

North Warwickshire Poll

CATI Fieldwork : 18th-28th June 2014

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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54	
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63	
Certain to vote	(10)	485	247	238	25	39	71	106	102	141	94	139	116	121	122	164	9	98	8	8	154	159	36
		49%	51%	47%	25%	28%	40%	59%	60%	61%	57%	50%	46%	45%	65%	63%	56%	55%	31%	51%	67%	69%	57%
	(9)	49	22	27	-	7	7	8	12	14	6	16	11	15	17	10	1	8	1	-	18	11	5
		5%	5%	5%	-	5%	4%	5%	7%	6%	4%	6%	4%	6%	9%	4%	3%	4%	3%	-	8%	5%	8%
	(8)	93	40	54	16	13	21	11	12	21	18	22	27	25	15	25	3	26	7	2	23	20	8
		9%	8%	11%	16%	9%	12%	6%	7%	9%	11%	8%	11%	9%	8%	10%	18%	14%	28%	13%	10%	9%	12%
	(7)	56	30	26	7	22	12	4	3	8	7	22	13	12	13	15	-	10	2	3	13	5	2
		6%	6%	5%	7%	16%	7%	2%	2%	4%	4%	8%	5%	4%	7%	6%	-	5%	8%	20%	6%	2%	3%
	(6)	34	22	12	5	10	6	6	3	4	5	10	9	9	7	12	-	9	-	1	6	8	-
		3%	5%	2%	5%	7%	3%	3%	2%	2%	3%	4%	4%	3%	4%	5%	-	5%	-	8%	2%	3%	-
	(5)	80	25	55	8	12	24	13	9	15	10	20	21	24	5	22	3	17	4	1	9	11	3
		8%	5%	11%	8%	9%	13%	7%	5%	6%	6%	7%	8%	9%	3%	9%	19%	10%	14%	6%	4%	5%	5%
	(4)	18	9	9	8	2	3	3	1	2	1	6	6	3	4	6	-	4	3	1	1	3	2
		2%	2%	2%	8%	1%	2%	2%	1%	1%	*	2%	2%	1%	2%	2%	-	2%	12%	3%	*	1%	3%
	(3)	23	12	10	2	5	3	8	2	3	3	7	6	7	-	5	1	6	1	-	1	3	2
		2%	3%	2%	2%	3%	2%	4%	1%	1%	2%	2%	3%	3%	-	2%	3%	3%	5%	-	*	1%	4%
	(2)	9	5	4	2	2	2	*	2	1	3	1	2	3	3	-	-	2	-	-	-	*	-
		1%	1%	1%	2%	1%	1%	*	1%	*	2%	*	1%	1%	2%	-	-	1%	-	-	-	*	-
Definitely would not vote	(1)	148	77	72	28	28	30	21	22	20	18	35	38	52	-	-	-	-	-	-	4	7	5
		15%	16%	14%	28%	20%	17%	12%	13%	9%	11%	12%	15%	19%	-	-	-	-	-	-	2%	3%	8%
Don't know		5	1	3	-	-	2	-	3	1	-	3	1	1	-	-	-	-	-	-	1	1	-
		*	*	1%	-	-	1%	-	2%	*	-	1%	1%	*	-	-	-	-	-	-	*	1%	-
Mean		7.38	7.40	7.35	5.66	6.36	6.92	7.81	8.01	8.29	7.94	7.58	7.26	7.00	8.99	8.71	8.40	8.36	7.42	8.36	9.05	8.86	8.16
Standard deviation		3.32	3.37	3.27	3.54	3.32	3.35	3.23	3.22	2.83	3.06	3.17	3.33	3.53	1.78	1.98	2.24	2.21	2.37	1.92	1.78	2.21	2.87
Standard error		0.11	0.16	0.14	0.50	0.33	0.28	0.24	0.24	0.16	0.18	0.22	0.26	0.20	0.12	0.12	0.56	0.17	0.53	0.51	0.11	0.14	0.39

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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	1000	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
Conservative	187	94	93	10	28	32	29	31	57	41	74	32	38	187	-	-	-	-	-	130	8	7
	19%	19%	18%	10%	20%	18%	16%	18%	25%	25%	26%	13%	14%	100%	-	-	-	-	-	57%	4%	11%
Labour	259	114	145	30	27	44	46	52	59	35	74	60	79	-	259	-	-	-	-	19	159	18
	26%	23%	28%	30%	19%	25%	26%	31%	26%	21%	26%	24%	29%	-	100%	-	-	-	-	8%	69%	28%
Liberal Democrat	17	7	10	-	3	2	8	1	4	3	11	-	3	-	-	17	-	-	-	2	1	11
	2%	1%	2%	-	2%	1%	4%	*	2%	2%	4%	-	1%	-	-	100%	-	-	-	1%	*	18%
The UK Independence Party (UKIP)	179	103	77	18	20	38	35	33	35	28	39	57	53	-	-	-	179	-	-	39	28	2
	18%	21%	15%	18%	14%	21%	20%	20%	15%	17%	14%	23%	20%	-	-	-	100%	-	-	17%	12%	3%
The Green Party	27	12	14	9	3	6	3	5	1	5	6	10	4	-	-	-	-	27	-	3	3	6
	3%	3%	3%	9%	2%	3%	2%	3%	1%	3%	2%	4%	1%	-	-	-	-	100%	-	1%	1%	9%
The British National Party (BNP)	8	7	1	3	4	-	1	-	1	1	3	3	2	-	-	-	-	-	8	-	1	-
	1%	1%	*	3%	3%	-	*	-	*	*	1%	1%	1%	-	-	-	-	-	47%	-	*	-
Some other party	9	4	5	-	-	3	3	2	1	2	1	4	1	-	-	-	-	-	9	*	1	-
	1%	1%	1%	-	-	1%	2%	1%	*	1%	*	2%	*	-	-	-	-	-	53%	*	1%	-
Would not vote	148	77	72	28	28	30	21	22	20	18	35	38	52	-	-	-	-	-	-	4	7	5
	15%	16%	14%	28%	20%	17%	12%	13%	9%	11%	12%	15%	19%	-	-	-	-	-	-	2%	3%	8%
Refused	56	24	32	2	1	6	13	11	24	12	12	12	15	-	-	-	-	-	-	5	5	1
	6%	5%	6%	2%	1%	3%	7%	6%	10%	7%	4%	5%	6%	-	-	-	-	-	-	2%	2%	1%
Don't know	110	48	62	1	25	21	21	13	28	20	26	36	24	-	-	-	-	-	-	27	16	14
	11%	10%	12%	1%	18%	12%	12%	8%	12%	12%	9%	14%	9%	-	-	-	-	-	-	12%	7%	22%

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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	501	237	263	19	40	67	94	106	176	151	109	77	151	159	198	11	113	12	9	178	185	28
Weighted base	481	243	238	36	54	81	92	96	122	84	145	115	125	141	184	11	119	14	11	155	157	33
Conservative	141	72	70	6	21	24	22	24	44	31	57	25	27	141	-	-	-	-	-	106	7	6
	29%	29%	29%	15%	39%	29%	24%	25%	36%	37%	39%	22%	22%	100%	-	-	-	-	-	68%	4%	18%
Labour	184	83	101	17	16	27	35	43	46	29	47	42	58	-	184	-	-	-	-	14	124	14
	38%	34%	42%	48%	31%	33%	38%	44%	38%	34%	32%	36%	46%	-	100%	-	-	-	-	9%	79%	43%
Liberal Democrat	11	5	6	-	3	1	6	1	2	2	7	-	2	-	-	11	-	-	-	2	1	8
	2%	2%	3%	-	5%	1%	6%	1%	1%	2%	5%	-	2%	-	-	100%	-	-	-	1%	1%	25%
The UK Independence Party (UKIP)	119	70	49	9	9	24	24	25	28	17	29	37	36	-	-	-	119	-	-	32	21	1
	25%	29%	21%	25%	17%	30%	26%	26%	23%	20%	20%	32%	29%	-	-	-	100%	-	-	20%	13%	4%
The Green Party	14	7	8	3	2	3	3	3	1	4	3	5	1	-	-	-	-	14	-	1	3	3
	3%	3%	3%	9%	3%	4%	3%	3%	1%	5%	2%	5%	1%	-	-	-	-	100%	-	1%	2%	10%
The British National Party (BNP)	4	4	*	1	3	-	*	-	*	*	1	3	1	-	-	-	-	-	4	-	*	-
	1%	2%	*	3%	5%	-	*	-	*	*	1%	2%	1%	-	-	-	-	-	40%	-	*	-
Some other party	6	3	4	-	-	2	3	1	1	1	1	4	*	-	-	-	-	-	6	*	1	-
	1%	1%	2%	-	-	2%	3%	1%	1%	2%	1%	3%	*	-	-	-	-	-	60%	*	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	30%
Labour	38%
Liberal Democrat	3%
UKIP	24%
Green	3%
Other	2%

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CATI Fieldwork : 18th-28th June 2014

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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
Conservative	196 20%	95 19%	102 20%	7 7%	30 21%	37 21%	35 19%	29 17%	59 26%	42 25%	79 28%	33 13%	41 15%	164 88%	4 2%	3 15%	7 4%	3 10%	-	136 60%	10 4%	9 14%
Labour	287 29%	124 25%	163 32%	35 35%	25 18%	52 29%	53 29%	49 29%	74 32%	39 24%	73 26%	76 30%	89 33%	8 4%	238 92%	3 16%	10 6%	8 29%	6 34%	17 8%	169 74%	26 41%
Liberal Democrat	12 1%	8 2%	4 1%	-	4 3%	1 1%	5 3%	1 *	3 1%	4 3%	4 1%	-	4 2%	-	2 1%	9 54%	-	-	-	1 *	-	9 13%
The UK Independence Party (UKIP)	174 17%	108 22%	66 13%	16 16%	19 14%	30 17%	36 20%	38 22%	34 15%	25 16%	41 15%	58 23%	48 18%	4 2%	2 1%	-	154 86%	-	3 21%	41 18%	23 10%	2 3%
The Green Party	20 2%	13 3%	8 1%	6 6%	1 1%	5 3%	1 *	7 4%	2 1%	6 3%	1 *	7 3%	4 2%	-	1 *	-	2 1%	14 54%	*	2 1%	4 2%	3 4%
The British National Party (BNP)	5 *	3 1%	1 *	-	4 3%	-	1 *	-	-	1 *	-	3 1%	1 *	-	-	-	1 1%	-	3 20%	-	-	-
Some other party	11 1%	7 1%	5 1%	-	4 3%	1 1%	2 1%	3 2%	1 *	1 1%	1 *	6 2%	2 1%	1 *	1 *	-	-	2 7%	3 15%	1 1%	-	2 4%
Would not vote	148 15%	77 16%	72 14%	28 28%	28 20%	30 17%	21 12%	22 13%	20 9%	18 11%	35 12%	38 15%	52 19%	-	-	-	-	-	-	4 2%	7 3%	5 8%
Refused	38 4%	18 4%	20 4%	2 2%	2 2%	4 2%	9 5%	8 5%	13 6%	9 6%	9 3%	7 3%	10 4%	2 1%	-	-	1 *	-	-	4 2%	3 1%	-
Don't know	108 11%	38 8%	70 14%	7 7%	24 17%	20 11%	18 10%	14 8%	25 11%	20 12%	38 14%	25 10%	20 8%	8 4%	10 4%	2 14%	5 3%	-	1 6%	22 10%	15 6%	8 13%

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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	516	246	270	17	38	66	97	107	189	154	108	83	158	153	193	9	108	12	8	182	188	31
Weighted base	491	251	239	34	51	81	95	99	131	86	140	124	129	136	178	9	115	14	10	159	159	36
Conservative	146	71	74	5	21	26	26	22	44	31	61	24	28	126	3	1	4	2	-	109	7	7
	30%	28%	31%	14%	42%	32%	28%	23%	34%	36%	44%	20%	22%	93%	1%	12%	3%	15%	-	68%	4%	19%
Labour	204	90	114	19	15	32	40	41	57	31	46	54	65	6	171	2	7	3	3	14	132	19
	41%	36%	47%	56%	29%	39%	42%	42%	43%	36%	33%	43%	50%	5%	96%	27%	6%	23%	34%	9%	83%	54%
Liberal Democrat	7	5	2	-	2	1	3	1	1	3	2	-	3	-	1	6	-	-	-	1	-	6
	1%	2%	1%	-	3%	1%	3%	1%	1%	3%	1%	-	2%	-	1%	61%	-	-	-	*	-	17%
The UK Independence Party (UKIP)	113	72	42	9	7	18	24	28	27	15	30	36	30	3	2	-	102	-	2	34	17	1
	23%	28%	17%	26%	15%	22%	25%	28%	20%	18%	22%	29%	23%	2%	1%	-	89%	-	15%	22%	11%	4%
The Green Party	11	7	4	1	1	3	*	4	1	5	*	4	2	-	1	-	*	7	*	1	3	2
	2%	3%	2%	4%	1%	3%	1%	4%	1%	6%	*	3%	1%	-	*	-	*	50%	4%	*	2%	6%
The British National Party (BNP)	4	3	1	-	4	-	*	-	-	*	-	3	1	-	-	-	1	-	3	-	-	-
	1%	1%	*	-	7%	-	*	-	-	*	-	2%	1%	-	-	-	1%	-	25%	-	-	-
Some other party	7	4	3	-	1	1	2	2	1	1	1	3	1	1	1	-	-	2	2	1	-	*
	1%	1%	1%	-	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	1%	-	-	12%	21%	1%	-	*

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	30%
Labour	41%
Liberal Democrat	2%
UKIP	22%
Green	2%
Other	2%

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Absolutes/col percents

Table 8

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
I would not vote Liberal Democrat	724 72%	385 79%	339 66%	75 75%	84 60%	126 70%	127 71%	140 82%	171 75%	113 69%	194 69%	204 81%	191 70%	132 70%	204 79%	- -	154 86%	19 72%	10 59%	183 80%	182 79%	32 51%
I would not vote Conservative	528 53%	266 54%	263 51%	58 58%	64 45%	95 53%	98 55%	108 64%	105 46%	76 46%	111 40%	154 61%	168 62%	- -	193 75%	8 45%	132 74%	20 75%	12 72%	35 15%	181 79%	39 61%
I would not vote UKIP	522 52%	239 49%	284 56%	57 57%	79 56%	86 48%	86 48%	94 56%	121 53%	99 60%	150 54%	119 47%	137 51%	125 67%	200 77%	13 75%	- -	18 69%	4 25%	106 46%	153 67%	44 70%
I would not vote Labour	439 44%	242 49%	198 39%	37 37%	60 43%	74 41%	81 45%	82 48%	106 46%	74 45%	114 41%	124 49%	121 45%	132 71%	- -	8 47%	131 73%	15 57%	8 49%	167 73%	17 7%	18 28%
None of these - I would potentially vote for all of them	73 7%	33 7%	40 8%	4 4%	19 14%	12 6%	16 9%	7 4%	14 6%	10 6%	22 8%	15 6%	20 7%	8 4%	10 4%	1 6%	6 3%	1 5%	3 19%	9 4%	8 4%	2 3%
Don't know	15 2%	6 1%	10 2%	- -	2 1%	3 2%	2 1%	2 1%	6 3%	2 1%	5 2%	- -	7 3%	- -	- -	- -	2 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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54	
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63	
NET: Well	547	293	254	65	77	80	84	88	154	114	155	125	139	157	128	7	83	16	6	167	119	26	
	55%	60%	50%	65%	55%	44%	47%	52%	67%	69%	55%	50%	51%	84%	50%	40%	46%	60%	35%	73%	52%	41%	
Very well	(4)	50	36	14	7	4	6	8	5	19	9	13	16	10	18	9	-	5	3	-	17	9	1
		5%	7%	3%	7%	3%	3%	4%	3%	8%	5%	4%	7%	4%	10%	4%	-	3%	12%	-	7%	4%	1%
Quite well	(3)	498	257	241	58	73	73	76	83	134	105	143	109	129	139	119	7	78	13	6	150	109	25
		50%	52%	47%	58%	52%	41%	42%	49%	58%	64%	51%	43%	48%	74%	46%	40%	44%	48%	35%	65%	48%	40%
Quite badly	(2)	315	135	180	22	42	74	76	51	51	38	91	96	78	28	104	10	60	8	10	50	89	26
		32%	28%	35%	22%	30%	41%	42%	30%	22%	23%	32%	38%	29%	15%	40%	57%	33%	30%	60%	22%	39%	41%
Very badly	(1)	102	43	59	10	16	22	16	22	17	9	27	23	40	1	19	1	31	3	1	10	16	8
		10%	9%	12%	10%	12%	12%	9%	13%	7%	5%	10%	9%	15%	1%	7%	3%	17%	11%	6%	5%	7%	13%
NET: Badly		418	178	240	32	58	96	91	73	68	47	118	119	117	29	124	10	91	11	11	60	105	34
		42%	36%	47%	32%	41%	53%	51%	43%	29%	29%	42%	48%	43%	15%	48%	60%	51%	40%	65%	26%	46%	53%
Don't know		35	19	16	3	5	5	8	9	4	7	7	14	1	7	-	5	-	-	2	6	3	
		3%	4%	3%	3%	4%	3%	3%	5%	4%	2%	3%	3%	5%	*	3%	-	3%	-	-	1%	3%	5%
Mean		2.51	2.61	2.42	2.65	2.48	2.37	2.43	2.44	2.71	2.71	2.52	2.48	2.43	2.94	2.47	2.37	2.32	2.61	2.29	2.76	2.50	2.32
Standard deviation		0.75	0.76	0.74	0.77	0.74	0.74	0.72	0.77	0.73	0.65	0.73	0.76	0.80	0.52	0.69	0.56	0.80	0.85	0.58	0.65	0.69	0.72
Standard error		0.02	0.04	0.03	0.11	0.07	0.06	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.04	0.04	0.14	0.06	0.19	0.16	0.04	0.04	0.10

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CATI Fieldwork : 18th-28th June 2014

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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
NET: Well	594	314	280	82	85	88	101	89	150	121	181	139	136	162	152	10	84	17	8	174	134	28
	59%	64%	55%	81%	61%	49%	56%	52%	65%	73%	65%	55%	50%	87%	59%	57%	47%	62%	49%	76%	58%	44%
Very well	(4) 72	43	28	12	10	12	11	12	16	17	22	16	15	19	16	1	8	3	3	17	15	-
	7%	9%	6%	12%	7%	6%	6%	7%	7%	11%	8%	6%	5%	10%	6%	3%	5%	10%	19%	8%	7%	-
Quite well	(3) 522	270	252	69	75	76	90	77	135	103	159	123	121	144	136	9	76	14	5	156	118	28
	52%	55%	49%	69%	54%	42%	50%	45%	59%	63%	57%	49%	45%	77%	52%	53%	42%	52%	31%	68%	52%	44%
Quite badly	(2) 274	109	165	8	39	65	53	53	55	35	68	78	80	17	82	6	70	10	8	42	76	21
	27%	22%	32%	8%	28%	36%	30%	31%	24%	21%	24%	31%	29%	9%	32%	34%	39%	38%	47%	18%	33%	33%
Very badly	(1) 90	42	48	4	11	21	21	21	12	4	23	25	36	3	20	-	20	-	1	9	17	9
	9%	9%	9%	4%	8%	12%	12%	12%	5%	3%	8%	10%	13%	2%	8%	-	11%	-	3%	4%	7%	14%
NET: Badly	363	151	213	12	50	87	74	74	67	39	91	103	116	20	102	6	90	10	8	51	93	30
	36%	31%	42%	12%	36%	48%	41%	44%	29%	24%	32%	41%	43%	11%	40%	34%	50%	38%	51%	22%	40%	47%
Don't know	43	26	17	7	5	6	5	7	13	4	9	9	19	4	5	2	5	-	-	4	3	5
	4%	5%	3%	7%	4%	3%	3%	4%	6%	3%	3%	4%	7%	2%	2%	9%	3%	-	-	2%	1%	8%
Mean	2.60	2.68	2.53	2.97	2.63	2.45	2.52	2.49	2.71	2.84	2.66	2.53	2.46	2.97	2.58	2.66	2.42	2.72	2.65	2.81	2.58	2.33
Standard deviation	0.76	0.77	0.75	0.62	0.74	0.79	0.78	0.81	0.68	0.64	0.74	0.77	0.81	0.52	0.73	0.56	0.75	0.65	0.85	0.63	0.73	0.74
Standard error	0.02	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.15	0.06	0.14	0.23	0.04	0.05	0.10

North Warwickshire Poll

CATI Fieldwork : 18th-28th June 2014

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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
I am satisfied with the job David Cameron is doing overall as Prime Minister	277 28%	141 29%	136 27%	30 30%	44 32%	51 29%	36 20%	35 21%	80 35%	56 34%	82 29%	57 23%	73 27%	127 68%	43 17%	5 30%	29 16%	6 23%	3 20%	116 51%	40 17%	13 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	299 30%	147 30%	151 30%	37 37%	41 29%	52 29%	57 32%	53 31%	59 26%	47 29%	102 36%	80 32%	61 22%	53 29%	52 20%	9 51%	73 41%	8 29%	4 25%	90 40%	37 16%	24 38%
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.	275 28%	123 25%	152 30%	22 22%	36 26%	47 26%	53 29%	57 33%	60 26%	43 26%	73 26%	68 27%	86 32%	4 2%	155 60%	3 19%	47 26%	9 32%	4 23%	14 6%	140 61%	24 37%
Refused	33 3%	19 4%	15 3%	1 1%	2 2%	5 3%	7 4%	8 5%	9 4%	7 5%	6 2%	7 3%	11 4%	1 *	- -	- -	5 3%	1 3%	2 9%	1 1%	1 *	1 1%
Don't know	116 12%	60 12%	56 11%	10 10%	16 12%	24 14%	28 15%	16 10%	21 9%	10 6%	17 6%	40 16%	40 15%	2 1%	9 3%	- -	24 13%	3 13%	4 23%	7 3%	13 5%	1 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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
The Conservatives	271 27%	124 25%	146 29%	20 20%	44 32%	51 28%	57 31%	47 28%	51 22%	51 31%	83 30%	74 30%	56 21%	57 31%	71 27%	4 23%	43 24%	10 36%	3 20%	69 30%	75 32%	18 29%
Labour	266 27%	131 27%	134 26%	27 27%	33 24%	41 23%	50 28%	60 35%	54 23%	45 27%	70 25%	69 28%	74 27%	47 25%	83 32%	3 21%	43 24%	7 25%	6 36%	53 23%	80 35%	13 21%
The UK Independence Party (UKIP)	212 21%	110 23%	102 20%	21 21%	30 22%	36 20%	42 24%	43 25%	39 17%	40 24%	69 25%	53 21%	45 17%	42 22%	53 20%	3 17%	47 26%	7 25%	4 22%	54 23%	55 24%	13 21%
The Liberal Democrat	82 8%	44 9%	38 7%	8 8%	10 7%	14 8%	19 10%	16 10%	15 6%	9 5%	24 9%	20 8%	25 9%	15 8%	19 7%	2 12%	9 5%	3 11%	3 16%	17 8%	18 8%	6 10%
None of them	576 58%	286 58%	290 57%	50 50%	82 59%	106 59%	99 55%	95 56%	143 62%	92 56%	157 56%	139 56%	166 61%	101 54%	138 53%	8 48%	103 58%	14 53%	11 64%	127 56%	115 50%	38 61%
Don't know	14 1%	5 1%	8 2%	6 6%	2 2%	2 1%	2 1%	- -	1 *	2 1%	5 2%	2 1%	2 1%	* *	3 1%	1 7%	4 2%	2 8%	- -	2 1%	- -	- -

North Warwickshire 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	451	549	51	103	148	183	184	331	284	207	161	314	208	265	16	167	20	14	263	264	54
Weighted base	1000	490	510	100	140	180	180	170	230	164	280	251	270	187	259	17	179	27	17	229	230	63
A Labour government	351	165	186	44	45	65	59	62	75	48	97	85	111	3	206	1	55	10	9	13	178	19
	35%	34%	36%	44%	32%	36%	33%	36%	33%	29%	35%	34%	41%	1%	80%	7%	31%	37%	52%	6%	78%	30%
A Conservative government	284	156	127	25	33	46	47	42	90	55	93	65	66	162	7	-	54	1	1	166	12	9
	28%	32%	25%	25%	23%	25%	26%	25%	39%	33%	33%	26%	24%	87%	3%	-	30%	2%	9%	73%	5%	15%
A coalition between Labour and the Liberal Democrats	86	38	47	5	15	19	20	17	10	20	23	18	22	-	36	7	7	5	1	7	22	25
	9%	8%	9%	5%	10%	11%	11%	10%	5%	12%	8%	7%	8%	-	14%	41%	4%	19%	4%	3%	10%	40%
A coalition between the Conservatives and the Liberal Democrats	74	30	44	3	15	13	15	10	18	14	21	18	22	17	3	9	15	7	*	19	7	6
	7%	6%	9%	3%	11%	7%	8%	6%	8%	8%	7%	7%	8%	9%	1%	52%	9%	25%	3%	8%	3%	10%
Don't know	206	100	106	22	33	37	38	39	36	28	47	65	50	5	7	-	47	5	5	23	11	3
	21%	20%	21%	22%	23%	21%	21%	23%	16%	17%	17%	26%	19%	2%	3%	-	26%	17%	32%	10%	5%	5%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	451 45%	490 49%
Female	549 55%	510 51%

North Warwickshire 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	51 5%	100 10%
25-34	103 10%	140 14%
35-44	148 15%	180 18%
45-54	183 18%	180 18%
55-64	184 18%	170 17%
65 or older	331 33%	230 23%

North Warwickshire 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	82 8%	48 5%
B	202 20%	117 12%
C1	207 21%	280 28%
C2	161 16%	251 25%
D	139 14%	139 14%
E	175 18%	132 13%
Refused	34 3%	34 3%

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Absolutes/col percents

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Could you tell me which party you voted for at the last general election back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	263 26%	229 23%
Labour	264 26%	230 23%
Liberal Democrats	54 5%	63 6%
Another party	29 3%	43 4%
Did not vote	285 29%	341 34%
Refused	48 5%	39 4%
Don't know	57 6%	54 5%