

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88	
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104	
Certain to vote	(10)	573	274	299	39	67	99	126	94	146	150	190	113	100	152	141	30	127	18	1	185	165	71
		57%	56%	59%	39%	43%	52%	68%	64%	67%	72%	59%	46%	52%	75%	64%	71%	59%	50%	11%	72%	73%	68%
	(9)	55	27	28	5	5	9	13	13	9	11	19	14	8	15	9	2	10	1	-	22	6	6
		5%	5%	6%	5%	3%	5%	7%	9%	4%	5%	6%	6%	4%	8%	4%	5%	5%	2%	-	8%	3%	6%
	(8)	88	43	45	12	8	22	14	11	20	14	33	26	13	24	15	-	23	5	2	25	21	10
		9%	9%	9%	12%	5%	12%	7%	8%	9%	7%	10%	10%	7%	12%	7%	-	11%	15%	29%	10%	9%	9%
	(7)	45	26	18	6	12	11	4	7	5	7	16	16	5	2	17	4	3	6	1	7	6	6
		4%	5%	4%	6%	8%	6%	2%	5%	2%	3%	5%	7%	3%	1%	8%	9%	1%	17%	16%	3%	3%	6%
	(6)	28	11	17	5	7	6	2	2	6	3	14	2	8	3	10	4	7	-	1	1	4	-
		3%	2%	3%	4%	5%	3%	1%	1%	3%	1%	4%	1%	4%	1%	4%	10%	3%	-	15%	*	2%	-
	(5)	81	41	40	14	20	13	13	8	14	8	21	26	26	3	16	3	29	3	-	6	16	4
		8%	8%	8%	14%	12%	7%	7%	6%	6%	4%	6%	11%	13%	1%	7%	6%	14%	8%	-	2%	7%	4%
	(4)	12	8	4	3	3	3	2	1	-	1	5	5	1	3	3	-	3	1	-	6	1	1
		1%	2%	1%	3%	2%	2%	1%	1%	-	1%	1%	2%	1%	2%	1%	-	2%	2%	-	2%	*	1%
	(3)	27	11	16	8	10	3	2	2	2	3	8	10	5	2	6	-	9	1	-	1	3	-
		3%	2%	3%	8%	6%	2%	1%	1%	1%	1%	3%	4%	3%	1%	3%	-	4%	3%	-	*	2%	-
	(2)	20	11	9	2	3	8	3	1	4	1	3	9	4	-	5	-	2	1	2	2	1	3
		2%	2%	2%	2%	2%	4%	1%	1%	2%	*	1%	4%	2%	-	2%	-	1%	2%	29%	1%	*	3%
Definitely would not vote	(1)	64	34	30	8	17	13	8	6	12	9	11	22	19	-	-	-	-	-	-	3	1	4
		6%	7%	6%	8%	11%	7%	4%	4%	6%	4%	3%	9%	10%	-	-	-	-	-	-	1%	*	3%
Don't know		9	6	2	-	5	1	-	1	2	-	1	3	2	-	-	-	-	-	-	-	2	-
		1%	1%	*	-	3%	1%	-	*	1%	-	*	1%	1%	-	-	-	-	-	-	-	1%	-
Mean		8.10	8.01	8.19	7.11	7.06	7.88	8.69	8.70	8.57	8.89	8.44	7.44	7.57	9.40	8.60	8.99	8.42	8.23	6.05	9.17	9.08	8.79
Standard deviation		2.84	2.89	2.78	3.04	3.25	2.93	2.46	2.36	2.60	2.33	2.44	3.13	3.15	1.33	2.20	1.74	2.30	2.24	3.04	1.78	1.83	2.34
Standard error		0.09	0.14	0.12	0.45	0.36	0.22	0.18	0.18	0.14	0.13	0.17	0.24	0.20	0.09	0.15	0.32	0.16	0.41	1.36	0.10	0.12	0.25

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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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
Conservative	203	101	102	15	26	39	38	33	53	55	80	27	32	203	-	-	-	-	-	144	6	12
	20%	21%	20%	14%	16%	21%	21%	22%	24%	27%	25%	11%	17%	100%	-	-	-	-	-	56%	3%	11%
Labour	221	115	106	33	30	30	49	34	45	48	66	58	42	-	221	-	-	-	-	9	144	12
	22%	23%	21%	33%	19%	16%	26%	23%	21%	23%	21%	24%	22%	-	100%	-	-	-	-	3%	64%	12%
Liberal Democrat	42	23	20	6	15	5	10	4	2	8	21	4	8	-	-	42	-	-	-	2	3	24
	4%	5%	4%	6%	10%	3%	5%	2%	1%	4%	7%	2%	4%	-	-	100%	-	-	-	1%	1%	23%
The UK Independence Party (UKIP)	213	118	96	18	26	42	41	40	46	38	56	72	44	-	-	-	213	-	-	62	28	14
	21%	24%	19%	18%	16%	22%	22%	27%	21%	18%	18%	29%	23%	-	-	-	100%	-	-	24%	12%	14%
The Green Party	36	17	18	3	6	11	7	6	2	7	19	5	4	-	-	-	-	36	-	1	7	15
	4%	4%	4%	3%	4%	6%	4%	4%	1%	3%	6%	2%	2%	-	-	-	-	100%	-	*	3%	15%
The British National Party (BNP)	3	3	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-	3	-	-	-
	*	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	57%	-	-	-
Some other party	3	-	3	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	3	-	1	-
	*	-	1%	-	1%	*	-	*	-	*	-	-	*	-	-	-	-	-	43%	-	*	-
Would not vote	64	34	30	8	17	13	8	6	12	9	11	22	19	-	-	-	-	-	-	3	1	4
	6%	7%	6%	8%	11%	7%	4%	4%	6%	4%	3%	9%	10%	-	-	-	-	-	-	1%	*	3%
Refused	64	29	35	-	5	11	9	7	31	14	17	14	15	-	-	-	-	-	-	11	9	1
	6%	6%	7%	-	3%	6%	5%	5%	14%	7%	5%	6%	8%	-	-	-	-	-	-	4%	4%	1%
Don't know	151	51	100	19	32	34	24	16	27	27	49	41	27	-	-	-	-	-	-	28	28	22
	15%	10%	20%	19%	20%	18%	13%	11%	12%	13%	15%	17%	14%	-	-	-	-	-	-	11%	12%	21%

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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	547	256	291	19	35	92	113	112	176	207	115	87	124	185	160	23	156	20	2	216	164	48
Weighted base	521	267	253	42	63	96	110	92	117	127	177	112	89	166	155	31	143	23	2	178	150	60
Conservative	166	82	84	13	18	30	31	28	45	48	63	22	26	166	-	-	-	-	-	120	5	10
	32%	31%	33%	31%	29%	32%	29%	30%	38%	38%	36%	20%	29%	100%	-	-	-	-	-	67%	3%	17%
Labour	155	79	76	16	18	24	36	26	34	37	47	40	27	-	155	-	-	-	-	7	116	10
	30%	30%	30%	38%	29%	25%	33%	29%	29%	29%	27%	35%	30%	-	100%	-	-	-	-	4%	78%	17%
Liberal Democrat	31	16	16	6	10	4	8	3	1	7	15	3	5	-	-	31	-	-	-	1	2	20
	6%	6%	6%	13%	16%	4%	7%	3%	1%	5%	9%	2%	5%	-	-	100%	-	-	-	1%	1%	33%
The UK Independence Party (UKIP)	143	79	64	6	12	31	29	31	35	31	40	43	28	-	-	-	143	-	-	49	21	11
	28%	30%	25%	14%	19%	32%	26%	33%	30%	24%	22%	38%	31%	-	-	-	100%	-	-	27%	14%	18%
The Green Party	23	11	12	2	4	6	6	4	2	4	12	4	3	-	-	-	-	23	-	1	6	9
	4%	4%	5%	4%	6%	6%	5%	4%	1%	3%	7%	4%	4%	-	-	-	-	100%	-	*	4%	15%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	47%	-	-	-
Some other party	1	-	1	-	*	*	-	1	-	*	-	-	*	-	-	-	-	-	1	-	1	-
	*	-	*	-	1%	*	-	1%	-	*	-	-	*	-	-	-	-	-	53%	-	*	-



## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
Conservative	233 23%	115 23%	117 23%	19 18%	31 20%	38 20%	40 22%	38 26%	67 30%	60 29%	89 28%	33 13%	44 23%	188 92%	6 3%	3 7%	20 9%	2 5%	-	162 63%	11 5%	12 11%
Labour	243 24%	118 24%	125 25%	30 29%	30 19%	41 22%	50 27%	41 28%	51 23%	52 25%	70 22%	61 25%	53 28%	3 2%	207 94%	-	10 5%	3 10%	-	10 4%	151 67%	20 19%
Liberal Democrat	44 4%	20 4%	25 5%	7 7%	13 9%	6 3%	9 5%	6 4%	2 1%	7 3%	19 6%	9 4%	7 4%	3 1%	1 1%	32 74%	* *	1 2%	-	1 *	3 1%	25 24%
The UK Independence Party (UKIP)	188 19%	110 22%	77 15%	16 16%	24 16%	40 21%	39 21%	33 22%	35 16%	34 16%	51 16%	68 28%	34 18%	3 2%	1 *	-	171 80%	2 5%	-	45 17%	21 9%	14 13%
The Green Party	34 3%	19 4%	15 3%	3 3%	11 7%	7 4%	5 3%	6 4%	3 1%	6 3%	18 6%	8 3%	2 1%	-	-	4 10%	-	25 70%	-	2 1%	8 4%	14 13%
The British National Party (BNP)	3 *	3 1%	-	-	-	3 2%	-	-	-	-	-	3 1%	-	-	-	-	-	-	3 57%	-	-	-
Some other party	4 *	-	4 1%	-	1 1%	2 1%	-	1 *	1 *	2 1%	-	-	1 1%	1 *	-	-	-	-	3 43%	1 *	1 *	-
Would not vote	64 6%	34 7%	30 6%	8 8%	17 11%	13 7%	8 4%	6 4%	12 6%	9 4%	11 3%	22 9%	19 10%	-	-	-	-	-	-	3 1%	1 *	4 3%
Refused	45 4%	20 4%	25 5%	-	4 2%	5 3%	6 3%	6 4%	22 10%	10 5%	15 5%	9 4%	8 4%	-	-	-	-	1 3%	-	2 1%	3 1%	2 2%
Don't know	143 14%	52 11%	91 18%	20 19%	25 16%	34 18%	27 15%	11 7%	26 12%	26 13%	48 15%	34 14%	24 12%	6 3%	5 2%	4 9%	13 6%	2 5%	-	32 12%	28 12%	16 15%

## Kingswood 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	564	261	304	19	35	92	113	115	191	213	116	89	133	179	157	21	146	18	2	218	171	52
Weighted base	531	268	263	41	63	97	110	96	124	130	178	116	94	161	151	29	133	21	2	178	154	64
Conservative	177	88	89	14	19	28	32	30	54	50	64	24	33	153	2	2	12	*	-	131	6	9
	33%	33%	34%	34%	31%	29%	29%	32%	43%	39%	36%	21%	35%	95%	1%	9%	9%	1%	-	74%	4%	14%
Labour	171	83	88	15	18	28	39	31	40	39	52	42	34	2	148	-	6	2	-	8	122	16
	32%	31%	33%	37%	29%	29%	35%	32%	32%	30%	29%	36%	36%	1%	98%	-	5%	9%	-	4%	79%	25%
Liberal Democrat	31	12	18	6	8	5	7	3	1	6	15	4	3	3	*	25	*	1	-	1	2	19
	6%	5%	7%	16%	13%	5%	7%	3%	1%	4%	9%	3%	4%	2%	*	85%	*	3%	-	1%	1%	29%
The UK Independence Party (UKIP)	127	73	54	4	11	31	28	26	27	29	38	39	22	3	1	-	115	1	-	37	17	11
	24%	27%	21%	10%	17%	32%	25%	27%	22%	22%	21%	33%	23%	2%	*	-	86%	5%	-	21%	11%	17%
The Green Party	23	11	11	2	6	3	5	5	3	5	10	6	2	-	-	2	-	17	-	1	7	10
	4%	4%	4%	4%	9%	3%	4%	5%	2%	4%	5%	5%	2%	-	-	6%	-	82%	-	*	5%	15%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	47%	-	-	-
Some other party	2	-	2	-	*	1	-	1	*	1	-	-	*	1	-	-	-	-	1	1	1	-
	*	-	1%	-	1%	1%	-	1%	*	1%	-	-	*	*	-	-	-	-	53%	*	*	-

**Kingswood 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	34%
Labour	32%
Liberal Democrat	6%
UKIP	23%
Green	4%
Other	1%

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
I would not vote Liberal Democrat	626	332	294	44	83	121	127	99	152	128	200	154	125	157	154	-	179	19	2	200	171	28
	63%	67%	58%	43%	53%	64%	69%	68%	69%	62%	62%	63%	65%	77%	70%	-	84%	53%	40%	77%	76%	27%
I would not vote UKIP	493	228	265	48	85	92	95	70	102	113	190	90	81	135	171	36	-	33	2	126	147	76
	49%	46%	52%	47%	54%	49%	51%	48%	46%	54%	59%	36%	42%	66%	78%	85%	-	92%	40%	49%	65%	73%
I would not vote Labour	454	225	229	35	71	88	86	72	101	98	150	97	95	155	-	25	147	21	4	186	24	57
	45%	46%	45%	35%	45%	47%	46%	49%	46%	48%	47%	39%	49%	76%	-	58%	69%	59%	71%	72%	11%	54%
I would not vote Conservative	451	232	219	37	76	79	102	75	82	83	128	134	89	-	176	17	121	31	2	27	171	62
	45%	47%	43%	36%	48%	42%	55%	51%	38%	40%	40%	54%	46%	-	80%	41%	57%	87%	40%	11%	75%	60%
None of these - I would potentially vote for all of them	99	55	44	20	15	19	7	13	24	18	25	28	19	11	10	3	13	1	2	10	13	3
	10%	11%	9%	20%	10%	10%	4%	9%	11%	9%	8%	11%	10%	6%	5%	7%	6%	3%	29%	4%	6%	3%
Don't know	20	7	13	7	1	3	2	2	5	3	5	4	8	*	-	-	4	-	-	4	-	1
	2%	1%	3%	7%	1%	1%	1%	2%	2%	2%	2%	2%	4%	*	-	-	2%	-	-	1%	-	1%



## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88	
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104	
NET: Well	578	307	271	66	80	110	98	90	135	147	175	133	104	171	112	34	109	16	3	198	112	64	
	58%	62%	53%	65%	51%	58%	53%	61%	61%	71%	55%	54%	54%	84%	51%	80%	51%	46%	43%	76%	49%	61%	
Very well	(4)	28	18	10	5	6	2	5	1	9	6	6	7	8	18	7	-	1	-	-	14	2	-
		3%	4%	2%	5%	4%	1%	3%	1%	4%	3%	2%	3%	4%	9%	3%	-	*	-	-	5%	1%	-
Quite well	(3)	550	289	261	61	74	107	93	88	126	141	169	127	96	153	105	34	108	16	3	184	110	64
		55%	59%	51%	60%	47%	57%	50%	60%	57%	68%	53%	51%	50%	76%	48%	80%	51%	46%	43%	71%	48%	61%
Quite badly	(2)	324	145	178	32	60	61	68	46	55	45	120	91	60	28	90	8	80	16	3	45	93	38
		32%	29%	35%	31%	38%	33%	37%	31%	25%	22%	38%	37%	31%	14%	41%	18%	37%	46%	57%	17%	41%	37%
Very badly	(1)	63	27	36	4	8	15	15	6	14	9	16	14	19	1	16	1	20	2	-	10	15	3
		6%	5%	7%	4%	5%	8%	8%	4%	7%	4%	5%	6%	10%	1%	7%	2%	10%	5%	-	4%	7%	3%
NET: Badly		387	172	215	36	69	77	83	53	70	54	136	105	80	29	105	9	100	18	3	54	108	41
		39%	35%	42%	35%	44%	41%	45%	36%	32%	26%	42%	43%	41%	14%	48%	20%	47%	51%	57%	21%	48%	39%
Don't know		36	13	23	-	8	3	5	5	15	5	10	8	8	3	4	-	4	1	-	7	7	-
		4%	3%	5%	-	5%	1%	3%	3%	7%	3%	3%	3%	4%	1%	2%	-	2%	3%	-	3%	3%	-
Mean		2.56	2.62	2.50	2.66	2.52	2.52	2.48	2.59	2.63	2.71	2.53	2.53	2.50	2.94	2.47	2.78	2.43	2.42	2.43	2.80	2.45	2.58
Standard deviation		0.66	0.65	0.66	0.63	0.67	0.66	0.69	0.59	0.68	0.59	0.62	0.65	0.74	0.50	0.67	0.47	0.67	0.60	0.54	0.59	0.64	0.54
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.05	0.03	0.05	0.09	0.05	0.11	0.24	0.03	0.04	0.06

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88	
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104	
NET: Well	623	328	295	73	98	109	100	90	152	148	201	148	106	169	128	39	116	19	4	198	140	66	
		62%	67%	58%	71%	62%	58%	54%	61%	69%	72%	63%	60%	55%	83%	58%	93%	54%	52%	71%	77%	62%	63%
Very well	(4)	36	25	11	2	6	8	4	*	15	10	5	1	17	15	7	1	6	1	-	17	4	1
		4%	5%	2%	2%	4%	4%	2%	*	7%	5%	1%	*	9%	7%	3%	2%	3%	2%	-	7%	2%	1%
Quite well	(3)	588	303	285	71	92	101	95	90	137	138	197	147	90	154	120	38	110	18	4	181	135	65
		59%	62%	56%	70%	59%	54%	51%	61%	63%	67%	61%	60%	47%	76%	55%	90%	51%	50%	71%	70%	60%	62%
Quite badly	(2)	281	119	162	22	44	61	65	43	46	47	88	83	58	26	74	2	74	16	2	44	62	32
		28%	24%	32%	21%	28%	32%	35%	30%	21%	23%	27%	34%	30%	13%	34%	5%	35%	44%	29%	17%	28%	31%
Very badly	(1)	58	30	27	6	9	13	13	7	10	6	19	9	19	2	13	1	20	-	-	6	15	3
		6%	6%	5%	6%	5%	7%	7%	5%	4%	3%	6%	4%	10%	1%	6%	2%	9%	-	-	2%	6%	3%
NET: Badly		338	149	189	28	52	74	78	50	56	53	106	92	77	28	87	3	94	16	2	50	77	36
		34%	30%	37%	28%	33%	39%	42%	34%	26%	26%	33%	37%	40%	14%	39%	7%	44%	44%	29%	19%	34%	34%
Don't know		39	16	24	1	7	5	8	6	11	5	13	7	9	7	6	-	4	1	-	10	9	3
		4%	3%	5%	1%	4%	3%	4%	4%	5%	3%	4%	3%	5%	3%	3%	-	2%	3%	-	4%	4%	3%
Mean		2.63	2.68	2.58	2.68	2.63	2.57	2.51	2.60	2.76	2.75	2.61	2.58	2.57	2.92	2.57	2.93	2.49	2.56	2.71	2.84	2.60	2.63
Standard deviation		0.65	0.67	0.63	0.62	0.65	0.69	0.67	0.59	0.65	0.59	0.62	0.57	0.80	0.49	0.66	0.40	0.71	0.54	0.50	0.57	0.65	0.57
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.05	0.03	0.05	0.07	0.05	0.10	0.22	0.03	0.04	0.06

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
I am satisfied with the job David Cameron is doing overall as Prime Minister	312 31%	165 34%	146 29%	35 34%	46 29%	56 30%	54 29%	42 29%	80 36%	77 37%	108 34%	59 24%	53 28%	129 63%	35 16%	15 35%	43 20%	8 22%	1 16%	138 53%	37 17%	33 31%
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	334 33%	169 34%	165 33%	29 29%	54 35%	82 43%	53 28%	48 33%	67 31%	69 33%	108 34%	89 36%	62 32%	70 34%	33 15%	21 49%	118 56%	10 28%	3 57%	107 42%	44 19%	34 33%
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.	233 23%	112 23%	121 24%	30 30%	32 20%	26 14%	53 29%	45 31%	47 21%	40 19%	71 22%	72 29%	47 24%	2 1%	144 65%	6 14%	35 16%	10 29%	1 15%	7 3%	126 56%	29 28%
Refused	29 3%	12 2%	17 3%	- -	4 3%	5 3%	3 2%	3 2%	12 6%	5 2%	7 2%	6 2%	7 4%	- -	1 *	- -	1 1%	1 3%	- -	- -	2 1%	- -
Don't know	93 9%	34 7%	59 12%	8 8%	21 14%	20 10%	23 12%	8 6%	13 6%	15 7%	26 8%	21 9%	23 12%	2 1%	7 3%	1 3%	16 7%	6 17%	1 11%	6 2%	16 7%	9 8%

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
Labour	208	93	115	27	26	32	34	33	54	41	76	49	37	41	81	3	25	6	-	39	90	17
	21%	19%	23%	27%	16%	17%	18%	23%	25%	20%	24%	20%	19%	20%	37%	8%	12%	17%	-	15%	40%	16%
The Conservatives	130	65	65	4	16	38	21	15	35	42	34	36	15	36	20	1	36	3	3	49	19	6
	13%	13%	13%	4%	10%	20%	12%	10%	16%	20%	11%	14%	8%	18%	9%	3%	17%	9%	45%	19%	9%	6%
The UK Independence Party (UKIP)	54	23	30	4	10	12	8	8	11	12	17	9	12	8	14	4	15	2	-	12	8	4
	5%	5%	6%	4%	7%	6%	4%	5%	5%	6%	5%	4%	6%	4%	6%	9%	7%	7%	-	4%	4%	4%
The Liberal Democrat	26	17	10	2	-	11	4	5	4	8	5	7	4	4	6	2	3	1	2	5	8	1
	3%	3%	2%	2%	-	6%	2%	3%	2%	4%	2%	3%	2%	2%	3%	5%	1%	3%	29%	2%	4%	1%
None of them	671	339	333	64	117	122	132	94	142	132	212	165	135	129	123	35	152	25	3	175	125	82
	67%	69%	65%	63%	75%	65%	71%	64%	65%	64%	66%	67%	70%	64%	56%	83%	71%	70%	55%	67%	55%	79%
Don't know	14	6	8	6	-	4	-	4	-	2	5	2	5	2	3	-	4	1	-	1	2	-
	1%	1%	2%	6%	-	2%	-	3%	-	1%	1%	1%	3%	1%	1%	-	2%	3%	-	*	1%	-

## Kingswood 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	1001	440	561	45	85	173	185	180	332	333	202	177	254	222	217	30	216	30	5	302	244	88
Weighted base	1001	492	509	102	157	189	186	147	220	207	321	247	192	203	221	42	213	36	6	259	226	104
A Conservative government	309 31%	161 33%	148 29%	20 20%	33 21%	66 35%	58 31%	49 33%	83 38%	75 36%	109 34%	61 25%	56 29%	174 86%	1 1%	4 9%	80 38%	1 2%	2 29%	190 73%	14 6%	10 10%
A Labour government	302 30%	156 32%	145 29%	47 47%	48 31%	48 26%	53 29%	47 32%	58 27%	53 26%	76 24%	93 38%	69 36%	- -	181 82%	1 2%	59 28%	9 24%	1 15%	7 3%	150 66%	22 21%
A coalition between the Conservatives and the Liberal Democrats	126 13%	65 13%	61 12%	12 12%	31 20%	22 11%	19 10%	15 10%	27 12%	30 14%	54 17%	18 7%	22 12%	27 13%	2 1%	25 58%	34 16%	9 27%	1 16%	36 14%	9 4%	36 35%
A coalition between Labour and the Liberal Democrats	99 10%	40 8%	59 12%	9 9%	20 13%	17 9%	22 12%	17 12%	14 6%	18 9%	35 11%	34 14%	11 6%	2 1%	27 12%	11 26%	11 5%	14 39%	2 29%	7 3%	28 12%	25 24%
Don't know	165 17%	71 15%	94 18%	13 13%	25 16%	36 19%	34 18%	20 13%	37 17%	31 15%	47 15%	41 17%	34 17%	- -	9 4%	2 5%	29 14%	3 8%	1 11%	19 7%	26 11%	11 10%

**Kingswood 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	1001	1001
Weighted base	1001	1001
Male	440 44%	492 49%
Female	561 56%	509 51%

**Kingswood 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	1001	1001
Weighted base	1001	1001
18-24	45 4%	102 10%
25-34	85 8%	157 16%
35-44	173 17%	189 19%
45-54	185 18%	186 19%
55-64	180 18%	147 15%
65 or older	332 33%	220 22%
Refused	1 *	1 *

**Kingswood 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	1001	1001
Weighted base	1001	1001
A	102 10%	61 6%
B	231 23%	145 15%
C1	202 20%	321 32%
C2	177 18%	247 25%
D	112 11%	101 10%
E	142 14%	91 9%
Refused	35 3%	35 3%



**Kingswood 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	1001	1001
Weighted base	1001	1001
Conservative	302 30%	259 26%
Labour	244 24%	226 23%
Liberal Democrats	88 9%	104 10%
Another party	54 5%	49 5%
Did not vote	210 21%	271 27%
Refused	60 6%	48 5%
Don't know	43 4%	43 4%