

Glasgow North 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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159	
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99	
Certain to vote	(10)	598	289	309	47	99	99	121	95	134	62	170	116	234	18	229	7	25	199	20	7	21	313	41	75
		60%	61%	58%	35%	49%	57%	69%	79%	70%	71%	59%	67%	56%	62%	69%	86%	65%	68%	60%	80%	63%	76%	88%	75%
	(9)	40	19	21	12	7	5	4	2	11	4	14	4	15	5	13	*	3	14	3	-	4	18	1	4
		4%	4%	4%	9%	3%	3%	2%	2%	6%	4%	5%	3%	4%	16%	4%	6%	7%	5%	8%	-	12%	4%	3%	4%
	(8)	86	39	47	20	21	13	13	7	13	7	33	13	27	4	30	-	3	33	4	-	7	31	3	8
		9%	8%	9%	15%	10%	7%	7%	6%	7%	8%	11%	8%	7%	12%	9%	-	7%	11%	12%	-	20%	7%	7%	8%
	(7)	46	21	25	16	17	8	2	*	4	4	13	6	21	-	7	-	-	24	2	1	-	7	-	4
		5%	4%	5%	12%	8%	4%	1%	*	2%	5%	5%	3%	5%	-	2%	-	-	8%	5%	7%	-	2%	-	4%
	(6)	30	14	17	6	2	14	3	2	3	1	11	2	14	*	16	-	-	7	-	1	*	8	-	1
		3%	3%	3%	4%	1%	8%	2%	2%	1%	1%	4%	1%	3%	1%	5%	-	-	3%	-	8%	1%	2%	-	1%
	(5)	47	19	28	2	16	13	6	4	6	5	11	5	26	-	21	1	4	7	-	1	-	13	-	3
		5%	4%	5%	2%	8%	7%	3%	3%	3%	5%	4%	3%	6%	-	6%	8%	10%	2%	-	6%	-	3%	-	3%
	(4)	22	11	10	8	5	5	3	-	1	1	5	1	15	3	6	-	2	1	5	-	-	3	-	-
		2%	2%	2%	6%	2%	3%	1%	-	1%	1%	2%	*	4%	9%	2%	-	4%	*	14%	-	-	1%	-	-
	(3)	15	6	9	8	4	2	-	-	1	1	2	3	9	-	4	-	2	6	-	-	-	2	-	1
		1%	1%	2%	6%	2%	1%	-	-	1%	1%	1%	2%	2%	-	1%	-	6%	2%	-	-	-	1%	-	1%
	(2)	10	3	6	-	4	2	1	2	1	-	3	2	5	-	3	-	1	2	-	-	-	2	-	-
		1%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	2%	1%	-	-	-	*	-	-
Definitely would not vote	(1)	97	48	49	13	28	14	23	8	11	4	23	17	48	-	-	-	-	-	-	-	1	9	1	2
		10%	10%	9%	10%	14%	8%	13%	7%	6%	5%	8%	10%	11%	-	-	-	-	-	-	-	2%	2%	2%	2%
Refused		3	3	1	3	-	-	-	-	1	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-
		*	1%	*	2%	-	-	-	-	*	-	-	1%	*	-	-	-	-	-	-	-	-	-	-	-
Don't know		8	1	7	-	1	1	1	-	4	-	1	1	4	-	-	-	-	-	-	-	1	4	-	1
		1%	*	1%	-	1%	1%	1%	-	2%	-	*	1%	1%	-	-	-	-	-	-	-	2%	1%	-	1%
Mean		8.09	8.14	8.05	7.30	7.41	7.97	8.25	8.92	8.81	8.82	8.27	8.38	7.73	9.02	8.92	9.54	8.47	9.05	8.67	9.20	9.22	9.18	9.67	9.20
Standard deviation		2.99	2.99	2.98	2.98	3.30	2.89	3.16	2.54	2.51	2.34	2.79	2.97	3.19	1.80	1.93	1.47	2.53	1.69	2.11	1.72	1.59	1.91	1.28	1.84
Standard error		0.09	0.14	0.13	0.37	0.29	0.25	0.23	0.19	0.15	0.17	0.19	0.25	0.16	0.31	0.11	0.55	0.42	0.10	0.41	0.54	0.26	0.09	0.20	0.15

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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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
Conservative	30	23	7	6	6	2	1	2	11	4	10	5	10	30	-	-	-	-	-	-	20	3	2	*
	3%	5%	1%	5%	3%	1%	1%	2%	6%	5%	4%	3%	2%	100%	-	-	-	-	-	-	60%	1%	4%	*
Labour	330	164	166	32	43	56	59	47	93	26	91	60	144	-	330	-	-	-	-	-	2	240	5	6
	33%	35%	31%	24%	21%	32%	33%	39%	49%	30%	32%	35%	34%	-	100%	-	-	-	-	-	7%	58%	11%	6%
Liberal Democrat	8	3	4	-	2	2	2	1	1	1	1	-	6	-	-	8	-	-	-	-	-	-	6	-
	1%	1%	1%	-	1%	1%	1%	1%	*	1%	*	-	1%	-	-	100%	-	-	-	-	-	-	13%	-
The UK Independence Party (UKIP)	38	25	13	7	4	5	9	8	6	1	6	8	23	-	-	-	38	-	-	-	5	7	1	1
	4%	5%	3%	5%	2%	3%	5%	6%	3%	2%	2%	5%	5%	-	-	-	100%	-	-	-	15%	2%	3%	1%
SNP	294	143	151	48	68	58	53	33	34	35	93	55	99	-	-	-	-	294	-	-	1	93	19	83
	29%	30%	29%	36%	34%	33%	30%	27%	18%	40%	32%	32%	24%	-	-	-	-	100%	-	-	4%	23%	41%	84%
The Green Party	34	11	23	9	13	7	1	3	1	5	14	5	10	-	-	-	-	-	34	-	-	6	8	-
	3%	2%	4%	7%	6%	4%	*	2%	*	6%	5%	3%	2%	-	-	-	-	-	100%	-	-	2%	17%	-
The British National Party (BNP)	3	3	1	-	3	-	-	-	-	1	-	-	3	-	-	-	-	-	-	3	-	3	-	-
	*	1%	*	-	2%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	33%	-	1%	-	-
Some other party	6	1	6	-	2	1	2	1	*	1	4	-	2	-	-	-	-	-	-	6	-	-	-	3
	1%	*	1%	-	1%	1%	1%	1%	*	1%	1%	-	*	-	-	-	-	-	-	67%	-	-	-	3%
Would not vote	97	48	49	13	28	14	23	8	11	4	23	17	48	-	-	-	-	-	-	-	1	9	1	2
	10%	10%	9%	10%	14%	8%	13%	7%	6%	5%	8%	10%	11%	-	-	-	-	-	-	-	2%	2%	2%	2%
Refused	47	22	25	3	-	7	13	9	14	1	11	6	25	-	-	-	-	-	-	-	2	7	1	*
	5%	5%	5%	2%	-	4%	7%	7%	7%	2%	4%	4%	6%	-	-	-	-	-	-	-	6%	2%	3%	*
Don't know	115	30	85	17	33	22	14	10	19	7	32	18	49	-	-	-	-	-	-	-	2	42	3	4
	12%	6%	16%	13%	16%	13%	8%	8%	10%	8%	11%	10%	12%	-	-	-	-	-	-	-	6%	10%	7%	4%

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Absolutes/col percents

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	597	283	313	31	69	76	113	121	187	133	133	93	222	27	257	5	25	255	20	7	26	300	34	124
Weighted base	557	280	277	62	100	95	102	79	119	58	167	106	211	23	245	7	27	224	24	7	23	286	36	76
Conservative	23 4%	17 6%	5 2%	3 5%	5 5%	2 2%	1 1%	2 3%	10 8%	4 6%	9 5%	4 4%	7 3%	23 100%	-	-	-	-	-	-	16 71%	2 1%	2 4%	* *
Labour	245 44%	122 44%	124 45%	22 36%	29 29%	34 35%	46 45%	39 49%	75 63%	19 33%	70 42%	50 47%	100 47%	-	245 100%	-	-	-	-	-	2 7%	195 68%	4 12%	4 6%
Liberal Democrat	7 1%	3 1%	3 1%	-	2 2%	2 2%	2 2%	1 1%	* *	1 2%	1 1%	-	5 2%	-	-	7 100%	-	-	-	-	-	-	5 14%	-
The UK Independence Party (UKIP)	27 5%	19 7%	8 3%	4 7%	2 2%	3 3%	7 7%	6 8%	4 3%	1 1%	3 2%	7 6%	17 8%	-	-	-	27 100%	-	-	-	4 17%	5 2%	1 4%	1 1%
SNP	224 40%	110 39%	115 41%	27 44%	49 49%	48 50%	44 43%	28 35%	29 24%	29 50%	69 42%	43 40%	75 36%	-	-	-	-	224 100%	-	-	1 5%	76 27%	16 46%	68 90%
The Green Party	24 4%	7 2%	17 6%	5 8%	9 9%	6 6%	1 1%	3 3%	1 1%	4 7%	12 7%	3 3%	5 2%	-	-	-	-	-	24 100%	-	-	6 2%	7 19%	-
The British National Party (BNP)	2 *	2 1%	* *	-	2 2%	-	-	-	-	* *	-	-	2 1%	-	-	-	-	-	-	2 33%	-	2 1%	-	-
Some other party	5 1%	* *	5 2%	-	1 1%	1 1%	2 2%	* *	* *	* 1%	3 2%	-	1 1%	-	-	-	-	-	-	5 67%	-	-	-	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	4%
Labour	46%
Liberal Democrat	1%
UKIP	5%
SNP	39%
Green	4%
Other	1%

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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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
Conservative	27 3%	22 5%	5 1%	5 4%	6 3%	2 1%	2 1%	4 3%	8 4%	2 3%	11 4%	4 2%	10 2%	23 79%	2 1%	-	-	-	-	-	20 60%	1 *	2 4%	* *
Labour	348 35%	166 35%	182 34%	31 23%	46 23%	55 32%	67 38%	51 42%	99 52%	26 29%	98 34%	59 34%	156 37%	1 2%	311 94%	-	2 5%	5 2%	2 5%	-	3 9%	249 61%	6 14%	6 6%
Liberal Democrat	9 1%	4 1%	5 1%	-	2 1%	1 1%	3 1%	2 1%	1 *	1 1%	2 1%	-	5 1%	1 2%	-	6 76%	-	1 *	-	-	-	1 *	6 14%	-
The UK Independence Party (UKIP)	38 4%	27 6%	12 2%	10 7%	6 3%	4 2%	6 4%	5 4%	7 4%	1 1%	7 2%	11 6%	17 4%	1 2%	3 1%	-	26 69%	-	1 2%	-	4 13%	8 2%	4 9%	1 1%
SNP	311 31%	147 31%	164 31%	54 40%	69 34%	61 35%	52 30%	37 31%	38 20%	39 44%	90 32%	55 32%	116 28%	3 10%	11 3%	-	6 16%	276 94%	3 9%	2 26%	1 4%	98 24%	15 33%	85 86%
The Green Party	34 3%	12 2%	22 4%	9 7%	13 6%	7 4%	2 1%	3 2%	-	4 5%	16 6%	6 3%	7 2%	-	-	* 6%	1 2%	6 2%	27 82%	-	-	6 1%	10 21%	-
The British National Party (BNP)	2 *	1 *	1 *	-	1 *	-	1 1%	-	-	1 1%	-	-	1 *	-	-	-	3 3%	-	-	1 6%	1 4%	-	-	-
Some other party	12 1%	4 1%	7 1%	-	6 3%	3 2%	2 1%	* *	-	1 1%	3 1%	-	8 2%	-	-	-	2 5%	2 1%	-	5 58%	-	4 1%	-	2 2%
Would not vote	97 10%	48 10%	49 9%	13 10%	28 14%	14 8%	23 13%	8 7%	11 6%	4 5%	23 8%	17 10%	48 11%	-	-	-	-	-	-	1 2%	9 2%	1 2%	2 2%	
Refused	28 3%	13 3%	16 3%	3 2%	-	5 3%	4 2%	5 4%	11 6%	1 1%	5 2%	6 4%	14 3%	-	-	-	-	-	-	-	-	-	-	-
Don't know	95 10%	29 6%	66 13%	10 8%	26 13%	21 12%	14 8%	7 5%	15 8%	8 10%	30 11%	15 9%	36 9%	1 5%	2 1%	1 19%	-	4 1%	1 3%	1 11%	3 8%	34 8%	2 4%	2 2%

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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

	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	619	290	330	33	70	77	119	127	192	133	138	95	236	25	254	5	25	250	18	6	28	313	34	126
Weighted base	583	288	295	67	104	97	109	83	123	58	174	109	227	21	243	5	27	221	23	6	24	298	38	77
Conservative	20 3%	17 6%	3 1%	2 3%	5 4%	2 2%	1 1%	3 4%	7 6%	2 3%	9 5%	4 3%	5 2%	18 82%	1 *	-	-	-	-	-	16 68%	* *	2 4%	* *
Labour	260 45%	123 43%	137 47%	22 32%	31 30%	33 34%	53 48%	41 50%	79 65%	19 33%	76 44%	49 45%	110 48%	1 3%	233 96%	-	2 7%	4 2%	1 4%	-	2 9%	202 68%	6 15%	4 5%
Liberal Democrat	7 1%	3 1%	4 1%	-	2 2%	1 1%	2 2%	2 2%	* *	1 2%	2 1%	-	4 2%	* 2%	-	5 93%	-	1 *	-	-	-	1 *	6 15%	-
The UK Independence Party (UKIP)	28 5%	20 7%	7 2%	6 9%	5 5%	3 3%	5 4%	4 5%	4 4%	1 1%	4 2%	9 8%	12 5%	1 3%	2 1%	-	18 69%	-	* 2%	-	3 13%	5 2%	4 9%	1 1%
SNP	235 40%	112 39%	123 42%	32 48%	48 46%	49 51%	44 40%	30 36%	32 26%	31 53%	68 39%	43 40%	86 38%	2 11%	7 3%	-	4 17%	210 95%	3 11%	2 26%	1 5%	80 27%	13 34%	71 92%
The Green Party	24 4%	8 3%	17 6%	5 7%	9 9%	6 6%	2 2%	2 3%	-	4 6%	14 8%	4 4%	3 1%	-	-	* 7%	1 2%	4 2%	19 82%	-	-	5 2%	8 22%	-
The British National Party (BNP)	1 *	1 *	* *	-	* *	-	1 1%	-	-	* *	-	-	1 1%	-	-	-	1 4%	-	-	* 1%	1 5%	-	-	-
Some other party	7 1%	4 1%	4 1%	-	3 3%	3 3%	2 2%	* *	-	* 1%	1 1%	-	6 3%	-	-	-	* 1%	2 1%	-	5 73%	-	4 1%	-	1 1%

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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	46%
Liberal Democrat	1%
UKIP	5%
SNP	39%
Green	4%
Other	1%

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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

	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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
I would not vote Conservative	799	381	417	103	162	143	147	100	143	67	226	145	340	-	289	7	29	270	28	9	4	355	42	94
	80%	81%	79%	76%	80%	82%	83%	83%	75%	76%	79%	84%	81%	-	88%	86%	76%	92%	83%	94%	12%	86%	91%	94%
I would not vote UKIP	756	365	391	102	161	133	135	86	139	75	229	135	298	21	270	5	-	257	31	7	19	332	35	87
	76%	77%	74%	76%	79%	76%	77%	72%	73%	86%	80%	78%	71%	72%	82%	63%	-	87%	91%	80%	58%	81%	77%	88%
I would not vote Liberal Democrat	744	378	367	94	136	134	140	97	144	66	219	135	304	21	272	-	27	247	21	9	25	339	24	89
	74%	80%	69%	70%	67%	77%	80%	81%	75%	75%	77%	78%	73%	73%	82%	-	70%	84%	64%	94%	76%	82%	51%	89%
I would not vote SNP	390	204	185	38	70	61	73	55	93	23	111	71	176	24	228	5	25	-	8	5	22	200	14	5
	39%	43%	35%	28%	35%	35%	41%	45%	49%	26%	39%	41%	42%	81%	69%	59%	66%	-	25%	55%	69%	49%	31%	5%
I would not vote Labour	369	188	182	61	85	73	63	43	45	31	106	67	150	21	-	6	27	195	18	8	24	74	25	77
	37%	40%	34%	45%	42%	42%	36%	36%	24%	36%	37%	39%	36%	72%	-	78%	70%	66%	55%	85%	72%	18%	54%	78%
None of these - I would potentially vote for all of them	50	17	34	7	13	7	6	3	13	4	12	3	25	1	11	1	1	2	-	-	2	12	1	1
	5%	4%	6%	5%	6%	4%	3%	2%	7%	5%	4%	2%	6%	5%	3%	8%	2%	1%	-	-	6%	3%	1%	1%
Don't know	18	11	8	3	3	5	-	2	5	1	10	2	6	-	1	-	-	-	-	1	-	-	-	-
	2%	2%	1%	2%	1%	3%	-	2%	2%	1%	3%	1%	2%	-	*	-	-	-	-	6%	-	-	-	-

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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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
NET: Well	501	251	250	85	98	80	72	58	108	46	142	89	205	25	204	6	19	113	17	3	27	213	24	30
	50%	53%	47%	63%	48%	46%	41%	48%	57%	53%	50%	52%	49%	84%	62%	71%	49%	38%	52%	35%	83%	52%	53%	30%
Very well	(4)	42	22	20	8	-	9	10	8	7	2	1	4	27	1	20	2	7	*	-	2	18	4	2
		4%	5%	4%	6%	-	5%	6%	7%	4%	3%	*	3%	6%	3%	6%	24%	6%	2%	1%	-	5%	4%	9%
Quite well	(3)	459	229	230	77	98	72	62	49	101	44	141	85	179	24	184	4	17	106	17	3	25	195	20
		46%	48%	44%	57%	48%	41%	35%	41%	53%	50%	49%	49%	43%	81%	56%	47%	44%	36%	51%	35%	78%	48%	28%
Quite badly	(2)	332	150	183	42	79	57	61	40	52	31	99	60	135	2	89	2	17	122	15	4	2	139	18
		33%	32%	35%	31%	39%	33%	35%	33%	27%	35%	35%	35%	32%	6%	27%	29%	45%	41%	46%	41%	6%	34%	40%
Very badly	(1)	116	54	62	5	23	24	34	15	15	8	33	15	56	2	25	-	2	47	1	2	2	41	2
		12%	11%	12%	4%	11%	14%	19%	12%	8%	10%	11%	9%	13%	6%	8%	-	6%	16%	2%	24%	5%	10%	5%
NET: Badly	448	204	244	48	103	81	95	55	67	39	132	76	191	3	115	2	20	169	16	6	4	180	20	66
	45%	43%	46%	35%	51%	46%	54%	45%	35%	44%	46%	44%	46%	12%	35%	29%	51%	58%	48%	65%	12%	44%	44%	66%
Don't know	52	18	34	2	2	13	9	8	16	2	12	8	21	1	11	-	-	12	-	-	2	17	1	3
	5%	4%	6%	2%	1%	7%	5%	7%	8%	3%	4%	5%	5%	4%	3%	-	-	4%	-	-	5%	4%	3%	4%
Mean	2.45	2.48	2.42	2.66	2.37	2.40	2.29	2.46	2.57	2.47	2.40	2.48	2.44	2.85	2.62	2.95	2.49	2.26	2.50	2.12	2.87	2.48	2.58	2.10
Standard deviation	0.76	0.77	0.76	0.65	0.68	0.80	0.86	0.81	0.70	0.71	0.70	0.70	0.82	0.58	0.72	0.78	0.70	0.76	0.57	0.81	0.59	0.74	0.73	0.76
Standard error	0.02	0.04	0.03	0.08	0.06	0.07	0.06	0.06	0.04	0.05	0.05	0.06	0.04	0.10	0.04	0.29	0.12	0.04	0.11	0.25	0.10	0.04	0.12	0.06

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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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159	
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99	
NET: Well	561	280	282	88	117	90	79	70	114	55	171	109	207	25	214	6	15	145	22	4	27	235	30	43	
	56%	59%	53%	66%	58%	52%	45%	58%	60%	63%	60%	63%	50%	85%	65%	71%	40%	49%	66%	44%	83%	57%	66%	43%	
Very well	(4)	47	18	29	5	3	8	11	5	14	2	9	4	25	1	26	-	-	6	*	-	2	28	3	3
		5%	4%	5%	4%	2%	4%	7%	4%	7%	3%	3%	2%	6%	4%	8%	-	-	2%	1%	-	6%	7%	6%	3%
Quite well	(3)	514	261	253	83	114	82	68	65	100	53	162	105	182	24	187	6	15	139	22	4	25	207	28	40
		51%	55%	48%	62%	56%	47%	39%	54%	53%	60%	57%	61%	44%	81%	57%	71%	40%	47%	65%	44%	77%	50%	60%	40%
Quite badly	(2)	305	119	187	30	75	56	65	32	48	26	90	45	136	2	85	2	19	109	11	3	3	137	12	37
		31%	25%	35%	22%	37%	32%	37%	27%	25%	30%	31%	26%	33%	5%	26%	29%	50%	37%	34%	28%	10%	33%	27%	37%
Very badly	(1)	82	43	39	4	9	18	26	12	12	5	13	10	50	*	19	-	3	26	-	1	-	29	2	15
		8%	9%	7%	3%	4%	10%	15%	10%	7%	5%	5%	6%	12%	1%	6%	-	8%	9%	-	12%	-	7%	4%	16%
NET: Badly	387	162	226	34	84	74	91	44	61	31	103	55	186	2	104	2	22	136	11	4	3	166	14	52	
	39%	34%	43%	25%	41%	43%	52%	37%	32%	35%	36%	32%	45%	6%	31%	29%	58%	46%	34%	40%	10%	40%	31%	53%	
Don't know	53	31	22	13	2	10	5	6	16	2	12	9	24	3	12	-	1	13	-	2	2	10	1	4	
	5%	7%	4%	9%	1%	6%	3%	5%	8%	2%	4%	5%	6%	9%	4%	-	2%	4%	-	16%	6%	2%	3%	4%	
Mean	2.56	2.58	2.54	2.73	2.56	2.49	2.38	2.56	2.66	2.62	2.61	2.63	2.46	2.98	2.70	2.71	2.33	2.44	2.67	2.38	2.96	2.59	2.69	2.31	
Standard deviation	0.72	0.72	0.72	0.59	0.61	0.75	0.83	0.75	0.73	0.63	0.63	0.64	0.80	0.37	0.71	0.49	0.62	0.69	0.49	0.77	0.42	0.73	0.65	0.77	
Standard error	0.02	0.04	0.03	0.08	0.05	0.07	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.06	0.04	0.18	0.11	0.04	0.10	0.27	0.07	0.04	0.10	0.06	

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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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
I am satisfied with the job David Cameron is doing overall as Prime Minister	187 19%	90 19%	97 18%	27 20%	35 17%	29 16%	32 18%	22 18%	42 22%	14 16%	42 15%	34 20%	89 21%	19 63%	71 22%	3 43%	9 25%	28 10%	* 1%	- -	13 40%	83 20%	8 18%	9 9%
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	245 24%	105 22%	139 26%	47 35%	65 32%	39 22%	37 21%	25 20%	32 17%	21 23%	78 27%	49 28%	93 22%	11 37%	54 16%	4 49%	12 30%	88 30%	10 30%	1 13%	18 54%	55 13%	11 25%	28 28%
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.	385 38%	190 40%	195 37%	38 28%	81 40%	66 38%	69 39%	52 43%	79 42%	39 44%	118 41%	58 33%	160 38%	- -	187 57%	1 8%	11 27%	102 35%	19 58%	5 56%	1 3%	223 54%	19 41%	34 35%
Refused	45 4%	29 6%	16 3%	5 4%	6 3%	9 5%	7 4%	6 5%	11 6%	4 4%	13 5%	9 5%	17 4%	- -	2 1%	- -	1 3%	17 6%	- -	1 11%	- -	8 2%	1 3%	6 6%
Don't know	139 14%	58 12%	81 15%	18 13%	15 8%	31 18%	31 18%	16 13%	27 14%	10 12%	34 12%	23 14%	59 14%	- -	15 5%	- -	6 15%	59 20%	4 10%	2 20%	1 4%	42 10%	6 14%	23 23%

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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

	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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
SNP	127	71	56	22	30	20	28	12	17	11	38	19	55	4	29	-	6	57	2	2	4	41	11	25
	13%	15%	11%	16%	15%	11%	16%	10%	9%	13%	13%	11%	13%	15%	9%	-	16%	19%	6%	18%	14%	10%	25%	25%
Labour	89	41	47	7	12	21	19	10	20	7	16	12	53	1	44	-	6	14	2	-	1	54	4	6
	9%	9%	9%	6%	6%	12%	11%	8%	10%	8%	5%	7%	13%	2%	13%	-	16%	5%	7%	-	2%	13%	8%	6%
The Liberal Democrat	29	10	19	4	2	8	7	2	5	4	6	2	17	1	8	-	1	7	-	-	1	9	4	4
	3%	2%	4%	3%	1%	5%	4%	2%	3%	4%	2%	1%	4%	4%	3%	-	4%	2%	-	-	2%	2%	8%	4%
The UK Independence Party (UKIP)	29	10	18	4	7	8	4	1	4	4	5	4	17	1	5	-	4	8	1	2	3	8	2	5
	3%	2%	3%	3%	4%	5%	2%	1%	2%	4%	2%	2%	4%	2%	2%	-	11%	3%	2%	18%	8%	2%	5%	5%
The Conservatives	28	15	14	9	1	7	3	1	6	*	11	1	12	3	6	-	-	4	-	-	3	7	3	3
	3%	3%	3%	7%	1%	4%	2%	1%	3%	1%	4%	*	3%	11%	2%	-	-	1%	-	-	10%	2%	6%	3%
None of them	794	365	429	95	166	138	135	101	155	69	229	141	327	22	263	8	27	226	28	8	24	329	28	69
	79%	77%	81%	71%	82%	79%	77%	84%	81%	79%	80%	82%	78%	76%	80%	100%	70%	77%	84%	82%	74%	80%	61%	69%
Don't know	8	6	2	5	1	1	-	-	1	1	-	3	5	1	-	-	-	1	3	-	1	-	1	1
	1%	1%	*	4%	*	1%	-	-	*	1%	-	1%	1%	3%	-	-	-	*	7%	-	2%	-	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	438	563	65	133	131	188	181	300	197	218	147	402	33	334	7	36	316	26	10	38	424	42	159
Weighted base	1001	472	529	135	203	174	176	121	190	88	286	173	418	30	330	8	38	294	34	9	33	410	46	99
A coalition involving Labour and the SNP	366 37%	160 34%	206 39%	44 33%	97 48%	68 39%	70 40%	44 37%	42 22%	45 51%	122 43%	63 36%	132 32%	1 2%	64 19%	1 14%	9 24%	209 71%	18 53%	4 48%	1 4%	122 30%	27 59%	62 62%
A Labour government	336 34%	159 34%	177 33%	36 27%	50 25%	50 29%	63 36%	45 37%	92 48%	19 21%	88 31%	57 33%	166 40%	- -	239 72%	2 29%	10 26%	13 4%	7 22%	3 28%	2 6%	222 54%	7 14%	8 8%
A coalition involving the Conservatives and the SNP.	55 6%	28 6%	27 5%	16 12%	11 5%	7 4%	12 7%	4 4%	5 3%	7 8%	13 4%	13 8%	20 5%	1 2%	- -	1 19%	1 3%	39 13%	1 2%	1 8%	2 5%	11 3%	1 2%	16 17%
A Conservative government	52 5%	37 8%	15 3%	11 8%	13 7%	5 3%	3 2%	7 5%	13 7%	4 5%	21 7%	10 6%	12 3%	23 79%	3 1%	- -	7 17%	2 1%	- -	- -	20 60%	3 1%	5 11%	* *
A coalition involving Labour and the Liberal Democrats.	29 3%	11 2%	18 3%	2 2%	6 3%	4 2%	6 3%	3 3%	7 4%	5 6%	8 3%	1 1%	14 3%	- -	17 5%	1 8%	3 8%	1 *	1 2%	- -	1 2%	21 5%	1 3%	- -
A coalition involving the Conservatives and the Liberal Democrats.	28 3%	16 3%	12 2%	5 3%	6 3%	8 5%	4 2%	3 2%	2 1%	2 2%	10 4%	4 2%	13 3%	5 16%	1 *	2 30%	- -	9 3%	5 14%	- -	4 13%	8 2%	3 6%	1 1%
Don't know	135 13%	60 13%	74 14%	20 15%	20 10%	31 18%	18 10%	15 12%	28 15%	7 7%	24 8%	25 14%	60 14%	- -	6 2%	- -	8 22%	21 7%	3 7%	2 16%	3 10%	24 6%	2 5%	11 11%

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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	438 44%	472 47%
Female	563 56%	529 53%

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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	65 6%	135 13%
25-34	133 13%	203 20%
35-44	131 13%	174 17%
45-54	188 19%	176 18%
55-64	181 18%	121 12%
65 or older	300 30%	190 19%
Refused	3 *	3 *

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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	47 5%	20 2%
B	150 15%	67 7%
C1	218 22%	286 29%
C2	147 15%	173 17%
D	134 13%	174 17%
E	268 27%	243 24%
Refused	37 4%	37 4%

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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	38 4%	33 3%
Labour	424 42%	410 41%
Liberal Democrats	42 4%	46 5%
SNP	159 16%	99 10%
Another party	32 3%	29 3%
Did not vote	223 22%	308 31%
Refused	39 4%	28 3%
Don't know	44 4%	49 5%