

**Survation Ltd Bombardier Survey in Derby North and South Derbyshire for The Daily Mirror / Progressive Polling**

**SURVATION**  
SURVEYING THE NATION



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**<http://www.britishpollingcouncil.org>**

**Survation Ltd Registered in England & Wales Number 07143509**

**Fieldwork dates:** August 9th - 11th 2011

**Interview Method:** Telephone

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Within the political constituencies of Derby North and South Derbyshire

A random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers known to reside within constituency boundaries. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

**Sample size:** 550

**Data weighting:** Data were weighted to the profile of all adults aged 18+ living within the constituencies.

Data were weighted by Age, Gender, Constituency and Socio-Economic group (SEG).

Targets for the weighted data were derived from updated Census data.

The data were further weighted by declared votes in the constituencies from the 2010 general election. The weighting scheme was as follows:

### **Weighting the data**

#### **Demographics**

Weighting was applied to adjust the data so that the age and gender and socio-economic group and constituency profiles matched those for adults aged 18 or over in the Derby North and South Derbyshire constituencies, according to Census data.

**Census Profiles**

**Gender                      Percent**

Male                              50.9%

Female                            49.1%

**Age                              Percent**

18-24                            11.9%

25-39                            28.5%

40-59                            33.3%

60+                                26.3%

**Constituency Percent**

Derby North                    53.0%

South Derbyshire            47.0%

**SEG                              Percent**

AB                                22.3%

C                                  43.8%

DE                                33.9%

### **Likelihood of voting**

In order to weight the responses by anticipated turnout, Survation asked people to indicate how likely they were to vote using a 10 point scale where 10 denotes certain to vote and 1 means definitely will not vote. Those that were less likely to vote were given a smaller weight in proportion to their score. The weight for a score of 1 is 10% of the weight for a score of 10, for a score of 2 it is 20% etc. If they did not vote at the last election then the weight is halved, so for example, someone with a score of 5 who did not vote at the last election has a weight of 50% relative to someone who was certain to vote, whereas someone with a likely to vote score of 5 who did not vote at the last general election has a relative weight of 25%.

### **Voting Intention Undecided or Refused**

As a further adjustment, for the voting intention result only, for people who were undecided or refused to give their voting intention but indicate the party they voted for at the 2010 election, 50% of the vote at the 2010 election was added to the current voting intention.

### **Application of Weights**

Weighting for Demographics was applied to all variables. Weighting for anticipated turnout was applied to each of the elections separately using data from the relevant question for likelihood to vote and taking into account whether the respondent voted at the last general election. The further adjustment for Voting intention undecided or refused was applied only to voting intention.

**Q1 On a scale of 1 to 10 with 10 being the most likely. How likely would you say you are you to vote in the next General Election?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	271	279	284	266	64	156	179	141	21	101	228	125	73	151	140	79	19	1	1	4
	Least likely (1)	37	16	22	20	17	2	14	10	10	3	9	13	12	1	4	4	1	0	0	0	0
		7%	6%	8%	7%	7%	4%	9%	6%	7%	12%	9%	6%	9%	2%	3%	3%	1%	0%	0%	0%	0%
	(2)	11	5	6	4	7	1	4	2	3	0	0	9	2	0	4	0	1	0	0	1	0
		2%	2%	2%	1%	3%	2%	3%	1%	2%	0%	0%	4%	2%	0%	3%	0%	1%	0%	0%	100%	0%
	(3)	6	6	1	0	6	2	2	0	2	0	0	5	2	0	1	0	1	0	0	0	0
		1%	2%	0%	0%	2%	3%	2%	0%	1%	0%	0%	2%	2%	0%	1%	0%	1%	0%	0%	0%	0%
	(4)	4	1	3	3	1	4	0	0	0	0	0	1	0	3	0	0	0	0	0	0	0
		1%	0%	1%	1%	1%	6%	0%	0%	0%	0%	0%	1%	0%	4%	0%	0%	0%	0%	0%	0%	0%
	(5)	49	27	21	30	19	4	5	15	17	0	3	19	15	11	19	8	4	0	0	0	0
		9%	10%	8%	11%	7%	7%	3%	8%	12%	0%	3%	8%	12%	14%	13%	6%	6%	0%	0%	0%	0%
	(6)	10	7	3	2	8	3	5	0	3	0	0	4	5	1	2	1	0	0	0	0	0
		2%	3%	1%	1%	3%	4%	3%	0%	2%	0%	0%	2%	4%	1%	1%	0%	0%	0%	0%	0%	0%
	(7)	21	16	5	3	18	2	7	8	4	0	7	9	2	3	10	1	5	0	0	0	0
		4%	6%	2%	1%	7%	4%	5%	4%	3%	0%	7%	4%	1%	5%	6%	1%	6%	0%	0%	0%	0%
	(8)	64	27	37	27	37	11	30	14	9	2	16	35	2	8	19	9	23	0	0	0	0
		12%	10%	13%	10%	14%	18%	19%	8%	6%	10%	16%	15%	2%	12%	12%	7%	29%	0%	0%	0%	0%
	(9)	25	14	11	8	17	1	6	12	5	0	9	8	7	0	11	7	1	0	0	0	0
		4%	5%	4%	3%	6%	2%	4%	7%	4%	2%	9%	4%	5%	0%	7%	5%	2%	0%	0%	0%	0%
	Most likely (10)	323	151	171	187	136	32	82	118	88	16	56	126	79	46	81	109	44	19	1	0	4
		59%	56%	61%	66%	51%	50%	53%	66%	63%	76%	55%	55%	63%	63%	53%	78%	55%	100%	100%	0%	100%

**Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	274	276	298	252	45	121	157	118	20	106	240	113	70	128	132	70	19	1	0	4
	Conservatives	68	28	40	32	36	6	22	21	19	3	18	34	13	1	61	1	4	0	0	0	0
		12%	10%	15%	11%	14%	14%	18%	14%	16%	13%	17%	14%	11%	1%	47%	1%	6%	0%	0%	0%	0%
	Labour	142	68	74	81	61	14	31	58	38	4	17	62	34	25	19	95	19	0	0	0	0
		26%	25%	27%	27%	24%	32%	25%	37%	32%	20%	16%	26%	30%	36%	15%	72%	27%	0%	0%	0%	0%
	Liberal Democrats	18	8	10	13	5	3	0	6	10	5	2	8	0	2	0	0	17	0	0	0	0
		3%	3%	3%	4%	2%	6%	0%	4%	8%	26%	2%	3%	0%	3%	0%	0%	24%	0%	0%	0%	0%
	BNP	18	2	16	16	2	9	2	4	3	0	0	7	2	9	1	0	1	14	0	0	0
		3%	1%	6%	5%	1%	20%	2%	3%	3%	0%	0%	3%	2%	13%	1%	0%	1%	72%	0%	0%	0%
	Green Party	7	5	1	2	4	0	4	0	3	0	1	1	0	4	0	4	1	0	1	0	0
		1%	2%	0%	1%	2%	0%	3%	0%	2%	0%	1%	1%	0%	6%	0%	3%	2%	0%	100%	0%	0%
	UKIP	4	0	3	4	0	0	0	3	1	0	0	1	0	3	2	1	0	0	0	0	0
		1%	0%	1%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	4%	2%	1%	0%	0%	0%	0%	0%
	Another Party	17	8	10	4	13	0	1	13	3	4	1	1	10	1	6	0	0	5	0	0	4
		3%	3%	3%	1%	5%	0%	1%	8%	3%	19%	1%	1%	9%	1%	5%	0%	0%	28%	0%	0%	100%
	Don't know	154	79	75	75	79	8	60	44	33	2	40	63	32	16	33	28	23	0	0	0	0
		28%	29%	27%	25%	32%	18%	49%	28%	28%	10%	38%	26%	28%	23%	26%	21%	33%	0%	0%	100%	0%
	Refuses to say	122	75	47	71	50	5	2	9	8	2	26	62	21	10	6	2	5	0	0	0	0
		22%	27%	17%	24%	20%	11%	1%	6%	7%	11%	25%	26%	19%	14%	4%	2%	7%	0%	0%	0%	0%

**Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote (excluding refusals and do not knows).  
Voting Intention excluding refusals and don't knows, not adjusted for past votes of refusals and don't know**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	274	120	154	152	122	32	60	105	77	16	40	115	60	44	89	102	42	19	1	0	4
	Conservatives	68	28	40	32	36	6	22	21	19	3	18	34	13	1	61	1	4	0	0	0	0
		25%	23%	26%	21%	30%	19%	36%	20%	25%	16%	46%	29%	21%	2%	68%	1%	9%	0%	0%	0%	0%
	Labour	142	68	74	81	61	14	31	58	38	4	17	62	34	25	19	95	19	0	0	0	0
		52%	56%	48%	53%	50%	45%	51%	56%	50%	26%	42%	54%	57%	56%	22%	93%	45%	0%	0%	0%	0%
	Liberal Democrats	18	8	10	13	5	3	0	6	10	5	2	8	0	2	0	0	17	0	0	0	0
		7%	7%	6%	8%	4%	8%	0%	5%	13%	34%	6%	7%	1%	4%	1%	0%	41%	0%	0%	0%	0%
	BNP	18	2	16	16	2	9	2	4	3	0	0	7	2	9	1	0	1	14	0	0	0
		7%	2%	11%	11%	2%	28%	4%	4%	4%	0%	0%	6%	3%	20%	1%	0%	2%	72%	0%	0%	0%
	Green Party	7	5	1	2	4	0	4	0	3	0	1	1	0	4	0	4	1	0	1	0	0
		2%	5%	1%	2%	4%	0%	7%	0%	3%	0%	3%	1%	0%	9%	0%	4%	3%	0%	100%	0%	0%
	UKIP	4	0	3	4	0	0	0	3	1	0	0	1	0	3	2	1	0	0	0	0	0
		1%	0%	2%	2%	0%	0%	0%	3%	1%	0%	1%	1%	0%	6%	2%	1%	0%	0%	0%	0%	0%
	Another Party	17	8	10	4	13	0	1	13	3	4	1	1	10	1	6	0	0	5	0	0	4
		6%	7%	6%	3%	11%	1%	2%	12%	4%	24%	3%	1%	17%	2%	6%	0%	0%	28%	0%	0%	100%

**Q3 If you voted, do you remember which party you voted for at the last general election?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	280	270	291	259	53	126	147	116	18	104	240	119	67	123	114	64	15	1	1	3
	Conservative	123	52	71	55	68	6	41	35	38	4	32	52	22	12	123	0	0	0	0	0	0
		22%	19%	26%	19%	26%	12%	33%	23%	33%	23%	31%	22%	18%	17%	100%	0%	0%	0%	0%	0%	0%
	Labour	114	56	58	61	53	4	35	42	32	1	12	46	26	28	0	114	0	0	0	0	0
		21%	20%	21%	21%	20%	8%	28%	28%	27%	7%	12%	19%	22%	42%	0%	100%	0%	0%	0%	0%	0%
	Liberal Democrat	64	28	36	38	26	13	5	23	23	4	13	36	8	3	0	0	64	0	0	0	0
		12%	10%	13%	13%	10%	25%	4%	15%	19%	23%	12%	15%	7%	4%	0%	0%	100%	0%	0%	0%	0%
	BNP	15	4	11	11	4	7	0	7	1	0	0	4	4	7	0	0	0	15	0	0	0
		3%	2%	4%	4%	2%	13%	0%	5%	1%	0%	0%	2%	4%	10%	0%	0%	0%	100%	0%	0%	0%
	Green Party	1	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0
		0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%
	UKIP	1	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0
		0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	Another Party	3	0	3	0	3	0	0	3	0	3	0	0	0	0	0	0	0	0	0	0	3
		1%	0%	1%	0%	1%	0%	0%	2%	0%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
	Did not vote	67	42	25	31	37	18	24	15	6	1	10	22	29	5	0	0	0	0	0	0	0
		12%	15%	9%	10%	14%	35%	19%	10%	5%	6%	9%	9%	24%	8%	0%	0%	0%	0%	0%	0%	0%
	Don't Know	4	2	2	2	2	2	0	1	1	0	0	1	0	2	0	0	0	0	0	0	0
		1%	1%	1%	1%	1%	3%	0%	1%	1%	0%	0%	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%
	Refuses to say	159	94	66	93	66	2	21	22	14	4	37	77	30	11	0	0	0	0	0	0	0
		29%	33%	24%	32%	25%	4%	17%	15%	12%	24%	36%	32%	25%	16%	0%	0%	0%	0%	0%	0%	0%



**Q4 Are you aware that Train maker Bombardier recently lost out to German Group Siemens as the preferred Government bidder to build 1,200 carriages to the £1.4bn Thameslink contract and plans to cut over 1,400 jobs at its Derby plant?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	271	279	286	264	61	156	178	141	21	100	229	125	73	150	140	77	19	1	1	4
	Yes	532	259	273	279	253	56	150	172	140	20	94	220	125	72	146	136	72	19	1	1	4
		97%	96%	98%	98%	96%	92%	96%	97%	99%	94%	94%	96%	100%	99%	97%	97%	94%	100%	100%	100%	100%
	No	18	11	6	7	11	5	6	5	2	1	6	9	0	1	4	4	5	0	0	0	0
		3%	4%	2%	2%	4%	8%	4%	3%	1%	6%	6%	4%	0%	1%	3%	3%	6%	0%	0%	0%	0%

**Q5 Do you believe that the government has acted in the best interest of Britain in going for the cheapest bid over a UK based bid?**

		Gender			Constituency		Age				SEG					2010 Vote							
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party	
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1	
	Weighted Base	550	274	276	285	265	63	152	179	140	21	102	228	125	73	150	140	79	19	1	1	4	
	Yes		38	16	23	24	15	5	12	13	7	5	6	10	6	12	12	10	5	0	0	0	0
			7%	6%	8%	8%	6%	7%	8%	7%	5%	22%	6%	4%	5%	16%	8%	8%	7%	0%	0%	0%	0%
	No		479	237	242	245	234	50	134	156	126	15	86	202	114	61	126	124	68	19	1	1	4
			87%	86%	88%	86%	88%	79%	88%	87%	90%	70%	85%	89%	92%	84%	84%	89%	87%	100%	100%	100%	100%
	Don't know		33	21	11	17	16	9	6	11	7	2	9	16	5	0	12	6	5	0	0	0	0
		6%	8%	4%	6%	6%	14%	4%	6%	5%	8%	9%	7%	4%	0%	8%	4%	7%	0%	0%	0%	0%	

**Q6 Transport Secretary Philip Hammond has said reviewing the bid is not possible. However other politicians have said similar contracts have been reviewed in the past. Do you believe a review is possible?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	273	277	284	266	64	156	180	141	21	102	227	125	73	151	140	79	19	1	1	4
	Yes	456	237	218	234	222	53	129	150	117	16	88	185	109	58	129	116	68	19	1	0	4
		83%	87%	79%	82%	84%	83%	83%	84%	83%	75%	86%	82%	87%	79%	86%	82%	86%	100%	100%	0%	100%
	No	21	6	16	7	14	2	0	6	10	2	3	7	6	4	8	6	1	0	0	0	0
		4%	2%	6%	3%	5%	4%	0%	4%	7%	7%	3%	3%	5%	5%	6%	4%	1%	0%	0%	0%	0%
	Don't know	73	30	43	43	29	9	27	23	13	4	11	35	10	11	13	19	10	0	0	1	0
		13%	11%	15%	15%	11%	13%	17%	13%	10%	18%	11%	15%	8%	16%	9%	14%	13%	0%	0%	100%	0%

**Q7 If the government does not re-evaluate its decision to award the Thameslink contract to Siemens instead of Bombardier how likely would this be to effect your vote in a general election on a scale of 1-5 with 5 being the most likely?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	268	282	285	265	67	157	185	138	22	102	231	121	74	151	139	81	19	1	0	4
	Least likely (1)	211	104	108	124	88	23	54	77	56	9	35	76	65	25	54	67	17	5	0	0	0
		38%	39%	38%	43%	33%	34%	35%	41%	40%	42%	34%	33%	54%	34%	36%	48%	21%	28%	0%	0%	0%
	(2)	26	13	13	17	9	3	15	1	7	0	1	8	10	6	7	8	1	0	0	0	0
		5%	5%	5%	6%	3%	5%	9%	0%	5%	0%	1%	4%	8%	8%	5%	6%	1%	0%	0%	0%	0%
	(3)	69	36	33	24	45	8	32	13	16	4	10	45	2	8	26	10	16	0	0	0	0
		13%	13%	12%	9%	17%	13%	20%	7%	12%	19%	10%	20%	1%	11%	17%	8%	20%	0%	0%	0%	0%
	(4)	63	40	23	20	43	14	19	13	17	1	17	34	7	4	16	7	12	0	1	0	0
		11%	15%	8%	7%	16%	20%	12%	7%	12%	5%	16%	15%	6%	6%	10%	5%	14%	0%	100%	0%	0%
	Most likely (5)	181	75	106	100	81	19	37	81	43	8	39	67	38	30	47	47	35	14	0	0	4
		33%	28%	37%	35%	31%	29%	23%	44%	31%	34%	38%	29%	31%	40%	31%	34%	43%	72%	0%	0%	100%

**Q8a Do you agree or disagree with the following statements?... "The Government have no loyalty to Derby"**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	269	281	285	265	68	153	185	142	21	98	228	126	76	152	142	82	19	1	1	4
	Agree	411	195	216	220	191	36	111	142	118	11	74	178	81	67	98	121	63	19	1	1	4
		75%	72%	77%	77%	72%	54%	73%	77%	83%	54%	75%	78%	65%	88%	64%	85%	77%	100%	100%	100%	100%
	Disagree	139	75	65	66	74	31	42	42	24	10	24	51	45	9	54	21	19	0	0	0	0
		25%	28%	23%	23%	28%	46%	27%	23%	17%	46%	25%	22%	35%	12%	36%	15%	23%	0%	0%	0%	0%

**Q8b Do you agree or disagree with the following statements?...The Government are not committed to British Industry:**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	265	285	280	270	69	148	186	144	21	102	231	122	73	153	139	84	20	1	1	4
	Agree	432	204	229	231	201	51	113	145	120	17	77	182	95	62	92	122	69	20	1	0	4
		79%	77%	80%	83%	75%	73%	76%	78%	84%	79%	76%	79%	77%	86%	60%	88%	83%	100%	100%	0%	100%
	Disagree	118	62	56	49	69	18	36	40	24	4	25	49	28	10	61	17	14	0	0	1	0
		21%	23%	20%	17%	25%	27%	24%	22%	16%	21%	24%	21%	23%	14%	40%	12%	17%	0%	0%	100%	0%

**Q8c Do you agree or disagree with the following statements?...The Government is out of touch with working class people:**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	272	278	285	265	65	156	184	140	21	102	223	126	76	151	142	81	20	1	1	4
	Agree	492	251	241	259	233	54	137	171	126	17	88	197	114	74	117	138	74	20	1	1	4
		89%	92%	87%	91%	88%	82%	88%	93%	90%	81%	86%	89%	90%	97%	78%	97%	91%	100%	100%	100%	100%
	Disagree	58	21	37	26	32	12	19	13	14	4	15	25	12	2	34	4	8	0	0	0	0
		11%	8%	13%	9%	12%	18%	12%	7%	10%	19%	14%	11%	10%	3%	22%	3%	9%	0%	0%	0%	0%

**Q9 How optimistic are you for the future of Derby in the light of this decision?**

		Gender			Constituency		Age				SEG					2010 Vote						
		Total	Female	Male	Derby North	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	550	312	238	284	266	31	40	117	254	16	115	294	77	47	114	156	43	4	1	1	1
	Weighted Base	550	270	280	281	269	66	157	182	141	22	101	228	125	74	151	142	80	19	1	1	4
	Optimistic	68	29	39	34	33	6	14	25	22	1	13	40	7	7	37	7	12	0	0	0	0
		12%	11%	14%	12%	12%	9%	9%	14%	16%	5%	13%	17%	5%	9%	25%	5%	15%	0%	0%	0%	0%
	Somewhat Optimistic	176	82	93	91	85	33	52	46	44	10	29	75	35	26	48	45	36	10	0	0	0
		32%	30%	33%	32%	31%	51%	33%	25%	31%	46%	29%	33%	28%	35%	32%	31%	44%	51%	0%	0%	0%
	Not at all optimistic	307	159	148	156	151	26	91	111	75	11	58	113	83	41	65	91	33	9	1	1	4
		56%	59%	53%	55%	56%	40%	58%	61%	53%	48%	57%	50%	67%	55%	43%	64%	41%	49%	100%	100%	100%

**Derby North**

		Gender			Constituency	Age				Socio Economic Group					2010 Vote						
		Total	Female	Male	Derby North	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	284	153	131	284	16	13	63	134	11	60	146	39	28	63	81	25	3	1	0	0
Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?	Weighted Base	298	135	163	298	27	40	95	71	14	59	116	63	47	57	72	44	14	1	0	0
	Conservatives	32	12	20	32	5	0	15	12	2	12	14	4	0	26	0	4	0	0	0	0
		11%	9%	12%	11%	20%	0%	15%	17%	14%	20%	12%	7%	0%	46%	0%	9%	0%	0%	0%	0%
	Labour	81	36	45	81	8	13	38	21	3	12	30	17	18	8	55	15	0	0	0	0
		27%	27%	27%	27%	31%	33%	40%	30%	25%	20%	26%	28%	39%	15%	77%	35%	0%	0%	0%	0%
	Liberal Democrats	13	3	10	13	0	0	6	7	5	0	5	0	2	0	0	12	0	0	0	0
		4%	2%	6%	4%	0%	0%	6%	10%	39%	0%	4%	1%	4%	1%	0%	28%	0%	0%	0%	0%
	BNP	16	2	14	16	9	1	4	2	0	0	5	2	9	0	0	0	14	0	0	0
		5%	2%	9%	5%	33%	3%	4%	3%	0%	0%	5%	3%	19%	0%	0%	0%	100%	0%	0%	0%
	Green Party	2	1	1	2	0	0	0	2	0	1	1	0	0	0	0	1	0	1	0	0
		1%	1%	1%	1%	0%	0%	0%	3%	0%	2%	1%	0%	0%	0%	0%	3%	0%	100%	0%	0%
	UKIP	4	0	3	4	0	0	3	1	0	0	1	0	3	2	1	0	0	0	0	0
		1%	0%	2%	1%	0%	0%	3%	1%	0%	1%	1%	0%	6%	4%	2%	0%	0%	0%	0%	0%
	Another Party	4	1	3	4	0	0	3	1	0	0	1	4	0	4	0	0	0	0	0	0
1%		1%	2%	1%	0%	0%	4%	1%	0%	0%	1%	6%	0%	7%	0%	0%	0%	0%	0%	0%	
Don't know	75	37	38	75	4	24	22	19	2	18	24	22	9	10	15	11	0	0	0	0	
	25%	27%	23%	25%	16%	60%	23%	27%	12%	31%	20%	35%	19%	18%	20%	25%	0%	0%	0%	0%	
Refuses to say	71	42	29	71	0	2	4	5	1	16	36	13	6	6	1	0	0	0	0	0	
	24%	31%	18%	24%	0%	4%	4%	8%	9%	27%	31%	20%	13%	10%	1%	0%	0%	0%	0%	0%	

**Derby North**

		Gender			Constituency	Age				Socio Economic Group					2010 Vote						
		Total	Female	Male		Derby North	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP
Base=All respondents	Unweighted Base	284	153	131	284	16	13	63	134	11	60	146	39	28	63	81	25	3	1	0	0
Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote excluding refusals and do not knows?	Weighted Base	152	56	96	152	23	15	69	46	11	25	57	28	32	41	57	33	14	1	0	0
	Conservatives	32	12	20	32	5	0	15	12	2	12	14	4	0	26	0	4	0	0	0	0
		21%	21%	21%	21%	24%	0%	21%	26%	18%	47%	24%	16%	0%	64%	0%	12%	0%	0%	0%	0%
	Labour	81	36	45	81	8	13	38	21	3	12	30	17	18	8	55	15	0	0	0	0
		53%	65%	46%	53%	37%	91%	56%	46%	32%	46%	53%	63%	58%	20%	98%	47%	0%	0%	0%	0%
	Liberal Democrats	13	3	10	13	0	0	6	7	5	0	5	0	2	0	0	12	0	0	0	0
		8%	6%	10%	8%	0%	0%	8%	15%	50%	0%	9%	2%	6%	1%	0%	38%	0%	0%	0%	0%
	BNP	16	2	14	16	9	1	4	2	0	0	5	2	9	0	0	0	14	0	0	0
		11%	4%	15%	11%	39%	9%	6%	5%	0%	0%	10%	7%	28%	0%	0%	0%	100%	0%	0%	0%
	Green Party	2	1	1	2	0	0	0	2	0	1	1	0	0	0	0	1	0	1	0	0
		2%	2%	1%	2%	0%	0%	0%	5%	0%	5%	2%	0%	0%	0%	0%	4%	0%	100%	0%	0%
	UKIP	4	0	3	4	0	0	3	1	0	0	1	0	3	2	1	0	0	0	0	0
		2%	1%	3%	2%	0%	0%	4%	2%	0%	1%	1%	0%	8%	5%	2%	0%	0%	0%	0%	0%
	Another Party	4	1	3	4	0	0	3	1	0	0	1	4	0	4	0	0	0	0	0	0
3%		1%	3%	3%	0%	0%	5%	1%	0%	0%	1%	13%	0%	9%	0%	0%	0%	0%	0%	0%	

**South Derbyshire**

		Gender			Constituency	Which age category do you fall into?				SEG					2010 Vote						
		Total	Female	Male		South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP
Base=All respondents	Unweighted Base	266	159	107	266	15	27	54	120	5	55	148	38	19	51	75	18	1	0	1	1
Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?	Weighted Base	252	139	113	252	18	81	63	47	6	47	124	49	24	71	60	26	5	0	0	4
	Conservatives	36	16	20	36	1	22	7	7	1	6	20	8	1	35	1	0	0	0	0	0
		14%	12%	18%	14%	5%	27%	11%	15%	9%	13%	16%	17%	4%	49%	2%	0%	0%	0%	0%	0%
	Labour	61	31	30	61	6	18	20	17	1	5	32	17	7	11	40	4	0	0	0	0
		24%	23%	26%	24%	33%	22%	32%	36%	9%	10%	26%	34%	28%	16%	67%	13%	0%	0%	0%	0%
	Liberal Democrats	5	5	0	5	3	0	0	3	0	2	3	0	0	0	0	5	0	0	0	0
		2%	4%	0%	2%	14%	0%	0%	5%	0%	5%	2%	0%	0%	0%	0%	18%	0%	0%	0%	0%
	BNP	2	0	2	2	0	1	0	1	0	0	2	0	0	1	0	1	0	0	0	0
		1%	0%	2%	1%	0%	1%	0%	2%	0%	0%	2%	0%	0%	1%	0%	3%	0%	0%	0%	0%
	Green Party	4	4	0	4	0	4	0	0	0	0	0	0	4	0	4	0	0	0	0	0
		2%	3%	0%	2%	0%	5%	0%	0%	0%	0%	0%	0%	17%	0%	7%	1%	0%	0%	0%	0%
	UKIP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Another Party	13	7	6	13	0	1	9	2	4	1	1	7	1	2	0	0	5	0	0	4
5%		5%	5%	5%	1%	2%	15%	5%	60%	2%	1%	14%	3%	3%	0%	0%	100%	0%	0%	100%	
Don't know	79	42	37	79	4	35	22	14	0	22	39	9	7	23	13	12	0	0	0	0	
	32%	31%	33%	32%	20%	44%	34%	30%	6%	47%	32%	19%	31%	32%	22%	46%	0%	0%	100%	0%	
Refuses to say	50	32	18	50	5	0	5	3	1	11	27	8	4	0	2	5	0	0	0	0	
	20%	23%	16%	20%	27%	0%	8%	6%	16%	22%	22%	17%	17%	0%	3%	18%	0%	0%	0%	0%	

**South Derbyshire**

		Gender			Constituency	Age				SEG					2010 Vote						
		Total	Female	Male	South Derbyshire	18-24	25-39	40-59	60+	A	B	C	D	E	Conservatives	Labour	Liberal Democrats	BNP	Green Party	UKIP	Another Party
Base=All respondents	Unweighted Base	266	159	107	266	15	27	54	120	5	55	148	38	19	51	75	18	1	0	1	1
Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote excluding refusals and do not knows?	Weighted Base	122	64	58	122	10	45	36	30	5	14	58	32	12	49	45	9	5	0	0	4
	Conservatives	36	16	20	36	1	22	7	7	1	6	20	8	1	35	1	0	0	0	0	0
		30%	25%	34%	30%	9%	47%	19%	23%	12%	44%	34%	26%	8%	72%	3%	0%	0%	0%	0%	0%
	Labour	61	31	30	61	6	18	20	17	1	5	32	17	7	11	40	4	0	0	0	0
		50%	49%	52%	50%	62%	39%	55%	57%	12%	33%	56%	52%	53%	23%	88%	38%	0%	0%	0%	0%
	Liberal Democrats	5	5	0	5	3	0	0	3	0	2	3	0	0	0	0	5	0	0	0	0
		4%	8%	0%	4%	26%	0%	0%	8%	0%	15%	5%	0%	0%	0%	0%	50%	0%	0%	0%	0%
	BNP	2	0	2	2	0	1	0	1	0	0	2	0	0	1	0	1	0	0	0	0
		2%	0%	3%	2%	0%	2%	0%	4%	0%	0%	3%	0%	0%	2%	0%	10%	0%	0%	0%	0%
	Green Party	4	4	0	4	0	4	0	0	0	0	0	0	4	0	4	0	0	0	0	0
		4%	7%	0%	4%	0%	9%	0%	1%	0%	0%	0%	0%	33%	0%	9%	2%	0%	0%	0%	0%
	UKIP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Another Party	13	7	6	13	0	1	9	2	4	1	1	7	1	2	0	0	5	0	0	4
11%		11%	11%	11%	2%	3%	26%	8%	76%	7%	1%	21%	6%	4%	0%	0%	100%	0%	0%	100%	

**Both Constituencies**

**Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?**

Adjusted for likelihood to vote and for refusals and undecided

<b>Survation August 2011 Survey</b>			<b>2010 General Election</b>			<b>Difference</b>
Conservatives	87	27.1%	Conservative	37218	39.0%	-11.9%
Labour	157	48.7%	Labour	30703	32.2%	16.6%
Liberal Democrats	32	9.9%	Liberal Democrat	20650	21.6%	-11.7%
BNP	18	5.7%	BNP	4193	4.4%	1.3%
Green Party	7	2.1%				
UKIP	4	1.2%	UKIP	2035	2.1%	-1.0%
Another Party	17	5.4%	Other	700	0.7%	
	<b>323</b>			<b>95499</b>		

**Derby North**

**Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?**

Adjusted for likelihood to vote and for refusals and undecided

<b>Survation August 2011 Survey</b>			<b>2010 General Election</b>			<b>Difference</b>
Conservatives	40	23.0%	Conservative	14283	31.7%	-8.7%
Labour	89	51.1%	Labour	14896	33.0%	18.1%
Liberal Democrats	18	10.7%	Liberal Democrat	12638	28.0%	-17.4%
BNP	16	9.5%	BNP	2000	4.4%	5.0%
Green Party	2	1.4%				
UKIP	4	2.1%	UKIP	829	1.8%	0.3%
Another Party	4	2.4%	Other	434	1.0%	
	<b>174</b>			<b>45080</b>		

**South Derbyshire**

**Q2 If there was a General Election tomorrow, for which of the following parties would you be most likely to vote?**

Adjusted for likelihood to vote and for refusals and undecided

<b>Survation August 2011 Survey</b>			<b>2010 General Election</b>			<b>Difference</b>
Conservatives	48	31.9%	Conservative	22935	45.5%	-13.6%
Labour	68	45.9%	Labour	15807	31.4%	14.6%
Liberal Democrats	14	9.1%	Liberal Democrat	8012	15.9%	-6.8%
BNP	2	1.3%	BNP	2193	4.3%	-3.1%
Green Party	4	2.9%				
UKIP	0	0.1%	UKIP	1206	2.4%	-2.3%
Another Party	13	8.9%	Other	266	0.5%	
	<b>149</b>			<b>50419</b>		