

Pudsey 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143	
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148	
Certain to vote	(10)	765	375	390	43	120	144	135	133	185	236	242	139	115	235	258	27	62	28	4	239	222	127
		76%	78%	75%	46%	68%	77%	77%	86%	87%	82%	76%	72%	73%	83%	84%	70%	84%	65%	59%	87%	85%	86%
	(9)	45	20	24	12	9	9	6	4	4	17	13	4	9	15	12	6	-	4	1	8	7	6
		4%	4%	5%	13%	5%	5%	3%	3%	2%	6%	4%	2%	6%	5%	4%	17%	-	10%	13%	3%	3%	4%
	(8)	52	26	27	4	16	11	11	5	5	11	19	10	11	9	10	2	8	5	2	14	13	9
		5%	5%	5%	4%	9%	6%	6%	3%	2%	4%	6%	5%	7%	3%	3%	4%	10%	13%	28%	5%	5%	6%
	(7)	25	8	17	4	5	5	6	2	2	7	8	1	5	10	6	-	-	-	-	5	2	3
		2%	2%	3%	4%	3%	3%	4%	2%	1%	3%	3%	1%	3%	4%	2%	-	-	-	-	2%	1%	2%
	(6)	10	5	5	6	1	-	-	-	3	1	4	3	2	3	4	1	1	-	-	2	3	-
		1%	1%	1%	6%	1%	-	-	-	2%	*	1%	2%	1%	1%	1%	2%	1%	-	-	1%	1%	-
	(5)	41	15	27	11	8	8	5	4	6	7	13	12	7	10	11	-	1	2	-	4	3	3
		4%	3%	5%	12%	4%	4%	3%	2%	3%	2%	4%	6%	5%	4%	4%	-	2%	5%	-	1%	1%	2%
	(4)	13	11	2	6	2	-	2	1	2	-	8	3	2	-	5	2	1	3	-	1	4	-
		1%	2%	*	7%	1%	-	1%	1%	1%	-	2%	2%	1%	-	1%	4%	1%	7%	-	*	1%	-
	(3)	8	5	2	1	4	1	2	-	-	2	2	3	2	1	3	1	2	-	-	1	-	-
		1%	1%	*	1%	2%	*	1%	-	-	1%	*	1%	1%	*	1%	3%	2%	-	-	*	-	-
	(2)	2	2	1	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	1%	1%	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Definitely would not vote	(1)	32	13	19	6	10	7	7	1	3	6	7	13	3	-	-	-	-	-	-	2	3	-
		3%	3%	4%	6%	6%	4%	4%	*	1%	2%	2%	7%	2%	-	-	-	-	-	-	1%	1%	-
Refused		1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
		*	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
Don't know		8	2	6	-	-	-	2	3	3	-	1	4	2	-	-	-	-	-	-	-	3	-
		1%	*	1%	-	-	-	1%	2%	2%	-	*	2%	1%	-	-	-	-	-	-	-	1%	-
Mean		9.08	9.12	9.05	7.76	8.68	9.17	9.08	9.62	9.53	9.40	9.12	8.65	9.10	9.53	9.46	9.23	9.46	8.96	9.31	9.63	9.55	9.68
Standard deviation		2.12	2.09	2.14	2.81	2.52	2.03	2.19	1.29	1.52	1.71	1.97	2.68	1.94	1.23	1.45	1.74	1.46	1.86	0.95	1.19	1.43	0.91
Standard error		0.07	0.10	0.09	0.42	0.24	0.15	0.16	0.10	0.09	0.08	0.15	0.25	0.14	0.07	0.08	0.30	0.18	0.33	0.36	0.07	0.08	0.08

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Absolutes/col percents

Table 2

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148
Conservative	284	138	146	26	41	51	39	43	85	93	75	57	47	284	-	-	-	-	-	192	18	24
	28%	28%	28%	28%	23%	27%	22%	28%	40%	32%	24%	29%	29%	100%	-	-	-	-	-	70%	7%	16%
Labour	307	148	159	29	71	64	58	42	42	104	114	40	40	-	307	-	-	-	-	9	179	51
	31%	31%	31%	31%	40%	34%	33%	27%	20%	36%	36%	21%	25%	-	100%	-	-	-	-	3%	69%	35%
Liberal Democrat	38	20	18	3	7	5	9	10	5	9	16	6	7	-	-	38	-	-	-	4	*	24
	4%	4%	3%	3%	4%	2%	5%	6%	2%	3%	5%	3%	4%	-	-	100%	-	-	-	1%	*	16%
The UK Independence Party (UKIP)	74	45	30	6	11	5	16	16	19	12	14	32	16	-	-	-	74	-	-	18	18	6
	7%	9%	6%	6%	6%	3%	9%	11%	9%	4%	4%	17%	10%	-	-	-	100%	-	-	7%	7%	4%
The Green Party	43	26	17	12	12	6	4	5	4	10	28	3	2	-	-	-	-	43	-	5	8	15
	4%	5%	3%	13%	7%	3%	2%	3%	2%	3%	9%	2%	1%	-	-	-	-	100%	-	2%	3%	10%
The British National Party (BNP)	2	1	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	2	-	-	-
	*	*	*	-	-	1%	-	*	-	*	-	-	1%	-	-	-	-	-	29%	-	-	-
Some other party	5	4	2	-	2	1	1	-	2	1	-	2	2	-	-	-	-	-	5	1	2	-
	1%	1%	*	-	1%	*	*	-	1%	*	-	1%	1%	-	-	-	-	-	71%	*	1%	-
Would not vote	32	13	19	6	10	7	7	1	3	6	7	13	3	-	-	-	-	-	-	2	3	-
	3%	3%	4%	6%	6%	4%	4%	*	1%	2%	2%	7%	2%	-	-	-	-	-	-	1%	1%	-
Refused	70	25	45	-	3	6	13	16	29	14	15	13	18	-	-	-	-	-	-	11	5	3
	7%	5%	9%	-	2%	3%	7%	10%	14%	5%	5%	7%	11%	-	-	-	-	-	-	4%	2%	2%
Don't know	145	63	82	11	18	41	29	22	24	40	49	28	22	-	-	-	-	-	-	34	26	25
	14%	13%	16%	12%	10%	22%	17%	14%	11%	14%	15%	14%	14%	-	-	-	-	-	-	12%	10%	17%

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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	640	299	341	24	70	109	126	118	192	328	117	66	110	255	272	27	55	25	6	213	228	94
Weighted base	619	311	309	49	116	112	102	100	136	197	201	110	92	236	253	31	61	33	6	198	194	103
Conservative	236	115	121	15	33	44	32	38	74	80	62	44	39	236	-	-	-	-	-	169	16	20
	38%	37%	39%	30%	28%	39%	32%	38%	54%	41%	31%	40%	43%	100%	-	-	-	-	-	86%	8%	19%
Labour	253	120	132	21	56	54	49	35	36	89	95	29	32	-	253	-	-	-	-	6	153	45
	41%	39%	43%	42%	49%	48%	48%	35%	27%	45%	47%	26%	35%	-	100%	-	-	-	-	3%	79%	44%
Liberal Democrat	31	15	16	2	6	4	7	8	4	7	13	5	6	-	-	31	-	-	-	3	*	21
	5%	5%	5%	3%	5%	4%	6%	8%	3%	4%	6%	5%	6%	-	-	100%	-	-	-	2%	*	20%
The UK Independence Party (UKIP)	61	38	23	5	9	3	12	15	16	11	11	28	11	-	-	-	61	-	-	15	16	5
	10%	12%	8%	10%	8%	3%	12%	15%	12%	6%	5%	26%	13%	-	-	-	100%	-	-	8%	8%	5%
The Green Party	33	18	14	8	10	5	2	4	4	8	21	2	1	-	-	-	-	33	-	4	7	12
	5%	6%	5%	16%	8%	4%	2%	4%	3%	4%	11%	2%	1%	-	-	-	-	100%	-	2%	4%	11%
The British National Party (BNP)	2	1	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	2	-	-	-
	*	*	*	-	-	1%	-	1%	-	*	-	-	1%	-	-	-	-	-	32%	-	-	-
Some other party	4	3	1	-	1	1	1	-	2	1	-	2	1	-	-	-	-	-	4	1	2	-
	1%	1%	*	-	1%	1%	1%	-	1%	1%	-	2%	1%	-	-	-	-	-	68%	*	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	39%
Labour	40%
Liberal Democrat	6%
UKIP	9%
Green	5%
Other	1%

Pudsey 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148
Conservative	306	155	152	27	45	56	42	46	90	98	82	59	52	266	11	2	5	4	1	205	23	25
	31%	32%	29%	29%	25%	30%	24%	30%	42%	34%	26%	31%	32%	94%	4%	5%	7%	9%	8%	75%	9%	17%
Labour	309	150	159	25	63	69	61	47	45	110	112	37	43	2	278	1	5	5	1	10	182	49
	31%	31%	31%	27%	36%	37%	35%	30%	21%	38%	35%	19%	27%	1%	90%	3%	7%	11%	13%	4%	70%	33%
Liberal Democrat	44	18	26	2	11	5	9	9	8	12	17	9	5	1	7	30	1	-	-	4	5	29
	4%	4%	5%	2%	7%	3%	5%	6%	4%	4%	5%	5%	3%	*	2%	79%	1%	-	-	2%	2%	19%
The UK Independence Party (UKIP)	64	40	25	8	5	4	14	13	20	7	15	27	15	2	2	2	58	-	-	18	15	4
	6%	8%	5%	8%	3%	2%	8%	9%	9%	3%	5%	14%	10%	1%	1%	5%	78%	-	-	6%	6%	3%
The Green Party	37	21	16	10	11	5	5	3	3	7	21	3	5	-	3	-	-	31	2	-	7	13
	4%	4%	3%	10%	6%	3%	3%	2%	2%	3%	7%	2%	3%	-	1%	-	-	71%	28%	-	3%	9%
The British National Party (BNP)	3	1	2	-	-	1	1	1	-	1	-	-	1	-	-	-	1	-	2	-	-	-
	*	*	*	-	-	1%	*	*	-	*	-	-	1%	-	-	-	1%	-	29%	-	-	-
Some other party	1	*	1	-	-	1	-	-	*	1	-	-	-	-	-	-	-	-	1	-	*	-
	*	*	*	-	-	*	-	-	*	*	-	-	-	-	-	-	-	-	9%	-	*	-
Would not vote	32	13	19	6	10	7	7	1	3	6	7	13	3	-	-	-	-	-	-	2	3	-
	3%	3%	4%	6%	6%	4%	4%	*	1%	2%	2%	7%	2%	-	-	-	-	-	-	1%	1%	-
Refused	65	28	36	-	3	6	14	15	24	13	14	14	15	-	-	-	-	-	1	6	5	3
	6%	6%	7%	-	2%	3%	8%	10%	11%	4%	4%	7%	9%	-	-	-	-	-	14%	2%	2%	2%
Don't know	140	56	84	15	27	32	23	19	20	33	50	31	20	13	6	3	4	4	-	30	19	25
	14%	12%	16%	16%	15%	17%	13%	13%	10%	11%	16%	16%	12%	4%	2%	8%	6%	10%	-	11%	7%	17%

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CATI Fieldwork : 24th-30th 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	658	308	350	24	67	117	131	119	201	338	118	66	117	248	269	27	52	22	5	222	237	97
Weighted base	627	313	314	49	107	120	107	102	142	204	201	109	95	228	248	29	57	29	5	205	200	103
Conservative	254	129	125	19	35	49	35	40	77	85	68	47	43	223	8	2	5	3	1	180	20	20
	41%	41%	40%	38%	32%	41%	33%	39%	54%	42%	34%	43%	46%	98%	3%	6%	8%	10%	10%	88%	10%	20%
Labour	253	122	131	16	49	59	51	39	39	94	93	28	32	2	228	1	4	4	1	7	155	44
	40%	39%	42%	34%	46%	49%	48%	38%	27%	46%	46%	26%	34%	1%	92%	3%	7%	14%	15%	4%	78%	42%
Liberal Democrat	36	14	23	1	10	4	7	8	6	10	13	8	4	1	6	25	1	-	-	3	5	25
	6%	4%	7%	3%	10%	3%	6%	8%	4%	5%	6%	7%	4%	1%	3%	85%	1%	-	-	2%	2%	24%
The UK Independence Party (UKIP)	53	34	19	6	5	3	11	12	17	7	12	24	11	2	2	2	48	-	-	15	14	4
	8%	11%	6%	13%	4%	2%	10%	12%	12%	3%	6%	22%	11%	1%	1%	5%	83%	-	-	7%	7%	4%
The Green Party	27	13	13	6	8	4	3	2	3	6	15	2	3	-	3	-	-	22	1	-	6	10
	4%	4%	4%	12%	7%	4%	3%	2%	2%	3%	7%	2%	3%	-	1%	-	-	75%	26%	-	3%	10%
The British National Party (BNP)	3	1	2	-	-	1	1	1	-	1	-	-	1	-	-	-	1	-	2	-	-	-
	*	*	1%	-	-	1%	1%	1%	-	1%	-	-	1%	-	-	-	1%	-	37%	-	-	-
Some other party	1	*	1	-	-	1	-	-	*	1	-	-	-	-	-	-	-	-	1	-	*	-
	*	*	*	-	-	*	-	-	*	*	-	-	-	-	-	-	-	-	11%	-	*	-

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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	41%
Labour	40%
Liberal Democrat	7%
UKIP	8%
Green	4%
Other	1%

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148
I would not vote UKIP	685	329	356	64	136	152	106	100	126	229	238	97	94	206	272	29	-	43	6	181	216	123
	68%	68%	69%	68%	77%	82%	60%	65%	59%	79%	75%	50%	59%	72%	89%	76%	-	99%	83%	66%	83%	83%
I would not vote Liberal Democrat	557	285	272	60	92	99	98	84	122	136	185	121	94	167	202	-	66	21	7	168	164	51
	56%	59%	52%	64%	52%	53%	56%	55%	57%	47%	58%	63%	60%	59%	66%	-	88%	48%	86%	61%	63%	34%
I would not vote Conservative	427	209	218	35	84	83	85	69	68	127	145	72	67	-	253	21	49	33	7	21	196	89
	43%	43%	42%	37%	48%	45%	49%	45%	32%	44%	46%	37%	42%	-	82%	55%	66%	77%	92%	8%	75%	60%
I would not vote Labour	381	196	186	32	55	68	58	59	108	98	109	88	67	209	-	26	53	19	5	202	20	50
	38%	41%	36%	34%	32%	36%	33%	38%	51%	34%	34%	46%	42%	73%	-	67%	72%	44%	65%	74%	8%	34%
None of these - I would potentially vote for all of them	51	26	24	8	8	6	6	8	13	11	15	14	8	10	6	1	-	-	-	4	4	4
	5%	5%	5%	9%	5%	3%	4%	5%	6%	4%	5%	7%	5%	3%	2%	3%	-	-	-	1%	2%	3%
Don't know	34	10	24	-	3	3	10	5	12	7	8	5	7	2	-	-	-	-	-	3	2	1
	3%	2%	5%	-	2%	2%	6%	3%	6%	3%	2%	3%	4%	1%	-	-	-	-	-	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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143	
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148	
NET: Well	701	349	352	72	136	135	103	104	150	203	237	127	108	232	208	34	40	31	2	211	164	116	
	70%	72%	68%	77%	77%	73%	59%	68%	70%	70%	74%	66%	68%	82%	68%	90%	54%	71%	22%	77%	63%	78%	
Very well	(4)	58	33	24	3	8	8	7	10	21	14	15	13	14	37	6	2	5	-	-	35	7	2
		6%	7%	5%	3%	5%	4%	4%	7%	10%	5%	5%	7%	9%	13%	2%	4%	6%	-	-	13%	3%	2%
Quite well	(3)	644	316	328	69	128	127	96	94	128	188	222	114	94	195	202	33	35	31	2	176	157	113
		64%	65%	63%	74%	73%	68%	55%	61%	60%	65%	70%	59%	59%	69%	66%	85%	48%	71%	22%	64%	60%	77%
Quite badly	(2)	152	71	81	15	26	30	33	23	24	51	41	32	22	12	69	2	21	9	2	22	61	20
		15%	15%	16%	16%	15%	16%	19%	15%	11%	17%	13%	16%	14%	4%	23%	5%	29%	21%	21%	8%	24%	14%
Very badly	(1)	33	13	21	-	8	5	10	5	6	5	8	9	11	4	5	-	6	1	4	5	9	-
		3%	3%	4%	-	5%	3%	6%	3%	3%	2%	2%	4%	7%	1%	1%	-	8%	2%	57%	2%	3%	-
NET: Badly		186	84	102	15	34	35	42	28	30	56	49	40	33	17	74	2	27	10	6	27	70	20
		19%	17%	20%	16%	19%	19%	24%	18%	14%	19%	15%	21%	21%	6%	24%	5%	37%	23%	78%	10%	27%	14%
Don't know		115	50	65	6	6	16	29	21	34	30	33	26	18	35	25	2	7	3	-	36	26	12
		11%	10%	13%	6%	4%	8%	17%	14%	16%	11%	10%	13%	11%	12%	8%	5%	9%	6%	-	13%	10%	8%
Mean		2.82	2.85	2.78	2.86	2.80	2.81	2.69	2.83	2.92	2.82	2.86	2.79	2.78	3.06	2.74	2.99	2.57	2.74	1.65	3.01	2.69	2.87
Standard deviation		0.60	0.58	0.61	0.43	0.59	0.55	0.67	0.61	0.62	0.55	0.53	0.66	0.72	0.51	0.52	0.32	0.76	0.48	0.87	0.57	0.59	0.39
Standard error		0.02	0.03	0.03	0.07	0.06	0.04	0.05	0.05	0.04	0.03	0.04	0.07	0.06	0.03	0.03	0.06	0.10	0.09	0.33	0.04	0.04	0.03

Pudsey Poll

CATI Fieldwork : 24th-30th 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143	
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148	
NET: Well	719	370	350	80	137	142	104	102	155	226	233	130	103	235	224	35	37	36	3	219	175	119	
	72%	77%	67%	85%	78%	76%	60%	66%	73%	78%	73%	68%	65%	83%	73%	91%	49%	84%	43%	80%	67%	81%	
Very well	(4)	67	37	30	4	11	11	2	15	25	18	17	15	13	33	13	5	8	-	-	33	11	8
		7%	8%	6%	4%	6%	6%	1%	10%	12%	6%	5%	8%	8%	12%	4%	13%	10%	-	-	12%	4%	5%
Quite well	(3)	652	332	320	75	127	131	103	87	130	207	215	116	90	201	212	30	29	36	3	186	165	112
		65%	69%	62%	81%	72%	70%	59%	56%	61%	72%	68%	60%	57%	71%	69%	78%	39%	84%	43%	68%	63%	76%
Quite badly	(2)	139	50	89	11	21	19	41	23	23	31	45	33	21	17	51	2	23	5	-	19	51	13
		14%	10%	17%	11%	12%	10%	23%	15%	11%	11%	14%	17%	13%	6%	17%	6%	31%	11%	-	7%	20%	9%
Very badly	(1)	33	16	17	-	6	6	6	9	6	7	7	8	11	4	8	1	7	1	4	5	6	3
		3%	3%	3%	-	3%	3%	4%	6%	3%	2%	2%	4%	7%	2%	3%	1%	9%	3%	57%	2%	2%	2%
NET: Badly		172	66	105	11	27	25	47	32	29	38	52	41	33	21	59	3	30	6	4	25	57	17
		17%	14%	20%	11%	15%	14%	27%	21%	13%	13%	16%	21%	21%	7%	19%	7%	40%	14%	57%	9%	22%	11%
Don't know		111	47	64	3	12	19	23	20	30	25	34	21	23	28	24	*	8	1	-	30	28	12
		11%	10%	12%	3%	7%	10%	13%	13%	14%	9%	11%	11%	14%	10%	8%	1%	11%	2%	-	11%	11%	8%
Mean		2.85	2.90	2.80	2.93	2.87	2.88	2.66	2.81	2.95	2.90	2.85	2.80	2.77	3.03	2.81	3.04	2.56	2.82	1.86	3.01	2.77	2.91
Standard deviation		0.60	0.58	0.61	0.40	0.56	0.56	0.58	0.72	0.62	0.53	0.54	0.65	0.73	0.51	0.55	0.50	0.83	0.46	1.06	0.55	0.57	0.50
Standard error		0.02	0.03	0.03	0.06	0.06	0.04	0.04	0.06	0.04	0.03	0.04	0.06	0.06	0.03	0.03	0.09	0.11	0.08	0.40	0.03	0.03	0.04

Pudsey Poll

CATI Fieldwork : 24th-30th 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148
I am satisfied with the job David Cameron is doing overall as Prime Minister	357 36%	184 38%	173 33%	44 47%	55 31%	59 32%	48 27%	48 31%	102 48%	101 35%	111 35%	74 38%	57 36%	218 77%	26 9%	14 36%	15 21%	3 8%	2 21%	191 70%	31 12%	31 21%
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	197 20%	90 19%	107 21%	21 22%	38 22%	33 18%	39 22%	28 18%	38 18%	53 18%	57 18%	46 24%	33 21%	57 20%	20 6%	15 39%	29 39%	11 26%	1 14%	66 24%	21 8%	41 28%
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.	341 34%	173 36%	168 32%	26 28%	70 40%	75 41%	66 38%	51 34%	52 24%	112 39%	118 37%	56 29%	43 27%	8 3%	251 82%	2 5%	20 27%	23 54%	3 37%	7 3%	191 73%	62 42%
Refused	31 3%	9 2%	22 4%	- -	4 2%	4 2%	6 4%	10 7%	7 3%	5 2%	10 3%	2 1%	9 5%	- -	3 1%	- -	2 3%	- -	- -	4 1%	6 2%	- -
Don't know	76 8%	27 6%	49 9%	3 3%	9 5%	15 8%	16 9%	16 10%	15 7%	18 6%	21 7%	14 7%	17 11%	2 1%	7 2%	8 20%	8 11%	5 12%	2 29%	7 2%	12 5%	13 9%

Pudsey Poll

CATI Fieldwork : 24th-30th 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143	
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148	
Labour	891	443	448	76	155	172	156	145	184	270	284	167	133	248	283	34	66	42	5	250	245	141	
		89%	92%	86%	82%	88%	92%	89%	94%	86%	94%	89%	87%	84%	87%	92%	90%	89%	97%	68%	91%	94%	95%
The Conservatives	795	399	395	57	109	161	149	137	178	248	240	149	124	240	238	30	64	36	5	246	210	121	
		79%	83%	76%	61%	62%	86%	85%	89%	83%	86%	76%	77%	78%	85%	78%	78%	86%	83%	59%	90%	81%	82%
The UK Independence Party (UKIP)	403	207	196	31	63	78	74	75	79	127	127	80	53	102	117	8	45	21	2	112	113	66	
		40%	43%	38%	33%	36%	42%	42%	49%	37%	44%	40%	41%	33%	36%	38%	22%	61%	48%	31%	41%	44%	44%
The Liberal Democrat	382	189	193	12	51	74	76	75	92	126	115	64	62	99	103	19	31	19	5	109	96	61	
		38%	39%	37%	13%	29%	40%	43%	49%	43%	44%	36%	33%	39%	35%	34%	49%	42%	44%	59%	40%	37%	42%
None of them	60	16	44	15	15	7	5	2	16	6	25	13	13	16	18	3	1	-	2	7	13	3	
		6%	3%	8%	16%	8%	4%	3%	2%	8%	2%	8%	7%	8%	6%	6%	7%	1%	-	32%	3%	5%	2%
Don't know	13	6	7	2	-	3	3	2	2	1	2	1	2	4	1	1	-	-	-	1	1	-	
		1%	1%	1%	3%	-	2%	2%	1%	1%	*	1%	2%	1%	*	2%	-	-	-	1%	*	-	

Pudsey Poll

CATI Fieldwork : 24th-30th 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	1002	454	548	44	106	177	199	175	296	470	182	115	191	299	323	34	66	32	7	290	300	143
Weighted base	1002	483	519	93	176	186	175	154	214	289	318	193	159	284	307	38	74	43	8	274	260	148
A Labour government	314	160	154	40	66	63	57	47	42	94	120	42	49	9	249	2	10	13	5	6	182	38
	31%	33%	30%	42%	37%	34%	32%	31%	20%	33%	38%	22%	31%	3%	81%	4%	14%	30%	69%	2%	70%	25%
A Conservative government	281	138	143	17	37	50	38	44	93	73	81	68	50	205	1	4	25	1	-	181	15	25
	28%	29%	28%	18%	21%	27%	22%	29%	44%	25%	25%	35%	32%	72%	*	10%	34%	3%	-	66%	6%	17%
A coalition between the Conservatives and the Liberal Democrats	131	75	56	14	27	19	23	19	28	47	36	21	22	61	2	20	9	7	2	55	13	27
	13%	16%	11%	15%	15%	10%	13%	12%	13%	16%	11%	11%	14%	22%	1%	53%	12%	16%	22%	20%	5%	18%
A coalition between Labour and the Liberal Democrats	99	43	57	6	28	16	18	13	19	40	33	17	9	-	46	11	6	16	-	3	29	41
	10%	9%	11%	6%	16%	8%	10%	9%	9%	14%	10%	9%	6%	-	15%	28%	8%	38%	-	1%	11%	28%
Don't know	177	67	110	17	18	39	39	30	32	35	48	45	29	9	10	2	24	6	1	29	21	17
	18%	14%	21%	18%	10%	21%	22%	19%	15%	12%	15%	23%	18%	3%	3%	5%	33%	13%	9%	10%	8%	12%

Pudsey Poll
CATI Fieldwork : 24th-30th April 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	454 45%	483 48%
Female	548 55%	519 52%

Pudsey Poll
CATI Fieldwork : 24th-30th 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	1002	1002
Weighted base	1002	1002
18-24	44 4%	93 9%
25-34	106 11%	176 18%
35-44	177 18%	186 19%
45-54	199 20%	175 17%
55-64	175 17%	154 15%
65 or older	296 30%	214 21%
Refused	5 *	5 *

Pudsey Poll
CATI Fieldwork : 24th-30th April 2015

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	156 16%	96 10%
B	314 31%	193 19%
C1	182 18%	318 32%
C2	115 11%	193 19%
D	43 4%	50 5%
E	148 15%	109 11%
Refused	44 4%	44 4%

Pudsey Poll
CATI Fieldwork : 24th-30th 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	1002	1002
Weighted base	1002	1002
Conservative	290 29%	274 27%
Labour	300 30%	260 26%
Liberal Democrats	143 14%	148 15%
Another party	29 3%	38 4%
Did not vote	140 14%	187 19%
Refused	56 6%	50 5%
Don't know	44 4%	45 4%