

Glasgow East Poll

CATI Fieldwork : 5th-8th January 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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 | |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 | |
| Certain to vote | (10) | 609 | 280 | 328 | 62 | 72 | 102 | 132 | 98 | 142 | 54 | 157 | 112 | 261 | 31 | 198 | 6 | 23 | 251 | 13 | 10 | 20 | 285 | 22 | 120 |
| | | 61% | 61% | 61% | 49% | 45% | 59% | 66% | 67% | 72% | 75% | 62% | 57% | 62% | 74% | 71% | 76% | 64% | 72% | 91% | 82% | 65% | 77% | 74% | 75% |
| | (9) | 39 | 15 | 24 | 2 | 5 | 7 | 10 | 8 | 7 | 3 | 13 | 6 | 16 | 3 | 9 | * | 2 | 17 | 1 | 2 | 3 | 19 | 2 | 1 |
| | | 4% | 3% | 5% | 1% | 3% | 4% | 5% | 6% | 4% | 5% | 5% | 3% | 4% | 7% | 3% | 2% | 4% | 5% | 8% | 14% | 10% | 5% | 6% | 1% |
| | (8) | 68 | 41 | 27 | 5 | 13 | 10 | 16 | 14 | 10 | 4 | 19 | 10 | 32 | 3 | 26 | * | 4 | 23 | - | 1 | 5 | 22 | 2 | 8 |
| | | 7% | 9% | 5% | 4% | 8% | 6% | 8% | 9% | 5% | 5% | 8% | 5% | 8% | 7% | 9% | 2% | 11% | 7% | - | 5% | 16% | 6% | 7% | 5% |
| | (7) | 62 | 24 | 38 | 19 | 10 | 19 | 9 | 3 | 3 | 3 | 23 | 15 | 18 | 2 | 20 | - | 1 | 29 | - | - | - | 19 | 3 | 15 |
| | | 6% | 5% | 7% | 15% | 7% | 11% | 5% | 2% | 1% | 4% | 9% | 8% | 4% | 4% | 7% | - | 4% | 8% | - | - | - | 5% | 8% | 9% |
| | (6) | 17 | 7 | 9 | - | 5 | 2 | 2 | 3 | 5 | 1 | 2 | 4 | 9 | 2 | 8 | - | 1 | 3 | - | - | * | 9 | - | 1 |
| | | 2% | 2% | 2% | - | 3% | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 4% | 3% | - | 3% | 1% | - | - | * | 3% | - | 1% |
| | (5) | 52 | 21 | 31 | 9 | 14 | 5 | 6 | 10 | 8 | 3 | 15 | 14 | 17 | 1 | 13 | 2 | 3 | 16 | * | - | - | 3 | 1 | 5 |
| | | 5% | 5% | 6% | 7% | 9% | 3% | 3% | 7% | 4% | 5% | 6% | 7% | 4% | 2% | 5% | 20% | 8% | 5% | 1% | - | - | 1% | 5% | 3% |
| | (4) | 5 | 1 | 4 | 1 | - | 1 | 1 | 1 | * | 1 | - | 1 | 2 | 1 | 1 | - | - | - | - | - | - | 1 | - | - |
| | | * | * | 1% | 1% | - | 1% | 1% | 1% | * | 1% | - | 1% | 1% | 2% | * | - | - | - | - | - | - | * | - | - |
| | (3) | 13 | 6 | 7 | - | 4 | 4 | 3 | 1 | 1 | 1 | - | 7 | 5 | - | - | - | 2 | 2 | - | - | - | 1 | - | 1 |
| | | 1% | 1% | 1% | - | 3% | 2% | 1% | 1% | * | 1% | - | 4% | 1% | - | - | - | 5% | 1% | - | - | - | * | - | * |
| | (2) | 16 | 7 | 9 | 3 | 4 | 4 | 2 | 1 | 3 | * | 6 | - | 6 | - | 3 | - | - | 5 | - | - | 1 | 3 | - | 1 |
| | | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | * | 2% | - | 1% | - | 1% | - | - | 1% | - | - | 2% | 1% | - | 1% |
| Definitely would not vote | (1) | 111 | 55 | 56 | 26 | 32 | 16 | 18 | 6 | 14 | 2 | 19 | 23 | 52 | - | - | - | - | - | - | - | 1 | 4 | - | 7 |
| | | 11% | 12% | 10% | 20% | 20% | 9% | 9% | 4% | 7% | 3% | 7% | 12% | 12% | - | - | - | - | - | - | - | 4% | 1% | - | 4% |
| Don't know | | 9 | 3 | 6 | - | - | 3 | 1 | 1 | 4 | - | 1 | 3 | 4 | - | - | - | - | - | - | - | 1 | 2 | - | - |
| | | 1% | 1% | 1% | - | - | 2% | 1% | * | 2% | - | * | 1% | 1% | - | - | - | - | - | - | - | 4% | 1% | - | - |
| Mean | | 8.05 | 8.02 | 8.07 | 7.04 | 6.86 | 8.07 | 8.47 | 8.72 | 8.72 | 9.00 | 8.36 | 7.79 | 8.04 | 9.27 | 9.10 | 8.93 | 8.76 | 9.14 | 9.86 | 9.77 | 9.05 | 9.34 | 9.31 | 8.93 |
| Standard deviation | | 3.10 | 3.14 | 3.06 | 3.60 | 3.59 | 3.02 | 2.82 | 2.38 | 2.66 | 2.17 | 2.73 | 3.18 | 3.17 | 1.48 | 1.68 | 2.16 | 2.05 | 1.70 | 0.63 | 0.54 | 2.10 | 1.59 | 1.37 | 2.28 |
| Standard error | | 0.10 | 0.15 | 0.13 | 0.52 | 0.32 | 0.27 | 0.20 | 0.17 | 0.16 | 0.14 | 0.21 | 0.26 | 0.17 | 0.19 | 0.10 | 0.68 | 0.33 | 0.09 | 0.20 | 0.17 | 0.26 | 0.08 | 0.27 | 0.16 |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| Conservative | 42 4% | 18 4% | 23 4% | 11 9% | 7 4% | 1 1% | 6 3% | 5 3% | 12 6% | 6 8% | 17 7% | 5 3% | 12 3% | 42 100% | - | - | - | - | - | - | 15 49% | 6 2% | 5 16% | 2 1% |
| Labour | 278 28% | 123 27% | 155 29% | 23 18% | 25 16% | 31 18% | 63 32% | 50 34% | 86 44% | 17 24% | 54 21% | 46 24% | 150 36% | - | 278 100% | - | - | - | - | - | 5 18% | 195 53% | 3 12% | 4 3% |
| Liberal Democrat | 7 1% | 6 1% | 2 * | - | 4 2% | - | 2 1% | - | 2 1% | 1 1% | - | 2 1% | 4 1% | - | - | 7 100% | - | - | - | - | - | 1 * | 3 11% | * * |
| The UK Independence Party (UKIP) | 36 4% | 13 3% | 23 4% | - | 3 2% | 8 5% | 10 5% | 7 5% | 8 4% | 2 2% | 4 1% | 4 2% | 25 6% | - | - | - | 36 100% | - | - | - | 4 14% | 12 3% | 2 7% | 7 4% |
| SNP | 346 35% | 179 39% | 167 31% | 57 46% | 61 38% | 81 47% | 64 32% | 42 29% | 41 21% | 32 44% | 115 45% | 84 43% | 107 25% | - | - | - | - | 346 100% | - | - | 1 2% | 106 29% | 9 30% | 126 79% |
| The Green Party | 14 1% | 5 1% | 10 2% | 4 3% | 1 1% | 4 2% | 2 1% | 2 2% | 1 * | * 1% | 5 2% | 2 1% | 6 2% | - | - | - | - | - | 14 100% | - | - | 4 1% | 3 10% | 2 1% |
| The British National Party (BNP) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Some other party | 12 1% | 7 2% | 5 1% | - | 4 3% | - | 4 2% | 3 2% | 1 1% | - | 6 2% | 1 * | 4 1% | - | - | - | - | - | - | 12 100% | - | 2 * | 1 3% | 2 2% |
| Would not vote | 111 11% | 55 12% | 56 10% | 26 20% | 32 20% | 16 9% | 18 9% | 6 4% | 14 7% | 2 3% | 19 7% | 23 12% | 52 12% | - | - | - | - | - | - | - | 1 4% | 4 1% | - | 7 4% |
| Refused | 39 4% | 16 4% | 23 4% | - | - | 7 4% | 10 5% | 11 8% | 12 6% | 2 3% | 9 3% | 4 2% | 18 4% | - | - | - | - | - | - | - | * 1% | 4 1% | - | 4 2% |
| Don't know | 115 11% | 38 8% | 77 14% | 4 3% | 22 14% | 25 15% | 23 11% | 20 14% | 21 11% | 10 14% | 27 11% | 25 13% | 44 10% | - | - | - | - | - | - | - | 4 12% | 34 9% | 4 13% | 5 3% |

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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 | 596 | 274 | 322 | 28 | 64 | 70 | 128 | 121 | 185 | 168 | 99 | 92 | 219 | 47 | 222 | 8 | 29 | 274 | 8 | 9 | 47 | 269 | 18 | 146 |
| Weighted base | 570 | 271 | 299 | 68 | 74 | 95 | 122 | 88 | 123 | 48 | 153 | 108 | 242 | 33 | 213 | 5 | 26 | 269 | 13 | 11 | 21 | 271 | 21 | 114 |
| Conservative | 33 | 14 | 19 | 9 | 4 | 1 | 5 | 3 | 11 | 5 | 14 | 5 | 9 | 33 | - | - | - | - | - | - | 13 | 6 | 4 | 2 |
| | 6% | 5% | 6% | 14% | 6% | 1% | 4% | 4% | 9% | 10% | 9% | 4% | 4% | 100% | - | - | - | - | - | - | 60% | 2% | 20% | 2% |
| Labour | 213 | 95 | 118 | 14 | 15 | 24 | 51 | 40 | 69 | 14 | 41 | 33 | 117 | - | 213 | - | - | - | - | - | 5 | 158 | 2 | 3 |
| | 37% | 35% | 39% | 21% | 20% | 26% | 41% | 46% | 56% | 29% | 27% | 31% | 48% | - | 100% | - | - | - | - | - | 22% | 58% | 11% | 3% |
| Liberal Democrat | 5 | 4 | 2 | - | 3 | - | * | - | 2 | 1 | - | 2 | 3 | - | - | 5 | - | - | - | - | - | * | 3 | * |
| | 1% | 1% | 1% | - | 5% | - | * | - | 1% | 2% | - | 2% | 1% | - | - | 100% | - | - | - | - | - | * | 14% | * |
| The UK Independence Party (UKIP) | 26 | 9 | 17 | - | 2 | 4 | 8 | 6 | 6 | 1 | 3 | 2 | 19 | - | - | - | 26 | - | - | - | 3 | 11 | 2 | 5 |
| | 5% | 3% | 6% | - | 2% | 5% | 6% | 7% | 5% | 2% | 2% | 2% | 8% | - | - | - | 100% | - | - | - | 15% | 4% | 8% | 4% |
| SNP | 269 | 138 | 131 | 41 | 45 | 61 | 54 | 34 | 33 | 27 | 86 | 64 | 85 | - | - | - | - | 269 | - | - | 1 | 91 | 6 | 100 |
| | 47% | 51% | 44% | 60% | 61% | 65% | 44% | 39% | 27% | 57% | 56% | 59% | 35% | - | - | - | - | 100% | - | - | 3% | 34% | 30% | 88% |
| The Green Party | 13 | 4 | 8 | 4 | 1 | 3 | 2 | 2 | 1 | * | 4 | 2 | 6 | - | - | - | - | - | 13 | - | - | 3 | 3 | 2 |
| | 2% | 2% | 3% | 5% | 2% | 4% | 1% | 2% | 1% | 1% | 3% | 2% | 2% | - | - | - | - | - | 100% | - | - | 1% | 12% | 1% |
| Some other party | 11 | 6 | 4 | - | 4 | - | 3 | 2 | 1 | - | 5 | * | 4 | - | - | - | - | - | - | 11 | - | 1 | 1 | 2 |
| | 2% | 2% | 1% | - | 5% | - | 3% | 3% | 1% | - | 3% | * | 2% | - | - | - | - | - | - | 100% | - | * | 4% | 2% |

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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 | 6% |
| Labour | 39% |
| Liberal Democrat | 1% |
| UKIP | 4% |
| SNP | 46% |
| Green | 2% |
| Other | 2% |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| Conservative | 27 3% | 13 3% | 15 3% | 6 5% | 6 4% | 1 1% | 2 1% | 4 3% | 8 4% | 4 6% | 11 4% | 6 3% | 6 1% | 26 62% | 1 * | - | - | * | - | - | 12 38% | 2 * | 5 16% | * * |
| Labour | 282 28% | 123 27% | 160 30% | 23 18% | 22 14% | 33 19% | 61 31% | 53 36% | 91 46% | 20 27% | 54 21% | 46 23% | 149 35% | 3 8% | 253 91% | * | 2 6% | 3 1% | - | - | 6 21% | 200 54% | 2 6% | 5 3% |
| Liberal Democrat | 6 1% | 3 1% | 3 1% | - | 1 1% | - | 2 1% | - | 3 1% | 1 1% | - | 2 1% | 3 1% | - | - | 5 68% | - | - | - | - | - | * | 2 7% | - |
| The UK Independence Party (UKIP) | 33 3% | 11 2% | 21 4% | 1 1% | 4 2% | 8 4% | 9 5% | 5 3% | 7 3% | 2 3% | 5 2% | 8 4% | 16 4% | 1 1% | 1 * | - | 25 70% | 2 1% | - | 1 10% | 3 10% | 9 3% | - | 7 4% |
| SNP | 387 39% | 197 43% | 190 35% | 60 48% | 69 43% | 86 50% | 76 38% | 49 34% | 46 23% | 33 46% | 128 50% | 85 43% | 132 31% | 4 10% | 18 6% | * | 3 8% | 337 97% | 7 51% | 4 31% | 3 9% | 118 32% | 9 30% | 134 84% |
| The Green Party | 13 1% | 6 1% | 8 1% | - | 3 2% | 4 2% | 3 2% | 2 2% | 1 * | 1 1% | 6 2% | 1 * | 6 1% | - | - | - | 4 10% | * | 7 49% | - | - | 5 16% | 5 16% | * * |
| The British National Party (BNP) | 2 * | - | 2 * | - | - | - | - | 2 1% | - | - | - | - | 2 * | - | - | - | 1 3% | - | - | 1 8% | - | 1 * | - | - |
| Some other party | 11 1% | 7 1% | 4 1% | - | 3 2% | 2 1% | 4 2% | 2 1% | - | 1 1% | 4 2% | - | 5 1% | 1 3% | - | - | - | * | - | 6 51% | 1 4% | 2 1% | 2 7% | * * |
| Would not vote | 111 11% | 55 12% | 56 10% | 26 20% | 32 20% | 16 9% | 18 9% | 6 4% | 14 7% | 2 3% | 19 7% | 23 12% | 52 12% | - | - | - | - | - | - | - | 1 4% | 4 1% | - | 7 4% |
| Refused | 32 3% | 13 3% | 19 3% | - | - | 7 4% | 8 4% | 8 5% | 9 5% | 1 2% | 6 2% | 4 2% | 14 3% | - | - | - | - | - | - | - | * 1% | 4 1% | - | 2 1% |
| Don't know | 96 10% | 34 7% | 62 12% | 9 7% | 19 12% | 17 10% | 16 8% | 15 10% | 20 10% | 8 11% | 22 9% | 21 11% | 37 9% | 7 16% | 5 2% | 2 26% | 1 4% | 3 1% | - | - | 4 13% | 22 6% | 5 18% | 4 3% |

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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

| | 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 | 616 | 279 | 337 | 26 | 66 | 74 | 134 | 126 | 189 | 175 | 102 | 93 | 226 | 45 | 218 | 7 | 27 | 270 | 8 | 9 | 48 | 276 | 19 | 151 |
| Weighted base | 584 | 275 | 309 | 64 | 76 | 100 | 127 | 92 | 126 | 49 | 157 | 110 | 247 | 28 | 211 | 4 | 25 | 267 | 13 | 11 | 21 | 279 | 20 | 116 |
| Conservative | 22 4% | 9 3% | 12 4% | 5 8% | 5 6% | 1 1% | 1 1% | 3 3% | 7 5% | 3 6% | 9 6% | 6 5% | 4 2% | 21 73% | 1 1% | - | - | * | - | - | 10 48% | 2 1% | 4 21% | * |
| Labour | 214 37% | 96 35% | 118 38% | 14 23% | 13 17% | 25 25% | 47 37% | 42 46% | 73 58% | 15 31% | 40 26% | 33 30% | 116 47% | 3 10% | 195 93% | * | 2 7% | 2 1% | - | - | 6 27% | 162 58% | 2 8% | 5 4% |
| Liberal Democrat | 4 1% | 2 1% | 2 1% | - | 1 2% | - | 1 1% | - | 2 2% | 1 2% | - | 2 2% | 1 1% | - | - | 3 90% | - | - | - | - | - | * | 1 7% | - |
| The UK Independence Party (UKIP) | 22 4% | 8 3% | 15 5% | * 1% | 2 3% | 3 3% | 8 6% | 3 4% | 6 5% | 1 3% | 4 3% | 5 4% | 11 4% | * 2% | 1 1% | - | 17 67% | 1 * | - | 1 10% | 2 11% | 7 3% | - | 5 4% |
| SNP | 301 52% | 150 55% | 151 49% | 44 69% | 50 66% | 67 67% | 64 51% | 38 41% | 37 30% | 27 56% | 97 62% | 64 58% | 104 42% | 4 13% | 13 6% | * | 2 10% | 263 99% | 7 52% | 3 31% | 2 11% | 100 36% | 6 32% | 106 91% |
| The Green Party | 11 2% | 4 2% | 7 2% | - | 2 2% | 4 4% | 3 2% | 2 2% | 1 1% | 1 1% | 4 3% | 1 1% | 5 2% | - | - | - | 3 13% | * * | 6 48% | - | - | 5 2% | 4 22% | * * |
| The British National Party (BNP) | 2 * | - | 2 1% | - | - | - | - | 2 2% | - | - | - | - | 2 1% | - | - | - | 1 4% | - | - | 1 8% | - | 1 * | - | - |
| Some other party | 8 1% | 6 2% | 3 1% | - | 3 4% | * * | 3 2% | 2 2% | - | 1 1% | 3 2% | - | 4 2% | 1 3% | - | - | - | * | - | 5 51% | 1 3% | 2 1% | 2 10% | * * |

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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 | 4% |
| Labour | 37% |
| Liberal Democrat | 1% |
| UKIP | 4% |
| SNP | 51% |
| Green | 2% |
| Other | 2% |

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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

| | 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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| I would not vote Conservative | 758 | 364 | 395 | 79 | 120 | 149 | 157 | 114 | 139 | 50 | 194 | 158 | 323 | - | 230 | 2 | 27 | 311 | 14 | 11 | 3 | 328 | 19 | 133 |
| | 76% | 79% | 73% | 63% | 76% | 86% | 78% | 78% | 71% | 70% | 76% | 80% | 77% | - | 83% | 27% | 74% | 90% | 100% | 92% | 11% | 89% | 62% | 83% |
| I would not vote Liberal Democrat | 750 | 363 | 387 | 83 | 106 | 142 | 157 | 111 | 152 | 53 | 184 | 158 | 325 | 25 | 221 | - | 29 | 294 | 13 | 11 | 23 | 320 | 11 | 134 |
| | 75% | 79% | 72% | 66% | 66% | 82% | 78% | 76% | 77% | 74% | 72% | 80% | 77% | 59% | 79% | - | 79% | 85% | 94% | 92% | 76% | 87% | 36% | 84% |
| I would not vote UKIP | 750 | 352 | 399 | 88 | 126 | 134 | 146 | 108 | 147 | 57 | 214 | 148 | 304 | 29 | 227 | 4 | - | 311 | 13 | 10 | 19 | 306 | 25 | 130 |
| | 75% | 76% | 74% | 70% | 79% | 77% | 73% | 74% | 75% | 79% | 84% | 75% | 72% | 70% | 82% | 55% | - | 90% | 88% | 83% | 61% | 83% | 81% | 81% |
| I would not vote Labour | 422 | 198 | 224 | 68 | 86 | 86 | 78 | 52 | 54 | 36 | 134 | 89 | 146 | 29 | - | 3 | 22 | 246 | 13 | 10 | 14 | 100 | 20 | 106 |
| | 42% | 43% | 41% | 54% | 54% | 49% | 39% | 35% | 27% | 51% | 53% | 45% | 35% | 68% | - | 43% | 61% | 71% | 88% | 79% | 46% | 27% | 66% | 66% |
| I would not vote SNP | 314 | 137 | 177 | 23 | 45 | 32 | 66 | 52 | 97 | 21 | 72 | 54 | 148 | 29 | 169 | 4 | 22 | - | 4 | 6 | 17 | 156 | 11 | 8 |
| | 31% | 30% | 33% | 18% | 28% | 18% | 33% | 36% | 49% | 29% | 28% | 28% | 35% | 70% | 61% | 50% | 62% | - | 27% | 51% | 57% | 42% | 36% | 5% |
| None of these - I would potentially vote for all of them | 70 | 27 | 43 | 22 | 17 | 8 | 3 | 8 | 13 | 4 | 5 | 15 | 31 | 1 | 11 | 2 | 1 | 9 | - | 1 | 1 | 6 | 2 | 5 |
| | 7% | 6% | 8% | 17% | 11% | 5% | 1% | 6% | 6% | 5% | 2% | 8% | 7% | 3% | 4% | 26% | 2% | 3% | - | 8% | 4% | 2% | 6% | 3% |
| Don't know | 11 | 5 | 6 | - | - | 2 | 3 | 4 | 3 | 1 | 2 | 2 | 4 | - | 1 | - | - | - | - | - | - | 2 | - | - |
| | 1% | 1% | 1% | - | - | 1% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | - | * | - | - | - | - | - | - | 1% | - | - |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| NET: Well | 485 | 246 | 239 | 77 | 72 | 84 | 74 | 72 | 106 | 41 | 120 | 109 | 192 | 37 | 164 | 5 | 10 | 154 | 5 | 6 | 25 | 180 | 21 | 63 |
| | 48% | 53% | 44% | 62% | 45% | 48% | 37% | 49% | 54% | 56% | 47% | 55% | 45% | 88% | 59% | 73% | 26% | 44% | 34% | 47% | 83% | 49% | 70% | 40% |
| Very well | (4) 30 | 19 | 11 | - | 6 | 4 | 3 | 8 | 8 | 2 | 6 | 4 | 18 | 5 | 10 | - | - | 7 | - | 1 | 4 | 10 | 2 | 1 |
| | 3% | 4% | 2% | - | 4% | 3% | 2% | 6% | 4% | 2% | 2% | 2% | 4% | 11% | 4% | - | - | 2% | - | 8% | 14% | 3% | 7% | 1% |
| Quite well | (3) 454 | 227 | 227 | 77 | 66 | 80 | 71 | 63 | 98 | 39 | 114 | 105 | 174 | 32 | 153 | 5 | 10 | 146 | 5 | 5 | 21 | 170 | 19 | 62 |
| | 45% | 49% | 42% | 62% | 41% | 46% | 35% | 44% | 50% | 54% | 45% | 53% | 41% | 77% | 55% | 73% | 26% | 42% | 34% | 40% | 69% | 46% | 64% | 39% |
| Quite badly | (2) 347 | 129 | 218 | 27 | 59 | 70 | 83 | 52 | 55 | 25 | 105 | 63 | 143 | 3 | 76 | * | 22 | 143 | 8 | 1 | 4 | 127 | 8 | 73 |
| | 35% | 28% | 40% | 22% | 37% | 40% | 42% | 36% | 28% | 35% | 41% | 32% | 34% | 7% | 27% | 6% | 61% | 41% | 56% | 11% | 14% | 35% | 26% | 46% |
| Very badly | (1) 119 | 56 | 62 | 7 | 22 | 15 | 37 | 16 | 23 | 6 | 18 | 20 | 69 | 1 | 26 | 2 | 3 | 41 | 2 | 3 | 1 | 46 | 1 | 18 |
| | 12% | 12% | 12% | 5% | 14% | 9% | 18% | 11% | 11% | 8% | 7% | 10% | 16% | 1% | 9% | 20% | 9% | 12% | 11% | 26% | 2% | 13% | 3% | 11% |
| NET: Badly | 466 | 186 | 280 | 34 | 81 | 85 | 120 | 68 | 78 | 31 | 123 | 83 | 212 | 3 | 102 | 2 | 25 | 184 | 9 | 5 | 5 | 174 | 9 | 90 |
| | 47% | 40% | 52% | 27% | 51% | 49% | 60% | 47% | 40% | 42% | 48% | 42% | 50% | 8% | 37% | 27% | 70% | 53% | 66% | 38% | 16% | 47% | 30% | 57% |
| Don't know | 50 | 29 | 22 | 14 | 7 | 5 | 6 | 6 | 13 | 1 | 11 | 5 | 18 | 2 | 12 | - | 1 | 8 | - | 2 | 1 | 14 | - | 6 |
| | 5% | 6% | 4% | 11% | 4% | 3% | 3% | 4% | 6% | 1% | 4% | 3% | 4% | 4% | 4% | - | 4% | 2% | - | 15% | 2% | 4% | - | 4% |
| Mean | 2.42 | 2.48 | 2.36 | 2.64 | 2.37 | 2.43 | 2.21 | 2.46 | 2.50 | 2.51 | 2.45 | 2.49 | 2.35 | 3.01 | 2.56 | 2.53 | 2.18 | 2.36 | 2.23 | 2.34 | 2.96 | 2.41 | 2.74 | 2.30 |
| Standard deviation | 0.75 | 0.78 | 0.72 | 0.60 | 0.78 | 0.69 | 0.76 | 0.77 | 0.77 | 0.68 | 0.66 | 0.71 | 0.81 | 0.50 | 0.72 | 0.87 | 0.59 | 0.72 | 0.65 | 1.07 | 0.61 | 0.75 | 0.64 | 0.67 |
| Standard error | 0.02 | 0.04 | 0.03 | 0.09 | 0.07 | 0.06 | 0.05 | 0.06 | 0.05 | 0.04 | 0.05 | 0.06 | 0.04 | 0.07 | 0.04 | 0.28 | 0.10 | 0.04 | 0.20 | 0.36 | 0.08 | 0.04 | 0.13 | 0.05 |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 | |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 | |
| NET: Well | 531 | 278 | 253 | 92 | 85 | 84 | 78 | 75 | 116 | 47 | 143 | 121 | 192 | 38 | 166 | 6 | 11 | 184 | 5 | 8 | 25 | 194 | 19 | 80 | |
| | 53% | 60% | 47% | 74% | 54% | 48% | 39% | 52% | 59% | 66% | 56% | 61% | 46% | 90% | 60% | 78% | 30% | 53% | 36% | 62% | 83% | 53% | 64% | 50% | |
| Very well | (4) | 43 | 23 | 20 | 10 | 9 | 6 | 2 | 6 | 11 | 4 | 7 | 11 | 16 | 10 | 13 | 1 | 1 | 5 | - | 1 | 2 | 13 | 5 | 2 |
| | | 4% | 5% | 4% | 8% | 5% | 3% | 1% | 4% | 6% | 6% | 3% | 6% | 4% | 24% | 5% | 20% | 2% | 2% | - | 8% | 7% | 4% | 18% | 1% |
| Quite well | (3) | 488 | 255 | 233 | 82 | 77 | 79 | 76 | 69 | 105 | 43 | 136 | 109 | 176 | 28 | 153 | 4 | 10 | 178 | 5 | 7 | 23 | 181 | 14 | 78 |
| | | 49% | 55% | 43% | 66% | 48% | 45% | 38% | 48% | 53% | 60% | 54% | 55% | 42% | 66% | 55% | 58% | 28% | 52% | 36% | 55% | 76% | 49% | 47% | 49% |
| Quite badly | (2) | 323 | 120 | 203 | 22 | 57 | 70 | 80 | 49 | 46 | 20 | 89 | 57 | 147 | 3 | 78 | * | 16 | 124 | 8 | 2 | 4 | 133 | 9 | 50 |
| | | 32% | 26% | 38% | 17% | 35% | 40% | 40% | 33% | 24% | 27% | 35% | 29% | 35% | 7% | 28% | 2% | 43% | 36% | 54% | 20% | 14% | 36% | 29% | 31% |
| Very badly | (1) | 93 | 40 | 53 | 1 | 16 | 14 | 36 | 12 | 15 | 4 | 14 | 14 | 57 | * | 16 | 2 | 7 | 33 | 2 | 2 | * | 27 | 2 | 22 |
| | | 9% | 9% | 10% | 1% | 10% | 8% | 18% | 8% | 8% | 5% | 5% | 7% | 14% | 1% | 6% | 20% | 19% | 9% | 11% | 18% | 1% | 7% | 7% | 14% |
| NET: Badly | 416 | 161 | 256 | 23 | 72 | 83 | 116 | 60 | 62 | 23 | 102 | 71 | 204 | 3 | 94 | 2 | 23 | 156 | 9 | 5 | 5 | 159 | 11 | 71 | |
| | 42% | 35% | 47% | 18% | 45% | 48% | 58% | 41% | 31% | 33% | 40% | 36% | 48% | 8% | 34% | 22% | 62% | 45% | 64% | 38% | 15% | 43% | 36% | 45% | |
| Don't know | 53 | 22 | 31 | 11 | 2 | 6 | 6 | 10 | 19 | 1 | 9 | 5 | 25 | 1 | 18 | - | 3 | 6 | - | - | 1 | 15 | - | 8 | |
| | 5% | 5% | 6% | 8% | 1% | 4% | 3% | 7% | 10% | 2% | 4% | 3% | 6% | 2% | 7% | - | 8% | 2% | - | - | 2% | 4% | - | 5% | |
| Mean | 2.51 | 2.59 | 2.43 | 2.88 | 2.50 | 2.46 | 2.23 | 2.51 | 2.63 | 2.68 | 2.56 | 2.62 | 2.38 | 3.15 | 2.63 | 2.77 | 2.14 | 2.46 | 2.25 | 2.52 | 2.90 | 2.51 | 2.76 | 2.39 | |
| Standard deviation | 0.73 | 0.73 | 0.73 | 0.54 | 0.75 | 0.69 | 0.76 | 0.72 | 0.73 | 0.68 | 0.64 | 0.71 | 0.78 | 0.58 | 0.68 | 1.06 | 0.77 | 0.69 | 0.66 | 0.91 | 0.52 | 0.69 | 0.83 | 0.74 | |
| Standard error | 0.02 | 0.04 | 0.03 | 0.08 | 0.07 | 0.06 | 0.05 | 0.05 | 0.04 | 0.04 | 0.05 | 0.06 | 0.04 | 0.08 | 0.04 | 0.34 | 0.13 | 0.04 | 0.21 | 0.29 | 0.07 | 0.04 | 0.16 | 0.05 | |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 181 18% | 97 21% | 84 16% | 32 25% | 22 14% | 30 17% | 30 15% | 20 14% | 47 24% | 14 19% | 49 19% | 40 20% | 64 15% | 25 61% | 54 19% | 5 61% | 4 11% | 48 14% | 2 12% | - - | 18 61% | 59 16% | 9 29% | 30 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 | 234 23% | 92 20% | 142 26% | 39 31% | 55 34% | 46 26% | 34 17% | 27 19% | 32 17% | 22 31% | 73 29% | 47 24% | 84 20% | 15 35% | 38 14% | * 4% | 9 25% | 98 28% | 9 63% | 4 31% | 11 35% | 64 17% | 6 19% | 37 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. | 388 39% | 193 42% | 195 36% | 34 27% | 51 32% | 63 36% | 92 46% | 67 46% | 81 41% | 25 34% | 87 34% | 72 36% | 192 45% | 2 4% | 168 60% | 2 33% | 18 50% | 132 38% | 1 6% | 5 41% | 1 3% | 201 55% | 15 51% | 57 36% |
| Refused | 33 3% | 14 3% | 18 3% | - - | 2 1% | 6 3% | 9 4% | 9 6% | 8 4% | 4 6% | 5 2% | 6 3% | 15 4% | - - | 2 1% | - - | - - | 6 2% | * 1% | - - | * 1% | 6 2% | * 1% | 3 2% |
| Don't know | 165 16% | 65 14% | 100 19% | 20 16% | 30 19% | 29 17% | 35 17% | 23 16% | 28 14% | 7 10% | 41 16% | 33 17% | 67 16% | - - | 16 6% | * 2% | 5 15% | 62 18% | 3 18% | 3 28% | - - | 39 10% | - - | 32 20% |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| SNP | 141 | 88 | 53 | 20 | 21 | 35 | 31 | 13 | 21 | 13 | 42 | 29 | 48 | 3 | 19 | - | 6 | 82 | 1 | 3 | 5 | 47 | 1 | 35 |
| | 14% | 19% | 10% | 16% | 13% | 20% | 15% | 9% | 11% | 19% | 17% | 15% | 11% | 7% | 7% | - | 15% | 24% | 10% | 21% | 17% | 13% | 2% | 22% |
| Labour | 102 | 62 | 40 | 18 | 14 | 16 | 24 | 11 | 19 | 6 | 17 | 20 | 49 | 2 | 35 | * | 6 | 26 | 3 | - | 1 | 47 | 4 | 5 |
| | 10% | 14% | 7% | 14% | 9% | 9% | 12% | 8% | 10% | 9% | 7% | 10% | 12% | 4% | 13% | 5% | 18% | 8% | 21% | - | 3% | 13% | 14% | 3% |
| The Conservatives | 30 | 19 | 11 | 8 | 6 | 6 | 6 | 3 | 3 | 2 | 7 | 7 | 9 | 2 | 3 | 1 | 2 | 10 | 1 | - | 3 | 4 | 3 | 4 |
| | 3% | 4% | 2% | 6% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 6% | 1% | 20% | 7% | 3% | 6% | - | 10% | 1% | 9% | 3% |
| The UK Independence Party (UKIP) | 29 | 19 | 10 | 4 | 10 | 8 | 3 | 2 | 2 | - | 4 | 4 | 14 | 1 | 4 | 3 | 4 | 7 | - | - | - | 12 | 2 | 3 |
| | 3% | 4% | 2% | 3% | 6% | 5% | 2% | 1% | 1% | - | 2% | 2% | 3% | 2% | 2% | 45% | 11% | 2% | - | - | - | 3% | 6% | 2% |
| The Liberal Democrat | 23 | 13 | 10 | 8 | 3 | 7 | 3 | - | 1 | 1 | 8 | 3 | 10 | 1 | 1 | 2 | 3 | 7 | - | - | 1 | 2 | 2 | 4 |
| | 2% | 3% | 2% | 7% | 2% | 4% | 2% | - | 1% | 1% | 3% | 2% | 2% | 3% | * | 26% | 9% | 2% | - | - | 4% | 1% | 8% | 2% |
| None of them | 780 | 329 | 451 | 88 | 125 | 131 | 155 | 123 | 159 | 55 | 194 | 152 | 345 | 35 | 234 | 4 | 28 | 250 | 10 | 10 | 21 | 294 | 21 | 121 |
| | 78% | 71% | 83% | 70% | 78% | 75% | 77% | 85% | 81% | 77% | 76% | 77% | 82% | 84% | 84% | 50% | 76% | 72% | 73% | 79% | 70% | 80% | 69% | 76% |
| Don't know | 10 | 4 | 6 | 3 | - | 2 | - | 3 | 2 | * | 1 | - | 5 | - | 3 | - | - | - | - | - | 1 | 2 | - | - |
| | 1% | 1% | 1% | 3% | - | 1% | - | 2% | 1% | * | * | - | 1% | - | 1% | - | - | - | - | - | 2% | 1% | - | - |

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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 | 1001 | 432 | 569 | 47 | 130 | 127 | 200 | 200 | 297 | 256 | 163 | 154 | 372 | 58 | 281 | 10 | 39 | 339 | 10 | 10 | 65 | 368 | 26 | 199 |
| Weighted base | 1001 | 461 | 540 | 125 | 159 | 174 | 200 | 146 | 197 | 72 | 254 | 197 | 422 | 42 | 278 | 7 | 36 | 346 | 14 | 12 | 30 | 368 | 30 | 159 |
| A coalition involving Labour and the SNP | 417 | 205 | 212 | 43 | 76 | 97 | 87 | 55 | 58 | 31 | 131 | 81 | 158 | - | 74 | - | 5 | 249 | 3 | 9 | 2 | 152 | 11 | 98 |
| | 42% | 44% | 39% | 35% | 48% | 56% | 44% | 37% | 30% | 43% | 52% | 41% | 37% | - | 27% | - | 12% | 72% | 22% | 70% | 5% | 41% | 35% | 61% |
| A Labour government | 250 | 118 | 132 | 14 | 26 | 22 | 62 | 51 | 74 | 17 | 38 | 49 | 133 | 2 | 173 | 2 | 10 | 21 | 2 | - | 2 | 170 | * | 10 |
| | 25% | 26% | 24% | 11% | 16% | 13% | 31% | 35% | 38% | 23% | 15% | 25% | 32% | 4% | 62% | 20% | 28% | 6% | 13% | - | 6% | 46% | 1% | 6% |
| A coalition involving the Conservatives and the SNP. | 74 | 37 | 37 | 21 | 7 | 13 | 8 | 14 | 11 | 5 | 25 | 13 | 31 | 2 | 1 | * | 3 | 44 | 3 | - | 2 | 12 | 3 | 30 |
| | 7% | 8% | 7% | 17% | 5% | 7% | 4% | 9% | 6% | 7% | 10% | 6% | 7% | 6% | * | 2% | 9% | 13% | 20% | - | 6% | 3% | 11% | 19% |
| A Conservative government | 72 | 29 | 43 | 19 | 13 | 9 | 12 | 5 | 15 | 7 | 22 | 13 | 27 | 34 | 10 | 2 | 5 | 4 | 2 | 2 | 19 | 8 | 8 | 3 |
| | 7% | 6% | 8% | 15% | 8% | 5% | 6% | 3% | 8% | 10% | 9% | 6% | 6% | 82% | 4% | 28% | 14% | 1% | 15% | 14% | 64% | 2% | 25% | 2% |
| A coalition involving Labour and the Liberal Democrats. | 24 | 13 | 11 | 5 | * | 7 | 4 | 3 | 4 | 2 | 2 | 8 | 12 | - | 12 | 1 | 6 | 2 | * | - | - | 11 | 3 | 3 |
| | 2% | 3% | 2% | 4% | * | 4% | 2% | 2% | 2% | 3% | 1% | 4% | 3% | - | 4% | 7% | 17% | * | 1% | - | - | 3% | 11% | 2% |
| A coalition involving the Conservatives and the Liberal Democrats. | 17 | 5 | 12 | 5 | 2 | - | 5 | * | 5 | 3 | 2 | 3 | 8 | 4 | * | 1 | 1 | 1 | 4 | - | 3 | 1 | 1 | * |
| | 2% | 1% | 2% | 4% | 1% | - | 2% | * | 3% | 4% | 1% | 2% | 2% | 9% | * | 17% | 2% | * | 29% | - | 10% | * | 4% | * |
| Don't know | 147 | 53 | 94 | 18 | 34 | 26 | 21 | 19 | 28 | 7 | 33 | 31 | 53 | - | 7 | 2 | 7 | 26 | - | 2 | 3 | 15 | 4 | 16 |
| | 15% | 12% | 17% | 15% | 22% | 15% | 11% | 13% | 14% | 9% | 13% | 16% | 13% | - | 2% | 26% | 18% | 8% | - | 16% | 9% | 4% | 13% | 10% |

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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 | 432 43% | 461 46% |
| Female | 569 57% | 540 54% |

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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 | 47 5% | 125 13% |
| 25-34 | 130 13% | 159 16% |
| 35-44 | 127 13% | 174 17% |
| 45-54 | 200 20% | 200 20% |
| 55-64 | 200 20% | 146 15% |
| 65 or older | 297 30% | 197 20% |

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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 | 62 6% | 18 2% |
| B | 194 19% | 54 5% |
| C1 | 163 16% | 254 25% |
| C2 | 154 15% | 197 20% |
| D | 125 12% | 171 17% |
| E | 247 25% | 251 25% |
| Refused | 56 6% | 56 6% |

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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 | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Conservative | 65 6% | 30 3% |
| Labour | 368 37% | 368 37% |
| Liberal Democrats | 26 3% | 30 3% |
| SNP | 199 20% | 159 16% |
| Another party | 17 2% | 24 2% |
| Did not vote | 229 23% | 300 30% |
| Refused | 45 4% | 36 4% |
| Don't know | 52 5% | 53 5% |