

St Ives Poll

CATI Fieldwork : 14th - 24th August 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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285	
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272	
Certain to vote	(10)	566	271	294	20	43	75	100	127	200	113	178	144	114	188	79	82	97	35	9	211	40	193
		57%	57%	57%	26%	36%	50%	56%	67%	72%	65%	61%	55%	47%	75%	67%	65%	58%	57%	58%	84%	68%	71%
	(9)	65	37	28	6	11	10	14	8	16	9	22	14	18	15	6	11	5	7	1	12	4	21
		6%	8%	5%	8%	9%	6%	8%	4%	6%	5%	7%	5%	7%	6%	5%	9%	3%	11%	6%	5%	7%	8%
	(8)	86	38	48	4	14	20	14	15	18	16	21	25	23	19	11	11	19	7	*	17	9	19
		9%	8%	9%	5%	12%	14%	8%	8%	7%	9%	7%	9%	9%	7%	9%	9%	11%	12%	2%	7%	15%	7%
	(7)	38	17	21	9	8	5	9	4	2	11	9	6	8	14	7	8	5	1	-	2	*	9
		4%	3%	4%	11%	7%	3%	5%	2%	1%	6%	3%	2%	4%	5%	6%	6%	3%	2%	-	1%	1%	3%
	(6)	21	8	12	1	6	-	2	4	6	3	4	3	10	6	1	3	6	1	*	1	3	5
		2%	2%	2%	2%	5%	-	1%	2%	2%	2%	1%	1%	4%	2%	1%	3%	3%	1%	2%	*	4%	2%
	(5)	59	35	24	9	10	10	14	6	11	9	14	17	17	9	6	8	20	4	2	3	1	13
		6%	7%	5%	12%	8%	7%	8%	3%	4%	5%	5%	6%	7%	3%	5%	7%	12%	6%	14%	1%	2%	5%
	(4)	17	11	6	3	-	7	*	4	2	*	4	6	7	2	4	-	8	1	-	1	-	2
		2%	2%	1%	3%	-	5%	*	2%	1%	*	1%	2%	3%	1%	3%	-	5%	1%	-	*	-	1%
	(3)	19	6	13	-	6	3	3	2	4	2	12	-	3	1	2	3	3	*	3	*	1	3
		2%	1%	2%	-	5%	2%	2%	1%	2%	1%	4%	-	1%	*	2%	3%	2%	1%	18%	*	1%	1%
	(2)	13	4	9	-	5	1	4	1	1	2	2	5	4	-	2	-	4	5	-	1	1	-
		1%	1%	2%	-	5%	1%	2%	1%	*	1%	1%	2%	2%	-	2%	-	3%	9%	-	*	1%	-
Definitely would not vote	(1)	116	52	64	27	17	18	19	15	18	8	24	40	38	-	-	-	-	-	-	1	1	6
		12%	11%	12%	34%	15%	12%	11%	8%	6%	5%	8%	15%	16%	-	-	-	-	-	-	*	1%	2%
Don't know		2	2	*	-	-	-	-	2	*	*	-	2	-	-	-	-	-	-	-	-	-	*
		*	*	*	-	-	-	-	1%	*	*	-	1%	-	-	-	-	-	-	-	-	-	*
Mean		7.89	7.96	7.83	5.58	6.84	7.62	7.91	8.50	8.75	8.63	8.20	7.65	7.32	9.30	8.82	8.95	8.28	8.43	7.85	9.62	9.09	9.05
Standard deviation		3.14	3.07	3.21	3.71	3.37	3.19	3.10	2.78	2.56	2.43	2.94	3.37	3.37	1.43	2.08	1.80	2.39	2.53	2.96	1.15	1.77	1.96
Standard error		0.10	0.14	0.14	0.70	0.40	0.28	0.22	0.19	0.14	0.13	0.20	0.29	0.21	0.09	0.18	0.15	0.19	0.34	0.70	0.07	0.18	0.12

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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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
Conservative	252	123	129	20	27	40	38	50	76	55	92	62	37	252	-	-	-	-	-	171	3	27
	25%	26%	25%	25%	23%	27%	21%	27%	27%	31%	32%	24%	15%	100%	-	-	-	-	-	69%	5%	10%
Labour	118	48	70	7	19	20	23	17	32	24	42	18	30	-	118	-	-	-	-	5	37	45
	12%	10%	13%	9%	16%	13%	13%	9%	11%	14%	14%	7%	12%	-	100%	-	-	-	-	2%	61%	17%
Liberal Democrat	126	47	79	1	12	13	19	32	50	27	33	26	39	-	-	126	-	-	-	5	3	102
	13%	10%	15%	2%	10%	9%	10%	17%	18%	16%	11%	10%	16%	-	-	100%	-	-	-	2%	5%	38%
The UK Independence Party (UKIP)	167	114	54	13	13	23	37	34	47	19	41	66	37	-	-	-	167	-	-	44	7	38
	17%	24%	10%	16%	11%	16%	21%	18%	17%	11%	14%	25%	15%	-	-	-	100%	-	-	18%	12%	14%
The Green Party	61	29	32	3	14	13	16	9	6	13	14	20	12	-	-	-	-	61	-	-	4	22
	6%	6%	6%	4%	12%	9%	9%	5%	2%	7%	5%	8%	5%	-	-	-	-	100%	-	-	6%	8%
The British National Party (BNP)	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	13%	-	-	-
Some other party	14	10	4	-	-	4	2	5	3	3	6	2	3	-	-	-	-	-	14	2	1	4
	1%	2%	1%	-	-	3%	1%	2%	1%	2%	2%	1%	1%	-	-	-	-	-	87%	1%	1%	2%
Would not vote	116	52	64	27	17	18	19	15	18	8	24	40	38	-	-	-	-	-	-	1	1	6
	12%	11%	12%	34%	15%	12%	11%	8%	6%	5%	8%	15%	16%	-	-	-	-	-	-	*	1%	2%
Refused	42	18	24	4	-	1	8	7	22	6	9	10	15	-	-	-	-	-	-	7	2	4
	4%	4%	5%	4%	-	1%	5%	4%	8%	3%	3%	4%	6%	-	-	-	-	-	-	3%	4%	2%
Don't know	101	36	64	5	17	14	17	21	27	19	29	16	32	-	-	-	-	-	-	14	3	23
	10%	8%	12%	7%	14%	9%	10%	11%	10%	11%	10%	6%	13%	-	-	-	-	-	-	6%	5%	8%

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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	571	279	292	9	33	71	106	134	217	215	135	80	128	204	106	109	102	39	11	196	66	195
Weighted base	544	272	272	26	53	82	97	115	171	107	171	145	107	201	87	94	110	43	10	194	42	186
Conservative	201	99	102	16	19	32	29	41	63	44	72	50	29	201	-	-	-	-	-	146	2	23
	37%	36%	38%	60%	37%	39%	30%	36%	37%	41%	42%	34%	27%	100%	-	-	-	-	-	75%	5%	12%
Labour	87	36	51	4	15	14	16	13	25	20	31	14	19	-	87	-	-	-	-	5	30	36
	16%	13%	19%	16%	27%	18%	17%	11%	14%	18%	18%	10%	18%	-	100%	-	-	-	-	2%	70%	19%
Liberal Democrat	94	34	60	*	4	9	15	25	41	20	25	21	27	-	-	94	-	-	-	4	3	80
	17%	12%	22%	1%	8%	11%	15%	22%	24%	19%	15%	14%	25%	-	-	100%	-	-	-	2%	6%	43%
The UK Independence Party (UKIP)	110	72	37	4	7	12	25	25	36	12	31	41	23	-	-	-	110	-	-	38	6	27
	20%	27%	14%	17%	13%	15%	26%	22%	21%	11%	18%	28%	22%	-	-	-	100%	-	-	20%	13%	14%
The Green Party	43	22	20	2	8	11	10	8	4	9	9	15	7	-	-	-	-	43	-	-	2	18
	8%	8%	7%	6%	15%	13%	11%	7%	3%	9%	6%	10%	6%	-	-	-	-	100%	-	-	5%	10%
The British National Party (BNP)	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	*	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	19%	-	-	-
Some other party	8	7	1	-	-	2	1	3	2	2	2	2	2	-	-	-	-	-	8	1	*	3
	1%	2%	1%	-	-	2%	1%	3%	1%	2%	1%	1%	2%	-	-	-	-	-	81%	1%	1%	2%

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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	37%
Labour	16%
Liberal Democrat	18%
UKIP	20%
Green	8%
Other	2%

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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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
Conservative	219 22%	108 22%	111 21%	17 21%	30 25%	29 19%	33 19%	42 22%	67 24%	46 26%	85 29%	45 17%	35 14%	193 76%	-	*	8 4%	2 4%	3 16%	147 59%	3 5%	21 8%
Labour	91 9%	40 8%	52 10%	5 7%	16 13%	19 13%	13 7%	13 7%	25 9%	18 10%	27 9%	16 6%	24 10%	-	84 71%	1 1%	1 1%	2 4%	1 7%	2 1%	34 57%	25 9%
Liberal Democrat	241 24%	93 19%	148 28%	13 17%	17 14%	37 24%	41 23%	54 29%	79 28%	50 29%	72 25%	60 23%	56 23%	44 17%	25 21%	121 96%	11 7%	6 10%	2 12%	29 12%	9 16%	152 56%
The UK Independence Party (UKIP)	158 16%	108 23%	50 10%	9 12%	12 10%	24 16%	36 20%	31 16%	45 16%	17 10%	38 13%	60 23%	40 16%	7 3%	2 1%	1 1%	143 85%	-	-	48 19%	6 11%	30 11%
The Green Party	51 5%	24 5%	27 5%	3 4%	12 10%	8 5%	16 9%	7 4%	5 2%	11 6%	14 5%	15 6%	11 4%	*	2 2%	-	-	45 73%	-	2 1%	2 3%	14 5%
The British National Party (BNP)	2 *	2 *	-	-	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 13%	-	-	-
Some other party	16 2%	10 2%	6 1%	-	2 2%	5 3%	1 1%	6 3%	2 1%	3 2%	5 2%	7 3%	2 1%	2 1%	2 2%	*	*	2 4%	6 39%	4 2%	2 3%	6 2%
Would not vote	116 12%	52 11%	64 12%	27 34%	17 15%	18 12%	19 11%	15 8%	18 6%	8 5%	24 8%	40 15%	38 16%	-	-	-	-	-	-	1 *	1 1%	6 2%
Refused	26 3%	10 2%	17 3%	-	-	-	6 3%	5 3%	16 6%	5 3%	5 2%	6 2%	8 3%	-	-	-	-	1 2%	-	2 1%	-	3 1%
Don't know	79 8%	34 7%	46 9%	5 7%	13 11%	9 6%	15 8%	16 8%	21 8%	16 9%	20 7%	10 4%	29 12%	6 2%	2 2%	2 2%	4 2%	2 3%	2 13%	14 5%	3 5%	15 5%

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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	607	292	315	10	36	75	113	143	229	224	144	82	141	201	105	109	99	39	10	203	69	207
Weighted base	579	284	296	29	58	86	104	121	181	112	185	150	118	198	86	94	108	42	9	200	44	195
Conservative	175	88	87	14	21	22	25	35	56	37	67	35	29	155	-	*	5	2	1	128	2	18
	30%	31%	29%	47%	36%	26%	24%	29%	31%	33%	36%	23%	25%	78%	-	*	5%	5%	12%	64%	5%	9%
Labour	65	28	37	3	12	13	8	9	20	14	19	13	16	-	60	1	1	2	*	1	28	19
	11%	10%	12%	10%	20%	15%	8%	7%	11%	13%	10%	8%	13%	-	70%	1%	*	5%	3%	1%	62%	10%
Liberal Democrat	186	69	117	10	10	28	33	41	64	40	55	50	38	35	21	92	8	6	2	25	8	121
	32%	24%	40%	34%	17%	32%	32%	34%	36%	35%	30%	34%	33%	18%	24%	98%	8%	13%	19%	13%	18%	62%
The UK Independence Party (UKIP)	105	70	35	1	6	14	25	25	34	12	30	35	26	6	1	1	94	-	-	41	5	21
	18%	25%	12%	4%	10%	16%	24%	21%	19%	10%	16%	24%	22%	3%	1%	1%	87%	-	-	21%	12%	11%
The Green Party	35	18	16	2	7	4	12	6	4	8	10	9	7	*	2	-	-	31	-	1	*	12
	6%	6%	6%	5%	13%	5%	11%	5%	2%	7%	5%	6%	6%	*	3%	-	-	73%	-	1%	1%	6%
The British National Party (BNP)	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	*	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	20%	-	-	-
Some other party	12	9	3	-	2	3	1	4	2	2	3	6	2	1	2	*	*	2	4	3	1	4
	2%	3%	1%	-	3%	3%	1%	4%	1%	2%	2%	4%	1%	1%	2%	*	*	5%	45%	2%	2%	2%

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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	31%
Labour	11%
Liberal Democrat	32%
UKIP	18%
Green	6%
Other	2%

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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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
I would not vote Labour	598	321	277	42	60	79	109	123	185	100	175	175	130	226	-	74	139	27	7	216	9	138
	60%	67%	53%	53%	50%	52%	61%	65%	66%	57%	60%	67%	54%	90%	-	59%	83%	44%	43%	87%	15%	51%
I would not vote UKIP	587	245	342	45	82	91	100	105	162	116	178	135	143	174	102	109	-	54	9	136	43	190
	59%	51%	66%	56%	69%	61%	56%	55%	58%	66%	61%	52%	59%	69%	86%	87%	-	88%	53%	55%	72%	70%
I would not vote Liberal Democrat	526	292	233	46	68	81	91	92	147	81	160	143	122	168	73	-	126	35	9	181	39	80
	53%	61%	45%	58%	57%	54%	51%	49%	53%	47%	55%	55%	50%	67%	61%	-	75%	57%	55%	72%	64%	30%
I would not vote Conservative	477	233	244	27	51	77	102	93	126	83	119	133	123	-	106	87	110	49	9	34	43	187
	48%	48%	47%	34%	43%	52%	57%	49%	45%	47%	41%	51%	51%	-	90%	69%	65%	80%	58%	14%	72%	69%
None of these - I would potentially vote for all of them	52	34	18	5	9	11	9	9	9	11	11	14	15	6	1	2	9	3	3	9	1	5
	5%	7%	4%	7%	7%	7%	5%	5%	3%	6%	4%	5%	6%	2%	1%	1%	5%	4%	16%	4%	1%	2%
Don't know	27	8	19	9	5	1	2	3	7	4	4	11	7	1	1	-	-	-	-	1	-	2
	3%	2%	4%	11%	5%	1%	1%	2%	2%	2%	1%	4%	3%	*	1%	-	-	-	-	*	-	1%

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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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285	
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272	
NET: Well	626	319	307	50	72	92	95	120	196	113	190	177	127	218	56	85	107	29	8	207	28	159	
	63%	66%	59%	62%	60%	61%	53%	63%	70%	65%	66%	68%	52%	86%	47%	67%	64%	48%	47%	83%	48%	58%	
Very well	(4)	56	41	14	6	3	6	10	9	22	10	15	15	11	34	1	4	7	-	2	26	-	11
		6%	9%	3%	8%	3%	4%	5%	5%	8%	5%	5%	6%	5%	13%	*	3%	4%	-	11%	11%	-	4%
Quite well	(3)	570	278	292	43	69	86	85	111	174	104	175	161	116	184	56	81	100	29	6	181	28	147
		57%	58%	56%	54%	58%	57%	47%	59%	62%	60%	60%	62%	48%	73%	47%	64%	60%	48%	36%	73%	48%	54%
Quite badly	(2)	277	117	160	22	39	42	65	52	57	45	78	68	80	24	51	35	46	24	6	34	26	87
		28%	24%	31%	28%	33%	28%	36%	28%	20%	26%	27%	26%	33%	10%	43%	28%	28%	39%	36%	14%	43%	32%
Very badly	(1)	60	27	33	5	7	8	14	11	16	12	12	9	25	8	10	5	10	6	1	6	4	15
		6%	6%	6%	6%	6%	6%	8%	6%	6%	7%	4%	3%	10%	3%	8%	4%	6%	9%	5%	3%	8%	5%
NET: Badly		338	144	194	27	46	50	78	63	73	57	90	77	105	32	61	41	56	29	7	40	30	102
		34%	30%	37%	33%	38%	34%	44%	33%	26%	33%	31%	30%	43%	13%	52%	32%	33%	48%	41%	16%	51%	37%
Don't know		37	17	20	4	2	8	7	6	11	4	10	7	10	2	1	1	5	3	2	2	1	11
		4%	4%	4%	4%	1%	5%	4%	3%	4%	2%	3%	3%	4%	1%	1%	1%	3%	4%	12%	1%	2%	4%
Mean		2.65	2.72	2.58	2.67	2.58	2.63	2.52	2.64	2.75	2.65	2.69	2.72	2.49	2.98	2.40	2.66	2.64	2.40	2.59	2.92	2.41	2.60
Standard deviation		0.69	0.70	0.66	0.72	0.64	0.66	0.73	0.67	0.68	0.69	0.64	0.63	0.75	0.60	0.65	0.61	0.66	0.66	0.80	0.58	0.63	0.66
Standard error		0.02	0.03	0.03	0.14	0.08	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.06	0.05	0.05	0.09	0.20	0.04	0.07	0.04

St Ives Poll

CATI Fieldwork : 14th - 24th August 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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285	
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272	
NET: Well	629	314	315	52	75	92	89	121	199	120	197	175	121	220	55	95	95	20	11	204	35	167	
	63%	65%	61%	65%	63%	61%	49%	64%	71%	69%	68%	67%	50%	87%	46%	75%	56%	32%	65%	82%	58%	61%	
Very well	(4)	49	29	20	3	5	6	10	6	20	6	15	14	9	23	1	6	4	*	2	21	1	12
		5%	6%	4%	3%	4%	4%	5%	3%	7%	4%	5%	5%	4%	9%	*	5%	2%	1%	13%	8%	2%	5%
Quite well	(3)	580	285	295	49	70	86	79	115	179	114	181	161	112	197	54	89	90	19	8	183	33	154
		58%	59%	57%	61%	59%	57%	44%	61%	64%	65%	62%	62%	46%	78%	46%	71%	54%	32%	52%	73%	56%	57%
Quite badly	(2)	281	127	154	23	37	50	71	51	50	41	78	71	81	27	54	27	50	36	4	36	21	90
		28%	26%	30%	29%	31%	33%	40%	27%	18%	24%	27%	27%	34%	11%	46%	22%	30%	58%	25%	14%	35%	33%
Very badly	(1)	64	29	35	5	6	7	19	12	15	8	15	13	25	4	7	3	17	4	2	7	3	12
		6%	6%	7%	7%	5%	4%	11%	6%	5%	5%	5%	10%	2%	6%	3%	10%	7%	11%	3%	6%	4%	
NET: Badly		345	156	189	28	43	56	90	63	65	49	92	85	106	31	61	31	67	40	6	43	24	102
		35%	33%	36%	35%	36%	38%	50%	33%	23%	28%	32%	32%	44%	12%	52%	24%	40%	65%	35%	17%	41%	38%
Don't know		26	10	16	-	2	2	*	6	16	5	1	2	14	1	2	1	6	2	-	2	1	3
		3%	2%	3%	-	1%	1%	*	3%	6%	3%	*	1%	6%	1%	2%	1%	3%	3%	-	1%	2%	1%
Mean		2.63	2.67	2.60	2.62	2.63	2.62	2.44	2.62	2.77	2.70	2.68	2.68	2.47	2.95	2.42	2.77	2.51	2.27	2.67	2.88	2.55	2.62
Standard deviation		0.68	0.69	0.68	0.67	0.65	0.64	0.76	0.66	0.66	0.62	0.65	0.66	0.74	0.52	0.61	0.57	0.72	0.60	0.86	0.58	0.63	0.65
Standard error		0.02	0.03	0.03	0.13	0.08	0.06	0.05	0.04	0.04	0.03	0.04	0.06	0.05	0.03	0.05	0.05	0.06	0.08	0.20	0.04	0.07	0.04

St Ives Poll

CATI Fieldwork : 14th - 24th August 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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
I am satisfied with the job David Cameron is doing overall as Prime Minister	348 35%	178 37%	171 33%	41 52%	49 41%	50 34%	42 23%	74 39%	91 33%	59 34%	113 39%	101 39%	65 27%	169 67%	10 8%	42 34%	41 25%	5 7%	4 24%	150 60%	7 12%	61 23%
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	305 30%	155 32%	150 29%	17 22%	33 28%	45 30%	65 36%	57 30%	87 31%	56 32%	94 33%	79 30%	70 29%	83 33%	11 9%	37 29%	85 51%	24 39%	4 23%	93 37%	8 14%	88 32%
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.	234 23%	101 21%	133 26%	11 14%	29 24%	42 28%	50 28%	40 21%	60 22%	43 25%	63 22%	51 19%	68 28%	- -	91 77%	33 26%	24 14%	30 49%	5 31%	2 1%	39 66%	89 33%
Refused	31 3%	19 4%	13 2%	2 3%	- -	4 3%	4 2%	5 3%	15 5%	2 1%	5 2%	9 4%	11 5%	- -	2 2%	3 2%	5 3%	2 3%	2 13%	1 *	2 4%	8 3%
Don't know	81 8%	27 6%	54 10%	8 10%	8 7%	8 5%	19 10%	13 7%	26 9%	14 8%	15 5%	21 8%	28 11%	* *	4 3%	12 9%	12 7%	1 1%	1 8%	3 1%	2 4%	25 9%

St Ives Poll

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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	1000	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
The Conservatives	214	123	91	8	19	34	36	46	70	47	66	54	38	77	22	23	29	13	4	71	7	59
	21%	26%	17%	10%	16%	23%	20%	24%	25%	27%	23%	21%	16%	30%	19%	18%	18%	21%	24%	29%	12%	22%
The Liberal Democrat	125	64	61	4	10	15	20	28	49	31	41	24	24	22	19	34	20	7	3	21	4	62
	13%	13%	12%	5%	8%	10%	11%	15%	17%	18%	14%	9%	10%	9%	16%	27%	12%	11%	19%	9%	6%	23%
Labour	85	40	45	6	11	20	12	11	25	21	22	16	20	16	18	11	12	7	3	15	10	28
	9%	8%	9%	7%	9%	13%	6%	6%	9%	12%	8%	6%	8%	6%	15%	9%	7%	12%	18%	6%	16%	10%
The UK Independence Party (UKIP)	74	56	18	7	15	13	5	14	19	14	21	22	12	10	8	10	32	1	2	19	6	14
	7%	12%	3%	9%	12%	9%	3%	7%	7%	8%	7%	9%	5%	4%	7%	8%	19%	2%	13%	7%	11%	5%
None of them	639	277	361	58	83	99	121	112	165	94	187	163	174	157	70	68	99	44	10	160	40	149
	64%	58%	69%	73%	69%	66%	67%	59%	59%	54%	64%	62%	72%	62%	60%	54%	59%	72%	62%	64%	67%	55%
Don't know	20	9	10	8	4	-	2	3	3	1	3	10	5	2	-	-	7	-	-	2	-	2
	2%	2%	2%	10%	3%	-	1%	2%	1%	1%	1%	4%	2%	1%	-	-	4%	-	-	1%	-	1%

St Ives Poll

CATI Fieldwork : 14th - 24th August 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	471	529	28	72	127	193	221	357	337	225	136	269	253	140	141	151	55	18	258	93	285
Weighted base	1000	480	520	80	120	150	180	190	279	174	290	261	242	252	118	126	167	61	16	249	60	272
A Conservative government	345 35%	172 36%	173 33%	31 38%	41 34%	51 34%	53 29%	62 33%	105 38%	67 39%	109 38%	94 36%	67 28%	211 84%	3 3%	10 8%	53 32%	5 9%	3 20%	189 76%	6 9%	42 16%
A Labour government	210 21%	103 22%	107 21%	23 29%	23 19%	38 25%	37 21%	40 21%	49 17%	38 22%	51 18%	52 20%	61 25%	1 1%	88 75%	12 9%	40 24%	23 37%	5 28%	7 3%	38 64%	66 24%
A coalition between the Conservatives and the Liberal Democrats	149 15%	71 15%	78 15%	1 2%	14 11%	20 13%	34 19%	46 24%	35 13%	24 14%	56 19%	38 15%	29 12%	38 15%	2 2%	46 36%	24 14%	8 13%	2 13%	37 15%	2 4%	60 22%
A coalition between Labour and the Liberal Democrats	132 13%	66 14%	67 13%	6 7%	18 15%	26 17%	25 14%	22 12%	37 13%	27 16%	37 13%	37 14%	29 12%	- -	22 19%	52 41%	16 9%	19 31%	2 11%	3 1%	7 11%	72 27%
Don't know	163 16%	68 14%	95 18%	19 24%	24 20%	15 10%	32 18%	20 10%	54 19%	17 10%	36 13%	40 15%	56 23%	2 1%	2 2%	7 6%	34 20%	6 10%	5 28%	13 5%	7 11%	30 11%

St Ives Poll
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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	471 47%	480 48%
Female	529 53%	520 52%

St Ives Poll
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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	1000	1000
Weighted base	1000	1000
18-24	28 3%	80 8%
25-34	72 7%	120 12%
35-44	127 13%	150 15%
45-54	193 19%	180 18%
55-64	221 22%	190 19%
65 or older	357 36%	279 28%
Refused	2 *	2 *

St Ives Poll
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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	104 10%	55 5%
B	233 23%	119 12%
C1	225 23%	290 29%
C2	136 14%	261 26%
D	86 9%	91 9%
E	183 18%	150 15%
Refused	33 3%	33 3%

St Ives Poll
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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	1000	1000
Weighted base	1000	1000
Conservative	258 26%	249 25%
Labour	93 9%	60 6%
Liberal Democrats	285 29%	272 27%
Another party	61 6%	64 6%
Did not vote	224 22%	288 29%
Refused	39 4%	30 3%
Don't know	40 4%	37 4%