

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98	
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106	
Certain to vote	(10)	578	290	288	23	42	105	116	114	178	181	191	101	90	187	175	16	84	16	4	217	188	59
		58%	60%	56%	27%	33%	58%	64%	68%	69%	68%	59%	49%	52%	71%	67%	48%	53%	76%	40%	77%	81%	56%
	(9)	72	37	35	7	6	18	12	13	16	16	19	23	13	19	15	3	20	-	2	22	10	12
		7%	8%	7%	8%	5%	10%	6%	8%	6%	6%	6%	11%	7%	7%	6%	8%	13%	-	23%	8%	4%	12%
	(8)	83	47	37	13	11	12	16	9	22	14	34	13	18	24	16	6	16	2	-	20	9	13
		8%	10%	7%	16%	9%	6%	9%	5%	8%	5%	11%	6%	10%	9%	6%	17%	10%	8%	-	7%	4%	12%
	(7)	55	31	24	7	14	7	7	9	11	12	16	17	11	13	13	1	11	-	1	7	5	6
		5%	6%	5%	9%	11%	4%	4%	5%	4%	4%	5%	8%	6%	5%	5%	3%	7%	-	12%	3%	2%	6%
	(6)	26	6	20	6	9	5	3	*	3	6	12	3	3	4	8	1	4	2	-	3	5	2
		3%	1%	4%	7%	7%	3%	2%	*	1%	2%	4%	2%	1%	1%	3%	3%	2%	7%	-	1%	2%	2%
	(5)	72	20	52	12	17	10	15	6	11	11	21	20	19	8	29	3	16	-	-	8	9	10
		7%	4%	10%	14%	13%	6%	8%	4%	4%	4%	6%	10%	11%	3%	11%	9%	10%	-	-	3%	4%	9%
	(4)	14	6	8	4	6	2	1	1	1	3	4	3	4	5	1	4	1	1	-	-	1	2
		1%	1%	2%	5%	4%	1%	1%	*	*	1%	1%	1%	2%	2%	*	11%	*	6%	-	-	*	2%
	(3)	16	9	7	-	6	1	3	2	3	4	2	6	3	3	3	-	6	-	-	-	*	-
		2%	2%	1%	-	4%	1%	2%	1%	1%	2%	1%	3%	2%	1%	1%	-	4%	-	-	-	*	-
	(2)	7	6	1	2	1	-	2	2	1	4	-	2	1	-	-	-	2	1	2	-	-	-
		1%	1%	*	2%	1%	-	1%	1%	*	2%	-	1%	*	-	-	-	1%	3%	25%	-	-	-
Definitely would not vote	(1)	72	35	38	10	16	22	7	12	7	12	27	18	9	-	-	-	-	-	-	3	5	1
		7%	7%	7%	12%	13%	12%	4%	7%	3%	5%	8%	9%	5%	-	-	-	-	-	-	1%	2%	1%
Refused		1	*	1	-	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	*	-	-
		*	*	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	-
Don't know		5	1	4	-	-	-	-	-	5	-	-	-	5	-	-	-	-	-	-	2	2	-
		*	*	1%	-	-	-	-	-	2%	-	-	-	3%	-	-	-	-	-	-	1%	1%	-
Mean		8.23	8.35	8.11	6.84	6.72	8.09	8.59	8.63	9.00	8.66	8.26	7.82	8.10	9.19	8.89	8.23	8.49	8.97	7.38	9.40	9.32	8.70
Standard deviation		2.75	2.72	2.78	2.98	3.11	3.05	2.41	2.64	2.04	2.52	2.75	2.94	2.66	1.59	1.87	2.21	2.13	2.14	3.46	1.45	1.78	1.91
Standard error		0.09	0.13	0.12	0.58	0.34	0.23	0.17	0.19	0.11	0.12	0.18	0.28	0.20	0.09	0.11	0.40	0.18	0.51	1.22	0.08	0.11	0.19

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Absolutes/col percents

Table 2

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
Conservative	263 26%	140 29%	123 24%	21 25%	29 23%	31 17%	35 20%	54 32%	92 36%	99 38%	79 24%	45 22%	37 21%	263 100%	-	-	-	-	-	186 66%	9 4%	14 14%
Labour	259 26%	110 22%	150 29%	26 32%	33 26%	53 29%	48 27%	44 26%	55 21%	72 27%	83 26%	55 26%	46 26%	-	259 100%	-	-	-	-	8 3%	164 70%	27 26%
Liberal Democrat	32 3%	20 4%	12 2%	4 5%	4 3%	5 3%	9 5%	4 2%	8 3%	10 4%	14 4%	4 2%	5 3%	-	-	32 100%	-	-	-	3 1%	3 1%	21 20%
The UK Independence Party (UKIP)	159 16%	97 20%	62 12%	5 7%	23 18%	32 17%	31 17%	29 17%	39 15%	22 8%	51 16%	48 23%	32 18%	-	-	-	159 100%	-	-	47 17%	24 10%	11 10%
The Green Party	21 2%	7 1%	14 3%	4 5%	1 1%	5 3%	9 5%	1 *	1 *	5 2%	5 1%	5 2%	6 3%	-	-	-	-	21 100%	-	2 1%	5 2%	10 9%
The British National Party (BNP)	3 *	3 1%	-	-	-	2 1%	-	1 1%	-	-	2 *	-	1 1%	-	-	-	-	-	3 29%	-	-	-
Some other party	6 1%	5 1%	1 *	-	3 2%	1 *	1 *	2 1%	* *	3 1%	2 1%	2 1%	-	-	-	-	-	-	6 71%	* *	3 1%	1 1%
Would not vote	72 7%	35 7%	38 7%	10 12%	16 13%	22 12%	7 4%	12 7%	7 3%	12 5%	27 8%	18 9%	9 5%	-	-	-	-	-	-	3 1%	5 2%	1 1%
Refused	58 6%	25 5%	33 6%	2 2%	1 1%	8 4%	9 5%	12 7%	25 10%	16 6%	14 4%	6 3%	17 10%	-	-	-	-	-	-	7 3%	6 3%	3 3%
Don't know	126 13%	47 10%	80 16%	11 13%	18 14%	24 13%	33 18%	10 6%	31 12%	27 10%	49 15%	24 12%	22 13%	-	-	-	-	-	-	27 9%	15 6%	18 17%

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### CATI Fieldwork : 8th-13th December 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	586	279	307	11	36	98	114	119	209	285	136	61	93	239	203	22	104	14	5	234	197	60
Weighted base	548	288	260	32	54	99	100	106	157	166	176	107	88	206	190	21	109	16	5	205	174	62
Conservative	206	110	97	16	18	24	29	43	76	81	64	33	26	206	-	-	-	-	-	157	7	11
	38%	38%	37%	48%	34%	25%	29%	41%	48%	48%	36%	31%	29%	100%	-	-	-	-	-	77%	4%	18%
Labour	190	83	108	13	20	43	36	37	41	57	66	35	30	-	190	-	-	-	-	6	139	20
	35%	29%	41%	39%	38%	43%	36%	35%	26%	34%	37%	32%	34%	-	100%	-	-	-	-	3%	80%	32%
Liberal Democrat	21	16	5	*	2	4	6	3	5	7	7	3	3	-	-	21	-	-	-	2	2	16
	4%	5%	2%	1%	3%	4%	6%	3%	3%	4%	4%	3%	4%	-	-	100%	-	-	-	1%	1%	26%
The UK Independence Party (UKIP)	109	71	38	*	10	21	24	21	33	16	32	32	24	-	-	-	109	-	-	40	19	7
	20%	25%	15%	1%	18%	21%	23%	20%	21%	9%	18%	30%	27%	-	-	-	100%	-	-	19%	11%	11%
The Green Party	16	5	11	4	1	4	6	1	1	4	4	3	4	-	-	-	-	16	-	*	5	7
	3%	2%	4%	11%	1%	4%	6%	*	1%	2%	2%	3%	5%	-	-	-	-	100%	-	*	3%	12%
The British National Party (BNP)	2	2	-	-	-	1	-	*	-	-	1	-	*	-	-	-	-	-	2	-	-	-
	*	1%	-	-	-	1%	-	*	-	-	1%	-	1%	-	-	-	-	-	35%	-	-	-
Some other party	4	2	1	-	3	1	*	*	*	2	2	*	-	-	-	-	-	-	4	*	2	1
	1%	1%	*	-	5%	1%	*	*	*	1%	1%	*	-	-	-	-	-	-	65%	*	1%	1%

**Elmet & Rothwell Poll**  
**CATI Fieldwork : 8th-13th December 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**

	<u>Total</u>
Conservative	38%
Labour	34%
Liberal Democrat	4%
UKIP	19%
Green	3%
Other	1%

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
Conservative	286 29%	154 32%	132 26%	21 25%	27 21%	43 24%	42 23%	56 33%	99 38%	104 39%	90 28%	48 23%	41 24%	233 89%	13 5%	1 4%	15 9%	2 11%	* 5%	192 68%	11 5%	17 16%
Labour	275 27%	117 24%	157 31%	23 28%	37 29%	56 31%	48 26%	51 30%	60 23%	77 29%	84 26%	59 29%	48 27%	13 5%	233 90%	1 5%	9 6%	- -	1 11%	12 4%	165 71%	27 26%
Liberal Democrat	49 5%	20 4%	29 6%	7 9%	3 3%	7 4%	13 7%	9 5%	11 4%	10 4%	24 7%	4 2%	10 6%	7 3%	3 1%	25 76%	4 2%	1 6%	- -	10 3%	4 2%	22 21%
The UK Independence Party (UKIP)	132 13%	85 17%	47 9%	5 7%	18 14%	22 12%	37 20%	19 12%	31 12%	19 7%	44 13%	40 20%	23 13%	3 1%	1 1%	3 8%	118 74%	1 3%	- -	38 13%	20 9%	10 10%
The Green Party	21 2%	9 2%	12 2%	4 5%	1 1%	4 2%	10 6%	1 *	1 1%	7 3%	6 2%	3 2%	5 3%	- -	1 *	- -	1 *	17 80%	1 6%	2 1%	4 2%	10 10%
The British National Party (BNP)	3 *	3 1%	- -	- -	- -	2 1%	- -	1 1%	- -	- -	2 *	- -	1 1%	- -	- -	- -	- -	- -	3 29%	- -	- -	- -
Some other party	5 *	3 1%	2 *	- -	2 2%	2 1%	- -	- -	1 *	1 *	3 1%	- -	1 *	- -	1 1%	- -	- -	- -	3 30%	- -	5 2%	- -
Would not vote	72 7%	35 7%	38 7%	10 12%	16 13%	22 12%	7 4%	12 7%	7 3%	12 5%	27 8%	18 9%	9 5%	- -	- -	- -	- -	- -	- -	3 1%	5 2%	1 1%
Refused	36 4%	15 3%	22 4%	2 2%	1 1%	4 2%	7 4%	7 4%	15 6%	11 4%	9 3%	2 1%	12 7%	- -	- -	- -	- -	- -	- -	4 2%	5 2%	2 2%
Don't know	120 12%	47 10%	74 14%	10 12%	22 17%	21 12%	20 11%	13 8%	34 13%	24 9%	36 11%	31 15%	25 14%	7 3%	7 3%	2 7%	13 8%	- -	2 19%	23 8%	16 7%	16 15%

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	610	288	322	11	36	104	123	123	215	295	146	61	93	235	199	19	97	14	5	241	199	63	
Weighted base	570	296	274	33	53	105	110	108	162	172	192	107	87	202	185	19	102	16	5	212	175	65	
Conservative	222	118	104	13	17	33	31	45	83	85	72	34	30	186	7	1	11	2	*	163	9	13	
		39%	40%	38%	39%	32%	28%	42%	51%	49%	37%	32%	34%	92%	4%	5%	11%	13%	7%	77%	5%	20%	
Labour	201	88	114	13	23	44	35	42	43	60	67	40	30	9	173	1	6	-	1	9	140	20	
		35%	30%	41%	39%	44%	42%	39%	26%	35%	35%	38%	34%	5%	93%	4%	6%	-	16%	4%	80%	31%	
Liberal Democrat	32	15	17	3	2	5	7	6	8	8	15	3	5	4	2	16	3	*	-	7	3	16	
		6%	5%	6%	10%	4%	5%	7%	5%	5%	8%	3%	5%	2%	1%	82%	3%	*	-	3%	2%	25%	
The UK Independence Party (UKIP)	93	65	28	*	8	15	29	14	26	14	29	28	17	3	1	2	82	1	-	32	16	7	
		16%	22%	10%	1%	16%	14%	26%	13%	16%	8%	15%	26%	20%	1%	1%	9%	80%	3%	-	15%	9%	11%
The Green Party	16	6	10	4	1	3	7	1	1	5	5	2	4	-	*	-	*	13	*	*	3	8	
		3%	2%	4%	11%	1%	3%	6%	*	1%	3%	2%	5%	-	*	-	*	83%	*	*	2%	13%	
The British National Party (BNP)	2	2	-	-	-	1	-	*	-	-	1	-	*	-	-	-	-	-	2	-	-	-	
		*	1%	-	-	1%	-	*	-	-	1%	-	1%	-	-	-	-	-	35%	-	-	-	
Some other party	4	2	2	-	2	2	-	-	1	1	3	-	1	-	1	-	-	-	2	-	4	-	
		1%	1%	1%	-	3%	2%	-	*	*	2%	-	1%	-	1%	-	-	-	42%	-	2%	-	

**Elmet & Rothwell Poll**  
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Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	39%
Labour	35%
Liberal Democrat	6%
UKIP	16%
Green	3%
Other	1%

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	1000	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
I would not vote Liberal Democrat	653 65%	337 69%	315 62%	41 49%	79 62%	114 63%	107 59%	122 72%	189 73%	174 66%	204 63%	141 68%	116 66%	188 72%	188 73%	-	128 81%	11 54%	8 85%	205 73%	183 79%	47 44%
I would not vote UKIP	584 58%	262 54%	322 63%	62 76%	70 55%	98 54%	104 57%	97 57%	153 59%	173 66%	200 62%	102 49%	96 55%	189 72%	208 80%	24 75%	-	20 97%	8 88%	155 55%	165 71%	75 71%
I would not vote Labour	459 46%	250 51%	209 41%	32 39%	46 36%	69 38%	84 46%	85 51%	143 56%	118 44%	161 50%	92 45%	75 43%	208 79%	-	20 62%	107 67%	7 32%	7 78%	233 82%	33 14%	35 33%
I would not vote Conservative	431 43%	205 42%	226 44%	35 43%	69 54%	83 46%	87 48%	69 41%	88 34%	92 35%	148 46%	88 43%	83 48%	-	196 75%	23 70%	92 58%	15 72%	9 95%	29 10%	179 77%	62 59%
None of these - I would potentially vote for all of them	92 9%	43 9%	49 10%	14 17%	13 10%	21 12%	12 7%	14 8%	18 7%	27 10%	25 8%	21 10%	15 9%	14 5%	12 5%	-	17 11%	1 3%	*	15 5%	10 4%	4 4%
Don't know	8 1%	4 1%	4 1%	-	-	1 1%	1 *	1 *	4 2%	2 1%	1 *	1 1%	2 1%	-	1 *	-	-	-	-	1 *	-	-



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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	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98	
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106	
NET: Well	560	311	249	61	60	97	94	95	152	161	181	113	93	217	105	20	72	13	3	215	85	57	
	56%	64%	49%	74%	47%	54%	52%	56%	59%	61%	56%	55%	53%	83%	40%	60%	45%	62%	34%	76%	37%	54%	
Very well	(4)	23	18	5	2	7	4	1	2	9	4	8	6	5	11	2	-	4	-	-	10	4	-
	2%	4%	1%	2%	5%	2%	*	1%	3%	2%	2%	3%	3%	4%	1%	-	2%	-	-	3%	2%	-	
Quite well	(3)	536	293	244	59	53	93	93	93	143	156	173	107	88	206	103	20	68	13	3	205	81	57
	54%	60%	48%	72%	42%	52%	51%	55%	55%	59%	53%	52%	50%	79%	40%	60%	43%	62%	34%	72%	35%	54%	
Quite badly	(2)	335	133	203	15	51	68	79	52	71	81	120	70	57	40	127	12	63	8	3	54	118	45
	34%	27%	40%	18%	40%	37%	43%	31%	28%	30%	37%	34%	33%	15%	49%	38%	40%	38%	37%	19%	51%	43%	
Very badly	(1)	66	32	34	2	11	13	8	17	16	16	15	17	13	3	16	1	21	-	2	8	20	2
	7%	7%	7%	2%	8%	7%	5%	10%	6%	6%	5%	8%	7%	1%	6%	2%	13%	-	19%	3%	9%	2%	
NET: Badly	402	165	237	16	62	81	87	68	87	97	134	87	70	43	143	13	84	8	5	62	139	47	
	40%	34%	46%	20%	48%	45%	48%	41%	34%	37%	41%	42%	40%	16%	55%	40%	53%	38%	55%	22%	59%	45%	
Don't know	39	12	27	5	6	3	1	5	19	7	10	6	13	3	12	-	3	-	1	6	9	2	
	4%	2%	5%	6%	5%	2%	*	3%	7%	3%	3%	3%	7%	1%	4%	-	2%	-	11%	2%	4%	1%	
Mean	2.54	2.62	2.45	2.79	2.46	2.49	2.48	2.49	2.60	2.58	2.55	2.51	2.52	2.87	2.37	2.58	2.35	2.62	2.17	2.78	2.31	2.52	
Standard deviation	0.66	0.67	0.64	0.51	0.73	0.66	0.59	0.69	0.67	0.64	0.62	0.70	0.69	0.47	0.61	0.54	0.74	0.50	0.80	0.55	0.66	0.54	
Standard error	0.02	0.03	0.03	0.10	0.08	0.05	0.04	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.04	0.10	0.06	0.12	0.30	0.03	0.04	0.06	

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 2014

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98	
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106	
NET: Well	597	329	269	61	65	108	95	103	164	187	194	112	92	222	139	23	71	14	4	211	115	70	
	60%	67%	52%	75%	51%	59%	52%	61%	64%	71%	60%	54%	53%	84%	53%	72%	45%	67%	46%	74%	49%	66%	
Very well	(4)	49	32	17	8	6	11	2	5	16	19	14	8	8	17	16	2	4	-	-	16	8	7
		5%	7%	3%	10%	5%	6%	1%	3%	6%	7%	4%	4%	4%	6%	6%	6%	3%	-	-	6%	3%	7%
Quite well	(3)	548	297	252	53	59	97	93	98	148	168	179	104	85	205	122	21	67	14	4	195	107	62
		55%	61%	49%	65%	46%	53%	51%	58%	57%	64%	55%	50%	48%	78%	47%	66%	42%	67%	46%	69%	46%	59%
Quite badly	(2)	297	120	176	15	55	57	72	49	49	60	104	69	55	32	96	9	67	7	1	48	97	33
		30%	25%	34%	18%	43%	31%	39%	29%	19%	23%	32%	33%	32%	12%	37%	28%	42%	33%	11%	17%	42%	31%
Very badly	(1)	55	28	26	-	3	14	13	12	12	10	12	18	11	3	13	-	18	-	4	11	11	2
		5%	6%	5%	-	3%	8%	7%	7%	5%	4%	4%	9%	6%	1%	5%	-	11%	-	43%	4%	5%	2%
NET: Badly		351	148	203	15	58	71	84	61	62	71	116	86	67	35	108	9	85	7	5	59	108	35
		35%	30%	40%	18%	46%	39%	46%	36%	24%	27%	36%	42%	38%	13%	42%	28%	53%	33%	54%	21%	46%	33%
Don't know		51	10	41	6	4	3	2	4	32	7	15	8	16	6	12	-	3	-	-	13	10	1
		5%	2%	8%	8%	3%	2%	1%	2%	13%	3%	5%	4%	9%	2%	5%	-	2%	-	-	5%	4%	1%
Mean		2.62	2.70	2.55	2.92	2.55	2.59	2.47	2.58	2.74	2.76	2.63	2.52	2.56	2.91	2.58	2.78	2.37	2.67	2.03	2.80	2.50	2.72
Standard deviation		0.67	0.68	0.66	0.54	0.64	0.72	0.65	0.67	0.67	0.64	0.64	0.71	0.70	0.48	0.69	0.55	0.72	0.48	1.00	0.61	0.65	0.61
Standard error		0.02	0.03	0.03	0.11	0.07	0.06	0.05	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.04	0.10	0.06	0.11	0.35	0.03	0.04	0.06

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
I am satisfied with the job David Cameron is doing overall as Prime Minister	320 32%	168 35%	152 30%	38 46%	28 22%	57 31%	42 23%	59 35%	97 38%	92 35%	90 28%	82 40%	53 30%	177 67%	30 12%	10 30%	33 21%	2 10%	- -	168 59%	28 12%	19 18%
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	306 31%	152 31%	154 30%	33 40%	40 31%	53 29%	57 32%	45 27%	79 30%	85 32%	110 34%	58 28%	48 28%	86 33%	46 18%	14 43%	76 48%	8 37%	* 5%	105 37%	27 12%	37 35%
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.	258 26%	115 24%	143 28%	11 14%	41 32%	53 29%	51 28%	51 30%	50 20%	67 25%	87 27%	44 21%	52 29%	- -	169 65%	4 14%	32 20%	6 29%	6 71%	3 1%	159 68%	34 33%
Refused	26 3%	13 3%	13 2%	- -	2 2%	3 2%	7 4%	4 3%	8 3%	5 2%	8 2%	4 2%	4 2%	- -	* *	- -	5 3%	- -	1 7%	- -	5 2%	1 1%
Don't know	90 9%	39 8%	51 10%	- -	17 13%	16 9%	24 13%	9 6%	24 9%	15 6%	29 9%	18 9%	19 11%	- -	14 5%	4 14%	12 8%	5 24%	2 17%	7 3%	14 6%	15 14%

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**  
**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
The Conservatives	476	242	234	15	42	89	89	96	146	140	164	96	68	148	110	14	81	8	5	174	107	61
	48%	50%	46%	18%	33%	49%	49%	57%	57%	53%	50%	47%	39%	56%	43%	44%	51%	39%	52%	62%	46%	58%
Labour	270	127	142	20	28	60	56	47	60	77	96	50	43	59	91	10	33	7	4	68	83	29
	27%	26%	28%	24%	22%	33%	31%	28%	23%	29%	30%	24%	24%	22%	35%	32%	21%	33%	46%	24%	36%	27%
The Liberal Democrat	97	45	53	12	6	22	24	15	18	23	29	24	20	20	40	4	10	3	2	18	26	11
	10%	9%	10%	15%	4%	12%	13%	9%	7%	9%	9%	12%	11%	8%	15%	13%	6%	15%	24%	6%	11%	10%
The UK Independence Party (UKIP)	78	35	42	5	16	15	17	12	13	21	26	19	11	18	20	2	16	-	2	22	14	10
	8%	7%	8%	6%	13%	8%	9%	7%	5%	8%	8%	9%	6%	7%	8%	6%	10%	-	17%	8%	6%	9%
None of them	379	189	190	56	63	60	61	49	87	90	106	90	76	83	102	11	64	9	3	79	85	28
	38%	39%	37%	69%	50%	33%	34%	29%	34%	34%	33%	43%	44%	32%	39%	35%	40%	43%	31%	28%	37%	27%
Don't know	17	7	10	-	-	8	3	2	4	3	5	-	7	4	1	2	1	-	-	2	2	3
	2%	1%	2%	-	-	4%	2%	1%	1%	1%	1%	-	4%	2%	*	6%	1%	-	-	1%	1%	3%

## Elmet & Rothwell Poll

### CATI Fieldwork : 8th-13th December 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	447	553	26	84	169	192	185	343	438	232	114	187	296	264	31	140	18	8	319	263	98
Weighted base	1000	487	513	82	127	181	182	168	258	265	325	206	175	263	259	32	159	21	9	283	233	106
A Conservative government	334 33%	178 37%	156 30%	19 23%	32 25%	56 31%	48 27%	60 35%	119 46%	111 42%	97 30%	64 31%	57 32%	226 86%	4 2%	2 5%	54 34%	1 3%	*	210 74%	15 6%	11 10%
A Labour government	313 31%	143 29%	170 33%	25 31%	53 41%	59 33%	52 29%	63 37%	62 24%	71 27%	97 30%	74 36%	65 37%	1 1%	209 81%	3 8%	45 28%	10 49%	4 49%	9 3%	177 76%	35 33%
A coalition between the Conservatives and the Liberal Democrats	102 10%	54 11%	47 9%	10 12%	12 9%	17 10%	26 14%	20 12%	17 7%	22 8%	43 13%	24 12%	12 7%	32 12%	4 1%	11 35%	22 14%	3 13%	-	40 14%	3 1%	21 20%
A coalition between Labour and the Liberal Democrats	98 10%	43 9%	55 11%	12 14%	15 11%	21 12%	26 14%	5 3%	19 7%	29 11%	36 11%	19 9%	12 7%	-	31 12%	15 46%	9 6%	7 35%	3 30%	4 1%	27 12%	31 30%
Don't know	153 15%	69 14%	84 16%	17 21%	16 13%	27 15%	30 16%	21 13%	41 16%	31 12%	52 16%	26 12%	29 17%	3 1%	11 4%	2 6%	28 18%	-	2 17%	20 7%	11 5%	8 7%

**Elmet & Rothwell Poll**  
**CATI Fieldwork : 8th-13th December 2014**

Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	447 45%	487 49%
Female	553 55%	513 51%

**Elmet & Rothwell Poll**  
**CATI Fieldwork : 8th-13th December 2014**

Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	26 3%	82 8%
25-34	84 8%	127 13%
35-44	169 17%	181 18%
45-54	192 19%	182 18%
55-64	185 19%	168 17%
65 or older	343 34%	258 26%
Refused	1 *	1 *

**Elmet & Rothwell Poll**  
**CATI Fieldwork : 8th-13th December 2014**

Absolutes/col percents

Table 16

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	173 17%	104 10%
B	265 27%	160 16%
C1	232 23%	325 32%
C2	114 11%	206 21%
D	58 6%	61 6%
E	129 13%	114 11%
Refused	29 3%	29 3%



**Elmet & Rothwell Poll**  
**CATI Fieldwork : 8th-13th December 2014**

Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Could you tell me which party you voted for at the last general election back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	319 32%	283 28%
Labour	263 26%	233 23%
Liberal Democrats	98 10%	106 11%
Another party	38 4%	44 4%
Did not vote	188 19%	246 25%
Refused	46 5%	42 4%
Don't know	48 5%	45 5%