

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97	
Certain to vote	(10)	507	263	244	22	63	103	118	93	108	134	157	92	108	132	133	24	102	23	1	174	130	60
		51%	52%	49%	19%	34%	53%	61%	67%	63%	60%	55%	48%	42%	68%	57%	52%	60%	61%	45%	73%	65%	62%
	(9)	56	35	21	6	11	8	12	9	9	15	18	10	9	9	21	6	7	2	-	11	26	7
		6%	7%	4%	5%	6%	4%	6%	7%	5%	7%	6%	5%	4%	5%	9%	12%	4%	5%	-	4%	13%	8%
	(8)	94	51	43	21	17	15	18	9	12	18	21	26	25	25	24	6	13	6	-	24	12	9
		9%	10%	9%	19%	9%	8%	10%	7%	7%	8%	8%	13%	10%	13%	10%	12%	8%	16%	-	10%	6%	9%
	(7)	49	27	22	10	10	13	10	2	2	12	13	7	11	7	11	1	11	2	-	9	8	5
		5%	5%	4%	9%	6%	7%	5%	2%	1%	5%	5%	4%	4%	4%	5%	1%	6%	5%	-	4%	4%	6%
	(6)	34	16	17	5	6	9	7	3	3	3	6	6	15	6	13	2	3	2	1	5	3	3
		3%	3%	4%	4%	3%	5%	3%	2%	2%	1%	2%	3%	6%	3%	6%	4%	2%	4%	55%	2%	1%	3%
	(5)	74	38	36	17	22	8	8	6	13	13	23	19	16	8	16	6	18	-	-	9	12	3
		7%	7%	7%	15%	12%	4%	4%	4%	7%	6%	8%	10%	6%	4%	7%	13%	11%	-	-	4%	6%	3%
	(4)	22	4	18	4	8	2	2	3	3	4	4	2	11	1	8	1	5	1	-	4	2	-
		2%	1%	4%	3%	4%	1%	1%	2%	2%	2%	2%	1%	4%	*	3%	2%	3%	3%	-	2%	1%	-
	(3)	28	13	15	6	7	6	5	4	1	5	7	8	9	3	6	2	8	2	-	1	-	4
		3%	3%	3%	5%	4%	3%	2%	3%	1%	2%	3%	4%	3%	1%	3%	4%	5%	5%	-	*	-	4%
	(2)	11	6	6	3	2	-	3	1	2	3	1	1	5	3	4	-	2	-	-	-	1	-
		1%	1%	1%	3%	1%	-	2%	1%	1%	1%	*	1%	2%	2%	2%	-	1%	-	-	-	*	-
Definitely would not vote	(1)	116	51	65	21	38	27	9	7	14	14	33	23	41	-	-	-	-	-	-	1	5	3
		12%	10%	13%	18%	20%	14%	5%	5%	8%	6%	12%	12%	16%	-	-	-	-	-	-	1%	2%	3%
Refused		1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		9	2	8	-	3	2	-	1	4	1	1	-	7	-	-	-	-	-	-	2	2	2
		1%	*	2%	-	1%	1%	-	1%	2%	*	*	-	3%	-	-	-	-	-	-	1%	1%	2%
Mean		7.62	7.84	7.40	6.00	6.39	7.65	8.44	8.58	8.32	8.33	7.81	7.51	6.93	8.99	8.51	8.38	8.39	8.78	7.79	9.19	8.98	8.71
Standard deviation		3.17	3.02	3.30	3.19	3.51	3.24	2.58	2.63	2.86	2.74	3.14	3.17	3.44	1.83	2.18	2.20	2.36	1.97	-	1.63	1.98	2.26
Standard error		0.10	0.14	0.15	0.38	0.31	0.27	0.18	0.19	0.18	0.14	0.22	0.26	0.23	0.12	0.14	0.35	0.18	0.31	-	0.10	0.13	0.26

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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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
Conservative	195 20%	110 22%	85 17%	26 23%	15 8%	40 21%	41 21%	34 24%	39 23%	66 30%	43 15%	39 20%	39 15%	195 100%	-	-	-	-	-	140 59%	8 4%	7 7%
Labour	235 23%	111 22%	123 25%	17 15%	50 27%	50 26%	51 27%	28 20%	38 22%	51 23%	74 26%	39 20%	66 26%	-	235 100%	-	-	-	-	13 5%	130 65%	18 19%
Liberal Democrat	47 5%	23 5%	24 5%	2 2%	23 12%	9 5%	4 2%	4 3%	6 3%	14 6%	17 6%	8 4%	6 2%	-	-	47 100%	-	-	-	3 1%	1 1%	24 25%
The UK Independence Party (UKIP)	169 17%	101 20%	68 14%	15 13%	22 12%	33 17%	35 18%	35 25%	31 18%	24 11%	46 16%	44 23%	48 18%	-	-	-	169 100%	-	-	50 21%	27 14%	11 12%
The Green Party	37 4%	13 3%	25 5%	7 6%	10 6%	8 4%	6 3%	5 4%	1 1%	12 5%	8 3%	9 5%	8 3%	-	-	-	-	37 100%	-	3 1%	4 2%	8 9%
The British National Party (BNP)	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	1 45%	-	-	-
Some other party	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	1 55%	-	-	1 1%
Would not vote	116 12%	51 10%	65 13%	21 18%	38 20%	27 14%	9 5%	7 5%	14 8%	14 6%	33 12%	23 12%	41 16%	-	-	-	-	-	-	1 1%	5 2%	3 3%
Refused	55 5%	33 6%	22 4%	7 6%	7 4%	3 1%	11 6%	11 8%	15 9%	10 4%	19 7%	4 2%	15 6%	-	-	-	-	-	-	5 2%	6 3%	2 2%
Don't know	144 14%	63 13%	81 16%	20 18%	21 11%	25 13%	35 18%	16 12%	26 15%	31 14%	45 16%	24 13%	34 13%	-	-	-	-	-	-	25 10%	19 9%	22 23%

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	519	259	260	26	49	85	103	118	138	217	103	78	105	171	165	27	124	31	1	193	149	47
Weighted base	483	254	228	37	70	106	99	82	90	128	135	99	106	148	162	32	113	27	1	168	133	54
Conservative	148	85	63	15	9	33	32	28	32	52	33	30	27	148	-	-	-	-	-	115	6	6
	31%	33%	28%	40%	13%	31%	32%	34%	35%	41%	24%	31%	25%	100%	-	-	-	-	-	69%	5%	11%
Labour	162	76	86	9	29	36	38	21	29	37	50	27	43	-	162	-	-	-	-	8	104	13
	33%	30%	37%	24%	41%	34%	38%	26%	32%	29%	37%	27%	41%	-	100%	-	-	-	-	5%	78%	24%
Liberal Democrat	32	13	19	2	14	6	3	3	4	10	13	5	3	-	-	32	-	-	-	2	1	19
	7%	5%	8%	5%	20%	5%	3%	4%	5%	8%	10%	5%	3%	-	-	100%	-	-	-	1%	1%	36%
The UK Independence Party (UKIP)	113	70	43	5	10	26	24	25	23	19	33	29	28	-	-	-	113	-	-	41	19	8
	23%	28%	19%	14%	15%	25%	24%	31%	26%	15%	24%	29%	26%	-	-	-	100%	-	-	24%	14%	16%
The Green Party	27	10	17	6	8	5	3	4	1	10	6	6	5	-	-	-	-	27	-	2	3	7
	6%	4%	7%	17%	11%	5%	3%	6%	1%	8%	5%	6%	5%	-	-	-	-	100%	-	1%	2%	13%
The British National Party (BNP)	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	75%	-	-	-
Some other party	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	25%	-	-	*



## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
Conservative	232	128	104	30	18	55	46	36	46	72	64	40	48	182	10	4	9	3	-	152	9	17
	23%	25%	21%	27%	10%	28%	24%	26%	27%	33%	23%	21%	19%	93%	4%	8%	5%	8%	-	63%	5%	18%
Labour	239	117	122	18	52	45	56	29	40	53	72	43	64	3	202	6	6	5	-	14	126	19
	24%	23%	25%	16%	28%	23%	29%	21%	23%	24%	25%	23%	25%	2%	86%	14%	3%	13%	-	6%	63%	19%
Liberal Democrat	49	24	25	1	16	10	9	4	10	15	9	11	13	2	6	31	3	1	-	7	4	21
	5%	5%	5%	1%	9%	5%	5%	3%	6%	7%	3%	6%	5%	1%	2%	65%	2%	1%	-	3%	2%	22%
The UK Independence Party (UKIP)	164	106	58	16	23	32	28	34	30	19	44	44	50	6	1	-	144	*	-	43	25	12
	16%	21%	12%	14%	12%	17%	15%	24%	18%	9%	16%	23%	19%	3%	*	-	85%	1%	-	18%	12%	12%
The Green Party	36	12	24	5	7	9	6	8	1	10	10	9	6	-	4	1	2	25	-	4	5	7
	4%	2%	5%	5%	4%	5%	3%	6%	*	5%	3%	5%	2%	-	2%	2%	1%	67%	-	2%	2%	7%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	2	-	2	-	-	-	2	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	*	-	-	-	1%	-	-	*	-	-	*	-	1%	-	-	-	-	-	*	-
Would not vote	116	51	65	21	38	27	9	7	14	14	33	23	41	-	-	-	-	-	-	1	5	3
	12%	10%	13%	18%	20%	14%	5%	5%	8%	6%	12%	12%	16%	-	-	-	-	-	-	1%	2%	3%
Refused	31	17	15	3	4	1	5	7	9	8	8	3	8	-	-	-	-	-	-	1	2	-
	3%	3%	3%	2%	2%	*	2%	5%	6%	3%	3%	2%	3%	-	-	-	-	-	-	*	1%	-
Don't know	131	50	81	20	28	15	32	14	22	30	44	19	27	2	11	5	5	4	2	18	23	19
	13%	10%	16%	18%	15%	8%	16%	10%	13%	13%	15%	10%	10%	1%	5%	11%	3%	10%	100%	8%	12%	19%

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	544	279	265	27	48	87	111	123	148	222	110	82	114	168	159	26	119	29	-	203	151	52	
Weighted base	508	275	233	39	68	110	107	86	98	130	144	103	115	146	155	29	109	25	-	176	135	59	
Conservative	174	101	73	19	12	41	36	30	37	56	47	30	34	139	4	3	7	3	-	122	8	14	
		34%	37%	31%	48%	17%	37%	33%	35%	38%	43%	33%	30%	30%	95%	3%	11%	6%	10%	-	70%	6%	23%
Labour	173	83	90	12	31	35	43	22	30	39	54	31	43	3	146	4	5	4	-	10	104	15	
		34%	30%	39%	31%	46%	32%	40%	26%	30%	30%	38%	30%	38%	2%	94%	15%	4%	17%	-	5%	77%	26%
Liberal Democrat	32	14	18	1	10	5	7	3	7	10	8	7	7	2	2	21	3	*	-	6	3	15	
		6%	5%	8%	1%	15%	5%	6%	3%	7%	8%	5%	7%	6%	1%	1%	71%	3%	1%	-	3%	2%	25%
The UK Independence Party (UKIP)	104	70	34	5	11	23	18	24	23	16	31	28	27	3	1	-	93	*	-	35	16	9	
		20%	25%	15%	12%	17%	21%	17%	28%	24%	12%	21%	27%	23%	2%	*	-	85%	1%	-	20%	12%	16%
The Green Party	23	8	16	3	4	7	3	6	1	9	5	6	3	-	2	1	2	18	-	3	4	6	
		5%	3%	7%	8%	5%	6%	3%	8%	1%	7%	3%	6%	3%	-	1%	3%	2%	71%	-	2%	3%	11%
Some other party	2	-	2	-	-	-	2	-	-	*	-	-	1	-	1	-	-	-	-	-	*	-	
		*	-	1%	-	-	1%	-	-	*	-	-	1%	-	1%	-	-	-	-	-	*	-	



## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
I would not vote Liberal Democrat	591 59%	317 63%	274 55%	56 50%	87 47%	114 58%	119 62%	95 68%	120 70%	125 57%	167 59%	128 67%	154 60%	141 72%	145 62%	-	134 79%	24 64%	1 45%	182 76%	142 71%	32 33%
I would not vote UKIP	543 54%	251 50%	293 59%	61 54%	120 64%	112 58%	96 50%	66 47%	89 52%	145 65%	161 57%	89 47%	128 50%	139 71%	180 77%	33 69%	-	30 80%	1 55%	127 53%	121 61%	62 64%
I would not vote Labour	444 44%	237 47%	208 42%	48 42%	66 36%	89 46%	78 40%	77 55%	86 50%	96 43%	113 40%	91 47%	126 49%	150 77%	-	17 37%	127 75%	20 54%	2 100%	176 73%	25 12%	38 40%
I would not vote Conservative	441 44%	212 42%	229 46%	41 36%	85 46%	81 42%	86 45%	70 50%	77 45%	91 41%	124 43%	80 42%	133 52%	-	164 70%	16 33%	119 70%	25 68%	2 100%	39 16%	141 71%	50 51%
None of these - I would potentially vote for all of them	94 9%	48 10%	46 9%	16 14%	17 9%	19 10%	21 11%	9 6%	13 7%	19 8%	24 9%	16 8%	27 10%	10 5%	12 5%	6 13%	14 8%	1 3%	-	14 6%	12 6%	7 7%
Don't know	28 3%	9 2%	18 4%	8 7%	3 2%	4 2%	3 2%	4 3%	3 2%	4 2%	11 4%	2 1%	8 3%	-	-	1 2%	1 1%	-	-	*	3 1%	-



## South Swindon 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97	
NET: Well	585	325	260	67	109	117	113	70	108	143	168	109	136	169	122	40	79	17	1	190	101	53	
	59%	64%	52%	59%	58%	60%	59%	50%	63%	64%	59%	57%	53%	87%	52%	84%	47%	45%	55%	79%	51%	54%	
Very well	(4)	54	38	17	5	13	11	10	7	8	9	10	12	21	23	13	3	6	2	-	21	12	1
		5%	7%	3%	4%	7%	6%	5%	5%	5%	4%	3%	6%	8%	12%	6%	6%	3%	6%	-	9%	6%	1%
Quite well	(3)	531	288	243	62	95	106	103	63	100	134	158	97	115	147	109	37	73	14	1	168	90	51
		53%	57%	49%	55%	51%	54%	54%	45%	58%	60%	56%	51%	45%	75%	46%	78%	43%	38%	55%	70%	45%	53%
Quite badly	(2)	309	137	173	34	59	61	60	58	38	66	86	62	85	23	93	7	65	15	1	43	75	33
		31%	27%	35%	30%	32%	31%	31%	41%	22%	30%	30%	32%	33%	12%	40%	16%	38%	39%	45%	18%	37%	34%
Very badly	(1)	80	38	42	11	14	15	14	11	15	9	24	14	32	1	15	-	22	5	-	4	19	8
		8%	7%	9%	9%	8%	8%	7%	8%	9%	4%	8%	7%	12%	1%	6%	-	13%	14%	-	2%	10%	8%
NET: Badly		389	174	215	45	73	76	74	68	53	75	110	76	117	24	108	7	87	20	1	47	94	41
		39%	35%	43%	39%	39%	39%	39%	49%	31%	34%	39%	40%	45%	12%	46%	16%	51%	53%	45%	20%	47%	42%
Don't know		26	5	21	2	4	2	5	1	10	4	6	7	5	2	5	-	3	1	-	3	4	3
		3%	1%	4%	2%	2%	1%	3%	1%	6%	2%	2%	4%	2%	1%	2%	-	2%	2%	-	1%	2%	4%
Mean		2.57	2.65	2.49	2.55	2.59	2.59	2.59	2.48	2.63	2.66	2.55	2.58	2.50	2.99	2.52	2.90	2.38	2.38	2.55	2.87	2.48	2.49
Standard deviation		0.72	0.73	0.71	0.73	0.74	0.72	0.71	0.72	0.72	0.62	0.70	0.72	0.82	0.51	0.70	0.46	0.75	0.81	-	0.57	0.75	0.67
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	0.03	0.05	0.07	0.06	0.13	-	0.03	0.05	0.08

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97	
NET: Well	641	336	306	85	120	131	113	82	107	166	179	128	141	170	131	39	87	23	1	189	105	64	
	64%	67%	62%	75%	65%	68%	59%	59%	63%	75%	63%	67%	55%	87%	56%	83%	52%	62%	45%	79%	53%	66%	
Very well	(4)	86	55	31	12	24	17	12	11	10	19	25	18	21	28	26	6	7	1	-	26	16	5
		9%	11%	6%	10%	13%	9%	6%	8%	6%	9%	9%	10%	8%	14%	11%	13%	4%	3%	-	11%	8%	5%
Quite well	(3)	555	281	274	73	96	115	101	71	97	147	154	110	120	142	105	33	80	22	1	163	90	60
		56%	56%	55%	65%	51%	59%	53%	51%	57%	66%	54%	57%	47%	73%	45%	69%	47%	59%	45%	68%	45%	62%
Quite badly	(2)	250	118	131	16	49	41	60	45	38	41	76	42	78	20	81	6	56	8	-	42	66	25
		25%	23%	27%	14%	26%	21%	31%	32%	22%	19%	27%	22%	30%	10%	35%	13%	33%	23%	-	17%	33%	26%
Very badly	(1)	71	32	39	6	10	18	13	11	14	11	18	11	29	*	14	1	21	2	-	5	17	6
		7%	6%	8%	5%	5%	9%	7%	8%	8%	5%	6%	6%	11%	*	6%	2%	12%	7%	-	2%	9%	6%
NET: Badly		320	150	170	22	59	59	73	56	52	94	53	107	21	95	7	77	11	-	47	84	30	
		32%	30%	34%	19%	32%	30%	38%	40%	30%	23%	33%	28%	41%	11%	40%	16%	45%	29%	-	19%	42%	31%
Don't know		38	19	20	7	7	4	7	2	12	3	11	10	10	4	9	1	5	3	1	4	10	2
		4%	4%	4%	6%	4%	2%	3%	1%	7%	2%	4%	5%	4%	2%	4%	2%	3%	9%	55%	2%	5%	2%
Mean		2.68	2.74	2.63	2.85	2.75	2.69	2.61	2.60	2.65	2.80	2.68	2.75	2.53	3.03	2.63	2.95	2.45	2.65	3.00	2.89	2.55	2.67
Standard deviation		0.74	0.74	0.73	0.68	0.76	0.76	0.71	0.75	0.73	0.66	0.73	0.72	0.81	0.51	0.76	0.61	0.77	0.68	-	0.60	0.78	0.66
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.06	0.05	0.03	0.05	0.10	0.06	0.11	-	0.04	0.05	0.08

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
I am satisfied with the job David Cameron is doing overall as Prime Minister	328 33%	176 35%	152 31%	48 42%	55 30%	60 31%	61 31%	35 25%	69 40%	77 35%	84 29%	65 34%	86 33%	137 70%	49 21%	18 39%	37 22%	6 17%	- -	128 53%	44 22%	13 14%
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	335 33%	177 35%	158 32%	31 28%	67 36%	85 44%	63 33%	49 35%	39 23%	88 40%	102 36%	62 32%	67 26%	55 28%	52 22%	23 48%	82 48%	10 26%	1 55%	89 37%	49 25%	42 44%
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.	220 22%	105 21%	114 23%	24 21%	42 22%	29 15%	47 24%	37 26%	41 24%	43 19%	56 20%	45 23%	69 27%	1 *	125 53%	5 11%	31 18%	13 34%	- -	12 5%	91 46%	31 32%
Refused	21 2%	11 2%	10 2%	4 3%	3 2%	2 1%	4 2%	3 2%	5 3%	3 1%	6 2%	6 3%	3 1%	- -	2 1%	- -	4 2%	2 6%	1 45%	- -	3 1%	- -
Don't know	96 10%	34 7%	62 12%	7 6%	19 10%	18 9%	18 9%	16 11%	17 10%	11 5%	35 12%	14 7%	33 13%	1 1%	7 3%	1 3%	15 9%	6 17%	- -	10 4%	13 6%	10 11%

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
Labour	207	106	102	11	45	43	49	30	29	45	64	36	54	36	74	5	28	9	-	37	64	24
	21%	21%	21%	9%	24%	22%	25%	22%	17%	20%	22%	19%	21%	19%	31%	11%	17%	23%	-	15%	32%	25%
The Conservatives	133	69	64	18	23	20	23	26	23	30	33	27	36	27	33	14	22	3	-	37	24	12
	13%	14%	13%	16%	12%	10%	12%	19%	13%	14%	12%	14%	14%	14%	14%	29%	13%	9%	-	15%	12%	13%
The UK Independence Party (UKIP)	68	42	26	15	23	12	6	5	7	14	21	17	13	10	12	2	16	6	-	16	7	4
	7%	8%	5%	14%	12%	6%	3%	3%	4%	6%	7%	9%	5%	5%	5%	4%	10%	16%	-	7%	4%	4%
The Liberal Democrat	45	22	23	5	8	10	10	7	7	12	15	5	13	8	18	5	4	-	-	6	12	5
	5%	4%	5%	4%	4%	5%	5%	5%	4%	5%	5%	3%	5%	4%	8%	11%	3%	-	-	3%	6%	5%
None of them	655	318	337	81	115	125	122	92	119	151	178	132	164	136	138	25	111	25	2	168	120	53
	65%	63%	68%	71%	62%	64%	63%	66%	70%	68%	63%	69%	63%	70%	59%	52%	66%	67%	100%	70%	60%	54%
Don't know	19	8	11	2	3	8	5	1	*	3	7	1	7	3	5	*	3	-	-	5	2	4
	2%	2%	2%	2%	2%	4%	3%	1%	*	1%	2%	1%	3%	2%	2%	1%	2%	-	-	2%	1%	4%

## South Swindon Poll

### CATI Fieldwork : 1st-6th 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	477	523	71	130	145	197	199	256	368	207	147	234	220	230	40	174	41	2	273	218	80
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	195	235	47	169	37	2	240	199	97
A Labour government	297	151	146	30	62	61	54	41	49	49	84	51	104	1	181	2	43	12	-	15	131	24
	30%	30%	29%	27%	33%	31%	28%	30%	28%	22%	29%	26%	40%	1%	77%	4%	25%	31%	-	6%	66%	25%
A Conservative government	280	159	121	25	31	56	60	44	64	79	65	61	63	161	5	5	46	6	-	163	14	13
	28%	32%	24%	22%	17%	29%	31%	31%	37%	35%	23%	32%	25%	83%	2%	10%	27%	16%	-	68%	7%	14%
A coalition between the Conservatives and the Liberal Democrats	120	65	55	12	28	29	19	14	16	31	45	22	18	29	2	22	27	3	-	36	6	21
	12%	13%	11%	11%	15%	15%	10%	10%	9%	14%	16%	11%	7%	15%	1%	46%	16%	7%	-	15%	3%	21%
A coalition between Labour and the Liberal Democrats	117	48	69	15	31	21	23	16	11	33	35	24	21	2	42	16	19	10	-	4	29	23
	12%	9%	14%	13%	16%	11%	12%	12%	6%	15%	12%	13%	8%	1%	18%	34%	11%	28%	-	1%	15%	24%
Don't know	186	82	104	31	35	27	36	24	32	31	55	34	52	1	5	3	36	7	2	22	19	15
	19%	16%	21%	27%	19%	14%	19%	17%	18%	14%	19%	18%	20%	1%	2%	6%	21%	18%	100%	9%	9%	15%

**South Swindon Poll**  
**CATI Fieldwork : 1st-6th 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	477 48%	504 50%
Female	523 52%	496 50%

**South Swindon Poll**  
**CATI Fieldwork : 1st-6th 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	71 7%	114 11%
25-34	130 13%	186 19%
35-44	145 15%	195 19%
45-54	197 20%	193 19%
55-64	199 20%	139 14%
65 or older	256 26%	171 17%
Refused	2 *	2 *

**South Swindon Poll**  
**CATI Fieldwork : 1st-6th 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	106 11%	64 6%
B	262 26%	158 16%
C1	207 21%	284 28%
C2	147 15%	192 19%
D	112 11%	147 15%
E	122 12%	111 11%
Refused	44 4%	44 4%



**South Swindon Poll**  
**CATI Fieldwork : 1st-6th 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	273 27%	240 24%
Labour	218 22%	199 20%
Liberal Democrats	80 8%	97 10%
Another party	62 6%	43 4%
Did not vote	270 27%	329 33%
Refused	38 4%	30 3%
Don't know	59 6%	62 6%