Birmingham Edgbaston Poll CATI Fieldwork: 31st July - 11th August 2014

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

			Gei	nder			Ą					SE				Vot	ting Intent				2010 Vo	
		<u>Total</u>	Male	<u>Female</u>	18-24	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	65+	AB	<u>C1</u>	_C2_	_DE	Con	<u>Lab</u>	LibDem	<u>UKIP</u>	Other	Con	<u>Lab</u>	LibDem
Unweighted base		1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base		1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
Certain to vote	(10)	495 49%	259 53%	236 46%	55 29%	80 39%	80 50%	80 57%	86 66%	112 65%	163 63%	154 52%	62 43%	98 39%	141 73%	191 56%	14 46%	56 49%	28 43%	155 75%	162 71%	50 61%
	(9)	61 6%	32 7%	29 6%	9 5%	19 10%	5 3%	11 7%	5 4%	12 7%	18 7%	22 7%	7 5%	8 3%	8 4%	20 6%	5 17%	6 5%	11 16%	12 6%	14 6%	12 15%
	(8)	79 8%	29 6%	50 10%	13 7%	15 7%	18 11%	8 6%	11 8%	14 8%	20 8%	24 8%	9 6%	22 9%	13 7%	34 10%	-	18 16%	4 6%	16 8%	24 10%	5 6%
	(7)	48 5%	23 5%	25 5%	12 6%	12 6%	6 4%	8 5%	5 4%	6 3%	10 4%	12 4%	8 5%	15 6%	7 3%	13 4%	4 14%	9 8%	4 5%	8 4%	7 3%	7 8%
	(6)	50 5%	20 4%	30 6%	26 14%	5 3%	6 4%	9 6%	1 1%	3 2%	9 3%	27 9%	5 3%	10 4%	13 6%	27 8%	1 3%	1 1%	-	4 2%	6 3%	1 1%
	(5)	79 8%	39 8%	40 8%	15 8%	28 14%	11 7%	7 5%	8 6%	10 6%	17 6%	14 5%	12 9%	29 12%	8 4%	28 8%	4 14%	15 14%	4 6%	7 3%	11 5%	5 6%
	(4)	15 2%	5 1%	10 2%	9 5%	2 1%	-	1 1%	2 2%	1	2 1%	1	-	10 4%	-	6 2%	1 3%	5 5%	2 3%	-	-	- -
	(3)	35 3%	16 3%	19 4%	13 7%	7 3%	9 6%	2 2%	2 1%	2 1%	8 3%	10 3%	11 7%	6 2%	2 1%	14 4%	-	4 3%	7 11%	-	1	2 2%
	(2)	24 2%	10 2%	15 3%	12 6%	5 3%	3 2%	2 2%	1 1%	1 1%	1 1%	11 4%	7 5%	6 2%	1 1%	11 3%	1 3%	-	6 9%	2 1%	-	- -
Definitely would not vote	(1)	111 11%	58 12%	54 11%	27 14%	29 14%	23 14%	13 9%	10 8%	10 6%	11 4%	23 8%	24 17%	43 17%	-	-	-	-	-	2 1%	2 1%	-
Don't know		3	1	2	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-	1	1 1%
Mean		7.50	7.62	7.39	6.17	7.00	7.32	8.03	8.40	8.64	8.53	7.81	6.70	6.70	9.11	8.26	8.16	8.18	7.58	9.23	9.17	8.99
Standard deviation		3.20	3.22	3.17	3.28	3.33	3.38	2.97	2.81	2.53	2.49	2.99	3.59	3.44	1.71	2.40	2.27	2.22	2.98	1.69	1.66	1.71
Standard error		0.10	0.15	0.13	0.37	0.27	0.27	0.24	0.22	0.15	0.13	0.22	0.32	0.21	0.11	0.13	0.42	0.21	0.41	0.11	0.10	0.22

Lord Ashcroft

Birmingham Edgbaston Poll CATI Fieldwork: 31st July - 11th August 2014

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

		Ger	nder			Αg					SE				Vot	ing Intent				010 Vo	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
Conservative	193 19%	97 20%	96 19%	23 12%	22 11%	24 15%	33 23%	35 26%	57 33%	78 30%	61 20%	18 12%	34 14%	193 100%	-	-	-	-	132 64%	9 4%	8 10%
Labour	344 34%	172 35%	172 34%	76 40%	75 37%	56 35%	48 34%	41 32%	48 28%	91 35%	107 36%	44 30%	89 36%	-	344 100%	-	-	-	13 6%	168 74%	24 29%
Liberal Democrat	31 3%	13 3%	19 4%	2 1%	13 7%	2 1%	6 4%	4 3%	5 3%	9 4%	9 3%	3 2%	8 3%	- -	-	31 100%	-	-	3 1%	2 1%	16 20%
The UK Independence Party (UKIP)	113 11%	61 12%	52 10%	25 13%	17 8%	21 13%	14 10%	17 13%	19 11%	22 8%	32 11%	25 17%	31 13%	- -	-	-	113 100%	-	26 12%	16 7%	12 15%
The Green Party	52 5%	28 6%	24 5%	18 9%	15 7%	9 6%	5 4%	3 2%	3 2%	13 5%	28 9%	5 4%	6 2%	-	-	-	-	52 79%	1 1%	8 4%	9 10%
The British National Party (BNP)	3	3 1%	-	2 1%	-	-	-	1 1%	-	-	-	2 2%	-	- -	-	-	-	3 5%	- -	-	-
Some other party	11 1%	4 1%	7 1%	2 1%	3 1%	3 2%	-	2 1%	1 1%	2 1%	-	1 1%	6 2%	-	-	-	-	11 16%	1	1 1%	2 2%
Would not vote	111 11%	58 12%	54 11%	27 14%	29 14%	23 14%	13 9%	10 8%	10 6%	11 4%	23 8%	24 17%	43 17%	-	-	-	-	-	2 1%	2 1%	-
Refused	40 4%	16 3%	24 5%	-	3 1%	6 4%	8 6%	8 6%	14 8%	9 3%	13 4%	4 3%	10 4%	-	-	-	-	-	5 2%	4 2%	1 2%
Don't know	102 10%	38 8%	64 13%	17 9%	25 12%	18 11%	14 10%	11 9%	15 9%	26 10%	26 9%	18 12%	23 9%	-	-	-	-	-	26 12%	17 7%	9 11%

Lord Ashcroft

Birmingham Edgbaston Poll CATI Fieldwork: 31st July - 11th August 2014

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

		Ge	nder			Αç	ge				SE	G			Vo	ting Intenti	ion		2	010 Vot	.e
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	547	259	288	30	71	78	87	103	178	233	110	57	128	182	240	19	72	34	184	197	42
Weighted base	504	263	241	72	92	80	77	79	105	160	162	61	106	149	225	20	72	39	143	164	54
Conservative	149 29%	77 29%	71 30%	15 20%	17 18%	19 24%	23 30%	28 36%	47 45%	60 38%	46 28%	14 23%	25 24%	149 100%	-	- -	-	-	110 77%	6 4%	6 11%
Labour	225 45%	114 43%	111 46%	32 44%	47 52%	41 51%	36 47%	34 43%	36 34%	68 43%	71 44%	24 39%	54 51%	-	225 100%	- -	-	-	10 7%	139 84%	18 34%
Liberal Democrat	20 4%	9 4%	10 4%	1 1%	9 10%	*	5 6%	1 1%	4 4%	6 4%	7 4%	1 2%	3 3%	-	-	20 100%	-	-	2 1%	2 1%	11 20%
The UK Independence Party (UKIP)	72 14%	39 15%	33 14%	13 18%	8 9%	15 18%	10 13%	12 15%	15 14%	14 8%	22 13%	17 27%	19 18%	-	-	-	72 100%	-	20 14%	11 7%	10 18%
The Green Party	33 6%	20 8%	13 5%	10 13%	10 11%	4 5%	4 5%	2 3%	2 2%	10 6%	16 10%	3 4%	3 3%	-	-	-	-	33 84%	1 1%	6 4%	8 14%
The British National Party (BNP)	3 1%	3 1%	-	2 3%	-	-	-	1 1%	-	-	-	2 3%	-	-	-	-	-	3 7%	-	-	-
Some other party	4 1%	1	2 1%	*	*	1 1%	-	1 2%	1 1%	1 1%	-	*	1 1%	-	-	-	-	4 9%	*	1 1%	1 3%

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	44%
Liberal Democrat	4%
UKIP	14%
Green	6%
Other	1%

Lord Ashcroft

Col percents

Birmingham Edgbaston Poll CATI Fieldwork: 31st July - 11th August 2014

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

	T-4-1		nder	10.04	05.04		ge	FF 04	-05		SE			0		ting Intent		Other		010 Vot	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	18-24	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	_AB_	<u>C1</u>	C2	DE	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	Other	Con	<u>Lab</u>	<u>LibDem</u>
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
Conservative	208 21%	102 21%	107 21%	26 14%	29 15%	26 16%	38 27%	33 25%	55 32%	73 28%	68 23%	20 14%	44 17%	161 84%	16 5%	6 20%	10 9%	2 3%	136 66%	12 5%	6 7%
Labour	388 39%	186 38%	202 40%	81 42%	89 44%	63 39%	52 37%	49 38%	52 31%	110 43%	117 39%	48 33%	97 39%	17 9%	314 91%	8 26%	8 7%	13 20%	19 9%	180 79%	31 38%
Liberal Democrat	25 3%	15 3%	10 2%	2 1%	10 5%	2 1%	4 3%	4 3%	3 2%	5 2%	5 2%	5 3%	5 2%	2 1%	2 1%	16 50%	2 2%	-	3 1%	3 1%	12 14%
The UK Independence Party (UKIP)	102 10%	53 11%	49 10%	21 11%	14 7%	17 10%	17 12%	14 11%	19 11%	19 7%	28 9%	28 19%	26 10%	5 3%	3 1%	1 2%	84 74%	3 5%	23 11%	14 6%	8 10%
The Green Party	48 5%	28 6%	20 4%	21 11%	13 6%	7 5%	3 2%	3 2%	1 1%	11 4%	29 10%	4 3%	4 2%	1 1%	4 1%	-	-	40 61%	- -	5 2%	9 10%
The British National Party (BNP)	2	1	1	-	-	1 1%	-	1 1%	-	- -	-	-	1	-	1	-	-	1 1%	1 1%	- -	-
Some other party	9 1%	6 1%	3 1%	-	3 2%	3 2%	-	2 2%	1 1%	2 1%	-	-	6 2%	-	1	-	-	6 8%	1	1 1%	1 2%
Would not vote	111 11%	58 12%	54 11%	27 14%	29 14%	23 14%	13 9%	10 8%	10 6%	11 4%	23 8%	24 17%	43 17%	-	-	-	-	-	2 1%	2 1%	-
Refused	29 3%	12 2%	17 3%	-	2 1%	2 1%	7 5%	6 5%	10 6%	4 2%	8 3%	3 2%	9 4%	-	-	-	-	-	2 1%	2 1%	-
Don't know	78 8%	31 6%	47 9%	13 7%	13 6%	17 11%	6 4%	9 7%	19 11%	25 10%	20 7%	12 8%	16 6%	6 3%	4 1%	1 2%	8 7%	1 2%	20 9%	7 3%	15 19%

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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? 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

		Ge	nder			Ag	ge				SE	G			Vo	ting Intenti	ion		2	010 Vot	te
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	_Lab	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	563	262	302	30	75	80	93	105	178	237	115	59	132	176	238	18	67	32	187	205	40
Weighted base	520	268	252	71	97	83	82	81	105	162	168	63	110	143	223	19	66	38	148	172	49
Conservative	149 29%	74 28%	75 30%	13 18%	20 21%	21 25%	25 31%	23 29%	46 44%	56 34%	47 28%	15 24%	28 26%	122 85%	8 3%	3 18%	7 11%	1 2%	112 76%	8 4%	4 8%
Labour	256 49%	127 47%	129 51%	35 48%	56 58%	46 55%	39 47%	40 50%	40 38%	82 50%	83 49%	24 39%	58 53%	15 10%	210 94%	6 32%	4 6%	7 19%	14 10%	148 86%	24 48%
Liberal Democrat	14 3%	9 3%	5 2%	1 1%	5 5%	*	3 4%	2 3%	3 3%	3 2%	3 2%	2 4%	2 2%	2 1%	2 1%	9 47%	1 2%	-	2 1%	2 1%	7 15%
The UK Independence Party (UKIP)	66 13%	35 13%	31 12%	10 14%	7 7%	11 13%	12 15%	11 13%	14 14%	12 7%	19 11%	19 30%	16 14%	4 3%	*	1 3%	53 81%	3 8%	19 13%	10 6%	6 12%
The Green Party	29 6%	19 7%	10 4%	12 17%	7 7%	3 4%	3 3%	3 3%	1 1%	9 5%	16 9%	2 4%	2 2%	1 1%	2 1%	-	-	24 62%	-	4 2%	8 15%
The British National Party (BNP)	2	1	1	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	1	-	-	1 2%	1 1%	-	-
Some other party	5 1%	3 1%	2 1%	-	2 2%	2 2%	-	1 2%	1 1%	1 1%	-	-	3 3%	-	*	-	-	3 7%	*	1	1 2%

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	29%
Labour	48%
Liberal Democrat	3%
UKIP	12%
Green	5%
Other	1%

Lord Ashcroft

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

		Ger	nder			Ag	ge				SE	G			Vot	ing Intent	tion		2	2010 Vot	е
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	<u>Lab</u>	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
I would not vote Liberal Democrat	674 67%	344 70%	331 65%	146 76%	115 57%	104 65%	98 69%	92 70%	118 69%	169 65%	214 72%	89 62%	177 71%	135 70%	254 74%	-	94 83%	53 80%	145 70%	166 73%	40 49%
I would not vote UKIP	642 64%	299 61%	343 67%	130 68%	138 68%	106 66%	99 70%	78 59%	91 53%	197 76%	211 71%	71 49%	138 55%	140 72%	287 83%	22 69%	-	57 87%	117 57%	182 80%	56 69%
I would not vote Conservative	524 52%	265 54%	260 51%	123 64%	121 60%	85 53%	70 50%	62 47%	63 37%	115 45%	156 52%	80 56%	148 59%	-	263 76%	13 42%	65 58%	58 88%	18 9%	170 75%	51 63%
I would not vote Labour	348 35%	174 35%	174 34%	61 32%	57 28%	60 37%	48 34%	45 35%	77 45%	90 35%	105 35%	57 39%	83 33%	132 68%	-	10 32%	80 71%	36 55%	134 65%	9 4%	31 39%
None of these - I would potentially vote for all of them	83 8%	43 9%	40 8%	11 6%	18 9%	14 8%	7 5%	13 10%	18 10%	11 4%	19 6%	16 11%	23 9%	9 4%	18 5%	5 17%	8 7%	2 3%	14 7%	16 7%	5 6%
Don't know	13 1%	5 1%	8 2%	-	4 2%	1 1%	2 1%	2 1%	4 2%	1	-	4 3%	7 3%	1	-	- -	-	-	1 1%	1 1%	1 1%

Lord Ashcroft

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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

			Ger	nder				ge					G			Vot	ing Inten				2010 Vot	
		<u>Total</u>	<u>Male</u>	<u>Female</u>	18-24	25-34	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	65+	_AB_	<u>C1</u>	C2	DE	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	Other	Con	<u>Lab</u>	<u>LibDem</u>
Unweighted base		1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base		1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
NET: Well		604 60%	339 69%	265 52%	113 59%	113 56%	95 59%	82 58%	80 61%	118 69%	171 66%	184 62%	80 56%	142 57%	156 81%	201 58%	19 61%	65 57%	30 46%	152 74%	130 57%	58 72%
Very well	(4)	59 6%	45 9%	14 3%	8 4%	9 4%	13 8%	7 5%	7 6%	15 9%	21 8%	19 6%	9 6%	8 3%	21 11%	15 4%	1 3%	7 7%	2 2%	19 9%	11 5%	2 3%
Quite well	(3)	545 54%	294 60%	251 49%	105 55%	105 52%	82 51%	75 53%	73 56%	103 60%	150 58%	165 55%	71 49%	135 54%	135 70%	186 54%	18 58%	58 51%	28 43%	134 65%	119 53%	56 69%
Quite badly	(2)	294 29%	106 22%	188 37%	67 35%	58 29%	54 33%	43 31%	38 29%	34 20%	75 29%	96 32%	31 22%	78 31%	29 15%	114 33%	11 34%	42 37%	24 36%	43 21%	77 34%	20 25%
Very badly	(1)	82 8%	37 8%	45 9%	12 6%	27 13%	10 6%	14 10%	8 6%	12 7%	11 4%	11 4%	29 20%	24 10%	3 2%	25 7%	1 5%	4 3%	11 16%	5 3%	17 8%	2 3%
NET: Badly		376 38%	143 29%	233 46%	79 41%	85 42%	63 39%	57 40%	46 35%	45 26%	86 33%	107 36%	60 42%	102 41%	32 17%	138 40%	12 39%	46 41%	34 52%	49 24%	94 41%	22 27%
Don't know		21 2%	9 2%	13 2%	-	3 2%	3 2%	2 1%	4 3%	8 5%	2 1%	6 2%	4 3%	5 2%	5 2%	5 1%	-	2 2%	2 2%	6 3%	3 1%	1 1%
Mean		2.59	2.72	2.47	2.57	2.48	2.62	2.55	2.63	2.74	2.70	2.66	2.43	2.52	2.92	2.56	2.60	2.62	2.33	2.82	2.55	2.73
Standard deviation		0.73	0.74	0.70	0.68	0.78	0.73	0.74	0.70	0.72	0.68	0.66	0.89	0.72	0.57	0.69	0.63	0.67	0.78	0.62	0.71	0.56
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.08	0.04	0.04	0.04	0.12	0.06	0.11	0.04	0.04	0.07

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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

			Ger	nder			A	ge				SE	EG			Vot	ing Intent	tion		2	2010 Vo	te
		Total	Male	Female	18-24	25-34	35-44	<u>45-54</u>	55-64	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	<u>LibDem</u>	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base		1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base		1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
NET: Well		577 58%	302 62%	274 54%	109 57%	111 55%	83 51%	77 54%	79 60%	116 68%	175 68%	175 59%	72 50%	129 52%	158 82%	178 52%	18 59%	58 51%	37 56%	152 73%	118 52%	54 67%
Very well	(4)	51 5%	34 7%	16 3%	4 2%	9 5%	9 6%	7 5%	7 5%	14 8%	15 6%	12 4%	8 5%	16 6%	14 7%	17 5%	2 5%	5 4%	-	17 8%	13 6%	3 4%
Quite well	(3)	526 53%	268 55%	258 50%	105 55%	102 51%	73 45%	70 50%	72 55%	102 59%	160 62%	163 55%	64 44%	113 45%	144 74%	161 47%	17 54%	53 47%	37 56%	135 65%	106 47%	51 63%
Quite badly	(2)	326 33%	139 28%	187 37%	73 38%	67 33%	64 40%	47 33%	40 31%	34 20%	67 26%	110 37%	51 35%	84 34%	28 15%	131 38%	11 34%	47 41%	18 27%	44 21%	81 36%	23 28%
Very badly	(1)	82 8%	44 9%	39 8%	8 4%	22 11%	13 8%	15 10%	12 9%	13 7%	13 5%	11 4%	21 15%	29 12%	5 3%	30 9%	2 7%	7 6%	10 16%	8 4%	23 10%	4 5%
NET: Badly		408 41%	182 37%	226 44%	81 42%	89 44%	78 48%	62 44%	52 40%	47 27%	80 31%	121 41%	72 50%	113 45%	33 17%	161 47%	13 41%	54 48%	28 43%	53 25%	104 46%	27 33%
Don't know		16 2%	6 1%	10 2%	2 1%	1	1 1%	3 2%	1	8 5%	4 1%	2 1%	1	8 3%	2 1%	5 1%	-	1 1%	1 1%	2 1%	4 2%	-
Mean		2.55	2.60	2.50	2.55	2.49	2.49	2.50	2.56	2.72	2.69	2.59	2.41	2.48	2.87	2.49	2.57	2.50	2.40	2.79	2.49	2.67
Standard deviation		0.72	0.75	0.69	0.61	0.75	0.73	0.75	0.73	0.73	0.66	0.63	0.80	0.79	0.56	0.73	0.71	0.69	0.76	0.65	0.76	0.64
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.04	0.03	0.05	0.07	0.05	0.04	0.04	0.13	0.07	0.11	0.04	0.05	0.08

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Table 11 Q.7 Which of the following statements do you most agree with? Base: All respondents

		Gei	nder			Ą					SE				Vot	ing Intent				010 Vo	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	18-24	25-34	35-44	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	AB	<u>C1</u>	C2	DE	Con	Lab	<u>LibDem</u>	UKIP	Other	Con	<u>Lab</u>	<u>LibDem</u>
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
I am satisfied with the job David Cameron is doing overall as Prime Minister	285 29%	149 30%	136 27%	40 21%	51 26%	42 26%	47 33%	36 28%	66 39%	97 37%	76 26%	38 26%	56 22%	132 69%	53 15%	11 36%	25 22%	11 17%	112 54%	34 15%	16 20%
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	269 27%	125 25%	144 28%	62 33%	57 28%	49 30%	28 20%	33 25%	40 23%	52 20%	100 34%	43 30%	61 25%	54 28%	61 18%	12 37%	52 46%	12 19%	71 34%	31 14%	24 30%
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.	352 35%	169 35%	182 36%	81 42%	77 38%	50 31%	53 38%	48 36%	43 25%	92 35%	103 35%	47 33%	103 41%	4 2%	221 64%	7 22%	30 27%	35 53%	13 6%	149 66%	37 45%
Refused	30 3%	19 4%	11 2%	2 1%	3 1%	7 5%	5 3%	5 4%	8 4%	6 2%	6 2%	2 1%	10 4%	-	1	1 3%	2 2%	3 4%	2 1%	-	2 2%
Don't know	65 6%	28 6%	37 7%	6 3%	13 6%	14 9%	8 6%	9 7%	14 8%	12 5%	12 4%	15 11%	20 8%	3 2%	8 2%	1 2%	4 4%	5 7%	9 4%	12 5%	3 3%

Lord Ashcroft

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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

		Ge	nder			Αg	ge				SE	G			Vo	ting Intent	ion		2	2010 Vot	te
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	<u>LibDem</u>	UKIP	Other	Con	_Lab_	LibDem
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
Labour	278	122	156	36	53	47	47	46	49	83	92	35	59	46	135	9	26	12	44	95	22
	28%	25%	31%	19%	26%	29%	33%	35%	29%	32%	31%	24%	24%	24%	39%	29%	23%	19%	21%	42%	27%
The Conservatives	211	110	100	31	38	34	34	33	40	60	66	21	54	51	86	10	21	6	56	55	18
	21%	22%	20%	16%	19%	21%	24%	25%	23%	23%	22%	15%	22%	26%	25%	30%	19%	9%	27%	24%	22%
The UK Independence Party (UKIP)	82	40	42	23	17	16	10	8	9	26	29	8	14	12	18	1	22	3	18	14	7
	8%	8%	8%	12%	8%	10%	7%	6%	5%	10%	10%	6%	6%	6%	5%	5%	20%	5%	9%	6%	9%
The Liberal Democrat	48	20	28	12	12	8	7	5	4	9	20	4	13	6	20	3	7	1	4	9	7
	5%	4%	6%	6%	6%	5%	5%	4%	3%	3%	7%	3%	5%	3%	6%	10%	6%	2%	2%	4%	9%
None of them	578	293	285	126	124	88	73	70	95	135	163	92	153	110	168	18	65	50	116	108	43
	58%	60%	56%	66%	61%	55%	52%	53%	56%	52%	55%	64%	61%	57%	49%	56%	57%	75%	56%	48%	53%
Don't know	11 1%	5 1%	6 1%	-	3 1%	2 1%	2 2%	1	3 2%	5 2%	1	1 1%	3 1%	5 2%	3 1%	-	1 1%	-	3 1%	2 1%	1 2%

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

		Ge	nder			Αç	ge				SE	G			Vot	ing Intent	ion		2	010 Vot	ie
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1001	445	556	79	153	152	156	169	289	365	193	124	268	232	335	29	108	52	258	268	64
Weighted base	1001	491	510	192	202	161	141	131	171	259	297	144	250	193	344	31	113	66	207	226	81
A Labour government	413 41%	199 41%	214 42%	94 49%	98 49%	66 41%	54 38%	51 39%	50 29%	101 39%	113 38%	63 44%	115 46%	6 3%	266 77%	6 19%	31 27%	28 42%	14 7%	168 74%	27 33%
A Conservative government	252 25%	127 26%	125 24%	29 15%	38 19%	37 23%	42 30%	37 29%	68 40%	82 32%	81 27%	30 21%	53 21%	151 78%	8 2%	4 13%	46 40%	3 4%	143 69%	17 7%	19 23%
A coalition between Labour and the Liberal Democrats	122 12%	60 12%	62 12%	25 13%	33 16%	22 14%	14 10%	15 12%	13 8%	32 12%	47 16%	20 14%	20 8%	2 1%	57 17%	9 29%	10 9%	19 28%	6 3%	27 12%	24 29%
A coalition between the Conservatives and the Liberal Democrats	105 11%	51 10%	54 11%	28 15%	16 8%	16 10%	13 9%	16 12%	18 10%	27 10%	43 14%	7 5%	26 10%	32 16%	8 2%	12 39%	15 13%	11 16%	29 14%	8 4%	11 13%
Don't know	109 11%	54 11%	55 11%	15 8%	18 9%	21 13%	18 13%	12 9%	22 13%	17 6%	14 5%	24 17%	36 14%	2 1%	4 1%	-	12 11%	6 9%	16 8%	6 3%	1 1%

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Table 14 Gender

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Male	445 44%	491 49%
Female	556 56%	510 51%

Lord Ashcroft

Table 15 Into which of the following age groups do you fall? Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	79 8%	192 19%
25-34	153 15%	202 20%
35-44	152 15%	161 16%
45-54	156 16%	141 14%
55-64	169 17%	131 13%
65 or older	289 29%	171 17%
Refused	3	3

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Table 16 SEG

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
A	118 12%	86 9%
В	247 25%	173 17%
C1	193 19%	297 30%
C2	124 12%	144 14%
D	88 9%	107 11%
E	180 18%	142 14%
Refused	51 5%	51 5%

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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

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	258 26%	207 21%
Labour	268 27%	226 23%
Liberal Democrats	64 6%	81 8%
Another party	39 4%	37 4%
Did not vote	292 29%	378 38%
Refused	44 4%	34 3%
Don't know	36 4%	37 4%

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