

South Swindon 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	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109	
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113	
Certain to vote	(10)	671	372	299	57	99	136	137	104	137	168	200	116	166	212	206	24	102	29	3	231	176	91
		67%	74%	60%	50%	53%	70%	71%	75%	80%	75%	70%	60%	64%	82%	73%	66%	74%	76%	30%	84%	81%	80%
	(9)	39	17	22	5	4	12	7	7	4	4	15	10	8	9	17	2	4	1	-	4	9	5
		4%	3%	5%	4%	2%	6%	4%	5%	2%	2%	5%	5%	3%	3%	6%	6%	3%	2%	-	1%	4%	5%
	(8)	63	24	38	6	20	12	15	3	7	12	15	17	13	22	14	4	9	6	-	20	9	3
		6%	5%	8%	6%	11%	6%	8%	2%	4%	5%	5%	9%	5%	9%	5%	10%	6%	15%	-	7%	4%	3%
	(7)	39	19	20	7	10	6	5	3	8	7	7	13	12	6	20	-	8	-	2	5	10	2
		4%	4%	4%	6%	6%	3%	2%	2%	5%	3%	3%	7%	5%	2%	7%	-	6%	-	20%	2%	5%	2%
	(6)	16	7	8	1	9	-	4	-	2	2	5	1	7	2	3	3	2	-	1	4	1	
		2%	1%	2%	1%	5%	-	2%	-	1%	1%	2%	1%	3%	1%	1%	7%	1%	-	*	2%	1%	
	(5)	41	8	33	12	9	5	6	6	3	10	11	13	6	2	14	3	7	2	2	5	5	3
		4%	2%	7%	10%	5%	3%	3%	5%	2%	5%	4%	7%	2%	1%	5%	7%	5%	6%	29%	2%	2%	3%
	(4)	13	8	5	1	3	3	2	2	3	4	1	5	4	2	4	-	3	-	-	1	1	2
		1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	*	3%	1%	1%	1%	-	2%	-	-	*	*	2%
	(3)	19	7	11	-	7	7	3	1	1	1	5	3	9	1	3	-	4	*	1	2	2	1
		2%	1%	2%	-	4%	4%	2%	1%	*	1%	2%	1%	3%	*	1%	-	3%	1%	11%	1%	1%	1%
	(2)	10	2	8	3	3	1	1	2	-	1	2	3	4	3	2	1	-	-	1	-	-	-
		1%	*	2%	2%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	3%	-	-	11%	-	-	-
Definitely would not vote	(1)	89	39	50	22	24	13	13	11	6	14	25	13	30	-	-	-	-	-	4	2	4	
		9%	8%	10%	19%	13%	7%	7%	8%	3%	6%	9%	7%	11%	-	-	-	-	-	1%	1%	3%	
Don't know		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	
		*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	
Mean		8.36	8.69	8.02	7.13	7.56	8.59	8.67	8.64	9.17	8.76	8.52	8.26	8.02	9.50	9.13	8.85	9.04	9.30	6.35	9.47	9.39	9.18
Standard deviation		2.91	2.71	3.08	3.58	3.26	2.74	2.63	2.83	2.06	2.58	2.84	2.76	3.20	1.33	1.73	2.03	1.90	1.50	2.98	1.55	1.54	2.08
Standard error		0.09	0.12	0.13	0.47	0.28	0.22	0.18	0.21	0.13	0.13	0.19	0.23	0.22	0.08	0.11	0.38	0.17	0.27	1.05	0.09	0.10	0.20

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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	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
Conservative	260 26%	130 26%	130 26%	19 17%	42 22%	50 26%	60 31%	34 25%	54 32%	89 40%	81 28%	43 22%	41 16%	260 100%	-	-	-	-	-	171 62%	16 7%	24 21%
Labour	283 28%	134 27%	149 30%	30 27%	53 29%	57 29%	47 24%	52 37%	43 25%	58 26%	64 22%	69 36%	86 33%	-	283 100%	-	-	-	-	18 7%	155 71%	39 34%
Liberal Democrat	36 4%	18 4%	18 4%	2 2%	6 3%	16 8%	6 3%	3 2%	2 1%	6 3%	15 5%	7 4%	7 3%	-	-	36 100%	-	-	-	3 1%	5 2%	20 17%
The UK Independence Party (UKIP)	138 14%	93 18%	45 9%	15 13%	29 16%	26 13%	28 14%	19 14%	21 12%	17 7%	48 17%	33 17%	33 13%	-	-	-	138 100%	-	-	40 15%	19 9%	12 10%
The Green Party	38 4%	20 4%	17 3%	9 8%	10 5%	5 3%	7 4%	2 2%	3 2%	8 3%	10 4%	5 3%	13 5%	-	-	-	-	38 100%	-	7 3%	3 1%	7 6%
The British National Party (BNP)	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-
Some other party	8 1%	4 1%	4 1%	2 2%	1 *	2 1%	* *	1 1%	1 1%	2 1%	-	-	6 2%	-	-	-	-	-	8 89%	3 1%	-	-
Would not vote	89 9%	39 8%	50 10%	22 19%	24 13%	13 7%	13 7%	11 8%	6 3%	14 6%	25 9%	13 7%	30 11%	-	-	-	-	-	-	4 1%	2 1%	4 3%
Refused	54 5%	22 4%	32 7%	1 1%	2 1%	11 6%	9 5%	3 2%	27 16%	8 4%	18 6%	8 4%	16 6%	-	-	-	-	-	-	8 3%	6 3%	4 4%
Don't know	93 9%	43 9%	50 10%	12 11%	18 10%	14 7%	21 11%	13 10%	14 8%	22 10%	26 9%	16 8%	29 11%	-	-	-	-	-	-	20 7%	11 5%	5 4%

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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	621	320	300	28	73	107	138	125	149	260	139	91	113	260	216	21	94	26	4	244	168	81
Weighted base	600	328	273	53	104	125	123	93	102	146	176	115	143	216	219	26	105	30	3	204	163	84
Conservative	216	110	107	14	33	43	50	30	46	73	69	36	34	216	-	-	-	-	-	148	13	20
	36%	33%	39%	26%	32%	34%	40%	33%	45%	50%	39%	31%	24%	100%	-	-	-	-	-	73%	8%	24%
Labour	219	109	110	20	38	44	40	42	35	48	51	48	67	-	219	-	-	-	-	15	128	33
	36%	33%	40%	38%	37%	35%	32%	45%	34%	33%	29%	42%	46%	-	100%	-	-	-	-	7%	79%	39%
Liberal Democrat	26	14	12	2	4	13	4	2	1	4	11	5	5	-	-	26	-	-	-	3	4	17
	4%	4%	5%	4%	3%	10%	3%	2%	1%	3%	6%	5%	4%	-	-	100%	-	-	-	1%	2%	20%
The UK Independence Party (UKIP)	105	76	30	10	21	20	22	16	16	14	38	22	24	-	-	-	105	-	-	31	15	9
	18%	23%	11%	19%	20%	16%	18%	17%	16%	10%	22%	19%	17%	-	-	-	100%	-	-	15%	9%	10%
The Green Party	30	17	13	7	8	4	7	2	3	6	7	4	11	-	-	-	-	30	-	5	3	6
	5%	5%	5%	13%	8%	4%	5%	2%	3%	4%	4%	3%	8%	-	-	-	-	100%	-	3%	2%	7%
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Some other party	3	2	1	*	*	1	*	1	1	1	-	-	3	-	-	-	-	-	3	1	-	-
	1%	1%	1%	1%	*	1%	*	1%	1%	1%	-	-	2%	-	-	-	-	-	99%	1%	-	-

South Swindon Poll

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	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
Conservative	274	139	135	24	45	55	56	37	57	94	90	35	47	236	2	4	14	1	-	179	18	23
	27%	28%	27%	21%	24%	28%	29%	26%	33%	42%	32%	18%	18%	91%	1%	10%	10%	2%	-	65%	8%	20%
Labour	291	145	146	36	57	56	48	51	44	60	69	73	83	3	262	-	7	3	-	18	157	38
	29%	29%	29%	32%	31%	29%	25%	36%	26%	27%	24%	38%	32%	1%	93%	-	5%	8%	-	7%	72%	33%
Liberal Democrat	46	24	22	2	7	17	8	5	6	6	19	8	13	6	5	28	1	-	-	6	7	22
	5%	5%	4%	2%	4%	9%	4%	4%	3%	3%	7%	4%	5%	2%	2%	79%	1%	-	-	2%	3%	19%
The UK Independence Party (UKIP)	127	87	41	14	23	22	25	18	24	14	44	30	32	5	2	-	113	-	2	36	15	10
	13%	17%	8%	13%	12%	11%	13%	13%	14%	6%	15%	15%	12%	2%	1%	-	82%	-	20%	13%	7%	9%
The Green Party	34	15	19	8	8	7	6	2	3	7	11	4	11	-	3	1	-	28	-	4	3	7
	3%	3%	4%	7%	4%	4%	3%	1%	2%	3%	4%	2%	4%	-	1%	4%	-	75%	-	2%	1%	6%
The British National Party (BNP)	2	1	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	*	*	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	-	11%	-	-	-
Some other party	7	1	6	2	1	2	-	2	-	1	-	1	5	-	3	-	-	-	4	3	3	-
	1%	*	1%	2%	*	1%	-	1%	-	*	-	*	2%	-	1%	-	-	-	49%	1%	1%	-
Would not vote	89	39	50	22	24	13	13	11	6	14	25	13	30	-	-	-	-	-	-	4	2	4
	9%	8%	10%	19%	13%	7%	7%	8%	3%	6%	9%	7%	11%	-	-	-	-	-	-	1%	1%	3%
Refused	45	19	26	1	3	7	9	3	21	8	14	6	14	-	-	-	-	1	-	3	5	2
	5%	4%	5%	1%	2%	4%	5%	2%	12%	4%	5%	3%	5%	-	-	-	-	2%	-	1%	2%	2%
Don't know	84	35	49	4	18	15	27	11	10	19	14	23	26	9	6	2	3	5	2	19	8	8
	8%	7%	10%	3%	10%	8%	14%	8%	6%	9%	5%	12%	10%	4%	2%	7%	2%	13%	20%	7%	3%	7%

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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?

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	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	634	325	309	31	73	107	135	128	160	262	148	89	117	251	215	19	92	22	1	254	172	79
Weighted base	614	337	277	60	102	129	119	94	110	147	187	113	148	209	217	24	104	26	2	210	166	84
Conservative	225	116	109	18	33	46	46	32	49	77	75	30	36	197	2	2	9	1	-	153	15	18
		37%	34%	30%	33%	36%	39%	34%	45%	53%	40%	27%	24%	94%	1%	9%	9%	3%	-	73%	9%	22%
Labour	224	118	106	24	40	45	39	40	36	48	53	52	66	3	204	-	4	3	-	16	129	32
		36%	35%	41%	39%	35%	33%	43%	32%	33%	28%	46%	45%	1%	94%	-	4%	11%	-	8%	77%	38%
Liberal Democrat	36	19	17	2	5	14	7	4	4	5	15	6	11	5	5	21	1	-	-	5	6	20
		6%	6%	4%	5%	11%	6%	4%	4%	3%	8%	5%	8%	3%	2%	86%	1%	-	-	2%	3%	23%
The UK Independence Party (UKIP)	99	71	27	9	18	16	21	16	19	11	36	21	24	4	1	-	89	-	1	31	12	8
		16%	21%	16%	17%	12%	18%	17%	17%	8%	19%	18%	16%	2%	1%	-	86%	-	38%	15%	7%	9%
The Green Party	27	13	14	6	6	6	5	1	2	5	8	4	9	-	3	1	-	22	-	3	3	6
		4%	4%	9%	6%	5%	5%	1%	2%	4%	4%	3%	6%	-	1%	5%	-	87%	-	2%	2%	8%
The British National Party (BNP)	*	*	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-
		*	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	-	1%	-	-	-
Some other party	3	*	3	*	*	1	-	2	-	*	-	1	2	-	2	-	-	-	1	1	2	-
		*	1%	*	*	1%	-	2%	-	*	-	1%	1%	-	1%	-	-	-	61%	1%	1%	-

South Swindon Poll

CATI Fieldwork : 22nd-28th 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	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
I would not vote Liberal Democrat	619	324	295	74	106	116	118	92	113	135	167	129	171	170	189	-	113	30	7	199	151	44
	62%	64%	60%	65%	57%	59%	61%	66%	66%	61%	59%	67%	66%	66%	67%	-	82%	79%	78%	73%	69%	39%
I would not vote UKIP	611	289	322	67	126	120	114	86	98	163	176	106	154	181	218	32	-	30	5	152	160	86
	61%	57%	65%	59%	67%	62%	59%	61%	57%	73%	62%	55%	59%	70%	77%	89%	-	79%	60%	55%	74%	75%
I would not vote Conservative	457	240	217	58	74	99	85	72	70	74	121	101	145	-	227	19	81	31	7	40	166	63
	46%	47%	44%	51%	40%	51%	44%	51%	41%	33%	42%	52%	56%	-	80%	53%	59%	81%	78%	15%	76%	55%
I would not vote Labour	439	238	201	47	75	84	92	55	85	103	134	78	103	199	-	13	108	19	6	206	18	37
	44%	47%	41%	42%	40%	43%	48%	40%	49%	46%	47%	40%	40%	77%	-	37%	78%	49%	74%	75%	8%	32%
None of these - I would potentially vote for all of them	78	34	44	14	13	13	14	8	16	14	18	16	20	13	18	-	8	2	-	18	11	5
	8%	7%	9%	12%	7%	7%	7%	6%	9%	6%	6%	8%	8%	5%	6%	-	6%	4%	-	7%	5%	4%
Don't know	14	7	7	2	-	6	4	1	1	1	9	2	1	*	2	-	-	-	-	1	-	-
	1%	1%	1%	2%	-	3%	2%	1%	1%	1%	3%	1%	*	*	1%	-	-	-	-	*	-	-

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Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109	
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113	
NET: Well	690	373	318	81	139	133	136	90	111	172	208	130	159	233	193	21	80	21	3	227	141	79	
	69%	74%	64%	71%	74%	68%	71%	65%	65%	77%	73%	67%	61%	90%	68%	57%	58%	56%	30%	83%	65%	69%	
Very well	(4)	72	47	25	6	18	13	12	5	17	15	18	15	20	30	20	1	6	2	-	34	13	1
		7%	9%	5%	5%	10%	6%	6%	4%	10%	7%	6%	8%	8%	11%	7%	2%	4%	6%	-	12%	6%	1%
Quite well	(3)	619	326	293	75	121	120	124	85	94	157	191	115	138	203	173	20	74	19	3	193	128	78
		62%	65%	59%	66%	65%	62%	65%	61%	55%	70%	67%	59%	53%	78%	61%	55%	53%	50%	30%	71%	59%	69%
Quite badly	(2)	205	80	125	26	32	41	38	34	33	36	46	44	71	12	75	10	35	9	4	18	60	27
		20%	16%	25%	23%	17%	21%	20%	24%	19%	16%	16%	23%	27%	5%	27%	27%	26%	23%	48%	7%	28%	24%
Very badly	(1)	53	30	23	7	14	7	10	7	10	6	14	10	17	2	9	5	15	6	1	11	8	4
		5%	6%	5%	6%	7%	3%	5%	5%	6%	3%	5%	5%	7%	1%	3%	13%	11%	15%	11%	4%	4%	3%
NET: Badly		258	110	148	33	46	48	48	40	43	42	60	54	88	14	85	14	51	14	5	29	69	31
		26%	22%	30%	29%	25%	25%	29%	25%	19%	21%	28%	34%	5%	30%	40%	37%	38%	59%	11%	31%	27%	
Don't know		52	22	30	-	1	14	9	9	18	9	18	10	13	13	5	1	8	3	1	18	8	4
		5%	4%	6%	-	1%	7%	5%	7%	10%	4%	6%	5%	5%	5%	2%	3%	5%	7%	11%	7%	4%	3%
Mean		2.75	2.81	2.69	2.71	2.77	2.77	2.75	2.68	2.77	2.84	2.79	2.74	2.65	3.05	2.73	2.48	2.54	2.50	2.22	2.97	2.70	2.69
Standard deviation		0.67	0.69	0.65	0.66	0.72	0.63	0.65	0.64	0.72	0.58	0.64	0.68	0.73	0.45	0.64	0.76	0.76	0.84	0.69	0.62	0.65	0.55
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.03	0.04	0.14	0.07	0.16	0.04	0.04	0.05	

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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	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109	
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113	
NET: Well	721	379	342	86	142	132	135	98	127	184	222	130	160	238	195	23	81	23	2	228	148	85	
	72%	75%	69%	75%	76%	68%	70%	70%	74%	83%	78%	67%	62%	92%	69%	64%	59%	61%	21%	83%	68%	75%	
Very well	(4)	85	57	28	18	20	12	17	4	12	19	25	12	28	26	26	1	6	2	-	30	11	3
		8%	11%	6%	16%	11%	6%	9%	3%	7%	8%	9%	6%	11%	10%	9%	2%	5%	6%	-	11%	5%	3%
Quite well	(3)	636	322	314	68	121	120	118	94	115	166	197	118	132	212	169	22	75	21	2	198	137	82
		64%	64%	63%	60%	65%	62%	61%	67%	67%	74%	69%	61%	51%	82%	60%	61%	54%	55%	21%	72%	63%	72%
Quite badly	(2)	191	82	109	18	33	48	44	27	20	28	38	48	70	12	69	12	35	10	3	28	49	22
		19%	16%	22%	16%	18%	25%	23%	19%	12%	12%	13%	25%	27%	5%	24%	33%	25%	25%	38%	10%	22%	19%
Very badly	(1)	49	29	21	8	11	3	8	9	11	5	13	7	19	3	12	-	15	4	2	9	11	4
		5%	6%	4%	7%	6%	1%	4%	7%	6%	2%	5%	4%	7%	1%	4%	-	11%	11%	21%	3%	5%	3%
NET: Badly		240	111	129	26	44	51	52	36	31	33	51	56	89	14	81	12	49	14	5	37	60	25
		24%	22%	26%	23%	24%	26%	27%	26%	18%	15%	18%	29%	34%	6%	29%	33%	36%	37%	59%	14%	27%	22%
Don't know		39	15	24	2	1	12	5	6	13	6	13	8	11	7	7	1	8	1	2	9	10	3
		4%	3%	5%	2%	*	6%	3%	4%	8%	3%	5%	4%	4%	3%	2%	3%	6%	2%	20%	3%	5%	2%
Mean		2.79	2.83	2.74	2.86	2.81	2.77	2.77	2.69	2.81	2.91	2.86	2.72	2.68	3.04	2.76	2.68	2.56	2.57	2.00	2.94	2.71	2.77
Standard deviation		0.67	0.70	0.63	0.76	0.70	0.58	0.67	0.65	0.66	0.55	0.63	0.64	0.77	0.44	0.68	0.52	0.76	0.78	0.78	0.59	0.64	0.56
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.06	0.03	0.04	0.10	0.07	0.14	0.30	0.03	0.04	0.05

South Swindon 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	1000	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
I am satisfied with the job David Cameron is doing overall as Prime Minister	375 38%	190 38%	186 37%	47 41%	82 44%	62 32%	68 35%	39 28%	77 45%	96 43%	119 42%	71 37%	71 27%	202 78%	37 13%	11 29%	34 25%	5 14%	-	175 64%	32 15%	29 25%
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	226 23%	117 23%	109 22%	31 27%	44 23%	52 27%	44 23%	30 21%	26 15%	56 25%	66 23%	42 22%	52 20%	55 21%	21 8%	15 42%	61 44%	12 31%	4 49%	71 26%	25 12%	27 24%
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%	156 31%	137 28%	29 25%	41 22%	57 29%	62 32%	56 40%	49 28%	58 26%	70 24%	64 33%	95 37%	2 1%	218 77%	9 24%	25 18%	11 30%	* 4%	18 7%	151 69%	50 44%
Refused	31 3%	17 3%	13 3%	2 2%	6 3%	8 4%	4 2%	3 2%	6 3%	5 2%	13 5%	6 3%	5 2%	-	-	-	9 7%	2 6%	* 5%	4 1%	2 1%	1 1%
Don't know	76 8%	25 5%	51 10%	5 5%	14 7%	15 8%	15 8%	12 9%	14 8%	7 3%	18 6%	10 5%	37 14%	1 1%	7 3%	2 5%	9 7%	7 19%	4 41%	5 2%	8 4%	6 5%

South Swindon 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	1000	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
Labour	802	409	392	59	137	166	172	125	141	192	220	148	220	212	249	33	108	30	8	229	201	99
	80%	81%	79%	52%	74%	85%	89%	89%	82%	86%	77%	76%	85%	81%	88%	91%	79%	78%	89%	84%	92%	87%
The Conservatives	735	379	356	56	120	152	153	115	138	184	214	143	172	204	208	29	104	24	5	227	166	89
	73%	75%	72%	49%	65%	78%	79%	82%	80%	82%	75%	74%	66%	78%	74%	82%	75%	64%	59%	83%	76%	79%
The UK Independence Party (UKIP)	478	268	210	40	71	97	106	75	89	115	153	86	108	117	132	22	84	18	3	147	108	66
	48%	53%	42%	35%	38%	50%	55%	53%	52%	51%	54%	45%	42%	45%	47%	62%	61%	47%	30%	54%	50%	58%
The Liberal Democrat	424	220	204	35	47	86	96	72	88	102	126	85	99	109	124	22	45	19	4	124	98	58
	42%	44%	41%	31%	25%	44%	50%	51%	51%	46%	44%	44%	38%	42%	44%	62%	33%	51%	41%	45%	45%	51%
None of them	102	53	49	25	30	13	9	8	18	13	32	17	31	24	27	2	12	3	-	21	14	4
	10%	10%	10%	22%	16%	7%	4%	5%	11%	6%	11%	9%	12%	9%	10%	6%	9%	7%	-	8%	6%	3%
Don't know	11	4	7	-	2	2	2	1	3	1	2	4	2	2	1	-	-	2	1	1	1	2
	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	*	-	-	5%	11%	*	1%	2%

South Swindon 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	1000	475	525	59	131	162	213	188	246	387	222	150	204	310	270	29	120	32	8	325	223	109
Weighted base	1000	504	496	114	187	195	193	140	171	224	286	193	260	260	283	36	138	38	9	274	218	113
A Conservative government	332 33%	165 33%	166 34%	33 29%	71 38%	56 29%	68 35%	34 24%	70 41%	88 39%	108 38%	58 30%	67 26%	210 81%	4 1%	-	61 44%	5 12%	2 20%	190 70%	20 9%	19 17%
A Labour government	287 29%	137 27%	151 30%	40 35%	56 30%	53 27%	46 24%	54 39%	39 23%	51 23%	67 23%	66 34%	94 36%	2 1%	209 74%	3 8%	21 15%	11 29%	* 4%	19 7%	143 66%	30 26%
A coalition between the Conservatives and the Liberal Democrats	130 13%	81 16%	49 10%	13 11%	17 9%	36 19%	28 15%	19 13%	18 10%	32 14%	42 15%	27 14%	26 10%	45 17%	6 2%	22 61%	25 18%	4 10%	3 39%	43 16%	12 5%	27 24%
A coalition between Labour and the Liberal Democrats	118 12%	65 13%	53 11%	15 14%	24 13%	27 14%	26 14%	12 9%	13 7%	31 14%	33 12%	20 10%	30 11%	-	60 21%	11 31%	13 9%	15 39%	1 11%	6 2%	34 16%	30 27%
Don't know	133 13%	57 11%	77 15%	14 12%	19 10%	23 12%	24 12%	21 15%	32 19%	23 10%	37 13%	23 12%	43 17%	3 1%	5 2%	-	18 13%	4 9%	2 27%	16 6%	9 4%	7 7%

South Swindon Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	475 48%	504 50%
Female	525 53%	496 50%

South Swindon 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	1000	1000
Weighted base	1000	1000
18-24	59 6%	114 11%
25-34	131 13%	187 19%
35-44	162 16%	195 19%
45-54	213 21%	193 19%
55-64	188 19%	140 14%
65 or older	246 25%	171 17%
Refused	1 *	1 *

South Swindon Poll
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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	117 12%	66 7%
B	270 27%	157 16%
C1	222 22%	286 29%
C2	150 15%	193 19%
D	93 9%	143 14%
E	111 11%	117 12%
Refused	37 4%	37 4%

South Swindon 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	1000	1000
Weighted base	1000	1000
Conservative	325 33%	274 27%
Labour	223 22%	218 22%
Liberal Democrats	109 11%	113 11%
Another party	50 5%	43 4%
Did not vote	210 21%	270 27%
Refused	41 4%	34 3%
Don't know	42 4%	47 5%