

Sheffield Hallam Poll

CATI Fieldwork : 22nd-28th 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	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453	
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386	
Certain to vote	(10)	805	411	395	113	85	138	143	126	198	354	253	99	76	145	263	215	61	29	5	141	109	345
		81%	85%	77%	67%	71%	87%	84%	85%	85%	85%	77%	83%	75%	88%	82%	89%	83%	56%	50%	86%	91%	89%
	(9)	48	17	31	12	9	8	7	3	8	21	10	7	5	4	17	10	2	5	-	6	3	18
		5%	3%	6%	7%	8%	5%	4%	2%	4%	5%	3%	6%	5%	2%	5%	4%	2%	10%	-	3%	2%	5%
	(8)	48	21	27	16	7	8	2	10	6	16	18	4	4	5	20	7	2	7	-	7	2	12
		5%	4%	5%	9%	6%	5%	1%	6%	3%	4%	6%	3%	4%	3%	6%	3%	3%	13%	-	4%	2%	3%
	(7)	18	7	11	10	3	2	1	2	-	3	15	-	-	3	7	1	-	-	5	2	-	2
		2%	1%	2%	6%	2%	1%	*	2%	-	1%	5%	-	-	2%	2%	1%	-	-	45%	1%	-	1%
	(6)	18	7	10	7	4	2	1	1	3	7	8	-	3	5	1	5	-	5	-	2	1	1
		2%	1%	2%	4%	3%	1%	1%	1%	1%	2%	3%	-	3%	3%	*	2%	-	9%	-	1%	1%	*
	(5)	17	2	15	2	3	1	3	3	4	6	6	2	4	1	8	2	2	2	1	3	2	3
		2%	1%	3%	1%	2%	1%	2%	2%	2%	1%	2%	1%	4%	1%	2%	1%	3%	4%	5%	2%	2%	1%
	(4)	6	3	3	-	3	-	1	-	3	1	-	4	1	-	1	-	5	-	-	1	-	-
		1%	1%	1%	-	2%	-	*	-	1%	*	-	4%	1%	-	*	-	7%	-	-	*	-	-
	(3)	9	3	6	7	2	-	-	-	3	6	-	-	-	5	-	1	4	-	-	-	-	5
		1%	1%	1%	4%	2%	-	-	-	1%	2%	-	-	-	1%	-	1%	8%	-	-	-	-	1%
	(2)	3	1	3	-	1	-	1	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-
		*	*	1%	-	1%	-	1%	-	1%	*	*	-	1%	-	*	-	-	-	-	-	-	-
Definitely would not vote	(1)	24	11	12	-	4	-	12	3	5	6	9	2	6	-	-	-	-	-	-	2	2	-
		2%	2%	2%	-	3%	-	7%	2%	2%	1%	3%	2%	6%	-	-	-	-	-	-	1%	1%	-
Don't know		4	2	2	-	-	-	-	4	-	-	2	2	-	-	-	-	-	-	-	1	2	-
		*	*	*	-	-	-	-	2%	-	-	1%	2%	-	-	-	-	-	-	-	*	1%	-
Mean		9.30	9.44	9.17	9.01	8.92	9.73	9.10	9.47	9.46	9.50	9.11	9.40	8.93	9.68	9.50	9.76	9.27	8.51	8.38	9.58	9.69	9.74
Standard deviation		1.86	1.73	1.96	1.79	2.23	0.81	2.47	1.61	1.75	1.54	2.06	1.79	2.48	0.99	1.34	0.84	1.86	2.22	1.75	1.40	1.32	0.99
Standard error		0.06	0.08	0.08	0.26	0.20	0.07	0.18	0.12	0.10	0.06	0.15	0.25	0.22	0.08	0.08	0.05	0.25	0.34	0.66	0.12	0.11	0.05

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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	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
Conservative	164 16%	71 15%	93 18%	22 13%	33 27%	17 11%	21 12%	25 17%	47 20%	66 16%	52 16%	26 22%	15 15%	164 100%	-	-	-	-	-	96 59%	*	34 9%
Labour	321 32%	149 31%	172 33%	85 50%	36 30%	54 34%	58 34%	45 30%	43 18%	142 34%	112 34%	28 24%	26 26%	-	321 100%	-	-	-	-	5 3%	97 80%	107 28%
Liberal Democrat	240 24%	127 26%	113 22%	25 15%	22 18%	48 30%	43 25%	39 26%	62 27%	124 30%	79 24%	14 12%	21 21%	-	-	240 100%	-	-	-	22 13%	7 6%	174 45%
The UK Independence Party (UKIP)	73 7%	50 10%	23 5%	11 6%	6 5%	12 8%	12 7%	10 7%	22 9%	17 4%	16 5%	28 24%	10 10%	-	-	-	73 100%	-	-	21 13%	3 3%	14 4%
The Green Party	51 5%	26 5%	25 5%	15 9%	9 7%	9 6%	6 4%	6 4%	6 2%	23 6%	18 5%	2 1%	4 4%	-	-	-	-	51 100%	-	-	4 3%	18 5%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11 1%	2 *	9 2%	5 3%	2 1%	2 2%	1 *	1 *	1 *	3 1%	8 2%	-	-	-	-	-	-	-	11 100%	1 1%	1 1%	-
Would not vote	24 2%	11 2%	12 2%	-	4 3%	-	12 7%	3 2%	5 2%	6 1%	9 3%	2 2%	6 6%	-	-	-	-	-	-	2 1%	2 1%	-
Refused	55 6%	27 5%	29 6%	-	4 3%	5 3%	7 4%	9 6%	30 13%	13 3%	18 6%	6 5%	12 12%	-	-	-	-	-	-	9 5%	3 2%	13 3%
Don't know	62 6%	23 5%	38 7%	5 3%	5 4%	11 7%	12 7%	11 7%	17 7%	23 6%	15 5%	13 11%	6 6%	-	-	-	-	-	-	7 4%	3 3%	25 6%

Sheffield Hallam Poll

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Absolutes/col percents

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	719	341	377	33	87	108	138	130	221	445	137	35	82	135	268	235	43	33	5	110	123	362
Weighted base	714	360	354	123	83	124	121	108	154	319	229	83	64	140	267	208	58	35	7	125	99	301
Conservative	140	61	78	18	26	15	17	21	41	56	44	22	13	140	-	-	-	-	-	83	*	30
	20%	17%	22%	15%	31%	12%	14%	20%	27%	18%	19%	27%	20%	100%	-	-	-	-	-	66%	*	10%
Labour	267	128	139	64	30	46	49	39	37	122	87	25	21	-	267	-	-	-	-	4	86	91
	37%	35%	39%	52%	36%	37%	41%	37%	24%	38%	38%	31%	34%	-	100%	-	-	-	-	3%	87%	30%
Liberal Democrat	208	110	97	23	17	41	38	34	54	108	67	13	18	-	-	208	-	-	-	20	6	153
	29%	31%	27%	18%	21%	33%	31%	32%	35%	34%	29%	15%	28%	-	-	100%	-	-	-	16%	6%	51%
The UK Independence Party (UKIP)	58	40	18	10	2	11	10	8	16	14	14	21	9	-	-	-	58	-	-	18	3	11
	8%	11%	5%	8%	3%	9%	9%	8%	10%	5%	6%	25%	13%	-	-	-	100%	-	-	14%	3%	4%
The Green Party	35	19	17	7	6	8	5	4	5	16	11	1	3	-	-	-	-	35	-	-	2	16
	5%	5%	5%	5%	8%	6%	4%	4%	3%	5%	5%	2%	4%	-	-	-	-	100%	-	-	2%	5%
Some other party	7	2	5	2	1	2	1	*	1	2	5	-	-	-	-	-	-	-	7	1	1	-
	1%	1%	1%	2%	2%	2%	1%	*	*	1%	2%	-	-	-	-	-	-	-	100%	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	20%
Labour	37%
Liberal Democrat	30%
UKIP	8%
Green	5%
Other	1%

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CATI Fieldwork : 22nd-28th 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	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
Conservative	128 13%	56 12%	73 14%	16 9%	29 24%	14 9%	12 7%	16 11%	42 18%	54 13%	33 10%	26 22%	14 13%	111 68%	- -	5 2%	9 12%	1 1%	- -	71 44%	1 1%	25 7%
Labour	332 33%	168 34%	165 32%	92 54%	36 30%	51 32%	62 36%	48 32%	43 18%	143 34%	121 37%	31 26%	22 22%	8 5%	299 93%	2 1%	2 3%	5 10%	6 58%	13 8%	96 79%	109 28%
Liberal Democrat	305 30%	150 31%	155 30%	30 18%	32 26%	55 35%	55 32%	54 36%	80 34%	151 36%	101 31%	19 16%	30 30%	39 24%	10 3%	232 97%	3 4%	5 11%	- -	45 27%	8 7%	199 51%
The UK Independence Party (UKIP)	66 7%	41 8%	25 5%	8 5%	8 6%	14 9%	10 6%	7 5%	19 8%	15 4%	17 5%	23 19%	10 10%	3 2%	2 *	1 *	59 81%	- -	2 15%	17 11%	4 4%	12 3%
The Green Party	42 4%	22 4%	21 4%	15 9%	5 4%	9 6%	5 3%	2 2%	6 3%	20 5%	12 4%	2 1%	4 4%	- -	7 2%	- -	- -	33 65%	- -	- -	4 3%	15 4%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4 *	1 *	3 1%	- -	- -	2 1%	1 *	1 *	1 *	3 1%	- -	- -	1 1%	- -	1 *	- -	- -	- -	3 27%	1 1%	1 1%	- -
Would not vote	24 2%	11 2%	12 2%	- -	4 3%	- -	12 7%	3 2%	5 2%	6 1%	9 3%	2 2%	6 6%	- -	- -	- -	- -	- -	- -	2 1%	2 1%	- -
Refused	44 4%	26 5%	18 4%	- -	3 3%	7 5%	7 4%	6 4%	20 9%	8 2%	14 4%	9 8%	6 6%	- -	- -	- -	- -	- -	- -	6 4%	2 2%	9 2%
Don't know	55 5%	12 2%	43 8%	7 4%	4 3%	6 4%	9 5%	11 8%	17 7%	18 4%	20 6%	7 6%	9 9%	3 2%	3 1%	- -	- -	7 13%	- -	7 4%	3 3%	17 5%

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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	742	350	392	34	88	111	142	133	234	459	140	36	87	132	265	235	43	32	5	112	126	373	
Weighted base	733	371	362	125	85	127	124	109	162	328	231	85	67	137	265	208	58	33	7	126	100	311	
Conservative	107	49	59	13	24	12	9	14	35	44	27	23	10	94	-	4	7	1	-	59	1	22	
		15%	13%	16%	10%	28%	10%	7%	13%	22%	13%	12%	27%	16%	68%	-	2%	12%	2%	-	47%	1%	7%
Labour	277	143	134	70	31	44	52	42	38	123	95	28	18	8	251	2	2	4	3	11	85	92	
		38%	39%	37%	56%	36%	35%	42%	38%	23%	38%	41%	32%	27%	6%	95%	1%	4%	12%	48%	8%	84%	30%
Liberal Democrat	261	130	131	26	24	47	49	45	69	132	85	16	25	33	7	201	2	4	-	39	7	175	
		36%	35%	36%	21%	28%	37%	39%	42%	43%	40%	37%	19%	38%	24%	3%	97%	4%	12%	-	31%	7%	56%
The UK Independence Party (UKIP)	53	33	20	7	4	13	9	6	14	13	15	16	9	2	1	1	47	-	1	16	4	9	
		7%	9%	5%	6%	5%	10%	7%	6%	9%	4%	6%	19%	13%	2%	1%	*	81%	-	20%	12%	4%	3%
The Green Party	31	16	15	8	3	8	4	2	5	14	9	1	3	-	5	-	-	24	-	-	4	13	
		4%	4%	4%	7%	4%	6%	3%	2%	3%	4%	4%	2%	5%	-	2%	-	-	74%	-	-	4%	4%
Some other party	3	1	2	-	-	2	1	*	1	2	-	-	1	-	1	-	-	-	2	1	1	-	
		*	*	1%	-	-	1%	1%	*	*	1%	-	-	1%	-	*	-	-	32%	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	15%
Labour	37%
Liberal Democrat	36%
UKIP	7%
Green	4%

Other *

Sheffield Hallam 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	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
I would not vote UKIP	782	368	414	147	95	136	138	113	153	351	266	77	66	126	309	211	-	47	4	107	111	333
	78%	76%	81%	88%	79%	86%	80%	76%	66%	84%	81%	64%	65%	77%	96%	88%	-	91%	40%	66%	92%	86%
I would not vote Conservative	541	271	270	106	52	96	103	80	103	236	175	55	55	-	298	127	27	40	5	8	116	240
	54%	56%	53%	63%	43%	60%	60%	54%	44%	57%	53%	46%	54%	-	93%	53%	37%	79%	42%	5%	96%	62%
I would not vote Liberal Democrat	435	235	200	78	53	64	81	64	94	158	137	70	52	80	219	-	61	26	3	90	86	103
	43%	48%	39%	46%	44%	40%	47%	43%	40%	38%	42%	58%	52%	49%	68%	-	83%	51%	30%	55%	71%	27%
I would not vote Labour	419	207	212	47	48	53	70	61	140	163	124	68	54	137	-	137	67	23	5	135	11	144
	42%	43%	41%	28%	40%	33%	41%	41%	60%	39%	38%	57%	54%	83%	-	57%	92%	45%	42%	83%	9%	37%
None of these - I would potentially vote for all of them	31	13	17	-	7	3	2	8	11	9	8	7	4	5	3	5	-	-	-	5	1	12
	3%	3%	3%	-	6%	2%	1%	5%	5%	2%	2%	6%	4%	3%	1%	2%	-	-	-	3%	1%	3%
Don't know	18	8	10	5	-	-	3	2	8	5	7	-	3	*	-	-	-	-	5	-	-	1
	2%	2%	2%	3%	-	-	2%	1%	3%	1%	2%	-	3%	*	-	-	-	-	45%	-	-	*

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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	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453	
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386	
NET: Well	722	378	344	126	92	116	114	109	164	310	236	90	64	148	206	206	51	23	8	139	66	298	
		72%	67%	75%	77%	73%	67%	74%	70%	74%	72%	75%	64%	90%	64%	86%	70%	45%	74%	86%	55%	77%	
Very well	(4)	64	48	17	5	6	11	6	7	30	22	20	9	13	21	11	21	7	-	-	24	8	22
		6%	10%	3%	3%	5%	7%	3%	5%	13%	5%	6%	7%	13%	13%	3%	9%	10%	-	-	15%	6%	6%
Quite well	(3)	657	330	328	120	86	106	108	102	134	288	216	82	51	127	196	185	43	23	8	116	58	276
		66%	68%	64%	71%	72%	66%	63%	68%	58%	69%	66%	68%	51%	78%	61%	77%	60%	45%	74%	71%	48%	72%
Quite badly	(2)	167	63	104	25	20	30	41	17	34	77	55	20	13	8	85	17	11	17	1	10	35	63
		17%	13%	20%	15%	17%	19%	24%	12%	15%	18%	17%	16%	12%	5%	27%	7%	15%	34%	5%	6%	29%	16%
Very badly	(1)	32	14	18	8	3	8	4	6	3	6	9	2	12	-	11	3	5	2	-	2	6	3
		3%	3%	4%	5%	3%	5%	3%	4%	1%	1%	3%	2%	12%	-	3%	1%	7%	4%	-	1%	5%	1%
NET: Badly		200	77	122	33	24	38	45	23	37	83	64	22	25	8	96	20	16	19	1	11	41	66
		20%	16%	24%	20%	20%	24%	26%	15%	16%	20%	19%	18%	24%	5%	30%	8%	22%	38%	5%	7%	34%	17%
Don't know		79	31	48	10	4	5	12	17	31	25	28	8	12	8	19	14	6	9	2	12	14	22
		8%	6%	9%	6%	4%	3%	7%	11%	14%	6%	8%	7%	12%	5%	6%	6%	8%	17%	20%	7%	11%	6%
Mean		2.82	2.90	2.73	2.78	2.82	2.77	2.73	2.84	2.95	2.83	2.83	2.86	2.74	3.09	2.68	2.99	2.79	2.50	2.93	3.07	2.63	2.87
Standard deviation		0.60	0.60	0.59	0.58	0.55	0.65	0.57	0.58	0.62	0.53	0.58	0.57	0.88	0.42	0.60	0.48	0.74	0.59	0.27	0.51	0.70	0.50
Standard error		0.02	0.03	0.03	0.09	0.05	0.06	0.04	0.05	0.04	0.02	0.04	0.08	0.08	0.03	0.04	0.03	0.11	0.10	0.12	0.04	0.06	0.02

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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	1000	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453	
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386	
NET: Well	796	406	390	153	100	116	127	109	191	334	265	102	69	148	252	211	56	38	9	142	83	318	
		80%	84%	76%	91%	83%	73%	74%	73%	82%	80%	81%	85%	69%	90%	78%	88%	77%	75%	80%	87%	68%	83%
Very well	(4)	82	54	27	11	8	16	10	27	35	21	11	12	26	17	21	11	1	1	26	9	21	
		8%	11%	5%	7%	6%	10%	6%	7%	12%	8%	6%	9%	12%	16%	5%	9%	16%	2%	6%	16%	8%	5%
Quite well	(3)	715	352	363	142	92	100	117	99	164	300	244	91	58	122	235	190	45	38	8	116	74	298
		71%	72%	71%	84%	77%	63%	68%	67%	71%	72%	75%	76%	57%	74%	73%	79%	61%	74%	74%	71%	61%	77%
Quite badly	(2)	121	47	74	10	15	31	32	19	13	60	36	11	14	7	55	18	7	8	1	9	26	43
		12%	10%	14%	6%	12%	20%	19%	13%	6%	14%	11%	10%	14%	4%	17%	8%	10%	15%	5%	6%	22%	11%
Very badly	(1)	27	10	17	3	4	8	3	5	4	4	9	2	9	1	6	3	4	3	-	2	6	4
		3%	2%	3%	2%	3%	5%	2%	3%	2%	1%	3%	2%	9%	*	2%	1%	6%	7%	-	1%	5%	1%
NET: Badly		148	57	91	13	18	39	35	23	18	64	44	14	23	7	61	21	11	11	1	11	32	48
		15%	12%	18%	8%	15%	25%	21%	16%	8%	15%	14%	12%	22%	4%	19%	9%	16%	22%	5%	7%	27%	12%
Don't know		56	23	33	2	2	4	9	16	23	19	18	4	9	9	9	5	2	2	9	6	20	
		6%	5%	6%	1%	1%	3%	5%	11%	10%	5%	5%	3%	9%	6%	3%	4%	8%	3%	15%	6%	5%	5%
Mean		2.90	2.97	2.83	2.97	2.88	2.80	2.83	2.86	3.02	2.92	2.90	2.95	2.78	3.12	2.84	2.99	2.94	2.72	3.00	3.08	2.75	2.91
Standard deviation		0.57	0.55	0.57	0.45	0.55	0.69	0.56	0.58	0.53	0.52	0.54	0.52	0.79	0.46	0.53	0.46	0.72	0.62	0.38	0.53	0.67	0.46
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.05	0.03	0.02	0.04	0.07	0.07	0.04	0.03	0.03	0.10	0.10	0.16	0.05	0.06	0.02

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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	1000	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
I am satisfied with the job David Cameron is doing overall as Prime Minister	340 34%	168 34%	173 34%	42 25%	56 47%	49 31%	49 29%	42 28%	103 44%	131 31%	118 36%	49 41%	37 37%	124 75%	28 9%	108 45%	22 30%	6 11%	2 15%	121 75%	6 5%	123 32%
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	194 19%	107 22%	87 17%	35 21%	22 19%	28 17%	30 17%	35 24%	43 18%	77 18%	71 22%	24 20%	17 17%	36 22%	4 1%	73 31%	43 60%	12 23%	1 12%	37 23%	3 3%	78 20%
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.	386 39%	174 36%	212 41%	83 49%	39 33%	70 44%	77 45%	58 39%	58 25%	187 45%	120 37%	33 28%	32 31%	1 *	284 88%	44 19%	1 2%	28 55%	6 58%	4 2%	102 84%	162 42%
Refused	28 3%	17 4%	11 2%	- -	- -	6 4%	7 4%	4 3%	11 5%	7 2%	8 2%	3 3%	7 6%	* *	2 *	1 *	1 1%	3 6%	- -	1 1%	2 1%	7 2%
Don't know	52 5%	20 4%	32 6%	8 5%	2 2%	6 4%	8 5%	10 6%	18 8%	16 4%	12 4%	11 9%	8 8%	3 2%	3 1%	13 5%	6 8%	3 5%	2 15%	- -	8 7%	16 4%

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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	1000	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
The Liberal Democrat	919	453	466	148	104	146	161	141	218	392	303	107	87	153	298	235	57	42	6	151	110	372
	92%	93%	91%	88%	87%	92%	94%	95%	94%	94%	93%	89%	87%	93%	93%	98%	78%	83%	55%	92%	91%	96%
Labour	811	398	413	132	87	134	145	126	186	358	265	91	71	117	294	201	47	35	6	108	110	340
	81%	82%	80%	78%	73%	84%	85%	84%	80%	86%	81%	76%	70%	71%	92%	84%	65%	69%	55%	66%	91%	88%
The Conservatives	651	314	337	104	76	92	115	118	145	282	213	67	67	119	195	164	46	30	5	111	65	281
	65%	65%	65%	61%	63%	58%	67%	80%	62%	67%	65%	56%	66%	73%	61%	68%	63%	59%	48%	68%	53%	73%
The UK Independence Party (UKIP)	430	207	223	63	39	77	77	81	94	181	145	49	39	56	150	104	33	26	2	64	60	175
	43%	43%	43%	37%	33%	48%	45%	54%	40%	43%	44%	41%	39%	34%	47%	43%	45%	52%	20%	39%	49%	45%
None of them	36	19	17	6	9	8	5	1	7	12	6	6	8	4	8	3	10	5	-	5	2	5
	4%	4%	3%	3%	8%	5%	3%	1%	3%	3%	2%	5%	8%	3%	2%	1%	14%	11%	-	3%	1%	1%
Don't know	7	1	5	5	1	-	-	-	1	1	6	-	-	-	-	-	-	-	5	-	-	-
	1%	*	1%	3%	1%	-	-	-	*	*	2%	-	-	-	-	-	-	-	45%	-	-	-

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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	1000	456	544	46	118	136	196	178	325	582	200	52	132	157	313	272	54	43	7	145	151	453
Weighted base	1000	486	514	168	120	159	171	149	232	418	327	120	101	164	321	240	73	51	11	163	121	386
A Labour government	299	138	161	74	30	52	54	43	45	124	104	31	28	1	246	1	1	27	6	2	94	94
	30%	28%	31%	44%	25%	33%	31%	29%	19%	30%	32%	25%	28%	*	76%	*	2%	53%	58%	1%	78%	24%
A Conservative government	233	112	121	37	34	25	29	31	77	77	82	43	26	131	3	31	38	5	1	117	4	46
	23%	23%	24%	22%	28%	16%	17%	21%	33%	19%	25%	36%	26%	80%	1%	13%	52%	11%	6%	72%	3%	12%
A coalition between the Conservatives and the Liberal Democrats	211	114	97	21	26	33	38	41	53	100	60	24	22	25	3	128	22	4	2	30	3	132
	21%	23%	19%	13%	21%	21%	22%	28%	23%	24%	18%	20%	22%	16%	1%	53%	30%	8%	16%	19%	3%	34%
A coalition between Labour and the Liberal Democrats	169	84	86	25	24	35	35	22	28	91	58	9	9	2	69	75	2	9	-	5	15	94
	17%	17%	17%	15%	20%	22%	20%	15%	12%	22%	18%	8%	9%	1%	21%	31%	3%	17%	-	3%	13%	24%
Don't know	88	38	50	10	7	13	16	12	30	26	23	13	15	5	1	6	10	6	2	8	4	20
	9%	8%	10%	6%	6%	8%	9%	8%	13%	6%	7%	11%	15%	3%	*	2%	14%	11%	20%	5%	3%	5%

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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	456 46%	486 49%
Female	544 54%	514 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	1000	1000
Weighted base	1000	1000
18-24	46 5%	168 17%
25-34	118 12%	120 12%
35-44	136 14%	159 16%
45-54	196 20%	171 17%
55-64	178 18%	149 15%
65 or older	325 33%	232 23%
Refused	1 *	1 *

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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	205 21%	154 15%
B	377 38%	264 26%
C1	200 20%	327 33%
C2	52 5%	120 12%
D	31 3%	27 3%
E	101 10%	74 7%
Refused	34 3%	34 3%

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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	1000	1000
Weighted base	1000	1000
Conservative	145 15%	163 16%
Labour	151 15%	121 12%
Liberal Democrats	453 45%	386 39%
Another party	39 4%	47 5%
Did not vote	132 13%	217 22%
Refused	40 4%	31 3%
Don't know	40 4%	35 3%