

Gordon Poll

CATI Fieldwork : 22nd-29th 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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174	
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151	
Certain to vote	(10)	645	324	321	41	86	117	121	134	146	169	214	173	81	85	83	111	20	228	6	2	106	91	185	118
		64%	66%	63%	44%	57%	62%	61%	75%	75%	74%	66%	65%	51%	78%	68%	79%	55%	69%	49%	35%	87%	72%	80%	78%
	(9)	60	24	36	4	9	11	10	18	7	15	22	13	9	7	6	13	5	18	3	1	6	7	12	9
		6%	5%	7%	5%	6%	6%	5%	10%	4%	6%	7%	5%	6%	6%	5%	9%	14%	5%	26%	12%	5%	6%	5%	6%
	(8)	72	24	49	6	10	25	14	7	10	15	19	16	18	6	9	1	29	1	1	2	5	20	8	
		7%	5%	9%	7%	7%	13%	7%	4%	5%	6%	6%	6%	11%	6%	7%	6%	2%	9%	5%	24%	2%	4%	9%	5%
	(7)	40	18	22	7	7	10	11	*	4	12	14	4	6	2	8	2	13	1	-	1	16	4	3	
		4%	4%	4%	8%	5%	5%	5%	*	2%	5%	4%	2%	4%	2%	7%	1%	2%	4%	6%	-	*	12%	2%	2%
	(6)	24	11	13	10	2	2	3	3	3	1	11	6	4	1	6	3	7	-	-	1	-	3	-	
		2%	2%	2%	11%	2%	1%	2%	2%	1%	1%	3%	2%	2%	1%	5%	2%	10%	2%	-	-	*	-	1%	-
	(5)	56	26	30	8	11	8	14	7	8	5	12	25	11	6	7	2	2	21	2	-	4	4	4	7
		6%	5%	6%	8%	8%	4%	7%	4%	4%	2%	4%	10%	7%	6%	5%	2%	6%	7%	13%	-	3%	3%	2%	5%
	(4)	13	8	5	2	3	4	-	1	3	2	3	5	3	1	2	1	-	6	-	-	1	-	1	1
		1%	2%	1%	2%	2%	2%	-	*	1%	1%	1%	2%	2%	1%	2%	1%	-	2%	-	-	1%	-	1%	1%
	(3)	15	9	6	2	5	3	4	-	1	3	4	2	5	1	1	-	4	4	-	-	-	1	-	1
		1%	2%	1%	2%	3%	2%	2%	-	*	1%	1%	1%	3%	1%	1%	-	12%	1%	-	-	-	1%	-	1%
	(2)	9	5	4	3	-	-	4	-	2	-	4	3	2	-	1	-	-	3	-	1	-	1	-	-
		1%	1%	1%	3%	-	-	2%	-	1%	-	1%	1%	1%	-	1%	-	-	1%	-	29%	-	1%	-	-
Definitely would not vote	(1)	66	40	25	8	16	7	18	8	9	7	20	19	19	-	-	-	-	-	-	1	2	1	3	
		7%	8%	5%	9%	10%	4%	9%	4%	5%	3%	6%	7%	12%	-	-	-	-	-	-	1%	1%	1%	2%	
Refused		2	-	2	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	
		*	-	*	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	1%	-	-	
Don't know		2	1	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
		*	*	*	-	-	1%	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	
Mean		8.46	8.34	8.57	7.36	7.92	8.66	8.14	9.13	8.90	9.09	8.56	8.31	7.63	9.30	8.92	9.54	8.28	8.97	8.79	7.07	9.56	9.12	9.50	9.25
Standard deviation		2.68	2.89	2.47	3.05	3.08	2.30	2.97	2.11	2.40	2.02	2.62	2.82	3.20	1.61	1.85	1.12	2.51	1.88	1.76	3.72	1.44	1.79	1.27	1.86
Standard error		0.08	0.14	0.11	0.44	0.27	0.18	0.21	0.15	0.15	0.10	0.18	0.23	0.24	0.14	0.18	0.09	0.43	0.10	0.51	1.86	0.12	0.17	0.08	0.14

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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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
Conservative	109	55	54	7	19	20	15	15	33	37	36	23	11	109	-	-	-	-	-	-	65	1	12	3
	11%	11%	11%	7%	13%	11%	7%	8%	17%	16%	11%	8%	7%	100%	-	-	-	-	-	-	53%	1%	5%	2%
Labour	123	61	63	20	23	11	25	18	26	23	35	41	19	-	123	-	-	-	-	-	4	65	18	3
	12%	12%	12%	22%	15%	6%	13%	10%	13%	10%	11%	16%	12%	-	100%	-	-	-	-	-	3%	51%	8%	2%
Liberal Democrat	140	50	90	1	5	19	29	39	46	36	45	35	23	-	-	140	-	-	-	-	16	7	92	3
	14%	10%	18%	1%	4%	10%	15%	22%	24%	16%	14%	13%	14%	-	-	100%	-	-	-	-	13%	6%	40%	2%
The UK Independence Party (UKIP)	36	19	17	4	5	7	5	8	7	7	20	4	4	-	-	-	36	-	-	-	12	3	4	3
	4%	4%	3%	4%	3%	4%	3%	4%	4%	3%	6%	1%	3%	-	-	-	100%	-	-	-	9%	2%	2%	2%
SNP	329	188	141	33	49	80	70	57	40	75	94	106	45	-	-	-	-	329	-	-	12	29	64	128
	33%	38%	27%	37%	33%	42%	35%	32%	20%	33%	29%	40%	28%	-	-	-	-	100%	-	-	9%	23%	28%	85%
The Green Party	12	5	8	-	5	1	2	3	*	4	6	2	-	-	-	-	-	-	12	-	1	1	1	-
	1%	1%	1%	-	3%	1%	1%	2%	*	2%	2%	1%	-	-	-	-	-	-	100%	-	1%	*	1%	-
The British National Party (BNP)	3	1	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	3	-	-	-	-
	*	*	*	-	1%	-	1%	-	-	-	*	-	1%	-	-	-	-	-	-	53%	-	-	-	-
Some other party	2	2	1	-	1	2	-	-	-	1	2	-	-	-	-	-	-	-	-	2	2	-	-	-
	*	*	*	-	*	1%	-	-	-	*	1%	-	-	-	-	-	-	-	-	47%	1%	-	-	-
Would not vote	66	40	25	8	16	7	18	8	9	7	20	19	19	-	-	-	-	-	-	-	1	2	1	3
	7%	8%	5%	9%	10%	4%	9%	4%	5%	3%	6%	7%	12%	-	-	-	-	-	-	-	1%	1%	1%	2%
Refused	48	27	21	-	1	7	13	15	12	8	14	9	13	-	-	-	-	-	-	-	2	2	7	3
	5%	5%	4%	-	1%	3%	6%	8%	6%	4%	4%	4%	8%	-	-	-	-	-	-	-	2%	1%	3%	2%
Don't know	133	42	92	19	24	34	20	16	20	30	49	28	24	-	-	-	-	-	-	-	8	18	30	4
	13%	9%	18%	20%	16%	18%	10%	9%	10%	13%	15%	10%	15%	-	-	-	-	-	-	-	7%	14%	13%	3%

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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	604	278	326	24	69	98	115	131	167	279	133	95	86	104	82	133	25	249	9	2	111	76	166	132
Weighted base	579	288	292	44	80	105	112	116	122	149	186	161	72	87	92	117	24	248	9	3	95	83	161	114
Conservative	87	43	45	5	15	17	10	13	27	31	28	18	9	87	-	-	-	-	-	-	55	1	10	3
	15%	15%	15%	12%	19%	16%	9%	11%	22%	21%	15%	11%	12%	100%	-	-	-	-	-	-	58%	1%	6%	2%
Labour	92	47	44	15	16	8	19	14	19	18	26	31	13	-	92	-	-	-	-	-	3	50	15	2
	16%	16%	15%	34%	21%	8%	17%	12%	15%	12%	14%	19%	18%	-	100%	-	-	-	-	-	4%	60%	9%	2%
Liberal Democrat	117	42	75	*	4	15	26	33	39	31	38	30	18	-	-	117	-	-	-	-	14	7	78	3
	20%	15%	26%	1%	5%	15%	23%	28%	31%	21%	20%	18%	24%	-	-	100%	-	-	-	-	15%	8%	49%	2%
The UK Independence Party (UKIP)	24	12	11	2	2	5	3	7	6	5	13	2	3	-	-	-	24	-	-	-	10	2	4	1
	4%	4%	4%	4%	2%	4%	3%	6%	5%	4%	7%	1%	4%	-	-	-	100%	-	-	-	11%	3%	2%	1%
SNP	248	139	109	22	38	57	52	48	31	61	73	81	29	-	-	-	-	248	-	-	10	23	53	105
	43%	48%	37%	49%	47%	54%	47%	41%	26%	41%	39%	50%	40%	-	-	-	-	100%	-	-	11%	27%	33%	92%
The Green Party	9	2	7	-	4	1	2	2	*	3	6	*	-	-	-	-	-	-	9	-	*	*	1	-
	2%	1%	2%	-	5%	1%	1%	2%	*	2%	3%	*	-	-	-	-	-	-	100%	-	*	1%	*	-
The British National Party (BNP)	1	*	1	-	1	-	*	-	-	-	*	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	*	*	-	1%	-	*	-	-	-	*	-	1%	-	-	-	-	-	-	27%	-	-	-	-
Some other party	2	2	*	-	*	2	-	-	-	*	2	-	-	-	-	-	-	-	-	2	2	-	-	-
	*	1%	*	-	1%	1%	-	-	-	*	1%	-	-	-	-	-	-	-	-	73%	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	15%
Labour	17%
Liberal Democrat	21%
UKIP	4%
SNP	41%
Green	1%

Other *

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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

	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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
Conservative	85 8%	42 8%	43 8%	10 10%	12 8%	16 8%	8 4%	11 6%	28 15%	22 10%	28 9%	20 8%	14 9%	75 68%	1 1%	-	4 10%	-	-	2 35%	55 45%	* *	7 3%	2 1%
Labour	113 11%	52 11%	61 12%	20 22%	25 16%	14 7%	18 9%	13 7%	24 12%	22 10%	30 9%	38 14%	20 13%	1 1%	99 81%	-	3 10%	1 *	-	1 12%	3 3%	58 45%	14 6%	3 2%
Liberal Democrat	189 19%	78 16%	111 22%	-	17 11%	24 13%	43 21%	50 28%	54 28%	52 23%	66 20%	41 15%	26 17%	26 24%	12 9%	131 94%	1 2%	1 *	2 17%	-	28 23%	11 9%	111 48%	4 3%
The UK Independence Party (UKIP)	30 3%	15 3%	15 3%	1 1%	3 2%	8 4%	4 2%	8 4%	6 3%	5 2%	18 5%	3 1%	3 2%	-	1 1%	1 1%	27 74%	-	-	11 9%	3 2%	4 2%	3 2%	
SNP	352 35%	197 40%	155 30%	35 38%	58 39%	82 43%	77 39%	56 31%	45 23%	80 35%	103 32%	114 43%	48 30%	3 3%	8 6%	2 2%	1 3%	320 97%	2 14%	-	13 10%	37 29%	65 28%	132 87%
The Green Party	12 1%	7 1%	6 1%	-	4 3%	4 2%	* *	4 2%	* *	5 2%	3 1%	4 1%	-	-	-	1 1%	-	* *	8 69%	-	1 1%	1 *	2 1%	-
The British National Party (BNP)	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	-	1 29%	-	-	-	-
Some other party	4 *	* *	4 1%	-	-	-	2 1%	2 1%	1 *	* *	-	3 1%	1 *	-	-	2 1%	* 1%	-	-	-	-	-	2 1%	-
Would not vote	66 7%	40 8%	25 5%	8 9%	16 10%	7 4%	18 9%	8 4%	9 5%	7 3%	20 6%	19 7%	19 12%	-	-	-	-	-	-	-	1 1%	2 1%	1 1%	3 2%
Refused	34 3%	21 4%	13 3%	-	-	5 3%	9 4%	14 8%	7 4%	7 3%	10 3%	9 4%	5 3%	-	-	-	-	1 *	-	-	1 1%	1 1%	2 1%	1 *
Don't know	115 11%	37 7%	78 15%	18 20%	16 11%	30 16%	18 9%	13 7%	20 10%	27 12%	45 14%	16 6%	23 14%	4 4%	3 2%	3 2%	-	6 2%	-	1 24%	10 8%	15 11%	24 11%	4 2%

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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	627	288	339	24	74	102	119	135	173	286	137	100	95	99	79	130	25	245	9	2	110	81	176	135
Weighted base	605	298	307	45	87	110	116	121	126	153	192	170	80	84	90	115	24	244	9	2	94	88	170	117
Conservative	67 11%	32 11%	36 12%	6 14%	9 10%	14 13%	6 5%	10 8%	23 18%	19 12%	20 11%	16 9%	12 15%	60 71%	1 1%	- -	2 6%	- -	- -	2 75%	47 49%	* *	6 3%	2 1%
Labour	80 13%	40 13%	40 13%	14 31%	16 19%	11 10%	13 11%	9 8%	17 13%	17 11%	20 10%	27 16%	15 19%	1 2%	71 79%	- -	1 5%	1 *	- -	* 24%	3 3%	45 51%	11 6%	2 2%
Liberal Democrat	155 26%	62 21%	93 30%	- -	13 14%	19 17%	35 30%	43 35%	45 36%	44 29%	55 29%	34 20%	19 24%	20 24%	10 11%	110 96%	1 3%	1 *	2 20%	- -	24 25%	10 11%	94 55%	3 3%
The UK Independence Party (UKIP)	22 4%	10 3%	11 4%	1 2%	1 2%	5 5%	3 2%	7 6%	5 4%	4 3%	13 7%	3 2%	1 1%	- -	1 1%	1 1%	19 80%	- -	- -	- -	9 10%	2 2%	3 2%	1 1%
SNP	269 44%	149 50%	120 39%	24 53%	46 52%	58 53%	58 50%	48 40%	36 28%	65 43%	81 42%	86 51%	32 40%	2 3%	7 8%	2 1%	4 4%	243 99%	2 17%	- -	12 12%	30 34%	54 32%	109 93%
The Green Party	9 1%	4 1%	4 1%	- -	3 3%	3 3%	* *	2 2%	* *	4 2%	3 2%	2 1%	- -	- -	- -	1 1%	- -	* *	6 63%	- -	* *	* 1%	1 *	- -
The British National Party (BNP)	* *	* *	- -	- -	- -	- *	- *	- -	- -	- *	- *	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -
Some other party	4 1%	* *	3 1%	- -	- -	- -	1 1%	2 1%	1 *	* *	- -	3 2%	1 1%	- -	- -	1 1%	* 2%	- -	- -	- -	- -	- -	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	11%
Labour	14%
Liberal Democrat	26%
UKIP	4%
SNP	43%
Green	1%
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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
I would not vote UKIP	756	379	376	58	117	141	154	137	149	188	226	211	119	90	106	126	-	277	8	3	95	100	193	127
	75%	77%	74%	63%	77%	75%	78%	77%	77%	82%	70%	79%	74%	82%	86%	90%	-	84%	66%	53%	78%	79%	84%	84%
I would not vote Conservative	586	298	288	41	85	114	140	106	101	127	170	185	96	-	93	84	13	277	10	1	13	99	149	131
	58%	61%	56%	45%	56%	60%	71%	59%	52%	55%	52%	70%	60%	-	75%	60%	35%	84%	79%	29%	11%	78%	65%	87%
I would not vote Labour	551	285	266	33	79	104	120	103	110	124	166	169	84	87	-	87	24	251	4	4	90	21	138	120
	55%	58%	52%	36%	52%	55%	61%	58%	57%	54%	51%	63%	53%	80%	-	62%	66%	76%	34%	88%	74%	16%	60%	80%
I would not vote Liberal Democrat	503	276	227	47	81	97	112	83	82	108	150	159	81	47	75	-	30	256	4	4	63	79	62	116
	50%	56%	44%	52%	54%	52%	57%	46%	42%	47%	46%	59%	51%	43%	61%	-	84%	78%	35%	88%	52%	62%	27%	77%
I would not vote SNP	418	199	219	25	61	69	76	74	113	105	135	103	69	90	75	110	30	-	2	3	99	51	124	7
	42%	41%	43%	28%	40%	36%	38%	42%	58%	46%	42%	39%	43%	82%	61%	79%	84%	-	20%	64%	81%	40%	54%	5%
None of these - I would potentially vote for all of them	61	25	36	13	14	11	6	6	11	10	24	6	12	3	4	2	-	9	2	1	3	7	8	3
	6%	5%	7%	15%	9%	6%	3%	3%	6%	4%	7%	2%	7%	3%	3%	2%	-	3%	16%	12%	2%	5%	4%	2%
Don't know	25	10	15	4	2	4	2	8	5	4	11	6	4	-	1	1	-	-	-	-	1	1	2	-
	3%	2%	3%	4%	2%	2%	1%	4%	2%	2%	3%	2%	3%	-	1%	1%	-	-	-	-	1%	1%	1%	-

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CATI Fieldwork : 22nd-29th January 2015

Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
NET: Well	626	331	295	49	91	112	102	133	139	151	207	160	100	88	80	103	22	179	6	3	98	63	164	80
	62%	67%	58%	54%	60%	60%	51%	74%	72%	66%	64%	60%	62%	81%	65%	74%	60%	54%	47%	59%	80%	50%	71%	53%
Very well	(4)	20	13	7	-	8	1	6	4	1	-	13	3	1	1	4	3	4	-	-	4	-	3	1
	2%	3%	1%	-	5%	1%	3%	2%	*	2%	-	5%	2%	1%	1%	3%	8%	1%	-	-	4%	-	1%	1%
Quite well	(3)	606	318	288	49	83	111	95	129	139	147	147	97	87	79	100	19	175	6	3	93	63	161	79
	60%	65%	56%	54%	55%	59%	48%	72%	71%	64%	64%	55%	61%	80%	64%	71%	52%	53%	47%	59%	76%	50%	70%	52%
Quite badly	(2)	297	121	176	26	50	67	84	32	38	63	96	86	43	33	31	10	129	5	2	19	51	53	61
	30%	25%	34%	28%	33%	35%	43%	18%	19%	27%	30%	32%	27%	15%	27%	22%	26%	39%	42%	41%	16%	40%	23%	41%
Very badly	(1)	43	21	22	13	8	2	6	7	7	6	14	11	11	6	1	4	15	-	-	1	8	6	5
	4%	4%	4%	15%	5%	1%	3%	4%	4%	3%	4%	4%	7%	1%	5%	1%	10%	5%	-	-	1%	6%	3%	3%
NET: Badly	340	142	198	39	58	69	90	39	45	69	110	97	53	17	39	31	13	144	5	2	20	59	59	67
	34%	29%	39%	43%	38%	36%	46%	22%	23%	30%	34%	36%	33%	16%	32%	22%	36%	44%	42%	41%	16%	46%	26%	44%
Don't know	36	18	19	3	2	8	6	8	10	9	7	9	7	4	4	5	1	6	1	-	5	5	8	4
	4%	4%	4%	4%	1%	4%	3%	4%	5%	4%	2%	4%	4%	4%	3%	4%	4%	2%	11%	-	4%	4%	3%	3%
Mean	2.62	2.68	2.57	2.40	2.61	2.62	2.53	2.76	2.72	2.68	2.61	2.63	2.60	2.84	2.63	2.79	2.61	2.52	2.52	2.59	2.86	2.45	2.72	2.52
Standard deviation	0.60	0.60	0.60	0.74	0.67	0.52	0.61	0.56	0.54	0.56	0.57	0.65	0.65	0.41	0.60	0.49	0.80	0.61	0.52	0.55	0.46	0.61	0.53	0.58
Standard error	0.02	0.03	0.03	0.11	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.05	0.04	0.06	0.04	0.14	0.03	0.16	0.27	0.04	0.06	0.04	0.04

Gordon Poll

CATI Fieldwork : 22nd-29th January 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	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174	
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151	
NET: Well	693	354	339	75	96	125	126	132	139	164	221	192	102	91	90	111	22	206	7	4	98	80	164	93	
	69%	72%	66%	82%	64%	66%	63%	73%	72%	72%	68%	72%	64%	83%	73%	79%	62%	62%	58%	71%	80%	63%	72%	61%	
Very well	(4)	44	25	18	13	5	7	8	8	3	6	13	17	8	6	3	5	6	12	-	-	8	5	4	7
		4%	5%	4%	14%	4%	4%	4%	5%	1%	3%	4%	6%	5%	5%	2%	3%	17%	4%	-	-	6%	4%	2%	5%
Quite well	(3)	649	328	320	62	91	118	118	123	137	158	208	175	95	85	87	106	16	193	7	4	90	75	161	86
		65%	67%	63%	68%	60%	63%	59%	69%	70%	69%	64%	66%	59%	78%	71%	76%	44%	59%	58%	71%	74%	59%	70%	57%
Quite badly	(2)	238	100	137	8	46	55	58	36	34	55	81	54	42	15	30	24	8	100	5	1	17	42	53	45
		24%	20%	27%	9%	31%	29%	29%	20%	18%	24%	25%	20%	27%	13%	24%	17%	23%	30%	42%	29%	14%	33%	23%	30%
Very badly	(1)	42	25	16	9	6	3	6	10	7	5	12	17	8	-	1	1	4	19	-	-	1	1	8	11
		4%	5%	3%	10%	4%	2%	3%	5%	4%	2%	4%	6%	5%	-	*	1%	10%	6%	-	-	1%	1%	3%	7%
NET: Badly	279	126	153	17	53	58	65	46	41	59	93	70	51	15	31	25	12	119	5	1	18	43	61	56	
	28%	26%	30%	18%	35%	31%	33%	26%	21%	26%	29%	26%	32%	13%	25%	18%	33%	36%	42%	29%	15%	34%	27%	37%	
Don't know	30	11	20	-	2	5	8	2	14	6	10	4	7	4	2	4	2	4	-	-	7	5	5	2	
	3%	2%	4%	-	1%	3%	4%	1%	7%	3%	3%	1%	5%	4%	2%	3%	5%	1%	-	-	5%	4%	2%	1%	
Mean	2.72	2.74	2.69	2.86	2.64	2.70	2.67	2.73	2.75	2.74	2.71	2.73	2.66	2.92	2.76	2.84	2.72	2.61	2.58	2.71	2.90	2.69	2.71	2.59	
Standard deviation	0.62	0.64	0.60	0.77	0.63	0.56	0.61	0.63	0.55	0.54	0.60	0.67	0.66	0.43	0.49	0.46	0.90	0.66	0.52	0.51	0.49	0.56	0.55	0.70	
Standard error	0.02	0.03	0.03	0.11	0.06	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.05	0.04	0.05	0.04	0.16	0.04	0.15	0.25	0.04	0.05	0.04	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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
I am satisfied with the job David Cameron is doing overall as Prime Minister	303 30%	150 31%	153 30%	30 33%	46 31%	51 27%	44 22%	49 27%	83 43%	73 32%	100 31%	70 26%	56 35%	82 75%	22 18%	52 37%	12 33%	62 19%	1 5%	3 59%	80 66%	22 18%	69 30%	28 18%
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	366 36%	174 36%	191 37%	36 39%	60 40%	85 45%	69 35%	70 39%	45 23%	82 36%	130 40%	113 42%	33 20%	27 25%	34 28%	56 40%	17 47%	144 44%	4 33%	1 12%	40 32%	38 30%	93 40%	65 43%
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.	208 21%	105 21%	102 20%	23 25%	30 20%	35 18%	51 26%	30 17%	38 20%	52 23%	56 17%	51 19%	42 26%	- -	62 51%	21 15%	2 6%	86 26%	5 41%	1 29%	- -	58 46%	44 19%	37 25%
Refused	39 4%	24 5%	15 3%	- -	4 2%	6 3%	8 4%	15 8%	6 3%	7 3%	14 4%	8 3%	9 5%	- -	2 1%	2 1%	2 4%	4 1%	2 17%	- -	- -	1 1%	3 1%	5 3%
Don't know	87 9%	37 8%	50 10%	2 3%	10 7%	12 7%	26 13%	15 9%	21 11%	16 7%	23 7%	24 9%	21 13%	- -	4 3%	9 6%	3 9%	32 10%	* 4%	- -	3 2%	8 6%	21 9%	17 11%

Gordon Poll

CATI Fieldwork : 22nd-29th January 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

	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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
SNP	229	120	109	32	25	38	53	44	38	45	78	65	35	13	28	30	6	106	3	-	17	33	61	46
	23%	24%	21%	35%	17%	20%	27%	24%	19%	20%	24%	24%	22%	12%	23%	21%	17%	32%	28%	-	14%	26%	26%	31%
The Liberal Democrat	164	81	83	-	14	30	30	38	51	43	61	34	24	20	15	53	4	42	1	-	30	26	57	18
	16%	17%	16%	-	9%	16%	15%	21%	26%	19%	19%	13%	15%	18%	12%	38%	11%	13%	5%	-	24%	20%	25%	12%
Labour	49	32	17	6	10	7	9	9	8	7	19	14	8	3	20	8	-	6	-	-	5	24	5	2
	5%	6%	3%	7%	7%	4%	4%	5%	4%	3%	6%	5%	5%	2%	16%	6%	-	2%	-	-	4%	19%	2%	1%
The Conservatives	39	21	18	4	3	4	4	11	13	9	5	18	6	12	5	8	-	6	-	-	11	5	8	4
	4%	4%	4%	5%	2%	2%	2%	6%	7%	4%	2%	7%	4%	11%	4%	6%	-	2%	-	-	9%	4%	3%	2%
The UK Independence Party (UKIP)	34	20	14	11	8	7	3	3	2	6	7	20	-	5	6	5	5	9	-	-	7	5	10	4
	3%	4%	3%	12%	5%	4%	1%	2%	1%	3%	2%	8%	-	5%	5%	4%	14%	3%	-	-	6%	4%	4%	3%
None of them	638	315	324	55	105	131	128	105	114	151	196	169	109	71	77	72	21	204	8	5	73	74	127	94
	64%	64%	63%	60%	70%	70%	65%	58%	59%	66%	61%	63%	68%	65%	62%	52%	59%	62%	67%	100%	60%	58%	55%	63%
Don't know	16	6	10	-	3	2	3	7	1	3	7	2	2	3	2	2	3	2	-	-	2	-	5	-
	2%	1%	2%	-	2%	1%	1%	4%	1%	1%	2%	1%	1%	3%	1%	1%	7%	1%	-	-	2%	-	2%	-

Gordon Poll

CATI Fieldwork : 22nd-29th January 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 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	1002	456	546	48	126	169	197	199	263	422	224	154	179	128	110	159	34	321	12	4	144	117	239	174
Weighted base	1002	490	512	92	151	189	198	179	194	229	323	267	160	109	123	140	36	329	12	5	122	127	230	151
A coalition involving Labour and the SNP	250 25%	127 26%	122 24%	31 34%	43 29%	48 26%	57 29%	47 26%	24 12%	61 26%	73 23%	68 26%	42 26%	* *	16 13%	5 4%	* 1%	182 55%	5 42%	- -	4 3%	37 29%	51 22%	72 48%
A Conservative government	135 13%	73 15%	62 12%	8 9%	22 14%	24 12%	20 10%	22 12%	40 21%	43 19%	49 15%	22 8%	20 12%	72 66%	4 3%	19 13%	14 38%	6 2%	1 5%	2 35%	72 59%	3 2%	20 9%	3 2%
A coalition involving the Conservatives and the SNP.	132 13%	79 16%	53 10%	16 17%	24 16%	35 19%	23 12%	20 11%	13 7%	28 12%	34 10%	52 19%	16 10%	7 7%	3 2%	5 3%	3 7%	89 27%	3 23%	1 12%	10 8%	6 5%	21 9%	41 27%
A Labour government	125 12%	64 13%	61 12%	19 21%	18 12%	16 9%	26 13%	16 9%	29 15%	25 11%	39 12%	40 15%	21 13%	- -	70 57%	11 8%	8 24%	14 4%	3 27%	- -	1 1%	52 41%	21 9%	8 5%
A coalition involving the Conservatives and the Liberal Democrats.	106 11%	47 10%	59 12%	6 7%	6 4%	17 9%	15 7%	24 13%	38 20%	25 11%	36 11%	30 11%	14 8%	21 20%	4 4%	50 35%	4 11%	6 2%	- -	- -	27 22%	1 1%	49 21%	6 4%
A coalition involving Labour and the Liberal Democrats.	81 8%	28 6%	53 10%	5 6%	11 7%	15 8%	21 11%	14 8%	14 7%	22 10%	30 9%	13 5%	11 7%	4 4%	22 18%	37 27%	- -	8 3%	* 4%	- -	2 1%	12 9%	43 19%	4 3%
Don't know	174 17%	72 15%	102 20%	7 8%	26 18%	34 18%	36 18%	36 20%	35 18%	25 11%	62 19%	42 16%	38 24%	3 3%	5 4%	14 10%	7 18%	24 7%	- -	3 53%	6 5%	17 13%	25 11%	18 12%

Gordon Poll
CATI Fieldwork : 22nd-29th January 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	456 46%	490 49%
Female	546 54%	512 51%

Gordon Poll
CATI Fieldwork : 22nd-29th January 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	1002	1002
Weighted base	1002	1002
18-24	48 5%	92 9%
25-34	126 13%	151 15%
35-44	169 17%	189 19%
45-54	197 20%	198 20%
55-64	199 20%	179 18%
65 or older	263 26%	194 19%

Gordon Poll
CATI Fieldwork : 22nd-29th January 2015

Absolutes/col percents

Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	138 14%	75 8%
B	284 28%	154 15%
C1	224 22%	323 32%
C2	154 15%	267 27%
D	66 7%	70 7%
E	113 11%	90 9%
Refused	23 2%	23 2%

Gordon Poll
CATI Fieldwork : 22nd-29th January 2015

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	1002	1002
Weighted base	1002	1002
Conservative	144 14%	122 12%
Labour	117 12%	127 13%
Liberal Democrats	239 24%	230 23%
SNP	174 17%	151 15%
Another party	16 2%	19 2%
Did not vote	202 20%	243 24%
Refused	42 4%	39 4%
Don't know	68 7%	71 7%