

Blackpool North & Cleveleys Poll

CATI Fieldwork : 30th March - 4th April 2015

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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69	
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79	
Certain to vote	(10)	564	288	276	25	47	76	119	101	192	86	173	113	172	183	166	11	86	20	6	193	182	58
		56%	59%	54%	27%	36%	46%	67%	64%	70%	72%	54%	55%	54%	73%	66%	77%	64%	58%	40%	73%	81%	74%
	(9)	54	23	31	3	5	13	6	14	12	5	24	8	17	19	19	-	8	2	1	21	7	6
		5%	5%	6%	3%	4%	8%	4%	9%	4%	4%	7%	4%	5%	7%	7%	-	6%	5%	5%	8%	3%	8%
	(8)	69	34	34	1	13	18	9	11	17	8	29	22	9	20	19	-	11	2	2	20	15	1
		7%	7%	7%	1%	10%	11%	5%	7%	6%	6%	9%	11%	3%	8%	7%	-	8%	5%	12%	7%	7%	2%
	(7)	36	15	21	1	4	8	7	7	10	4	9	9	13	5	14	-	4	3	-	6	5	1
		4%	3%	4%	1%	3%	5%	4%	5%	3%	4%	3%	5%	4%	2%	6%	-	3%	8%	-	2%	2%	2%
	(6)	20	8	11	5	4	3	*	4	4	2	2	3	11	-	4	-	2	2	3	2	1	1
		2%	2%	2%	5%	3%	2%	*	3%	1%	2%	1%	2%	3%	-	2%	-	1%	6%	21%	1%	1%	2%
	(5)	80	25	54	14	14	17	11	12	12	5	21	17	30	15	23	3	10	-	1	11	7	1
		8%	5%	11%	15%	11%	10%	6%	8%	4%	4%	7%	8%	9%	6%	9%	21%	7%	-	6%	4%	3%	1%
	(4)	21	11	9	10	1	7	2	1	1	1	5	6	6	4	2	-	6	3	-	3	-	-
		2%	2%	2%	10%	*	4%	1%	1%	*	1%	1%	3%	2%	2%	1%	-	5%	8%	-	1%	-	-
	(3)	14	11	3	5	2	2	4	1	*	2	2	5	5	2	1	*	6	1	-	4	-	1
		1%	2%	1%	5%	1%	1%	2%	1%	*	2%	1%	3%	2%	1%	1%	2%	4%	3%	-	1%	-	2%
	(2)	27	16	11	9	11	4	2	-	2	-	14	2	7	3	3	-	3	2	2	2	-	5
		3%	3%	2%	10%	8%	2%	1%	-	1%	-	4%	1%	2%	1%	1%	-	2%	7%	15%	1%	-	6%
Definitely would not vote	(1)	112	53	59	21	30	18	17	7	19	6	39	20	42	-	-	-	-	-	2	5	3	
		11%	11%	11%	23%	23%	11%	10%	5%	7%	5%	12%	10%	13%	-	-	-	-	-	1%	2%	4%	
Don't know		6	2	4	-	-	-	-	6	*	-	-	6	-	-	-	-	-	-	2	1	-	
		1%	*	1%	-	-	-	-	2%	*	-	-	2%	-	-	-	-	-	-	1%	*	-	
Mean		7.76	7.84	7.69	5.16	6.13	7.52	8.25	8.65	8.72	8.80	7.70	7.85	7.51	9.15	8.88	8.81	8.52	8.12	7.34	9.17	9.39	8.74
Standard deviation		3.21	3.24	3.18	3.51	3.74	3.13	3.03	2.38	2.59	2.45	3.30	3.04	3.36	1.77	1.92	2.27	2.40	2.73	2.96	1.82	1.66	2.71
Standard error		0.10	0.15	0.14	0.55	0.41	0.27	0.22	0.17	0.14	0.14	0.22	0.26	0.19	0.10	0.12	0.55	0.21	0.50	0.94	0.10	0.11	0.33

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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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
Conservative	252	116	136	25	26	34	35	41	91	36	78	61	72	252	-	-	-	-	-	168	14	12
	25%	24%	26%	27%	20%	20%	20%	26%	33%	30%	24%	30%	23%	100%	-	-	-	-	-	64%	6%	15%
Labour	253	107	145	12	30	42	57	50	61	33	76	58	82	-	253	-	-	-	-	13	151	22
	25%	22%	28%	13%	23%	26%	32%	32%	22%	28%	24%	28%	26%	-	100%	-	-	-	-	5%	68%	29%
Liberal Democrat	15	9	5	-	1	3	-	3	8	3	6	3	2	-	-	15	-	-	-	1	4	8
	1%	2%	1%	-	1%	2%	-	2%	3%	3%	2%	2%	1%	-	-	100%	-	-	-	*	2%	10%
The UK Independence Party (UKIP)	135	89	46	11	17	22	35	15	33	14	43	29	42	-	-	-	135	-	-	40	21	6
	14%	18%	9%	12%	13%	13%	20%	10%	12%	12%	14%	14%	13%	-	-	-	100%	-	-	15%	9%	7%
The Green Party	34	25	9	1	7	11	6	8	2	5	16	5	8	-	-	-	-	34	-	4	6	9
	3%	5%	2%	1%	6%	6%	3%	5%	1%	4%	5%	3%	3%	-	-	-	100%	-	-	1%	2%	11%
The British National Party (BNP)	6	4	3	5	-	-	1	-	-	-	-	1	3	-	-	-	-	-	6	-	-	-
	1%	1%	1%	6%	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	45%	-	-	-
Some other party	8	5	2	1	-	3	1	1	2	1	2	1	2	-	-	-	-	-	8	1	2	1
	1%	1%	*	1%	-	2%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	-	55%	*	1%	1%
Would not vote	112	53	59	21	30	18	17	7	19	6	39	20	42	-	-	-	-	-	-	2	5	3
	11%	11%	11%	23%	23%	11%	10%	5%	7%	5%	12%	10%	13%	-	-	-	-	-	-	1%	2%	4%
Refused	58	29	29	-	1	8	6	15	26	5	17	11	18	-	-	-	-	-	-	10	8	3
	6%	6%	6%	-	1%	5%	3%	9%	9%	4%	5%	5%	6%	-	-	-	-	-	-	4%	3%	3%
Don't know	129	50	79	16	17	24	19	18	34	16	41	15	45	-	-	-	-	-	-	25	14	15
	13%	10%	15%	17%	13%	14%	11%	11%	12%	14%	13%	7%	14%	-	-	-	-	-	-	10%	6%	19%

Blackpool North & Cleveleys Poll

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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	568	286	282	11	38	71	114	116	217	192	130	74	157	235	192	13	101	21	6	228	181	48
Weighted base	518	266	252	25	50	82	107	90	162	76	169	110	151	197	186	11	94	22	8	184	166	50
Conservative	197	95	102	14	20	25	31	31	76	31	61	44	58	197	-	-	-	-	-	141	12	11
	38%	36%	41%	56%	40%	31%	29%	34%	47%	40%	36%	40%	38%	100%	-	-	-	-	-	77%	7%	22%
Labour	186	78	108	7	18	30	44	38	50	26	60	39	60	-	186	-	-	-	-	8	128	19
	36%	29%	43%	30%	35%	37%	41%	42%	30%	35%	36%	35%	39%	-	100%	-	-	-	-	4%	77%	38%
Liberal Democrat	11	8	2	-	1	1	-	3	6	3	6	1	1	-	-	11	-	-	-	1	2	7
	2%	3%	1%	-	1%	2%	-	3%	4%	4%	3%	1%	1%	-	-	100%	-	-	-	1%	1%	13%
The UK Independence Party (UKIP)	94	64	30	1	10	15	27	12	28	11	31	21	26	-	-	-	94	-	-	32	18	5
	18%	24%	12%	4%	20%	18%	25%	13%	17%	15%	18%	19%	17%	-	-	-	100%	-	-	17%	11%	10%
The Green Party	22	15	7	1	2	8	5	6	1	4	11	3	4	-	-	-	-	22	-	2	5	8
	4%	6%	3%	4%	4%	9%	4%	7%	1%	5%	6%	3%	3%	-	-	-	-	100%	-	1%	3%	15%
The British National Party (BNP)	2	1	1	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	2	-	-	-
	*	*	*	3%	-	-	1%	-	-	-	-	1%	*	-	-	-	-	-	25%	-	-	-
Some other party	6	4	2	1	-	3	*	1	2	1	1	1	2	-	-	-	-	-	6	1	1	1
	1%	2%	1%	4%	-	3%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	-	75%	1%	1%	1%

Blackpool North & Cleveleys Poll

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	39%
Labour	36%
Liberal Democrat	3%
UKIP	17%
Green	4%
Other	1%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 30th March - 4th April 2015

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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
Conservative	290	139	151	27	28	41	37	50	106	41	95	65	83	237	6	*	11	2	1	181	15	17
	29%	29%	29%	29%	22%	25%	21%	31%	38%	34%	30%	31%	26%	94%	2%	2%	8%	6%	7%	68%	7%	21%
Labour	268	120	148	13	32	48	60	48	67	34	81	59	89	2	240	3	6	3	3	14	161	21
	27%	25%	29%	14%	24%	29%	34%	30%	25%	28%	25%	29%	28%	1%	95%	22%	5%	10%	24%	5%	72%	27%
Liberal Democrat	17	9	8	-	1	4	1	4	7	3	8	1	4	1	1	10	2	1	-	1	1	11
	2%	2%	1%	-	1%	2%	1%	2%	3%	3%	3%	1%	1%	*	*	70%	1%	4%	-	*	*	14%
The UK Independence Party (UKIP)	121	77	44	11	18	19	31	11	30	13	38	25	38	3	2	-	113	-	-	35	20	5
	12%	16%	9%	12%	14%	11%	18%	7%	11%	11%	12%	12%	12%	1%	1%	-	84%	-	-	13%	9%	7%
The Green Party	21	14	7	-	3	8	6	3	2	4	9	2	6	-	-	-	-	20	-	3	3	3
	2%	3%	1%	-	2%	5%	3%	2%	1%	3%	3%	1%	2%	-	-	-	-	58%	-	1%	2%	3%
The British National Party (BNP)	6	4	3	5	-	-	1	-	-	-	-	1	3	-	-	-	-	-	6	-	-	-
	1%	1%	1%	6%	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	45%	-	-	-
Some other party	7	5	2	-	-	3	1	1	2	*	1	2	2	1	-	-	-	3	2	-	-	3
	1%	1%	*	-	-	2%	*	1%	1%	*	*	1%	*	*	-	-	-	10%	17%	-	-	4%
Would not vote	112	53	59	21	30	18	17	7	19	6	39	20	42	-	-	-	-	-	-	2	5	3
	11%	11%	11%	23%	23%	11%	10%	5%	7%	5%	12%	10%	13%	-	-	-	-	-	-	1%	2%	4%
Refused	46	22	24	-	1	8	7	12	17	5	13	10	13	-	-	-	-	-	-	4	4	3
	5%	4%	5%	-	1%	5%	4%	7%	6%	4%	4%	5%	4%	-	-	-	-	-	-	2%	2%	3%
Don't know	113	44	69	15	17	17	15	23	24	12	34	20	37	8	4	1	3	5	1	24	14	12
	11%	9%	13%	16%	13%	11%	9%	14%	9%	10%	11%	10%	12%	3%	2%	6%	2%	13%	7%	9%	6%	16%

Blackpool North & Cleveleys 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	592	298	294	12	39	75	113	119	233	201	137	73	163	231	190	12	97	18	5	236	184	48
Weighted base	536	275	260	25	52	85	107	90	175	79	176	110	156	193	184	10	91	18	7	187	169	50
Conservative	221	109	112	15	23	28	31	38	86	35	72	48	60	188	4	*	7	*	1	149	13	12
	41%	40%	43%	61%	44%	33%	29%	42%	49%	44%	41%	44%	38%	97%	2%	2%	8%	3%	13%	80%	8%	25%
Labour	198	89	109	8	18	33	45	38	55	27	65	39	65	1	179	1	6	2	3	9	134	18
	37%	32%	42%	33%	35%	39%	42%	43%	32%	34%	37%	35%	42%	1%	97%	14%	6%	11%	38%	5%	80%	36%
Liberal Democrat	12	8	4	-	1	2	1	3	5	3	6	1	2	*	1	8	*	1	-	*	1	9
	2%	3%	1%	-	1%	2%	1%	4%	3%	4%	3%	1%	2%	*	*	84%	*	4%	-	*	*	18%
The UK Independence Party (UKIP)	84	56	29	1	10	15	24	8	26	11	27	18	24	3	1	-	79	-	-	28	17	5
	16%	20%	11%	3%	19%	17%	22%	9%	15%	13%	15%	17%	15%	1%	*	-	86%	-	-	15%	10%	9%
The Green Party	13	8	5	-	*	5	5	2	1	3	6	*	3	-	-	-	-	12	-	1	3	2
	2%	3%	2%	-	1%	6%	4%	2%	1%	4%	3%	*	2%	-	-	-	-	66%	-	*	2%	5%
The British National Party (BNP)	2	1	1	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	2	-	-	-
	*	*	*	3%	-	-	1%	-	-	-	-	1%	*	-	-	-	-	-	28%	-	-	-
Some other party	6	4	1	-	-	3	*	1	2	*	1	2	1	1	-	-	-	3	1	-	-	3
	1%	2%	1%	-	-	3%	*	1%	1%	*	*	2%	1%	*	-	-	-	17%	21%	-	-	6%

Blackpool North & Cleveleys 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	42%
Labour	37%
Liberal Democrat	3%
UKIP	15%
Green	2%
Other	1%

Blackpool North & Cleveleys Poll

CATI Fieldwork : 30th March - 4th April 2015

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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
I would not vote Liberal Democrat	677	347	330	51	102	104	125	98	195	76	210	147	217	186	186	-	116	22	12	207	168	29
	68%	71%	64%	55%	79%	63%	70%	62%	71%	63%	66%	72%	69%	74%	74%	-	86%	63%	82%	78%	75%	37%
I would not vote UKIP	590	280	310	50	74	103	104	95	164	76	183	126	188	184	196	13	-	32	8	161	162	52
	59%	57%	60%	53%	57%	63%	59%	60%	60%	64%	57%	61%	59%	73%	78%	86%	-	95%	55%	61%	72%	66%
I would not vote Labour	468	238	230	36	69	79	77	66	139	49	159	87	154	197	-	6	104	22	4	201	27	25
	47%	49%	45%	38%	53%	48%	43%	41%	51%	41%	50%	42%	49%	78%	-	43%	77%	63%	27%	76%	12%	31%
I would not vote Conservative	460	226	233	35	66	84	98	69	106	50	137	96	160	-	196	9	89	26	12	32	169	44
	46%	46%	45%	38%	51%	51%	55%	43%	38%	42%	43%	47%	50%	-	78%	59%	65%	76%	82%	12%	76%	55%
None of these - I would potentially vote for all of them	86	36	50	16	7	15	13	14	21	10	32	16	21	14	12	1	2	-	-	9	10	14
	9%	7%	10%	17%	5%	9%	7%	9%	8%	8%	10%	8%	7%	6%	5%	6%	1%	-	-	4%	4%	18%
Don't know	15	9	6	2	4	2	1	3	3	1	1	-	10	1	-	-	-	-	-	1	3	-
	2%	2%	1%	3%	3%	1%	*	2%	1%	1%	*	-	3%	*	-	-	-	-	-	*	1%	-

Blackpool North & Cleveleys 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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69	
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79	
NET: Well	583	301	282	54	71	97	96	90	174	79	195	125	162	227	132	11	61	10	7	214	111	37	
	58%	62%	55%	58%	54%	59%	54%	57%	63%	66%	61%	61%	51%	90%	52%	74%	45%	29%	48%	81%	50%	47%	
Very well	(4)	59	28	31	2	11	3	9	7	27	5	15	15	22	28	6	1	7	-	1	32	7	3
		6%	6%	6%	2%	9%	2%	5%	4%	10%	5%	5%	7%	7%	11%	2%	9%	5%	-	7%	12%	3%	4%
Quite well	(3)	524	273	251	52	59	95	86	83	148	74	180	110	141	199	126	10	54	10	6	182	104	34
		52%	56%	49%	56%	46%	57%	49%	52%	54%	61%	57%	54%	44%	79%	50%	65%	40%	29%	40%	69%	47%	43%
Quite badly	(2)	270	126	144	27	42	52	57	47	45	28	89	58	87	18	88	2	47	16	4	33	79	31
		27%	26%	28%	29%	33%	32%	32%	30%	16%	23%	28%	28%	28%	7%	35%	13%	35%	48%	26%	12%	35%	39%
Very badly	(1)	86	36	50	8	14	13	18	11	22	7	21	14	39	1	17	-	22	6	4	6	17	5
		9%	7%	10%	9%	11%	8%	10%	7%	8%	6%	7%	7%	12%	*	7%	-	16%	19%	26%	2%	8%	7%
NET: Badly		355	162	193	35	56	65	74	58	67	35	109	72	126	19	105	2	69	23	7	38	96	36
		35%	33%	38%	37%	43%	39%	42%	36%	24%	29%	34%	35%	40%	8%	42%	13%	51%	67%	52%	14%	43%	46%
Don't know		64	25	39	4	3	3	7	11	34	6	14	9	28	6	16	2	5	1	-	12	16	6
		6%	5%	8%	5%	2%	2%	4%	7%	12%	5%	4%	4%	9%	2%	6%	12%	4%	4%	-	5%	7%	7%
Mean		2.59	2.63	2.55	2.54	2.54	2.54	2.51	2.59	2.74	2.68	2.62	2.64	2.50	3.03	2.51	2.95	2.35	2.11	2.29	2.95	2.49	2.48
Standard deviation		0.74	0.71	0.77	0.69	0.81	0.66	0.76	0.70	0.77	0.66	0.69	0.72	0.82	0.45	0.66	0.52	0.83	0.71	0.97	0.59	0.70	0.70
Standard error		0.02	0.03	0.04	0.11	0.09	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.04	0.14	0.07	0.13	0.31	0.03	0.05	0.09

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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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69	
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79	
NET: Well	607	312	295	62	77	93	93	99	183	83	190	133	177	225	140	10	64	13	10	203	117	38	
	61%	64%	57%	66%	59%	57%	52%	62%	67%	70%	60%	65%	56%	90%	55%	66%	47%	38%	68%	77%	52%	48%	
Very well	(4)	68	27	40	5	15	3	10	8	27	9	21	9	23	30	11	1	5	-	-	29	10	2
		7%	6%	8%	6%	12%	2%	5%	5%	10%	7%	7%	5%	7%	12%	4%	9%	4%	-	-	11%	4%	3%
Quite well	(3)	539	285	255	56	62	90	83	91	156	75	168	124	154	196	128	8	59	13	10	174	107	36
		54%	58%	49%	61%	48%	54%	47%	58%	57%	62%	53%	60%	49%	78%	51%	57%	43%	38%	68%	66%	48%	45%
Quite badly	(2)	248	114	134	22	31	46	65	45	40	25	87	50	78	18	82	4	42	18	4	39	72	29
		25%	23%	26%	23%	24%	28%	37%	28%	15%	21%	27%	24%	25%	7%	33%	25%	31%	54%	26%	15%	32%	36%
Very badly	(1)	80	25	55	3	19	15	14	9	20	6	23	12	37	2	18	-	19	3	1	9	18	2
		8%	5%	11%	3%	15%	9%	8%	6%	7%	5%	7%	6%	12%	1%	7%	-	14%	9%	5%	3%	8%	3%
NET: Badly		328	140	188	24	50	61	79	53	60	31	110	62	114	20	100	4	61	21	4	48	90	31
		33%	29%	37%	26%	39%	37%	44%	34%	22%	26%	35%	30%	36%	8%	40%	25%	45%	62%	32%	18%	40%	39%
Don't know		67	36	31	7	3	11	6	6	31	5	19	10	25	7	13	1	11	-	-	13	16	10
		7%	7%	6%	7%	2%	6%	3%	4%	11%	4%	6%	5%	8%	3%	5%	8%	8%	-	-	5%	7%	13%
Mean		2.64	2.70	2.58	2.74	2.57	2.53	2.52	2.64	2.78	2.76	2.63	2.67	2.56	3.03	2.55	2.82	2.40	2.29	2.63	2.89	2.53	2.55
Standard deviation		0.74	0.67	0.80	0.62	0.89	0.70	0.72	0.67	0.75	0.67	0.73	0.66	0.81	0.47	0.70	0.61	0.79	0.62	0.60	0.63	0.72	0.62
Standard error		0.02	0.03	0.04	0.10	0.10	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.16	0.07	0.11	0.19	0.04	0.05	0.08

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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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
I am satisfied with the job David Cameron is doing overall as Prime Minister	354 35%	172 35%	183 35%	45 48%	53 41%	54 33%	41 23%	52 33%	110 40%	42 35%	120 38%	80 39%	101 32%	202 80%	24 10%	5 36%	27 20%	4 12%	2 13%	169 64%	25 11%	20 26%
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	180 18%	96 20%	83 16%	9 10%	22 17%	31 19%	40 22%	30 19%	47 17%	25 20%	60 19%	40 19%	46 15%	45 18%	12 5%	5 31%	52 38%	3 9%	6 40%	61 23%	23 10%	13 16%
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.	316 32%	147 30%	169 33%	32 34%	36 28%	55 33%	64 36%	54 34%	73 27%	37 31%	96 30%	66 32%	110 35%	2 1%	204 81%	1 7%	32 24%	19 57%	5 32%	16 6%	152 68%	33 42%
Refused	44 4%	24 5%	19 4%	- -	- -	5 3%	15 8%	10 6%	13 5%	3 2%	15 5%	7 3%	13 4%	- -	4 1%	2 11%	9 7%	4 11%	1 9%	6 2%	9 4%	2 2%
Don't know	108 11%	48 10%	60 12%	7 8%	19 15%	20 12%	17 10%	13 8%	32 12%	13 11%	26 8%	12 6%	46 15%	3 1%	8 3%	2 16%	15 11%	4 11%	1 5%	13 5%	13 6%	11 13%

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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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
Labour	688	339	349	48	79	120	121	121	196	91	216	142	217	183	205	10	90	30	7	187	184	61
	69%	69%	68%	51%	61%	73%	68%	76%	71%	76%	68%	69%	68%	73%	81%	70%	66%	86%	48%	71%	82%	77%
The Conservatives	528	264	264	38	44	92	94	102	155	79	169	102	162	158	145	8	60	22	7	171	132	44
	53%	54%	51%	41%	34%	56%	53%	64%	56%	66%	53%	50%	51%	63%	58%	55%	44%	65%	51%	65%	59%	56%
The UK Independence Party (UKIP)	183	92	91	14	25	30	41	31	42	21	71	40	46	44	43	4	38	5	2	52	48	15
	18%	19%	18%	15%	20%	18%	23%	20%	15%	17%	22%	19%	15%	17%	17%	25%	28%	13%	13%	20%	21%	19%
The Liberal Democrat	95	51	44	8	10	24	15	17	21	10	26	22	31	25	24	3	18	1	1	23	21	8
	10%	10%	9%	9%	7%	14%	9%	11%	8%	9%	8%	10%	10%	10%	10%	18%	13%	3%	7%	9%	10%	11%
None of them	230	114	116	38	45	33	39	24	53	18	65	51	80	42	35	4	34	5	5	47	31	11
	23%	23%	23%	40%	34%	20%	22%	15%	19%	15%	21%	25%	25%	17%	14%	24%	25%	14%	37%	18%	14%	14%
Don't know	11	5	5	-	-	2	4	1	3	*	3	5	2	1	1	-	2	-	-	1	1	3
	1%	1%	1%	-	-	1%	2%	1%	1%	*	1%	2%	1%	*	1%	-	1%	-	-	*	*	4%

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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	1002	483	519	41	82	132	184	200	359	293	229	133	305	287	250	17	132	30	10	323	239	69
Weighted base	1002	488	514	93	130	165	177	159	275	120	318	206	317	252	253	15	135	34	14	265	223	79
A Labour government	317	145	172	23	52	50	68	50	73	32	93	68	114	3	199	-	30	14	10	13	152	21
	32%	30%	33%	25%	40%	30%	38%	32%	27%	27%	29%	33%	36%	1%	79%	-	22%	40%	69%	5%	68%	26%
A Conservative government	315	152	163	21	42	45	42	52	112	42	98	65	101	207	*	2	39	-	2	185	18	5
	31%	31%	32%	22%	32%	27%	24%	33%	41%	36%	31%	32%	32%	82%	*	14%	29%	-	14%	70%	8%	7%
A coalition between the Conservatives and the Liberal Democrats	99	55	44	9	7	20	19	16	28	10	39	25	24	32	5	7	21	7	1	32	4	23
	10%	11%	9%	10%	6%	12%	11%	10%	10%	8%	12%	12%	8%	13%	2%	47%	16%	21%	5%	12%	2%	29%
A coalition between Labour and the Liberal Democrats	99	53	46	15	8	22	13	22	18	16	48	15	18	1	43	4	15	10	1	11	32	19
	10%	11%	9%	17%	6%	13%	8%	14%	7%	13%	15%	7%	6%	*	17%	26%	11%	30%	6%	4%	14%	25%
Don't know	173	83	90	24	21	28	35	19	43	19	40	33	60	10	6	2	30	3	1	24	17	11
	17%	17%	18%	26%	16%	17%	20%	12%	16%	16%	13%	16%	19%	4%	2%	13%	23%	10%	6%	9%	8%	14%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	483 48%	488 49%
Female	519 52%	514 51%

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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	1002	1002
Weighted base	1002	1002
18-24	41 4%	93 9%
25-34	82 8%	130 13%
35-44	132 13%	165 16%
45-54	184 18%	177 18%
55-64	200 20%	159 16%
65 or older	359 36%	275 27%
Refused	4 *	4 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	81 8%	31 3%
B	212 21%	89 9%
C1	229 23%	318 32%
C2	133 13%	206 21%
D	86 9%	102 10%
E	219 22%	215 21%
Refused	42 4%	42 4%

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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	1002	1002
Weighted base	1002	1002
Conservative	323 32%	265 26%
Labour	239 24%	223 22%
Liberal Democrats	69 7%	79 8%
Another party	58 6%	54 5%
Did not vote	228 23%	307 31%
Refused	48 5%	39 4%
Don't know	37 4%	36 4%