

Norwich North Poll

CATI Fieldwork : 24th-30th 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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109	
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113	
Certain to vote	(10)	621	328	293	43	88	100	108	95	186	112	195	133	159	185	217	22	76	33	2	197	162	86
		62%	66%	58%	41%	50%	58%	66%	66%	78%	72%	66%	56%	58%	74%	77%	58%	66%	58%	31%	79%	81%	76%
	(9)	59	28	31	10	8	15	9	10	7	7	22	14	14	13	17	-	3	11	1	16	9	6
		6%	6%	6%	9%	5%	9%	5%	7%	3%	5%	7%	6%	5%	5%	6%	-	3%	19%	20%	6%	4%	6%
	(8)	83	39	44	12	18	24	8	10	12	15	18	26	22	16	23	7	11	6	-	16	13	7
		8%	8%	9%	11%	10%	14%	5%	7%	5%	10%	6%	11%	8%	7%	8%	18%	10%	10%	-	7%	7%	7%
	(7)	36	18	18	5	7	4	11	3	6	4	13	8	10	12	6	3	6	2	-	4	4	7
		4%	4%	3%	5%	4%	2%	6%	2%	2%	4%	3%	3%	4%	5%	2%	8%	5%	3%	-	2%	2%	6%
	(6)	16	9	8	3	7	2	1	3	2	2	3	6	3	6	1	1	1	1	-	5	2	-
		2%	2%	1%	2%	4%	1%	*	2%	1%	2%	1%	3%	1%	3%	*	2%	1%	2%	-	2%	1%	-
	(5)	60	20	40	9	14	11	7	8	10	6	14	19	19	11	7	2	14	5	2	6	3	2
		6%	4%	8%	9%	8%	6%	4%	5%	4%	4%	5%	8%	7%	5%	2%	4%	12%	8%	48%	2%	2%	2%
	(4)	9	2	7	3	-	-	3	2	2	1	2	3	3	-	4	2	-	-	-	1	1	-
		1%	*	1%	2%	-	-	2%	1%	1%	*	1%	1%	1%	-	1%	6%	-	-	-	*	*	-
	(3)	16	8	8	5	5	1	2	1	2	1	5	5	5	3	4	-	5	-	-	2	2	1
		2%	2%	2%	5%	3%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%	-	4%	-	-	1%	1%	1%
	(2)	7	4	4	-	2	1	2	1	1	1	4	-	2	2	2	1	-	-	-	1	-	-
		1%	1%	1%	-	1%	1%	1%	1%	*	*	2%	-	1%	1%	1%	3%	-	-	-	*	-	-
Definitely would not vote	(1)	89	35	53	16	28	12	15	12	6	7	18	23	34	-	-	-	-	-	-	1	3	3
		9%	7%	11%	15%	16%	7%	9%	8%	3%	5%	6%	10%	13%	-	-	-	-	-	-	*	1%	3%
Refused		1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know		4	2	2	-	-	-	-	4	-	2	-	1	-	-	-	-	-	-	-	1	-	-
		*	*	*	-	-	-	-	1%	-	1%	-	*	-	-	-	-	-	-	-	*	-	-
Mean		8.27	8.55	8.00	7.16	7.35	8.44	8.36	8.48	9.18	8.92	8.57	8.03	7.89	9.20	9.32	8.52	8.70	9.05	7.38	9.41	9.42	9.23
Standard deviation		2.88	2.68	3.05	3.32	3.39	2.62	2.91	2.78	2.00	2.28	2.64	2.94	3.20	1.66	1.59	2.16	2.11	1.50	2.59	1.45	1.55	1.85
Standard error		0.09	0.12	0.13	0.41	0.30	0.22	0.23	0.20	0.11	0.12	0.18	0.23	0.21	0.10	0.09	0.35	0.21	0.20	1.16	0.09	0.10	0.18

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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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
Conservative	249 25%	117 24%	132 26%	21 20%	42 24%	36 21%	35 21%	35 24%	80 34%	54 35%	92 31%	54 23%	40 15%	249 100%	-	-	-	-	-	158 63%	7 3%	21 19%
Labour	282 28%	173 35%	110 22%	16 15%	60 34%	55 32%	47 29%	35 25%	69 29%	47 30%	77 26%	70 29%	84 31%	-	282 100%	-	-	-	-	22 9%	147 74%	31 27%
Liberal Democrat	38 4%	16 3%	22 4%	2 2%	7 4%	10 6%	9 6%	7 5%	3 1%	7 4%	12 4%	8 3%	11 4%	-	-	38 100%	-	-	-	7 3%	1 *	18 16%
The UK Independence Party (UKIP)	116 12%	66 13%	49 10%	24 23%	18 10%	18 11%	21 13%	18 13%	16 7%	13 8%	29 10%	31 13%	39 14%	-	-	-	116 100%	-	-	26 10%	12 6%	13 11%
The Green Party	57 6%	26 5%	31 6%	18 17%	7 4%	10 6%	7 4%	10 7%	5 2%	13 8%	16 6%	12 5%	16 6%	-	-	-	-	57 100%	-	3 1%	12 6%	14 12%
The British National Party (BNP)	3 *	1 *	2 *	- -	2 1%	- -	1 1%	- -	- -	- -	2 1%	- -	1 *	- -	- -	- -	- -	- -	3 58%	- -	- -	- -
Some other party	2 *	1 *	1 *	- -	- -	- -	- -	1 1%	1 *	* *	- -	1 *	1 *	- -	- -	- -	- -	- -	2 42%	1 *	* *	- -
Would not vote	89 9%	35 7%	53 11%	16 15%	28 16%	12 7%	15 9%	12 8%	6 3%	7 5%	18 6%	23 10%	34 13%	-	-	-	-	-	-	1 *	3 1%	3 3%
Refused	63 6%	26 5%	37 7%	- -	2 1%	7 4%	7 4%	14 10%	32 13%	6 4%	18 6%	10 4%	22 8%	-	-	-	-	-	-	11 4%	4 2%	4 3%
Don't know	101 10%	33 7%	68 13%	9 8%	11 6%	23 13%	20 12%	12 8%	25 11%	9 6%	30 10%	29 12%	24 9%	-	-	-	-	-	-	23 9%	14 7%	10 9%

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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	603	309	295	33	71	88	106	117	189	235	138	92	127	216	237	26	76	45	3	195	174	76
Weighted base	578	318	261	54	97	101	100	84	142	109	180	132	144	195	228	26	82	44	3	179	152	78
Conservative	195	93	102	14	30	26	29	29	67	43	71	44	32	195	-	-	-	-	-	132	5	16
	34%	29%	39%	27%	31%	26%	29%	34%	47%	40%	40%	33%	22%	100%	-	-	-	-	-	74%	3%	21%
Labour	228	140	88	10	44	47	40	30	56	40	64	56	65	-	228	-	-	-	-	17	126	27
	39%	44%	34%	19%	45%	46%	40%	35%	40%	36%	35%	42%	45%	-	100%	-	-	-	-	10%	83%	35%
Liberal Democrat	26	12	14	2	4	8	6	4	2	6	10	6	5	-	-	26	-	-	-	5	1	14
	5%	4%	5%	4%	4%	8%	6%	5%	1%	5%	5%	4%	4%	-	-	100%	-	-	-	3%	*	18%
The UK Independence Party (UKIP)	82	51	32	14	13	12	18	13	12	10	22	18	29	-	-	-	82	-	-	22	11	9
	14%	16%	12%	26%	13%	12%	18%	16%	8%	9%	12%	14%	20%	-	-	-	100%	-	-	12%	7%	11%
The Green Party	44	19	25	13	6	8	6	7	4	10	14	9	11	-	-	-	-	44	-	3	9	11
	8%	6%	10%	24%	6%	8%	6%	9%	3%	9%	8%	7%	8%	-	-	-	-	100%	-	1%	6%	14%
The British National Party (BNP)	1	1	*	-	*	-	1	-	-	-	*	-	1	-	-	-	-	-	1	-	-	-
	*	*	*	-	*	-	1%	-	-	-	*	-	1%	-	-	-	-	-	54%	-	-	-
Some other party	1	1	*	-	-	-	-	1	*	*	-	*	1	-	-	-	-	-	1	1	*	-
	*	*	*	-	-	-	-	1%	*	*	-	*	1%	-	-	-	-	-	46%	*	*	-

Norwich North Poll
CATI Fieldwork : 24th-30th 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	35%
Labour	39%
Liberal Democrat	5%
UKIP	14%
Green	7%

Other *

Norwich North Poll

CATI Fieldwork : 24th-30th 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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
Conservative	271 27%	125 25%	146 29%	23 22%	43 25%	36 21%	43 26%	40 28%	86 36%	54 34%	99 34%	61 26%	46 17%	238 96%	6 2%	2 6%	5 4%	- -	- -	171 68%	8 4%	21 18%
Labour	286 29%	173 35%	113 22%	21 20%	57 32%	58 34%	44 27%	36 25%	69 29%	48 31%	76 26%	72 30%	86 31%	1 1%	261 93%	1 2%	3 2%	7 12%	* 5%	20 8%	152 76%	33 30%
Liberal Democrat	44 4%	17 3%	27 5%	4 4%	9 5%	12 7%	6 4%	8 6%	4 2%	9 6%	16 5%	6 2%	13 5%	1 1%	2 1%	32 84%	4 4%	1 2%	2 32%	7 3%	1 *	21 19%
The UK Independence Party (UKIP)	105 11%	63 13%	42 8%	18 17%	18 10%	16 10%	18 11%	15 11%	20 9%	12 8%	24 8%	32 13%	33 12%	2 1%	- -	- -	94 81%	1 2%	- -	25 10%	9 5%	9 8%
The Green Party	61 6%	35 7%	26 5%	13 13%	11 6%	13 8%	11 7%	10 7%	3 1%	13 8%	17 6%	16 7%	16 6%	- -	7 3%	1 1%	2 2%	44 76%	1 20%	3 1%	12 6%	12 11%
The British National Party (BNP)	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 26%	- -	- -	- -
Some other party	6 1%	3 1%	3 1%	- -	- -	- -	3 2%	- -	3 1%	- -	4 1%	2 1%	- -	- -	4 1%	- -	- -	- -	1 16%	2 1%	2 1%	1 1%
Would not vote	89 9%	35 7%	53 11%	16 15%	28 16%	12 7%	15 9%	12 8%	6 3%	7 5%	18 6%	23 10%	34 13%	- -	- -	- -	- -	- -	- -	1 *	3 1%	3 3%
Refused	44 4%	17 3%	27 5%	- -	2 1%	6 4%	4 3%	12 8%	18 7%	3 2%	13 4%	6 2%	17 6%	- -	- -	- -	- -	- -	- -	4 1%	2 1%	2 2%
Don't know	93 9%	25 5%	69 14%	10 10%	10 6%	16 10%	18 11%	11 8%	28 12%	10 7%	28 9%	21 9%	27 10%	6 2%	3 1%	2 6%	8 7%	4 8%	- -	19 8%	11 5%	10 9%

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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	623	319	304	33	69	90	106	120	203	240	143	96	130	212	235	25	73	41	3	204	179	78
Weighted base	596	328	267	53	97	104	101	86	153	110	185	138	147	192	226	25	79	40	3	186	156	79
Conservative	212	101	111	16	30	26	34	32	74	42	77	48	37	189	5	2	4	-	-	142	5	16
	36%	31%	42%	30%	31%	25%	34%	37%	48%	38%	41%	35%	25%	99%	2%	8%	5%	-	-	76%	3%	20%
Labour	227	139	88	15	42	48	37	28	57	41	61	56	66	1	211	*	2	6	*	16	130	29
	38%	42%	33%	27%	43%	47%	36%	33%	37%	37%	33%	40%	45%	*	93%	*	2%	15%	10%	8%	83%	37%
Liberal Democrat	31	13	17	4	4	9	3	6	4	8	11	5	7	1	1	22	2	1	*	6	1	17
	5%	4%	6%	7%	5%	8%	3%	8%	3%	7%	6%	3%	5%	1%	1%	90%	3%	3%	8%	3%	*	22%
The UK Independence Party (UKIP)	74	46	28	10	12	12	14	12	14	9	18	18	25	1	-	-	69	1	-	19	8	6
	12%	14%	11%	18%	12%	12%	14%	14%	9%	8%	10%	13%	17%	*	-	-	87%	2%	-	10%	5%	7%
The Green Party	46	25	21	9	9	9	9	8	3	10	15	11	10	-	6	*	2	32	1	3	10	10
	8%	8%	8%	17%	9%	9%	9%	9%	2%	9%	8%	8%	7%	-	3%	1%	3%	81%	32%	1%	6%	13%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	46%	-	-	-
Some other party	4	3	2	-	-	-	3	-	2	-	3	1	-	-	3	-	-	-	*	1	2	1
	1%	1%	1%	-	-	-	3%	-	1%	-	2%	1%	-	-	1%	-	-	-	4%	1%	1%	1%

Norwich North Poll
CATI Fieldwork : 24th-30th 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	36%
Labour	38%
Liberal Democrat	6%
UKIP	12%
Green	8%
Other	1%

Norwich North Poll

CATI Fieldwork : 24th-30th 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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
I would not vote UKIP	649	324	325	55	125	119	105	89	155	121	203	145	162	184	249	32	-	52	5	161	158	81
	65%	66%	64%	52%	70%	69%	64%	62%	65%	78%	69%	61%	59%	74%	88%	83%	-	91%	100%	64%	79%	72%
I would not vote Liberal Democrat	624	334	291	67	109	103	104	91	150	93	172	180	160	167	204	-	84	34	3	172	146	45
	62%	68%	57%	64%	62%	60%	63%	64%	63%	60%	58%	76%	58%	67%	72%	-	73%	60%	68%	69%	73%	40%
I would not vote Conservative	475	250	225	50	94	92	78	68	93	69	122	119	153	-	230	25	73	46	5	38	157	64
	48%	51%	44%	47%	53%	53%	48%	48%	39%	44%	41%	50%	56%	-	81%	65%	63%	80%	100%	15%	79%	57%
I would not vote Labour	445	208	236	44	73	69	78	68	112	68	138	111	112	207	-	23	85	22	2	182	13	50
	44%	42%	47%	42%	41%	40%	48%	47%	47%	44%	47%	47%	41%	83%	-	62%	73%	38%	46%	73%	7%	44%
None of these - I would potentially vote for all of them	59	24	35	13	9	7	10	7	14	6	17	10	21	8	4	-	9	-	-	9	3	3
	6%	5%	7%	12%	5%	4%	6%	5%	6%	4%	6%	4%	8%	3%	1%	-	8%	-	-	3%	1%	3%
Don't know	24	9	16	4	2	-	-	6	12	*	8	1	12	-	-	1	-	-	-	2	2	1
	2%	2%	3%	3%	1%	-	-	4%	5%	*	3%	*	4%	-	-	2%	-	-	-	1%	1%	1%

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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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109	
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113	
NET: Well	641	339	303	72	108	103	100	93	164	113	200	157	149	218	176	29	57	37	3	204	122	73	
	64%	69%	60%	68%	61%	60%	61%	65%	69%	73%	68%	66%	55%	88%	62%	75%	49%	64%	58%	82%	61%	65%	
Very well	(4)	51	38	12	3	13	3	7	3	22	8	13	14	25	14	2	-	-	-	20	12	1	
		5%	8%	2%	3%	7%	2%	4%	2%	9%	5%	4%	6%	5%	10%	5%	5%	-	-	8%	6%	1%	
Quite well	(3)	590	300	290	69	96	99	94	90	142	105	187	143	135	193	162	27	57	37	3	184	111	72
		59%	61%	57%	66%	54%	58%	57%	63%	60%	67%	63%	60%	49%	78%	57%	70%	49%	64%	58%	73%	55%	64%
Quite badly	(2)	241	108	134	29	50	54	50	30	29	30	72	58	73	19	81	8	45	17	*	28	54	31
		24%	22%	26%	27%	28%	32%	30%	21%	12%	19%	24%	24%	27%	8%	29%	20%	39%	29%	5%	11%	27%	28%
Very badly	(1)	49	17	32	4	11	7	8	7	13	3	8	6	29	1	9	-	6	1	1	2	10	1
		5%	3%	6%	3%	6%	4%	5%	5%	5%	2%	3%	2%	11%	*	3%	-	5%	2%	16%	1%	5%	1%
NET: Badly		290	125	165	32	61	61	57	37	41	33	80	64	103	20	90	8	52	18	1	30	63	32
		29%	25%	33%	31%	34%	36%	35%	26%	17%	21%	27%	27%	38%	8%	32%	20%	45%	31%	22%	12%	32%	29%
Don't know		69	30	39	1	8	7	6	13	32	10	15	16	21	11	17	2	7	3	1	16	14	7
		7%	6%	8%	1%	4%	4%	4%	9%	14%	6%	5%	7%	8%	5%	6%	5%	6%	5%	20%	6%	7%	7%
Mean		2.69	2.78	2.61	2.68	2.65	2.61	2.63	2.69	2.84	2.81	2.73	2.75	2.53	3.02	2.68	2.84	2.47	2.65	2.52	2.95	2.67	2.70
Standard deviation		0.65	0.64	0.65	0.58	0.72	0.61	0.65	0.61	0.68	0.55	0.59	0.61	0.77	0.44	0.62	0.49	0.61	0.52	0.93	0.49	0.67	0.50
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.03	0.04	0.08	0.06	0.07	0.47	0.03	0.05	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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
NET: Well	676	356	320	76	123	105	106	98	167	118	218	152	163	221	186	29	63	32	3	204	134	76
	68%	72%	63%	72%	70%	61%	64%	69%	70%	76%	74%	64%	60%	89%	66%	77%	54%	56%	58%	81%	67%	67%
Very well	(4)	74	54	20	11	19	5	7	9	23	12	24	17	19	24	2	7	1	3	19	19	5
		7%	11%	4%	11%	11%	3%	4%	6%	10%	8%	8%	7%	7%	9%	8%	5%	6%	2%	58%	7%	10%
Quite well	(3)	601	301	300	65	105	100	99	89	144	106	194	135	144	198	164	27	56	31	-	185	115
		60%	61%	59%	61%	59%	58%	60%	62%	61%	68%	66%	57%	53%	79%	58%	72%	48%	54%	-	74%	57%
Quite badly	(2)	216	91	124	26	39	57	44	27	24	28	56	60	67	20	68	8	36	20	*	29	44
		22%	18%	25%	24%	22%	33%	27%	19%	10%	18%	19%	25%	24%	8%	24%	21%	31%	34%	5%	12%	22%
Very badly	(1)	46	20	26	2	8	7	8	9	12	3	12	6	23	1	9	-	9	3	2	6	7
		5%	4%	5%	2%	4%	4%	5%	6%	5%	2%	4%	2%	8%	*	3%	-	8%	5%	37%	2%	4%
NET: Badly		262	112	150	28	46	64	52	37	36	31	67	66	90	20	77	8	44	22	2	35	51
		26%	23%	30%	26%	26%	37%	32%	26%	15%	20%	23%	28%	33%	8%	27%	21%	38%	39%	42%	14%	26%
Don't know		63	26	36	1	8	3	6	8	34	7	9	20	21	7	18	1	9	3	-	11	15
		6%	5%	7%	1%	4%	2%	4%	6%	14%	4%	3%	8%	8%	3%	7%	2%	8%	5%	-	5%	7%
Mean		2.75	2.83	2.67	2.82	2.79	2.61	2.66	2.73	2.88	2.85	2.81	2.75	2.63	3.01	2.75	2.84	2.57	2.56	2.79	2.91	2.79
Standard deviation		0.67	0.68	0.65	0.64	0.69	0.62	0.64	0.68	0.68	0.58	0.64	0.63	0.75	0.43	0.65	0.49	0.74	0.63	1.60	0.54	0.67
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.03	0.04	0.08	0.08	0.08	0.71	0.03	0.05

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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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
I am satisfied with the job David Cameron is doing overall as Prime Minister	353 35%	184 37%	169 33%	36 35%	62 35%	51 29%	52 32%	46 32%	105 44%	55 35%	110 37%	94 39%	83 30%	188 75%	41 15%	11 29%	32 27%	7 12%	1 26%	165 66%	34 17%	27 24%
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	233 23%	91 18%	142 28%	38 36%	45 26%	49 28%	35 22%	30 21%	35 15%	36 23%	78 27%	46 19%	59 21%	58 23%	19 7%	21 56%	44 38%	13 23%	1 16%	52 21%	17 9%	35 31%
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.	319 32%	183 37%	136 27%	24 23%	56 32%	62 36%	58 35%	46 32%	72 30%	54 35%	83 28%	79 33%	96 35%	2 1%	216 77%	4 9%	31 26%	36 62%	2 37%	27 11%	141 71%	46 40%
Refused	32 3%	14 3%	18 4%	- -	2 1%	3 2%	5 3%	9 6%	13 5%	3 2%	8 3%	7 3%	10 4%	* *	2 1%	* 1%	2 1%	1 1%	- -	1 *	4 2%	3 2%
Don't know	63 6%	22 4%	41 8%	6 6%	12 6%	7 4%	13 8%	12 8%	12 5%	8 5%	15 5%	11 5%	25 9%	1 1%	4 1%	2 5%	8 7%	1 1%	1 20%	6 2%	3 1%	3 2%

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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	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
Labour	761	394	366	58	130	139	124	125	183	129	233	171	204	190	243	20	89	48	5	194	179	88
	76%	80%	72%	56%	73%	81%	76%	87%	77%	83%	79%	72%	75%	76%	86%	53%	77%	83%	100%	77%	90%	78%
The Conservatives	676	336	340	38	93	119	124	119	182	119	210	154	170	203	184	24	71	41	4	213	138	95
	68%	68%	67%	36%	52%	69%	76%	83%	77%	76%	71%	65%	62%	81%	65%	63%	61%	72%	74%	85%	69%	84%
The UK Independence Party (UKIP)	418	213	205	35	54	76	77	73	102	68	122	98	117	102	124	13	59	21	1	130	78	56
	42%	43%	41%	33%	31%	45%	47%	51%	43%	44%	42%	41%	43%	41%	44%	35%	51%	36%	20%	52%	39%	50%
The Liberal Democrat	396	198	198	16	63	59	82	65	111	77	112	87	111	110	113	17	41	30	2	111	83	58
	40%	40%	39%	16%	35%	34%	50%	45%	47%	49%	38%	37%	41%	44%	40%	46%	35%	53%	46%	44%	41%	51%
None of them	125	57	68	34	27	16	19	9	19	11	28	38	39	24	23	11	13	4	-	18	11	5
	12%	12%	13%	33%	15%	10%	11%	6%	8%	7%	10%	16%	14%	10%	8%	29%	11%	7%	-	7%	5%	5%
Don't know	16	4	12	2	2	3	1	1	6	2	2	5	4	2	1	-	-	-	-	2	-	1
	2%	1%	2%	2%	1%	2%	*	*	3%	1%	1%	2%	1%	1%	*	-	-	-	-	1%	-	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	1000	462	538	65	124	145	162	193	309	333	228	161	239	270	287	37	103	57	5	265	227	109
Weighted base	1000	493	507	105	177	172	164	143	237	156	294	237	273	249	282	38	116	57	5	250	200	113
A Labour government	307	168	139	32	61	55	48	42	70	48	81	70	103	-	223	-	24	26	*	19	154	29
	31%	34%	27%	30%	34%	32%	30%	29%	30%	31%	27%	30%	38%	-	79%	-	21%	46%	5%	8%	77%	26%
A Conservative government	282	135	147	28	41	28	50	42	92	50	91	73	63	191	4	1	33	5	-	156	8	19
	28%	27%	29%	26%	23%	17%	31%	30%	39%	32%	31%	31%	23%	77%	1%	2%	28%	9%	-	62%	4%	17%
A coalition between the Conservatives and the Liberal Democrats	150	71	78	18	26	37	22	23	25	26	52	35	24	56	4	25	23	4	1	53	7	27
	15%	14%	15%	17%	15%	21%	13%	16%	10%	17%	18%	15%	9%	22%	1%	65%	20%	6%	16%	21%	4%	24%
A coalition between Labour and the Liberal Democrats	123	67	56	17	25	28	16	16	21	22	29	30	39	1	47	13	16	19	3	12	24	29
	12%	14%	11%	16%	14%	16%	10%	11%	9%	14%	10%	13%	14%	*	17%	33%	14%	33%	52%	5%	12%	26%
Don't know	139	52	87	11	24	24	27	20	30	10	42	30	44	1	5	-	20	3	1	11	6	8
	14%	11%	17%	11%	14%	14%	17%	14%	13%	7%	14%	13%	16%	1%	2%	-	17%	6%	26%	4%	3%	7%

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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	462 46%	493 49%
Female	538 54%	507 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	65 7%	105 11%
25-34	124 12%	177 18%
35-44	145 15%	172 17%
45-54	162 16%	164 16%
55-64	193 19%	143 14%
65 or older	309 31%	237 24%
Refused	2 *	2 *

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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	91 9%	43 4%
B	242 24%	112 11%
C1	228 23%	294 29%
C2	161 16%	237 24%
D	113 11%	152 15%
E	126 13%	122 12%
Refused	39 4%	39 4%

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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	265 27%	250 25%
Labour	227 23%	200 20%
Liberal Democrats	109 11%	113 11%
Another party	69 7%	63 6%
Did not vote	246 25%	296 30%
Refused	42 4%	37 4%
Don't know	42 4%	41 4%