
The British National Party (BNP)	3 *	1 *	2 *	-	2 2%	-	-	-	1 *	-	-	2 1%	1 *	-	-	-	-	-	3 46%	1 *	-	-
Some other party	4 *	4 1%	-	-	-	2 1%	1 1%	-	1 *	1 1%	2 1%	-	-	-	-	-	-	-	4 54%	3 1%	-	1 1%
Would not vote	88 9%	47 10%	40 8%	12 12%	18 12%	19 10%	15 8%	13 8%	9 5%	9 5%	15 5%	35 15%	23 9%	-	-	-	-	-	-	5 2%	4 2%	1 1%
Refused	74 7%	36 7%	38 8%	5 5%	11 7%	5 3%	14 7%	12 7%	23 12%	14 7%	13 5%	17 7%	19 8%	-	-	-	-	-	-	13 5%	9 4%	1 1%
Don't know	208 21%	86 17%	122 24%	26 26%	32 21%	43 22%	41 21%	29 17%	37 19%	29 15%	70 25%	52 23%	48 19%	-	-	-	-	-	-	49 18%	38 17%	32 30%

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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	536	271	265	20	49	81	113	127	145	246	83	50	137	236	205	19	55	17	3	223	170	46
Weighted base	489	254	236	37	60	95	96	94	106	110	140	90	129	195	196	20	53	21	4	179	143	61
Conservative	195	114	82	6	23	31	41	40	53	50	59	30	48	195	-	-	-	-	-	141	13	18
	40%	45%	35%	16%	38%	33%	43%	43%	50%	46%	42%	34%	37%	100%	-	-	-	-	-	79%	9%	29%
Labour	196	90	106	21	24	46	35	36	34	37	58	36	57	-	196	-	-	-	-	13	113	30
	40%	35%	45%	56%	41%	49%	36%	38%	32%	34%	41%	40%	44%	-	100%	-	-	-	-	7%	79%	50%
Liberal Democrat	20	5	15	3	-	6	3	4	5	6	5	1	5	-	-	20	-	-	-	4	2	8
	4%	2%	7%	9%	-	6%	3%	4%	4%	6%	3%	2%	4%	-	-	100%	-	-	-	2%	1%	14%
The UK Independence Party (UKIP)	53	34	19	3	8	5	14	13	11	10	7	19	16	-	-	-	53	-	-	17	10	*
	11%	13%	8%	7%	14%	5%	14%	14%	10%	9%	5%	21%	13%	-	-	-	100%	-	-	9%	7%	1%
The Green Party	21	8	13	4	5	5	3	2	3	5	10	4	2	-	-	-	-	21	-	1	5	3
	4%	3%	6%	12%	8%	5%	3%	2%	3%	4%	7%	4%	2%	-	-	-	-	100%	-	1%	4%	5%
The British National Party (BNP)	1	1	*	-	*	-	-	-	1	-	-	*	1	-	-	-	-	-	1	1	-	-
	*	*	*	-	*	-	-	-	1%	-	-	*	*	-	-	-	-	-	19%	*	-	-
Some other party	3	3	-	-	-	2	*	-	1	*	2	-	-	-	-	-	-	-	3	3	-	*
	1%	1%	-	-	-	2%	1%	-	1%	*	1%	-	-	-	-	-	-	-	81%	1%	-	1%

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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	41%
Labour	40%
Liberal Democrat	5%
UKIP	10%
Green	4%
Other	1%

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Conservative	279	153	126	12	30	47	58	56	73	65	87	53	61	222	3	6	6	3	1	179	21	22
	28%	31%	25%	12%	20%	25%	30%	33%	38%	35%	31%	23%	24%	94%	1%	23%	8%	8%	9%	65%	10%	21%
Labour	293	132	161	38	48	68	47	46	45	50	94	60	80	3	229	1	3	9	-	22	148	43
	29%	27%	32%	37%	32%	36%	25%	27%	24%	27%	33%	27%	32%	1%	92%	3%	4%	24%	-	8%	68%	40%
Liberal Democrat	23	9	14	5	-	8	1	5	5	10	5	-	6	4	-	16	1	-	-	4	2	9
	2%	2%	3%	5%	-	4%	*	3%	3%	5%	2%	-	2%	2%	-	62%	1%	-	-	1%	1%	9%
The UK Independence Party (UKIP)	65	44	21	7	12	3	18	14	11	11	7	24	20	-	2	58	-	-	18	9	1	
	6%	9%	4%	6%	8%	2%	10%	9%	5%	6%	2%	10%	8%	-	1%	6%	74%	-	-	7%	4%	1%
The Green Party	23	13	10	-	4	10	5	1	3	4	15	2	2	-	-	-	-	18	-	4	3	8
	2%	3%	2%	-	3%	5%	3%	*	2%	2%	5%	1%	1%	-	-	-	-	48%	-	1%	1%	8%
The British National Party (BNP)	6	3	2	-	4	-	-	-	2	-	-	2	3	-	-	-	1	-	3	2	-	-
	1%	1%	*	-	3%	-	-	-	1%	-	-	1%	1%	-	-	-	2%	-	46%	1%	-	-
Some other party	8	6	2	-	2	4	1	-	-	-	8	-	-	-	2	-	-	-	2	4	1	-
	1%	1%	*	-	1%	2%	1%	-	-	-	3%	-	-	-	1%	-	-	-	30%	2%	1%	-
Would not vote	88	47	40	12	18	19	15	13	9	9	15	35	23	-	-	-	-	-	-	5	4	1
	9%	10%	8%	12%	12%	10%	8%	8%	5%	5%	5%	15%	9%	-	-	-	-	-	-	2%	2%	1%
Refused	50	25	25	6	5	5	11	9	13	10	7	11	11	-	-	-	-	-	-	5	3	1
	5%	5%	5%	6%	3%	3%	6%	5%	7%	6%	3%	5%	4%	-	-	-	-	-	-	2%	1%	1%
Don't know	167	61	106	22	25	25	35	25	32	27	43	40	48	6	12	1	9	7	1	33	26	22
	17%	12%	21%	22%	17%	13%	19%	15%	17%	14%	15%	17%	19%	2%	5%	5%	11%	20%	14%	12%	12%	21%

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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	577	289	288	21	51	89	122	135	159	257	96	59	145	230	198	18	52	15	3	237	185	49	
Weighted base	541	280	262	38	69	109	107	99	118	113	165	107	137	191	187	19	48	19	3	198	158	69	
Conservative	227	123	103	7	24	35	49	46	64	53	68	42	52	185	2	5	4	1	1	156	18	20	
		42%	44%	39%	18%	35%	32%	46%	46%	54%	47%	41%	39%	38%	97%	1%	27%	9%	8%	18%	79%	12%	28%
Labour	231	105	126	26	33	58	38	39	38	42	73	48	62	3	183	1	3	8	-	18	126	37	
		43%	37%	48%	68%	47%	53%	36%	39%	32%	37%	44%	45%	45%	1%	98%	4%	5%	40%	-	9%	80%	54%
Liberal Democrat	18	7	11	3	-	7	*	4	4	7	5	-	5	3	-	12	1	-	-	3	2	8	
		3%	2%	4%	7%	-	6%	*	4%	3%	6%	3%	-	3%	2%	-	62%	1%	-	-	2%	1%	12%
The UK Independence Party (UKIP)	45	31	14	3	6	2	15	10	8	9	5	15	15	-	1	1	39	-	-	14	8	1	
		8%	11%	5%	7%	9%	2%	14%	10%	7%	8%	3%	14%	11%	-	1%	7%	82%	-	-	7%	5%	1%
The Green Party	14	9	6	-	4	4	4	*	3	3	9	2	1	-	-	-	-	10	-	3	3	4	
		3%	3%	2%	-	5%	4%	3%	*	2%	2%	6%	2%	1%	-	-	-	52%	-	1%	2%	6%	
The British National Party (BNP)	2	2	*	-	1	-	-	-	1	-	-	*	2	-	-	-	1	-	1	1	-	-	
		*	1%	*	-	1%	-	-	1%	-	-	*	2%	-	-	-	2%	-	22%	1%	-	-	
Some other party	4	3	1	-	1	2	1	-	-	-	4	-	-	-	1	-	-	-	2	2	1	-	
		1%	1%	*	-	1%	2%	1%	-	-	3%	-	-	-	*	-	-	-	61%	1%	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	42%
Labour	42%
Liberal Democrat	4%
UKIP	8%
Green	2%
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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
I would not vote Liberal Democrat	562 56%	293 59%	269 53%	50 49%	84 56%	108 57%	107 56%	103 61%	107 55%	94 51%	161 57%	141 62%	140 56%	152 65%	157 63%	-	63 81%	19 51%	6 86%	171 62%	151 69%	39 37%
I would not vote UKIP	558 56%	256 52%	302 60%	59 58%	78 52%	107 56%	98 51%	97 57%	116 60%	113 60%	168 60%	99 44%	149 59%	152 65%	186 75%	21 85%	-	29 79%	2 35%	157 57%	148 68%	74 69%
I would not vote Conservative	438 44%	216 44%	222 44%	57 56%	82 55%	98 51%	77 40%	63 37%	59 31%	63 34%	125 44%	122 54%	110 44%	-	203 82%	10 40%	51 65%	29 78%	5 65%	32 12%	159 73%	56 52%
I would not vote Labour	412 41%	241 49%	171 34%	32 32%	60 40%	66 35%	86 45%	73 43%	92 48%	79 42%	119 42%	98 43%	93 37%	191 81%	-	14 57%	59 75%	21 56%	4 59%	198 72%	25 11%	34 32%
None of these - I would potentially vote for all of them	68 7%	35 7%	33 6%	10 10%	9 6%	6 3%	21 11%	10 6%	10 5%	16 8%	14 5%	19 8%	18 7%	11 5%	16 6%	-	2 2%	-	-	18 7%	9 4%	5 5%
Don't know	62 6%	21 4%	41 8%	8 8%	9 6%	11 6%	11 6%	10 6%	12 6%	10 5%	14 5%	15 7%	13 5%	1 5%	7 3%	-	-	2 6%	*	6 2%	4 2%	3 3%

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
NET: Well	624	334	290	73	78	125	115	109	122	131	183	127	153	202	156	16	45	20	2	219	126	74	
	62%	68%	57%	72%	52%	65%	60%	65%	63%	70%	65%	56%	61%	86%	63%	64%	57%	53%	23%	79%	58%	69%	
Very well	(4)	55	35	20	3	5	11	9	12	16	14	13	3	23	29	9	1	8	1	1	27	14	1
		5%	7%	4%	3%	3%	6%	5%	7%	8%	7%	5%	1%	9%	12%	3%	2%	10%	3%	9%	10%	6%	1%
Quite well	(3)	569	298	270	70	74	114	106	97	106	118	170	124	130	173	148	16	37	18	1	191	112	73
		57%	60%	53%	69%	49%	60%	55%	58%	55%	63%	61%	55%	52%	74%	60%	62%	47%	49%	14%	69%	51%	68%
Quite badly	(2)	207	85	122	16	49	39	42	30	30	30	60	57	50	15	64	7	23	12	2	23	62	18
		21%	17%	24%	15%	32%	20%	22%	18%	15%	16%	21%	25%	20%	7%	26%	28%	30%	33%	35%	8%	28%	16%
Very badly	(1)	47	26	21	3	6	13	9	9	6	7	10	11	13	2	9	-	5	4	2	10	7	6
		5%	5%	4%	3%	4%	7%	5%	5%	3%	4%	4%	5%	5%	1%	4%	-	6%	10%	30%	4%	3%	6%
NET: Badly		253	110	143	18	55	52	52	40	35	37	70	68	63	17	73	7	28	16	5	33	69	24
		25%	22%	28%	18%	37%	27%	27%	23%	18%	20%	25%	30%	25%	7%	29%	28%	35%	43%	65%	12%	31%	22%
Don't know		124	49	75	10	16	14	24	20	35	19	28	32	36	16	19	2	6	1	1	25	24	10
		12%	10%	15%	10%	11%	7%	13%	12%	18%	10%	10%	14%	14%	7%	8%	8%	8%	4%	11%	9%	11%	9%
Mean		2.72	2.77	2.67	2.80	2.57	2.69	2.69	2.75	2.84	2.82	2.73	2.61	2.75	3.04	2.68	2.72	2.66	2.48	2.02	2.94	2.69	2.70
Standard deviation		0.66	0.67	0.64	0.53	0.64	0.70	0.67	0.69	0.64	0.62	0.62	0.62	0.72	0.48	0.61	0.51	0.75	0.74	1.04	0.60	0.66	0.59
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.04	0.11	0.09	0.15	0.46	0.03	0.04	0.07

Rossendale & Darwen Poll

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
NET: Well	642	350	292	65	94	124	118	115	124	136	192	138	147	212	148	13	35	19	4	220	130	80	
		64%	71%	58%	64%	63%	65%	62%	68%	65%	73%	68%	61%	58%	90%	60%	53%	44%	51%	59%	80%	59%	75%
Very well	(4)	66	48	18	5	8	19	4	16	13	18	17	7	21	29	16	-	6	4	-	24	17	8
		7%	10%	4%	5%	6%	10%	2%	9%	7%	10%	6%	3%	8%	12%	6%	-	8%	12%	-	9%	8%	8%
Quite well	(3)	576	302	274	59	86	105	114	99	111	117	175	131	126	183	132	13	29	15	4	197	113	72
		58%	61%	54%	58%	57%	55%	60%	59%	58%	63%	62%	58%	50%	78%	53%	53%	36%	39%	59%	71%	52%	67%
Quite badly	(2)	186	78	109	15	25	46	41	32	26	30	53	40	51	11	60	9	29	12	2	29	54	19
		19%	16%	21%	15%	17%	24%	21%	19%	14%	16%	19%	18%	20%	5%	24%	36%	37%	31%	35%	10%	25%	18%
Very badly	(1)	55	20	34	7	10	6	10	11	11	6	16	13	17	1	17	-	7	4	-	8	12	6
		5%	4%	7%	7%	7%	3%	5%	6%	6%	3%	6%	6%	7%	1%	7%	-	9%	12%	-	3%	5%	6%
NET: Badly		241	98	143	22	35	52	51	43	37	36	69	53	68	12	77	9	36	16	2	37	66	25
		24%	20%	28%	22%	23%	27%	27%	25%	19%	19%	25%	23%	27%	5%	31%	36%	46%	43%	35%	13%	30%	23%
Don't know		118	45	72	15	21	14	22	11	31	14	20	35	37	11	23	3	8	2	*	19	23	2
		12%	9%	14%	14%	14%	7%	12%	6%	16%	8%	7%	16%	15%	5%	9%	11%	10%	6%	5%	7%	10%	2%
Mean		2.74	2.84	2.63	2.72	2.71	2.78	2.66	2.76	2.78	2.86	2.74	2.69	2.70	3.07	2.65	2.59	2.47	2.55	2.63	2.92	2.69	2.78
Standard deviation		0.68	0.66	0.69	0.70	0.70	0.68	0.63	0.72	0.69	0.64	0.67	0.65	0.75	0.45	0.72	0.50	0.80	0.88	0.52	0.57	0.71	0.67
Standard error		0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.07	0.05	0.03	0.05	0.11	0.09	0.18	0.23	0.03	0.05	0.08

Rossendale & Darwen Poll

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
I am satisfied with the job David Cameron is doing overall as Prime Minister	330 33%	176 36%	154 30%	23 22%	44 29%	55 29%	62 32%	58 35%	86 45%	77 41%	89 32%	58 26%	85 34%	168 71%	29 12%	7 26%	13 17%	4 10%	1 20%	165 60%	32 15%	31 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	223 22%	119 24%	104 20%	31 31%	29 19%	43 22%	49 25%	36 21%	36 18%	39 21%	62 22%	51 23%	58 23%	59 25%	25 10%	11 45%	40 51%	3 7%	-	70 25%	25 11%	20 18%
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.	309 31%	143 29%	166 33%	36 35%	52 34%	71 37%	54 28%	49 29%	49 25%	53 28%	97 35%	75 33%	76 30%	8 4%	186 75%	5 20%	20 25%	19 52%	1 9%	29 11%	143 65%	47 44%
Refused	32 3%	13 3%	19 4%	5 5%	1 1%	3 1%	7 4%	11 6%	5 3%	5 3%	5 2%	10 4%	7 3%	-	1 1%	-	-	1 2%	*	1 *	3 1%	-
Don't know	107 11%	42 9%	65 13%	7 7%	25 17%	19 10%	20 10%	16 9%	17 9%	13 7%	27 10%	32 14%	26 10%	-	7 3%	2 8%	5 7%	11 28%	5 65%	10 4%	16 7%	10 9%

Rossendale & Darwen Poll

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Labour	761	366	395	72	98	148	142	141	152	147	223	171	186	180	207	17	54	29	6	206	187	93
	76%	74%	78%	71%	66%	78%	74%	84%	79%	79%	79%	76%	74%	76%	83%	66%	68%	77%	86%	74%	85%	87%
The Conservatives	572	281	291	37	69	108	103	110	140	119	177	116	131	169	135	13	36	19	7	194	128	70
	57%	57%	57%	36%	46%	56%	54%	65%	73%	64%	63%	51%	52%	72%	54%	52%	46%	51%	95%	70%	59%	66%
The UK Independence Party (UKIP)	159	75	84	15	20	35	34	29	24	30	53	31	37	28	40	4	23	3	3	41	34	27
	16%	15%	17%	14%	13%	18%	18%	17%	12%	16%	19%	14%	15%	12%	16%	14%	29%	8%	48%	15%	16%	26%
The Liberal Democrat	132	63	69	8	18	31	30	18	27	24	47	23	30	27	26	5	6	4	3	29	30	25
	13%	13%	14%	8%	12%	16%	16%	11%	14%	13%	17%	10%	12%	11%	10%	19%	8%	12%	42%	10%	14%	23%
None of them	143	77	66	21	30	26	27	19	20	17	33	40	41	23	27	5	17	2	-	38	22	6
	14%	16%	13%	20%	20%	14%	14%	11%	10%	9%	12%	18%	16%	10%	11%	21%	21%	6%	-	14%	10%	6%
Don't know	17	6	11	1	3	6	1	2	4	4	6	2	3	5	1	*	1	3	*	3	-	-
	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	2%	1%	1%	2%	*	1%	1%	8%	5%	1%	-	-

Rossendale & Darwen Poll

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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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
A Labour government	301	129	171	46	42	71	50	43	48	45	87	72	92	2	193	1	17	15	2	12	151	21
	30%	26%	34%	45%	28%	37%	26%	26%	25%	24%	31%	32%	37%	1%	78%	3%	22%	40%	35%	4%	69%	20%
A Conservative government	283	164	119	20	41	40	57	51	75	63	84	56	65	189	5	-	26	3	1	179	13	18
	28%	33%	24%	19%	27%	21%	30%	30%	39%	34%	30%	25%	26%	80%	2%	-	33%	8%	20%	65%	6%	16%
A coalition between the Conservatives and the Liberal Democrats	101	55	47	7	11	18	23	21	22	28	28	16	25	44	2	15	9	3	1	44	7	24
	10%	11%	9%	7%	8%	10%	12%	12%	11%	15%	10%	7%	10%	19%	1%	59%	12%	7%	9%	16%	3%	22%
A coalition between Labour and the Liberal Democrats	97	57	41	11	16	20	20	21	10	20	25	21	25	-	39	7	5	5	-	13	28	27
	10%	11%	8%	10%	11%	11%	11%	12%	5%	11%	9%	9%	10%	-	16%	29%	6%	14%	-	5%	13%	25%
Don't know	219	89	130	19	39	41	42	33	38	31	57	60	45	1	9	2	21	11	3	29	20	17
	22%	18%	26%	19%	26%	22%	22%	20%	20%	17%	20%	27%	18%	*	4%	9%	27%	30%	36%	10%	9%	16%

Rossendale & Darwen Poll
CATI Fieldwork : 2nd-11th April 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	475 47%	493 49%
Female	526 53%	508 51%

Rossendale & Darwen Poll
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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	1001	1001
Weighted base	1001	1001
18-24	52 5%	102 10%
25-34	104 10%	150 15%
35-44	149 15%	190 19%
45-54	212 21%	191 19%
55-64	218 22%	169 17%
65 or older	259 26%	192 19%
Refused	7 1%	7 1%

Rossendale & Darwen Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	160 16%	70 7%
B	251 25%	117 12%
C1	160 16%	281 28%
C2	116 12%	226 23%
D	84 8%	96 10%
E	175 17%	156 16%
Refused	55 5%	55 5%

Rossendale & Darwen Poll
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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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	336 34%	276 28%
Labour	253 25%	219 22%
Liberal Democrats	77 8%	107 11%
Another party	34 3%	48 5%
Did not vote	194 19%	251 25%
Refused	53 5%	46 5%
Don't know	54 5%	54 5%

Rossendale & Darwen Poll

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
Certain to vote	(10)	646	311	334	44	68	122	131	127	149	131	191	126	168	193	183	17	50	19	3	228	178	89
		64%	63%	66%	43%	45%	64%	69%	75%	77%	70%	68%	56%	67%	82%	74%	69%	64%	50%	39%	83%	81%	83%
	(9)	51	28	23	7	13	10	4	3	13	12	14	5	18	13	22	4	1	2	1	19	12	6
		5%	6%	4%	7%	9%	5%	2%	2%	7%	7%	5%	2%	7%	5%	9%	17%	1%	6%	11%	7%	5%	6%
	(8)	49	30	19	6	6	7	13	7	9	12	13	7	13	9	12	-	7	1	1	4	12	4
		5%	6%	4%	6%	4%	4%	7%	4%	5%	6%	5%	3%	5%	4%	5%	-	8%	3%	9%	1%	5%	4%
	(7)	36	15	21	3	14	10	2	6	1	7	9	12	3	10	10	2	5	-	-	8	6	2
		4%	3%	4%	3%	9%	5%	1%	4%	*	4%	3%	5%	1%	4%	4%	9%	6%	-	-	3%	6%	2%
	(6)	22	5	17	2	3	-	10	4	2	2	6	6	8	2	6	-	1	3	*	3	3	-
		2%	1%	3%	2%	2%	-	5%	3%	1%	1%	2%	3%	3%	1%	2%	-	2%	8%	5%	1%	1%	-
	(5)	58	35	23	14	11	18	9	4	3	6	19	20	7	6	7	1	9	9	-	8	2	5
		6%	7%	5%	13%	7%	9%	5%	2%	2%	3%	7%	9%	3%	2%	3%	3%	11%	23%	-	3%	1%	5%
	(4)	12	7	5	3	4	2	1	2	-	1	7	-	4	1	1	-	-	-	-	-	1	-
		1%	1%	1%	3%	3%	1%	*	1%	-	1%	2%	-	1%	1%	1%	-	-	-	-	-	*	-
	(3)	10	2	8	2	6	1	-	*	1	3	-	5	2	1	3	-	2	-	2	-	-	-
		1%	*	2%	2%	4%	*	-	*	*	1%	-	2%	1%	*	1%	-	3%	-	35%	-	-	-
	(2)	20	11	9	9	5	1	6	-	-	1	8	10	-	-	4	1	4	4	-	-	*	-
		2%	2%	2%	9%	4%	*	3%	-	-	1%	3%	4%	-	-	2%	2%	5%	10%	-	-	*	-
Definitely would not vote	(1)	88	47	40	12	18	19	15	13	9	9	15	35	23	-	-	-	-	-	-	5	4	1
		9%	10%	8%	12%	12%	10%	8%	8%	5%	5%	5%	15%	9%	-	-	-	-	-	-	2%	2%	1%
Refused		2	1	1	-	-	-	1	1	*	*	-	-	2	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	1%	1%	*	*	-	-	1%	-	-	-	-	-	-	-	-	-
Don't know		7	*	6	-	-	1	-	-	6	1	-	-	4	-	-	-	-	-	*	-	-	1
		1%	*	1%	-	-	*	-	-	3%	1%	-	-	2%	-	-	-	-	-	*	-	-	1%
Mean		8.26	8.17	8.34	6.90	7.25	8.23	8.41	8.76	9.24	8.83	8.50	7.32	8.53	9.53	9.21	9.21	8.37	7.64	7.03	9.46	9.44	9.53
Standard deviation		2.96	3.02	2.90	3.45	3.32	2.96	2.86	2.64	2.09	2.41	2.68	3.53	2.82	1.22	1.73	1.66	2.53	2.83	3.37	1.57	1.59	1.33
Standard error		0.09	0.14	0.13	0.48	0.33	0.24	0.20	0.18	0.13	0.12	0.21	0.33	0.18	0.07	0.11	0.33	0.29	0.54	1.37	0.09	0.10	0.15

Rossendale & Darwen Poll

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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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Conservative	235	135	100	8	27	42	47	49	60	60	71	38	56	235	-	-	-	-	-	161	16	20
	23%	27%	20%	8%	18%	22%	25%	29%	31%	32%	25%	17%	22%	100%	-	-	-	-	-	58%	7%	19%
Labour	248	113	135	31	37	54	43	41	41	45	75	44	73	-	248	-	-	-	-	16	132	36
	25%	23%	27%	31%	25%	28%	23%	24%	21%	24%	27%	20%	29%	-	100%	-	-	-	-	6%	60%	33%
Liberal Democrat	25	7	18	6	-	7	3	4	5	9	5	2	5	-	-	25	-	-	-	5	2	9
	3%	1%	4%	5%	-	4%	1%	2%	3%	5%	2%	1%	2%	-	-	100%	-	-	-	2%	1%	9%
The UK Independence Party (UKIP)	78	48	30	7	17	7	17	18	13	14	9	30	22	-	-	-	78	-	-	22	11	1
	8%	10%	6%	6%	11%	3%	9%	11%	7%	7%	3%	13%	9%	-	-	-	100%	-	-	8%	5%	1%
The Green Party	37	16	22	7	5	11	10	2	3	6	20	6	5	-	-	-	-	37	-	2	7	7
	4%	3%	4%	6%	4%	6%	5%	1%	2%	3%	7%	3%	2%	-	-	-	-	100%	-	1%	3%	7%
The British National Party (BNP)	3	1	2	-	2	-	-	-	1	-	-	2	1	-	-	-	-	-	3	1	-	-
	*	*	*	-	2%	-	-	-	*	-	-	1%	*	-	-	-	-	-	46%	*	-	-
Some other party	4	4	-	-	-	2	1	-	1	1	2	-	-	-	-	-	-	-	4	3	-	1
	*	1%	-	-	-	1%	1%	-	*	1%	1%	-	-	-	-	-	-	-	54%	1%	-	1%
Would not vote	88	47	40	12	18	19	15	13	9	9	15	35	23	-	-	-	-	-	-	5	4	1
	9%	10%	8%	12%	12%	10%	8%	8%	5%	5%	5%	15%	9%	-	-	-	-	-	-	2%	2%	1%
Refused	74	36	38	5	11	5	14	12	23	14	13	17	19	-	-	-	-	-	-	13	9	1
	7%	7%	8%	5%	7%	3%	7%	7%	12%	7%	5%	7%	8%	-	-	-	-	-	-	5%	4%	1%
Don't know	208	86	122	26	32	43	41	29	37	29	70	52	48	-	-	-	-	-	-	49	38	32
	21%	17%	24%	26%	21%	22%	21%	17%	19%	15%	25%	23%	19%	-	-	-	-	-	-	18%	17%	30%

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	536	271	265	20	49	81	113	127	145	246	83	50	137	236	205	19	55	17	3	223	170	46
Weighted base	489	254	236	37	60	95	96	94	106	110	140	90	129	195	196	20	53	21	4	179	143	61
Conservative	195	114	82	6	23	31	41	40	53	50	59	30	48	195	-	-	-	-	-	141	13	18
	40%	45%	35%	16%	38%	33%	43%	43%	50%	46%	42%	34%	37%	100%	-	-	-	-	-	79%	9%	29%
Labour	196	90	106	21	24	46	35	36	34	37	58	36	57	-	196	-	-	-	-	13	113	30
	40%	35%	45%	56%	41%	49%	36%	38%	32%	34%	41%	40%	44%	-	100%	-	-	-	-	7%	79%	50%
Liberal Democrat	20	5	15	3	-	6	3	4	5	6	5	1	5	-	-	20	-	-	-	4	2	8
	4%	2%	7%	9%	-	6%	3%	4%	4%	6%	3%	2%	4%	-	-	100%	-	-	-	2%	1%	14%
The UK Independence Party (UKIP)	53	34	19	3	8	5	14	13	11	10	7	19	16	-	-	-	53	-	-	17	10	*
	11%	13%	8%	7%	14%	5%	14%	14%	10%	9%	5%	21%	13%	-	-	-	100%	-	-	9%	7%	1%
The Green Party	21	8	13	4	5	5	3	2	3	5	10	4	2	-	-	-	-	21	-	1	5	3
	4%	3%	6%	12%	8%	5%	3%	2%	3%	4%	7%	4%	2%	-	-	-	-	100%	-	1%	4%	5%
The British National Party (BNP)	1	1	*	-	*	-	-	-	1	-	-	*	1	-	-	-	-	-	1	1	-	-
	*	*	*	-	*	-	-	-	1%	-	-	*	*	-	-	-	-	-	19%	*	-	-
Some other party	3	3	-	-	-	2	*	-	1	*	2	-	-	-	-	-	-	-	3	3	-	*
	1%	1%	-	-	-	2%	1%	-	1%	*	1%	-	-	-	-	-	-	-	81%	1%	-	1%

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th April 2015

Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	41%
Labour	40%
Liberal Democrat	5%
UKIP	10%
Green	4%
Other	1%

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Conservative	279	153	126	12	30	47	58	56	73	65	87	53	61	222	3	6	6	3	1	179	21	22
	28%	31%	25%	12%	20%	25%	30%	33%	38%	35%	31%	23%	24%	94%	1%	23%	8%	8%	9%	65%	10%	21%
Labour	293	132	161	38	48	68	47	46	45	50	94	60	80	3	229	1	3	9	-	22	148	43
	29%	27%	32%	37%	32%	36%	25%	27%	24%	27%	33%	27%	32%	1%	92%	3%	4%	24%	-	8%	68%	40%
Liberal Democrat	23	9	14	5	-	8	1	5	5	10	5	-	6	4	-	16	1	-	-	4	2	9
	2%	2%	3%	5%	-	4%	*	3%	3%	5%	2%	-	2%	2%	-	62%	1%	-	-	1%	1%	9%
The UK Independence Party (UKIP)	65	44	21	7	12	3	18	14	11	11	7	24	20	-	2	58	-	-	18	9	1	
	6%	9%	4%	6%	8%	2%	10%	9%	5%	6%	2%	10%	8%	-	1%	6%	74%	-	-	7%	4%	1%
The Green Party	23	13	10	-	4	10	5	1	3	4	15	2	2	-	-	-	-	18	-	4	3	8
	2%	3%	2%	-	3%	5%	3%	*	2%	2%	5%	1%	1%	-	-	-	-	48%	-	1%	1%	8%
The British National Party (BNP)	6	3	2	-	4	-	-	-	2	-	-	2	3	-	-	-	1	-	3	2	-	-
	1%	1%	*	-	3%	-	-	-	1%	-	-	1%	1%	-	-	-	2%	-	46%	1%	-	-
Some other party	8	6	2	-	2	4	1	-	-	-	8	-	-	-	2	-	-	-	2	4	1	-
	1%	1%	*	-	1%	2%	1%	-	-	-	3%	-	-	-	1%	-	-	-	30%	2%	1%	-
Would not vote	88	47	40	12	18	19	15	13	9	9	15	35	23	-	-	-	-	-	-	5	4	1
	9%	10%	8%	12%	12%	10%	8%	8%	5%	5%	5%	15%	9%	-	-	-	-	-	-	2%	2%	1%
Refused	50	25	25	6	5	5	11	9	13	10	7	11	11	-	-	-	-	-	-	5	3	1
	5%	5%	5%	6%	3%	3%	6%	5%	7%	6%	3%	5%	4%	-	-	-	-	-	-	2%	1%	1%
Don't know	167	61	106	22	25	25	35	25	32	27	43	40	48	6	12	1	9	7	1	33	26	22
	17%	12%	21%	22%	17%	13%	19%	15%	17%	14%	15%	17%	19%	2%	5%	5%	11%	20%	14%	12%	12%	21%

Rossendale & Darwen Poll

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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	577	289	288	21	51	89	122	135	159	257	96	59	145	230	198	18	52	15	3	237	185	49	
Weighted base	541	280	262	38	69	109	107	99	118	113	165	107	137	191	187	19	48	19	3	198	158	69	
Conservative	227	123	103	7	24	35	49	46	64	53	68	42	52	185	2	5	4	1	1	156	18	20	
		42%	44%	39%	18%	35%	32%	46%	46%	54%	47%	41%	39%	38%	97%	1%	27%	9%	8%	18%	79%	12%	28%
Labour	231	105	126	26	33	58	38	39	38	42	73	48	62	3	183	1	3	8	-	18	126	37	
		43%	37%	48%	68%	47%	53%	36%	39%	32%	37%	44%	45%	45%	1%	98%	4%	5%	40%	-	9%	80%	54%
Liberal Democrat	18	7	11	3	-	7	*	4	4	7	5	-	5	3	-	12	1	-	-	3	2	8	
		3%	2%	4%	7%	-	6%	*	4%	3%	6%	3%	-	3%	2%	-	62%	1%	-	-	2%	1%	12%
The UK Independence Party (UKIP)	45	31	14	3	6	2	15	10	8	9	5	15	15	-	1	1	39	-	-	14	8	1	
		8%	11%	5%	7%	9%	2%	14%	10%	7%	8%	3%	14%	11%	-	1%	7%	82%	-	-	7%	5%	1%
The Green Party	14	9	6	-	4	4	4	*	3	3	9	2	1	-	-	-	-	10	-	3	3	4	
		3%	3%	2%	-	5%	4%	3%	*	2%	2%	6%	2%	1%	-	-	-	52%	-	1%	2%	6%	
The British National Party (BNP)	2	2	*	-	1	-	-	-	1	-	-	*	2	-	-	-	1	-	1	1	-	-	
		*	1%	*	-	1%	-	-	1%	-	-	*	2%	-	-	-	2%	-	22%	1%	-	-	
Some other party	4	3	1	-	1	2	1	-	-	-	4	-	-	-	1	-	-	-	2	2	1	-	
		1%	1%	*	-	1%	2%	1%	-	-	3%	-	-	-	*	-	-	-	61%	1%	1%	-	

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th April 2015

Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	42%
Labour	42%
Liberal Democrat	4%
UKIP	8%
Green	2%
Other	1%

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
I would not vote Liberal Democrat	562 56%	293 59%	269 53%	50 49%	84 56%	108 57%	107 56%	103 61%	107 55%	94 51%	161 57%	141 62%	140 56%	152 65%	157 63%	-	63 81%	19 51%	6 86%	171 62%	151 69%	39 37%
I would not vote UKIP	558 56%	256 52%	302 60%	59 58%	78 52%	107 56%	98 51%	97 57%	116 60%	113 60%	168 60%	99 44%	149 59%	152 65%	186 75%	21 85%	-	29 79%	2 35%	157 57%	148 68%	74 69%
I would not vote Conservative	438 44%	216 44%	222 44%	57 56%	82 55%	98 51%	77 40%	63 37%	59 31%	63 34%	125 44%	122 54%	110 44%	-	203 82%	10 40%	51 65%	29 78%	5 65%	32 12%	159 73%	56 52%
I would not vote Labour	412 41%	241 49%	171 34%	32 32%	60 40%	66 35%	86 45%	73 43%	92 48%	79 42%	119 42%	98 43%	93 37%	191 81%	-	14 57%	59 75%	21 56%	4 59%	198 72%	25 11%	34 32%
None of these - I would potentially vote for all of them	68 7%	35 7%	33 6%	10 10%	9 6%	6 3%	21 11%	10 6%	10 5%	16 8%	14 5%	19 8%	18 7%	11 5%	16 6%	-	2 2%	-	-	18 7%	9 4%	5 5%
Don't know	62 6%	21 4%	41 8%	8 8%	9 6%	11 6%	11 6%	10 6%	12 6%	10 5%	14 5%	15 7%	13 5%	1 5%	7 3%	-	-	2 6%	*	6 2%	4 2%	3 3%

Rossendale & Darwen Poll

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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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
NET: Well	624	334	290	73	78	125	115	109	122	131	183	127	153	202	156	16	45	20	2	219	126	74	
	62%	68%	57%	72%	52%	65%	60%	65%	63%	70%	65%	56%	61%	86%	63%	64%	57%	53%	23%	79%	58%	69%	
Very well	(4)	55	35	20	3	5	11	9	12	16	14	13	3	23	29	9	1	8	1	1	27	14	1
		5%	7%	4%	3%	3%	6%	5%	7%	8%	7%	5%	1%	9%	12%	3%	2%	10%	3%	9%	10%	6%	1%
Quite well	(3)	569	298	270	70	74	114	106	97	106	118	170	124	130	173	148	16	37	18	1	191	112	73
		57%	60%	53%	69%	49%	60%	55%	58%	55%	63%	61%	55%	52%	74%	60%	62%	47%	49%	14%	69%	51%	68%
Quite badly	(2)	207	85	122	16	49	39	42	30	30	30	60	57	50	15	64	7	23	12	2	23	62	18
		21%	17%	24%	15%	32%	20%	22%	18%	15%	16%	21%	25%	20%	7%	26%	28%	30%	35%	8%	28%	28%	16%
Very badly	(1)	47	26	21	3	6	13	9	9	6	7	10	11	13	2	9	-	5	4	2	10	7	6
		5%	5%	4%	3%	4%	7%	5%	5%	3%	4%	4%	5%	5%	1%	4%	-	6%	10%	30%	4%	3%	6%
NET: Badly		253	110	143	18	55	52	52	40	35	37	70	68	63	17	73	7	28	16	5	33	69	24
		25%	22%	28%	18%	37%	27%	27%	23%	18%	20%	25%	30%	25%	7%	29%	28%	35%	43%	65%	12%	31%	22%
Don't know		124	49	75	10	16	14	24	20	35	19	28	32	36	16	19	2	6	1	1	25	24	10
		12%	10%	15%	10%	11%	7%	13%	12%	18%	10%	10%	14%	14%	7%	8%	8%	8%	4%	11%	9%	11%	9%
Mean		2.72	2.77	2.67	2.80	2.57	2.69	2.69	2.75	2.84	2.82	2.73	2.61	2.75	3.04	2.68	2.72	2.66	2.48	2.02	2.94	2.69	2.70
Standard deviation		0.66	0.67	0.64	0.53	0.64	0.70	0.67	0.69	0.64	0.62	0.62	0.62	0.72	0.48	0.61	0.51	0.75	0.74	1.04	0.60	0.66	0.59
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.04	0.11	0.09	0.15	0.46	0.03	0.04	0.07

Rossendale & Darwen Poll

CATI Fieldwork : 2nd-11th 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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77	
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107	
NET: Well	642	350	292	65	94	124	118	115	124	136	192	138	147	212	148	13	35	19	4	220	130	80	
	64%	71%	58%	64%	63%	65%	62%	68%	65%	73%	68%	61%	58%	90%	60%	53%	44%	51%	59%	80%	59%	75%	
Very well	(4)	66	48	18	5	8	19	4	16	13	18	17	7	21	29	16	-	6	4	-	24	17	8
		7%	10%	4%	5%	6%	10%	2%	9%	7%	10%	6%	3%	8%	12%	6%	-	8%	12%	-	9%	8%	8%
Quite well	(3)	576	302	274	59	86	105	114	99	111	117	175	131	126	183	132	13	29	15	4	197	113	72
		58%	61%	54%	58%	57%	55%	60%	59%	58%	63%	62%	58%	50%	78%	53%	53%	36%	39%	59%	71%	52%	67%
Quite badly	(2)	186	78	109	15	25	46	41	32	26	30	53	40	51	11	60	9	29	12	2	29	54	19
		19%	16%	21%	15%	17%	24%	21%	19%	14%	16%	19%	18%	20%	5%	24%	36%	37%	31%	35%	10%	25%	18%
Very badly	(1)	55	20	34	7	10	6	10	11	11	6	16	13	17	1	17	-	7	4	-	8	12	6
		5%	4%	7%	7%	7%	3%	5%	6%	6%	3%	6%	6%	7%	1%	7%	-	9%	12%	-	3%	5%	6%
NET: Badly	241	98	143	22	35	52	51	43	37	36	69	53	68	12	77	9	36	16	2	37	66	25	
	24%	20%	28%	22%	23%	27%	27%	25%	19%	19%	25%	23%	27%	5%	31%	36%	46%	43%	35%	13%	30%	23%	
Don't know	118	45	72	15	21	14	22	11	31	14	20	35	37	11	23	3	8	2	*	19	23	2	
	12%	9%	14%	14%	14%	7%	12%	6%	16%	8%	7%	16%	15%	5%	9%	11%	10%	6%	5%	7%	10%	2%	
Mean	2.74	2.84	2.63	2.72	2.71	2.78	2.66	2.76	2.78	2.86	2.74	2.69	2.70	3.07	2.65	2.59	2.47	2.55	2.63	2.92	2.69	2.78	
Standard deviation	0.68	0.66	0.69	0.70	0.70	0.68	0.63	0.72	0.69	0.64	0.67	0.65	0.75	0.45	0.72	0.50	0.80	0.88	0.52	0.57	0.71	0.67	
Standard error	0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.07	0.05	0.03	0.05	0.11	0.09	0.18	0.23	0.03	0.05	0.08	

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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	1001	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
I am satisfied with the job David Cameron is doing overall as Prime Minister	330 33%	176 36%	154 30%	23 22%	44 29%	55 29%	62 32%	58 35%	86 45%	77 41%	89 32%	58 26%	85 34%	168 71%	29 12%	7 26%	13 17%	4 10%	1 20%	165 60%	32 15%	31 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	223 22%	119 24%	104 20%	31 31%	29 19%	43 22%	49 25%	36 21%	36 18%	39 21%	62 22%	51 23%	58 23%	59 25%	25 10%	11 45%	40 51%	3 7%	-	70 25%	25 11%	20 18%
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.	309 31%	143 29%	166 33%	36 35%	52 34%	71 37%	54 28%	49 29%	49 25%	53 28%	97 35%	75 33%	76 30%	8 4%	186 75%	5 20%	20 25%	19 52%	1 9%	29 11%	143 65%	47 44%
Refused	32 3%	13 3%	19 4%	5 5%	1 1%	3 1%	7 4%	11 6%	5 3%	5 3%	5 2%	10 4%	7 3%	-	1 1%	-	-	1 2%	*	1 *	3 1%	-
Don't know	107 11%	42 9%	65 13%	7 7%	25 17%	19 10%	20 10%	16 9%	17 9%	13 7%	27 10%	32 14%	26 10%	-	7 3%	2 8%	5 7%	11 28%	5 65%	10 4%	16 7%	10 9%

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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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
Labour	761	366	395	72	98	148	142	141	152	147	223	171	186	180	207	17	54	29	6	206	187	93
	76%	74%	78%	71%	66%	78%	74%	84%	79%	79%	79%	76%	74%	76%	83%	66%	68%	77%	86%	74%	85%	87%
The Conservatives	572	281	291	37	69	108	103	110	140	119	177	116	131	169	135	13	36	19	7	194	128	70
	57%	57%	57%	36%	46%	56%	54%	65%	73%	64%	63%	51%	52%	72%	54%	52%	46%	51%	95%	70%	59%	66%
The UK Independence Party (UKIP)	159	75	84	15	20	35	34	29	24	30	53	31	37	28	40	4	23	3	3	41	34	27
	16%	15%	17%	14%	13%	18%	18%	17%	12%	16%	19%	14%	15%	12%	16%	14%	29%	8%	48%	15%	16%	26%
The Liberal Democrat	132	63	69	8	18	31	30	18	27	24	47	23	30	27	26	5	6	4	3	29	30	25
	13%	13%	14%	8%	12%	16%	16%	11%	14%	13%	17%	10%	12%	11%	10%	19%	8%	12%	42%	10%	14%	23%
None of them	143	77	66	21	30	26	27	19	20	17	33	40	41	23	27	5	17	2	-	38	22	6
	14%	16%	13%	20%	20%	14%	14%	11%	10%	9%	12%	18%	16%	10%	11%	21%	21%	6%	-	14%	10%	6%
Don't know	17	6	11	1	3	6	1	2	4	4	6	2	3	5	1	*	1	3	*	3	-	-
	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	2%	1%	1%	2%	*	1%	1%	8%	5%	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	475	526	52	104	149	212	218	259	411	160	116	259	280	251	25	77	27	6	336	253	77
Weighted base	1001	493	508	102	150	190	191	169	192	187	281	226	252	235	248	25	78	37	7	276	219	107
A Labour government	301	129	171	46	42	71	50	43	48	45	87	72	92	2	193	1	17	15	2	12	151	21
	30%	26%	34%	45%	28%	37%	26%	26%	25%	24%	31%	32%	37%	1%	78%	3%	22%	40%	35%	4%	69%	20%
A Conservative government	283	164	119	20	41	40	57	51	75	63	84	56	65	189	5	-	26	3	1	179	13	18
	28%	33%	24%	19%	27%	21%	30%	30%	39%	34%	30%	25%	26%	80%	2%	-	33%	8%	20%	65%	6%	16%
A coalition between the Conservatives and the Liberal Democrats	101	55	47	7	11	18	23	21	22	28	28	16	25	44	2	15	9	3	1	44	7	24
	10%	11%	9%	7%	8%	10%	12%	12%	11%	15%	10%	7%	10%	19%	1%	59%	12%	7%	9%	16%	3%	22%
A coalition between Labour and the Liberal Democrats	97	57	41	11	16	20	20	21	10	20	25	21	25	-	39	7	5	5	-	13	28	27
	10%	11%	8%	10%	11%	11%	11%	12%	5%	11%	9%	9%	10%	-	16%	29%	6%	14%	-	5%	13%	25%
Don't know	219	89	130	19	39	41	42	33	38	31	57	60	45	1	9	2	21	11	3	29	20	17
	22%	18%	26%	19%	26%	22%	22%	20%	20%	17%	20%	27%	18%	*	4%	9%	27%	30%	36%	10%	9%	16%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	475 47%	493 49%
Female	526 53%	508 51%

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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	1001	1001
Weighted base	1001	1001
18-24	52 5%	102 10%
25-34	104 10%	150 15%
35-44	149 15%	190 19%
45-54	212 21%	191 19%
55-64	218 22%	169 17%
65 or older	259 26%	192 19%
Refused	7 1%	7 1%

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	160 16%	70 7%
B	251 25%	117 12%
C1	160 16%	281 28%
C2	116 12%	226 23%
D	84 8%	96 10%
E	175 17%	156 16%
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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	336 34%	276 28%
Labour	253 25%	219 22%
Liberal Democrats	77 8%	107 11%
Another party	34 3%	48 5%
Did not vote	194 19%	251 25%
Refused	53 5%	46 5%
Don't know	54 5%	54 5%