

Cardiff Central Poll

CATI Fieldwork : 3rd-14th September 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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181	
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194	
Certain to vote	(10)	504	272	232	131	88	66	70	63	84	130	212	44	102	97	169	63	47	39	28	83	109	128
		50%	54%	47%	37%	43%	54%	65%	68%	69%	58%	53%	40%	48%	62%	59%	54%	58%	69%	37%	76%	73%	66%
	(9)	53	31	22	21	7	5	8	6	6	19	19	1	9	9	17	9	2	1	7	8	7	12
		5%	6%	4%	6%	3%	4%	8%	7%	5%	9%	5%	1%	4%	6%	6%	8%	3%	1%	10%	8%	4%	6%
	(8)	104	53	51	48	22	7	11	6	10	20	53	6	20	19	29	19	15	4	2	5	17	10
		10%	10%	10%	14%	11%	6%	10%	6%	8%	9%	13%	5%	10%	12%	10%	16%	18%	7%	3%	4%	11%	5%
	(7)	56	24	33	31	13	5	1	2	4	15	14	6	19	10	12	11	1	*	8	1	7	23
		6%	5%	7%	9%	7%	4%	1%	3%	3%	7%	4%	5%	9%	6%	4%	9%	1%	1%	11%	1%	4%	12%
	(6)	41	12	29	15	10	10	2	-	3	7	14	11	6	8	17	3	4	-	7	2	2	*
		4%	2%	6%	4%	5%	8%	2%	-	3%	3%	3%	10%	3%	5%	6%	3%	5%	-	10%	2%	2%	*
	(5)	81	28	53	28	24	13	3	6	8	14	30	12	19	2	33	7	7	6	9	6	2	11
		8%	6%	11%	8%	12%	11%	2%	6%	6%	6%	8%	11%	9%	1%	11%	6%	9%	11%	13%	5%	1%	6%
	(4)	26	17	9	19	3	2	1	1	*	2	4	8	8	1	1	1	1	2	10	1	1	*
		3%	3%	2%	5%	1%	2%	1%	1%	*	1%	1%	7%	4%	1%	*	1%	2%	4%	14%	1%	1%	*
	(3)	28	12	15	13	5	7	1	1	1	2	19	1	2	5	*	4	2	*	2	1	-	1
		3%	2%	3%	4%	2%	6%	1%	1%	1%	1%	5%	1%	1%	3%	*	3%	2%	1%	3%	1%	-	1%
	(2)	21	6	15	11	7	-	1	-	2	3	11	5	1	5	7	-	2	4	-	2	-	-
		2%	1%	3%	3%	4%	-	1%	-	1%	1%	3%	4%	*	3%	2%	-	3%	7%	-	2%	-	-
Definitely would not vote	(1)	85	49	36	35	24	7	9	7	4	10	26	18	23	-	-	-	-	-	-	2	5	8
		8%	10%	7%	10%	12%	6%	8%	8%	3%	5%	7%	16%	11%	-	-	-	-	-	-	1%	3%	4%
Don't know		2	1	1	-	-	1	-	-	1	-	-	-	2	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	1%	-	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-
Mean		7.72	7.88	7.55	7.11	7.17	7.87	8.54	8.58	8.81	8.43	7.87	6.50	7.61	8.72	8.57	8.64	8.45	8.46	7.46	9.13	9.14	8.74
Standard deviation		3.00	3.03	2.96	3.08	3.22	2.83	2.74	2.72	2.26	2.49	2.93	3.42	3.05	2.11	2.10	1.87	2.25	2.63	2.43	2.00	1.90	2.26
Standard error		0.09	0.14	0.13	0.29	0.26	0.23	0.22	0.21	0.14	0.12	0.19	0.36	0.21	0.16	0.12	0.19	0.23	0.43	0.30	0.16	0.13	0.17

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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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
Conservative	157 16%	86 17%	71 14%	64 18%	23 11%	17 14%	15 15%	14 15%	24 19%	53 24%	67 17%	10 9%	21 10%	157 100%	-	-	-	-	-	69 63%	6 4%	20 11%
Labour	286 29%	143 28%	143 29%	101 29%	64 32%	39 32%	32 30%	24 26%	26 21%	71 32%	121 30%	29 26%	51 24%	-	286 100%	-	-	-	-	6 6%	107 72%	39 20%
Liberal Democrat	117 12%	50 10%	67 14%	45 13%	23 11%	16 13%	6 6%	8 9%	20 16%	25 11%	44 11%	7 6%	31 15%	-	-	117 100%	-	-	-	4 4%	5 3%	63 32%
The UK Independence Party (UKIP)	82 8%	61 12%	21 4%	19 5%	11 5%	7 5%	10 10%	20 22%	16 13%	14 6%	25 6%	16 14%	23 11%	-	-	-	82 100%	-	-	15 13%	8 6%	7 4%
Plaid Cymru	60 6%	31 6%	29 6%	16 4%	20 10%	10 8%	10 10%	3 3%	1 1%	16 7%	21 5%	8 7%	13 6%	-	-	-	-	-	60 81%	1 1%	4 2%	18 10%
The Green Party	57 6%	19 4%	38 8%	30 8%	12 6%	9 7%	3 3%	2 2%	1 1%	8 3%	40 10%	1 1%	6 3%	-	-	-	-	57 100%	-	7 7%	1 1%	14 7%
The British National Party (BNP)	5 *	4 1%	1 *	4 1%	-	-	1 1%	-	-	-	1 *	4 4%	-	-	-	-	-	-	5 7%	-	-	-
Some other party	10 1%	3 *	7 1%	4 1%	2 1%	-	1 1%	3 3%	-	* *	4 1%	2 2%	4 2%	-	-	-	-	-	10 13%	-	2 1%	-
Would not vote	85 8%	49 10%	36 7%	35 10%	24 12%	7 6%	9 8%	7 8%	4 3%	10 5%	26 7%	18 16%	23 11%	-	-	-	-	-	-	2 1%	5 3%	8 4%
Refused	41 4%	15 3%	26 5%	5 1%	7 3%	2 2%	7 7%	4 5%	15 12%	6 3%	16 4%	3 3%	12 6%	-	-	-	-	-	-	1 1%	3 2%	4 2%
Don't know	102 10%	44 9%	57 12%	30 9%	18 9%	17 14%	13 12%	7 8%	17 14%	19 9%	38 9%	13 12%	27 13%	-	-	-	-	-	-	4 4%	8 6%	21 11%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	563	283	280	57	77	85	95	102	145	256	136	43	108	132	220	69	71	27	43	117	165	119
Weighted base	528	287	241	178	98	64	61	58	68	136	224	46	100	114	197	82	56	39	39	81	108	125
Conservative	114	65	48	45	14	13	12	11	18	38	49	9	15	114	-	-	-	-	-	56	5	16
	22%	23%	20%	25%	14%	21%	20%	20%	27%	28%	22%	19%	15%	100%	-	-	-	-	-	69%	4%	13%
Labour	197	102	96	60	43	28	26	19	21	53	82	16	39	-	197	-	-	-	-	3	89	30
	37%	35%	40%	34%	44%	43%	42%	34%	31%	39%	37%	36%	39%	-	100%	-	-	-	-	3%	82%	24%
Liberal Democrat	82	40	42	33	14	10	5	6	15	19	34	4	21	-	-	82	-	-	-	3	4	49
	16%	14%	18%	19%	14%	16%	7%	10%	21%	14%	15%	8%	21%	-	-	100%	-	-	-	4%	4%	39%
The UK Independence Party (UKIP)	56	44	12	14	5	2	8	15	12	9	17	12	16	-	-	-	56	-	-	11	6	6
	11%	15%	5%	8%	5%	3%	13%	26%	18%	7%	8%	26%	16%	-	-	-	100%	-	-	14%	6%	4%
Plaid Cymru	32	19	14	5	11	5	8	3	1	12	11	4	4	-	-	-	-	-	32	1	3	12
	6%	6%	6%	3%	11%	7%	13%	5%	1%	9%	5%	8%	4%	-	-	-	-	-	83%	1%	3%	9%
The Green Party	39	15	24	18	10	7	2	2	1	5	29	1	4	-	-	-	-	39	-	6	1	12
	7%	5%	10%	10%	10%	10%	3%	3%	2%	4%	13%	1%	4%	-	-	-	-	100%	-	8%	1%	10%
The British National Party (BNP)	*	*	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*	-	-	-
	*	*	*	*	-	-	*	-	-	-	*	1%	-	-	-	-	-	-	1%	-	-	-
Some other party	6	2	4	3	1	-	1	2	-	*	3	1	2	-	-	-	-	-	6	-	1	-
	1%	1%	2%	2%	1%	-	1%	3%	-	*	1%	2%	2%	-	-	-	-	-	16%	-	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	22%
Labour	37%
Liberal Democrat	16%
UKIP	10%
Plaid Cymru	6%
Green	7%
Other	1%

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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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
Conservative	122 12%	62 12%	60 12%	46 13%	16 8%	17 13%	12 12%	12 13%	18 15%	38 17%	55 14%	5 5%	20 10%	107 68%	4 1%	4 3%	2 2%	1 1%	-	56 52%	4 2%	12 6%
Labour	287 29%	138 27%	148 30%	101 29%	70 35%	36 29%	32 30%	21 23%	26 21%	67 30%	120 30%	35 32%	49 24%	2 2%	256 90%	2 2%	5 6%	2 4%	7 9%	5 4%	109 73%	37 19%
Liberal Democrat	178 18%	82 16%	96 19%	59 17%	26 13%	28 22%	15 14%	17 18%	34 28%	44 20%	71 18%	9 8%	43 21%	28 18%	13 5%	104 89%	2 3%	5 9%	4 5%	18 17%	10 7%	82 43%
The UK Independence Party (UKIP)	75 8%	56 11%	19 4%	23 7%	7 4%	5 4%	9 9%	17 19%	14 11%	13 6%	23 6%	15 14%	20 10%	3 2%	-	-	64 78%	-	2 2%	12 11%	8 6%	6 3%
Plaid Cymru	84 8%	39 8%	45 9%	26 7%	24 12%	13 11%	13 12%	6 7%	2 2%	20 9%	33 8%	13 11%	15 7%	5 3%	5 2%	6 6%	5 7%	7 11%	53 72%	3 2%	5 3%	22 11%
The Green Party	42 4%	18 4%	24 5%	20 6%	9 4%	7 6%	4 4%	1 1%	1 1%	9 4%	25 6%	1 1%	6 3%	1 1%	2 1%	-	-	38 66%	-	4 3%	1 1%	13 6%
The British National Party (BNP)	5 *	4 1%	1 *	4 1%	-	-	1 1%	-	-	-	1 *	4 4%	-	-	-	-	-	-	5 7%	-	-	-
Some other party	4 *	1 *	2 *	-	2 1%	-	-	1 2%	-	-	-	2 2%	2 1%	-	-	-	-	-	4 5%	-	-	-
Would not vote	85 8%	49 10%	36 7%	35 10%	24 12%	7 6%	9 8%	7 8%	4 3%	10 5%	26 7%	18 16%	23 11%	-	-	-	-	-	-	2 1%	5 3%	8 4%
Refused	25 2%	10 2%	15 3%	5 1%	3 2%	* *	3 3%	3 3%	9 8%	5 2%	10 2%	-	8 4%	-	-	-	* 1%	-	-	1 *	1 *	* *
Don't know	94 9%	46 9%	48 10%	33 9%	22 11%	10 8%	9 9%	6 6%	14 12%	16 7%	38 9%	10 9%	23 11%	10 7%	6 2%	1 1%	4 4%	5 9%	* *	9 9%	7 4%	13 7%

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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	590	285	305	55	78	91	105	103	157	264	148	44	115	125	217	69	67	26	42	115	176	126
Weighted base	542	287	255	171	97	71	68	60	74	141	229	46	106	105	194	82	53	38	39	77	112	132
Conservative	90	51	39	33	10	13	9	11	14	26	42	5	15	79	3	2	1	1	-	45	3	10
	17%	18%	15%	19%	10%	18%	14%	18%	19%	19%	18%	10%	14%	75%	2%	3%	3%	2%	-	59%	3%	7%
Labour	194	96	98	60	45	25	26	17	20	50	83	17	37	2	175	*	2	2	6	2	91	28
	36%	34%	38%	35%	47%	35%	38%	28%	27%	36%	36%	37%	34%	2%	90%	*	4%	4%	15%	2%	81%	21%
Liberal Democrat	127	61	65	38	17	20	12	13	27	34	50	6	31	18	11	76	2	4	3	15	8	65
	23%	21%	26%	22%	17%	28%	18%	22%	36%	24%	22%	13%	30%	17%	5%	92%	4%	11%	7%	20%	7%	49%
The UK Independence Party (UKIP)	50	39	12	15	4	2	7	12	11	9	15	9	14	3	-	-	45	-	1	9	6	5
	9%	13%	5%	9%	4%	3%	11%	20%	14%	7%	7%	21%	13%	3%	-	-	84%	-	2%	12%	5%	4%
Plaid Cymru	49	24	25	13	14	6	10	5	2	14	20	8	5	3	4	4	3	6	27	2	4	13
	9%	8%	10%	7%	14%	9%	15%	8%	2%	10%	9%	17%	5%	3%	2%	5%	5%	15%	70%	3%	4%	10%
The Green Party	30	15	15	12	8	5	3	1	1	7	19	1	4	1	1	-	-	26	-	3	1	11
	5%	5%	6%	7%	8%	7%	4%	2%	1%	5%	8%	1%	3%	1%	1%	-	-	68%	-	4%	1%	8%
The British National Party (BNP)	*	*	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*	-	-	-
	*	*	*	*	-	-	*	-	-	-	*	1%	-	-	-	-	-	-	1%	-	-	-
Some other party	2	1	1	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-	2	-	-	-
	*	*	*	-	1%	-	-	2%	-	-	-	2%	1%	-	-	-	-	-	5%	-	-	-

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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	17%
Labour	36%
Liberal Democrat	24%
UKIP	9%
Plaid Cymru	9%
Green	5%

Other *

Cardiff Central Poll

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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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
I would not vote UKIP	690	338	352	266	143	84	74	49	71	169	297	57	133	124	240	85	-	49	60	74	118	153
	69%	67%	71%	76%	70%	68%	70%	54%	58%	76%	74%	51%	63%	79%	84%	73%	-	87%	81%	68%	79%	79%
I would not vote Conservative	552	281	270	168	119	80	70	57	57	111	206	64	135	-	207	78	56	35	56	10	114	139
	55%	56%	55%	48%	59%	65%	66%	62%	46%	50%	51%	58%	64%	-	72%	67%	69%	61%	76%	9%	77%	72%
I would not vote Liberal Democrat	508	262	246	176	98	64	55	55	59	105	205	58	115	82	171	-	65	33	54	66	97	70
	51%	52%	50%	50%	48%	52%	52%	59%	48%	47%	51%	52%	55%	52%	60%	-	79%	57%	73%	60%	65%	36%
I would not vote Plaid Cymru	487	240	247	151	73	63	59	58	82	101	191	47	123	110	135	59	48	21	9	85	80	100
	49%	48%	50%	43%	36%	51%	55%	63%	67%	45%	48%	42%	59%	70%	47%	50%	59%	37%	13%	78%	54%	51%
I would not vote Labour	371	200	171	116	64	44	44	46	55	74	154	46	79	103	-	47	56	30	43	79	17	81
	37%	40%	34%	33%	32%	36%	41%	50%	45%	33%	38%	42%	38%	66%	-	40%	68%	52%	59%	73%	11%	42%
None of these - I would potentially vote for all of them	68	38	30	24	16	7	7	5	9	17	24	10	9	5	14	8	5	*	2	1	4	5
	7%	7%	6%	7%	8%	6%	6%	5%	7%	7%	6%	9%	4%	3%	5%	7%	6%	1%	2%	1%	3%	2%
Don't know	14	1	13	6	2	1	*	-	4	1	6	-	4	-	-	1	-	-	-	1	-	1
	1%	*	3%	2%	1%	1%	*	-	3%	1%	2%	-	2%	-	-	1%	-	-	-	*	-	1%

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Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181	
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194	
NET: Well	626	344	282	232	129	75	57	54	80	144	268	69	117	135	169	93	48	26	41	92	77	128	
	63%	68%	57%	66%	64%	61%	53%	58%	65%	65%	67%	62%	56%	86%	59%	79%	58%	46%	55%	84%	51%	66%	
Very well	(4)	35	24	11	10	10	2	4	3	6	11	8	7	6	9	5	5	6	-	1	5	5	3
		3%	5%	2%	3%	5%	2%	4%	3%	5%	5%	2%	6%	3%	6%	2%	4%	7%	-	2%	5%	3%	2%
Quite well	(3)	591	321	271	223	119	72	53	51	74	133	259	63	110	126	164	88	42	26	40	87	72	124
		59%	64%	55%	63%	59%	59%	49%	56%	60%	60%	64%	56%	53%	80%	57%	75%	51%	46%	53%	80%	48%	64%
Quite badly	(2)	289	125	165	105	55	40	37	26	25	65	110	32	66	18	98	22	21	26	20	13	51	56
		29%	25%	33%	30%	27%	32%	35%	28%	20%	29%	27%	29%	31%	11%	34%	19%	25%	46%	27%	12%	34%	29%
Very badly	(1)	65	32	33	12	15	7	11	11	9	9	17	10	23	1	14	1	14	5	12	3	20	8
		6%	6%	7%	3%	7%	6%	11%	12%	8%	4%	4%	9%	11%	*	5%	1%	17%	8%	16%	2%	13%	4%
NET: Badly		354	157	198	117	70	46	48	36	34	74	127	42	89	18	112	23	34	31	32	16	71	64
		35%	31%	40%	33%	35%	38%	45%	40%	28%	33%	32%	38%	42%	12%	39%	19%	42%	54%	43%	14%	48%	33%
Don't know		20	3	16	2	3	2	2	2	9	5	8	-	4	4	5	1	-	-	1	2	1	2
		2%	1%	3%	1%	1%	2%	2%	2%	7%	2%	2%	-	2%	2%	2%	1%	-	-	2%	1%	1%	1%
Mean		2.61	2.67	2.54	2.66	2.63	2.58	2.47	2.50	2.67	2.67	2.65	2.60	2.49	2.93	2.57	2.84	2.49	2.37	2.42	2.88	2.42	2.64
Standard deviation		0.66	0.67	0.66	0.59	0.70	0.63	0.74	0.74	0.70	0.64	0.60	0.74	0.73	0.43	0.62	0.49	0.86	0.64	0.78	0.50	0.77	0.59
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.06	0.06	0.05	0.03	0.04	0.08	0.05	0.03	0.04	0.05	0.09	0.10	0.10	0.04	0.05	0.04

Cardiff Central Poll

CATI Fieldwork : 3rd-14th September 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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181	
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194	
NET: Well	686	368	318	280	140	75	53	52	87	170	293	78	126	138	192	95	47	35	48	91	89	139	
	69%	73%	64%	80%	69%	61%	50%	57%	71%	76%	73%	71%	60%	88%	67%	81%	57%	62%	65%	84%	60%	72%	
Very well	(4)	50	36	14	20	12	6	4	3	4	17	27	2	5	16	16	5	4	-	4	11	5	4
		5%	7%	3%	6%	6%	5%	4%	4%	3%	7%	7%	1%	2%	10%	6%	4%	5%	-	5%	11%	4%	2%
Quite well	(3)	636	332	304	259	128	69	48	49	83	154	266	77	121	122	176	90	43	35	44	80	84	135
		64%	66%	61%	74%	63%	56%	45%	53%	68%	69%	66%	69%	58%	78%	61%	77%	52%	62%	59%	73%	56%	69%
Quite badly	(2)	221	93	128	54	41	37	38	26	22	43	81	20	49	14	70	18	24	21	18	13	37	45
		22%	18%	26%	15%	20%	30%	35%	29%	18%	19%	20%	18%	23%	9%	24%	15%	29%	36%	24%	12%	25%	23%
Very badly	(1)	58	26	32	3	12	10	14	11	7	4	12	7	31	-	15	4	11	1	5	2	17	9
		6%	5%	6%	1%	6%	8%	13%	12%	6%	2%	3%	6%	15%	-	5%	3%	13%	2%	6%	1%	11%	5%
NET: Badly		279	119	159	57	53	47	52	38	30	48	93	27	80	14	85	21	34	22	22	15	54	54
		28%	24%	32%	16%	26%	38%	49%	41%	24%	21%	23%	25%	38%	9%	30%	18%	42%	38%	30%	14%	36%	28%
Don't know		35	17	18	14	9	2	2	2	6	5	17	5	4	5	9	1	1	-	4	3	5	1
		4%	3%	4%	4%	4%	2%	2%	2%	5%	2%	4%	5%	2%	3%	3%	1%	1%	-	5%	3%	4%	1%
Mean		2.70	2.78	2.63	2.88	2.73	2.58	2.41	2.49	2.72	2.84	2.80	2.69	2.48	3.02	2.69	2.82	2.49	2.60	2.67	2.95	2.54	2.69
Standard deviation		0.66	0.65	0.65	0.50	0.67	0.71	0.78	0.76	0.63	0.57	0.60	0.62	0.78	0.44	0.66	0.54	0.78	0.53	0.69	0.54	0.75	0.60
Standard error		0.02	0.03	0.03	0.05	0.06	0.06	0.06	0.06	0.04	0.03	0.04	0.07	0.05	0.03	0.04	0.05	0.08	0.09	0.08	0.04	0.05	0.04

Cardiff Central Poll

CATI Fieldwork : 3rd-14th September 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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
I am satisfied with the job David Cameron is doing overall as Prime Minister	316 32%	161 32%	155 31%	125 36%	69 34%	34 27%	28 26%	19 20%	42 34%	74 33%	120 30%	47 42%	56 27%	98 62%	68 24%	51 44%	14 17%	8 14%	9 12%	66 60%	25 17%	52 27%
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	270 27%	136 27%	134 27%	116 33%	36 18%	32 26%	23 22%	30 33%	31 25%	65 29%	116 29%	19 17%	63 30%	51 32%	42 15%	29 24%	38 46%	21 37%	17 23%	37 34%	19 13%	56 29%
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.	336 34%	177 35%	159 32%	97 28%	85 42%	46 37%	43 40%	31 34%	34 28%	71 32%	139 34%	33 29%	77 37%	8 5%	169 59%	34 29%	25 31%	24 42%	33 44%	6 6%	97 65%	75 39%
Refused	22 2%	7 1%	14 3%	- -	3 2%	3 3%	4 3%	6 7%	6 5%	5 2%	3 1%	4 3%	6 3%	- -	1 *	1 1%	1 2%	2 4%	3 4%	- -	3 2%	4 2%
Don't know	56 6%	24 5%	32 6%	13 4%	9 5%	9 7%	10 9%	6 7%	10 8%	8 4%	25 6%	9 8%	7 3%	- -	6 2%	2 2%	4 5%	2 4%	13 17%	- -	6 4%	7 3%

Cardiff Central Poll

CATI Fieldwork : 3rd-14th September 2014

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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
The Liberal Democrat	276 28%	166 33%	110 22%	63 18%	47 23%	39 32%	38 36%	40 43%	47 39%	74 33%	107 27%	30 27%	58 27%	42 27%	88 31%	45 39%	25 31%	12 22%	11 14%	32 30%	49 33%	93 48%
Labour	179 18%	99 20%	80 16%	49 14%	40 20%	25 20%	25 24%	19 20%	21 17%	39 18%	71 18%	18 16%	35 17%	23 15%	80 28%	14 12%	15 18%	3 6%	15 20%	11 10%	41 28%	39 20%
The Conservatives	81 8%	41 8%	40 8%	30 9%	20 10%	7 6%	9 8%	6 7%	8 7%	18 8%	40 10%	11 10%	9 4%	17 11%	15 5%	6 5%	4 5%	9 15%	7 9%	13 12%	10 7%	16 8%
Plaid Cymru	57 6%	36 7%	21 4%	18 5%	15 7%	7 6%	9 8%	5 6%	3 2%	16 7%	18 4%	7 6%	14 7%	* *	20 7%	7 6%	7 9%	1 2%	14 19%	2 2%	13 9%	13 7%
The UK Independence Party (UKIP)	53 5%	25 5%	28 6%	22 6%	17 8%	5 4%	3 3%	4 4%	4 3%	13 6%	19 5%	5 4%	15 7%	4 2%	23 8%	11 9%	4 5%	- -	3 4%	5 4%	12 8%	11 6%
None of them	576 58%	271 54%	305 62%	240 68%	113 56%	67 54%	53 49%	44 48%	59 48%	119 53%	236 59%	68 61%	118 56%	94 60%	147 51%	58 50%	51 61%	39 68%	43 57%	63 58%	72 48%	78 40%
Don't know	7 1%	1 *	6 1%	- -	3 1%	1 1%	1 1%	1 1%	1 1%	* *	3 1%	1 1%	2 1%	2 1%	- -	1 1%	- -	- -	1 2%	* *	- -	1 *

Cardiff Central Poll

CATI Fieldwork : 3rd-14th September 2014

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	458	542	110	156	153	159	163	257	409	239	90	207	174	291	100	100	38	67	155	227	181
Weighted base	1000	504	496	351	202	123	107	92	123	223	402	111	210	157	286	117	82	57	74	109	149	194
A Labour government	322	166	156	82	82	44	43	35	35	68	108	34	85	-	193	9	26	13	29	8	102	38
	32%	33%	32%	23%	41%	36%	41%	38%	29%	31%	27%	31%	40%	-	67%	7%	31%	22%	39%	8%	68%	20%
A coalition between Labour and the Liberal Democrats	210	122	88	89	39	32	23	11	15	52	77	19	50	-	75	54	9	20	25	2	29	75
	21%	24%	18%	25%	19%	26%	22%	12%	13%	23%	19%	17%	24%	-	26%	46%	11%	35%	33%	2%	20%	39%
A Conservative government	209	103	106	74	28	21	20	30	35	49	100	24	31	122	13	4	24	12	4	77	7	28
	21%	21%	21%	21%	14%	17%	19%	32%	29%	22%	25%	21%	15%	78%	4%	4%	29%	21%	5%	71%	5%	15%
A coalition between the Conservatives and the Liberal Democrats	145	60	85	59	39	15	9	7	16	37	75	14	16	31	3	50	12	8	3	16	6	37
	15%	12%	17%	17%	19%	12%	9%	8%	13%	17%	19%	13%	7%	20%	1%	43%	14%	14%	4%	15%	4%	19%
Don't know	114	53	61	48	14	12	11	9	20	17	42	20	28	4	2	-	12	5	14	5	5	16
	11%	10%	12%	14%	7%	10%	10%	9%	17%	7%	10%	18%	14%	2%	1%	-	15%	8%	18%	4%	3%	8%

Cardiff Central Poll
CATI Fieldwork : 3rd-14th September 2014

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	458 46%	504 50%
Female	542 54%	496 50%

Cardiff Central Poll
CATI Fieldwork : 3rd-14th September 2014

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	110 11%	351 35%
25-34	156 16%	202 20%
35-44	153 15%	123 12%
45-54	159 16%	107 11%
55-64	163 16%	92 9%
65 or older	257 26%	123 12%
Refused	2 *	2 *

Cardiff Central Poll
CATI Fieldwork : 3rd-14th September 2014

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	142 14%	78 8%
B	267 27%	145 14%
C1	239 24%	402 40%
C2	90 9%	111 11%
D	80 8%	109 11%
E	127 13%	101 10%
Refused	55 6%	55 6%

Cardiff Central Poll
CATI Fieldwork : 3rd-14th September 2014

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	155 16%	109 11%
Labour	227 23%	149 15%
Liberal Democrats	181 18%	194 19%
Plaid Cymru	26 3%	17 2%
Another party	42 4%	26 3%
Did not vote	269 27%	424 42%
Refused	43 4%	32 3%
Don't know	57 6%	49 5%