

## Erewash Poll

### CATI Fieldwork : 3rd-14th 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98	
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103	
Certain to vote	(10)	519	259	260	36	51	105	98	92	136	94	156	131	124	129	148	18	122	16	5	170	158	61
		52%	53%	51%	33%	33%	56%	53%	61%	63%	60%	56%	51%	44%	68%	60%	59%	62%	74%	24%	72%	75%	59%
	(9)	49	23	26	6	8	12	7	8	10	6	14	13	16	9	16	5	8	1	2	8	12	15
		5%	5%	5%	5%	5%	6%	4%	5%	4%	4%	5%	5%	6%	5%	7%	17%	4%	4%	8%	3%	6%	15%
	(8)	90	38	52	14	19	13	15	9	20	12	25	19	34	23	33	5	15	-	3	23	15	15
		9%	8%	10%	13%	12%	7%	8%	6%	9%	8%	9%	7%	12%	12%	13%	17%	8%	-	17%	10%	7%	14%
	(7)	55	31	24	5	11	7	12	11	8	9	16	15	14	9	15	-	14	-	6	11	6	4
		5%	6%	5%	5%	7%	4%	7%	7%	4%	6%	6%	6%	5%	5%	6%	-	7%	-	30%	5%	3%	4%
	(6)	26	11	16	3	6	3	8	*	6	6	5	8	7	3	4	1	5	-	2	8	2	1
		3%	2%	3%	3%	4%	2%	4%	*	3%	4%	2%	3%	3%	2%	2%	3%	3%	-	9%	3%	1%	1%
	(5)	93	40	53	9	23	18	15	11	18	8	30	19	32	13	18	1	23	2	2	12	10	4
		9%	8%	10%	8%	15%	9%	8%	7%	8%	5%	11%	8%	12%	7%	7%	3%	11%	9%	9%	5%	5%	4%
	(4)	12	7	6	2	2	4	3	1	-	2	2	3	6	-	5	-	3	-	-	-	2	-
		1%	1%	1%	2%	1%	2%	2%	1%	-	1%	1%	1%	2%	-	2%	-	1%	-	-	-	1%	-
	(3)	24	8	16	6	6	3	7	1	1	4	6	6	6	2	7	-	7	-	1	2	4	-
		2%	2%	3%	6%	4%	2%	4%	1%	*	2%	2%	3%	2%	1%	3%	-	4%	-	3%	1%	2%	-
	(2)	10	6	4	-	1	5	1	-	2	1	4	-	4	1	-	1	1	3	-	-	-	1
		1%	1%	1%	-	1%	3%	1%	-	1%	1%	1%	-	1%	*	-	2%	1%	13%	-	-	-	1%
Definitely would not vote	(1)	122	69	54	27	26	18	18	17	15	14	24	40	35	-	-	-	-	-	3	2	3	
		12%	14%	11%	25%	17%	10%	10%	11%	7%	9%	9%	16%	13%	-	-	-	-	-	1%	1%	3%	
Refused		1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	
		*	*	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
Don't know		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	
Mean		7.61	7.56	7.67	6.23	6.63	7.84	7.72	8.13	8.39	8.11	7.95	7.45	7.34	9.04	8.74	9.10	8.53	8.51	7.64	9.06	9.15	8.92
Standard deviation		3.18	3.28	3.08	3.65	3.32	3.10	3.07	3.02	2.69	2.94	2.95	3.36	3.19	1.69	1.93	1.54	2.19	2.91	1.83	1.81	1.84	1.92
Standard error		0.10	0.16	0.13	0.53	0.30	0.26	0.23	0.21	0.16	0.16	0.21	0.26	0.20	0.12	0.12	0.27	0.17	0.69	0.46	0.11	0.12	0.19

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
Conservative	190	93	97	12	28	34	36	26	53	42	63	41	39	190	-	-	-	-	-	130	4	15
	19%	19%	19%	11%	18%	18%	20%	18%	25%	27%	23%	16%	14%	100%	-	-	-	-	-	55%	2%	15%
Labour	245	111	134	29	41	43	45	28	58	37	77	52	75	-	245	-	-	-	-	13	142	25
	24%	23%	26%	26%	27%	23%	25%	19%	27%	24%	28%	21%	27%	-	100%	-	-	-	-	5%	67%	24%
Liberal Democrat	31	8	23	2	2	8	6	7	5	7	14	4	6	-	-	31	-	-	-	1	2	22
	3%	2%	5%	2%	2%	4%	3%	5%	2%	5%	5%	1%	2%	-	-	100%	-	-	-	*	1%	21%
The UK Independence Party (UKIP)	198	125	73	19	23	43	43	34	34	21	43	76	52	-	-	-	198	-	-	57	32	12
	20%	25%	14%	18%	15%	23%	23%	22%	16%	13%	15%	30%	19%	-	-	-	100%	-	-	24%	15%	12%
The Green Party	22	7	15	3	4	8	2	5	-	3	10	5	4	-	-	-	-	22	-	-	8	5
	2%	1%	3%	2%	3%	4%	1%	3%	-	2%	4%	2%	2%	-	-	-	-	100%	-	-	4%	5%
The British National Party (BNP)	8	6	2	-	2	2	3	-	1	1	-	4	4	-	-	-	-	-	8	-	-	-
	1%	1%	*	-	2%	1%	2%	-	*	*	-	1%	1%	-	-	-	-	-	43%	-	-	-
Some other party	11	7	4	1	3	2	-	4	1	2	4	-	5	-	-	-	-	-	11	-	1	2
	1%	1%	1%	1%	2%	1%	-	2%	*	1%	1%	-	2%	-	-	-	-	-	57%	-	1%	2%
Would not vote	122	69	54	27	26	18	18	17	15	14	24	40	35	-	-	-	-	-	-	3	2	3
	12%	14%	11%	25%	17%	10%	10%	11%	7%	9%	9%	16%	13%	-	-	-	-	-	-	1%	1%	3%
Refused	60	31	30	-	4	12	6	15	23	11	12	13	22	-	-	-	-	-	-	5	6	3
	6%	6%	6%	-	2%	6%	3%	10%	11%	7%	4%	5%	8%	-	-	-	-	-	-	2%	3%	2%
Don't know	116	38	79	15	18	17	25	14	27	18	33	21	37	-	-	-	-	-	-	28	14	17
	12%	8%	15%	14%	12%	9%	13%	10%	12%	12%	12%	8%	13%	-	-	-	-	-	-	12%	6%	16%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	522	247	275	20	50	79	99	111	163	186	118	89	123	162	189	25	124	14	9	177	178	60
Weighted base	506	254	252	47	63	99	97	81	118	84	156	131	128	144	176	24	136	15	10	160	153	64
Conservative	144	71	73	10	21	25	25	21	42	32	49	32	29	144	-	-	-	-	-	106	3	13
	29%	28%	29%	22%	33%	25%	25%	26%	36%	38%	32%	25%	22%	100%	-	-	-	-	-	66%	2%	20%
Labour	176	83	94	19	26	28	35	23	46	28	62	34	51	-	176	-	-	-	-	10	116	20
	35%	32%	37%	41%	41%	28%	36%	28%	39%	33%	40%	26%	40%	-	100%	-	-	-	-	6%	76%	31%
Liberal Democrat	24	6	18	2	2	6	5	6	3	6	11	3	4	-	-	24	-	-	-	1	2	18
	5%	2%	7%	5%	4%	6%	5%	7%	3%	7%	7%	3%	3%	-	-	100%	-	-	-	*	1%	28%
The UK Independence Party (UKIP)	136	86	49	12	10	32	29	25	25	16	26	55	36	-	-	-	136	-	-	44	24	9
	27%	34%	20%	26%	17%	32%	30%	31%	21%	19%	17%	42%	29%	-	-	-	100%	-	-	27%	16%	15%
The Green Party	15	2	13	2	2	5	1	4	-	2	6	4	4	-	-	-	-	15	-	-	7	4
	3%	1%	5%	5%	4%	5%	1%	5%	-	2%	4%	3%	3%	-	-	-	-	100%	-	-	4%	6%
The British National Party (BNP)	4	3	2	-	*	2	2	-	1	*	-	2	2	-	-	-	-	-	4	-	-	-
	1%	1%	1%	-	*	2%	2%	-	1%	*	-	2%	1%	-	-	-	-	-	41%	-	-	-
Some other party	6	4	3	*	1	2	-	2	*	1	2	-	2	-	-	-	-	-	6	-	1	1
	1%	1%	1%	1%	2%	2%	-	3%	*	2%	2%	-	2%	-	-	-	-	-	59%	-	1%	1%

## Erewash Poll

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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	29%
Labour	35%
Liberal Democrat	5%
UKIP	26%
Green	3%
Other	2%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
Conservative	201	105	96	16	29	38	36	28	53	44	62	49	40	173	3	-	12	1	1	130	7	14
	20%	21%	19%	14%	19%	20%	20%	19%	25%	28%	22%	19%	14%	91%	1%	-	6%	6%	3%	55%	3%	13%
Labour	281	123	158	30	47	51	53	33	67	42	92	57	87	2	233	3	14	3	3	17	154	32
	28%	25%	31%	27%	31%	27%	29%	22%	31%	27%	33%	22%	31%	1%	95%	8%	7%	15%	17%	7%	73%	31%
Liberal Democrat	31	9	22	-	4	6	8	7	6	6	15	5	4	2	2	22	-	2	-	2	3	21
	3%	2%	4%	-	3%	3%	4%	5%	3%	4%	5%	2%	1%	1%	1%	72%	-	9%	-	1%	1%	20%
The UK Independence Party (UKIP)	170	104	67	20	16	37	37	31	29	16	27	72	51	3	3	3	152	-	5	53	21	10
	17%	21%	13%	18%	10%	20%	20%	21%	13%	10%	10%	28%	18%	2%	1%	11%	77%	-	28%	22%	10%	10%
The Green Party	19	5	14	3	2	9	2	4	1	2	7	5	4	-	2	1	-	14	1	1	7	2
	2%	1%	3%	2%	1%	5%	1%	3%	*	1%	3%	2%	1%	-	1%	2%	-	66%	6%	*	3%	2%
The British National Party (BNP)	5	5	-	-	2	-	1	-	2	-	-	-	5	-	-	-	1	-	4	-	-	-
	*	1%	-	-	1%	-	1%	-	1%	-	-	-	2%	-	-	-	*	-	21%	-	-	-
Some other party	9	3	6	1	-	3	1	2	1	3	3	1	2	-	1	-	3	-	4	1	1	2
	1%	1%	1%	1%	-	2%	1%	2%	*	2%	1%	*	1%	-	*	-	2%	-	23%	*	1%	2%
Would not vote	122	69	54	27	26	18	18	17	15	14	24	40	35	-	-	-	-	-	-	3	2	3
	12%	14%	11%	25%	17%	10%	10%	11%	7%	9%	9%	16%	13%	-	-	-	-	-	-	1%	1%	3%
Refused	45	27	19	-	3	10	5	10	17	9	12	9	14	-	-	-	-	-	-	4	3	3
	5%	5%	4%	-	2%	6%	3%	7%	8%	6%	4%	4%	5%	-	-	-	-	-	-	2%	1%	2%
Don't know	118	43	75	13	24	16	22	17	26	19	37	16	38	9	2	2	16	1	*	27	13	17
	12%	9%	15%	12%	16%	8%	12%	11%	12%	12%	13%	6%	14%	5%	1%	7%	8%	4%	2%	11%	6%	17%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	530	247	283	21	49	80	101	112	167	184	118	90	128	155	185	23	118	13	8	179	184	60
Weighted base	515	257	258	49	61	102	99	84	120	83	154	136	132	138	175	23	129	15	10	164	156	66
Conservative	153	81	72	13	20	29	26	23	42	33	48	38	30	132	1	-	10	1	*	107	6	12
	30%	32%	28%	27%	32%	28%	26%	28%	35%	39%	31%	28%	22%	96%	1%	-	7%	8%	*	65%	4%	18%
Labour	198	91	108	20	29	33	40	27	50	30	73	37	57	2	168	2	11	3	1	12	125	26
	39%	35%	42%	40%	47%	32%	40%	32%	42%	36%	47%	27%	43%	2%	96%	10%	9%	19%	13%	7%	80%	40%
Liberal Democrat	23	7	17	-	2	4	7	6	4	5	11	5	3	1	2	18	-	*	-	2	3	18
	5%	3%	7%	-	4%	4%	7%	7%	4%	6%	7%	4%	2%	1%	1%	78%	-	2%	-	1%	2%	27%
The UK Independence Party (UKIP)	118	72	46	13	8	28	24	23	20	12	16	51	35	2	2	2	106	-	3	42	15	8
	23%	28%	18%	27%	14%	28%	24%	27%	17%	15%	10%	38%	26%	2%	1%	10%	82%	-	31%	25%	10%	12%
The Green Party	15	2	13	2	2	5	1	3	1	1	5	5	4	-	2	*	-	10	1	1	6	2
	3%	1%	5%	5%	3%	5%	1%	4%	1%	2%	3%	4%	3%	-	1%	2%	-	71%	10%	*	4%	2%
The British National Party (BNP)	3	3	-	-	*	-	1	-	2	-	-	-	3	-	-	-	1	-	2	-	-	-
	1%	1%	-	-	*	-	1%	-	1%	-	-	-	2%	-	-	-	1%	-	19%	-	-	-
Some other party	5	2	3	*	-	3	1	2	*	2	1	*	2	-	*	-	2	-	3	1	1	1
	1%	1%	1%	1%	-	3%	1%	2%	*	3%	1%	*	1%	-	*	-	1%	-	27%	*	1%	1%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	38%
Liberal Democrat	5%
UKIP	22%
Green	3%
Other	2%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
I would not vote Liberal Democrat	626	336	290	56	80	114	121	100	152	99	174	167	167	141	171	-	161	12	17	180	161	37
	62%	68%	57%	52%	52%	61%	66%	66%	70%	64%	62%	65%	60%	74%	70%	-	82%	54%	90%	76%	76%	36%
I would not vote UKIP	508	230	278	49	85	104	83	66	119	92	170	107	127	131	198	23	-	16	10	112	139	77
	51%	47%	54%	45%	56%	55%	45%	44%	55%	59%	61%	42%	45%	69%	81%	75%	-	76%	51%	47%	66%	75%
I would not vote Conservative	503	257	246	55	65	95	99	77	109	68	127	143	151	-	195	16	139	17	15	49	173	58
	50%	52%	48%	50%	43%	51%	54%	51%	51%	43%	45%	56%	54%	-	80%	51%	70%	77%	81%	21%	82%	56%
I would not vote Labour	432	239	194	44	46	88	78	76	98	69	109	134	102	143	-	13	147	6	13	174	19	41
	43%	48%	38%	40%	30%	47%	42%	50%	45%	45%	39%	53%	36%	76%	-	41%	75%	27%	68%	74%	9%	40%
None of these - I would potentially vote for all of them	125	55	70	25	21	16	22	17	25	13	33	29	44	10	12	2	15	3	*	15	13	3
	12%	11%	14%	23%	14%	8%	12%	11%	11%	8%	12%	11%	16%	5%	5%	6%	7%	12%	2%	6%	6%	3%
Don't know	17	8	9	1	8	4	2	1	2	2	4	8	4	3	-	-	-	-	-	2	1	-
	2%	2%	2%	1%	5%	2%	1%	*	1%	1%	1%	3%	1%	1%	-	-	-	-	-	1%	*	-



## Erewash Poll

### CATI Fieldwork : 3rd-14th October 2014

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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98	
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103	
NET: Well	566	313	253	75	79	107	94	83	128	96	165	155	137	163	123	21	109	12	4	180	109	58	
	56%	63%	50%	68%	52%	57%	51%	55%	59%	62%	59%	61%	49%	86%	50%	69%	55%	54%	20%	76%	51%	56%	
Very well	(4)	43	30	13	5	10	5	6	2	14	6	8	17	11	15	7	2	6	-	-	13	5	3
		4%	6%	3%	4%	7%	3%	3%	1%	7%	4%	3%	7%	4%	8%	3%	7%	3%	-	-	5%	2%	3%
Quite well	(3)	524	283	241	70	68	102	88	81	114	90	157	137	126	148	116	19	103	12	4	167	104	55
		52%	57%	47%	64%	45%	54%	48%	54%	53%	58%	56%	54%	45%	78%	47%	62%	52%	54%	20%	71%	49%	53%
Quite badly	(2)	304	118	187	21	53	65	68	44	54	48	84	73	87	20	90	8	66	6	11	41	67	40
		30%	24%	37%	19%	35%	34%	37%	29%	25%	31%	30%	29%	31%	11%	37%	27%	33%	30%	57%	17%	32%	39%
Very badly	(1)	103	46	57	11	17	15	17	21	22	6	21	24	46	6	22	-	20	2	4	13	23	4
		10%	9%	11%	10%	11%	8%	9%	14%	10%	4%	7%	9%	16%	3%	9%	-	10%	8%	23%	6%	11%	4%
NET: Badly		407	163	244	31	71	79	84	64	76	54	105	97	133	26	112	8	86	8	15	54	90	44
		41%	33%	48%	29%	46%	42%	46%	43%	35%	35%	38%	38%	47%	14%	46%	27%	44%	38%	80%	23%	43%	43%
Don't know		29	16	13	3	3	1	6	3	12	5	10	4	10	1	10	1	2	2	-	3	12	1
		3%	3%	3%	3%	2%	1%	3%	2%	5%	3%	3%	1%	4%	*	4%	4%	1%	9%	-	1%	6%	1%
Mean		2.52	2.62	2.42	2.65	2.48	2.52	2.47	2.44	2.59	2.64	2.56	2.59	2.38	2.91	2.46	2.79	2.48	2.50	1.97	2.77	2.46	2.55
Standard deviation		0.74	0.74	0.73	0.72	0.79	0.68	0.71	0.75	0.77	0.63	0.68	0.76	0.81	0.55	0.70	0.57	0.72	0.66	0.67	0.64	0.73	0.63
Standard error		0.02	0.04	0.03	0.10	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.10	0.05	0.16	0.17	0.04	0.05	0.06

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98	
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103	
NET: Well	592	320	272	82	89	114	98	82	127	104	177	159	138	167	146	23	99	14	6	188	107	61	
	59%	65%	53%	75%	59%	61%	53%	54%	59%	67%	63%	62%	49%	88%	60%	74%	50%	66%	29%	79%	51%	59%	
Very well	(4)	51	32	19	3	15	4	8	5	16	5	11	22	11	20	8	3	11	-	1	18	6	6
		5%	7%	4%	3%	10%	2%	4%	4%	8%	3%	4%	9%	4%	11%	3%	9%	6%	-	5%	8%	3%	6%
Quite well	(3)	541	288	253	78	75	110	90	77	110	98	166	137	127	147	138	20	88	14	5	170	101	55
		54%	58%	50%	71%	49%	59%	49%	51%	51%	63%	59%	54%	45%	78%	56%	65%	45%	66%	24%	72%	48%	53%
Quite badly	(2)	304	130	174	22	49	56	70	51	56	41	84	75	94	19	75	7	80	4	7	34	76	37
		30%	26%	34%	21%	32%	30%	38%	34%	26%	26%	30%	29%	34%	10%	30%	22%	40%	17%	37%	14%	36%	35%
Very badly	(1)	79	33	46	5	13	16	13	13	18	5	15	16	38	2	19	*	16	4	6	11	19	4
		8%	7%	9%	5%	8%	9%	7%	9%	8%	3%	5%	6%	14%	1%	8%	1%	8%	17%	33%	5%	9%	4%
NET: Badly		383	163	220	28	62	72	83	64	74	46	98	91	132	22	93	7	96	7	13	45	95	41
		38%	33%	43%	25%	41%	38%	45%	43%	34%	30%	35%	36%	47%	11%	38%	23%	49%	34%	71%	19%	45%	39%
Don't know		27	10	17	-	1	2	4	5	15	6	4	5	11	1	6	1	2	-	-	4	9	2
		3%	2%	3%	-	1%	1%	2%	3%	7%	4%	1%	2%	4%	*	2%	3%	1%	-	-	2%	4%	2%
Mean		2.58	2.66	2.50	2.73	2.60	2.55	2.51	2.62	2.69	2.63	2.66	2.41	2.98	2.56	2.84	2.48	2.49	2.00	2.83	2.47	2.62	
Standard deviation		0.72	0.70	0.72	0.60	0.78	0.68	0.70	0.71	0.76	0.60	0.65	0.73	0.78	0.51	0.69	0.59	0.73	0.79	0.90	0.63	0.71	0.66
Standard error		0.02	0.03	0.03	0.09	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.06	0.05	0.04	0.04	0.10	0.06	0.19	0.22	0.04	0.05	0.07

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
I am satisfied with the job David Cameron is doing overall as Prime Minister	293 29%	157 32%	136 27%	29 27%	48 31%	46 25%	53 29%	39 26%	77 36%	51 33%	84 30%	85 33%	67 24%	134 71%	32 13%	8 25%	41 21%	3 15%	1 8%	122 51%	24 11%	20 19%
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	284 28%	138 28%	146 29%	34 31%	48 32%	61 32%	54 29%	41 27%	46 21%	50 32%	84 30%	66 26%	75 27%	53 28%	38 15%	12 38%	82 41%	1 3%	7 34%	92 39%	32 15%	35 34%
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.	307 31%	137 28%	170 33%	40 36%	39 26%	57 30%	58 31%	45 30%	68 32%	40 26%	95 34%	67 26%	100 36%	1 *	173 70%	9 29%	48 24%	13 58%	7 36%	16 7%	143 68%	39 38%
Refused	22 2%	11 2%	11 2%	- -	1 *	1 1%	5 3%	9 6%	5 2%	5 3%	4 1%	4 2%	5 2%	- -	* *	2 5%	5 2%	- -	- -	- -	2 1%	2 2%
Don't know	97 10%	50 10%	47 9%	7 6%	17 11%	22 12%	14 8%	17 11%	20 9%	10 6%	13 5%	32 13%	33 12%	2 1%	2 1%	1 3%	22 11%	5 24%	4 22%	8 3%	11 5%	8 8%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
The Conservatives	176 18%	94 19%	82 16%	7 6%	28 18%	32 17%	46 25%	22 15%	40 18%	31 20%	72 26%	32 13%	36 13%	54 28%	48 20%	9 28%	28 14%	6 26%	-	59 25%	52 25%	20 19%
Labour	157 16%	65 13%	91 18%	8 7%	21 14%	27 15%	36 20%	28 19%	35 16%	24 15%	52 19%	31 12%	46 16%	20 11%	58 24%	9 29%	30 15%	6 27%	3 17%	32 14%	56 27%	23 22%
The UK Independence Party (UKIP)	53 5%	29 6%	25 5%	10 9%	7 4%	6 3%	12 6%	11 7%	8 4%	11 7%	12 4%	17 7%	13 5%	13 7%	11 5%	1	20 10%	4 17%	-	15 6%	15 7%	2 2%
The Liberal Democrat	27 3%	9 2%	18 4%	-	5 3%	5 3%	7 4%	5 3%	6 3%	6 4%	3 1%	7 3%	8 3%	7 3%	2 1%	4 13%	4 2%	-	-	7 3%	2 1%	6 6%
None of them	685 68%	346 70%	339 66%	88 81%	102 67%	123 65%	118 64%	102 68%	150 69%	105 68%	168 60%	183 72%	202 72%	119 63%	148 60%	16 53%	139 71%	12 54%	14 75%	151 64%	117 55%	66 64%
Don't know	15 2%	6 1%	9 2%	-	4 2%	10 5%	-	*	1 1%	*	2 1%	10 4%	3 1%	3 1%	-	*	-	-	2 8%	4 2%	-	2 2%

## Erewash Poll

### CATI Fieldwork : 3rd-14th October 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	1003	447	556	48	119	147	184	202	300	332	204	168	266	212	253	33	175	18	16	258	247	98
Weighted base	1003	493	510	109	152	187	184	151	216	156	279	255	280	190	245	31	198	22	19	237	211	103
A Labour government	333	156	177	41	53	58	67	39	76	44	93	91	100	2	200	3	51	11	6	20	153	33
	33%	32%	35%	37%	34%	31%	36%	26%	35%	29%	33%	36%	36%	1%	81%	8%	26%	49%	33%	9%	72%	32%
A Conservative government	266	130	136	21	31	50	46	42	74	48	77	68	68	153	6	3	53	-	4	150	12	15
	27%	26%	27%	20%	21%	27%	25%	28%	34%	31%	28%	27%	24%	80%	2%	9%	27%	-	21%	63%	6%	14%
A coalition between the Conservatives and the Liberal Democrats	118	62	55	15	26	19	27	16	16	21	35	31	27	30	1	15	34	3	2	36	*	23
	12%	13%	11%	13%	17%	10%	15%	10%	7%	13%	12%	12%	10%	16%	*	48%	17%	15%	13%	15%	*	23%
A coalition between Labour and the Liberal Democrats	96	45	50	2	11	28	14	24	17	15	34	21	25	1	34	11	18	6	5	7	32	20
	10%	9%	10%	2%	7%	15%	8%	16%	8%	10%	12%	8%	9%	1%	14%	34%	9%	28%	27%	3%	15%	19%
Don't know	191	100	91	30	32	32	30	29	33	27	41	44	60	5	5	-	41	2	1	24	15	12
	19%	20%	18%	28%	21%	17%	16%	20%	15%	17%	15%	17%	21%	2%	2%	-	21%	8%	7%	10%	7%	12%

**Erewash Poll**  
**CATI Fieldwork : 3rd-14th October 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	447 45%	493 49%
Female	556 55%	510 51%

**Erewash Poll**  
**CATI Fieldwork : 3rd-14th October 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	1003	1003
Weighted base	1003	1003
18-24	48 5%	109 11%
25-34	119 12%	152 15%
35-44	147 15%	187 19%
45-54	184 18%	184 18%
55-64	202 20%	151 15%
65 or older	300 30%	216 22%
Refused	3 *	3 *

**Erewash Poll**  
**CATI Fieldwork : 3rd-14th October 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1003	1003
Weighted base	1003	1003
A	96 10%	47 5%
B	236 24%	109 11%
C1	204 20%	279 28%
C2	168 17%	255 25%
D	86 9%	111 11%
E	180 18%	169 17%
Refused	33 3%	33 3%



**Erewash Poll**  
**CATI Fieldwork : 3rd-14th October 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	1003	1003
Weighted base	1003	1003
Conservative	258 26%	237 24%
Labour	247 25%	211 21%
Liberal Democrats	98 10%	103 10%
Another party	46 5%	53 5%
Did not vote	258 26%	315 31%
Refused	61 6%	48 5%
Don't know	35 3%	35 3%