

Gloucester Poll

CATI Fieldwork : 24th September - 2nd October 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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98	
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106	
Certain to vote	(10)	490	257	234	43	49	87	103	83	123	91	163	98	124	141	127	21	90	16	5	170	121	69
		49%	52%	46%	35%	27%	47%	57%	61%	66%	56%	54%	43%	46%	68%	57%	45%	58%	55%	49%	74%	61%	65%
	(9)	50	22	28	8	13	7	6	7	10	13	22	10	4	12	16	2	5	3	-	16	16	7
		5%	4%	6%	6%	7%	4%	3%	5%	5%	8%	7%	4%	2%	6%	7%	5%	3%	9%	-	7%	8%	7%
	(8)	97	52	45	9	22	21	20	11	13	18	26	17	31	24	19	7	20	*	2	18	27	14
		10%	11%	9%	7%	12%	11%	11%	8%	7%	11%	9%	7%	12%	12%	9%	14%	13%	2%	16%	8%	14%	13%
	(7)	52	37	15	11	10	15	2	4	10	6	11	18	13	5	18	5	7	-	-	10	12	2
		5%	7%	3%	9%	5%	8%	1%	3%	5%	4%	4%	8%	5%	2%	8%	10%	5%	-	-	4%	6%	2%
	(6)	34	16	18	8	11	7	5	2	2	4	8	14	6	7	13	2	5	2	-	3	3	4
		3%	3%	4%	6%	6%	4%	3%	1%	1%	3%	3%	6%	2%	4%	6%	4%	3%	6%	-	1%	2%	4%
	(5)	68	20	48	6	18	10	15	9	10	8	24	15	18	8	13	3	18	7	-	13	9	5
		7%	4%	9%	5%	10%	5%	9%	6%	5%	5%	8%	7%	7%	4%	6%	7%	11%	24%	-	6%	4%	5%
	(4)	26	15	12	10	1	10	2	2	2	3	6	10	5	7	5	1	6	-	1	-	*	2
		3%	3%	2%	8%	*	5%	1%	1%	1%	2%	2%	4%	2%	3%	2%	1%	4%	-	14%	-	*	2%
	(3)	20	10	9	2	9	4	3	1	-	4	4	4	7	4	7	2	5	-	-	-	6	-
		2%	2%	2%	2%	5%	2%	2%	1%	-	2%	1%	2%	3%	2%	3%	4%	3%	-	-	-	3%	-
	(2)	25	12	13	5	11	3	6	*	-	2	5	4	13	1	6	4	1	1	2	-	1	2
		2%	2%	3%	4%	6%	2%	3%	*	-	1%	2%	2%	5%	*	3%	9%	1%	4%	21%	-	1%	2%
Definitely would not vote	(1)	135	52	82	23	40	24	17	17	14	14	32	35	43	-	-	-	-	-	1	2	-	
		13%	11%	16%	18%	22%	13%	10%	13%	7%	8%	11%	16%	16%	-	-	-	-	-	*	1%	-	
Don't know		3	1	2	-	-	-	1	-	2	-	-	1	2	-	-	-	-	-	-	2	-	
		*	*	*	-	-	-	1%	-	1%	-	-	*	1%	-	-	-	-	-	-	1%	-	
Mean		7.41	7.71	7.11	6.47	5.97	7.36	7.86	8.02	8.58	8.10	7.82	7.02	7.01	8.96	8.43	7.76	8.38	8.10	7.16	9.29	8.83	8.95
Standard deviation		3.30	3.12	3.45	3.48	3.53	3.23	3.13	3.15	2.62	2.89	3.10	3.37	3.52	1.87	2.25	2.70	2.24	2.53	3.49	1.44	1.95	1.83
Standard error		0.10	0.14	0.15	0.38	0.31	0.25	0.22	0.24	0.17	0.16	0.20	0.28	0.23	0.12	0.15	0.43	0.19	0.51	1.32	0.08	0.14	0.19

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Table 2

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
Conservative	208	106	102	20	23	44	36	26	58	51	71	42	42	208	-	-	-	-	-	142	9	4
	21%	21%	20%	17%	13%	24%	20%	19%	31%	32%	24%	19%	16%	100%	-	-	-	-	-	61%	4%	4%
Labour	223	113	110	36	39	35	34	44	34	37	62	47	69	-	223	-	-	-	-	16	119	17
	22%	23%	22%	29%	21%	19%	19%	32%	18%	23%	21%	21%	26%	-	100%	-	-	-	-	7%	60%	16%
Liberal Democrat	46	25	21	6	11	9	10	4	6	7	15	12	11	-	-	46	-	-	-	1	3	26
	5%	5%	4%	5%	6%	5%	5%	3%	3%	4%	5%	5%	4%	-	-	100%	-	-	-	1%	1%	25%
The UK Independence Party (UKIP)	156	88	68	15	23	26	45	17	30	16	45	46	46	-	-	-	156	-	-	40	25	21
	16%	18%	13%	12%	13%	14%	25%	13%	16%	10%	15%	20%	17%	-	-	-	100%	-	-	17%	13%	20%
The Green Party	30	15	15	7	9	5	5	2	1	3	16	2	7	-	-	-	-	30	-	1	3	8
	3%	3%	3%	6%	5%	3%	3%	2%	1%	2%	5%	1%	3%	-	-	-	-	100%	-	*	2%	7%
The British National Party (BNP)	3	3	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	3	-	-	-
	*	1%	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	28%	-	-	-
Some other party	7	5	3	-	4	-	2	1	-	-	2	2	3	-	-	-	-	-	7	1	2	2
	1%	1%	1%	-	2%	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	72%	*	1%	2%
Would not vote	135	52	82	23	40	24	17	17	14	14	32	35	43	-	-	-	-	-	-	1	2	-
	13%	11%	16%	18%	22%	13%	10%	13%	7%	8%	11%	16%	16%	-	-	-	-	-	-	*	1%	-
Refused	56	33	23	-	7	6	12	7	19	9	19	6	15	-	-	-	-	-	-	6	6	3
	6%	7%	4%	-	4%	4%	7%	5%	10%	5%	6%	3%	6%	-	-	-	-	-	-	3%	3%	3%
Don't know	136	54	82	15	27	35	16	18	24	26	39	32	31	-	-	-	-	-	-	23	29	24
	14%	11%	16%	13%	15%	19%	9%	13%	13%	16%	13%	14%	12%	-	-	-	-	-	-	10%	15%	23%

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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	494	257	237	34	43	74	106	95	140	182	124	67	110	192	154	26	101	17	4	208	126	55
Weighted base	463	247	216	53	58	81	92	75	103	84	152	99	117	156	151	27	104	19	6	162	121	62
Conservative	156	79	77	15	14	31	28	20	49	38	55	31	31	156	-	-	-	-	-	119	7	3
	34%	32%	36%	28%	24%	38%	30%	26%	48%	45%	36%	31%	27%	100%	-	-	-	-	-	73%	6%	5%
Labour	151	81	70	19	21	24	24	37	25	27	46	31	42	-	151	-	-	-	-	11	95	12
	33%	33%	32%	36%	36%	30%	26%	50%	24%	33%	30%	31%	36%	-	100%	-	-	-	-	7%	79%	20%
Liberal Democrat	27	16	12	3	3	6	7	4	5	5	9	5	7	-	-	27	-	-	-	*	1	20
	6%	6%	6%	6%	5%	8%	7%	5%	4%	6%	6%	5%	6%	-	-	100%	-	-	-	*	1%	33%
The UK Independence Party (UKIP)	104	56	48	11	13	17	28	12	23	11	30	30	31	-	-	-	104	-	-	31	15	17
	22%	23%	22%	20%	22%	21%	31%	15%	23%	13%	20%	30%	27%	-	-	-	100%	-	-	19%	12%	28%
The Green Party	19	12	7	4	6	3	3	2	1	3	9	2	3	-	-	-	-	19	-	1	2	7
	4%	5%	3%	7%	10%	4%	3%	3%	1%	3%	6%	2%	3%	-	-	-	-	100%	-	*	2%	11%
The British National Party (BNP)	1	1	-	1	-	-	*	-	-	-	-	*	-	-	-	-	-	-	1	-	-	-
	*	1%	-	3%	-	-	*	-	-	-	-	*	-	-	-	-	-	-	25%	-	-	-
Some other party	4	2	2	-	1	-	2	1	-	-	2	*	2	-	-	-	-	-	4	1	1	2
	1%	1%	1%	-	2%	-	2%	1%	-	-	1%	*	2%	-	-	-	-	-	75%	1%	1%	4%

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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	34%
Labour	33%
Liberal Democrat	7%
UKIP	21%
Green	4%
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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
Conservative	215 22%	110 22%	106 21%	24 20%	20 11%	41 22%	37 20%	25 18%	68 37%	53 32%	71 24%	43 19%	43 16%	176 85%	4 2%	* 1%	13 8%	1 2%	-	141 61%	10 5%	7 7%
Labour	243 24%	125 25%	118 23%	39 32%	44 24%	40 21%	33 18%	48 35%	40 21%	36 22%	73 24%	49 22%	79 29%	4 2%	202 91%	4 8%	7 4%	3 10%	1 14%	19 8%	128 64%	18 17%
Liberal Democrat	92 9%	39 8%	53 11%	9 8%	16 9%	23 12%	20 11%	10 7%	13 7%	19 11%	35 12%	17 7%	19 7%	9 4%	10 4%	40 86%	8 5%	5 16%	3 28%	9 4%	13 7%	40 38%
The UK Independence Party (UKIP)	143 14%	84 17%	59 12%	15 12%	28 16%	23 12%	40 22%	14 10%	23 12%	14 8%	35 12%	46 20%	46 17%	7 3%	3 1%	1 3%	124 80%	-	-	38 16%	19 10%	17 16%
The Green Party	20 2%	11 2%	9 2%	4 3%	6 3%	2 1%	4 2%	3 2%	* *	1 1%	13 4%	2 1%	3 1%	-	-	-	-	17 57%	-	1 *	2 1%	6 5%
The British National Party (BNP)	2 *	1 *	1 *	-	-	-	1 1%	-	1 *	-	-	1 1%	1 *	1 *	-	-	-	-	1 14%	-	-	-
Some other party	2 *	1 *	1 *	-	1 1%	-	-	1 1%	-	-	1 *	-	1 *	-	-	-	-	1 4%	1 11%	-	-	1 1%
Would not vote	135 13%	52 11%	82 16%	23 18%	40 22%	24 13%	17 10%	17 13%	14 7%	14 8%	32 11%	35 16%	43 16%	-	-	-	-	-	-	1 *	2 1%	-
Refused	33 3%	21 4%	12 2%	-	5 3%	4 2%	9 5%	5 4%	9 5%	6 4%	10 3%	4 2%	7 3%	-	-	-	-	-	-	2 1%	2 1%	1 1%
Don't know	113 11%	49 10%	65 13%	9 8%	22 12%	29 16%	18 10%	14 10%	19 10%	21 13%	30 10%	29 13%	26 10%	11 6%	4 2%	1 2%	4 3%	3 11%	3 32%	21 9%	23 11%	16 15%

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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

	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	529	272	257	36	49	80	109	100	154	196	131	70	121	185	151	26	96	15	3	214	135	62
Weighted base	496	262	234	55	65	86	95	79	114	91	162	103	128	151	149	27	101	18	5	166	131	67
Conservative	166	84	81	17	14	27	29	21	58	40	57	31	35	138	1	*	9	1	-	116	8	6
	33%	32%	35%	31%	21%	31%	31%	26%	51%	44%	35%	30%	27%	92%	1%	1%	9%	4%	-	70%	6%	9%
Labour	162	87	75	21	24	26	22	40	29	27	49	32	49	2	139	1	4	1	1	14	98	11
	33%	33%	32%	38%	37%	31%	23%	50%	25%	30%	30%	31%	39%	1%	94%	3%	4%	6%	29%	9%	75%	17%
Liberal Democrat	59	27	32	5	7	17	15	7	8	14	23	9	11	6	7	25	5	3	2	5	11	29
	12%	10%	14%	9%	11%	19%	15%	8%	7%	15%	14%	9%	9%	4%	5%	92%	5%	17%	47%	3%	9%	43%
The UK Independence Party (UKIP)	93	53	40	9	16	14	26	9	18	9	23	29	29	5	1	1	83	-	-	30	11	15
	19%	20%	17%	16%	24%	16%	27%	11%	16%	10%	14%	28%	23%	3%	1%	4%	82%	-	-	18%	8%	22%
The Green Party	14	9	6	3	4	2	3	2	*	1	9	2	3	-	-	-	-	13	-	1	2	5
	3%	3%	2%	6%	6%	3%	3%	3%	*	1%	5%	2%	2%	-	-	-	-	72%	-	*	1%	7%
The British National Party (BNP)	1	*	1	-	-	-	*	-	1	-	-	*	1	1	-	-	-	-	*	-	-	-
	*	*	*	-	-	-	*	-	1%	-	-	*	1%	*	-	-	-	-	2%	-	-	-
Some other party	1	1	*	-	*	-	-	1	-	-	1	-	*	-	-	-	-	*	1	-	-	1
	*	*	*	-	*	-	-	1%	-	-	1%	-	*	-	-	-	-	1%	23%	-	-	2%

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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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
I would not vote Liberal Democrat	575 57%	292 59%	283 56%	61 50%	104 57%	93 50%	106 59%	91 66%	119 64%	86 53%	162 54%	135 60%	175 65%	134 64%	142 64%	-	119 76%	13 42%	6 61%	170 74%	120 60%	35 33%
I would not vote UKIP	557 56%	265 54%	292 58%	64 52%	114 62%	107 58%	89 49%	81 59%	100 54%	109 67%	178 59%	108 48%	144 54%	135 65%	170 76%	34 73%	-	24 82%	8 75%	127 55%	126 64%	73 69%
I would not vote Conservative	493 49%	247 50%	246 49%	71 58%	109 60%	86 46%	84 47%	75 55%	65 35%	63 39%	145 48%	118 52%	148 55%	-	175 79%	31 67%	99 63%	25 85%	9 89%	33 14%	147 74%	68 64%
I would not vote Labour	458 46%	241 49%	217 43%	52 42%	87 48%	64 34%	92 51%	59 43%	102 55%	76 47%	128 42%	118 52%	122 46%	151 72%	-	21 46%	119 76%	14 48%	8 73%	175 76%	26 13%	48 45%
None of these - I would potentially vote for all of them	97 10%	48 10%	49 10%	16 13%	15 8%	28 15%	14 8%	11 8%	13 7%	10 6%	30 10%	23 10%	24 9%	18 9%	16 7%	1 1%	9 6%	1 4%	-	10 4%	11 6%	4 4%
Don't know	19 2%	8 2%	11 2%	1 1%	3 2%	-	6 3%	1 1%	5 3%	4 2%	5 2%	4 2%	3 1%	-	1 *	-	-	1 3%	-	-	-	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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98	
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106	
NET: Well	604	341	263	84	97	111	100	76	134	118	195	131	139	181	122	34	89	16	6	183	103	72	
	60%	69%	52%	68%	53%	60%	56%	55%	72%	73%	65%	58%	52%	87%	55%	73%	57%	52%	55%	79%	52%	68%	
Very well	(4)	51	35	16	7	7	9	9	3	14	8	13	14	10	17	6	4	5	3	3	22	4	2
		5%	7%	3%	5%	4%	5%	5%	2%	8%	5%	4%	6%	4%	8%	3%	9%	3%	9%	32%	9%	2%	2%
Quite well	(3)	553	306	247	78	90	102	91	72	120	110	182	117	129	164	116	30	84	13	2	161	99	71
		55%	62%	49%	63%	49%	55%	51%	53%	64%	67%	60%	52%	48%	79%	52%	64%	54%	43%	24%	70%	50%	66%
Quite badly	(2)	267	101	167	28	61	51	56	43	27	37	72	67	76	19	75	10	39	13	3	29	73	25
		27%	20%	33%	22%	33%	28%	31%	31%	14%	23%	24%	29%	29%	9%	34%	22%	25%	43%	30%	13%	37%	24%
Very badly	(1)	81	31	51	8	18	17	14	15	9	6	18	20	35	3	19	1	24	-	1	8	17	5
		8%	6%	10%	6%	10%	9%	8%	11%	5%	4%	6%	9%	13%	1%	9%	2%	15%	-	14%	3%	8%	5%
NET: Badly		349	131	217	35	80	69	70	58	36	43	90	86	111	22	95	11	63	13	5	37	89	31
		35%	27%	43%	29%	43%	37%	39%	42%	19%	26%	30%	38%	42%	10%	42%	25%	40%	43%	45%	16%	45%	29%
Don't know		47	22	26	4	7	6	9	3	16	2	16	9	17	5	7	1	4	1	-	10	6	3
		5%	4%	5%	3%	4%	3%	5%	2%	9%	1%	5%	4%	6%	2%	3%	2%	2%	4%	-	5%	3%	3%
Mean		2.60	2.73	2.48	2.70	2.49	2.57	2.56	2.48	2.82	2.75	2.67	2.58	2.45	2.97	2.50	2.81	2.46	2.64	2.73	2.89	2.47	2.67
Standard deviation		0.72	0.69	0.73	0.67	0.74	0.74	0.72	0.73	0.65	0.60	0.67	0.75	0.78	0.48	0.70	0.62	0.80	0.66	1.11	0.61	0.68	0.60
Standard error		0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.03	0.05	0.10	0.07	0.13	0.42	0.04	0.05	0.06

Gloucester Poll

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98	
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106	
NET: Well	638	348	290	87	112	116	103	80	137	117	196	150	157	180	144	35	88	16	6	185	116	69	
	64%	71%	57%	71%	61%	62%	57%	58%	74%	72%	65%	66%	59%	87%	64%	76%	56%	55%	55%	80%	59%	65%	
Very well	(4)	59	33	25	6	8	11	11	6	14	12	20	9	13	17	14	3	8	2	1	23	10	2
		6%	7%	5%	5%	4%	6%	6%	5%	8%	7%	7%	4%	5%	8%	6%	7%	5%	8%	11%	10%	5%	2%
Quite well	(3)	579	315	264	81	104	104	92	74	123	105	176	140	144	163	130	32	79	14	5	161	106	67
		58%	64%	52%	66%	57%	56%	51%	54%	66%	65%	58%	62%	54%	79%	58%	69%	51%	47%	44%	70%	54%	63%
Quite badly	(2)	238	95	143	22	52	46	55	38	25	36	69	53	66	18	58	10	44	13	3	26	59	30
		24%	19%	28%	18%	28%	25%	31%	28%	14%	22%	23%	23%	25%	9%	26%	21%	28%	45%	30%	11%	30%	28%
Very badly	(1)	80	33	47	9	12	22	17	13	6	6	26	19	26	4	16	-	21	-	1	9	20	3
		8%	7%	9%	8%	7%	12%	9%	9%	3%	3%	8%	8%	10%	2%	7%	-	13%	-	14%	4%	10%	3%
NET: Badly		318	128	190	32	64	68	72	51	31	42	95	71	93	22	75	10	65	13	5	35	79	33
		32%	26%	37%	26%	35%	36%	40%	37%	17%	26%	31%	32%	35%	11%	33%	21%	41%	45%	45%	15%	40%	31%
Don't know		44	17	27	4	7	2	5	7	18	4	11	5	17	6	5	1	3	-	-	11	3	4
		4%	3%	5%	4%	4%	1%	3%	5%	9%	3%	4%	2%	6%	3%	2%	2%	2%	-	-	5%	2%	4%
Mean		2.65	2.73	2.56	2.70	2.61	2.57	2.56	2.87	2.77	2.66	2.63	2.58	2.95	2.65	2.85	2.50	2.63	2.52	2.91	2.54	2.67	
Standard deviation		0.72	0.69	0.74	0.69	0.69	0.78	0.75	0.74	0.60	0.63	0.74	0.70	0.75	0.51	0.71	0.52	0.80	0.64	0.91	0.61	0.75	0.58
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.08	0.07	0.13	0.35	0.04	0.05	0.06

Gloucester Poll

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Absolutes/col percents

Table 11

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
I am satisfied with the job David Cameron is doing overall as Prime Minister	347 35%	190 39%	156 31%	54 44%	53 29%	58 31%	60 34%	39 28%	80 43%	62 38%	120 40%	67 30%	86 32%	147 71%	35 16%	18 39%	43 27%	6 19%	2 23%	140 61%	32 16%	31 29%
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	264 26%	124 25%	140 28%	30 24%	47 25%	56 30%	57 32%	33 24%	41 22%	51 31%	71 24%	71 32%	62 23%	54 26%	31 14%	18 39%	69 45%	10 34%	3 26%	65 28%	33 17%	39 36%
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.	266 27%	126 26%	139 28%	30 24%	50 27%	51 27%	42 23%	49 36%	42 23%	35 22%	74 25%	64 28%	85 32%	4 2%	150 67%	7 16%	37 23%	12 40%	3 30%	18 8%	116 58%	29 27%
Refused	29 3%	16 3%	13 3%	2 2%	6 3%	8 4%	5 3%	1 1%	7 4%	4 2%	8 3%	5 2%	9 3%	2 1%	-	-	3 2%	1 3%	-	4 2%	2 1%	1 *
Don't know	95 9%	38 8%	57 11%	7 6%	27 15%	12 6%	16 9%	16 12%	15 8%	11 7%	28 9%	19 8%	25 9%	* *	7 3%	3 6%	4 3%	2 5%	2 21%	4 2%	15 8%	7 6%

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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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
The Conservatives	149 15%	73 15%	76 15%	12 10%	15 8%	23 13%	33 18%	22 16%	41 22%	27 16%	53 18%	25 11%	37 14%	52 25%	24 11%	7 15%	22 14%	1 2%	1 11%	50 22%	25 12%	17 16%
Labour	137 14%	67 14%	69 14%	19 16%	22 12%	23 13%	19 11%	20 15%	32 17%	22 13%	45 15%	33 15%	30 11%	35 17%	40 18%	8 18%	20 13%	3 9%	- -	27 12%	31 16%	14 14%
The Liberal Democrat	92 9%	46 9%	46 9%	2 2%	16 9%	20 11%	19 11%	15 11%	19 10%	17 10%	35 12%	14 6%	21 8%	18 9%	20 9%	10 23%	17 11%	2 7%	1 11%	19 8%	18 9%	21 20%
The UK Independence Party (UKIP)	73 7%	36 7%	38 7%	11 9%	13 7%	17 9%	15 8%	5 4%	11 6%	11 7%	24 8%	16 7%	15 6%	13 6%	7 3%	7 15%	25 16%	- -	1 14%	17 7%	7 4%	15 14%
None of them	701 70%	339 69%	362 71%	90 73%	137 75%	138 74%	126 70%	92 67%	114 61%	107 66%	198 66%	171 75%	200 75%	132 63%	167 75%	26 57%	99 63%	25 82%	8 74%	154 67%	147 74%	58 54%
Don't know	7 1%	4 1%	3 1%	1 1%	3 1%	1 *	* *	1 1%	2 1%	3 2%	3 1%	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	2 1%

Gloucester 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	484	516	84	129	161	201	171	249	340	238	144	236	249	216	40	147	25	7	290	195	98
Weighted base	1000	494	506	123	184	186	180	137	186	163	302	226	267	208	223	46	156	30	10	231	198	106
A Conservative government	311 31%	170 34%	140 28%	41 33%	32 18%	50 27%	64 36%	39 28%	82 44%	64 39%	92 31%	67 30%	78 29%	173 83%	4 2%	6 12%	60 39%	2 6%	1 11%	166 72%	15 8%	19 17%
A Labour government	292 29%	132 27%	160 32%	34 27%	65 35%	53 28%	48 27%	51 37%	42 22%	36 22%	80 27%	68 30%	99 37%	3 2%	177 80%	3 7%	44 29%	12 40%	1 14%	20 9%	138 69%	21 19%
A coalition between Labour and the Liberal Democrats	130 13%	68 14%	62 12%	17 14%	34 18%	25 14%	22 13%	15 11%	16 9%	26 16%	42 14%	29 13%	28 11%	2 1%	33 15%	18 40%	15 10%	11 37%	4 43%	3 2%	28 14%	37 35%
A coalition between the Conservatives and the Liberal Democrats	115 12%	56 11%	59 12%	11 9%	20 11%	32 17%	20 11%	15 11%	17 9%	20 12%	47 15%	24 10%	25 9%	28 13%	4 2%	19 41%	21 14%	3 11%	1 11%	27 12%	8 4%	21 20%
Don't know	152 15%	68 14%	85 17%	21 17%	32 17%	25 14%	24 13%	18 13%	30 16%	18 11%	41 14%	39 17%	37 14%	2 1%	5 2%	-	15 9%	2 7%	2 21%	15 6%	10 5%	9 8%

Gloucester Poll
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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	484 48%	494 49%
Female	516 52%	506 51%

Gloucester 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	84 8%	123 12%
25-34	129 13%	184 18%
35-44	161 16%	186 19%
45-54	201 20%	180 18%
55-64	171 17%	137 14%
65 or older	249 25%	186 19%
Refused	5 1%	5 *

Gloucester 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	99 10%	47 5%
B	241 24%	116 12%
C1	238 24%	302 30%
C2	144 14%	226 23%
D	113 11%	145 15%
E	123 12%	122 12%
Refused	42 4%	42 4%

Gloucester Poll
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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	290 29%	231 23%
Labour	195 20%	198 20%
Liberal Democrats	98 10%	106 11%
Another party	43 4%	35 3%
Did not vote	293 29%	347 35%
Refused	40 4%	34 3%
Don't know	41 4%	49 5%