

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit -cher
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
Certain to vote	(10) 2060	1040	1020	94	172	319	388	433	650	315	604	475	591	615	326	61	551	54	24	805	336	192	168
	51%	53%	50%	23%	30%	48%	55%	63%	66%	59%	55%	47%	50%	67%	60%	55%	59%	59%	42%	77%	72%	63%	82%
	(9) 184	96	88	13	27	35	25	39	43	31	59	40	44	57	26	8	44	7	4	47	20	23	5
	5%	5%	4%	3%	5%	5%	4%	6%	4%	6%	5%	4%	4%	6%	5%	7%	5%	8%	8%	5%	4%	8%	2%
	(8) 364	152	212	45	57	72	55	49	85	43	93	102	117	87	68	16	87	12	8	79	39	32	8
	9%	8%	10%	11%	10%	11%	8%	7%	9%	8%	8%	10%	10%	9%	13%	15%	9%	13%	14%	8%	8%	11%	4%
	(7) 198	104	94	40	49	33	23	21	32	26	48	62	52	40	34	10	49	5	6	43	18	17	7
	5%	5%	5%	10%	9%	5%	3%	3%	3%	5%	4%	6%	4%	4%	6%	9%	5%	6%	10%	4%	4%	6%	3%
	(6) 104	38	66	18	20	16	20	19	11	14	31	23	32	19	19	8	20	2	-	6	9	9	2
	3%	2%	3%	4%	4%	2%	3%	3%	1%	3%	3%	2%	3%	2%	4%	7%	2%	2%	-	1%	2%	3%	1%
	(5) 346	165	181	63	57	69	60	43	51	35	76	108	109	64	35	5	110	7	7	32	22	18	5
	9%	8%	9%	16%	10%	10%	9%	6%	5%	6%	7%	11%	9%	7%	7%	4%	12%	8%	12%	3%	5%	6%	2%
	(4) 62	23	39	9	17	10	13	7	5	9	18	16	18	14	11	-	17	-	2	9	4	2	2
	2%	1%	2%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	-	2%	-	4%	1%	1%	1%	1%
	(3) 112	54	58	25	30	18	18	11	9	13	40	28	30	20	11	4	37	2	4	12	4	-	8
	3%	3%	3%	6%	5%	3%	3%	2%	1%	2%	4%	3%	3%	2%	2%	4%	4%	2%	8%	1%	1%	-	4%
	(2) 66	35	31	14	20	5	15	5	7	8	11	25	17	5	10	-	20	3	1	3	1	2	1
	2%	2%	2%	3%	4%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	-	2%	3%	2%	*	*	1%	1%
Definitely would not vote	(1) 496	246	250	80	118	82	86	56	74	42	123	138	170	-	-	-	-	-	-	9	14	6	-
	12%	13%	12%	20%	21%	12%	12%	8%	8%	8%	11%	14%	14%	-	-	-	-	-	-	1%	3%	2%	-
Refused	3	1	2	-	-	-	-	1	2	*	-	-	2	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	*	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know	9	3	6	-	-	-	-	*	9	1	1	1	6	-	-	-	-	-	-	-	2	2	-
	*	*	*	-	-	-	-	*	1%	*	*	*	1%	-	-	-	-	-	-	-	*	1%	-
Mean	7.55	7.59	7.50	5.83	6.13	7.49	7.61	8.31	8.53	8.12	7.75	7.25	7.38	8.90	8.64	8.61	8.38	8.64	7.76	9.27	8.97	8.87	9.27
Standard deviation	3.24	3.26	3.21	3.30	3.50	3.18	3.27	2.84	2.71	2.90	3.16	3.30	3.33	1.91	2.08	1.90	2.34	2.11	2.53	1.66	2.10	1.96	1.82
Standard error	0.05	0.08	0.07	0.21	0.17	0.14	0.12	0.10	0.08	0.08	0.11	0.12	0.10	0.06	0.09	0.18	0.08	0.22	0.38	0.05	0.09	0.12	0.12

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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**

	Gender		Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
Conservative	921	451	469	66	104	147	164	162	276	169	288	214	228	921	-	-	-	-	-	602	24	47	-
	23%	23%	23%	16%	18%	22%	23%	24%	28%	32%	26%	21%	19%	100%	-	-	-	-	-	58%	5%	16%	-
Labour	539	255	284	67	89	84	80	89	130	85	150	121	169	-	539	-	-	-	-	30	270	41	-
	13%	13%	14%	17%	16%	13%	11%	13%	13%	16%	14%	12%	14%	-	100%	-	-	-	-	3%	58%	14%	-
Liberal Democrat	112	46	66	10	12	17	25	21	28	21	30	27	29	-	-	112	-	-	-	12	5	58	-
	3%	2%	3%	2%	2%	3%	4%	3%	3%	4%	3%	3%	2%	-	-	100%	-	-	-	1%	1%	19%	-
The UK Independence Party (UKIP)	934	514	419	78	116	162	181	191	204	96	237	290	279	-	-	-	934	-	-	206	84	59	206
	23%	26%	20%	19%	20%	25%	26%	28%	21%	18%	21%	29%	23%	-	-	-	100%	-	-	20%	18%	19%	100%
The Green Party	92	46	46	18	11	18	14	20	11	18	17	20	30	-	-	-	-	92	-	7	17	19	-
	2%	2%	2%	4%	2%	3%	2%	3%	1%	3%	2%	2%	3%	-	-	-	-	100%	-	1%	4%	6%	-
The British National Party (BNP)	13	5	8	3	6	-	1	1	1	1	4	5	4	-	-	-	-	-	13	-	1	-	-
	*	*	*	1%	1%	-	*	*	*	*	*	*	*	-	-	-	-	-	22%	-	*	-	-
Some other party	44	24	19	5	6	18	5	4	6	4	16	12	8	-	-	-	-	-	44	11	2	5	-
	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	78%	1%	*	2%	-
Would not vote	496	246	250	80	118	82	86	56	74	42	123	138	170	-	-	-	-	-	9	14	6	-	
	12%	13%	12%	20%	21%	12%	12%	8%	8%	8%	11%	14%	14%	-	-	-	-	-	1%	3%	2%	-	
Refused	291	156	135	1	23	44	46	56	117	31	81	52	97	-	-	-	-	-	55	9	17	-	
	7%	8%	7%	*	4%	7%	7%	8%	12%	6%	7%	5%	8%	-	-	-	-	-	5%	2%	6%	-	
Don't know	563	213	349	74	83	90	99	85	132	68	158	138	173	-	-	-	-	-	113	41	51	-	
	14%	11%	17%	18%	15%	14%	14%	12%	13%	13%	14%	14%	15%	-	-	-	-	-	11%	9%	17%	-	

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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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit -cher
	Total	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	2002	994	1008	84	155	260	369	435	695	691	414	351	492	809	419	81	599	65	29	877	386	166	192
Weighted base	1867	954	913	129	200	302	337	382	514	291	541	458	526	684	381	78	626	66	33	707	320	179	165
Conservative	684	333	351	38	61	106	121	133	223	129	219	153	167	684	-	-	-	-	-	499	18	37	-
	37%	35%	38%	29%	31%	35%	36%	35%	43%	44%	41%	34%	32%	100%	-	-	-	-	-	71%	6%	21%	-
Labour	381	183	198	34	55	63	58	71	101	63	108	80	122	-	381	-	-	-	-	22	219	36	-
	20%	19%	22%	26%	27%	21%	17%	18%	20%	22%	20%	18%	23%	-	100%	-	-	-	-	3%	68%	20%	-
Liberal Democrat	78	34	44	4	8	11	17	17	21	17	23	18	16	-	-	78	-	-	-	10	3	46	-
	4%	4%	5%	3%	4%	4%	5%	5%	4%	6%	4%	4%	3%	-	-	100%	-	-	-	1%	1%	26%	-
The UK Independence Party (UKIP)	626	352	275	38	63	99	126	143	156	65	167	182	191	-	-	-	626	-	-	165	65	41	165
	34%	37%	30%	29%	31%	33%	37%	38%	30%	22%	31%	40%	36%	-	-	-	100%	-	-	23%	20%	23%	100%
The Green Party	66	34	31	12	8	14	10	14	8	14	13	14	23	-	-	-	-	66	-	4	13	15	-
	4%	4%	3%	9%	4%	5%	3%	4%	2%	5%	2%	3%	4%	-	-	-	-	100%	-	1%	4%	8%	-
The British National Party (BNP)	5	3	3	*	2	-	1	1	1	*	1	3	1	-	-	-	-	-	5	-	1	-	-
	*	*	*	*	1%	-	*	*	*	*	*	1%	*	-	-	-	-	-	16%	-	*	-	-
Some other party	28	16	12	4	3	10	3	3	4	4	10	7	6	-	-	-	-	-	28	7	2	3	-
	1%	2%	1%	3%	2%	3%	1%	1%	1%	1%	2%	1%	1%	-	-	-	-	-	84%	1%	1%	2%	-

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll**CATI Fieldwork : 26th January - 5th February 2015**

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	38%
Labour	20%
Liberal Democrat	5%
UKIP	32%
Green	3%
Other	2%

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
Conservative	988	479	508	75	118	159	162	161	311	174	303	235	247	829	19	8	45	-	5	632	29	45	27
	25%	24%	25%	19%	21%	24%	23%	24%	32%	33%	27%	23%	21%	90%	4%	7%	5%	-	9%	60%	6%	15%	13%
Labour	539	260	280	70	94	78	78	86	132	86	148	110	181	6	462	9	13	8	4	28	258	44	1
	13%	13%	14%	18%	17%	12%	11%	13%	14%	16%	13%	11%	15%	1%	86%	8%	1%	8%	8%	3%	55%	14%	1%
Liberal Democrat	118	49	69	9	15	15	27	24	28	27	34	29	25	12	10	77	4	1	2	17	8	59	1
	3%	2%	3%	2%	3%	2%	4%	4%	3%	5%	3%	3%	2%	1%	2%	69%	*	1%	4%	2%	2%	19%	1%
The UK Independence Party (UKIP)	922	500	422	75	103	160	181	199	201	96	242	283	272	27	17	4	811	2	5	202	88	56	169
	23%	26%	21%	19%	18%	24%	26%	29%	21%	18%	22%	28%	23%	3%	3%	4%	87%	2%	9%	19%	19%	18%	82%
The Green Party	98	48	49	16	11	21	15	21	12	16	26	20	29	4	1	1	3	76	5	9	14	24	-
	2%	2%	2%	4%	2%	3%	2%	3%	1%	3%	2%	2%	2%	*	*	1%	*	82%	9%	1%	3%	8%	-
The British National Party (BNP)	12	4	8	6	3	1	2	-	-	2	4	2	3	-	1	1	-	-	5	-	1	1	-
	*	*	*	2%	*	*	*	-	-	*	*	*	*	-	*	1%	-	-	9%	-	*	*	-
Some other party	63	30	32	5	6	16	20	10	7	6	21	11	23	4	3	3	11	1	21	15	5	4	4
	2%	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	*	1%	3%	1%	1%	37%	1%	1%	1%	2%
Would not vote	496	246	250	80	118	82	86	56	74	42	123	138	170	-	-	-	-	-	-	9	14	6	-
	12%	13%	12%	20%	21%	12%	12%	8%	8%	8%	11%	14%	14%	-	-	-	-	-	-	1%	3%	2%	-
Refused	195	103	93	1	10	31	30	41	78	18	48	35	70	1	-	-	*	-	*	24	5	1	-
	5%	5%	5%	*	2%	5%	4%	6%	8%	3%	4%	3%	6%	*	-	-	*	-	1%	2%	1%	*	-
Don't know	573	237	335	63	92	97	101	86	134	67	153	155	168	38	24	8	46	5	8	108	45	64	4
	14%	12%	16%	16%	16%	15%	14%	13%	14%	13%	14%	15%	14%	4%	5%	7%	5%	6%	14%	10%	10%	21%	2%

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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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher
	Total	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	2081	1021	1059	85	156	266	387	445	738	721	432	356	512	779	402	77	575	61	24	919	389	173	189
Weighted base	1928	973	956	132	201	308	351	390	544	302	565	458	548	657	364	74	603	63	27	738	322	184	162
Conservative	726	347	379	42	70	113	118	130	251	133	231	163	177	616	15	5	28	-	4	522	22	35	21
	38%	36%	40%	32%	35%	37%	34%	33%	46%	44%	41%	36%	32%	94%	4%	7%	5%	-	15%	71%	7%	19%	13%
Labour	375	185	190	34	57	56	57	67	104	63	106	71	127	5	327	5	9	6	2	21	211	38	1
	19%	19%	20%	26%	28%	18%	16%	17%	19%	21%	19%	15%	23%	1%	90%	7%	2%	10%	8%	3%	65%	21%	*
Liberal Democrat	80	32	48	3	8	11	20	19	19	21	23	20	15	8	7	57	1	1	1	13	6	45	*
	4%	3%	5%	2%	4%	4%	6%	5%	3%	7%	4%	4%	3%	1%	2%	78%	*	1%	4%	2%	2%	25%	*
The UK Independence Party (UKIP)	634	355	279	38	55	101	128	154	156	67	171	184	190	22	12	2	556	1	4	165	67	43	137
	33%	37%	29%	29%	28%	33%	36%	39%	29%	22%	30%	40%	35%	3%	3%	3%	92%	1%	15%	22%	21%	23%	85%
The Green Party	68	35	34	11	7	14	12	15	9	12	19	14	20	3	1	1	*	55	2	6	11	19	-
	4%	4%	4%	8%	4%	5%	4%	4%	2%	4%	3%	3%	4%	*	*	2%	*	87%	7%	1%	3%	11%	-
The British National Party (BNP)	5	2	2	1	1	1	1	-	-	1	1	1	2	-	1	1	-	-	1	-	1	1	-
	*	*	*	1%	1%	*	*	-	-	*	*	*	*	-	*	1%	-	-	3%	-	*	*	-
Some other party	41	17	24	2	3	11	14	6	5	5	13	6	17	3	2	2	8	1	13	11	4	4	3
	2%	2%	2%	2%	1%	4%	4%	1%	1%	2%	2%	1%	3%	1%	*	3%	1%	1%	47%	1%	1%	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	39%
Labour	19%
Liberal Democrat	5%
UKIP	32%
Green	3%
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

	Gender		Age							SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240	
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206	
I would not vote Liberal Democrat	2589	1362	1227	209	363	402	479	477	654	345	743	658	754	686	370	-	760	54	38	799	350	115	191	
		65%	70%	60%	52%	64%	61%	68%	70%	67%	65%	67%	65%	63%	75%	69%	-	81%	59%	68%	76%	75%	38%	93%
I would not vote Labour	2189	1138	1051	176	298	341	404	411	553	297	602	584	621	721	-	55	720	46	32	801	88	140	190	
		55%	58%	51%	44%	52%	52%	58%	60%	57%	55%	55%	57%	52%	78%	-	50%	77%	50%	57%	77%	19%	46%	92%
I would not vote UKIP	1882	885	997	224	296	293	312	291	464	312	568	427	515	637	410	82	-	83	38	532	296	186	-	
		47%	45%	49%	56%	52%	44%	44%	43%	47%	58%	51%	42%	43%	69%	76%	74%	-	90%	67%	51%	63%	61%	-
I would not vote Conservative	1725	891	833	164	261	286	323	318	373	193	451	438	586	-	362	59	627	71	36	147	356	163	105	
		43%	46%	41%	41%	46%	43%	46%	47%	38%	36%	41%	43%	49%	-	67%	53%	67%	78%	64%	14%	76%	54%	51%
None of these - I would potentially vote for all of them	435	201	233	58	68	84	66	54	102	38	112	112	143	44	41	9	53	3	8	54	21	21	3	
		11%	10%	11%	14%	12%	13%	9%	8%	10%	7%	10%	11%	12%	5%	8%	8%	6%	3%	15%	5%	4%	7%	2%
Don't know	92	37	55	11	10	17	14	14	26	8	16	25	33	4	1	-	2	-	-	8	2	2	-	
		2%	2%	3%	3%	2%	3%	2%	3%	2%	1%	2%	3%	4	1	-	2	-	-	1%	2	1%	-	

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240	
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206	
NET: Well	2330	1280	1051	247	317	376	400	390	595	360	672	614	613	766	290	74	450	50	25	810	230	172	129	
		58%	65%	51%	62%	56%	57%	57%	61%	67%	61%	60%	52%	83%	54%	67%	48%	54%	45%	78%	49%	57%	63%	
Very well	(4)	182	121	61	20	21	27	29	20	64	23	41	55	61	25	4	36	2	2	73	15	4	9	
		5%	6%	3%	5%	4%	4%	4%	3%	7%	4%	4%	5%	5%	7%	5%	4%	4%	3%	7%	3%	1%	4%	
Quite well	(3)	2148	1158	990	227	296	350	372	370	531	336	630	559	558	705	265	70	414	47	23	738	214	168	120
		54%	59%	48%	56%	52%	53%	53%	54%	63%	57%	55%	47%	77%	49%	63%	44%	51%	41%	71%	46%	55%	58%	
Quite badly	(2)	1128	432	696	105	180	207	212	205	217	128	320	283	350	102	187	26	347	29	22	163	167	89	61
		28%	22%	34%	26%	32%	31%	30%	30%	22%	24%	29%	28%	29%	11%	35%	24%	37%	32%	38%	16%	36%	29%	30%
Very badly	(1)	347	165	181	39	54	53	65	59	76	25	78	80	140	15	44	5	96	11	8	25	49	28	10
		9%	8%	9%	10%	9%	8%	9%	9%	8%	5%	7%	8%	12%	2%	8%	5%	10%	12%	15%	2%	11%	9%	5%
NET: Badly		1475	598	877	144	234	260	277	264	293	152	399	363	490	117	232	32	443	40	30	188	216	117	71
		37%	31%	43%	36%	41%	39%	40%	39%	30%	28%	36%	36%	41%	13%	43%	28%	47%	44%	53%	18%	46%	38%	34%
Don't know		198	80	118	10	18	24	24	30	89	23	33	41	86	37	17	5	41	2	1	46	21	15	6
		5%	4%	6%	2%	3%	4%	3%	4%	9%	4%	3%	4%	7%	4%	3%	5%	4%	2%	3%	4%	4%	5%	3%
Mean		2.57	2.66	2.48	2.58	2.52	2.55	2.54	2.54	2.66	2.70	2.59	2.60	2.48	2.92	2.52	2.69	2.44	2.46	2.34	2.86	2.44	2.51	2.64
Standard deviation		0.72	0.73	0.71	0.74	0.72	0.71	0.73	0.70	0.74	0.63	0.68	0.72	0.78	0.50	0.72	0.63	0.74	0.74	0.78	0.56	0.73	0.69	0.65
Standard error		0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.06	0.03	0.08	0.12	0.02	0.03	0.04	0.04

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240	
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206	
NET: Well	2512	1346	1166	296	369	398	421	396	628	398	725	663	638	787	345	77	489	56	31	817	262	200	126	
		63%	69%	57%	74%	65%	60%	60%	58%	64%	74%	66%	65%	54%	85%	64%	69%	52%	60%	54%	78%	56%	66%	61%
Very well	(4)	218	144	74	26	43	26	29	25	68	40	41	68	56	69	34	5	39	2	2	83	29	7	13
		5%	7%	4%	6%	8%	4%	4%	4%	7%	7%	4%	7%	5%	7%	6%	4%	4%	2%	4%	8%	6%	2%	6%
Quite well	(3)	2293	1202	1092	270	327	371	392	371	560	358	683	595	582	718	311	73	449	54	29	735	234	193	113
		57%	61%	53%	67%	57%	56%	56%	54%	57%	67%	62%	58%	49%	78%	58%	65%	48%	58%	51%	70%	50%	64%	55%
Quite badly	(2)	1002	378	623	77	138	195	201	189	199	100	278	263	324	94	151	22	308	29	17	162	150	74	62
		25%	19%	30%	19%	24%	29%	29%	28%	20%	19%	25%	26%	27%	10%	28%	20%	33%	31%	30%	16%	32%	24%	30%
Very badly	(1)	313	159	154	19	43	52	57	69	73	19	65	60	150	16	32	4	96	4	9	32	42	16	12
		8%	8%	8%	5%	7%	8%	8%	10%	7%	4%	6%	6%	13%	2%	6%	4%	10%	5%	16%	3%	9%	5%	6%
NET: Badly		1315	537	778	97	180	247	258	258	272	119	343	323	474	111	183	26	404	33	26	194	192	90	74
		33%	27%	38%	24%	32%	37%	37%	38%	28%	22%	31%	32%	40%	12%	34%	23%	43%	36%	46%	19%	41%	30%	36%
Don't know		177	74	103	8	19	16	23	30	78	18	36	31	77	23	11	8	41	4	-	33	12	14	6
		4%	4%	5%	2%	3%	2%	3%	4%	8%	3%	3%	3%	6%	3%	2%	8%	4%	4%	-	3%	3%	5%	3%
Mean		2.63	2.71	2.56	2.77	2.67	2.58	2.58	2.54	2.69	2.81	2.66	2.68	2.49	2.94	2.66	2.76	2.48	2.60	2.42	2.86	2.55	2.66	2.64
Standard deviation		0.71	0.73	0.69	0.64	0.73	0.70	0.71	0.73	0.73	0.62	0.65	0.69	0.79	0.50	0.69	0.60	0.74	0.62	0.80	0.59	0.75	0.62	0.70
Standard error		0.01	0.02	0.02	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.02	0.03	0.06	0.03	0.07	0.12	0.02	0.03	0.04	0.05

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Gender		Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
I am satisfied with the job David Cameron is doing overall as Prime Minister	1398	734	664	146	209	236	211	222	371	204	382	391	379	673	103	38	168	16	17	625	65	79	60
	35%	38%	32%	36%	37%	36%	30%	32%	38%	38%	35%	38%	32%	73%	19%	34%	18%	17%	30%	60%	14%	26%	29%
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	1257	552	705	134	170	199	279	214	260	183	363	334	341	219	69	44	457	21	21	346	80	99	125
	31%	28%	34%	34%	30%	30%	40%	31%	27%	34%	33%	33%	29%	24%	13%	40%	49%	23%	38%	33%	17%	33%	61%
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.	763	382	381	73	126	126	131	134	172	101	206	175	259	20	342	20	182	36	8	42	284	85	14
	19%	19%	19%	18%	22%	19%	19%	20%	18%	19%	19%	17%	22%	2%	63%	18%	19%	39%	14%	4%	61%	28%	7%
Refused	167	105	62	14	9	26	30	39	49	16	47	30	57	2	-	2	33	7	4	7	5	9	2
	4%	5%	3%	3%	2%	4%	4%	6%	5%	3%	4%	3%	5%	*	-	1%	4%	8%	8%	1%	1%	3%	1%
Don't know	418	184	234	34	55	74	52	75	126	32	105	89	153	7	25	8	94	12	5	26	33	32	5
	10%	9%	11%	8%	10%	11%	7%	11%	13%	6%	10%	9%	13%	1%	5%	7%	10%	13%	10%	2%	7%	11%	2%

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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

	Gender			Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
The UK Independence Party (UKIP)	581	304	276	57	73	77	98	114	161	88	174	125	176	132	72	8	198	24	13	173	89	48	52
	15%	16%	14%	14%	13%	12%	14%	17%	16%	16%	16%	12%	15%	14%	13%	7%	21%	26%	23%	17%	19%	16%	25%
The Conservatives	400	201	199	31	43	79	67	71	106	62	115	94	117	136	47	13	84	13	6	142	51	29	28
	10%	10%	10%	8%	8%	12%	9%	10%	11%	12%	10%	9%	10%	15%	9%	11%	9%	14%	10%	14%	11%	10%	14%
Labour	286	135	152	22	48	56	49	49	63	45	93	44	95	54	63	12	69	2	5	64	59	28	16
	7%	7%	7%	6%	8%	8%	7%	7%	6%	8%	8%	4%	8%	6%	12%	10%	7%	2%	8%	6%	13%	9%	8%
The Liberal Democrat	119	62	57	13	22	21	25	18	20	18	37	23	39	22	12	10	30	2	3	19	15	18	6
	3%	3%	3%	3%	4%	3%	4%	3%	2%	3%	3%	2%	3%	2%	2%	9%	3%	2%	6%	2%	3%	6%	3%
None of them	2998	1446	1552	311	431	511	537	501	701	388	801	784	901	666	396	82	655	57	41	747	316	209	131
	75%	74%	76%	78%	76%	77%	76%	73%	72%	72%	73%	77%	76%	72%	74%	74%	70%	62%	72%	71%	68%	69%	64%
Don't know	26	11	15	3	5	1	5	7	6	3	3	9	10	4	2	-	6	-	-	2	2	-	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	*	-	1%	-	-	*	*	-	-

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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**

	Gender		Age						SEG				Voting Intention						2010 Vote			Con-UKIP Swit-cher	
	Total	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	4003	1883	2120	238	415	554	736	771	1280	1228	810	740	1067	1052	568	111	865	90	45	1281	563	277	240
Weighted base	4003	1957	2046	401	569	661	702	684	978	535	1103	1018	1189	921	539	112	934	92	56	1045	467	304	206
A Conservative government	1345	689	656	104	165	198	247	245	382	211	398	347	357	755	11	9	287	10	10	746	33	44	125
	34%	35%	32%	26%	29%	30%	35%	36%	39%	39%	36%	34%	30%	82%	2%	8%	31%	11%	18%	71%	7%	15%	61%
A Labour government	888	418	470	117	158	149	150	138	175	101	241	213	311	10	427	3	204	30	8	46	315	45	11
	22%	21%	23%	29%	28%	23%	21%	20%	18%	19%	22%	21%	26%	1%	79%	3%	22%	32%	15%	4%	67%	15%	5%
A coalition between the Conservatives and the Liberal Democrats	502	245	257	38	54	81	112	93	125	82	135	151	124	136	11	49	123	8	16	141	16	84	31
	13%	13%	13%	9%	10%	12%	16%	14%	13%	15%	12%	15%	10%	15%	2%	44%	13%	9%	28%	14%	3%	28%	15%
A coalition between Labour and the Liberal Democrats	355	175	180	48	45	71	69	45	78	56	95	96	96	5	78	39	86	32	9	20	65	81	10
	9%	9%	9%	12%	8%	11%	10%	7%	8%	11%	9%	9%	8%	1%	15%	35%	9%	35%	16%	2%	14%	27%	5%
Don't know	913	430	482	94	146	162	124	163	218	86	234	211	300	15	12	12	235	12	13	91	39	50	30
	23%	22%	24%	23%	26%	25%	18%	24%	22%	16%	21%	21%	25%	2%	2%	11%	25%	13%	24%	9%	8%	16%	14%

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll**CATI Fieldwork : 26th January - 5th February 2015**

Absolutes/col percents

Table 14

Gender**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4003	4003
Weighted base	4003	4003
Male	1883 47%	1957 49%
Female	2120 53%	2046 51%

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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	4003	4003
Weighted base	4003	4003
18-24	238 6%	401 10%
25-34	415 10%	569 14%
35-44	554 14%	661 17%
45-54	736 18%	702 18%
55-64	771 19%	684 17%
65 or older	1280 32%	978 24%
Refused	9 *	9 *

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

Absolutes/col percents

Table 16

SEG

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4003	4003
Weighted base	4003	4003
A	380 9%	166 4%
B	848 21%	369 9%
C1	810 20%	1103 28%
C2	740 18%	1018 25%
D	428 11%	556 14%
E	639 16%	633 16%
Refused	158 4%	158 4%

Battleground: Castle Point/ Boston and Skegness/ North East Cambs/ South Basildon Poll

CATI Fieldwork : 26th January - 5th February 2015

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	4003	4003
Weighted base	4003	4003
Conservative	1281 32%	1045 26%
Labour	563 14%	467 12%
Liberal Democrats	277 7%	304 8%
Another party	293 7%	357 9%
Did not vote	1176 29%	1430 36%
Refused	219 5%	203 5%
Don't know	194 5%	197 5%