

2015 General Election



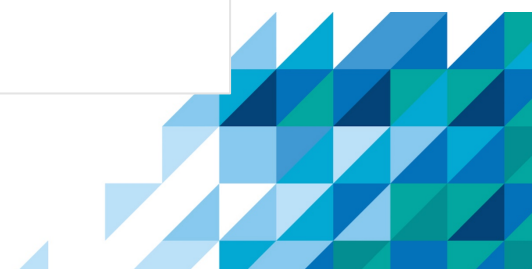
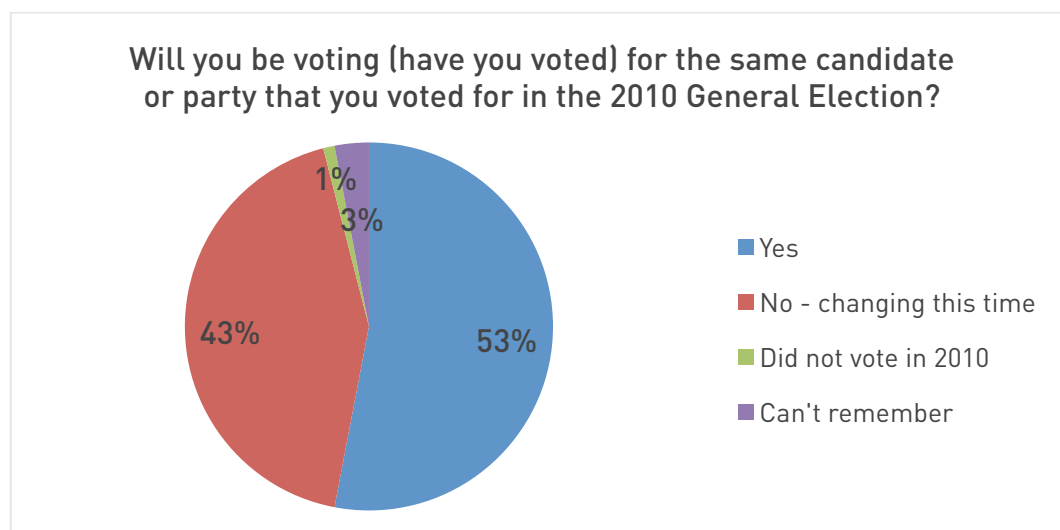
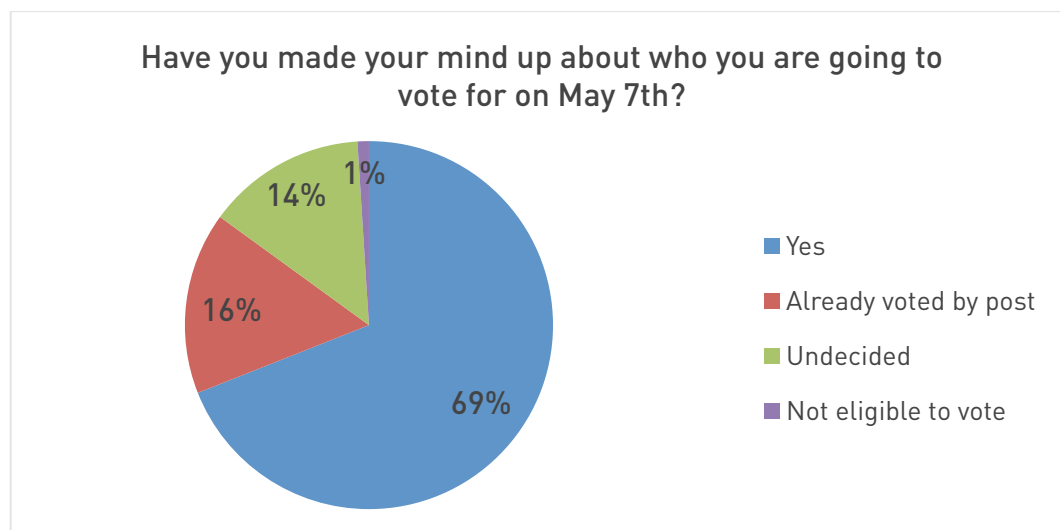
Society Cornwall Snapshot Poll

Over the bank holiday weekend ahead of the 2015 General Election, we asked members of the Society Cornwall community research panel whether they were yet to make up their minds on who to vote for on 7th May. Also, what issues will influence their voting intentions.

The headlines are:

- One in seven (14%) have yet to make up their mind on who they will vote for, but all these do intend to vote;
- Of those decided, 43% say they are voting differently in 2015 than they did in 2010;
- People will base their vote on different beliefs, though one in five will vote for the candidate they believe will best represent local issues in Westminster;
- The most important issues for Cornish voters influencing their vote on May 7th are the NHS (63%) and the economy (49%).

Results in detail:



We asked those participants changing their vote in 2015 why they were doing so. They present many reasons, though a common theme emerging is a feeling of being let down by the candidate or party they voted for last time. Some participants also talk of a move away from previous tactical voting to candidates they feel are more likely to represent their values.

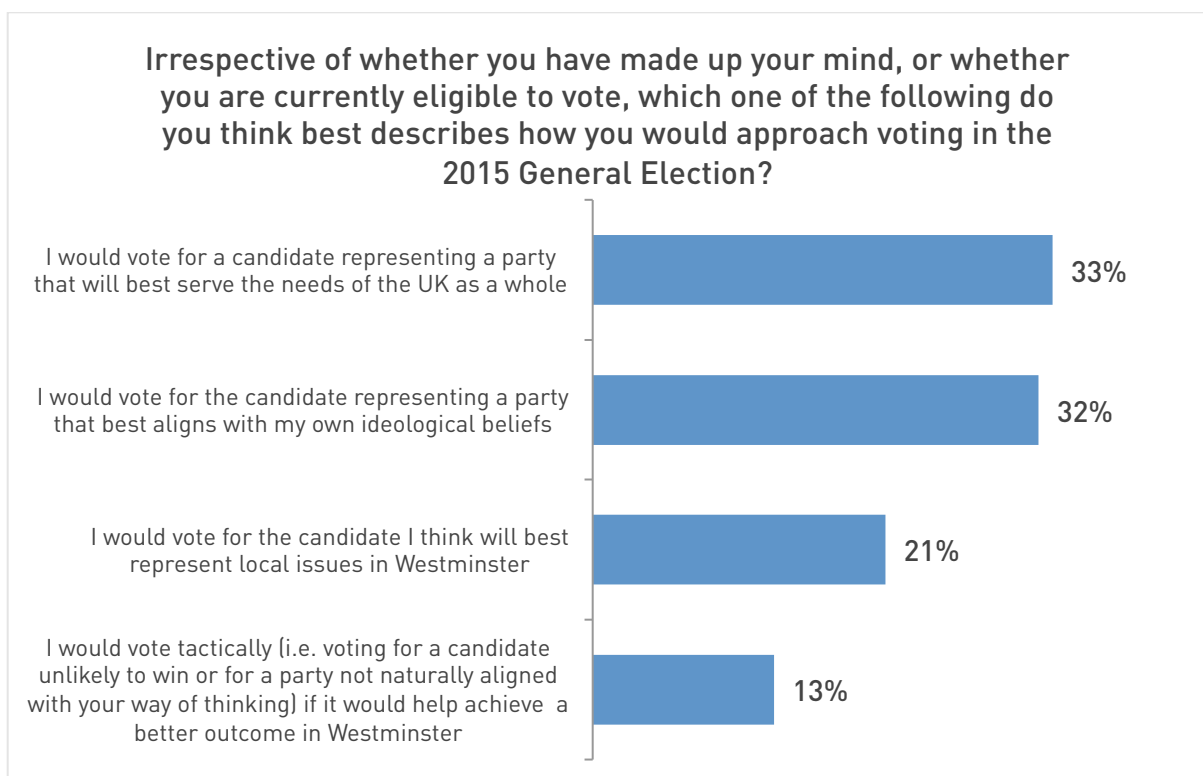
"Coalition was not what I voted for."

"My choice offers better policies."

"I'm voting for who i want instead of a tactical vote."

"To hopefully get the balance right."

"The record of the party I voted for last time, they let us down."

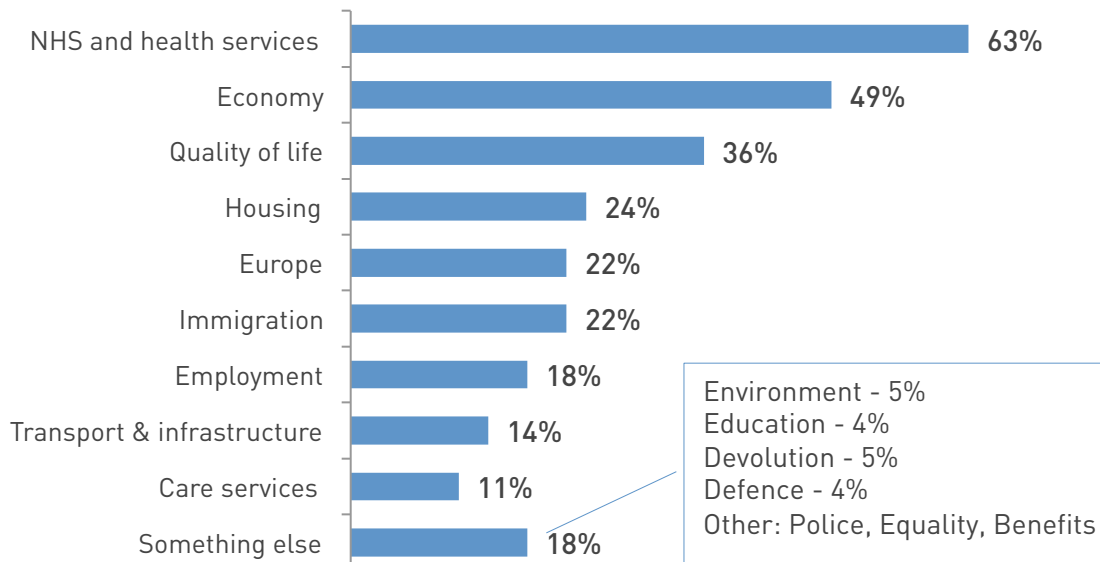


My vote is both for those who best represent my ideological standpoint but it can also serve as a tactical vote to reduce the chances of the party of am most ideologically opposed to from winning.

I feel strongly about voting for what you believe in.



Irrespective of the how you are going to vote (or whether you will vote) what are the biggest issues for you that are likely to influence how you vote on 7th May?



Some final thoughts:

I think this election has turned into a circus. I admire those who are not constantly throwing insults, or outdoing each other... voters aren't stupid - do they really think they can treat us like they are? I shall be voting as I thought I would but I am taking many things into consideration.

I have had enough of the desperate empty promises.

I'm finding it quite exciting for a change in that the outcome is wide-open...

We don't drink, smoke, go out socially, don't buy takeaways, ready meals, junk food or new shoes/clothes. We "shop" at boot sales & charity shops & collect rainwater to flush the loos & boil on a wood burner water in copper kettles for cleaning & washing. We collect old doors to saw up for free heat. This isn't living, it is just existing.

About Society Cornwall

The 2015 General Election snapshot poll was conducted online through the Society Cornwall panel of 772 Cornish residents, managed by PFA Research Ltd, a market research company based in Penryn. 83 people completed the survey. Membership of the Society Cornwall panel is free and open to residents of Cornwall, aged 16 and over. Panel members need to have an email address and be willing to accept invitations to participate in surveys and topical discussions. To join Society Cornwall, visit: <http://www.societycornwall.co.uk>

