Hazel Grove Poll
CATI Fieldwork : 4th-15th November 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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base		1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
Certain to vote	(10)	577	300	277	21	48	93	111	112	191	143	203	109	108	164	86	97	113	27	4	173	61	221
		58%	62%	54%	23%	39%	56%	60%	65%	72%	59%	62%	52%	55%	75%	57%	63%	72%	63%	75%	78%	71%	72%
	(9)	58	26	32	9	7	7	16	11	8	19	13	15	10	12	14	11	6	3	-	6	7	26
		6%	5%	6%	10%	6%	4%	9%	6%	3%	8%	4%	7%	5%	6%	9%	7%	4%	7%	-	3%	8%	8%
	(8)	89	41	48	16	9	15	18	15	15	23	31	21	10	16	16	12	15	6	-	21	8	27
		9%	8%	9%	18%	7%	9%	10%	8%	6%	9%	9%	10%	5%	7%	11%	8%	9%	14%	-	9%	10%	9%
	(7)	45	28	16	1	17	4	10	7	6	13	7	10	12	9	4	10	6	-	-	5	3	12
		4%	6%	3%	1%	14%	2%	5%	4%	2%	6%	2%	5%	6%	4%	3%	6%	4%	-	-	2%	3%	4%
	(6)	31	8	23	3	2	9	7	4	6	6	13	3	9	2	9	9	1	-	-	2	1	8
		3%	2%	4%	4%	2%	5%	4%	2%	2%	3%	4%	1%	5%	1%	6%	6%	1%	-	-	1%	2%	3%
	(5)	62	36	26	21	12	11	5	3	11	12	20	16	12	8	12	8	10	-	1	8	2	8
		6%	7%	5%	24%	10%	6%	3%	2%	4%	5%	6%	8%	6%	4%	8%	5%	7%	-	25%	4%	2%	3%
	(4)	24	3	21	11	6	1	1	4	2	5	11	5	3	3	1	2	2	3	-	2	3	3
		2%	1%	4%	13%	5%	*	1%	2%	1%	2%	3%	3%	2%	1%	1%	1%	1%	6%	-	1%	3%	1%
	(3)	22	9	13	-	3	7	5	1	5	5	8	5	4	4	3	3	2	5	-	2	*	-
		2%	2%	2%	-	3%	5%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	10%	-	1%	1%	-
	(2)	11	3	9	-	4	1	3	2	3	2	1	6	3	-	5	2	1	-	-	1	-	-
		1%	1%	2%	-	3%	*	1%	1%	1%	1%	*	3%	2%	-	3%	1%	1%	-	-	*	-	-
Definitely would not vote	(1)	80	32	49	6	14	18	11	15	18	13	21	20	25	-	-	-	-	-	-	2	1	3
		8%	7%	10%	7%	11%	11%	6%	9%	7%	5%	6%	9%	13%	-	-	-	-	-	-	1%	1%	1%
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1
		*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*
Mean		8.08	8.36	7.82	6.78	7.08	7.81	8.44	8.44	8.65	8.42	8.28	7.78	7.65	9.25	8.50	8.78	9.07	8.56	8.77	9.28	9.17	9.25
Standard deviation		2.90	2.68	3.07	2.70	3.17	3.14	2.61	2.80	2.68	2.57	2.75	3.08	3.25	1.60	2.24	1.99	1.81	2.45	2.41	1.68	1.68	1.54
Standard error		0.09	0.13	0.13	0.46	0.35	0.26	0.20	0.19	0.14	0.12	0.20	0.28	0.23	0.10	0.18	0.16	0.15	0.43	1.21	0.10	0.16	0.09

Lord Ashcroft

Hazel Grove Poll
CATI Fieldwork : 4th-15th November 2014

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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
Conservative	218	103	114	6	28	34	33	39	78	57	94	35	28	218	-	-	-	-	-	136	6	32
	22%	21%	22%	6%	23%	21%	18%	22%	29%	24%	29%	17%	14%	100%	-	-	-	-	-	62%	7%	10%
Labour	150	78	73	27	28	18	29	26	23	49	46	29	25	-	150	-	-	-	-	3	53	57
	15%	16%	14%	31%	23%	11%	16%	15%	9%	20%	14%	14%	13%	-	100%	-	-	-	-	1%	62%	18%
Liberal Democrat	153	66	87	5	11	29	35	28	44	39	46	26	37	-	-	153	-	-	-	6	4	110
	15%	14%	17%	5%	9%	18%	19%	16%	17%	16%	14%	12%	19%	-	-	100%	-	-	-	3%	4%	36%
The UK Independence Party (UKIP)	156	102	55	2	10	27	36	25	55	31	45	40	38	-	-	-	156	-	-	49	10	30
	16%	21%	11%	2%	9%	16%	19%	15%	21%	13%	14%	19%	19%	-	-	-	100%	-	-	22%	12%	10%
The Green Party	43	26	17	4	12	11	5	9	3	8	19	10	4	-	-	-	-	43	-	-	2	21
	4%	5%	3%	5%	10%	7%	3%	5%	1%	3%	6%	5%	2%	-	-	-	-	100%	-	-	2%	7%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	28%	-	-	*
Some other party	4	1	3	-	1	1	1	-	-	1	-	1	1	-	-	-	-	-	4	-	1	-
	*	*	1%	-	1%	1%	1%	-	-	*	-	1%	1%	-	-	-	-	-	72%	-	2%	-
Would not vote	80	32	49	6	14	18	11	15	18	13	21	20	25	-	-	-	-	-	-	2	1	3
	8%	7%	10%	7%	11%	11%	6%	9%	7%	5%	6%	9%	13%	-	-	-	-	-	-	1%	1%	1%
Refused	43	21	23	-	2	7	12	9	13	10	7	9	11	-	-	-	-	-	-	7	2	6
	4%	4%	4%	-	1%	4%	6%	5%	5%	4%	2%	4%	5%	-	-	-	-	-	-	3%	3%	2%
Don't know	150	57	93	38	17	19	24	21	30	32	48	39	27	-	-	-	-	-	-	18	7	49
	15%	12%	18%	43%	14%	12%	13%	12%	11%	13%	15%	19%	14%	-	-	-	-	-	-	8%	8%	16%

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Hazel Grove Poll
CATI Fieldwork : 4th-15th November 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

	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	569	271	298	12	40	82	91	131	211	268	120	67	105	191	112	117	120	25	3	188	78	197
Weighted base	542	285	257	29	56	87	105	104	161	140	192	105	97	173	104	111	120	31	3	160	62	208
Conservative	173	81	92	5	21	27	25	33	61	44	75	31	22	173	-	-	-	-	-	115	4	28
	32%	29%	36%	16%	37%	32%	24%	32%	38%	31%	39%	29%	23%	100%	-	-	-	-	-	72%	6%	13%
Labour	104	56	47	17	16	12	21	21	18	36	33	17	17	-	104	-	-	-	-	2	43	44
	19%	20%	18%	58%	28%	14%	20%	20%	11%	26%	17%	17%	17%	-	100%	-	-	-	-	2%	70%	21%
Liberal Democrat	111	50	61	4	5	19	26	22	34	30	35	19	25	-	-	111	-	-	-	3	3	90
	20%	18%	24%	13%	9%	21%	25%	22%	21%	21%	18%	19%	25%	-	-	100%	-	-	-	2%	5%	43%
The UK Independence Party (UKIP)	120	78	42	1	6	22	27	21	44	23	35	31	30	-	-	-	120	-	-	39	9	27
	22%	27%	16%	4%	10%	25%	25%	20%	27%	17%	18%	29%	31%	-	-	-	100%	-	-	24%	15%	13%
The Green Party	31	17	14	3	7	6	5	7	2	6	14	5	4	-	-	-	-	31	-	-	1	18
	6%	6%	5%	9%	13%	7%	5%	7%	1%	5%	7%	5%	4%	-	-	-	-	100%	-	-	2%	9%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	36%	-	-	1%
Some other party	2	1	1	-	1	*	1	-	-	1	-	1	*	-	-	-	-	-	2	-	1	-
	*	*	1%	-	1%	*	1%	-	-	1%	-	1%	*	-	-	-	-	-	64%	-	2%	-

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Hazel Grove Poll
CATI Fieldwork : 4th-15th November 2014

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

	Total
Conservative	32%
Labour	19%
Liberal Democrat	22%
UKIP	21%
Green	5%
Other	1%

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Hazel Grove Poll
CATI Fieldwork : 4th-15th November 2014

Absolutes/col percents

Table 5
Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?
Base: All respondents

| | Total | Gender | | Age | | | | | | SEG | | | | Voting Intention | | | | | | 2010 Vote | | |
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
Conservative	201	98	103	6	22	31	30	34	78	54	72	44	28	172	3	3	8	3	1	124	10	21
	20%	20%	20%	6%	18%	19%	16%	20%	29%	22%	22%	21%	14%	79%	2%	2%	5%	7%	29%	56%	11%	7%
Labour	131	76	55	30	23	17	18	23	19	36	36	30	28	*	113	-	3	4	1	3	41	47
	13%	16%	11%	34%	19%	10%	10%	13%	7%	15%	11%	14%	14%	*	75%	-	2%	8%	25%	1%	48%	15%
Liberal Democrat	272	111	160	13	35	46	60	46	70	69	102	40	55	32	22	143	17	12	-	28	17	169
	27%	23%	31%	14%	29%	28%	32%	27%	27%	29%	31%	19%	28%	15%	15%	94%	11%	28%	-	13%	19%	55%
The UK Independence Party (UKIP)	141	95	45	9	12	27	24	21	47	21	41	43	33	2	4	1	119	4	1	38	13	21
	14%	20%	9%	10%	10%	17%	13%	12%	18%	9%	13%	20%	17%	1%	2%	*	76%	9%	28%	17%	15%	7%
The Green Party	30	21	9	9	3	3	7	6	2	8	16	4	2	-	3	-	-	20	-	-	1	18
	3%	4%	2%	10%	3%	2%	4%	3%	1%	3%	5%	2%	1%	-	2%	-	-	47%	-	-	1%	6%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-
	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-
Would not vote	80	32	49	6	14	18	11	15	18	13	21	20	25	-	-	-	-	-	-	2	1	3
	8%	7%	10%	7%	11%	11%	6%	9%	7%	5%	6%	9%	13%	-	-	-	-	-	-	1%	1%	1%
Refused	27	18	10	-	-	5	8	7	7	8	4	6	6	-	*	-	1	-	-	3	2	-
	3%	4%	2%	-	-	3%	4%	4%	3%	3%	1%	3%	3%	-	*	-	1%	-	-	1%	2%	-
Don't know	117	35	82	16	12	18	28	20	24	31	35	24	21	11	5	6	8	*	1	23	3	30
	12%	7%	16%	18%	10%	11%	15%	12%	9%	13%	11%	11%	11%	5%	4%	4%	5%	1%	18%	10%	3%	10%

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Hazel Grove Poll
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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	585	274	311	15	40	83	91	129	226	268	126	68	114	184	106	112	114	24	2	190	79	205
Weighted base	564	292	272	36	58	90	105	103	171	140	204	108	104	165	100	108	113	31	3	159	64	223
Conservative	159	75	84	5	15	25	23	29	62	41	56	37	23	137	2	2	7	3	1	107	7	18
	28%	26%	31%	13%	25%	28%	22%	29%	36%	29%	27%	34%	23%	83%	2%	2%	6%	9%	48%	67%	11%	8%
Labour	86	51	35	16	12	12	13	17	16	26	26	17	15	*	77	-	2	3	*	3	34	35
	15%	17%	13%	43%	21%	13%	13%	16%	9%	19%	13%	16%	15%	*	77%	-	2%	10%	5%	2%	54%	16%
Liberal Democrat	195	81	114	7	24	31	45	35	53	50	77	27	37	25	17	105	12	9	-	18	14	136
	35%	28%	42%	20%	41%	35%	43%	34%	31%	36%	38%	25%	36%	15%	17%	98%	11%	29%	-	11%	22%	61%
The UK Independence Party (UKIP)	100	70	31	2	5	21	17	17	38	16	31	26	26	2	2	*	92	1	1	32	8	19
	18%	24%	11%	5%	9%	23%	17%	16%	22%	11%	15%	24%	25%	1%	2%	*	81%	4%	47%	20%	13%	8%
The Green Party	23	15	8	7	2	1	6	5	2	7	14	1	2	-	3	-	-	15	-	-	*	16
	4%	5%	3%	19%	4%	1%	6%	5%	1%	5%	7%	1%	2%	-	3%	-	-	47%	-	-	1%	7%
Some other party	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-
	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	*	-	-

Lord Ashcroft

Hazel Grove Poll
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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

	Total
Conservative	29%
Labour	15%
Liberal Democrat	35%
UKIP	17%
Green	4%
Other	-

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Hazel Grove Poll
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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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
I would not vote UKIP	575	253	322	45	84	110	100	100	133	157	195	110	101	151	133	116	-	36	2	104	63	231
	57%	52%	63%	51%	69%	67%	54%	58%	50%	66%	60%	53%	51%	69%	88%	76%	-	84%	47%	47%	73%	75%
I would not vote Labour	543	273	270	30	45	85	97	98	186	115	182	117	117	181	-	99	123	21	1	191	10	142
	54%	56%	53%	33%	37%	52%	52%	57%	70%	48%	56%	56%	59%	83%	-	64%	79%	49%	28%	86%	12%	46%
I would not vote Conservative	483	247	237	50	55	86	91	87	113	104	147	103	117	-	132	110	86	35	1	29	64	197
	48%	51%	46%	57%	46%	52%	49%	50%	43%	43%	45%	49%	59%	-	88%	72%	55%	81%	28%	13%	74%	64%
I would not vote Liberal Democrat	460	259	201	45	48	76	64	85	141	98	142	113	98	127	97	-	105	26	-	138	48	80
	46%	53%	39%	51%	40%	46%	35%	49%	53%	41%	43%	54%	49%	58%	64%	-	67%	60%	-	62%	56%	26%
None of these - I would potentially vote for all of them	76	40	36	10	22	4	11	15	14	20	26	14	13	14	3	3	12	-	-	9	3	11
	8%	8%	7%	11%	18%	3%	6%	9%	5%	8%	8%	7%	7%	6%	2%	2%	8%	-	-	4%	3%	3%
Don't know	11	4	7	1	1	1	6	2	*	4	3	3	1	-	-	-	1	-	1	2	1	-
	1%	1%	1%	1%	1%	1%	3%	1%	*	2%	1%	1%	1%	-	-	-	1%	-	25%	1%	1%	-

Lord Ashcroft

Hazel Grove Poll
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Absolutes/col percents

Table 9
Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?
Base: All respondents

		Total	Gender		Age						SEG				Voting Intention						2010 Vote		
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base		1000	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base		1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
NET: Well		604	326	279	56	66	96	101	102	181	160	211	119	106	188	62	102	80	24	2	177	45	183
		60%	67%	54%	64%	54%	58%	54%	59%	68%	66%	65%	57%	53%	86%	41%	67%	51%	56%	46%	80%	52%	59%
Very well	(4)	31	14	16	1	1	4	8	4	12	7	8	3	12	13	-	6	7	-	-	11	1	8
		3%	3%	3%	1%	1%	2%	5%	2%	5%	3%	2%	1%	6%	6%	-	4%	4%	-	-	5%	1%	3%
Quite well	(3)	574	312	262	55	65	92	93	98	169	153	203	116	94	175	62	96	73	24	2	166	44	175
		57%	64%	51%	62%	54%	56%	50%	57%	64%	64%	62%	55%	47%	80%	41%	63%	47%	56%	46%	75%	51%	57%
Quite badly	(2)	296	128	168	26	42	50	70	53	54	66	89	75	57	21	75	40	58	17	1	28	33	105
		30%	26%	33%	29%	35%	31%	38%	31%	21%	28%	27%	36%	29%	10%	50%	26%	37%	40%	29%	12%	38%	34%
Very badly	(1)	51	17	34	4	8	12	7	7	12	4	14	8	23	4	7	7	11	2	1	7	1	7
		5%	4%	7%	4%	7%	8%	4%	4%	5%	2%	4%	4%	11%	2%	5%	5%	7%	5%	25%	3%	2%	2%
NET: Badly		347	145	202	29	50	63	78	60	67	70	103	83	80	25	82	48	69	19	3	34	34	112
		35%	30%	39%	33%	41%	38%	42%	35%	25%	29%	32%	40%	40%	12%	54%	31%	44%	44%	54%	16%	39%	36%
Don't know		49	15	33	3	6	6	7	11	17	10	13	8	12	5	7	3	7	-	-	10	7	14
		5%	3%	6%	3%	5%	4%	4%	6%	6%	4%	4%	4%	6%	2%	4%	2%	4%	-	-	5%	9%	4%
Mean		2.61	2.69	2.54	2.63	2.51	2.55	2.57	2.61	2.73	2.70	2.65	2.56	2.51	2.92	2.38	2.68	2.51	2.51	2.22	2.86	2.56	2.62
Standard deviation		0.64	0.59	0.68	0.59	0.64	0.68	0.65	0.61	0.63	0.55	0.61	0.60	0.79	0.48	0.58	0.63	0.70	0.59	0.91	0.54	0.55	0.58
Standard error		0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.04	0.03	0.03	0.04	0.05	0.06	0.03	0.05	0.05	0.06	0.10	0.46	0.03	0.05	0.04

Lord Ashcroft

Hazel Grove Poll
CATI Fieldwork : 4th-15th November 2014

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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base		1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
NET: Well		628	326	301	58	70	103	102	108	185	163	212	130	112	185	70	98	82	33	2	177	50	194
		63%	67%	59%	65%	57%	63%	55%	63%	70%	68%	65%	62%	56%	85%	47%	64%	53%	76%	46%	80%	58%	63%
Very well	(4)	42	22	19	11	4	7	9	2	10	11	14	7	9	15	1	4	8	2	-	14	2	6
		4%	5%	4%	12%	3%	4%	5%	1%	4%	4%	4%	3%	5%	7%	1%	2%	5%	4%	-	6%	3%	2%
Quite well	(3)	586	304	282	47	66	96	94	106	174	152	199	123	102	170	69	94	74	31	2	163	48	188
		59%	62%	55%	53%	54%	58%	50%	62%	66%	63%	61%	59%	52%	78%	46%	61%	48%	72%	46%	73%	55%	61%
Quite badly	(2)	278	114	164	26	35	44	71	47	57	63	86	63	55	25	63	45	53	11	1	30	29	94
		28%	24%	32%	29%	29%	27%	38%	27%	21%	26%	26%	30%	28%	12%	42%	29%	34%	24%	29%	14%	34%	31%
Very badly	(1)	54	28	26	-	11	17	10	10	7	3	21	10	20	-	9	10	18	-	1	3	1	14
		5%	6%	5%	-	9%	10%	5%	6%	3%	1%	7%	5%	10%	-	6%	7%	11%	-	25%	1%	2%	4%
NET: Badly		333	142	190	26	45	61	81	56	64	66	108	73	75	25	72	55	70	11	3	33	31	108
		33%	29%	37%	29%	37%	37%	43%	33%	24%	27%	33%	35%	38%	12%	48%	36%	45%	24%	54%	15%	36%	35%
Don't know		40	18	22	5	7	1	3	8	16	11	7	6	12	7	8	1	3	-	-	12	5	7
		4%	4%	4%	6%	5%	1%	2%	5%	6%	5%	2%	3%	6%	3%	6%	*	2%	-	-	5%	6%	2%
Mean		2.64	2.68	2.60	2.82	2.54	2.57	2.55	2.61	2.76	2.74	2.64	2.62	2.54	2.95	2.44	2.60	2.48	2.80	2.22	2.89	2.63	2.61
Standard deviation		0.66	0.66	0.65	0.64	0.70	0.73	0.67	0.62	0.57	0.56	0.67	0.64	0.75	0.44	0.63	0.65	0.77	0.49	0.91	0.51	0.58	0.61
Standard error		0.02	0.03	0.03	0.11	0.08	0.06	0.05	0.04	0.03	0.03	0.05	0.06	0.05	0.03	0.05	0.05	0.06	0.09	0.46	0.03	0.06	0.04

Lord Ashcroft

Hazel Grove Poll
CATI Fieldwork : 4th-15th November 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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
I am satisfied with the job David Cameron is doing overall as Prime Minister	317 32%	157 32%	161 31%	28 32%	35 28%	56 34%	43 23%	46 26%	108 41%	74 31%	120 37%	65 31%	54 27%	140 64%	10 7%	38 25%	46 29%	6 14%	2 47%	123 55%	13 15%	74 24%
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	307 31%	140 29%	167 33%	15 16%	33 27%	54 33%	71 38%	55 32%	80 30%	80 33%	92 28%	76 36%	52 26%	74 34%	10 7%	61 40%	71 45%	4 8%	- -	87 39%	13 15%	87 28%
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.	268 27%	151 31%	117 23%	40 45%	48 39%	40 24%	47 26%	45 26%	48 18%	63 26%	90 28%	51 24%	60 30%	2 1%	125 83%	48 31%	29 18%	28 64%	1 28%	7 3%	55 64%	124 40%
Refused	24 2%	13 3%	11 2%	- -	- -	4 2%	9 5%	5 3%	6 2%	5 2%	4 1%	5 2%	9 5%	- -	- -	- -	2 1%	1 3%	- -	2 1%	1 2%	1 *
Don't know	84 8%	25 5%	58 11%	6 7%	7 6%	11 7%	16 8%	22 13%	21 8%	18 8%	21 6%	13 6%	23 12%	1 1%	6 4%	7 5%	9 6%	5 11%	1 25%	2 1%	3 3%	23 7%

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Hazel Grove Poll
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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

	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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
The Liberal Democrat	490	243	246	17	61	91	91	96	133	129	174	99	83	114	74	103	70	22	-	116	38	192
	49%	50%	48%	19%	50%	55%	49%	56%	50%	53%	53%	47%	42%	53%	50%	67%	45%	51%	-	52%	44%	62%
The Conservatives	328	171	157	20	30	45	50	68	116	86	124	59	54	110	48	51	47	10	3	103	31	109
	33%	35%	31%	22%	24%	27%	27%	39%	44%	36%	38%	28%	27%	50%	32%	33%	30%	22%	57%	46%	36%	35%
Labour	102	53	48	7	21	14	15	16	29	25	34	16	27	17	34	17	9	1	-	19	10	33
	10%	11%	9%	8%	17%	9%	8%	9%	11%	10%	10%	7%	14%	8%	23%	11%	6%	2%	-	9%	12%	11%
The UK Independence Party (UKIP)	69	36	33	7	11	11	13	12	14	17	19	21	8	16	12	5	20	-	-	25	3	13
	7%	7%	6%	8%	9%	7%	7%	7%	5%	7%	6%	10%	4%	7%	8%	3%	13%	-	-	11%	4%	4%
None of them	359	174	185	54	44	53	71	52	85	74	107	80	84	59	49	38	55	17	2	60	32	83
	36%	36%	36%	61%	36%	32%	38%	30%	32%	31%	33%	38%	42%	27%	33%	25%	35%	39%	43%	27%	37%	27%
Don't know	10	3	7	-	1	2	4	2	1	2	5	3	1	2	-	1	2	-	-	3	1	-
	1%	1%	1%	-	1%	1%	2%	1%	*	1%	1%	1%	*	1%	-	1%	1%	-	-	1%	1%	-

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Hazel Grove Poll
CATI Fieldwork : 4th-15th November 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	443	557	34	83	150	167	213	351	447	196	123	209	243	152	159	155	33	4	260	108	287
Weighted base	1000	486	514	88	122	165	186	173	264	240	327	210	198	218	150	153	156	43	5	222	86	309
A Conservative government	310	166	144	18	30	45	49	47	120	78	102	75	48	181	3	6	64	2	1	171	11	41
	31%	34%	28%	20%	25%	27%	26%	27%	45%	32%	31%	36%	24%	83%	2%	4%	41%	5%	29%	77%	13%	13%
A Labour government	218	122	95	35	39	40	39	35	30	56	73	43	44	*	122	9	27	24	1	4	52	75
	22%	25%	19%	40%	32%	24%	21%	20%	11%	23%	22%	21%	22%	*	81%	6%	17%	56%	28%	2%	60%	24%
A coalition between the Conservatives and the Liberal Democrats	162	67	95	-	18	29	38	31	46	38	72	18	33	30	-	70	21	5	1	25	3	78
	16%	14%	19%	-	14%	18%	21%	18%	17%	16%	22%	8%	17%	14%	-	46%	13%	10%	18%	11%	3%	25%
A coalition between Labour and the Liberal Democrats	154	73	81	13	22	26	30	30	33	39	34	36	39	4	23	62	17	10	-	3	13	87
	15%	15%	16%	15%	18%	16%	16%	17%	12%	16%	10%	17%	20%	2%	15%	41%	11%	22%	-	1%	15%	28%
Don't know	156	58	98	23	12	24	31	30	36	29	45	38	34	2	3	5	28	3	1	19	7	29
	16%	12%	19%	26%	10%	15%	16%	17%	14%	12%	14%	18%	17%	1%	2%	3%	18%	6%	25%	8%	8%	9%

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Hazel Grove Poll
CATI Fieldwork : 4th-15th November 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
Male	443	486
	44%	49%
Female	557	514
	56%	51%

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Absolutes/col percents

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

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	34 3%	88 9%
25-34	83 8%	122 12%
35-44	150 15%	165 16%
45-54	167 17%	186 19%
55-64	213 21%	173 17%
65 or older	351 35%	264 26%
Refused	2 *	2 *

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Absolutes/col percents

Table 16
SEG
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
A	156 16%	81 8%
B	291 29%	159 16%
C1	196 20%	327 33%
C2	123 12%	210 21%
D	58 6%	63 6%
E	151 15%	135 13%
Refused	25 3%	25 2%

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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	1000	1000
Weighted base	1000	1000
Conservative	260 26%	222 22%
Labour	108 11%	86 9%
Liberal Democrats	287 29%	309 31%
Another party	36 4%	33 3%
Did not vote	219 22%	266 27%
Refused	37 4%	28 3%
Don't know	53 5%	56 6%

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