

Inverness, Nairn, Badenoch & Strathspey Poll

CATI Fieldwork : 20th-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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
Certain to vote	(10) 678	335	343	47	86	111	137	136	162	141	222	154	141	84	76	79	27	300	9	8	79	121	211	105
	68%	70%	66%	50%	54%	62%	73%	81%	76%	80%	74%	63%	57%	85%	68%	76%	91%	79%	37%	66%	89%	83%	82%	75%
(9)	52	24	28	8	9	13	8	6	9	7	21	12	11	3	7	7	-	17	5	3	4	7	17	4
	5%	5%	5%	8%	5%	7%	4%	4%	4%	4%	7%	5%	5%	3%	6%	6%	-	4%	20%	27%	5%	5%	6%	3%
(8)	71	31	40	11	17	9	7	8	20	7	14	28	20	5	12	12	-	22	3	-	1	8	17	10
	7%	6%	8%	12%	11%	5%	4%	5%	9%	4%	5%	11%	8%	6%	11%	11%	-	6%	13%	-	1%	6%	7%	7%
(7)	19	6	13	-	6	4	1	1	6	1	7	6	3	3	3	3	-	6	-	-	-	1	5	3
	2%	1%	2%	-	4%	2%	1%	1%	3%	1%	2%	3%	1%	3%	3%	3%	-	2%	-	-	-	1%	2%	2%
(6)	17	4	12	3	4	3	2	1	3	3	5	3	5	1	3	-	-	4	5	-	1	4	-	1
	2%	1%	2%	3%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	3%	-	-	1%	21%	-	1%	3%	-	1%
(5)	51	23	27	4	10	15	12	5	5	5	11	11	21	1	5	2	-	19	2	-	*	4	5	8
	5%	5%	5%	5%	6%	8%	6%	3%	2%	3%	4%	4%	8%	1%	4%	2%	-	5%	10%	-	1%	3%	2%	6%
(4)	9	6	3	4	-	3	2	-	-	3	1	2	3	-	3	-	-	2	-	1	-	-	-	2
	1%	1%	1%	4%	-	2%	1%	-	-	2%	*	1%	1%	-	2%	-	-	1%	-	7%	-	-	-	1%
(3)	20	9	12	4	3	4	6	1	3	3	4	5	8	1	2	-	1	7	-	-	1	-	2	2
	2%	2%	2%	4%	2%	2%	3%	*	1%	2%	1%	2%	3%	1%	2%	-	4%	2%	-	-	1%	-	1%	1%
(2)	10	4	6	2	2	4	1	1	1	1	-	2	8	-	1	1	2	2	-	-	-	1	-	2
	1%	1%	1%	2%	1%	2%	*	1%	*	*	-	1%	3%	-	1%	1%	5%	1%	-	-	-	1%	-	1%
Definitely would not vote	(1) 70	38	32	11	22	13	11	8	4	5	15	25	25	-	-	-	-	-	-	-	2	-	-	3
	7%	8%	6%	11%	14%	7%	6%	5%	2%	3%	5%	10%	10%	-	-	-	-	-	-	-	2%	-	-	2%
Don't know	2	-	2	-	-	-	1	-	1	*	-	-	1	-	-	-	-	-	-	-	-	-	*	-
	*	-	*	-	-	-	*	-	1%	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Mean	8.51	8.52	8.51	7.59	7.71	8.19	8.64	9.14	9.24	9.12	8.94	8.26	7.78	9.60	8.98	9.43	9.33	9.28	8.23	9.30	9.59	9.52	9.59	9.02
Standard deviation	2.74	2.82	2.68	3.27	3.27	2.94	2.70	2.24	1.79	2.16	2.33	2.94	3.21	1.17	1.87	1.28	2.20	1.69	1.86	1.61	1.57	1.27	1.10	2.12
Standard error	0.09	0.13	0.11	0.48	0.29	0.23	0.20	0.16	0.11	0.11	0.16	0.23	0.21	0.11	0.18	0.12	0.44	0.08	0.42	0.46	0.15	0.10	0.07	0.15

Inverness, Nairn, Badenoch & Strathspey Poll

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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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
Conservative	98 10%	43 9%	56 11%	- -	11 7%	15 9%	20 10%	17 10%	36 17%	21 12%	37 12%	22 9%	17 7%	98 100%	-	-	-	-	-	-	55 62%	4 3%	17 7%	-
Labour	111 11%	46 10%	65 12%	9 9%	11 7%	15 8%	17 9%	24 14%	36 17%	21 12%	32 11%	26 11%	30 12%	-	111 100%	-	-	-	-	-	1 1%	63 43%	19 7%	2 2%
Liberal Democrat	104 10%	56 12%	48 9%	- -	10 6%	13 7%	20 10%	25 15%	36 17%	26 15%	32 11%	18 7%	25 10%	-	-	104 100%	-	-	-	-	6 6%	7 5%	73 28%	2 1%
The UK Independence Party (UKIP)	30 3%	22 5%	8 1%	5 5%	5 3%	5 3%	7 4%	4 3%	3 2%	5 3%	8 3%	8 3%	6 2%	-	-	-	30 100%	-	-	-	7 7%	4 2%	7 3%	3 2%
SNP	379 38%	196 41%	184 35%	45 47%	75 47%	80 45%	75 40%	56 33%	49 23%	70 39%	119 40%	97 39%	84 34%	-	-	-	-	379 100%	-	-	8 9%	47 32%	94 37%	119 86%
The Green Party	24 2%	9 2%	15 3%	8 8%	3 2%	2 1%	5 2%	5 3%	3 1%	3 2%	7 2%	8 3%	6 2%	-	-	-	-	-	24 100%	-	1 1%	1 1%	5 2%	2 1%
The British National Party (BNP)	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	1 1%	-	-
Some other party	11 1%	6 1%	5 1%	4 4%	-	4 2%	-	2 1%	2 1%	3 1%	-	1 1%	7 3%	-	-	-	-	-	-	11 92%	2 3%	3 2%	-	-
Would not vote	70 7%	38 8%	32 6%	11 11%	22 14%	13 7%	11 6%	8 5%	4 2%	5 3%	15 5%	25 10%	25 10%	-	-	-	-	-	-	-	2 2%	-	-	3 2%
Refused	48 5%	23 5%	25 5%	2 2%	3 2%	8 4%	6 3%	11 6%	19 9%	8 5%	8 3%	17 7%	11 5%	-	-	-	-	-	-	-	3 3%	6 4%	3 1%	2 2%
Don't know	122 12%	40 8%	82 16%	12 13%	19 12%	22 12%	29 15%	16 10%	25 12%	16 9%	43 14%	25 10%	37 15%	-	-	-	-	-	-	-	5 6%	11 7%	40 16%	6 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	632	298	335	24	71	104	120	141	173	261	131	95	128	92	87	90	20	321	13	10	84	110	165	159
Weighted base	605	306	300	51	87	104	116	111	135	121	193	145	129	83	84	86	25	303	15	10	69	109	183	103
Conservative	83	36	47	-	9	13	16	15	31	18	32	19	13	83	-	-	-	-	-	-	48	2	15	-
	14%	12%	16%	-	10%	12%	14%	13%	23%	15%	17%	13%	10%	100%	-	-	-	-	-	-	70%	2%	8%	-
Labour	84	36	48	5	8	9	15	19	28	16	25	21	21	-	84	-	-	-	-	-	1	53	15	2
	14%	12%	16%	10%	9%	9%	13%	17%	21%	13%	13%	14%	16%	-	100%	-	-	-	-	-	1%	49%	8%	2%
Liberal Democrat	86	44	41	-	7	9	17	22	31	22	28	14	20	-	-	86	-	-	-	-	5	6	61	1
	14%	15%	14%	-	8%	9%	15%	20%	23%	18%	14%	10%	15%	-	-	100%	-	-	-	-	7%	6%	33%	1%
The UK Independence Party (UKIP)	25	19	6	4	4	5	6	3	2	4	6	7	5	-	-	-	25	-	-	-	6	3	6	3
	4%	6%	2%	8%	4%	5%	5%	3%	2%	3%	3%	5%	4%	-	-	-	100%	-	-	-	8%	3%	3%	3%
SNP	303	159	144	35	58	63	58	47	41	58	100	77	61	-	-	-	-	303	-	-	7	39	82	98
	50%	52%	48%	69%	66%	61%	50%	43%	30%	48%	52%	53%	47%	-	-	-	-	100%	-	-	10%	36%	45%	95%
The Green Party	15	5	10	4	2	1	3	3	1	2	3	5	4	-	-	-	-	15	-	-	*	1	5	*
	3%	2%	3%	8%	3%	1%	3%	3%	1%	2%	1%	4%	3%	-	-	-	-	100%	-	-	*	1%	2%	*
The British National Party (BNP)	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	*	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	1%	-	-
Some other party	9	6	3	3	-	3	-	2	1	2	-	1	6	-	-	-	-	-	-	9	2	3	-	-
	1%	2%	1%	5%	-	3%	-	1%	1%	1%	-	1%	5%	-	-	-	-	-	-	92%	3%	2%	-	-

Inverness, Nairn, Badenoch & Strathspey Poll
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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	14%
Labour	14%
Liberal Democrat	16%
UKIP	4%
SNP	48%
Green	2%
Other	2%

Inverness, Nairn, Badenoch & Strathspey Poll

CATI Fieldwork : 20th-29th January 2015

Absolutes/col percents

Table 5

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

Base: All respondents

	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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
Conservative	68 7%	30 6%	38 7%	- -	7 5%	11 6%	14 8%	13 8%	23 11%	15 8%	28 9%	12 5%	13 5%	64 65%	- -	* *	- -	* *	- -	1 7%	45 50%	3 2%	7 3%	- -
Labour	104 10%	39 8%	65 13%	9 10%	11 7%	16 9%	11 6%	22 13%	34 16%	19 10%	26 9%	27 11%	31 12%	3 3%	92 83%	2 2%	- -	1 *	1 3%	- -	1 1%	56 38%	16 6%	2 1%
Liberal Democrat	148 15%	72 15%	77 15%	- -	13 8%	14 8%	26 14%	36 22%	59 28%	36 21%	50 17%	30 12%	28 11%	20 20%	7 6%	94 90%	1 4%	9 2%	* 1%	- -	12 13%	14 9%	98 38%	1 1%
The UK Independence Party (UKIP)	31 3%	23 5%	8 2%	5 5%	5 3%	7 4%	7 4%	3 2%	4 2%	5 3%	7 2%	11 4%	6 2%	1 1%	- -	- -	28 93%	- -	- -	1 12%	9 10%	4 2%	6 2%	3 2%
SNP	407 41%	217 45%	190 37%	46 49%	82 51%	86 48%	87 46%	59 35%	48 23%	74 42%	126 42%	101 41%	95 38%	4 4%	11 10%	4 4%	1 3%	355 93%	10 39%	3 29%	11 12%	55 38%	95 37%	126 91%
The Green Party	15 1%	6 1%	9 2%	5 6%	- -	5 3%	3 2%	* *	1 1%	1 *	3 1%	7 3%	3 1%	- -	- -	1 1%	- -	2 1%	9 39%	- -	1 1%	- -	4 1%	1 1%
The British National Party (BNP)	3 *	3 1%	- -	3 3%	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	3 23%	- -	- -	- -	- -
Some other party	9 1%	6 1%	3 1%	- -	2 1%	3 2%	- -	1 *	3 2%	2 1%	3 1%	2 1%	3 1%	2 2%	- -	- -	- -	1 *	- -	2 14%	2 2%	2 2%	1 *	- -
Would not vote	70 7%	38 8%	32 6%	11 11%	22 14%	13 7%	11 6%	8 5%	4 2%	5 3%	15 5%	25 10%	25 10%	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	3 2%
Refused	36 4%	17 4%	19 4%	2 2%	2 1%	3 2%	3 2%	9 5%	18 8%	7 4%	6 2%	9 4%	10 4%	- -	- -	- -	- -	- -	- -	1 8%	1 1%	2 2%	3 1%	- -
Don't know	109 11%	30 6%	79 15%	13 14%	15 9%	20 11%	26 14%	16 9%	20 9%	14 8%	37 12%	25 10%	31 12%	5 5%	1 1%	3 3%	- -	11 3%	4 18%	1 7%	7 7%	11 7%	29 11%	4 3%

Inverness, Nairn, Badenoch & Strathspey Poll

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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	645	305	339	24	73	107	119	143	179	267	134	99	128	87	85	87	20	316	10	9	84	113	172	162
Weighted base	617	313	305	50	89	108	118	113	140	124	197	150	130	79	83	83	25	296	13	9	69	112	191	105
Conservative	58 9%	26 8%	32 10%	-	5 6%	10 9%	12 10%	11 10%	19 14%	13 10%	24 12%	11 7%	10 7%	54 68%	-	* *	-	* *	-	1 7%	39 56%	2 2%	6 3%	-
Labour	76 12%	30 10%	46 15%	5 11%	8 9%	11 10%	9 8%	17 15%	26 18%	13 11%	20 10%	21 14%	20 15%	3 3%	68 82%	1 1%	-	* *	1 4%	-	1 1%	46 41%	13 7%	2 2%
Liberal Democrat	124 20%	60 19%	65 21%	-	9 10%	11 11%	23 20%	31 28%	49 35%	31 25%	42 21%	24 16%	24 19%	17 21%	6 7%	79 95%	* *	7 2%	* 2%	-	10 15%	12 11%	83 43%	1 1%
The UK Independence Party (UKIP)	26 4%	19 6%	7 2%	4 9%	4 4%	6 6%	6 5%	2 2%	3 2%	4 3%	6 3%	9 6%	5 3%	1 1%	-	-	24 96%	-	-	1 13%	8 12%	3 3%	5 3%	3 2%
SNP	317 51%	170 54%	147 48%	34 68%	61 69%	66 62%	65 55%	51 45%	40 29%	61 49%	102 52%	79 52%	67 51%	3 4%	9 10%	2 3%	1 4%	286 96%	6 45%	3 34%	9 13%	47 42%	82 43%	100 95%
The Green Party	8 1%	2 1%	6 2%	4 7%	-	2 2%	3 2%	* *	* *	* *	* *	5 3%	2 1%	-	-	* *	-	2 1%	6 48%	-	* *	-	2 1%	* *
The British National Party (BNP)	3 *	3 1%	-	3 5%	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	3 28%	-	-	-	-
Some other party	6 1%	4 1%	2 1%	-	1 2%	2 2%	-	1 1%	2 2%	1 1%	2 1%	2 1%	1 1%	1 2%	-	-	-	1 *	-	1 17%	1 2%	2 2%	1 1%	-

Inverness, Nairn, Badenoch & Strathspey Poll
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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	10%
Labour	13%
Liberal Democrat	21%
UKIP	4%
SNP	50%
Green	1%
Other	1%

Inverness, Nairn, Badenoch & Strathspey Poll

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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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
I would not vote UKIP	801	378	423	68	123	140	155	137	176	152	251	191	190	81	96	89	-	341	22	8	62	121	234	120
	80%	79%	81%	72%	78%	79%	83%	82%	83%	86%	83%	77%	77%	82%	86%	86%	-	90%	92%	65%	69%	83%	90%	87%
I would not vote Conservative	678	339	339	75	112	127	127	113	123	109	207	169	172	-	97	58	20	343	21	7	14	120	175	124
	68%	71%	65%	80%	71%	71%	67%	68%	58%	62%	69%	68%	70%	-	87%	55%	66%	90%	88%	55%	16%	82%	68%	89%
I would not vote Liberal Democrat	605	312	293	67	105	118	111	96	107	99	182	165	148	60	81	-	22	316	19	9	62	104	101	118
	60%	65%	56%	71%	66%	66%	59%	57%	50%	56%	61%	67%	60%	61%	73%	-	73%	83%	77%	74%	69%	71%	39%	85%
I would not vote Labour	566	306	260	65	93	106	104	82	115	105	168	145	132	74	-	46	25	287	16	7	73	37	124	116
	57%	64%	50%	69%	59%	60%	55%	49%	54%	59%	56%	59%	54%	75%	-	44%	84%	76%	65%	57%	82%	25%	48%	84%
I would not vote SNP	370	167	202	17	45	59	60	75	114	72	108	87	93	81	80	78	22	-	7	6	64	74	109	5
	37%	35%	39%	18%	29%	33%	32%	45%	53%	41%	36%	35%	38%	82%	72%	74%	73%	-	27%	49%	71%	50%	42%	3%
None of these - I would potentially vote for all of them	36	14	22	9	8	9	3	3	4	6	5	11	13	2	1	-	1	2	-	2	4	1	1	1
	4%	3%	4%	10%	5%	5%	2%	2%	2%	3%	2%	4%	5%	2%	1%	-	4%	1%	-	15%	4%	1%	*	1%
Don't know	14	8	6	1	3	1	1	3	5	3	1	3	6	-	-	1	-	-	-	1	-	1	-	-
	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	*	1%	2%	-	-	1%	-	-	-	8%	-	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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
NET: Well	579	288	291	49	95	101	96	92	146	110	184	127	143	84	73	83	18	181	14	7	75	73	162	76
	58%	60%	56%	53%	60%	57%	51%	55%	68%	62%	61%	52%	58%	86%	66%	80%	61%	48%	59%	58%	84%	50%	63%	55%
Very well	(4) 24	13	12	1	5	9	3	2	5	3	5	4	12	4	1	1	-	7	-	-	2	2	4	1
	2%	3%	2%	1%	3%	5%	1%	1%	3%	2%	2%	2%	5%	4%	1%	1%	-	2%	-	-	3%	2%	2%	1%
Quite well	(3) 555	275	279	48	91	92	93	90	140	106	179	123	131	80	72	82	18	173	14	7	72	71	158	75
	55%	57%	54%	52%	57%	52%	50%	54%	66%	60%	59%	50%	53%	82%	65%	79%	61%	46%	59%	58%	81%	48%	61%	54%
Quite badly	(2) 304	132	172	34	41	54	79	54	41	57	92	83	64	9	28	14	8	156	6	1	10	53	73	46
	30%	27%	33%	37%	26%	30%	42%	32%	19%	32%	31%	34%	26%	10%	25%	13%	26%	41%	23%	11%	11%	36%	28%	33%
Very badly	(1) 68	41	27	7	11	18	9	14	9	8	15	20	23	1	5	-	2	35	2	4	-	12	12	15
	7%	9%	5%	8%	7%	10%	5%	8%	4%	4%	5%	8%	9%	2%	5%	-	7%	9%	9%	31%	-	8%	5%	11%
NET: Badly	372	173	198	42	52	72	88	67	50	65	106	103	87	11	33	14	10	191	8	5	10	66	85	61
	37%	36%	38%	44%	32%	40%	47%	40%	24%	37%	35%	42%	35%	11%	30%	13%	33%	50%	32%	42%	11%	45%	33%	44%
Don't know	49	19	30	3	12	6	5	8	17	2	10	16	17	3	5	7	2	8	2	-	4	7	11	2
	5%	4%	6%	3%	8%	3%	2%	5%	8%	1%	3%	7%	7%	3%	4%	7%	6%	2%	9%	-	5%	5%	4%	1%
Mean	2.56	2.56	2.56	2.47	2.61	2.53	2.49	2.50	2.72	2.60	2.60	2.48	2.58	2.91	2.65	2.87	2.57	2.41	2.55	2.27	2.91	2.46	2.62	2.45
Standard deviation	0.66	0.69	0.64	0.66	0.67	0.74	0.61	0.67	0.59	0.61	0.61	0.68	0.74	0.44	0.60	0.37	0.64	0.68	0.69	0.95	0.37	0.68	0.60	0.70
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.04	0.06	0.04	0.13	0.03	0.16	0.27	0.04	0.06	0.04	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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206	
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139	
NET: Well	655	314	341	64	109	112	106	111	151	125	201	154	156	82	82	82	19	237	12	7	68	96	183	88	
	66%	65%	66%	68%	69%	63%	56%	66%	71%	70%	67%	63%	63%	83%	74%	78%	63%	62%	50%	58%	76%	66%	71%	64%	
Very well	(4)	42	22	20	6	5	8	4	6	15	5	6	11	21	7	4	2	11	-	-	7	3	6	5	
		4%	5%	4%	6%	3%	5%	2%	3%	7%	3%	2%	5%	8%	7%	3%	2%	4%	3%	-	8%	2%	2%	4%	
Quite well	(3)	613	292	320	58	105	104	103	105	137	120	195	143	135	75	78	79	18	225	12	7	61	94	177	83
		61%	61%	62%	62%	66%	58%	55%	63%	64%	68%	65%	58%	55%	76%	70%	76%	60%	59%	50%	58%	69%	64%	68%	60%
Quite badly	(2)	250	119	131	23	33	47	71	39	37	42	79	63	60	11	18	15	9	117	9	*	13	35	61	37
		25%	25%	25%	24%	21%	27%	37%	24%	17%	24%	26%	25%	24%	11%	16%	15%	31%	31%	35%	4%	14%	24%	24%	26%
Very badly	(1)	63	31	32	7	11	17	6	12	10	5	13	23	22	4	7	-	21	4	5	3	12	7	12	
		6%	6%	6%	8%	7%	10%	3%	7%	5%	3%	4%	9%	9%	4%	6%	-	5%	15%	38%	4%	8%	3%	8%	
NET: Badly	313	149	164	30	44	64	76	52	46	47	93	85	82	15	25	15	9	138	12	5	16	47	68	48	
	31%	31%	31%	32%	28%	36%	40%	31%	22%	26%	31%	35%	33%	15%	22%	15%	31%	36%	50%	42%	18%	32%	26%	35%	
Don't know	32	17	15	-	6	2	6	4	15	6	7	7	9	2	5	7	2	5	-	-	5	3	8	2	
	3%	4%	3%	-	3%	1%	3%	2%	7%	3%	2%	3%	4%	2%	4%	7%	6%	1%	-	-	6%	2%	3%	2%	
Mean	2.66	2.66	2.65	2.67	2.67	2.58	2.57	2.64	2.79	2.73	2.66	2.60	2.65	2.87	2.74	2.87	2.71	2.61	2.35	2.20	2.85	2.60	2.73	2.60	
Standard deviation	0.67	0.67	0.66	0.71	0.65	0.73	0.59	0.68	0.64	0.56	0.60	0.72	0.77	0.58	0.63	0.41	0.54	0.64	0.74	1.00	0.61	0.67	0.55	0.70	
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.04	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.06	0.04	0.11	0.03	0.17	0.29	0.06	0.06	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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
I am satisfied with the job David Cameron is doing overall as Prime Minister	259 26%	118 24%	141 27%	14 14%	36 23%	52 29%	36 19%	40 24%	81 38%	41 23%	89 30%	56 23%	63 25%	70 72%	22 20%	45 44%	7 22%	53 14%	- -	2 19%	57 63%	24 16%	82 32%	21 15%
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	324 32%	151 31%	172 33%	46 49%	60 38%	51 29%	71 38%	44 26%	52 25%	59 33%	104 35%	72 29%	81 33%	26 26%	17 15%	33 32%	18 59%	127 33%	12 51%	6 46%	26 29%	26 18%	69 27%	47 34%
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.	278 28%	151 31%	127 24%	30 32%	46 29%	48 27%	49 26%	51 31%	54 25%	49 27%	81 27%	71 29%	71 29%	2 2%	68 61%	18 17%	2 5%	138 36%	9 37%	3 22%	3 3%	85 58%	81 31%	41 30%
Refused	40 4%	21 4%	19 4%	- -	4 2%	7 4%	10 5%	11 6%	8 4%	5 3%	11 4%	16 7%	6 3%	- -	- -	* *	3 10%	21 6%	1 6%	1 8%	2 2%	1 1%	9 3%	11 8%
Don't know	100 10%	39 8%	60 12%	5 5%	13 8%	20 11%	23 12%	21 12%	16 8%	23 13%	16 5%	31 13%	26 11%	1 1%	4 4%	7 7%	1 4%	41 11%	1 6%	* 4%	2 2%	10 7%	18 7%	18 13%

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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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
The Liberal Democrat	288 29%	142 30%	146 28%	16 17%	25 16%	53 30%	47 25%	59 35%	87 41%	67 38%	100 33%	56 23%	57 23%	32 33%	29 26%	53 51%	5 16%	104 28%	8 35%	4 33%	28 31%	42 29%	122 47%	32 23%
SNP	195 20%	91 19%	104 20%	22 23%	42 26%	38 21%	29 16%	36 22%	28 13%	38 21%	59 20%	40 16%	50 20%	11 11%	14 13%	13 13%	2 7%	113 30%	3 14%	2 17%	9 10%	33 23%	60 23%	39 28%
Labour	48 5%	20 4%	28 5%	1 1%	6 4%	16 9%	7 4%	6 3%	11 5%	11 6%	15 5%	9 4%	12 5%	3 3%	6 5%	5 4%	- -	20 5%	2 9%	* 3%	2 2%	9 6%	16 6%	6 4%
The Conservatives	37 4%	16 3%	22 4%	3 3%	7 4%	12 7%	1 1%	4 2%	10 5%	10 6%	6 2%	7 3%	12 5%	9 9%	1 1%	3 3%	2 6%	8 2%	2 8%	- -	5 6%	9 6%	5 2%	3 2%
The UK Independence Party (UKIP)	13 1%	7 1%	6 1%	3 3%	* *	2 1%	3 1%	3 2%	2 1%	3 2%	- -	6 2%	4 2%	1 1%	5 5%	1 1%	2 5%	2 1%	- -	- -	1 2%	3 2%	1 *	* *
None of them	581 58%	274 57%	307 59%	60 64%	102 64%	101 57%	122 65%	88 52%	108 51%	88 50%	175 58%	155 63%	146 59%	58 60%	73 65%	45 43%	18 61%	208 55%	9 36%	7 59%	58 65%	86 59%	108 42%	78 56%
Don't know	8 1%	1 *	7 1%	- -	4 2%	- -	1 *	* *	3 2%	2 1%	- -	2 1%	3 1%	- -	1 1%	1 1%	2 6%	1 *	2 9%	- -	- -	1 1%	4 1%	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	1000	454	546	47	129	167	188	205	263	373	204	161	234	108	113	108	25	397	20	12	106	148	229	206
Weighted base	1000	480	520	94	159	178	188	167	213	177	301	247	247	98	111	104	30	379	24	12	89	146	258	139
A coalition involving Labour and the SNP	343 34%	184 38%	159 31%	46 49%	65 41%	61 34%	70 37%	56 34%	45 21%	59 33%	109 36%	84 34%	86 35%	- -	24 21%	7 7%	4 12%	256 67%	9 37%	2 14%	3 3%	58 40%	81 32%	87 63%
A Conservative government	121 12%	65 14%	56 11%	2 2%	15 9%	20 11%	20 10%	20 12%	45 21%	28 16%	41 14%	28 11%	22 9%	71 73%	2 2%	12 11%	11 38%	6 1%	- -	2 19%	54 61%	9 6%	25 10%	4 3%
A coalition involving the Conservatives and the SNP.	114 11%	56 12%	58 11%	18 19%	21 13%	17 9%	25 13%	17 10%	16 8%	17 10%	38 13%	32 13%	25 10%	10 11%	- -	8 7%	5 15%	66 17%	5 20%	3 23%	12 13%	4 3%	25 10%	28 20%
A Labour government	111 11%	47 10%	64 12%	4 4%	18 11%	18 10%	16 9%	19 12%	35 17%	17 10%	27 9%	27 11%	37 15%	1 1%	66 60%	6 6%	4 13%	10 3%	5 19%	3 21%	4 5%	51 35%	19 7%	3 2%
A coalition involving the Conservatives and the Liberal Democrats.	92 9%	38 8%	54 10%	1 1%	8 5%	13 7%	16 9%	21 13%	33 16%	24 14%	25 8%	13 5%	26 11%	13 13%	5 5%	44 42%	2 7%	4 1%	1 2%	2 14%	12 13%	5 3%	49 19%	* *
A coalition involving Labour and the Liberal Democrats.	72 7%	39 8%	33 6%	6 7%	7 4%	15 9%	14 7%	16 10%	15 7%	14 8%	29 10%	14 6%	13 5%	1 1%	14 12%	21 20%	- -	11 3%	5 22%	- -	* *	13 9%	40 16%	1 1%
Don't know	146 15%	50 11%	96 18%	17 18%	26 17%	34 19%	27 14%	17 10%	24 11%	18 10%	32 11%	50 20%	38 15%	2 2%	- -	6 6%	5 16%	27 7%	- -	1 8%	4 4%	8 5%	18 7%	14 10%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	454 45%	480 48%
Female	546 55%	520 52%

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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	1000	1000
Weighted base	1000	1000
18-24	47 5%	94 9%
25-34	129 13%	159 16%
35-44	167 17%	178 18%
45-54	188 19%	188 19%
55-64	205 21%	167 17%
65 or older	263 26%	213 21%
Refused	1 *	1 *

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Absolutes/col percents

Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	111 11%	53 5%
B	262 26%	124 12%
C1	204 20%	301 30%
C2	161 16%	247 25%
D	109 11%	126 13%
E	125 13%	121 12%
Refused	28 3%	28 3%

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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	1000	1000
Weighted base	1000	1000
Conservative	106 11%	89 9%
Labour	148 15%	146 15%
Liberal Democrats	229 23%	258 26%
SNP	206 21%	139 14%
Another party	27 3%	33 3%
Did not vote	197 20%	252 25%
Refused	39 4%	33 3%
Don't know	48 5%	49 5%