

Cambridge Poll

CATI Fieldwork : 24th-28th March 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

	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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267	
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222	
Certain to vote	(10)	542	266	276	67	106	102	79	72	111	270	116	52	88	101	159	121	14	63	*	94	111	167
		54%	52%	56%	28%	44%	66%	65%	74%	81%	68%	43%	45%	50%	63%	66%	68%	41%	55%	17%	67%	76%	75%
	(9)	89	50	39	9	40	14	14	6	5	45	26	9	9	17	11	25	5	23	1	15	6	31
		9%	10%	8%	4%	17%	9%	12%	6%	4%	11%	10%	8%	5%	10%	5%	14%	13%	20%	27%	11%	4%	14%
	(8)	88	56	32	36	25	12	7	3	5	29	31	13	9	16	24	22	2	11	-	15	7	10
		9%	11%	7%	15%	10%	8%	6%	3%	3%	7%	12%	11%	5%	10%	10%	12%	5%	10%	-	11%	5%	5%
	(7)	46	22	24	19	16	7	*	3	1	11	30	-	1	13	15	2	*	8	-	5	7	4
		5%	4%	5%	8%	6%	5%	*	3%	*	3%	11%	-	1%	8%	6%	1%	1%	7%	-	3%	5%	2%
	(6)	20	17	3	15	-	1	3	-	2	4	5	-	6	1	6	5	1	1	-	1	1	*
		2%	3%	1%	6%	-	1%	2%	-	1%	1%	2%	-	4%	*	3%	3%	1%	1%	-	*	1%	*
	(5)	67	18	49	24	15	7	9	5	7	15	21	12	16	11	19	4	8	3	1	8	6	1
		7%	4%	10%	10%	6%	4%	8%	5%	5%	4%	8%	10%	9%	7%	8%	2%	22%	2%	23%	6%	4%	*
	(4)	8	-	8	5	-	2	*	1	-	2	6	-	-	-	1	-	-	-	-	-	-	1
		1%	-	2%	2%	-	1%	*	1%	-	1%	2%	-	-	-	1%	-	-	-	-	-	-	*
	(3)	12	3	9	-	7	1	1	3	-	3	4	4	-	1	2	-	6	*	1	1	4	2
		1%	1%	2%	-	3%	1%	1%	3%	-	1%	1%	3%	-	1%	1%	-	17%	*	34%	*	2%	1%
	(2)	15	4	11	10	2	1	1	-	1	*	-	6	4	-	1	-	-	4	-	-	-	2
		2%	1%	2%	4%	1%	1%	1%	-	1%	*	-	5%	3%	-	*	-	-	4%	-	-	-	1%
Definitely would not vote	(1)	106	68	38	53	31	7	7	5	4	13	29	21	42	-	-	-	-	-	-	2	*	3
		11%	13%	8%	22%	13%	5%	5%	5%	3%	3%	11%	18%	24%	-	-	-	-	-	-	1%	*	1%
Refused		3	3	-	-	2	1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4	4	*	3	-	-	-	-	1	*	-	-	1	-	-	-	-	-	-	-	3	*
		*	1%	*	1%	-	-	-	-	1%	*	-	-	*	-	-	-	-	-	-	-	2%	*
Mean		7.96	7.92	8.01	6.19	7.71	8.79	8.64	8.86	9.23	9.03	7.67	6.95	6.86	9.05	8.92	9.35	7.40	8.91	6.24	9.11	9.27	9.41
Standard deviation		3.04	3.12	2.95	3.46	3.13	2.34	2.52	2.46	2.04	2.04	2.93	3.63	3.80	1.55	1.81	1.17	2.81	1.83	3.59	1.72	1.68	1.57
Standard error		0.10	0.14	0.13	0.50	0.28	0.19	0.17	0.19	0.13	0.09	0.21	0.38	0.28	0.12	0.11	0.08	0.41	0.21	1.61	0.14	0.11	0.10

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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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
Conservative	159	90	69	14	45	28	22	17	31	73	40	17	25	159	-	-	-	-	-	91	5	14
	16%	18%	14%	6%	19%	18%	18%	17%	23%	18%	15%	15%	14%	100%	-	-	-	-	-	64%	3%	6%
Labour	240	101	139	51	55	48	27	26	33	101	59	20	52	-	240	-	-	-	-	12	98	46
	24%	20%	28%	21%	23%	31%	22%	27%	24%	25%	22%	17%	29%	-	100%	-	-	-	-	8%	67%	21%
Liberal Democrat	180	104	75	32	49	29	24	18	26	104	38	16	17	-	-	180	-	-	-	8	12	101
	18%	20%	15%	13%	20%	19%	20%	19%	19%	26%	14%	13%	10%	-	-	100%	-	-	-	6%	8%	46%
The UK Independence Party (UKIP)	35	14	22	-	9	2	8	6	9	7	8	14	4	-	-	-	35	-	-	8	5	4
	4%	3%	4%	-	4%	2%	7%	6%	7%	2%	3%	12%	2%	-	-	-	100%	-	-	6%	3%	2%
The Green Party	113	59	54	45	32	13	8	9	5	43	47	8	7	-	-	-	-	113	-	3	4	24
	11%	12%	11%	19%	13%	8%	6%	9%	3%	11%	17%	7%	4%	-	-	-	-	100%	-	2%	3%	11%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	3	2	1	-	-	-	1	1	-	1	-	-	1	-	-	-	-	-	3	-	-	1
	*	*	*	-	-	-	1%	1%	-	*	-	-	1%	-	-	-	-	-	100%	-	-	*
Would not vote	106	68	38	53	31	7	7	5	4	13	29	21	42	-	-	-	-	-	-	2	*	3
	11%	13%	8%	22%	13%	5%	5%	5%	3%	3%	11%	18%	24%	-	-	-	-	-	-	1%	*	1%
Refused	43	18	25	5	6	4	9	7	12	13	7	5	13	-	-	-	-	-	-	1	2	5
	4%	4%	5%	2%	2%	3%	7%	7%	9%	3%	3%	5%	7%	-	-	-	-	-	-	1%	1%	2%
Don't know	121	55	66	41	16	23	16	8	16	41	41	16	16	-	-	-	-	-	-	16	19	23
	12%	11%	13%	17%	6%	15%	13%	9%	12%	10%	15%	14%	9%	-	-	-	-	-	-	11%	13%	10%

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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	613	306	307	19	75	95	129	115	175	324	116	46	108	133	223	166	29	60	2	111	164	193
Weighted base	550	286	264	89	140	94	71	63	89	264	135	54	82	121	177	146	19	86	1	98	100	159
Conservative	121	69	52	9	34	20	17	14	26	57	26	15	20	121	-	-	-	-	-	75	3	12
	22%	24%	20%	10%	24%	21%	25%	22%	30%	22%	19%	27%	25%	100%	-	-	-	-	-	77%	3%	8%
Labour	177	75	103	24	41	39	23	23	28	77	39	15	39	-	177	-	-	-	-	9	81	39
	32%	26%	39%	27%	29%	42%	32%	37%	32%	29%	29%	28%	48%	-	100%	-	-	-	-	10%	81%	24%
Liberal Democrat	146	83	62	23	40	24	19	15	23	89	30	11	14	-	-	146	-	-	-	6	10	87
	26%	29%	24%	26%	29%	25%	27%	25%	26%	34%	22%	21%	17%	-	-	100%	-	-	-	6%	10%	55%
The UK Independence Party (UKIP)	19	10	9	-	2	2	5	3	7	5	5	5	3	-	-	-	19	-	-	4	2	3
	3%	4%	3%	-	1%	2%	7%	5%	8%	2%	3%	10%	4%	-	-	-	100%	-	-	5%	2%	2%
The Green Party	86	48	38	33	24	9	6	7	4	35	35	7	5	-	-	-	-	86	-	2	3	18
	16%	17%	14%	37%	17%	10%	8%	12%	5%	13%	26%	13%	6%	-	-	-	-	100%	-	2%	3%	11%
Some other party	1	1	*	-	-	-	1	*	-	*	-	-	1	-	-	-	-	-	1	-	-	*
	*	*	*	-	-	-	1%	1%	-	*	-	-	1%	-	-	-	-	-	100%	-	-	*

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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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
Conservative	112 11%	70 14%	42 9%	13 5%	27 11%	18 12%	17 14%	13 13%	24 18%	59 15%	22 8%	8 7%	19 11%	99 62%	6 2%	1 1%	1 3%	- -	- -	68 49%	4 2%	9 4%
Labour	228 23%	91 18%	137 28%	33 14%	61 25%	42 27%	30 25%	29 30%	33 25%	86 22%	63 23%	24 20%	46 26%	5 3%	189 79%	5 3%	5 15%	14 12%	- -	17 12%	94 64%	36 16%
Liberal Democrat	288 29%	160 31%	128 26%	74 30%	69 28%	51 33%	32 26%	25 26%	36 27%	144 37%	74 28%	35 30%	29 16%	39 24%	35 15%	165 92%	2 4%	26 23%	* 17%	25 18%	26 18%	130 59%
The UK Independence Party (UKIP)	25 3%	13 3%	12 3%	- -	6 3%	- -	7 6%	4 4%	8 6%	6 1%	5 2%	9 7%	4 2%	2 1%	- -	- -	20 56%	- -	- -	5 3%	2 2%	3 1%
The Green Party	66 7%	36 7%	30 6%	19 8%	20 8%	9 6%	6 5%	6 7%	4 3%	32 8%	23 9%	- -	8 5%	- -	1 *	2 1%	- -	62 55%	- -	3 2%	3 2%	13 6%
The British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	1 *	1 *	- -	- -	- -	- -	1 1%	* *	- -	* *	- -	- -	1 *	- -	- -	- -	- -	- -	1 44%	- -	- -	* *
Would not vote	106 11%	68 13%	38 8%	53 22%	31 13%	7 5%	7 5%	5 5%	4 3%	13 3%	29 11%	21 18%	42 24%	- -	- -	- -	- -	- -	- -	2 1%	* *	3 1%
Refused	34 3%	14 3%	21 4%	5 2%	4 2%	4 2%	7 6%	6 6%	8 6%	10 3%	5 2%	3 3%	12 7%	- -	- -	- -	* 1%	- -	- -	1 *	1 *	3 1%
Don't know	138 14%	58 11%	80 16%	44 18%	24 10%	25 16%	16 13%	9 9%	18 13%	45 11%	47 18%	17 15%	17 9%	14 9%	9 4%	7 4%	7 20%	10 9%	1 40%	20 14%	16 11%	25 11%

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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	622	310	312	19	74	100	134	116	177	334	115	47	107	123	218	163	26	56	2	108	170	199
Weighted base	555	288	267	93	136	97	74	63	89	267	136	55	81	113	173	140	17	82	1	96	105	160
Conservative	89	56	33	9	22	14	14	9	20	47	18	7	15	80	4	1	1	-	-	58	3	8
	16%	19%	12%	10%	16%	15%	18%	15%	23%	18%	13%	12%	19%	70%	2%	1%	4%	-	-	61%	3%	5%
Labour	172	72	99	17	43	35	24	24	28	68	42	17	37	4	146	4	2	10	-	12	76	29
	31%	25%	37%	18%	32%	36%	33%	38%	32%	25%	31%	32%	46%	3%	85%	3%	12%	12%	-	13%	73%	18%
Liberal Democrat	223	120	103	52	52	41	25	20	30	120	54	27	20	28	22	134	1	22	*	19	22	111
	40%	42%	39%	55%	38%	43%	34%	32%	34%	45%	40%	48%	25%	25%	13%	96%	6%	26%	1%	20%	21%	69%
The UK Independence Party (UKIP)	17	10	7	-	3	-	5	3	6	4	4	4	3	2	-	-	13	-	-	4	2	2
	3%	4%	3%	-	2%	-	7%	5%	7%	2%	3%	7%	3%	2%	-	-	78%	-	-	4%	2%	1%
The Green Party	53	29	24	16	16	7	5	6	4	27	18	-	5	-	1	2	-	50	-	2	2	10
	10%	10%	9%	17%	12%	7%	6%	9%	4%	10%	13%	-	7%	-	*	1%	-	61%	-	3%	2%	6%
Some other party	1	1	-	-	-	-	1	*	-	*	-	-	1	-	-	-	-	-	1	-	-	*
	*	*	-	-	-	-	1%	1%	-	*	-	-	1%	-	-	-	-	-	99%	-	-	*

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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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
I would not vote UKIP	792	420	372	178	204	131	96	76	104	343	213	78	131	139	194	165	-	99	2	112	124	205
	79%	82%	76%	74%	84%	85%	78%	78%	76%	87%	80%	66%	74%	87%	81%	92%	-	88%	83%	79%	85%	92%
I would not vote Conservative	560	275	285	153	129	83	68	56	68	210	144	69	119	-	180	108	25	99	3	18	106	146
	56%	54%	58%	64%	53%	54%	56%	58%	50%	53%	54%	59%	67%	-	75%	60%	70%	88%	100%	13%	73%	66%
I would not vote Liberal Democrat	395	200	195	106	94	45	44	41	64	114	109	47	109	69	131	-	27	36	2	72	77	34
	40%	39%	40%	44%	39%	29%	36%	42%	47%	29%	41%	40%	61%	44%	55%	-	76%	32%	83%	51%	53%	15%
I would not vote Labour	360	223	136	83	81	44	50	38	62	134	84	56	72	119	-	75	20	32	2	100	14	65
	36%	44%	28%	35%	33%	29%	41%	39%	46%	34%	31%	48%	41%	75%	-	42%	58%	29%	73%	71%	10%	29%
None of these - I would potentially vote for all of them	70	34	36	19	16	9	9	6	9	22	21	14	10	7	21	9	3	3	-	7	5	6
	7%	7%	7%	8%	7%	6%	8%	6%	7%	6%	8%	12%	6%	4%	9%	5%	10%	3%	-	5%	4%	3%
Don't know	22	1	21	10	6	1	*	1	3	1	5	6	2	-	2	-	-	4	-	3	2	1
	2%	*	4%	4%	2%	1%	*	1%	2%	*	2%	5%	1%	-	1%	-	-	4%	-	2%	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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267	
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222	
NET: Well	677	361	316	148	172	115	81	61	95	293	189	71	93	143	152	141	17	70	1	119	98	159	
	68%	71%	65%	62%	71%	74%	67%	63%	70%	74%	70%	60%	53%	90%	63%	79%	49%	61%	39%	84%	67%	72%	
Very well	(4)	43	26	17	7	14	4	5	6	7	17	8	8	7	15	15	2	1	-	-	12	12	2
		4%	5%	4%	3%	6%	3%	4%	6%	5%	4%	3%	7%	4%	9%	6%	1%	3%	-	-	9%	8%	1%
Quite well	(3)	633	334	299	141	158	111	77	55	87	276	181	62	86	128	137	139	17	70	1	107	86	157
		63%	65%	61%	58%	65%	72%	63%	57%	64%	70%	68%	53%	49%	81%	57%	77%	47%	61%	39%	76%	59%	71%
Quite badly	(2)	218	94	124	66	38	34	29	27	24	82	50	29	52	13	72	24	6	33	1	16	34	50
		22%	18%	25%	27%	16%	22%	23%	27%	18%	21%	19%	25%	30%	8%	30%	13%	18%	29%	44%	11%	23%	22%
Very badly	(1)	50	27	23	16	20	1	4	6	3	7	12	8	22	-	9	1	8	6	*	4	7	3
		5%	5%	5%	7%	8%	1%	3%	6%	2%	2%	4%	7%	12%	-	4%	*	21%	5%	17%	3%	5%	1%
NET: Badly		268	121	148	82	59	34	32	33	28	89	62	37	74	13	81	25	14	38	2	19	40	53
		27%	24%	30%	34%	24%	22%	27%	34%	20%	22%	23%	31%	42%	8%	34%	14%	39%	34%	61%	14%	28%	24%
Don't know		55	30	25	11	12	5	8	3	14	14	17	10	10	3	7	13	4	5	-	3	7	10
		5%	6%	5%	5%	5%	4%	7%	3%	10%	3%	6%	8%	6%	2%	3%	8%	12%	5%	-	2%	5%	5%
Mean		2.71	2.75	2.67	2.61	2.72	2.79	2.72	2.65	2.81	2.79	2.74	2.66	2.47	3.01	2.68	2.86	2.34	2.59	2.23	2.92	2.74	2.75
Standard deviation		0.64	0.64	0.63	0.66	0.71	0.49	0.59	0.70	0.58	0.54	0.59	0.73	0.77	0.43	0.65	0.40	0.89	0.59	0.89	0.55	0.68	0.48
Standard error		0.02	0.03	0.03	0.10	0.06	0.04	0.04	0.05	0.04	0.02	0.04	0.08	0.06	0.03	0.04	0.03	0.14	0.07	0.40	0.04	0.05	0.03

Cambridge Poll

CATI Fieldwork : 24th-28th March 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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267	
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222	
NET: Well	727	367	360	165	179	117	87	72	103	328	205	72	99	145	174	149	18	78	1	116	104	172	
		73%	72%	74%	68%	74%	76%	72%	74%	76%	83%	77%	61%	56%	91%	73%	83%	50%	69%	39%	83%	72%	78%
Very well	(4)	52	31	21	13	12	8	6	4	9	26	12	3	10	17	10	12	1	-	-	12	8	8
		5%	6%	4%	6%	5%	5%	5%	4%	7%	7%	4%	3%	6%	11%	4%	7%	3%	-	-	9%	6%	3%
Quite well	(3)	676	336	339	152	167	109	82	68	94	302	194	68	89	128	164	137	17	78	1	104	96	164
		68%	66%	69%	63%	69%	71%	67%	70%	69%	76%	72%	58%	50%	80%	69%	76%	48%	69%	39%	74%	66%	74%
Quite badly	(2)	183	93	89	58	41	25	23	19	17	51	38	26	58	6	51	16	13	15	1	17	27	34
		18%	18%	18%	24%	17%	16%	19%	19%	13%	13%	14%	22%	32%	4%	21%	9%	37%	13%	44%	12%	18%	15%
Very badly	(1)	34	13	21	-	16	6	6	2	4	9	10	1	13	3	9	5	1	6	*	3	6	7
		3%	3%	4%	-	7%	4%	5%	2%	3%	2%	4%	1%	7%	2%	4%	3%	3%	5%	17%	2%	4%	3%
NET: Badly		217	107	110	58	57	31	29	21	21	60	48	27	71	9	59	21	14	21	2	20	33	41
		22%	21%	23%	24%	24%	20%	24%	22%	16%	15%	18%	23%	40%	6%	25%	12%	40%	18%	61%	14%	23%	19%
Don't know		56	37	19	18	7	7	6	4	11	7	15	19	7	5	6	9	3	14	-	4	8	8
		6%	7%	4%	8%	3%	4%	5%	4%	8%	2%	6%	16%	4%	3%	3%	5%	10%	12%	-	3%	6%	4%
Mean		2.79	2.81	2.77	2.80	2.74	2.80	2.75	2.79	2.87	2.89	2.82	2.76	2.57	3.04	2.75	2.92	2.55	2.73	2.23	2.92	2.78	2.81
Standard deviation		0.59	0.58	0.60	0.53	0.66	0.59	0.62	0.55	0.57	0.53	0.57	0.52	0.72	0.48	0.59	0.52	0.62	0.56	0.89	0.54	0.62	0.54
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.04	0.04	0.04	0.02	0.04	0.06	0.05	0.04	0.04	0.04	0.10	0.07	0.40	0.04	0.04	0.03

Cambridge Poll

CATI Fieldwork : 24th-28th March 2015

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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
I am satisfied with the job David Cameron is doing overall as Prime Minister	343 34%	199 39%	144 29%	85 35%	97 40%	34 22%	40 33%	29 30%	55 40%	135 34%	106 39%	38 33%	47 27%	134 84%	34 14%	74 41%	12 33%	22 19%	- -	90 64%	28 19%	64 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	193 19%	98 19%	95 20%	48 20%	47 20%	31 20%	29 24%	21 21%	17 13%	80 20%	63 23%	24 20%	22 12%	24 15%	15 6%	43 24%	11 32%	22 20%	* 17%	31 22%	17 11%	51 23%
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.	332 33%	147 29%	186 38%	77 32%	63 26%	72 47%	42 35%	36 37%	42 31%	151 38%	74 28%	30 26%	70 40%	1 *	175 73%	48 27%	5 13%	53 47%	1 44%	14 10%	90 62%	83 37%
Refused	29 3%	10 2%	20 4%	5 2%	5 2%	4 2%	4 3%	4 4%	7 5%	7 2%	6 2%	4 3%	10 6%	- -	- -	2 1%	4 11%	3 2%	- -	3 2%	2 1%	5 2%
Don't know	102 10%	58 11%	44 9%	27 11%	31 13%	14 9%	7 6%	8 8%	15 11%	22 6%	20 7%	21 18%	27 15%	- -	15 6%	12 7%	4 10%	13 12%	1 39%	2 2%	9 6%	18 8%

Cambridge Poll

CATI Fieldwork : 24th-28th March 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

	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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
Labour	676	332	343	127	161	104	90	81	106	285	183	69	120	104	190	135	21	76	2	94	121	174
	68%	65%	70%	53%	66%	67%	74%	84%	78%	72%	68%	59%	68%	66%	79%	75%	58%	67%	83%	67%	83%	79%
The Liberal Democrat	644	333	312	99	154	110	92	82	103	307	160	56	110	111	157	157	22	75	2	103	110	183
	64%	65%	64%	41%	63%	71%	76%	84%	76%	78%	60%	47%	62%	70%	66%	88%	62%	66%	56%	73%	76%	83%
The Conservatives	390	187	203	59	78	72	56	52	71	163	100	36	80	71	99	75	13	38	2	66	61	104
	39%	37%	42%	24%	32%	46%	46%	54%	52%	41%	37%	31%	45%	45%	41%	42%	37%	34%	60%	47%	42%	47%
The UK Independence Party (UKIP)	121	59	61	17	32	18	18	15	20	44	23	19	29	22	20	19	5	10	1	24	19	20
	12%	12%	13%	7%	13%	12%	15%	16%	14%	11%	9%	17%	17%	14%	8%	11%	14%	9%	23%	17%	13%	9%
None of them	177	100	77	66	45	26	16	5	17	46	55	27	34	23	37	12	8	10	*	21	11	17
	18%	20%	16%	28%	19%	17%	13%	6%	12%	12%	21%	23%	19%	14%	16%	7%	23%	9%	17%	15%	8%	8%
Don't know	22	8	14	14	4	2	1	1	1	7	2	6	1	-	1	6	-	5	-	2	1	-
	2%	2%	3%	6%	1%	1%	1%	1%	*	2%	1%	5%	*	-	*	3%	-	5%	-	1%	*	-

Cambridge Poll

CATI Fieldwork : 24th-28th March 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

	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	485	515	49	128	156	219	176	266	485	200	89	184	169	271	199	46	76	5	158	225	267
Weighted base	1000	511	489	241	243	155	122	97	136	395	268	117	177	159	240	180	35	113	3	141	145	222
A Labour government	269	120	149	68	64	38	34	31	36	104	68	18	71	3	172	9	6	36	1	9	88	47
	27%	23%	30%	28%	26%	24%	28%	32%	26%	26%	25%	16%	40%	2%	72%	5%	17%	32%	27%	6%	61%	21%
A coalition between Labour and the Liberal Democrats	238	127	110	57	72	50	20	18	20	117	52	35	27	2	54	83	7	42	1	8	34	90
	24%	25%	23%	23%	29%	33%	17%	19%	15%	30%	19%	30%	15%	1%	23%	46%	20%	37%	34%	5%	23%	41%
A Conservative government	174	107	66	33	33	27	27	18	36	77	43	23	26	106	7	17	8	2	-	89	6	20
	17%	21%	14%	14%	14%	17%	22%	19%	26%	19%	16%	19%	14%	67%	3%	9%	21%	2%	-	63%	4%	9%
A coalition between the Conservatives and the Liberal Democrats	159	81	78	32	41	22	22	19	22	64	50	25	14	45	1	56	10	10	-	29	8	46
	16%	16%	16%	13%	17%	14%	18%	19%	16%	16%	19%	21%	8%	28%	1%	31%	27%	9%	-	20%	6%	21%
Don't know	161	75	85	52	34	18	20	12	23	34	56	16	39	3	5	14	5	23	1	7	8	19
	16%	15%	17%	22%	14%	12%	16%	12%	17%	9%	21%	14%	22%	2%	2%	8%	15%	20%	39%	5%	6%	9%

Cambridge Poll
CATI Fieldwork : 24th-28th March 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	485 49%	511 51%
Female	515 52%	489 49%

Cambridge Poll
CATI Fieldwork : 24th-28th March 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	49 5%	241 24%
25-34	128 13%	243 24%
35-44	156 16%	155 15%
45-54	219 22%	122 12%
55-64	176 18%	97 10%
65 or older	266 27%	136 14%
Refused	6 1%	6 1%

Cambridge Poll
CATI Fieldwork : 24th-28th March 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	161 16%	125 13%
B	324 32%	270 27%
C1	200 20%	268 27%
C2	89 9%	117 12%
D	72 7%	85 8%
E	112 11%	92 9%
Refused	42 4%	42 4%

Cambridge Poll
CATI Fieldwork : 24th-28th March 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	1000	1000
Weighted base	1000	1000
Conservative	158 16%	141 14%
Labour	225 23%	145 15%
Liberal Democrats	267 27%	222 22%
Another party	58 6%	60 6%
Did not vote	206 21%	361 36%
Refused	43 4%	30 3%
Don't know	43 4%	41 4%