

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101	
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111	
Certain to vote	(10)	634	322	312	43	58	82	124	136	188	106	159	154	185	183	170	16	87	14	6	225	163	77
		63%	66%	61%	45%	46%	49%	67%	80%	76%	73%	61%	62%	62%	78%	77%	55%	78%	66%	62%	85%	76%	69%
	(9)	43	17	26	4	8	5	8	5	11	6	14	11	12	9	9	8	3	1	-	10	10	10
		4%	4%	5%	4%	7%	3%	4%	3%	4%	4%	6%	4%	4%	4%	4%	30%	3%	3%	-	4%	5%	9%
	(8)	68	35	33	4	14	18	10	9	14	8	16	15	24	13	14	2	7	5	-	9	20	3
		7%	7%	6%	4%	11%	11%	5%	5%	5%	5%	6%	6%	8%	5%	7%	8%	6%	25%	-	3%	10%	2%
	(7)	40	13	27	6	5	10	11	2	5	2	15	10	13	8	9	1	3	-	-	6	5	4
		4%	3%	5%	7%	4%	6%	6%	1%	2%	1%	6%	4%	4%	3%	4%	4%	2%	-	-	2%	2%	4%
	(6)	17	6	10	3	2	4	5	2	1	1	10	1	2	5	-	-	-	-	-	1	2	4
		2%	1%	2%	3%	2%	2%	3%	1%	*	*	4%	*	1%	2%	-	-	-	-	-	*	1%	4%
	(5)	58	33	25	5	14	17	7	6	10	5	16	15	19	10	8	1	8	1	3	4	7	7
		6%	7%	5%	5%	11%	10%	4%	3%	4%	4%	6%	6%	6%	4%	4%	4%	7%	4%	34%	2%	3%	7%
	(4)	17	11	6	7	2	5	3	-	1	2	3	7	5	3	5	-	1	-	-	2	-	-
		2%	2%	1%	7%	1%	3%	2%	-	*	1%	1%	3%	2%	1%	2%	-	1%	-	-	1%	-	-
	(3)	18	11	7	1	4	5	7	1	-	4	-	8	5	4	2	-	-	-	*	3	*	1
		2%	2%	1%	1%	3%	3%	4%	1%	-	3%	-	3%	2%	2%	1%	-	-	-	4%	1%	*	1%
	(2)	18	8	10	7	6	1	1	3	2	8	3	4	-	2	-	3	*	-	-	1	-	1
		2%	2%	2%	7%	4%	*	*	1%	1%	3%	1%	1%	-	1%	-	3%	2%	-	-	*	-	1%
Definitely would not vote	(1)	74	28	46	16	14	22	6	6	7	10	18	18	24	-	-	-	-	-	-	3	4	3
		7%	6%	9%	17%	11%	13%	3%	4%	3%	7%	7%	7%	8%	-	-	-	-	-	-	1%	2%	3%
Refused		1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know		14	4	10	-	-	-	3	2	9	-	1	3	8	-	-	-	-	-	-	-	2	2
		1%	1%	2%	-	-	-	2%	1%	3%	-	*	1%	3%	-	-	-	-	-	-	-	1%	1%
Mean		8.29	8.40	8.17	6.70	7.34	7.38	8.66	9.17	9.17	8.62	8.25	8.21	8.24	9.25	9.24	9.22	9.14	9.13	8.02	9.46	9.33	8.92
Standard deviation		2.87	2.75	2.98	3.64	3.26	3.25	2.43	2.13	2.06	2.79	2.81	2.92	2.90	1.66	1.69	1.20	1.94	1.58	2.71	1.62	1.61	2.14
Standard error		0.09	0.13	0.13	0.49	0.34	0.28	0.17	0.15	0.12	0.15	0.21	0.23	0.18	0.10	0.11	0.24	0.18	0.36	0.90	0.09	0.10	0.21

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 2015

Absolutes/col percents

Table 2

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

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
Conservative	235 23%	130 27%	105 20%	13 14%	17 13%	38 23%	47 26%	52 31%	64 26%	53 37%	74 29%	42 17%	56 19%	235 100%	-	-	-	-	-	164 62%	8 4%	7 6%
Labour	220 22%	103 21%	117 23%	25 26%	34 27%	35 21%	36 19%	36 21%	52 21%	29 20%	48 19%	60 24%	75 25%	-	220 100%	-	-	-	-	8 3%	135 63%	23 20%
Liberal Democrat	29 3%	7 1%	22 4%	-	10 8%	2 1%	5 3%	3 2%	9 3%	4 3%	9 4%	6 2%	10 3%	-	-	29 100%	-	-	-	3 1%	-	22 20%
The UK Independence Party (UKIP)	112 11%	81 17%	31 6%	12 12%	13 11%	16 9%	23 13%	22 13%	26 11%	14 10%	16 6%	48 20%	26 9%	-	-	-	112 100%	-	-	29 11%	17 8%	5 5%
The Green Party	20 2%	12 2%	9 2%	-	6 4%	4 2%	4 2%	5 3%	2 1%	2 1%	5 2%	3 1%	7 2%	-	-	-	-	20 100%	-	1 1%	5 2%	3 3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	9 1%	4 1%	5 1%	-	-	2 1%	4 2%	2 1%	1 *	1 1%	3 1%	1 *	4 1%	-	-	-	-	-	9 100%	* *	2 1%	2 1%
Would not vote	74 7%	28 6%	46 9%	16 17%	14 11%	22 13%	6 3%	6 4%	7 3%	10 7%	18 7%	18 7%	24 8%	-	-	-	-	-	-	3 1%	4 2%	3 3%
Refused	70 7%	36 7%	33 6%	3 3%	3 2%	6 3%	12 7%	13 8%	33 13%	6 4%	19 7%	14 6%	25 8%	-	-	-	-	-	-	10 4%	8 4%	5 4%
Don't know	234 23%	89 18%	145 28%	27 28%	30 23%	43 26%	46 25%	33 19%	54 22%	26 18%	67 26%	54 22%	73 24%	-	-	-	-	-	-	44 17%	36 17%	42 38%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 2015

Absolutes/col percents

Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	530	269	260	24	43	64	108	120	168	207	89	87	125	217	182	20	91	14	6	207	160	50
Weighted base	491	260	231	36	58	72	92	102	129	86	123	123	140	186	174	23	87	16	5	179	140	52
Conservative	186	100	86	9	12	29	34	44	55	44	57	32	44	186	-	-	-	-	-	141	6	6
	38%	38%	37%	26%	21%	41%	36%	43%	43%	52%	46%	26%	32%	100%	-	-	-	-	-	79%	4%	11%
Labour	174	81	93	18	24	25	30	31	44	24	38	48	59	-	174	-	-	-	-	7	114	20
	35%	31%	40%	51%	42%	34%	33%	31%	34%	28%	31%	39%	43%	-	100%	-	-	-	-	4%	81%	39%
Liberal Democrat	23	5	18	-	9	2	4	2	6	3	7	5	7	-	-	23	-	-	-	3	-	17
	5%	2%	8%	-	15%	2%	5%	2%	4%	4%	6%	4%	5%	-	-	100%	-	-	-	2%	-	33%
The UK Independence Party (UKIP)	87	62	25	8	8	13	18	19	21	12	15	34	21	-	-	-	87	-	-	26	14	5
	18%	24%	11%	23%	14%	19%	20%	19%	16%	14%	12%	28%	15%	-	-	-	100%	-	-	14%	10%	9%
The Green Party	16	9	7	-	4	2	3	4	2	1	5	3	6	-	-	-	-	16	-	1	4	3
	3%	4%	3%	-	8%	3%	4%	4%	2%	1%	4%	2%	4%	-	-	-	-	100%	-	1%	3%	6%
Some other party	5	3	2	-	-	1	3	1	1	1	2	1	2	-	-	-	-	-	5	*	2	1
	1%	1%	1%	-	-	1%	3%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	100%	*	1%	3%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	35%
Liberal Democrat	6%
UKIP	16%
Green	3%
Other	1%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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**

	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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
Conservative	250 25%	129 26%	120 24%	11 11%	22 17%	34 20%	53 29%	49 29%	79 32%	57 40%	70 27%	50 20%	65 22%	206 88%	4 2%	-	7 7%	-	*	174 66%	9 4%	10 9%
Labour	246 25%	117 24%	130 25%	34 36%	37 29%	33 20%	41 22%	40 24%	59 24%	31 22%	53 20%	65 26%	85 28%	4 2%	199 91%	-	4 4%	3 14%	-	9 3%	140 65%	32 28%
Liberal Democrat	33 3%	10 2%	23 5%	-	11 9%	5 3%	8 4%	2 1%	8 3%	4 3%	14 5%	5 2%	9 3%	4 2%	-	23 81%	-	-	-	4 1%	-	18 16%
The UK Independence Party (UKIP)	110 11%	76 16%	34 7%	8 8%	13 10%	18 11%	22 12%	25 15%	23 9%	16 11%	20 8%	48 19%	24 8%	3 1%	2 1%	-	95 85%	1 4%	1 13%	28 10%	19 9%	6 5%
The Green Party	21 2%	9 2%	12 2%	-	5 4%	6 3%	5 3%	4 2%	1 *	2 1%	7 3%	5 2%	5 2%	2 1%	1 1%	1 5%	-	15 75%	-	5 2%	4 2%	4 4%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	10 1%	5 1%	5 1%	-	-	5 3%	3 2%	2 1%	1 *	1 1%	2 1%	5 2%	3 1%	* *	-	-	-	-	6 68%	* *	2 1%	4 4%
Would not vote	74 7%	28 6%	46 9%	16 17%	14 11%	22 13%	6 3%	6 4%	7 3%	10 7%	18 7%	18 7%	24 8%	-	-	-	-	-	-	3 1%	4 2%	3 3%
Refused	55 5%	33 7%	22 4%	3 3%	5 4%	6 3%	9 5%	9 6%	23 9%	3 2%	16 6%	13 5%	18 6%	1 *	-	-	-	-	-	6 2%	3 2%	5 5%
Don't know	202 20%	82 17%	120 23%	24 25%	20 16%	40 23%	36 20%	33 19%	48 19%	19 13%	62 24%	39 16%	68 23%	13 5%	13 6%	4 14%	6 5%	1 7%	1 14%	36 13%	33 15%	29 26%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 2015

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	569	278	291	24	46	65	116	127	189	224	94	96	135	208	172	18	87	12	6	221	168	57
Weighted base	524	264	259	35	62	74	102	104	144	91	129	135	150	176	165	20	83	15	5	188	147	60
Conservative	197	100	97	8	16	25	38	41	66	48	57	37	49	166	2	-	6	-	*	149	7	8
	38%	38%	37%	23%	26%	34%	37%	40%	46%	52%	44%	27%	33%	95%	1%	-	7%	-	6%	79%	5%	14%
Labour	192	87	105	22	26	24	34	34	50	26	38	51	69	2	160	-	4	2	-	8	119	25
	37%	33%	40%	63%	41%	33%	34%	33%	35%	29%	30%	38%	46%	1%	97%	-	4%	16%	-	4%	81%	41%
Liberal Democrat	25	7	18	-	9	3	5	1	6	3	9	4	8	2	-	19	-	-	-	3	-	15
	5%	2%	7%	-	14%	4%	5%	1%	4%	4%	7%	3%	5%	1%	-	94%	-	-	-	2%	-	25%
The UK Independence Party (UKIP)	86	58	28	5	7	15	17	22	20	12	17	35	19	3	1	-	74	*	1	24	16	5
	16%	22%	11%	14%	12%	20%	17%	21%	14%	13%	14%	26%	13%	2%	1%	-	89%	1%	21%	13%	11%	8%
The Green Party	17	8	9	-	4	4	5	3	1	1	6	4	4	2	1	1	-	12	-	4	3	3
	3%	3%	3%	-	7%	6%	5%	3%	1%	1%	5%	3%	3%	1%	1%	6%	-	83%	-	2%	2%	6%
Some other party	8	5	3	-	-	3	2	1	1	1	1	4	1	*	-	-	-	-	4	*	2	4
	1%	2%	1%	-	-	4%	2%	1%	*	1%	1%	3%	1%	*	-	-	-	-	73%	*	1%	6%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	38%
Labour	36%
Liberal Democrat	6%
UKIP	15%
Green	3%
Other	1%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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?**

**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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
I would not vote Liberal Democrat	535	274	261	50	52	83	110	97	139	85	118	143	165	155	144	-	84	14	5	170	144	30
	53%	56%	51%	52%	41%	49%	60%	57%	56%	59%	45%	58%	55%	66%	66%	-	75%	68%	60%	64%	67%	27%
I would not vote UKIP	524	226	298	42	63	103	88	90	134	97	126	107	168	146	179	22	-	17	4	141	142	78
	52%	46%	58%	43%	50%	61%	48%	52%	54%	67%	48%	43%	56%	62%	81%	77%	-	85%	43%	53%	66%	70%
I would not vote Conservative	406	204	202	42	57	70	68	70	95	50	85	126	126	-	183	16	70	13	6	24	170	43
	41%	42%	39%	43%	45%	42%	37%	41%	38%	35%	33%	51%	42%	-	83%	56%	63%	64%	62%	9%	79%	39%
I would not vote Labour	397	242	154	30	44	64	82	74	101	74	100	109	92	184	-	9	85	10	4	184	19	36
	40%	50%	30%	31%	35%	38%	44%	43%	41%	51%	38%	44%	31%	78%	-	32%	76%	50%	43%	70%	9%	32%
None of these - I would potentially vote for all of them	56	31	25	5	6	11	9	10	15	5	15	11	18	5	-	2	4	2	1	8	*	7
	6%	6%	5%	5%	5%	6%	5%	6%	6%	4%	6%	5%	6%	2%	-	7%	3%	10%	14%	3%	*	6%
Don't know	74	29	45	11	13	7	13	10	20	4	16	20	29	1	2	-	3	-	-	4	5	7
	7%	6%	9%	11%	11%	4%	7%	6%	8%	3%	6%	8%	10%	*	1%	-	2%	-	-	2%	3%	6%



## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	Green	Other	Con	Lab	LibDem	
Unweighted base	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101	
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111	
NET: Well	594	323	271	51	72	88	114	103	163	98	160	136	178	197	125	24	47	8	4	209	107	76	
	59%	66%	53%	52%	57%	52%	62%	61%	66%	68%	62%	55%	59%	84%	57%	82%	42%	41%	48%	79%	50%	69%	
Very well	(4)	47	28	19	1	3	5	7	7	22	8	8	13	17	25	7	-	2	-	25	5	-	
		5%	6%	4%	1%	2%	3%	4%	4%	9%	6%	3%	5%	6%	11%	3%	-	2%	-	9%	3%	-	
Quite well	(3)	547	296	251	50	69	83	107	97	140	90	152	123	160	171	118	24	45	8	4	183	101	76
		55%	60%	49%	52%	55%	49%	58%	57%	56%	62%	58%	50%	53%	73%	54%	82%	40%	41%	48%	69%	47%	69%
Quite badly	(2)	215	86	129	19	29	47	38	34	48	27	57	49	69	22	59	4	28	9	1	31	64	20
		21%	18%	25%	19%	23%	28%	21%	20%	19%	19%	22%	20%	23%	9%	27%	14%	25%	44%	13%	12%	30%	18%
Very badly	(1)	65	23	42	10	6	18	13	11	7	4	17	22	16	*	9	-	13	2	3	4	13	5
		6%	5%	8%	10%	5%	11%	7%	7%	3%	3%	7%	9%	5%	*	4%	-	12%	10%	32%	1%	6%	4%
NET: Badly		280	108	171	28	35	65	51	45	55	31	74	72	85	22	68	4	42	11	4	35	77	25
		28%	22%	33%	29%	28%	39%	28%	26%	22%	22%	28%	29%	28%	9%	31%	14%	37%	54%	46%	13%	36%	22%
Don't know		127	57	71	18	19	15	19	22	31	15	26	39	38	16	27	1	23	1	1	21	30	10
		13%	12%	14%	18%	15%	9%	11%	13%	12%	10%	10%	16%	13%	7%	12%	4%	21%	5%	6%	8%	14%	9%
Mean		2.66	2.76	2.56	2.53	2.64	2.49	2.66	2.67	2.82	2.79	2.64	2.61	2.68	3.01	2.64	2.86	2.40	2.32	2.17	2.94	2.54	2.71
Standard deviation		0.69	0.65	0.72	0.72	0.64	0.74	0.68	0.68	0.65	0.59	0.67	0.76	0.69	0.47	0.63	0.36	0.77	0.67	0.97	0.54	0.67	0.55
Standard error		0.02	0.03	0.03	0.10	0.07	0.07	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.07	0.08	0.16	0.34	0.03	0.05	0.06

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101	
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111	
NET: Well	627	330	297	55	83	90	124	105	166	104	176	148	176	197	139	22	52	12	4	211	124	75	
		63%	58%	58%	65%	54%	68%	61%	67%	72%	68%	60%	59%	84%	63%	76%	46%	60%	48%	80%	58%	68%	
Very well	(4)	68	44	24	10	9	15	9	7	18	12	17	23	15	31	12	-	7	-	-	31	6	3
		7%	9%	5%	10%	7%	9%	5%	4%	7%	9%	6%	9%	5%	13%	5%	-	7%	-	-	12%	3%	3%
Quite well	(3)	559	286	273	46	74	75	115	98	148	91	160	125	161	167	127	22	45	12	4	180	117	72
		56%	59%	53%	47%	58%	45%	62%	57%	59%	63%	61%	51%	54%	71%	58%	76%	40%	60%	48%	68%	55%	65%
Quite badly	(2)	186	84	102	19	23	45	27	38	32	25	46	50	51	20	43	6	30	4	1	25	50	21
		19%	17%	20%	20%	18%	26%	15%	23%	13%	18%	18%	20%	17%	8%	19%	21%	27%	18%	13%	10%	23%	19%
Very badly	(1)	65	20	45	8	4	16	16	9	12	3	18	18	20	3	9	-	12	4	3	7	15	1
		6%	4%	9%	8%	4%	10%	9%	5%	5%	2%	7%	7%	7%	1%	4%	-	10%	19%	32%	2%	7%	1%
NET: Badly		251	104	147	27	27	61	43	47	44	28	64	68	71	23	52	6	41	8	4	32	65	22
		25%	21%	29%	28%	22%	36%	23%	28%	18%	20%	25%	28%	24%	10%	24%	21%	37%	37%	46%	12%	31%	20%
Don't know		124	54	69	14	16	17	17	18	39	12	19	30	53	14	28	1	19	1	1	22	25	14
		12%	11%	13%	14%	13%	10%	9%	11%	16%	8%	7%	12%	18%	6%	13%	4%	17%	3%	6%	8%	12%	12%
Mean		2.72	2.82	2.62	2.70	2.79	2.59	2.71	2.67	2.82	2.86	2.73	2.71	2.69	3.02	2.74	2.79	2.51	2.42	2.17	2.97	2.61	2.79
Standard deviation		0.71	0.67	0.74	0.81	0.64	0.82	0.72	0.65	0.65	0.60	0.70	0.77	0.70	0.54	0.65	0.42	0.81	0.82	0.97	0.58	0.69	0.51
Standard error		0.02	0.03	0.03	0.11	0.07	0.07	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.09	0.08	0.19	0.34	0.04	0.05	0.05

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
I am satisfied with the job David Cameron is doing overall as Prime Minister	327 33%	175 36%	152 30%	29 30%	36 29%	44 26%	68 37%	54 32%	95 38%	59 41%	95 37%	66 27%	96 32%	167 71%	18 8%	9 30%	15 14%	2 11%	4 41%	165 62%	30 14%	21 19%
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	239 24%	116 24%	123 24%	16 17%	35 27%	55 33%	42 23%	41 24%	50 20%	35 24%	72 28%	64 26%	55 18%	62 27%	16 7%	8 29%	55 49%	7 37%	4 43%	69 26%	27 13%	38 34%
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.	272 27%	127 26%	145 28%	34 35%	36 28%	43 26%	47 26%	49 29%	61 24%	34 23%	62 24%	73 30%	92 31%	3 1%	174 79%	9 30%	16 14%	5 23%	- -	17 6%	135 63%	35 32%
Refused	49 5%	29 6%	20 4%	2 2%	2 1%	6 3%	9 5%	8 5%	21 9%	5 4%	8 3%	10 4%	15 5%	1 *	- -	- -	7 6%	3 16%	1 16%	2 1%	1 1%	4 4%
Don't know	114 11%	41 8%	72 14%	16 17%	18 14%	21 12%	18 10%	20 12%	22 9%	11 7%	23 9%	33 14%	42 14%	2 1%	12 5%	3 11%	19 17%	3 12%	- -	11 4%	21 10%	14 12%

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
Labour	606	272	334	25	75	107	118	108	171	93	151	142	205	137	163	23	55	15	6	153	158	88
	61%	56%	65%	26%	60%	63%	64%	63%	69%	64%	58%	57%	68%	59%	74%	80%	49%	74%	67%	58%	74%	79%
The Conservatives	388	185	203	24	39	58	76	79	109	75	96	82	119	97	88	16	34	7	6	120	81	52
	39%	38%	40%	25%	31%	34%	41%	46%	44%	52%	37%	33%	40%	41%	40%	56%	31%	33%	72%	45%	38%	47%
The UK Independence Party (UKIP)	287	135	151	10	37	51	54	61	72	39	77	78	84	59	68	12	49	10	3	81	66	35
	29%	28%	30%	10%	29%	31%	30%	36%	29%	27%	29%	31%	28%	25%	31%	43%	43%	51%	33%	31%	31%	31%
The Liberal Democrat	117	51	66	7	14	19	23	25	29	15	29	27	43	20	29	4	6	3	4	26	26	21
	12%	10%	13%	7%	11%	11%	13%	15%	12%	10%	11%	11%	14%	9%	13%	13%	5%	14%	50%	10%	12%	19%
None of them	229	129	100	38	33	40	34	35	47	24	64	57	64	57	39	4	25	5	1	60	33	20
	23%	26%	20%	40%	26%	24%	18%	21%	19%	17%	25%	23%	21%	24%	18%	13%	23%	23%	6%	23%	16%	18%
Don't know	50	27	23	15	7	10	6	5	6	5	9	22	8	10	-	-	8	-	1	12	1	*
	5%	6%	5%	15%	6%	6%	4%	3%	3%	3%	4%	9%	3%	4%	-	-	7%	-	9%	4%	*	*

## Cleethorpes Poll

### CATI Fieldwork : 2nd-11th April 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	1001	466	535	56	90	133	200	206	310	344	177	167	263	266	221	25	112	19	9	296	243	101
Weighted base	1001	489	512	96	126	169	184	171	249	144	260	247	300	235	220	29	112	20	9	265	214	111
A Conservative government	290 29%	160 33%	130 25%	19 19%	24 19%	49 29%	64 35%	50 29%	82 33%	51 35%	92 35%	65 26%	73 24%	187 80%	1 1%	3 11%	32 29%	2 12%	* 4%	187 71%	10 5%	11 10%
A Labour government	261 26%	125 26%	136 26%	30 31%	41 32%	35 21%	45 24%	48 28%	60 24%	31 21%	64 24%	77 31%	83 28%	1 1%	186 85%	- -	13 12%	4 18%	2 20%	17 6%	147 69%	21 19%
A coalition between the Conservatives and the Liberal Democrats	92 9%	42 9%	49 10%	4 4%	10 8%	15 9%	15 8%	20 12%	27 11%	24 17%	26 10%	11 5%	28 9%	38 16%	2 1%	12 41%	5 5%	3 13%	3 31%	28 11%	4 2%	26 23%
A coalition between Labour and the Liberal Democrats	85 9%	35 7%	51 10%	14 14%	14 11%	16 10%	11 6%	12 7%	18 7%	12 8%	15 6%	24 10%	27 9%	5 2%	23 11%	12 41%	8 7%	6 28%	1 9%	4 2%	23 11%	23 20%
Don't know	273 27%	127 26%	146 29%	30 31%	38 30%	53 31%	49 27%	40 23%	61 25%	27 19%	64 24%	70 28%	89 30%	3 1%	7 3%	2 8%	53 47%	6 30%	3 36%	29 11%	30 14%	31 28%

**Cleethorpes Poll**  
**CATI Fieldwork : 2nd-11th April 2015**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	466 47%	489 49%
Female	535 53%	512 51%

**Cleethorpes Poll**  
**CATI Fieldwork : 2nd-11th April 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	1001	1001
Weighted base	1001	1001
18-24	56 6%	96 10%
25-34	90 9%	126 13%
35-44	133 13%	169 17%
45-54	200 20%	184 18%
55-64	206 21%	171 17%
65 or older	310 31%	249 25%
Refused	6 1%	6 1%

**Cleethorpes Poll**  
**CATI Fieldwork : 2nd-11th April 2015**

Absolutes/col percents

Table 16  
**SEG**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	117 12%	50 5%
B	227 23%	94 9%
C1	177 18%	260 26%
C2	167 17%	247 25%
D	76 8%	105 11%
E	187 19%	195 19%
Refused	50 5%	50 5%



**Cleethorpes Poll**  
**CATI Fieldwork : 2nd-11th April 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	1001	1001
Weighted base	1001	1001
Conservative	296 30%	265 26%
Labour	243 24%	214 21%
Liberal Democrats	101 10%	111 11%
Another party	53 5%	48 5%
Did not vote	221 22%	272 27%
Refused	51 5%	52 5%
Don't know	36 4%	38 4%