

## South Ribble Poll

### CATI Fieldwork : 7th-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	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104	
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95	
Certain to vote	(10)	640	322	318	34	59	125	131	120	169	159	216	123	112	216	198	23	81	23	4	251	177	70
		64%	64%	64%	35%	45%	70%	69%	70%	74%	69%	69%	57%	59%	75%	75%	60%	67%	79%	52%	83%	78%	73%
	(9)	47	23	24	7	7	5	9	11	6	14	12	11	10	20	15	1	5	-	-	11	13	6
		5%	5%	5%	7%	5%	3%	5%	6%	3%	6%	4%	5%	5%	7%	6%	3%	4%	-	-	4%	6%	6%
	(8)	76	33	43	9	14	14	11	10	17	17	23	15	18	17	20	5	9	2	-	13	12	10
		8%	7%	9%	9%	11%	8%	6%	6%	7%	7%	7%	7%	9%	6%	8%	12%	8%	8%	-	4%	5%	11%
	(7)	33	14	18	7	9	2	8	2	4	9	6	12	4	8	7	5	1	1	-	6	3	4
		3%	3%	4%	7%	7%	1%	4%	1%	2%	4%	2%	5%	2%	3%	3%	14%	1%	3%	-	2%	1%	4%
	(6)	26	10	15	4	6	3	4	4	5	3	6	11	3	4	5	-	5	-	-	6	3	1
		3%	2%	3%	4%	5%	2%	2%	2%	2%	1%	2%	5%	1%	1%	2%	-	4%	-	-	2%	1%	1%
	(5)	66	31	35	6	17	9	12	10	11	8	22	15	15	18	11	2	13	1	3	10	11	2
		7%	6%	7%	6%	13%	5%	6%	6%	5%	4%	7%	7%	8%	6%	4%	4%	10%	4%	34%	3%	5%	2%
	(4)	13	7	5	4	2	2	-	2	2	3	2	3	2	2	1	-	3	-	-	*	2	1
		1%	1%	1%	4%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	-	3%	-	-	*	1%	1%
	(3)	17	11	7	7	5	4	-	1	1	2	6	2	6	2	2	3	2	2	-	-	-	2
		2%	2%	1%	7%	3%	2%	-	1%	*	1%	2%	1%	3%	1%	1%	7%	2%	6%	-	-	-	3%
	(2)	13	5	8	3	1	4	4	-	2	3	5	3	1	2	5	-	-	-	1	1	-	1
		1%	1%	2%	3%	1%	2%	2%	-	1%	1%	2%	1%	1%	1%	2%	-	-	-	15%	*	-	1%
Definitely would not vote	(1)	65	42	23	17	12	9	9	10	8	12	14	22	16	-	-	-	-	-	3	5	-	
		6%	8%	5%	17%	9%	5%	5%	6%	4%	5%	4%	10%	9%	-	-	-	-	-	1%	2%	-	
Don't know		6	2	4	-	-	-	-	1	5	-	3	-	3	-	-	-	-	-	2	2	-	
		1%	*	1%	-	-	-	-	1%	2%	-	1%	-	1%	-	-	-	-	-	1%	1%	-	
Mean		8.38	8.27	8.48	6.58	7.49	8.59	8.70	8.75	8.95	8.75	8.63	7.90	8.11	9.21	9.19	8.64	8.77	9.11	7.15	9.45	9.22	9.21
Standard deviation		2.74	2.91	2.57	3.47	2.99	2.66	2.49	2.48	2.25	2.46	2.56	3.05	2.96	1.66	1.77	2.08	2.06	2.01	3.31	1.51	1.89	1.66
Standard error		0.09	0.13	0.11	0.47	0.33	0.21	0.18	0.17	0.13	0.12	0.19	0.27	0.22	0.09	0.11	0.33	0.20	0.39	1.10	0.08	0.13	0.16

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Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
Conservative	290 29%	144 29%	146 29%	23 24%	29 22%	46 26%	54 29%	55 32%	83 36%	72 31%	112 36%	55 25%	41 21%	290 100%	-	-	-	-	-	198 65%	10 4%	13 14%
Labour	264 26%	134 27%	130 26%	29 30%	40 30%	44 25%	46 24%	42 25%	63 27%	64 28%	78 25%	57 26%	59 31%	-	264 100%	-	-	-	-	15 5%	151 66%	31 32%
Liberal Democrat	39 4%	21 4%	17 3%	4 4%	5 3%	14 8%	6 3%	7 4%	3 1%	11 5%	13 4%	8 4%	5 3%	-	-	39 100%	-	-	-	7 2%	4 2%	18 19%
The UK Independence Party (UKIP)	120 12%	63 13%	57 11%	8 8%	14 10%	25 14%	29 15%	23 13%	21 9%	19 8%	45 14%	30 14%	19 10%	-	-	-	120 100%	-	-	42 14%	17 8%	8 9%
The Green Party	30 3%	16 3%	13 3%	1 1%	9 7%	11 6%	4 2%	3 2%	1 1%	7 3%	15 5%	2 1%	3 2%	-	-	-	-	30 100%	-	3 1%	9 4%	9 9%
The British National Party (BNP)	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 16%	-	-	-
Some other party	7 1%	5 1%	2 *	2 2%	-	1 1%	2 1%	* *	2 1%	2 1%	1 *	2 1%	-	-	-	-	-	-	7 84%	* *	2 1%	1 1%
Would not vote	65 6%	42 8%	23 5%	17 17%	12 9%	9 5%	9 5%	10 6%	8 4%	12 5%	14 4%	22 10%	16 9%	-	-	-	-	-	-	3 1%	5 2%	-
Refused	58 6%	31 6%	27 5%	-	3 2%	6 3%	16 8%	12 7%	19 8%	13 6%	11 3%	9 4%	17 9%	-	-	-	-	-	-	8 3%	7 3%	1 1%
Don't know	126 13%	43 9%	83 17%	14 14%	22 16%	20 11%	23 12%	19 11%	29 12%	31 13%	23 7%	31 14%	29 15%	-	-	-	-	-	-	27 9%	22 10%	14 14%

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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	591	290	302	22	44	94	109	138	184	274	123	75	97	249	205	30	82	20	5	240	166	72
Weighted base	577	299	279	41	67	111	112	107	140	141	202	117	96	229	208	27	86	23	4	223	162	65
Conservative	229	113	116	15	22	37	42	44	69	60	87	40	32	229	-	-	-	-	-	169	9	12
	40%	38%	42%	37%	33%	33%	37%	41%	49%	43%	43%	35%	33%	100%	-	-	-	-	-	76%	5%	18%
Labour	208	107	101	21	27	36	38	36	51	52	62	44	45	-	208	-	-	-	-	12	128	26
	36%	36%	36%	51%	41%	32%	33%	34%	36%	37%	31%	38%	47%	-	100%	-	-	-	-	5%	79%	40%
Liberal Democrat	27	14	13	1	3	11	5	6	2	9	7	7	4	-	-	27	-	-	-	5	3	15
	5%	5%	5%	3%	4%	10%	4%	6%	1%	7%	3%	6%	5%	-	-	100%	-	-	-	2%	2%	23%
The UK Independence Party (UKIP)	86	49	37	3	8	17	24	17	17	14	32	21	13	-	-	-	86	-	-	34	14	6
	15%	16%	13%	8%	11%	15%	21%	16%	12%	10%	16%	18%	14%	-	-	-	100%	-	-	15%	9%	10%
The Green Party	23	12	11	*	7	8	3	3	1	5	12	2	2	-	-	-	-	23	-	2	7	6
	4%	4%	4%	1%	11%	8%	2%	3%	1%	4%	6%	1%	2%	-	-	-	-	100%	-	1%	4%	9%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	29%	-	-	-
Some other party	3	2	1	*	-	*	2	*	*	1	*	2	-	-	-	-	-	-	3	*	2	*
	1%	1%	*	*	-	*	1%	*	*	1%	*	1%	-	-	-	-	-	-	71%	*	1%	*

**South Ribble Poll**  
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Col percents

Table 4

**Voting Intention (Turnout Weighted)**

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

	<u>Total</u>
Conservative	40%
Labour	36%
Liberal Democrat	5%
UKIP	14%
Green	4%
Other	1%

## South Ribble Poll

### CATI Fieldwork : 7th-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	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
Conservative	288 29%	144 29%	144 29%	19 19%	29 22%	58 33%	52 28%	51 30%	79 34%	72 31%	113 36%	60 28%	34 18%	261 90%	2 1%	3 9%	6 5%	- -	* 4%	198 65%	9 4%	15 16%
Labour	293 29%	147 29%	146 29%	29 30%	43 32%	52 29%	53 28%	47 28%	68 30%	69 30%	85 27%	64 30%	66 35%	7 2%	254 96%	1 2%	10 8%	3 11%	- -	19 6%	164 72%	35 37%
Liberal Democrat	62 6%	36 7%	27 5%	5 5%	10 8%	13 8%	9 5%	14 8%	11 5%	13 6%	26 8%	9 4%	12 6%	8 3%	4 1%	32 82%	5 4%	8 26%	- -	17 6%	7 3%	23 24%
The UK Independence Party (UKIP)	99 10%	58 12%	41 8%	9 9%	11 8%	21 12%	21 11%	19 11%	19 8%	18 8%	35 11%	22 10%	18 9%	* *	2 1%	* 1%	92 77%	- -	* 5%	30 10%	13 6%	7 7%
The Green Party	16 2%	8 2%	8 2%	- -	6 4%	5 3%	3 2%	2 1%	1 1%	6 3%	4 1%	4 2%	2 1%	1 *	1 *	* 1%	- -	12 40%	- -	1 *	6 3%	6 6%
The British National Party (BNP)	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 16%	- -	- -	- -
Some other party	6 1%	3 1%	3 1%	- -	- -	1 *	3 2%	* *	1 1%	1 *	3 1%	2 1%	- -	- -	- -	- -	- -	- -	4 47%	* *	2 1%	- -
Would not vote	65 6%	42 8%	23 5%	17 17%	12 9%	9 5%	9 5%	10 6%	8 4%	12 5%	14 4%	22 10%	16 9%	- -	- -	- -	- -	- -	- -	3 1%	5 2%	- -
Refused	39 4%	22 4%	16 3%	2 2%	3 2%	2 1%	10 5%	8 5%	13 6%	11 5%	4 1%	6 3%	10 5%	- -	- -	- -	- -	- -	2 19%	3 1%	2 1%	* *
Don't know	131 13%	39 8%	92 18%	17 18%	19 14%	16 9%	28 15%	21 12%	29 13%	29 13%	29 9%	26 12%	31 16%	13 4%	3 1%	2 5%	7 6%	7 23%	1 8%	32 10%	18 8%	10 10%

## South Ribble Poll

### CATI Fieldwork : 7th-11th 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	603	299	305	22	45	98	111	139	189	278	125	76	102	236	205	28	78	17	5	241	172	74	
Weighted base	591	309	282	39	70	115	113	108	146	143	205	120	101	219	208	26	82	18	4	224	168	69	
Conservative	228	113	115	13	22	46	40	41	66	60	89	44	27	208	1	2	5	-	*	170	7	12	
		39%	37%	41%	32%	32%	40%	35%	38%	42%	44%	37%	27%	95%	*	9%	6%	-	8%	76%	4%	18%	
Labour	230	117	113	21	30	40	43	40	56	55	70	47	50	5	203	1	7	3	-	15	137	30	
		39%	38%	40%	54%	42%	34%	38%	38%	39%	34%	39%	50%	2%	98%	3%	8%	15%	-	7%	82%	44%	
Liberal Democrat	45	25	19	2	8	11	8	10	7	9	17	7	9	6	3	22	3	7	-	12	6	18	
		8%	8%	7%	4%	11%	9%	7%	9%	5%	7%	8%	5%	9%	3%	1%	85%	4%	37%	-	5%	4%	25%
The UK Independence Party (UKIP)	72	45	27	4	7	15	17	14	15	13	26	16	12	*	1	*	67	-	*	25	9	6	
		12%	15%	10%	10%	13%	15%	13%	10%	9%	12%	13%	12%	*	*	1%	82%	-	9%	11%	6%	9%	
The Green Party	12	5	7	-	4	3	3	1	1	5	2	3	2	1	*	*	-	8	-	1	6	3	
		2%	2%	2%	-	6%	2%	2%	1%	4%	1%	3%	2%	*	*	2%	-	48%	-	1%	3%	4%	
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	
		*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	30%	-	-	-	
Some other party	4	2	2	-	-	*	3	*	*	*	2	2	-	-	-	-	-	-	2	*	2	-	
		1%	1%	1%	-	-	*	3%	*	*	1%	1%	-	-	-	-	-	-	53%	*	1%	-	

**South Ribble Poll**  
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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	39%
Labour	39%
Liberal Democrat	8%
UKIP	12%
Green	2%
Other	1%

## South Ribble Poll

### CATI Fieldwork : 7th-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	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
I would not vote UKIP	605	292	313	62	78	114	104	104	142	156	205	119	104	212	215	30	-	26	6	184	169	65
	60%	58%	62%	64%	59%	64%	55%	61%	62%	68%	65%	55%	55%	73%	82%	78%	-	87%	73%	61%	74%	68%
I would not vote Liberal Democrat	599	316	283	51	68	108	121	100	152	131	184	145	113	211	168	-	91	12	6	211	151	37
	60%	63%	57%	52%	51%	60%	64%	58%	66%	57%	59%	67%	60%	73%	63%	-	76%	39%	73%	70%	66%	38%
I would not vote Labour	440	234	205	41	55	86	84	72	101	96	155	103	64	237	-	20	86	12	6	231	26	32
	44%	47%	41%	43%	42%	48%	45%	42%	44%	42%	49%	48%	34%	82%	-	50%	72%	40%	73%	76%	12%	33%
I would not vote Conservative	438	230	208	49	55	91	84	73	86	98	131	102	92	-	217	20	76	24	6	41	177	54
	44%	46%	41%	51%	42%	51%	45%	42%	37%	42%	42%	47%	49%	-	82%	51%	63%	82%	68%	14%	78%	57%
None of these - I would potentially vote for all of them	85	46	40	11	19	13	18	8	16	14	23	17	22	12	17	-	9	2	1	18	10	3
	9%	9%	8%	11%	14%	8%	10%	5%	7%	6%	7%	8%	12%	4%	7%	-	7%	6%	14%	6%	4%	3%
Don't know	27	10	17	2	3	1	3	5	11	6	4	1	9	2	-	-	2	-	1	4	3	2
	3%	2%	3%	2%	3%	*	2%	3%	5%	3%	1%	1%	5%	1%	-	-	2%	-	8%	1%	1%	2%



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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104	
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95	
NET: Well	647	346	301	60	87	101	117	126	157	164	211	137	109	254	161	27	60	10	3	233	131	64	
	65%	69%	60%	62%	65%	57%	62%	73%	68%	71%	67%	63%	58%	87%	61%	70%	50%	34%	40%	77%	58%	67%	
Very well	(4)	63	41	22	5	5	13	7	8	25	11	24	11	15	39	9	-	2	3	2	34	2	5
		6%	8%	4%	5%	4%	7%	3%	5%	11%	5%	8%	5%	8%	13%	3%	-	2%	10%	19%	11%	1%	5%
Quite well	(3)	585	306	279	55	82	87	111	118	132	153	187	126	94	215	151	27	58	7	2	199	129	58
		58%	61%	56%	56%	62%	49%	59%	68%	58%	66%	60%	58%	50%	74%	57%	70%	48%	25%	21%	66%	57%	61%
Quite badly	(2)	245	100	145	31	34	59	53	31	36	52	75	67	39	21	77	10	48	13	3	47	68	23
		24%	20%	29%	32%	26%	33%	28%	18%	16%	23%	24%	31%	21%	7%	29%	26%	40%	43%	32%	15%	30%	24%
Very badly	(1)	36	17	19	3	2	5	9	7	11	4	9	4	17	2	9	-	6	4	-	2	11	3
		4%	3%	4%	3%	1%	3%	5%	4%	5%	2%	3%	2%	9%	1%	3%	-	5%	15%	-	1%	5%	3%
NET: Badly		280	116	164	33	36	64	62	38	47	56	84	71	56	23	86	10	54	17	3	49	79	26
		28%	23%	33%	34%	27%	36%	33%	22%	20%	24%	27%	33%	30%	8%	33%	26%	45%	57%	32%	16%	35%	27%
Don't know		72	37	36	4	10	14	10	8	26	11	18	9	24	14	18	1	6	2	2	22	17	6
		7%	7%	7%	4%	8%	8%	5%	5%	11%	5%	6%	4%	12%	5%	7%	4%	5%	8%	28%	7%	8%	6%
Mean		2.73	2.80	2.65	2.67	2.73	2.66	2.64	2.78	2.84	2.78	2.77	2.69	2.65	3.05	2.65	2.73	2.49	2.32	2.81	2.94	2.58	2.74
Standard deviation		0.64	0.64	0.64	0.62	0.56	0.67	0.64	0.60	0.70	0.56	0.63	0.60	0.79	0.49	0.61	0.45	0.64	0.88	0.89	0.56	0.61	0.62
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.04	0.04	0.03	0.05	0.05	0.06	0.03	0.04	0.07	0.06	0.18	0.34	0.03	0.04	0.06

## South Ribble Poll

### CATI Fieldwork : 7th-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	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104	
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95	
NET: Well	698	373	324	71	100	107	128	125	167	175	226	146	121	262	178	31	63	10	2	245	141	70	
	70%	75%	65%	74%	75%	60%	68%	73%	73%	76%	72%	67%	64%	90%	67%	81%	52%	34%	24%	81%	62%	73%	
Very well	(4)	62	41	22	7	5	9	5	11	25	15	20	11	14	33	11	*	7	-	1	30	6	1
		6%	8%	4%	8%	4%	5%	3%	6%	11%	7%	6%	5%	8%	11%	4%	1%	6%	-	14%	10%	3%	1%
Quite well	(3)	635	333	303	64	95	98	123	114	142	159	207	135	106	230	167	31	55	10	1	215	135	69
		64%	67%	61%	66%	72%	55%	65%	66%	62%	69%	66%	62%	56%	79%	63%	80%	46%	34%	9%	71%	59%	72%
Quite badly	(2)	204	79	125	16	27	52	44	30	33	42	67	52	34	16	61	7	40	15	4	41	62	17
		20%	16%	25%	17%	21%	29%	23%	17%	14%	18%	21%	24%	18%	6%	23%	19%	34%	52%	49%	13%	27%	18%
Very badly	(1)	38	16	22	6	1	7	12	6	6	6	7	10	14	-	9	-	12	2	-	3	12	2
		4%	3%	4%	6%	1%	4%	7%	3%	3%	2%	2%	5%	7%	-	4%	-	10%	7%	-	1%	5%	2%
NET: Badly		242	95	147	22	28	59	57	36	39	48	74	63	48	16	71	7	52	17	4	43	74	19
		24%	19%	29%	23%	21%	33%	30%	21%	17%	21%	24%	29%	25%	6%	27%	19%	43%	59%	49%	14%	33%	20%
Don't know		61	32	29	3	5	11	5	12	25	7	13	8	20	12	16	-	5	2	2	16	13	6
		6%	6%	6%	3%	3%	6%	2%	7%	11%	3%	4%	4%	11%	4%	6%	-	4%	6%	28%	5%	6%	6%
Mean		2.77	2.85	2.69	2.78	2.81	2.65	2.65	2.81	2.90	2.83	2.80	2.70	2.72	3.06	2.72	2.82	2.51	2.29	2.52	2.94	2.63	2.77
Standard deviation		0.63	0.61	0.63	0.67	0.49	0.65	0.65	0.61	0.62	0.58	0.58	0.65	0.73	0.42	0.60	0.41	0.77	0.61	0.88	0.53	0.64	0.49
Standard error		0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.06	0.06	0.02	0.04	0.07	0.07	0.12	0.33	0.03	0.04	0.05

## South Ribble Poll

### CATI Fieldwork : 7th-11th April 2015

Absolutes/col percents

Table 11

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

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
I am satisfied with the job David Cameron is doing overall as Prime Minister	362 36%	181 36%	181 36%	32 33%	57 43%	53 30%	62 33%	62 36%	96 42%	91 40%	123 39%	72 33%	59 31%	223 77%	33 12%	11 29%	25 21%	5 17%	1 11%	189 62%	30 13%	30 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	223 22%	107 21%	116 23%	23 24%	26 20%	50 28%	47 25%	42 25%	34 15%	46 20%	83 26%	51 24%	34 18%	65 22%	17 6%	21 54%	50 42%	1 3%	*	77 25%	27 12%	22 23%
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.	292 29%	146 29%	146 29%	30 31%	31 23%	53 30%	61 32%	50 29%	66 29%	76 33%	84 27%	60 28%	61 32%	1 *	209 79%	7 17%	25 21%	17 58%	*	22 7%	156 68%	36 38%
Refused	36 4%	17 3%	19 4%	4 4%	4 3%	7 4%	7 4%	3 2%	10 4%	7 3%	5 2%	6 3%	10 5%	- -	2 1%	- -	4 3%	- -	2 19%	3 1%	3 1%	- -
Don't know	88 9%	49 10%	38 8%	7 8%	14 10%	15 9%	12 6%	15 9%	24 10%	10 4%	19 6%	28 13%	24 13%	2 1%	4 1%	- -	16 13%	7 22%	5 60%	13 4%	14 6%	7 7%

## South Ribble Poll

### CATI Fieldwork : 7th-11th April 2015

Absolutes/col percents

Table 12

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
Labour	592	311	281	33	81	124	102	112	139	152	184	127	107	163	183	24	60	20	4	185	169	63
	59%	62%	56%	34%	61%	70%	54%	65%	60%	66%	59%	59%	57%	56%	69%	63%	50%	68%	42%	61%	74%	66%
The Conservatives	450	243	207	13	58	76	83	90	129	123	140	81	88	155	124	11	41	16	3	168	121	45
	45%	49%	41%	14%	44%	43%	44%	53%	56%	54%	45%	37%	47%	53%	47%	28%	34%	54%	35%	55%	53%	47%
The UK Independence Party (UKIP)	258	143	115	13	45	59	42	48	50	66	82	51	47	71	73	13	43	3	2	83	66	33
	26%	29%	23%	14%	34%	33%	22%	28%	22%	29%	26%	24%	25%	24%	28%	33%	36%	10%	26%	27%	29%	35%
The Liberal Democrat	124	75	48	12	23	23	17	25	23	36	39	24	16	31	25	13	15	3	1	42	26	21
	12%	15%	10%	13%	17%	13%	9%	15%	10%	16%	13%	11%	8%	11%	10%	33%	13%	9%	16%	14%	12%	22%
None of them	255	121	134	50	38	31	46	38	52	46	79	57	56	71	57	6	33	6	3	61	38	19
	25%	24%	27%	52%	29%	17%	24%	22%	23%	20%	25%	26%	30%	24%	22%	15%	27%	22%	34%	20%	17%	19%
Don't know	15	4	12	2	3	2	2	1	4	2	5	3	2	3	-	1	2	-	1	1	-	1
	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	3%	2%	-	15%	*	-	1%

## South Ribble Poll

### CATI Fieldwork : 7th-11th April 2015

Absolutes/col percents

Table 13

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

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	473	527	55	84	157	184	217	301	441	189	132	187	307	255	39	111	26	9	334	230	104
Weighted base	1000	500	500	97	133	178	189	172	230	230	313	217	189	290	264	39	120	30	8	304	228	95
A Conservative government	316	157	159	18	36	57	62	57	84	72	116	69	43	237	-	*	40	*	1	196	23	14
	32%	31%	32%	19%	27%	32%	33%	33%	37%	31%	37%	32%	23%	82%	-	1%	33%	1%	16%	64%	10%	14%
A Labour government	287	142	145	35	39	46	56	47	64	69	81	66	66	3	209	1	23	6	*	17	145	27
	29%	28%	29%	36%	29%	26%	29%	27%	28%	30%	26%	30%	35%	1%	79%	3%	19%	20%	5%	6%	64%	29%
A coalition between the Conservatives and the Liberal Democrats	116	51	65	8	17	17	27	23	25	28	42	25	19	46	4	20	19	7	-	53	6	22
	12%	10%	13%	9%	13%	9%	14%	13%	11%	12%	13%	11%	10%	16%	2%	51%	16%	24%	-	18%	3%	23%
A coalition between Labour and the Liberal Democrats	113	64	49	17	14	31	16	20	14	28	40	18	23	1	50	17	9	11	-	9	37	25
	11%	13%	10%	18%	11%	17%	9%	12%	6%	12%	13%	8%	12%	*	19%	44%	8%	36%	-	3%	16%	26%
Don't know	168	86	83	17	26	28	28	24	43	34	34	40	37	3	1	*	28	5	7	30	16	8
	17%	17%	17%	18%	20%	16%	15%	14%	19%	15%	11%	18%	20%	1%	1%	1%	24%	18%	79%	10%	7%	8%

**South Ribble Poll**  
**CATI Fieldwork : 7th-11th 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	473 47%	500 50%
Female	527 53%	500 50%

**South Ribble Poll**  
**CATI Fieldwork : 7th-11th 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	55 6%	97 10%
25-34	84 8%	133 13%
35-44	157 16%	178 18%
45-54	184 18%	189 19%
55-64	217 22%	172 17%
65 or older	301 30%	230 23%
Refused	2 *	2 *

**South Ribble Poll**  
**CATI Fieldwork : 7th-11th 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	132 13%	65 6%
B	309 31%	165 17%
C1	189 19%	313 31%
C2	132 13%	217 22%
D	67 7%	78 8%
E	120 12%	111 11%
Refused	51 5%	51 5%



**South Ribble Poll**  
**CATI Fieldwork : 7th-11th 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	334 33%	304 30%
Labour	230 23%	228 23%
Liberal Democrats	104 10%	95 10%
Another party	46 5%	42 4%
Did not vote	206 21%	257 26%
Refused	44 4%	36 4%
Don't know	36 4%	38 4%