

St Ives Poll

CATI Fieldwork : 12th-21st 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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322	
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281	
Certain to vote	(10)	602	290	311	19	42	73	132	134	200	130	175	141	131	193	71	128	75	48	14	206	41	210
		60%	60%	60%	23%	35%	49%	74%	71%	72%	76%	61%	55%	55%	75%	58%	69%	65%	75%	68%	82%	72%	75%
	(9)	61	29	32	-	7	18	8	11	16	8	18	13	14	7	14	12	3	-	17	4	17	
		6%	6%	6%	-	6%	12%	5%	6%	6%	5%	6%	5%	6%	6%	8%	10%	4%	-	7%	6%	6%	
	(8)	55	27	28	4	11	7	11	8	14	8	21	8	15	6	13	7	2	2	8	4	19	
		5%	6%	5%	5%	9%	5%	6%	4%	5%	4%	7%	3%	6%	5%	7%	7%	3%	8%	3%	8%	7%	
	(7)	40	24	16	6	13	4	2	7	8	4	14	14	6	17	8	4	2	2	1	5	3	6
		4%	5%	3%	7%	11%	3%	1%	4%	3%	2%	5%	6%	2%	7%	7%	2%	2%	5%	2%	5%	2%	
	(6)	45	24	21	16	12	5	2	4	7	5	11	20	9	5	5	10	7	1	1	7	1	11
		4%	5%	4%	20%	10%	4%	1%	2%	2%	3%	4%	8%	4%	2%	4%	6%	6%	2%	7%	3%	1%	4%
	(5)	68	19	50	6	13	21	8	8	13	4	14	27	23	5	13	11	5	4	2	1	3	8
		7%	4%	10%	7%	11%	14%	4%	4%	5%	2%	5%	10%	9%	2%	11%	6%	4%	6%	12%	*	6%	3%
	(4)	16	7	9	6	2	1	2	4	1	1	6	4	2	3	6	-	4	1	-	1	1	1
		2%	1%	2%	8%	2%	*	1%	2%	*	1%	2%	1%	1%	5%	-	3%	2%	-	*	1%	1%	*
	(3)	21	3	18	4	7	4	1	3	3	2	7	5	7	2	4	1	2	2	-	4	-	3
		2%	1%	3%	5%	6%	3%	1%	2%	1%	1%	3%	2%	3%	1%	3%	1%	2%	3%	-	2%	-	1%
	(2)	25	14	11	11	7	1	1	4	2	3	7	6	5	3	2	3	1	2	-	2	*	1
		3%	3%	2%	13%	6%	1%	*	2%	1%	2%	3%	2%	2%	1%	2%	2%	1%	4%	-	1%	1%	*
Definitely would not vote	(1)	64	42	23	10	7	14	14	7	14	6	13	19	25	-	-	-	-	-	-	-	-	6
		6%	9%	4%	12%	6%	9%	8%	4%	5%	4%	4%	7%	10%	-	-	-	-	-	-	-	-	2%
Refused		1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know		2	-	2	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Mean		8.16	8.12	8.19	5.59	7.03	7.72	8.74	8.74	8.84	8.95	8.34	7.80	7.74	9.23	8.29	9.02	8.86	8.87	8.81	9.46	9.15	9.15
Standard deviation		2.86	2.97	2.75	3.14	2.95	3.02	2.66	2.46	2.41	2.33	2.67	2.96	3.17	1.64	2.39	1.83	1.99	2.28	1.90	1.47	1.65	1.89
Standard error		0.09	0.14	0.12	0.62	0.34	0.26	0.20	0.16	0.13	0.13	0.18	0.23	0.21	0.10	0.22	0.13	0.19	0.29	0.46	0.09	0.18	0.11

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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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
Conservative	256 26%	124 26%	132 25%	9 11%	28 23%	29 19%	54 30%	54 28%	82 30%	54 31%	88 31%	56 22%	48 20%	256 100%	-	-	-	-	-	173 69%	3 5%	28 10%
Labour	123 12%	49 10%	73 14%	19 23%	27 22%	24 16%	14 8%	19 10%	21 7%	22 13%	33 11%	30 12%	33 14%	-	123 100%	-	-	-	-	3 1%	29 50%	33 12%
Liberal Democrat	185 18%	79 16%	106 20%	15 19%	15 13%	26 17%	35 20%	39 21%	55 20%	37 22%	56 19%	46 18%	39 16%	-	-	185 100%	-	-	-	12 5%	8 14%	123 44%
The UK Independence Party (UKIP)	115 12%	80 17%	35 7%	5 6%	4 4%	22 14%	20 11%	22 12%	41 15%	16 9%	24 8%	41 16%	29 12%	-	-	-	115 100%	-	-	36 14%	10 18%	24 8%
The Green Party	65 6%	20 4%	44 9%	4 5%	11 9%	14 9%	20 11%	8 4%	8 3%	12 7%	25 9%	14 6%	11 5%	-	-	-	-	65 100%	-	2 1%	2 3%	28 10%
The British National Party (BNP)	2 *	-	2 *	-	-	-	-	1 1%	1 *	-	2 1%	-	-	-	-	-	-	-	2 12%	-	-	-
Some other party	18 2%	16 3%	1 *	-	7 6%	2 1%	4 2%	4 2%	2 1%	3 1%	4 2%	6 2%	5 2%	-	-	-	-	-	18 88%	2 1%	1 1%	7 3%
Would not vote	64 6%	42 9%	23 4%	10 12%	7 6%	14 9%	14 8%	7 4%	14 5%	6 4%	13 4%	19 7%	25 10%	-	-	-	-	-	-	-	-	6 2%
Refused	45 5%	22 5%	23 5%	-	1 1%	1 1%	5 3%	17 9%	21 7%	7 4%	7 2%	10 4%	14 6%	-	-	-	-	-	-	7 3%	1 1%	8 3%
Don't know	127 13%	47 10%	79 15%	20 25%	20 17%	18 12%	15 9%	19 10%	35 13%	17 10%	35 12%	35 13%	36 15%	-	-	-	-	-	-	16 6%	4 7%	24 9%

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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

	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	614	300	314	9	36	75	126	151	218	241	138	93	121	217	89	165	84	46	13	203	63	232
Weighted base	570	280	291	25	53	83	123	114	171	119	177	134	121	202	80	140	85	48	14	193	43	198
Conservative	202	98	104	6	17	23	46	41	70	46	67	43	39	202	-	-	-	-	-	148	2	23
	35%	35%	36%	24%	32%	27%	37%	36%	41%	38%	38%	32%	32%	100%	-	-	-	-	-	77%	5%	12%
Labour	80	33	47	7	11	18	12	15	16	17	26	15	20	-	80	-	-	-	-	3	25	26
	14%	12%	16%	30%	22%	22%	10%	13%	9%	15%	14%	11%	17%	-	100%	-	-	-	-	2%	58%	13%
Liberal Democrat	140	61	79	7	9	17	31	31	45	33	43	31	30	-	-	140	-	-	-	10	5	101
	25%	22%	27%	28%	17%	20%	25%	27%	27%	27%	24%	23%	25%	-	-	100%	-	-	-	5%	13%	51%
The UK Independence Party (UKIP)	85	61	24	1	3	15	15	18	32	12	17	31	21	-	-	-	85	-	-	27	8	17
	15%	22%	8%	4%	6%	18%	12%	15%	19%	10%	9%	23%	17%	-	-	-	100%	-	-	14%	19%	9%
The Green Party	48	16	33	3	8	10	16	5	6	9	19	11	7	-	-	-	-	48	-	2	1	23
	8%	6%	11%	14%	15%	12%	13%	4%	4%	7%	11%	8%	6%	-	-	-	-	100%	-	1%	3%	12%
The British National Party (BNP)	2	-	2	-	-	-	-	1	1	-	2	-	-	-	-	-	-	-	2	-	-	-
	*	-	1%	-	-	-	-	1%	*	-	1%	-	-	-	-	-	-	-	12%	-	-	-
Some other party	13	11	1	-	4	1	3	3	1	2	3	4	3	-	-	-	-	-	13	2	1	6
	2%	4%	*	-	8%	1%	3%	3%	*	2%	2%	3%	3%	-	-	-	-	-	88%	1%	2%	3%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	36%
Labour	14%
Liberal Democrat	25%
UKIP	15%
Green	8%
Other	3%

St Ives Poll

CATI Fieldwork : 12th-21st March 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	1000	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
Conservative	239	116	122	6	27	26	49	50	81	50	82	45	52	209	1	3	5	2	-	164	4	24
	24%	24%	23%	7%	22%	17%	27%	26%	29%	29%	29%	18%	22%	82%	1%	2%	4%	3%	-	65%	7%	9%
Labour	99	40	59	17	22	16	10	18	15	16	21	28	32	3	90	-	1	1	-	2	23	20
	10%	8%	11%	22%	19%	10%	6%	9%	5%	9%	7%	11%	13%	1%	73%	-	1%	2%	-	1%	40%	7%
Liberal Democrat	279	119	160	12	26	48	47	60	86	56	88	68	60	24	25	174	18	9	2	21	18	172
	28%	25%	31%	15%	22%	32%	26%	31%	31%	32%	31%	26%	25%	9%	20%	94%	16%	13%	8%	8%	31%	61%
The UK Independence Party (UKIP)	94	67	27	7	2	18	18	16	33	13	21	32	20	-	3	2	83	-	1	34	7	14
	9%	14%	5%	9%	1%	12%	10%	8%	12%	8%	7%	13%	8%	-	2%	1%	72%	-	6%	14%	13%	5%
The Green Party	54	20	35	4	11	10	18	7	4	11	19	13	10	-	2	*	-	49	-	1	2	20
	5%	4%	7%	5%	10%	7%	10%	3%	2%	6%	6%	5%	4%	-	1%	*	-	75%	-	*	3%	7%
The British National Party (BNP)	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	6%	-	-	-
Some other party	21	19	2	4	7	1	4	5	*	3	3	11	3	5	-	1	-	-	14	3	-	7
	2%	4%	*	5%	6%	*	2%	2%	*	2%	1%	4%	1%	2%	-	1%	-	-	70%	1%	-	3%
Would not vote	64	42	23	10	7	14	14	7	14	6	13	19	25	-	-	-	-	-	-	-	-	6
	6%	9%	4%	12%	6%	9%	8%	4%	5%	4%	4%	7%	10%	-	-	-	-	-	-	-	-	2%
Refused	29	16	13	-	-	3	3	10	12	4	4	6	9	-	-	-	2	-	-	4	-	1
	3%	3%	2%	-	-	2%	2%	5%	4%	2%	2%	2%	4%	-	-	-	1%	-	-	2%	-	*
Don't know	119	40	79	20	18	15	18	17	33	13	35	36	28	14	2	4	7	4	2	21	4	18
	12%	8%	15%	25%	15%	10%	10%	9%	12%	7%	12%	14%	12%	5%	2%	2%	6%	6%	11%	8%	7%	6%

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Absolutes/col percents

Table 6

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	636	311	325	9	37	76	123	159	231	246	140	97	131	209	89	164	79	44	12	202	63	248
Weighted base	590	291	299	25	57	83	120	123	181	122	178	141	129	194	80	140	80	46	13	190	42	210
Conservative	193	97	96	4	19	20	41	41	69	41	64	38	43	173	1	3	4	2	-	143	3	20
	33%	33%	32%	17%	33%	24%	34%	33%	38%	33%	36%	27%	33%	89%	1%	2%	4%	3%	-	75%	6%	10%
Labour	59	22	37	8	8	11	8	13	11	12	15	13	18	1	56	-	1	1	-	1	19	14
	10%	8%	12%	30%	14%	14%	7%	11%	6%	10%	8%	9%	14%	*	70%	-	1%	3%	-	1%	46%	7%
Liberal Democrat	211	91	121	7	16	32	42	45	70	48	66	49	44	18	22	134	13	7	1	16	14	142
	36%	31%	40%	27%	29%	38%	35%	37%	39%	39%	37%	35%	34%	9%	27%	96%	16%	15%	5%	8%	33%	67%
The UK Independence Party (UKIP)	69	53	16	1	1	11	14	14	27	10	15	24	15	-	*	1	63	-	1	26	5	12
	12%	18%	5%	5%	1%	14%	11%	11%	15%	8%	9%	17%	12%	-	*	1%	79%	-	5%	14%	12%	6%
The Green Party	41	15	26	3	9	8	13	5	3	8	14	11	7	-	1	*	-	37	-	1	1	16
	7%	5%	9%	13%	15%	10%	11%	4%	2%	7%	8%	8%	5%	-	2%	*	-	79%	-	*	3%	8%
The British National Party (BNP)	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	8%	-	-	-
Some other party	15	13	2	2	4	1	3	4	*	3	3	6	3	3	-	1	-	-	11	3	-	6
	3%	5%	1%	7%	8%	1%	3%	3%	*	3%	2%	4%	2%	1%	-	1%	-	-	81%	2%	-	3%

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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	33%
Labour	10%
Liberal Democrat	36%
UKIP	11%
Green	7%
Other	3%

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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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
I would not vote UKIP	662	298	364	59	80	98	127	119	178	132	203	156	148	200	98	158	-	60	15	167	40	217
	66%	62%	70%	74%	67%	66%	71%	63%	64%	76%	71%	60%	62%	78%	80%	86%	-	93%	75%	66%	69%	77%
I would not vote Labour	578	297	281	19	53	79	117	117	192	103	166	143	147	220	-	103	96	25	17	217	10	149
	58%	62%	54%	24%	44%	53%	65%	62%	69%	60%	58%	55%	61%	86%	-	56%	83%	38%	86%	86%	18%	53%
I would not vote Conservative	472	233	239	38	48	82	87	89	126	80	123	125	131	-	100	129	71	55	13	22	49	180
	47%	49%	46%	48%	40%	55%	49%	47%	45%	46%	43%	48%	55%	-	81%	70%	61%	85%	65%	9%	85%	64%
I would not vote Liberal Democrat	443	250	194	36	49	66	91	80	120	72	118	124	113	167	70	-	76	26	14	175	32	58
	44%	52%	37%	46%	41%	44%	51%	42%	43%	41%	41%	48%	47%	65%	57%	-	66%	40%	67%	70%	56%	21%
None of these - I would potentially vote for all of them	53	21	31	9	12	9	2	10	8	6	17	16	9	8	3	3	7	-	-	12	1	7
	5%	4%	6%	12%	10%	6%	1%	5%	3%	3%	6%	6%	4%	3%	3%	2%	6%	-	-	5%	1%	3%
Don't know	20	11	8	-	5	1	1	7	6	2	4	4	7	-	-	-	1	-	-	2	-	1
	2%	2%	2%	-	4%	1%	1%	4%	2%	1%	1%	1%	3%	-	-	-	1%	-	-	1%	-	*

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Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322	
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281	
NET: Well	597	297	299	44	62	80	117	109	183	116	161	159	139	230	47	108	59	33	8	200	25	155	
	60%	62%	58%	55%	52%	54%	65%	57%	66%	67%	56%	61%	58%	90%	39%	58%	51%	52%	39%	80%	43%	55%	
Very well	(4)	55	27	28	4	1	10	8	8	24	10	16	12	13	35	4	5	5	-	1	35	2	8
		5%	6%	5%	5%	1%	7%	4%	4%	9%	6%	6%	5%	5%	14%	3%	3%	4%	-	3%	14%	4%	3%
Quite well	(3)	542	271	271	40	61	70	110	101	159	105	145	147	126	196	43	103	54	33	7	165	23	147
		54%	56%	52%	50%	51%	47%	61%	53%	57%	61%	51%	57%	53%	77%	35%	56%	47%	52%	35%	66%	40%	52%
Quite badly	(2)	289	123	166	24	42	60	44	57	60	44	102	73	59	17	57	65	39	26	8	31	25	100
		29%	26%	32%	30%	35%	40%	24%	30%	22%	26%	36%	28%	25%	7%	47%	35%	34%	40%	38%	12%	44%	36%
Very badly	(1)	57	31	26	5	11	6	9	11	16	2	6	22	24	-	11	5	13	4	3	10	4	12
		6%	6%	5%	6%	9%	4%	5%	6%	6%	1%	2%	9%	10%	-	9%	3%	11%	5%	17%	4%	7%	4%
NET: Badly		345	154	192	29	53	66	52	68	76	46	108	95	83	17	69	70	52	29	11	41	29	112
		35%	32%	37%	36%	44%	44%	29%	36%	27%	27%	38%	37%	35%	7%	56%	38%	45%	46%	55%	16%	51%	40%
Don't know		58	29	29	7	5	3	10	12	20	11	18	5	18	8	7	7	4	2	1	10	3	14
		6%	6%	6%	9%	4%	2%	5%	6%	7%	6%	6%	2%	8%	3%	5%	4%	4%	3%	6%	4%	5%	5%
Mean		2.63	2.65	2.61	2.60	2.45	2.58	2.69	2.60	2.74	2.77	2.63	2.58	2.58	3.07	2.35	2.61	2.46	2.47	2.27	2.93	2.42	2.56
Standard deviation		0.69	0.69	0.68	0.70	0.67	0.68	0.64	0.68	0.71	0.57	0.63	0.72	0.76	0.45	0.70	0.60	0.76	0.61	0.81	0.67	0.70	0.63
Standard error		0.02	0.03	0.03	0.14	0.08	0.06	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.07	0.04	0.07	0.08	0.20	0.04	0.08	0.04

St Ives Poll

CATI Fieldwork : 12th-21st 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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322	
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281	
NET: Well	635	311	324	52	73	86	112	115	196	119	188	168	133	228	64	121	58	30	8	197	28	177	
	63%	65%	62%	65%	61%	58%	62%	61%	70%	69%	65%	65%	56%	89%	52%	65%	50%	47%	41%	79%	49%	63%	
Very well	(4)	51	28	22	3	3	9	6	12	18	11	19	5	14	33	2	7	3	*	-	33	1	8
		5%	6%	4%	4%	2%	6%	3%	6%	7%	6%	6%	2%	6%	13%	1%	4%	3%	1%	-	13%	2%	3%
Quite well	(3)	584	283	301	49	71	77	106	103	177	109	169	162	119	196	62	114	55	30	8	165	27	169
		58%	59%	58%	61%	59%	52%	59%	55%	64%	63%	59%	63%	50%	77%	51%	62%	47%	46%	41%	66%	47%	60%
Quite badly	(2)	238	105	133	17	28	47	42	55	47	38	74	54	65	21	39	44	43	28	5	40	20	64
		24%	22%	26%	21%	23%	32%	24%	29%	17%	22%	26%	21%	27%	8%	32%	24%	37%	43%	24%	16%	35%	23%
Very badly	(1)	80	43	37	8	11	14	18	11	19	4	15	30	27	1	14	11	10	6	5	6	7	25
		8%	9%	7%	10%	9%	9%	10%	6%	7%	2%	5%	12%	11%	1%	12%	6%	8%	9%	23%	2%	12%	9%
NET: Badly		318	148	170	24	39	61	61	66	66	42	89	84	92	23	53	55	52	33	9	46	27	89
		32%	31%	33%	31%	32%	41%	34%	35%	24%	24%	31%	33%	38%	9%	43%	30%	45%	51%	47%	18%	47%	32%
Don't know		47	20	26	3	8	2	7	8	18	11	11	7	14	5	6	9	5	1	2	8	3	16
		5%	4%	5%	4%	7%	1%	4%	4%	6%	6%	4%	3%	6%	2%	5%	5%	4%	2%	12%	3%	4%	6%
Mean		2.64	2.65	2.63	2.63	2.58	2.55	2.57	2.64	2.75	2.78	2.69	2.57	2.53	3.03	2.44	2.66	2.47	2.39	2.21	2.92	2.40	2.60
Standard deviation		0.71	0.74	0.69	0.73	0.70	0.75	0.72	0.70	0.69	0.60	0.68	0.73	0.78	0.49	0.73	0.65	0.70	0.66	0.85	0.62	0.73	0.70
Standard error		0.02	0.03	0.03	0.15	0.08	0.07	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.07	0.05	0.07	0.09	0.21	0.04	0.08	0.04

St Ives Poll

CATI Fieldwork : 12th-21st 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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
I am satisfied with the job David Cameron is doing overall as Prime Minister	353 35%	184 38%	169 32%	29 37%	52 43%	41 27%	57 32%	59 31%	114 41%	63 36%	106 37%	83 32%	83 35%	199 78%	14 11%	42 23%	22 19%	7 10%	4 22%	173 69%	7 12%	56 20%
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	263 26%	120 25%	143 28%	15 19%	30 25%	43 29%	48 27%	58 30%	67 24%	53 31%	77 27%	74 29%	55 23%	54 21%	20 17%	49 27%	55 48%	11 16%	7 32%	63 25%	8 14%	74 26%
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%	120 25%	152 29%	21 26%	30 25%	52 35%	52 29%	52 27%	64 23%	42 24%	83 29%	64 25%	71 30%	- -	87 71%	80 43%	21 18%	39 60%	5 24%	6 2%	40 69%	120 43%
Refused	37 4%	20 4%	18 3%	- -	1 1%	4 3%	7 4%	12 7%	11 4%	6 3%	7 3%	8 3%	11 5%	- -	- -	4 2%	10 9%	2 3%	2 9%	6 2%	- -	10 3%
Don't know	75 8%	37 8%	38 7%	14 18%	7 6%	9 6%	14 8%	8 4%	23 8%	9 5%	13 4%	30 12%	19 8%	2 1%	1 1%	10 5%	7 6%	7 11%	3 12%	3 1%	3 5%	22 8%

St Ives Poll

CATI Fieldwork : 12th-21st 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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
The Liberal Democrat	565	271	294	32	58	83	98	114	179	111	170	126	133	125	63	141	72	42	13	129	34	199
	56%	56%	56%	41%	49%	56%	55%	60%	64%	64%	59%	49%	56%	49%	51%	76%	62%	65%	62%	51%	59%	71%
The Conservatives	554	261	293	21	52	82	108	113	177	114	156	131	139	175	59	107	57	45	8	174	30	165
	55%	54%	56%	26%	44%	54%	60%	60%	63%	66%	54%	51%	58%	68%	48%	58%	50%	70%	39%	69%	51%	58%
Labour	247	95	152	23	31	28	43	42	80	38	60	66	69	49	53	44	20	25	4	39	21	78
	25%	20%	29%	29%	26%	18%	24%	22%	28%	22%	21%	26%	29%	19%	43%	24%	17%	39%	21%	15%	36%	28%
The UK Independence Party (UKIP)	200	108	91	16	12	27	37	33	73	41	48	51	48	42	25	34	47	9	2	54	9	58
	20%	23%	18%	20%	10%	18%	21%	17%	26%	24%	17%	20%	20%	16%	20%	18%	41%	13%	8%	22%	16%	20%
None of them	207	114	93	28	35	34	33	33	42	25	52	67	52	45	25	22	19	7	8	39	13	37
	21%	24%	18%	35%	30%	22%	19%	17%	15%	15%	18%	26%	22%	18%	20%	12%	17%	11%	38%	16%	22%	13%
Don't know	28	9	19	4	-	5	7	7	5	2	15	5	4	8	3	3	2	1	-	4	1	8
	3%	2%	4%	5%	-	3%	4%	4%	2%	1%	5%	2%	2%	3%	2%	2%	2%	2%	-	2%	2%	3%

St Ives Poll

CATI Fieldwork : 12th-21st 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	470	530	26	74	130	184	234	349	341	217	168	232	267	120	204	111	62	17	260	85	322
Weighted base	1000	480	520	80	120	150	179	189	279	172	287	259	240	256	123	185	115	65	20	251	58	281
A Conservative government	313 31%	161 34%	152 29%	16 20%	28 23%	29 19%	74 41%	63 33%	104 37%	61 36%	97 34%	80 31%	62 26%	213 83%	4 4%	12 6%	39 34%	5 8%	2 9%	193 77%	3 5%	32 11%
A Labour government	199 20%	97 20%	102 20%	19 23%	31 26%	38 25%	37 21%	38 20%	37 13%	34 20%	51 18%	46 18%	60 25%	2 1%	94 77%	23 12%	14 12%	25 38%	6 28%	5 2%	37 64%	66 23%
A coalition between the Conservatives and the Liberal Democrats	177 18%	80 17%	97 19%	5 7%	20 17%	34 22%	25 14%	38 20%	54 20%	35 20%	63 22%	38 15%	36 15%	38 15%	1 *	61 33%	25 22%	6 9%	3 17%	37 15%	4 7%	83 29%
A coalition between Labour and the Liberal Democrats	162 16%	66 14%	95 18%	20 25%	21 18%	27 18%	26 15%	30 16%	38 14%	26 15%	47 16%	50 19%	37 15%	- -	24 19%	74 40%	8 7%	23 36%	6 28%	* *	12 21%	74 26%
Don't know	150 15%	76 16%	74 14%	20 26%	19 16%	22 14%	18 10%	21 11%	46 17%	16 9%	30 10%	45 17%	44 19%	2 1%	- -	15 8%	28 25%	6 9%	3 17%	17 7%	1 2%	27 10%

St Ives Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	470 47%	480 48%
Female	530 53%	520 52%

St Ives Poll
CATI Fieldwork : 12th-21st 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	26 3%	80 8%
25-34	74 7%	120 12%
35-44	130 13%	150 15%
45-54	184 18%	179 18%
55-64	234 23%	189 19%
65 or older	349 35%	279 28%
Refused	3 *	3 *

St Ives Poll
CATI Fieldwork : 12th-21st 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	112 11%	56 6%
B	229 23%	116 12%
C1	217 22%	287 29%
C2	168 17%	259 26%
D	69 7%	86 9%
E	163 16%	153 15%
Refused	42 4%	42 4%

St Ives Poll
CATI Fieldwork : 12th-21st 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	260 26%	251 25%
Labour	85 9%	58 6%
Liberal Democrats	322 32%	281 28%
Another party	55 6%	63 6%
Did not vote	205 21%	271 27%
Refused	31 3%	26 3%
Don't know	42 4%	49 5%