

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230	
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198	
Certain to vote	(10)	497	275	222	67	96	96	83	62	94	239	121	45	70	94	154	93	33	42	3	90	89	148
		50%	54%	45%	27%	39%	61%	67%	64%	69%	61%	46%	39%	40%	58%	54%	71%	47%	60%	31%	68%	67%	75%
	(9)	81	52	28	26	19	11	9	8	8	34	25	6	15	16	23	15	1	4	2	10	13	19
		8%	10%	6%	11%	8%	7%	8%	8%	6%	9%	9%	5%	9%	10%	8%	11%	1%	6%	20%	8%	9%	9%
	(8)	74	38	37	14	20	12	7	10	10	23	18	12	17	20	29	3	8	6	-	13	10	13
		7%	7%	8%	6%	8%	8%	6%	10%	8%	6%	7%	10%	10%	12%	10%	2%	12%	8%	-	10%	8%	6%
	(7)	58	23	35	17	25	6	7	2	2	16	32	-	6	7	28	4	3	3	2	10	6	5
		6%	4%	7%	7%	10%	4%	6%	2%	1%	4%	12%	-	3%	4%	10%	3%	5%	4%	23%	7%	5%	2%
	(6)	39	10	29	24	5	4	1	1	4	11	17	6	6	5	17	5	4	5	-	2	5	3
		4%	2%	6%	10%	2%	3%	1%	1%	3%	3%	6%	5%	3%	3%	6%	4%	5%	7%	-	2%	4%	1%
	(5)	73	30	43	24	23	6	5	6	7	24	21	11	11	7	20	5	12	6	-	4	8	8
		7%	6%	9%	10%	9%	4%	4%	7%	5%	6%	8%	10%	7%	5%	7%	4%	17%	8%	-	3%	6%	4%
	(4)	16	10	6	9	4	1	-	1	1	5	6	-	5	4	4	1	-	-	-	-	2	1
		2%	2%	1%	4%	2%	1%	-	1%	*	1%	2%	-	3%	3%	1%	1%	-	-	-	-	1%	1%
	(3)	37	7	30	16	13	5	2	1	1	13	9	7	5	7	9	5	3	1	2	1	-	1
		4%	1%	6%	7%	5%	3%	1%	1%	*	3%	4%	6%	3%	4%	3%	4%	5%	1%	16%	1%	-	*
	(2)	20	5	15	3	10	2	1	2	1	4	3	6	6	1	3	-	5	4	1	*	-	1
		2%	1%	3%	1%	4%	1%	1%	2%	1%	1%	1%	5%	3%	1%	1%	-	8%	6%	10%	*	-	*
Definitely would not vote	(1)	103	62	41	42	27	13	7	5	8	23	13	23	35	-	-	-	-	-	-	1	1	-
		10%	12%	8%	17%	11%	8%	6%	5%	6%	6%	5%	20%	20%	-	-	-	-	-	-	1%	1%	-
Refused		1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		2	-	2	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1
		*	-	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*
Mean		7.63	7.87	7.38	6.30	7.06	8.26	8.68	8.58	8.71	8.35	7.84	6.42	6.76	8.64	8.45	9.09	7.58	8.43	7.20	9.14	9.01	9.35
Standard deviation		3.13	3.13	3.10	3.32	3.24	2.90	2.53	2.56	2.54	2.71	2.66	3.67	3.61	2.09	2.10	1.85	2.77	2.40	3.10	1.61	1.79	1.43
Standard error		0.10	0.14	0.14	0.36	0.25	0.23	0.18	0.21	0.17	0.12	0.20	0.37	0.27	0.16	0.12	0.15	0.32	0.29	0.98	0.13	0.12	0.09

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 2014

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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
Conservative	162	94	68	35	41	22	19	18	27	63	48	21	23	162	-	-	-	-	-	84	5	9
	16%	18%	14%	14%	17%	14%	16%	18%	20%	16%	18%	18%	13%	100%	-	-	-	-	-	64%	3%	4%
Labour	287	143	144	100	61	45	26	32	23	123	82	18	53	-	287	-	-	-	-	8	97	46
	29%	28%	29%	41%	25%	29%	21%	33%	17%	31%	31%	16%	30%	-	100%	-	-	-	-	6%	73%	23%
Liberal Democrat	130	68	63	12	41	21	15	14	27	64	39	8	15	-	-	130	-	-	-	2	4	83
	13%	13%	13%	5%	17%	13%	13%	14%	20%	16%	15%	7%	9%	-	-	100%	-	-	-	2%	3%	42%
The UK Independence Party (UKIP)	71	40	31	11	14	10	12	11	13	18	13	18	17	-	-	-	71	-	-	17	5	10
	7%	8%	6%	5%	6%	7%	10%	11%	10%	5%	5%	15%	10%	-	-	-	100%	-	-	13%	4%	5%
The Green Party	71	36	35	18	17	11	11	7	6	37	20	7	5	-	-	-	-	71	-	2	4	14
	7%	7%	7%	7%	7%	7%	9%	7%	5%	9%	7%	6%	3%	-	-	-	-	100%	-	1%	3%	7%
The British National Party (BNP)	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	2	2	-	-
	*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	23%	2%	-	-
Some other party	7	5	3	-	4	1	2	-	1	5	1	-	-	-	-	-	-	-	7	*	1	2
	1%	1%	1%	-	2%	*	2%	-	1%	1%	*	-	-	-	-	-	-	-	77%	*	1%	1%
Would not vote	103	62	41	42	27	13	7	5	8	23	13	23	35	-	-	-	-	-	-	1	1	-
	10%	12%	8%	17%	11%	8%	6%	5%	6%	6%	5%	20%	20%	-	-	-	-	-	-	1%	1%	-
Refused	39	16	24	-	1	13	12	6	8	14	10	5	7	-	-	-	-	-	-	5	4	5
	4%	3%	5%	-	*	8%	10%	6%	6%	4%	4%	4%	4%	-	-	-	-	-	-	4%	3%	3%
Don't know	127	47	80	24	36	20	17	6	23	46	39	16	20	-	-	-	-	-	-	11	13	30
	13%	9%	16%	10%	15%	13%	14%	6%	17%	12%	14%	14%	11%	-	-	-	-	-	-	8%	10%	15%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	549	293	256	36	78	91	107	101	137	308	101	41	82	123	211	112	46	51	6	110	141	156
Weighted base	503	286	217	100	111	83	68	62	79	228	136	44	77	115	194	101	40	48	5	92	88	134
Conservative	115	70	45	19	29	16	15	14	22	48	32	16	16	115	-	-	-	-	-	70	4	7
	23%	24%	21%	19%	26%	19%	22%	22%	28%	21%	23%	36%	21%	100%	-	-	-	-	-	77%	5%	6%
Labour	194	103	91	57	38	34	22	25	19	88	50	12	35	-	194	-	-	-	-	5	73	36
	39%	36%	42%	57%	34%	40%	33%	40%	24%	39%	37%	28%	46%	-	100%	-	-	-	-	6%	83%	27%
Liberal Democrat	101	56	45	10	28	16	13	12	22	49	32	5	11	-	-	101	-	-	-	1	3	70
	20%	19%	21%	10%	25%	19%	19%	19%	28%	21%	24%	11%	15%	-	-	100%	-	-	-	2%	3%	53%
The UK Independence Party (UKIP)	40	26	14	3	5	7	7	7	10	12	8	9	10	-	-	-	40	-	-	12	5	7
	8%	9%	6%	3%	4%	9%	11%	11%	13%	5%	6%	20%	14%	-	-	-	100%	-	-	13%	5%	5%
The Green Party	48	27	21	9	9	10	9	5	5	28	12	2	4	-	-	-	-	48	-	1	3	12
	10%	9%	10%	9%	8%	12%	14%	8%	7%	12%	9%	5%	5%	-	-	-	-	100%	-	2%	3%	9%
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-
	*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	18%	1%	-	-
Some other party	4	4	1	-	2	1	1	-	*	3	1	-	-	-	-	-	-	-	4	*	1	1
	1%	1%	*	-	2%	1%	2%	-	*	1%	1%	-	-	-	-	-	-	-	82%	*	1%	1%

**Cambridge Poll**  
**CATI Fieldwork : 3rd-12th September 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	23%
Labour	38%
Liberal Democrat	21%
UKIP	8%
Green	9%
Other	1%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
Conservative	134 13%	80 16%	55 11%	28 11%	38 16%	16 10%	17 14%	13 13%	22 16%	53 13%	35 13%	18 15%	22 12%	114 70%	3 1%	* *	8 11%	2 2%	1 13%	72 54%	5 4%	3 1%
Labour	262 26%	123 24%	139 29%	76 31%	62 25%	41 26%	28 23%	28 29%	27 20%	95 24%	90 34%	20 17%	50 28%	2 1%	222 77%	3 2%	5 7%	7 10%	2 16%	10 8%	94 71%	38 19%
Liberal Democrat	213 21%	108 21%	105 22%	35 15%	50 20%	42 27%	25 20%	27 28%	35 25%	117 30%	52 19%	18 16%	19 11%	28 17%	38 13%	116 89%	4 5%	10 14%	1 7%	18 14%	14 11%	111 56%
The UK Independence Party (UKIP)	65 6%	45 9%	20 4%	13 5%	15 6%	6 4%	11 9%	5 5%	13 10%	17 4%	14 5%	15 13%	14 8%	6 3%	3 1%	1 1%	47 67%	4 5%	2 23%	16 12%	5 4%	6 3%
The Green Party	67 7%	31 6%	36 7%	18 8%	17 7%	11 7%	9 7%	7 7%	4 3%	29 7%	20 8%	4 3%	10 6%	4 3%	6 2%	5 4%	- -	47 66%	- -	1 1%	4 3%	18 9%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11 1%	7 1%	4 1%	- -	7 3%	1 1%	2 1%	1 1%	* *	3 1%	4 2%	2 2%	- -	- -	2 1%	- -	1 1%	- -	4 37%	- -	2 1%	4 2%
Would not vote	103 10%	62 12%	41 8%	42 17%	27 11%	13 8%	7 6%	5 5%	8 6%	23 6%	13 5%	23 20%	35 20%	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -
Refused	29 3%	14 3%	15 3%	- -	1 1%	9 6%	7 5%	5 5%	8 6%	11 3%	7 3%	2 2%	4 2%	- -	- -	- -	- -	- -	* 4%	1 1%	1 1%	1 1%
Don't know	115 11%	42 8%	73 15%	31 13%	26 11%	17 11%	16 13%	6 6%	19 14%	46 12%	31 12%	13 11%	22 12%	8 5%	13 5%	5 4%	6 9%	2 2%	- -	13 10%	7 6%	18 9%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	572	299	273	33	83	95	116	102	144	319	104	46	84	117	207	109	43	50	6	113	152	166
Weighted base	517	289	228	93	118	88	73	62	83	233	139	48	77	109	187	97	37	48	5	94	94	145
Conservative	95	60	35	15	27	12	14	9	18	39	21	15	18	81	2	*	5	1	1	59	4	2
	18%	21%	16%	16%	23%	14%	19%	15%	22%	17%	15%	31%	23%	75%	1%	*	12%	1%	19%	63%	4%	1%
Labour	173	88	85	40	35	31	24	21	22	69	52	13	33	2	150	1	3	6	1	6	72	28
	34%	30%	37%	43%	30%	35%	33%	34%	27%	29%	37%	27%	43%	2%	80%	1%	7%	12%	17%	7%	76%	19%
Liberal Democrat	167	89	78	28	37	32	19	23	29	91	44	13	14	21	29	94	2	7	1	16	11	92
	32%	31%	34%	30%	31%	37%	26%	36%	35%	39%	32%	27%	19%	20%	15%	96%	6%	15%	11%	17%	12%	63%
The UK Independence Party (UKIP)	35	26	9	4	6	4	7	3	9	9	8	6	8	4	1	*	27	1	1	11	4	5
	7%	9%	4%	4%	5%	4%	10%	6%	12%	4%	6%	12%	11%	4%	1%	*	73%	2%	18%	12%	4%	3%
The Green Party	41	24	17	6	10	9	8	5	3	22	11	1	4	*	4	2	-	33	-	1	3	15
	8%	8%	8%	7%	8%	10%	10%	9%	4%	10%	8%	3%	5%	*	2%	2%	-	70%	-	1%	3%	10%
Some other party	5	3	2	-	3	*	1	*	*	2	3	*	-	-	2	-	*	-	2	-	*	3
	1%	1%	1%	-	3%	*	2%	1%	*	1%	2%	*	-	-	1%	-	1%	-	35%	-	1%	2%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 2014

Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

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

	<u>Total</u>
Conservative	19%
Labour	33%
Liberal Democrat	32%
UKIP	7%
Green	8%
Other	1%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
I would not vote UKIP	728	367	361	184	181	123	83	72	85	318	208	65	108	117	245	118	-	60	5	80	105	173
	73%	72%	74%	76%	74%	79%	68%	73%	62%	81%	78%	56%	61%	72%	85%	90%	-	85%	48%	60%	79%	87%
I would not vote Conservative	549	273	276	141	123	86	71	60	66	215	146	66	101	-	214	78	45	63	7	16	97	128
	55%	53%	56%	58%	51%	55%	58%	62%	49%	55%	55%	57%	57%	-	75%	60%	63%	89%	73%	12%	73%	64%
I would not vote Liberal Democrat	435	229	206	111	99	65	53	48	58	131	123	68	94	86	144	-	48	40	6	77	75	40
	44%	45%	42%	46%	41%	42%	44%	49%	43%	33%	46%	58%	53%	53%	50%	-	68%	56%	66%	58%	56%	20%
I would not vote Labour	346	192	154	74	70	52	48	38	64	116	87	54	68	120	-	46	52	34	7	89	12	58
	35%	38%	32%	30%	28%	33%	39%	39%	47%	30%	33%	47%	39%	74%	-	35%	74%	47%	74%	68%	9%	29%
None of these - I would potentially vote for all of them	71	37	34	17	21	9	8	5	12	31	6	14	17	9	15	2	8	4	-	9	7	7
	7%	7%	7%	7%	9%	6%	7%	5%	9%	8%	2%	12%	9%	5%	5%	2%	12%	6%	-	7%	5%	3%
Don't know	12	5	7	-	2	3	1	1	6	2	2	1	4	1	2	1	-	-	-	1	1	1
	1%	1%	1%	-	1%	2%	1%	1%	4%	*	1%	1%	2%	*	1%	1%	-	-	-	*	*	*



## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 2014

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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230	
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198	
NET: Well	629	340	290	152	161	95	75	55	91	279	176	68	83	142	181	98	34	28	6	103	76	132	
	63%	66%	59%	63%	66%	61%	61%	57%	66%	71%	66%	58%	47%	87%	63%	75%	49%	40%	63%	78%	57%	67%	
Very well	(4)	28	18	10	-	9	4	4	5	7	13	2	3	10	11	5	4	1	1	-	9	5	4
		3%	4%	2%	-	4%	3%	3%	5%	5%	3%	1%	3%	6%	7%	2%	3%	1%	1%	-	7%	4%	2%
Quite well	(3)	601	321	280	152	153	91	71	51	84	266	174	64	73	131	176	94	34	27	6	94	71	129
		60%	63%	57%	63%	63%	58%	58%	52%	61%	68%	65%	55%	42%	80%	61%	72%	47%	39%	63%	72%	53%	65%
Quite badly	(2)	270	123	147	78	57	47	36	30	23	91	73	31	61	17	81	23	28	33	3	21	45	47
		27%	24%	30%	32%	23%	30%	29%	31%	17%	23%	27%	27%	35%	10%	28%	18%	40%	47%	26%	16%	34%	24%
Very badly	(1)	54	24	30	8	18	6	8	6	7	9	9	12	17	2	15	1	5	8	1	*	7	9
		5%	5%	6%	3%	7%	4%	7%	6%	5%	2%	3%	10%	10%	1%	5%	1%	8%	11%	11%	*	6%	5%
NET: Badly		323	147	176	86	74	53	44	36	29	100	82	43	78	18	97	24	34	41	4	21	52	56
		32%	29%	36%	35%	30%	34%	36%	37%	21%	25%	31%	37%	44%	11%	34%	19%	48%	58%	37%	16%	39%	28%
Don't know		47	24	23	5	9	7	3	6	17	14	9	6	15	2	9	8	2	2	-	7	5	10
		5%	5%	5%	2%	4%	5%	3%	6%	12%	4%	3%	5%	8%	1%	3%	6%	3%	3%	-	6%	4%	5%
Mean		2.63	2.69	2.58	2.60	2.65	2.63	2.59	2.60	2.76	2.75	2.65	2.54	2.47	2.94	2.62	2.83	2.44	2.31	2.52	2.90	2.58	2.67
Standard deviation		0.64	0.62	0.64	0.56	0.67	0.61	0.67	0.68	0.64	0.55	0.56	0.72	0.76	0.46	0.62	0.48	0.66	0.68	0.72	0.49	0.67	0.60
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.03	0.04	0.08	0.06	0.04	0.04	0.04	0.08	0.08	0.23	0.04	0.05	0.04

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230	
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198	
NET: Well	698	370	328	166	185	104	78	67	98	307	192	81	87	134	209	108	44	40	5	100	89	147	
	70%	72%	67%	68%	76%	67%	63%	69%	72%	78%	72%	69%	50%	83%	73%	83%	63%	56%	55%	76%	67%	74%	
Very well	(4)	59	30	29	12	18	9	6	4	10	22	14	7	14	17	16	8	1	3	2	8	7	10
		6%	6%	6%	5%	7%	6%	5%	4%	7%	5%	5%	6%	8%	10%	6%	6%	1%	4%	16%	6%	5%	5%
Quite well	(3)	639	340	299	153	167	95	72	63	88	285	178	74	74	118	193	101	43	37	4	92	82	137
		64%	67%	61%	63%	68%	61%	59%	65%	64%	73%	67%	63%	42%	73%	67%	77%	62%	53%	39%	69%	61%	69%
Quite badly	(2)	219	108	112	61	43	42	32	21	21	72	56	27	57	24	60	16	20	27	3	23	35	41
		22%	21%	23%	25%	18%	27%	26%	22%	15%	18%	21%	23%	32%	15%	21%	12%	28%	38%	35%	18%	26%	21%
Very badly	(1)	45	17	28	6	13	5	9	5	5	5	6	6	22	1	12	1	6	2	1	3	5	6
		4%	3%	6%	3%	5%	3%	8%	5%	4%	1%	2%	5%	12%	*	4%	*	9%	3%	11%	3%	4%	3%
NET: Badly		264	125	139	67	56	47	41	26	26	78	62	33	79	24	72	16	26	29	4	27	39	47
		26%	24%	28%	28%	23%	30%	34%	27%	19%	20%	23%	28%	45%	15%	25%	12%	37%	40%	45%	20%	30%	24%
Don't know		38	16	22	10	3	4	4	4	13	9	12	3	10	4	6	6	-	2	-	5	5	4
		4%	3%	4%	4%	1%	3%	3%	4%	9%	2%	5%	3%	6%	2%	2%	4%	-	3%	-	4%	4%	2%
Mean		2.74	2.77	2.70	2.74	2.79	2.71	2.62	2.71	2.84	2.84	2.79	2.72	2.48	2.95	2.76	2.93	2.55	2.59	2.60	2.82	2.71	2.78
Standard deviation		0.64	0.60	0.67	0.60	0.65	0.63	0.70	0.64	0.62	0.52	0.57	0.66	0.82	0.52	0.62	0.45	0.67	0.62	0.93	0.57	0.63	0.58
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.02	0.04	0.07	0.07	0.04	0.04	0.04	0.08	0.08	0.29	0.05	0.04	0.04

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
I am satisfied with the job David Cameron is doing overall as Prime Minister	283 28%	143 28%	140 29%	66 27%	78 32%	41 27%	30 24%	22 22%	47 34%	110 28%	75 28%	33 29%	60 34%	100 62%	51 18%	42 32%	15 21%	8 12%	* 4%	75 57%	24 18%	52 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	272 27%	134 26%	138 28%	60 25%	76 31%	40 26%	34 28%	25 25%	36 27%	116 29%	68 26%	37 32%	34 19%	58 36%	49 17%	44 33%	28 40%	20 28%	2 23%	45 34%	22 16%	52 26%
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.	343 34%	183 36%	160 33%	99 41%	72 29%	53 34%	43 35%	42 43%	35 25%	136 35%	101 38%	30 25%	62 35%	3 2%	180 63%	37 29%	21 30%	38 53%	2 19%	9 7%	82 61%	76 38%
Refused	33 3%	19 4%	14 3%	4 2%	3 1%	10 7%	5 4%	6 6%	4 3%	9 2%	8 3%	6 5%	4 2%	- -	1 *	4 3%	2 3%	2 2%	2 16%	- -	- -	8 4%
Don't know	69 7%	32 6%	37 8%	14 6%	15 6%	10 6%	11 9%	4 4%	14 11%	22 6%	15 6%	11 9%	16 9%	1 1%	6 2%	3 3%	4 6%	3 5%	4 38%	4 3%	6 5%	11 6%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
The Liberal Democrat	367	195	172	67	68	67	54	52	59	169	98	36	44	52	103	73	20	31	5	47	56	116
	37%	38%	35%	28%	28%	43%	44%	53%	43%	43%	37%	31%	25%	32%	36%	56%	28%	44%	55%	36%	42%	58%
Labour	258	136	122	45	57	40	41	36	40	110	53	30	53	32	101	29	19	18	1	32	56	59
	26%	27%	25%	19%	23%	26%	33%	37%	29%	28%	20%	26%	30%	20%	35%	22%	26%	25%	6%	24%	42%	30%
The Conservatives	135	75	60	15	32	29	22	11	25	50	31	17	25	26	31	15	14	6	1	23	23	23
	14%	15%	12%	6%	13%	19%	18%	11%	18%	13%	11%	15%	14%	16%	11%	11%	20%	9%	6%	18%	18%	11%
The UK Independence Party (UKIP)	63	35	28	23	18	5	8	5	5	20	14	11	16	12	21	5	6	*	-	11	7	6
	6%	7%	6%	10%	7%	3%	6%	5%	3%	5%	5%	9%	9%	7%	7%	4%	9%	1%	-	8%	5%	3%
None of them	470	227	243	139	138	62	47	30	53	170	124	59	99	89	126	46	36	32	4	64	55	64
	47%	44%	50%	57%	56%	40%	38%	30%	39%	43%	47%	51%	56%	55%	44%	36%	51%	46%	45%	49%	41%	32%
Don't know	22	17	5	7	4	4	4	1	1	9	4	3	1	1	4	2	-	2	-	-	*	3
	2%	3%	1%	3%	2%	2%	3%	1%	1%	2%	1%	3%	1%	*	2%	1%	-	3%	-	-	*	1%

## Cambridge Poll

### CATI Fieldwork : 3rd-12th September 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	486	514	83	168	167	190	155	236	508	174	96	174	162	283	144	73	68	10	157	205	230
Weighted base	1000	511	489	243	244	155	123	97	137	393	266	116	176	162	287	130	71	71	10	132	134	198
A Labour government	325	176	149	112	81	40	36	32	25	118	105	34	59	2	209	10	12	28	2	8	80	49
	33%	34%	30%	46%	33%	26%	29%	33%	18%	30%	39%	30%	34%	1%	73%	8%	17%	39%	17%	6%	60%	25%
A coalition between Labour and the Liberal Democrats	214	97	117	56	56	42	20	19	19	109	56	20	22	4	65	57	8	23	2	4	32	64
	21%	19%	24%	23%	23%	27%	17%	19%	14%	28%	21%	17%	13%	2%	23%	44%	11%	33%	18%	3%	24%	32%
A Conservative government	190	97	93	37	39	26	27	21	40	67	44	31	36	120	3	8	20	7	*	89	7	11
	19%	19%	19%	15%	16%	17%	22%	22%	29%	17%	17%	27%	21%	74%	1%	6%	29%	9%	4%	67%	5%	5%
A coalition between the Conservatives and the Liberal Democrats	136	82	54	19	39	20	16	15	26	62	32	10	26	36	3	48	16	7	2	22	4	52
	14%	16%	11%	8%	16%	13%	13%	16%	19%	16%	12%	9%	15%	22%	1%	37%	23%	10%	17%	17%	3%	26%
Don't know	135	59	76	19	28	27	23	10	27	38	29	20	33	-	6	7	14	7	4	8	11	23
	13%	12%	15%	8%	12%	17%	19%	10%	20%	10%	11%	17%	19%	-	2%	5%	20%	9%	45%	6%	8%	11%

**Cambridge Poll**  
**CATI Fieldwork : 3rd-12th September 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	486 49%	511 51%
Female	514 51%	489 49%

**Cambridge Poll**  
**CATI Fieldwork : 3rd-12th September 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	83 8%	243 24%
25-34	168 17%	244 24%
35-44	167 17%	155 16%
45-54	190 19%	123 12%
55-64	155 16%	97 10%
65 or older	236 24%	137 14%
Refused	1 *	1 *

**Cambridge Poll**  
**CATI Fieldwork : 3rd-12th September 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	162 16%	123 12%
B	346 35%	270 27%
C1	174 17%	266 27%
C2	96 10%	116 12%
D	69 7%	87 9%
E	105 11%	89 9%
Refused	48 5%	48 5%



**Cambridge Poll**  
**CATI Fieldwork : 3rd-12th September 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	157 16%	132 13%
Labour	205 21%	134 13%
Liberal Democrats	230 23%	198 20%
Another party	53 5%	55 6%
Did not vote	272 27%	407 41%
Refused	40 4%	30 3%
Don't know	43 4%	44 4%