

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th February 2015

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a general election for the Westminster Parliament tomorrow 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	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189	
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137	
Certain to vote	(10)	664	311	353	40	64	98	135	132	194	104	182	167	194	126	181	15	17	234	4	4	148	256	45	114
		66%	66%	67%	40%	52%	62%	72%	75%	76%	75%	70%	68%	61%	86%	73%	80%	49%	73%	62%	73%	85%	79%	77%	83%
	(9)	38	21	18	3	7	5	4	7	13	7	9	6	13	7	4	-	4	12	1	*	6	13	2	3
		4%	4%	3%	3%	5%	3%	2%	4%	5%	5%	4%	3%	4%	5%	2%	-	12%	4%	14%	5%	3%	4%	3%	2%
	(8)	66	36	29	10	4	18	14	8	11	7	21	17	18	5	18	-	32	-	-	4	18	5	9	
		7%	8%	6%	10%	3%	11%	8%	4%	4%	5%	8%	7%	6%	3%	7%	4%	10%	-	-	3%	6%	8%	6%	
	(7)	40	18	22	5	6	5	6	7	11	5	14	5	15	4	17	-	12	-	-	5	12	2	5	
		4%	4%	4%	5%	5%	3%	3%	4%	4%	3%	5%	2%	5%	3%	7%	-	3%	4%	-	3%	4%	4%	3%	
	(6)	22	11	10	2	7	-	4	6	2	2	1	8	11	1	5	3	7	-	1	1	2	2	1	
		2%	2%	2%	2%	6%	-	2%	3%	1%	1%	1%	3%	3%	1%	2%	16%	3%	2%	-	11%	1%	1%	3%	
	(5)	61	24	38	11	15	12	9	8	7	5	6	20	25	4	20	-	12	*	1	4	11	1	3	
		6%	5%	7%	11%	12%	7%	5%	4%	3%	4%	2%	8%	8%	2%	8%	-	4%	6%	11%	2%	3%	1%	2%	
	(4)	9	4	5	5	-	2	1	*	1	*	7	-	-	-	*	-	4	-	-	-	2	-	1	
		1%	1%	1%	5%	-	1%	*	*	*	1%	3%	-	-	-	*	-	5%	1%	-	-	1%	-	*	
	(3)	17	8	9	6	1	6	-	3	1	1	3	6	7	-	1	-	8	-	-	-	4	-	-	
		2%	2%	2%	7%	1%	4%	-	1%	*	1%	1%	2%	2%	-	*	-	3%	3%	-	-	1%	-	-	
	(2)	7	3	4	2	-	2	2	1	-	-	1	-	4	-	-	-	1	1	1	-	2	1	-	
		1%	1%	1%	2%	-	1%	1%	1%	-	-	*	-	1%	-	-	-	4%	*	17%	-	1%	*	-	
Definitely would not vote	(1)	69	34	35	14	18	11	12	4	9	7	13	17	27	-	-	-	-	-	-	1	3	2	2	
		7%	7%	7%	14%	15%	7%	6%	2%	3%	5%	5%	7%	8%	-	-	-	-	-	-	1%	1%	4%	1%	
Refused		1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		7	1	6	-	1	-	-	-	6	-	1	1	5	-	-	-	-	-	-	3	2	-	1	
		1%	*	1%	-	1%	-	-	-	2%	-	*	*	1%	-	-	-	-	-	-	2%	1%	-	1%	
Mean		8.46	8.47	8.45	6.75	7.48	8.23	8.73	8.99	9.19	8.96	8.76	8.45	8.14	9.65	9.11	9.27	7.73	9.10	8.18	8.96	9.56	9.31	9.16	9.47
Standard deviation		2.72	2.71	2.73	3.40	3.30	2.86	2.55	2.12	2.00	2.31	2.44	2.73	2.94	1.03	1.66	1.54	2.79	1.78	3.30	2.09	1.39	1.69	1.99	1.48
Standard error		0.09	0.13	0.12	0.51	0.30	0.25	0.19	0.15	0.11	0.13	0.17	0.21	0.17	0.08	0.11	0.43	0.49	0.10	0.99	0.85	0.10	0.10	0.34	0.11

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th February 2015

Absolutes/col percents

Table 2

**Q.2 If there was a general election for the Westminster parliament tomorrow, which party would you vote for?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
Conservative	147 15%	52 11%	95 18%	- -	6 5%	28 17%	28 15%	31 17%	54 21%	32 23%	43 16%	33 14%	36 11%	147 100%	-	-	-	-	-	-	124 71%	5 2%	1 1%	1 1%
Labour	246 25%	121 26%	125 24%	20 20%	23 19%	31 19%	51 27%	36 20%	86 34%	30 21%	63 24%	53 22%	92 29%	-	246 100%	-	-	-	-	-	11 6%	181 56%	6 10%	7 5%
Liberal Democrat	19 2%	12 3%	7 1%	- -	3 2%	1 1%	4 2%	7 4%	4 2%	1 1%	2 1%	5 2%	10 3%	-	-	19 100%	-	-	-	-	3 2%	1 *	12 21%	1 1%
The UK Independence Party (UKIP)	35 4%	22 5%	13 2%	12 12%	6 5%	7 4%	2 1%	5 3%	4 2%	3 2%	6 2%	13 5%	12 4%	-	-	-	35 100%	-	-	-	7 4%	13 4%	-	3 2%
SNP	322 32%	162 34%	160 30%	40 40%	50 41%	57 36%	61 33%	64 37%	50 20%	42 30%	94 36%	85 34%	92 29%	-	-	-	-	322 100%	-	-	11 7%	84 26%	30 50%	112 81%
The Green Party	7 1%	2 *	5 1%	1 1%	3 3%	* *	1 1%	1 *	* *	4 3%	2 1%	-	1 *	-	-	-	-	-	7 100%	-	-	* *	2 3%	1 1%
The British National Party (BNP)	3 *	2 *	1 *	- -	- -	3 2%	- -	- -	- -	- -	- -	2 1%	1 *	-	-	-	-	-	-	3 57%	-	2 1%	-	1 1%
Some other party	2 *	2 *	-	-	-	-	1 1%	* *	1 *	1 1%	1 *	-	-	-	-	-	-	-	-	2 43%	-	1 *	-	1 1%
Would not vote	69 7%	34 7%	35 7%	14 14%	18 15%	11 7%	12 6%	4 2%	9 3%	7 5%	13 5%	17 7%	27 8%	-	-	-	-	-	-	1 1%	3 1%	2 4%	2 1%	
Refused	37 4%	21 4%	17 3%	-	2 2%	4 2%	7 4%	10 6%	15 6%	6 4%	5 2%	9 4%	13 4%	-	-	-	-	-	-	-	* *	1 *	-	-
Don't know	113 11%	42 9%	71 13%	13 13%	13 10%	18 11%	19 10%	19 11%	30 12%	13 9%	31 12%	29 12%	34 11%	-	-	-	-	-	-	-	17 10%	33 10%	6 10%	9 7%

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### CATI Fieldwork : 10th - 19th February 2015

Absolutes/col percents

Table 3

**Q.2 If there was a general election for the Westminster parliament 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	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	626	300	326	21	63	78	114	137	214	201	131	106	174	138	184	10	21	261	8	4	141	220	24	151
Weighted base	605	290	315	48	65	93	118	115	166	92	168	151	179	124	188	15	20	249	5	4	134	233	42	107
Conservative	124	44	81	-	5	24	23	26	46	28	37	29	29	124	-	-	-	-	-	-	107	4	1	1
	21%	15%	26%	-	8%	26%	19%	23%	27%	30%	22%	19%	16%	100%	-	-	-	-	-	-	80%	2%	1%	1%
Labour	188	93	95	15	14	24	39	27	69	24	50	41	69	-	188	-	-	-	-	-	9	149	5	5
	31%	32%	30%	31%	22%	25%	33%	24%	42%	26%	30%	27%	38%	-	100%	-	-	-	-	-	7%	64%	11%	4%
Liberal Democrat	15	8	6	-	2	1	4	4	4	1	2	5	7	-	-	15	-	-	-	-	3	1	10	1
	2%	3%	2%	-	3%	1%	3%	4%	2%	1%	1%	3%	4%	-	-	100%	-	-	-	-	2%	*	23%	1%
The UK Independence Party (UKIP)	20	13	8	6	3	3	2	3	4	3	3	8	6	-	-	-	20	-	-	-	6	7	-	3
	3%	4%	2%	12%	5%	4%	2%	2%	2%	3%	2%	5%	4%	-	-	-	100%	-	-	-	5%	3%	-	2%
SNP	249	128	121	27	38	38	50	54	42	34	74	67	67	-	-	-	-	249	-	-	9	70	25	95
	41%	44%	38%	55%	59%	41%	43%	47%	25%	37%	44%	44%	38%	-	-	-	-	100%	-	-	6%	30%	60%	89%
The Green Party	5	1	3	1	3	*	*	*	*	3	2	-	*	-	-	-	-	-	5	-	-	*	2	1
	1%	*	1%	2%	4%	*	*	*	*	3%	1%	-	*	-	-	-	-	-	100%	-	-	*	4%	1%
The British National Party (BNP)	2	2	1	-	-	2	-	-	-	-	-	2	1	-	-	-	-	-	-	2	-	2	-	1
	*	1%	*	-	-	3%	-	-	-	-	-	1%	*	-	-	-	-	-	-	70%	-	1%	-	1%
Some other party	1	1	-	-	-	-	*	*	1	*	1	-	-	-	-	-	-	-	-	1	-	*	-	1
	*	*	-	-	-	-	*	*	*	*	1%	-	-	-	-	-	-	-	-	30%	-	*	-	1%

**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th 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	21%
Labour	32%
Liberal Democrat	3%
UKIP	3%
SNP	40%
Green	1%
Other	1%

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th 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				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
Conservative	150 15%	54 11%	96 18%	- -	6 5%	25 16%	28 15%	30 17%	62 24%	32 23%	47 18%	32 13%	36 11%	133 90%	3 1%	2 9%	3 7%	* *	- -	- -	125 72%	7 2%	1 1%	1 1%
Labour	253 25%	126 27%	127 24%	19 19%	23 19%	29 18%	53 28%	37 21%	91 36%	29 21%	63 24%	55 22%	95 30%	3 2%	224 91%	1 3%	2 6%	2 1%	- -	1 11%	12 7%	184 57%	6 10%	8 6%
Liberal Democrat	17 2%	11 2%	7 1%	- -	3 3%	1 1%	3 2%	7 4%	4 2%	2 1%	2 1%	4 2%	10 3%	- -	- -	16 88%	- -	- -	* 6%	- -	2 1%	1 *	12 20%	1 1%
The UK Independence Party (UKIP)	30 3%	19 4%	11 2%	9 9%	5 4%	6 4%	1 *	6 3%	3 1%	3 2%	5 2%	13 5%	7 2%	- -	- -	- -	26 73%	1 *	- -	6 3%	11 3%	- -	3 2%	
SNP	353 35%	175 37%	177 34%	46 46%	55 45%	67 42%	63 34%	69 39%	53 21%	44 32%	99 38%	92 37%	106 33%	4 3%	17 7%	- -	5 14%	311 97%	2 25%	4 73%	13 7%	102 31%	28 48%	115 84%
The Green Party	4 *	* *	4 1%	- -	2 2%	1 1%	* *	* *	1 *	1 1%	3 1%	- -	* *	- -	- -	- -	- -	1 *	3 38%	- -	- -	- -	2 3%	1 1%
The British National Party (BNP)	3 *	3 1%	- -	- -	3 2%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	2 *	1 *	1 *	- -	- -	- -	2 1%	* *	- -	1 *	* *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 16%	- -	1 *	- -	1 1%
Would not vote	69 7%	34 7%	35 7%	14 14%	18 15%	11 7%	12 6%	4 2%	9 3%	7 5%	13 5%	17 7%	27 8%	- -	- -	- -	- -	- -	- -	- -	1 1%	3 1%	2 4%	2 1%
Refused	31 3%	18 4%	13 2%	- -	- -	4 2%	6 3%	8 5%	13 5%	4 3%	5 2%	7 3%	11 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	89 9%	31 7%	57 11%	11 11%	7 6%	15 9%	20 11%	15 9%	20 8%	16 12%	22 8%	24 10%	25 8%	7 5%	2 1%	- -	- -	5 2%	2 31%	- -	16 9%	15 5%	8 14%	5 4%

## Ayr, Carrick & Cumnock Poll

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Absolutes/col percents

Table 6

**Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	646	309	338	21	65	78	116	141	224	198	138	109	185	129	181	10	21	258	6	4	143	234	24	154
Weighted base	628	301	326	48	69	95	120	119	176	91	176	156	189	119	187	15	20	246	4	4	135	249	41	110
Conservative	128	46	82	-	5	22	23	26	52	28	41	28	29	112	3	1	2	*	-	-	108	6	1	1
	20%	15%	25%	-	8%	23%	19%	21%	29%	31%	23%	18%	15%	94%	2%	10%	11%	*	-	-	80%	2%	1%	1%
Labour	192	97	94	12	13	21	41	30	74	23	49	42	72	3	171	1	1	2	-	*	11	152	5	6
	31%	32%	29%	26%	19%	22%	34%	25%	42%	25%	28%	27%	38%	3%	92%	4%	3%	1%	-	2%	8%	61%	12%	5%
Liberal Democrat	13	7	6	-	2	1	3	4	3	1	2	3	7	-	-	13	-	-	*	-	1	1	9	1
	2%	2%	2%	-	2%	1%	2%	4%	2%	1%	1%	2%	4%	-	-	86%	-	-	1%	-	1%	*	23%	1%
The UK Independence Party (UKIP)	19	13	6	6	4	3	*	3	3	2	3	7	5	-	-	-	17	1	-	-	5	6	-	2
	3%	4%	2%	12%	6%	4%	*	2%	2%	3%	2%	5%	3%	-	-	-	81%	*	-	-	4%	2%	-	2%
SNP	269	135	134	30	41	47	51	57	44	36	78	71	76	4	13	-	1	241	1	3	10	84	24	98
	43%	45%	41%	62%	59%	49%	43%	47%	25%	39%	44%	46%	40%	3%	7%	-	5%	98%	38%	89%	7%	34%	59%	90%
The Green Party	3	*	3	-	2	1	*	*	1	1	2	-	*	-	-	-	-	1	2	-	-	-	2	1
	1%	*	1%	-	3%	1%	*	*	*	1%	1%	-	*	-	-	-	-	*	61%	-	-	-	4%	1%
The British National Party (BNP)	3	3	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%	-	-	4%	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	1	*	1	-	-	-	1	*	-	*	*	1	-	-	-	-	-	1	-	*	-	*	-	1
	*	*	*	-	-	-	1%	*	-	*	*	1%	-	-	-	-	-	*	-	9%	-	*	-	1%

**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th February 2015**

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	21%
Labour	31%
Liberal Democrat	2%
UKIP	3%
SNP	42%
Green	*
Other	1%

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th February 2015

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next general election for the Westminster parliament?**

**Base: All respondents**

	Gender		Age						SEG				Voting Intention						2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
I would not vote Liberal Democrat	775 78%	383 81%	392 74%	84 84%	100 81%	127 80%	149 80%	131 75%	184 72%	101 73%	201 77%	207 84%	244 77%	116 79%	209 85%	-	31 88%	289 90%	6 83%	5 95%	131 75%	276 85%	31 52%	119 87%
I would not vote UKIP	755 76%	365 77%	391 74%	65 65%	85 69%	114 72%	154 82%	131 75%	206 81%	115 83%	200 77%	184 74%	235 74%	126 86%	202 82%	18 95%	-	281 87%	7 100%	3 63%	140 80%	254 78%	54 92%	118 86%
I would not vote Conservative	633 63%	323 68%	310 59%	72 72%	87 71%	103 65%	121 65%	113 64%	136 54%	77 55%	164 63%	159 64%	215 68%	-	192 78%	9 46%	23 67%	290 90%	7 96%	5 95%	6 4%	266 82%	47 79%	128 93%
I would not vote Labour	489 49%	241 51%	249 47%	61 61%	74 60%	85 53%	84 45%	81 46%	105 41%	73 52%	125 48%	133 54%	145 45%	114 78%	-	10 54%	24 69%	253 79%	6 89%	4 84%	124 71%	74 23%	36 61%	107 78%
I would not vote SNP	412 41%	191 41%	221 42%	35 35%	41 33%	55 35%	81 43%	63 36%	138 54%	64 46%	100 38%	99 40%	134 42%	121 83%	162 66%	16 88%	20 57%	-	* 6%	1 16%	137 78%	137 42%	23 39%	6 4%
None of these - I would potentially vote for all of them	54 5%	21 4%	33 6%	7 7%	5 4%	7 4%	10 5%	11 6%	14 5%	4 3%	10 4%	12 5%	20 6%	2 1%	3 1%	-	1 2%	5 2%	-	-	5 3%	8 2%	-	2 2%
Don't know	14 1%	10 2%	4 1%	-	6 5%	2 1%	1 1%	1 1%	4 1%	1 1%	1 1%	4 2%	6 2%	-	1 *	-	-	-	-	-	-	-	-	-



**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th 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**

	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	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189	
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137	
NET: Well	575	294	281	62	67	82	94	105	166	87	148	152	168	120	161	12	14	159	2	1	137	175	31	62	
	57%	62%	53%	62%	54%	51%	50%	59%	65%	63%	57%	62%	53%	82%	65%	62%	41%	49%	36%	16%	79%	54%	53%	45%	
Very well	(4)	40	24	16	6	5	9	7	2	11	4	5	10	14	8	14	2	-	6	-	-	10	13	3	-
		4%	5%	3%	6%	4%	5%	4%	1%	4%	3%	2%	4%	4%	6%	6%	12%	-	2%	-	6%	4%	5%	-	
Quite well	(3)	535	269	265	56	62	73	87	102	155	83	143	142	155	111	147	9	14	154	2	1	127	162	28	62
		53%	57%	50%	56%	50%	46%	47%	58%	61%	60%	55%	57%	49%	76%	60%	50%	41%	48%	36%	16%	73%	50%	48%	45%
Quite badly	(2)	305	130	175	26	41	59	73	47	58	40	88	80	89	20	61	2	13	116	2	1	31	109	11	52
		30%	27%	33%	26%	34%	37%	39%	27%	23%	29%	34%	32%	28%	14%	25%	11%	38%	36%	35%	27%	18%	34%	18%	38%
Very badly	(1)	82	30	52	9	10	16	14	17	15	9	16	7	44	4	12	3	6	37	2	1	3	21	11	20
		8%	6%	10%	9%	8%	10%	7%	10%	6%	6%	6%	3%	14%	3%	5%	16%	19%	11%	29%	20%	1%	6%	19%	15%
NET: Badly	386	159	227	35	51	74	87	64	73	49	104	87	132	24	73	5	20	152	4	2	34	130	22	72	
	39%	34%	43%	35%	42%	47%	47%	37%	29%	36%	40%	35%	42%	16%	30%	27%	56%	47%	64%	47%	19%	40%	37%	53%	
Don't know	39	19	20	3	5	3	6	7	15	2	7	8	17	3	13	2	1	11	-	2	3	19	6	3	
	4%	4%	4%	3%	4%	2%	3%	4%	6%	2%	3%	3%	5%	2%	5%	11%	3%	3%	-	37%	2%	6%	10%	2%	
Mean	2.56	2.64	2.48	2.61	2.53	2.48	2.48	2.53	2.68	2.60	2.54	2.65	2.46	2.86	2.69	2.66	2.23	2.41	2.07	1.93	2.85	2.55	2.43	2.31	
Standard deviation	0.71	0.69	0.72	0.75	0.71	0.75	0.69	0.70	0.66	0.66	0.65	0.61	0.80	0.54	0.66	0.95	0.76	0.72	0.87	0.93	0.53	0.69	0.90	0.72	
Standard error	0.02	0.03	0.03	0.11	0.07	0.07	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.27	0.14	0.04	0.26	0.41	0.04	0.04	0.16	0.05	

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th 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

	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	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189	
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137	
NET: Well	626	311	315	78	71	83	103	111	180	97	178	158	174	124	174	15	25	167	4	3	148	199	32	70	
	63%	66%	60%	78%	58%	52%	55%	63%	71%	70%	68%	64%	55%	85%	70%	79%	71%	52%	51%	69%	85%	61%	54%	51%	
Very well	(4)	59	28	30	5	9	4	15	5	22	18	12	21	14	22	2	-	10	-	-	16	15	3	5	
		6%	6%	6%	5%	7%	2%	8%	3%	9%	3%	7%	5%	7%	9%	12%	-	3%	-	-	9%	5%	5%	4%	
Quite well	(3)	567	283	285	73	62	79	88	106	159	92	160	146	153	111	152	13	25	157	4	3	132	183	28	65
		57%	60%	54%	73%	51%	50%	47%	60%	62%	66%	62%	59%	48%	75%	62%	67%	71%	49%	51%	69%	76%	57%	48%	47%
Quite badly	(2)	269	115	154	16	43	58	59	48	46	35	66	70	94	19	51	1	8	116	3	1	21	92	14	49
		27%	24%	29%	16%	35%	36%	31%	27%	18%	25%	26%	28%	30%	13%	21%	5%	22%	36%	46%	11%	12%	29%	23%	36%
Very badly	(1)	65	29	36	6	3	15	14	12	14	5	10	11	30	3	12	3	2	26	*	1	2	17	8	13
		7%	6%	7%	6%	3%	9%	8%	7%	6%	4%	4%	4%	10%	2%	5%	16%	5%	8%	3%	20%	1%	5%	13%	10%
NET: Badly	335	144	190	22	46	73	73	59	60	41	76	80	125	21	63	4	9	142	3	2	24	109	21	63	
	33%	31%	36%	22%	38%	46%	39%	34%	24%	29%	29%	33%	39%	14%	26%	21%	26%	44%	49%	31%	14%	34%	36%	46%	
Don't know	39	16	23	-	6	3	11	6	14	1	6	9	19	1	10	-	1	14	-	-	2	16	6	5	
	4%	3%	4%	-	5%	2%	6%	3%	6%	1%	2%	3%	6%	1%	4%	-	3%	4%	-	-	1%	5%	10%	3%	
Mean	2.64	2.68	2.61	2.77	2.65	2.46	2.59	2.61	2.78	2.70	2.73	2.67	2.55	2.93	2.78	2.76	2.68	2.49	2.47	2.48	2.94	2.64	2.51	2.47	
Standard deviation	0.70	0.69	0.71	0.64	0.66	0.70	0.76	0.66	0.69	0.60	0.65	0.65	0.77	0.54	0.68	0.89	0.57	0.70	0.61	0.91	0.52	0.66	0.82	0.73	
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.06	0.05	0.04	0.03	0.05	0.05	0.05	0.04	0.04	0.25	0.10	0.04	0.18	0.37	0.04	0.04	0.15	0.05	

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th 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			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
I am satisfied with the job David Cameron is doing overall as Prime Minister	243 24%	98 21%	144 27%	14 14%	20 16%	40 25%	38 21%	46 26%	84 33%	40 29%	71 27%	59 24%	70 22%	109 74%	38 16%	7 38%	7 20%	33 10%	- -	1 16%	113 65%	49 15%	5 9%	15 11%
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	266 27%	128 27%	138 26%	41 41%	33 27%	51 32%	42 23%	41 23%	57 22%	40 29%	82 32%	65 26%	69 22%	35 24%	41 17%	8 42%	9 26%	110 34%	2 27%	3 52%	46 26%	67 21%	16 27%	43 31%
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.	330 33%	165 35%	166 31%	32 32%	46 38%	42 26%	70 38%	58 33%	82 32%	43 31%	79 30%	83 34%	113 36%	3 2%	154 62%	3 14%	16 46%	110 34%	2 27%	1 11%	8 5%	180 56%	25 43%	42 31%
Refused	43 4%	29 6%	14 3%	3 3%	4 3%	6 4%	9 5%	10 6%	12 5%	6 4%	5 2%	10 4%	19 6%	- -	3 1%	- -	3 7%	18 6%	- -	- -	- -	6 2%	4 6%	8 6%
Don't know	119 12%	52 11%	67 13%	10 10%	20 16%	20 12%	27 14%	21 12%	20 8%	10 7%	23 9%	29 12%	47 15%	- -	10 4%	1 6%	* 1%	51 16%	3 46%	1 20%	8 5%	22 7%	9 15%	30 22%

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th 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				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
SNP	205	103	101	16	27	37	32	40	52	31	54	48	67	25	37	2	8	103	*	3	32	68	8	43
	20%	22%	19%	16%	22%	23%	17%	23%	20%	22%	21%	19%	21%	17%	15%	10%	22%	32%	5%	57%	18%	21%	14%	31%
The Conservatives	104	41	63	2	8	14	17	23	39	18	31	23	29	43	14	4	2	24	-	-	48	25	9	8
	10%	9%	12%	2%	7%	9%	9%	13%	15%	13%	12%	9%	9%	30%	6%	22%	6%	7%	-	-	28%	8%	15%	6%
Labour	93	48	45	3	18	11	18	16	25	10	21	25	32	15	30	2	3	30	-	-	15	35	9	13
	9%	10%	9%	3%	15%	7%	10%	9%	10%	8%	8%	10%	10%	10%	12%	10%	10%	9%	-	-	8%	11%	15%	9%
The UK Independence Party (UKIP)	31	14	16	6	8	2	5	5	5	4	6	6	13	6	4	2	5	9	-	-	7	13	3	1
	3%	3%	3%	6%	6%	1%	3%	3%	2%	3%	2%	2%	4%	4%	2%	10%	15%	3%	-	-	4%	4%	5%	1%
The Liberal Democrat	16	10	6	2	3	-	2	5	4	2	-	5	7	4	1	2	*	6	-	-	4	4	3	2
	2%	2%	1%	2%	2%	-	1%	3%	2%	1%	-	2%	2%	3%	*	10%	1%	2%	-	-	2%	1%	5%	1%
None of them	680	320	360	81	85	105	135	116	157	90	176	168	223	80	182	14	25	200	7	2	97	228	39	86
	68%	68%	68%	81%	69%	66%	73%	66%	62%	64%	68%	68%	70%	55%	74%	78%	72%	62%	95%	43%	56%	70%	67%	63%
Don't know	9	4	4	-	1	-	1	3	3	1	2	4	-	2	1	-	-	*	-	-	2	2	-	*
	1%	1%	1%	-	1%	-	1%	2%	1%	1%	1%	2%	-	2%	*	-	-	*	-	-	1%	*	-	*

## Ayr, Carrick & Cumnock Poll

### CATI Fieldwork : 10th - 19th 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 for the Westminster parliament?**

**Base: All respondents**

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	470	530	44	118	131	180	204	322	296	198	171	299	162	238	13	32	327	11	6	184	307	35	189
Weighted base	1000	472	528	100	123	159	186	176	254	139	260	247	318	147	246	19	35	322	7	5	174	324	59	137
A coalition involving Labour and the SNP	316 32%	162 34%	154 29%	45 45%	49 40%	51 32%	61 33%	62 35%	48 19%	41 29%	102 39%	74 30%	92 29%	-	45 18%	2 10%	11 31%	218 67%	5 66%	2 48%	2 1%	115 35%	26 44%	83 61%
A Labour government	221 22%	108 23%	113 21%	24 24%	29 24%	32 20%	40 22%	28 16%	66 26%	26 19%	54 21%	48 20%	84 26%	1 1%	163 66%	-	12 33%	4 1%	* 5%	1 11%	8 5%	149 46%	-	6 4%
A Conservative government	150 15%	59 12%	92 17%	3 3%	8 7%	33 21%	23 12%	30 17%	53 21%	30 22%	40 15%	39 16%	39 12%	105 72%	5 2%	-	10 30%	11 3%	-	-	108 62%	9 3%	5 9%	4 3%
A coalition involving the Conservatives and the SNP.	88 9%	40 8%	48 9%	8 8%	14 11%	20 12%	11 6%	17 10%	18 7%	15 11%	22 9%	26 10%	23 7%	13 9%	2 1%	-	-	63 19%	* 1%	2 36%	18 10%	16 5%	5 8%	26 19%
A coalition involving the Conservatives and the Liberal Democrats.	48 5%	23 5%	25 5%	- -	5 4%	6 4%	11 6%	11 6%	15 6%	10 7%	13 5%	11 4%	14 4%	21 14%	3 1%	11 58%	2 4%	2 1%	* 6%	* 5%	24 14%	2 *	9 16%	2 1%
A coalition involving Labour and the Liberal Democrats.	29 3%	12 3%	17 3%	7 7%	- -	1 *	4 2%	7 4%	11 4%	7 5%	5 2%	7 3%	9 3%	-	17 7%	4 23%	-	2 1%	* 4%	-	1 1%	14 4%	5 8%	2 2%
Don't know	147 15%	68 14%	79 15%	13 13%	18 15%	17 11%	35 19%	20 11%	44 17%	10 7%	23 9%	43 17%	57 18%	7 5%	12 5%	2 10%	1 2%	22 7%	1 17%	-	12 7%	19 6%	8 14%	15 11%

**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th February 2015**

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	470 47%	472 47%
Female	530 53%	528 53%

**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th 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	1000	1000
Weighted base	1000	1000
18-24	44 4%	100 10%
25-34	118 12%	123 12%
35-44	131 13%	159 16%
45-54	180 18%	186 19%
55-64	204 20%	176 18%
65 or older	322 32%	254 25%
Refused	1 *	1 *

**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th February 2015**

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	95 10%	45 5%
B	201 20%	94 9%
C1	198 20%	260 26%
C2	171 17%	247 25%
D	120 12%	137 14%
E	179 18%	181 18%
Refused	36 4%	36 4%



**Ayr, Carrick & Cumnock Poll**  
**CATI Fieldwork : 10th - 19th February 2015**

Absolutes/col percents

Table 17

**Q.4 At the last general election for the Westminster parliament, 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 for the Westminster parliament back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	184 18%	174 17%
Labour	307 31%	324 32%
Liberal Democrats	35 4%	59 6%
SNP	189 19%	137 14%
Another party	14 1%	3 *
Did not vote	191 19%	229 23%
Refused	39 4%	36 4%
Don't know	41 4%	39 4%