

Aberdeenshire West & Kincardine Poll

CATI Fieldwork : 11th - 19th February 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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165		
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117		
Certain to vote	(10)	638	305	333	23	64	129	136	127	158	206	209	117	88	154	73	79	16	211	13	2	159	74	193	90	
		64%	62%	65%	26%	49%	67%	65%	70%	79%	75%	69%	46%	62%	80%	78%	82%	56%	66%	69%	55%	81%	81%	80%	77%	
	(9)	63	35	27	5	9	8	12	16	12	13	24	15	10	9	6	5	2	27	3	1	11	6	14	7	
		6%	7%	5%	6%	7%	4%	6%	9%	6%	5%	8%	6%	7%	5%	6%	5%	6%	8%	13%	18%	6%	7%	6%	6%	
	(8)	79	36	43	8	17	21	17	10	5	21	23	23	9	17	4	7	3	26	-	-	17	4	15	8	
		8%	7%	8%	10%	13%	11%	8%	5%	3%	8%	8%	9%	6%	9%	4%	7%	10%	8%	-	-	9%	4%	6%	7%	
	(7)	23	12	11	2	10	5	1	4	1	7	6	9	1	3	5	2	*	8	-	1	3	1	4	2	
		2%	2%	2%	2%	7%	3%	*	2%	1%	2%	2%	3%	1%	2%	5%	3%	1%	2%	-	14%	2%	1%	2%	2%	
	(6)	31	12	19	11	3	1	10	4	3	4	8	15	2	4	-	1	2	10	1	-	-	1	6	1	
		3%	2%	4%	12%	2%	1%	5%	2%	1%	1%	3%	6%	1%	2%	-	1%	8%	3%	3%	-	-	1%	2%	1%	
	(5)	63	33	30	10	15	14	8	11	6	9	23	24	5	4	3	-	3	23	2	1	2	-	9	3	
		6%	7%	6%	11%	11%	7%	4%	6%	3%	3%	8%	10%	4%	2%	3%	-	11%	7%	12%	13%	1%	-	4%	3%	
	(4)	13	6	7	4	1	2	2	3	1	1	1	9	2	-	-	-	-	8	-	-	-	*	-	2	
		1%	1%	1%	5%	1%	1%	1%	2%	*	*	*	4%	1%	-	-	-	-	3%	-	-	-	-	1%	-	2%
	(3)	16	7	9	4	7	1	1	-	3	1	2	6	6	1	1	1	2	5	1	-	-	1	-	1	
		2%	1%	2%	5%	5%	1%	1%	-	2%	*	1%	2%	4%	1%	1%	2%	8%	2%	3%	-	-	2%	-	1%	
	(2)	6	2	4	2	-	2	2	-	-	3	-	4	-	*	2	-	-	3	-	-	-	2	-	-	
		1%	*	1%	3%	-	1%	1%	-	-	1%	-	1%	-	*	2%	-	-	1%	-	-	-	2%	-	-	
Definitely would not vote	(1)	65	38	27	17	4	9	20	7	8	10	4	29	20	-	-	-	-	-	-	-	3	3	1	2	
		7%	8%	5%	20%	3%	4%	10%	4%	4%	4%	1%	11%	14%	-	-	-	-	-	-	-	1%	3%	1%	2%	
Don't know		3	1	2	-	1	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	*	*	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		8.43	8.34	8.52	5.99	8.08	8.66	8.37	8.92	9.14	9.04	9.00	7.40	7.95	9.47	9.29	9.57	8.28	8.85	8.95	8.74	9.53	9.24	9.44	9.23	
Standard deviation		2.69	2.79	2.58	3.37	2.51	2.44	2.90	2.20	2.21	2.18	1.91	3.17	3.31	1.28	1.73	1.16	2.41	1.99	2.04	2.06	1.34	2.11	1.38	1.83	
Standard error		0.09	0.13	0.11	0.53	0.23	0.17	0.20	0.16	0.15	0.10	0.13	0.28	0.28	0.09	0.18	0.12	0.46	0.11	0.43	0.84	0.09	0.22	0.09	0.14	

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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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
Conservative	193	100	93	16	11	26	35	37	69	82	35	34	33	193	-	-	-	-	-	-	132	-	29	3
	19%	20%	18%	19%	8%	13%	17%	20%	35%	30%	12%	14%	23%	100%	-	-	-	-	-	-	68%	-	12%	3%
Labour	94	35	59	5	20	24	19	9	17	23	38	20	9	-	94	-	-	-	-	-	7	34	24	2
	9%	7%	11%	6%	15%	13%	9%	5%	9%	9%	13%	8%	6%	-	100%	-	-	-	-	-	3%	37%	10%	2%
Liberal Democrat	97	41	56	1	5	15	19	34	22	36	35	13	10	-	-	97	-	-	-	-	7	3	80	1
	10%	8%	11%	1%	4%	8%	9%	19%	11%	13%	12%	5%	7%	-	-	100%	-	-	-	-	4%	3%	33%	1%
The UK Independence Party (UKIP)	29	20	8	6	-	5	3	8	7	6	12	6	4	-	-	-	29	-	-	-	9	*	2	2
	3%	4%	2%	7%	-	3%	1%	4%	3%	2%	4%	2%	3%	-	-	-	100%	-	-	-	4%	1%	1%	2%
SNP	322	178	144	23	56	80	69	56	38	59	105	113	40	-	-	-	-	322	-	-	18	38	55	98
	32%	36%	28%	26%	42%	41%	33%	31%	19%	22%	35%	45%	28%	-	-	-	-	100%	-	-	9%	42%	23%	83%
The Green Party	19	8	11	3	3	5	4	3	1	11	7	-	1	-	-	-	-	-	19	-	1	2	10	-
	2%	2%	2%	4%	2%	3%	2%	2%	1%	4%	2%	-	1%	-	-	-	-	-	100%	-	1%	3%	4%	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	3	*	-	1	1	1	-	1	2	-	-	1	-	-	-	-	-	-	4	1	-	-	-
	*	1%	*	-	1%	*	*	-	1%	1%	-	-	1%	-	-	-	-	-	-	100%	1%	-	-	-
Would not vote	65	38	27	17	4	9	20	7	8	10	4	29	20	-	-	-	-	-	-	-	3	3	1	2
	7%	8%	5%	20%	3%	4%	10%	4%	4%	4%	1%	11%	14%	-	-	-	-	-	-	-	1%	3%	1%	2%
Refused	44	17	26	-	1	6	7	11	19	10	14	2	13	-	-	-	-	-	-	-	2	1	6	3
	4%	4%	5%	-	1%	3%	3%	6%	9%	4%	5%	1%	9%	-	-	-	-	-	-	-	1%	1%	2%	2%
Don't know	135	47	88	15	31	21	32	17	17	34	50	36	11	-	-	-	-	-	-	-	15	10	36	7
	13%	10%	17%	17%	24%	11%	15%	9%	9%	12%	17%	14%	8%	-	-	-	-	-	-	-	8%	11%	15%	6%

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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	623	310	312	15	63	135	127	128	154	327	133	70	79	184	73	83	20	242	16	4	163	68	162	121
Weighted base	589	299	290	31	68	118	121	119	131	180	189	128	77	159	75	81	19	237	15	3	150	66	169	86
Conservative	159	82	78	12	8	21	28	30	60	69	31	25	28	159	-	-	-	-	-	-	114	-	24	3
	27%	27%	27%	39%	11%	18%	24%	25%	46%	38%	16%	19%	36%	100%	-	-	-	-	-	-	76%	-	14%	3%
Labour	75	31	45	4	14	20	15	8	15	19	31	15	7	-	75	-	-	-	-	-	6	30	21	2
	13%	10%	15%	15%	20%	17%	12%	7%	11%	11%	16%	12%	9%	-	100%	-	-	-	-	-	4%	46%	13%	2%
Liberal Democrat	81	35	47	1	4	13	17	29	17	32	31	9	8	-	-	81	-	-	-	-	6	1	68	1
	14%	12%	16%	3%	6%	11%	14%	24%	13%	18%	16%	7%	10%	-	-	100%	-	-	-	-	4%	2%	40%	1%
The UK Independence Party (UKIP)	19	13	6	1	-	4	2	6	6	5	8	5	2	-	-	-	19	-	-	-	8	*	2	2
	3%	4%	2%	2%	-	3%	2%	5%	5%	3%	4%	4%	2%	-	-	-	100%	-	-	-	5%	1%	1%	2%
SNP	237	131	106	10	39	55	55	45	31	46	83	74	31	-	-	-	-	237	-	-	15	32	47	80
	40%	44%	36%	32%	58%	47%	46%	37%	24%	26%	44%	58%	40%	-	-	-	-	100%	-	-	10%	48%	28%	92%
The Green Party	15	6	9	3	2	4	3	2	1	8	5	-	1	-	-	-	-	15	-	-	1	2	7	-
	2%	2%	3%	9%	3%	4%	2%	1%	1%	4%	3%	-	1%	-	-	-	-	100%	-	-	1%	3%	4%	-
Some other party	3	2	*	-	1	1	1	-	*	1	-	-	1	-	-	-	-	-	-	3	*	-	-	-
	*	1%	*	-	2%	*	*	-	*	1%	-	-	1%	-	-	-	-	-	-	100%	*	-	-	-

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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	27%
Labour	13%
Liberal Democrat	15%
UKIP	3%
SNP	39%
Green	2%

Other *

Aberdeenshire West & Kincardine Poll

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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	1001	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
Conservative	182	91	91	15	8	26	30	35	67	76	37	32	30	172	-	1	2	2	-	-	128	2	24	3
	18%	19%	18%	18%	6%	13%	15%	19%	34%	28%	12%	13%	21%	89%	-	1%	7%	1%	-	-	65%	2%	10%	3%
Labour	79	32	47	7	14	19	17	7	14	19	30	20	7	1	66	-	1	2	-	-	5	31	13	5
	8%	7%	9%	8%	10%	10%	8%	4%	7%	7%	10%	8%	5%	*	70%	-	4%	1%	-	-	3%	34%	5%	4%
Liberal Democrat	143	61	82	10	9	26	30	41	26	49	54	21	13	11	14	92	-	9	-	-	12	4	106	1
	14%	12%	16%	12%	6%	14%	15%	23%	13%	18%	18%	8%	9%	6%	15%	95%	-	3%	-	-	6%	4%	44%	1%
The UK Independence Party (UKIP)	28	17	10	6	4	5	3	4	5	5	9	10	3	-	-	-	21	1	-	-	9	*	2	*
	3%	4%	2%	7%	3%	3%	1%	2%	3%	2%	3%	4%	2%	-	-	-	74%	*	-	-	4%	1%	1%	*
SNP	329	182	148	8	64	83	69	59	44	67	103	114	44	8	7	-	2	291	4	2	21	42	54	100
	33%	37%	29%	10%	49%	43%	33%	33%	22%	24%	34%	45%	31%	4%	7%	-	8%	91%	21%	44%	11%	45%	22%	85%
The Green Party	17	6	10	3	3	5	3	2	-	7	7	-	1	-	-	-	-	3	14	-	-	1	9	-
	2%	1%	2%	4%	2%	3%	1%	1%	-	3%	2%	-	1%	-	-	-	-	1%	71%	-	-	2%	4%	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	3	1	2	-	-	2	1	-	-	*	2	-	-	-	-	2	-	-	-	1	-	-	2	-
	*	*	*	-	-	1%	*	-	-	*	1%	-	-	-	-	2%	-	-	-	29%	-	-	1%	-
Would not vote	65	38	27	17	4	9	20	7	8	10	4	29	20	-	-	-	-	-	-	-	3	3	1	2
	7%	8%	5%	20%	3%	4%	10%	4%	4%	4%	1%	11%	14%	-	-	-	-	-	-	-	1%	3%	1%	2%
Refused	26	9	17	-	-	3	3	7	13	5	10	-	8	-	-	-	-	-	-	-	-	-	2	-
	3%	2%	3%	-	-	2%	1%	4%	7%	2%	3%	-	6%	-	-	-	-	-	-	-	-	-	1%	-
Don't know	130	50	79	19	26	14	33	17	19	35	45	27	17	2	7	2	2	13	2	1	18	9	30	5
	13%	10%	16%	21%	20%	7%	16%	10%	10%	13%	15%	11%	12%	1%	7%	2%	7%	4%	9%	27%	9%	10%	12%	4%

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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	635	316	319	14	62	140	130	130	158	331	137	74	80	181	67	81	18	238	15	4	166	67	167	125
Weighted base	603	304	299	30	69	125	124	121	135	183	194	134	77	157	70	80	17	230	13	3	150	67	176	90
Conservative	151	76	75	10	6	21	25	30	59	65	32	25	25	143	-	*	2	1	-	-	110	2	19	3
	25%	25%	25%	33%	8%	17%	20%	25%	44%	35%	16%	19%	33%	91%	-	1%	10%	*	-	-	73%	2%	11%	3%
Labour	59	26	33	4	9	15	13	6	12	14	23	15	5	1	51	-	*	2	-	-	4	28	12	4
	10%	9%	11%	13%	13%	12%	11%	5%	9%	8%	12%	11%	7%	*	73%	-	2%	1%	-	-	3%	41%	7%	5%
Liberal Democrat	117	48	69	9	6	21	26	33	22	42	47	12	11	8	13	79	-	7	-	-	10	2	92	1
	19%	16%	23%	30%	8%	17%	21%	28%	16%	23%	24%	9%	14%	5%	18%	98%	-	3%	-	-	7%	3%	52%	1%
The UK Independence Party (UKIP)	17	10	7	1	2	4	2	4	5	3	5	7	1	-	-	-	13	1	-	-	8	*	2	*
	3%	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%	5%	1%	-	-	-	76%	*	-	-	5%	1%	1%	*
SNP	244	138	106	3	44	57	56	47	36	53	81	75	34	6	6	-	2	217	3	2	18	34	44	81
	40%	45%	35%	11%	64%	46%	45%	39%	27%	29%	42%	56%	44%	4%	8%	-	12%	95%	23%	63%	12%	50%	25%	91%
The Green Party	13	4	8	3	3	4	2	1	-	5	5	-	1	-	-	-	-	3	10	-	-	1	6	-
	2%	1%	3%	10%	4%	3%	1%	1%	-	3%	3%	-	2%	-	-	-	-	1%	77%	-	-	2%	4%	-
Some other party	2	1	1	-	-	1	1	-	-	*	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	*	*	-	-	1%	*	-	-	*	1%	-	-	-	-	1%	-	-	-	37%	-	-	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	25%
Labour	10%
Liberal Democrat	20%
UKIP	3%
SNP	39%
Green	2%

Other *

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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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
I would not vote UKIP	772	369	403	57	95	169	158	141	150	225	244	179	102	163	85	87	-	279	18	3	149	80	216	96
	77%	75%	79%	66%	72%	88%	76%	78%	75%	82%	81%	71%	72%	84%	91%	90%	-	87%	93%	87%	76%	87%	89%	82%
I would not vote Labour	585	308	277	45	55	114	127	113	130	167	164	154	85	153	-	56	22	246	13	3	156	28	141	89
	58%	63%	54%	52%	42%	59%	61%	62%	66%	61%	54%	61%	60%	79%	-	58%	75%	76%	68%	86%	80%	30%	58%	76%
I would not vote Liberal Democrat	558	309	249	51	80	118	118	90	99	151	152	157	85	121	53	-	22	250	13	3	119	59	79	92
	56%	63%	49%	59%	61%	61%	57%	50%	50%	55%	51%	62%	59%	63%	57%	-	76%	78%	69%	75%	61%	65%	32%	78%
I would not vote Conservative	545	272	273	49	78	115	118	108	76	122	187	150	73	-	71	60	15	274	16	2	18	71	153	101
	54%	56%	53%	56%	59%	60%	57%	60%	38%	45%	62%	59%	51%	-	76%	62%	52%	85%	85%	61%	9%	77%	63%	86%
I would not vote SNP	427	201	226	40	36	66	83	85	116	152	128	74	61	162	64	76	23	-	6	1	145	34	130	3
	43%	41%	44%	46%	28%	34%	40%	47%	58%	55%	43%	29%	43%	84%	69%	79%	79%	-	31%	29%	74%	38%	54%	2%
None of these - I would potentially vote for all of them	57	29	28	7	18	2	15	8	7	7	11	25	10	6	4	3	-	9	-	-	7	4	7	3
	6%	6%	5%	8%	14%	1%	7%	4%	4%	3%	4%	10%	7%	3%	4%	3%	-	3%	-	-	4%	4%	3%	3%
Don't know	12	2	10	-	1	-	3	1	6	3	6	-	2	-	-	-	-	-	-	-	-	*	-	-
	1%	1%	2%	-	1%	-	1%	*	3%	1%	2%	-	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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165	
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117	
NET: Well	615	317	298	64	78	118	114	100	139	182	183	149	79	164	64	69	19	160	6	3	154	51	157	52	
	61%	65%	58%	74%	60%	61%	55%	55%	70%	66%	61%	59%	56%	85%	68%	71%	66%	50%	31%	82%	79%	56%	64%	44%	
Very well	(4)	25	18	7	1	3	2	2	6	10	5	2	7	11	1	2	3	3	-	1	15	1	2	2	
		2%	4%	1%	1%	2%	1%	1%	3%	5%	4%	2%	1%	6%	1%	2%	9%	1%	-	33%	8%	1%	1%	2%	
Quite well	(3)	590	299	291	63	75	116	111	94	129	172	178	147	72	153	63	66	16	157	6	2	139	51	155	50
		59%	61%	57%	72%	57%	60%	53%	52%	65%	63%	59%	58%	51%	79%	67%	68%	57%	49%	31%	49%	71%	55%	64%	42%
Quite badly	(2)	314	137	176	23	52	61	73	62	43	77	100	78	50	23	27	24	9	136	9	1	33	36	74	55
		31%	28%	34%	26%	39%	32%	35%	34%	22%	28%	33%	31%	35%	12%	29%	24%	32%	42%	45%	18%	17%	39%	30%	47%
Very badly	(1)	42	23	19	-	2	13	10	8	8	10	9	17	6	1	3	2	1	22	2	-	4	3	6	8
		4%	5%	4%	-	1%	7%	5%	5%	4%	3%	3%	7%	4%	1%	3%	2%	2%	7%	8%	-	2%	4%	2%	7%
NET: Badly	355	160	195	23	53	74	84	70	51	86	109	95	55	25	30	26	10	157	10	1	37	39	80	63	
	35%	33%	38%	26%	40%	38%	40%	39%	26%	32%	36%	38%	39%	13%	32%	27%	34%	49%	54%	18%	19%	43%	33%	54%	
Don't know	31	12	19	-	-	*	11	10	9	6	9	8	8	4	-	2	-	4	3	-	5	1	6	3	
	3%	2%	4%	-	-	*	5%	6%	4%	2%	3%	3%	5%	2%	-	3%	-	1%	15%	-	3%	2%	3%	3%	
Mean	2.62	2.65	2.58	2.75	2.61	2.56	2.54	2.57	2.74	2.68	2.61	2.55	2.60	2.92	2.67	2.73	2.72	2.45	2.27	3.14	2.87	2.54	2.64	2.39	
Standard deviation	0.61	0.63	0.59	0.47	0.56	0.64	0.62	0.64	0.62	0.60	0.58	0.64	0.66	0.46	0.55	0.54	0.66	0.63	0.65	0.81	0.56	0.58	0.54	0.65	
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.06	0.06	0.13	0.04	0.14	0.33	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	1001	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
NET: Well	666	333	333	74	94	123	117	117	141	189	197	163	93	158	63	70	19	196	9	3	152	54	160	74
	67%	68%	65%	84%	72%	64%	56%	65%	71%	69%	66%	65%	65%	82%	68%	72%	65%	61%	46%	82%	78%	59%	66%	63%
Very well	(4)	33	22	10	7	3	4	5	7	6	13	8	8	1	10	1	1	5	8	-	1	11	3	4
		3%	5%	2%	8%	2%	2%	3%	4%	3%	5%	3%	3%	1%	5%	1%	1%	18%	2%	-	33%	6%	1%	4%
Quite well	(3)	633	311	322	67	92	119	112	110	135	176	189	155	92	148	63	69	13	188	9	2	141	54	70
		63%	64%	63%	76%	70%	62%	54%	61%	68%	64%	63%	61%	64%	77%	67%	71%	46%	58%	46%	49%	72%	58%	60%
Quite badly	(2)	262	123	139	10	31	62	74	51	34	67	84	79	27	23	27	25	8	109	5	1	31	35	35
		26%	25%	27%	11%	23%	32%	35%	28%	17%	24%	28%	31%	19%	12%	28%	26%	29%	34%	25%	18%	16%	38%	30%
Very badly	(1)	38	17	21	1	4	6	6	5	16	9	8	7	13	5	2	1	2	13	2	-	5	1	6
		4%	4%	4%	1%	3%	3%	3%	3%	8%	3%	3%	3%	9%	2%	2%	1%	6%	4%	11%	-	3%	1%	5%
NET: Badly	300	140	160	11	34	68	80	56	50	76	93	86	41	28	29	26	10	122	7	1	37	36	76	41
	30%	29%	31%	13%	26%	36%	38%	31%	25%	28%	31%	34%	29%	14%	31%	27%	35%	38%	36%	18%	19%	39%	31%	35%
Don't know	35	15	20	3	3	1	11	8	8	10	11	4	9	7	1	1	-	3	3	-	6	2	8	2
	3%	3%	4%	3%	2%	1%	5%	4%	4%	4%	4%	1%	6%	4%	2%	1%	-	1%	17%	-	3%	2%	3%	2%
Mean	2.68	2.71	2.66	2.94	2.72	2.63	2.59	2.69	2.69	2.73	2.68	2.66	2.60	2.88	2.67	2.73	2.77	2.60	2.43	3.14	2.84	2.60	2.67	2.63
Standard deviation	0.60	0.61	0.59	0.50	0.55	0.58	0.60	0.60	0.67	0.60	0.58	0.59	0.68	0.51	0.53	0.48	0.83	0.61	0.74	0.81	0.56	0.53	0.54	0.64
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.06	0.04	0.06	0.05	0.16	0.03	0.17	0.33	0.04	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	1001	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
I am satisfied with the job David Cameron is doing overall as Prime Minister	330 33%	150 31%	181 35%	26 30%	37 28%	55 29%	58 28%	70 39%	83 42%	98 36%	83 28%	83 33%	55 38%	128 66%	15 16%	32 33%	5 16%	65 20%	1 3%	1 14%	122 62%	22 24%	62 26%	25 21%
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	325 33%	167 34%	159 31%	31 35%	39 30%	70 36%	75 36%	53 30%	57 29%	101 37%	87 29%	89 35%	40 28%	62 32%	22 23%	37 39%	18 63%	94 29%	7 37%	2 54%	65 33%	21 23%	88 36%	38 32%
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.	228 23%	120 24%	108 21%	27 31%	39 30%	51 26%	42 20%	35 19%	34 17%	50 18%	89 30%	51 20%	32 22%	2 1%	49 53%	20 21%	5 16%	114 35%	8 41%	-	5 3%	43 47%	71 29%	32 27%
Refused	20 2%	9 2%	11 2%	1 1%	2 2%	2 1%	4 2%	5 3%	5 3%	6 2%	8 3%	2 1%	2 1%	-	1 1%	1 1%	1 4%	3 1%	1 8%	-	-	*	3 1%	2 2%
Don't know	97 10%	43 9%	55 11%	2 2%	14 11%	14 7%	29 14%	17 9%	20 10%	19 7%	33 11%	27 11%	14 10%	1 *	7 7%	6 6%	* 1%	46 14%	2 11%	1 33%	4 2%	5 6%	19 8%	20 17%

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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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
The Conservatives	330 33%	164 34%	166 32%	15 17%	27 21%	56 29%	72 35%	62 34%	97 49%	127 46%	89 30%	65 26%	45 32%	99 51%	23 25%	50 52%	7 26%	97 30%	3 14%	1 22%	88 45%	22 24%	105 43%	33 28%
The Liberal Democrat	277 28%	122 25%	155 30%	7 8%	29 22%	46 24%	60 29%	59 33%	75 38%	93 34%	86 28%	52 21%	38 27%	59 31%	27 29%	53 55%	5 17%	86 27%	5 27%	3 67%	59 30%	22 24%	105 43%	30 26%
SNP	231 23%	128 26%	103 20%	6 7%	36 28%	52 27%	45 22%	46 25%	45 23%	77 28%	70 23%	53 21%	28 20%	40 21%	26 28%	21 22%	5 16%	106 33%	1 3%	3 68%	43 22%	22 24%	56 23%	36 31%
Labour	99 10%	42 9%	58 11%	6 7%	14 11%	18 10%	21 10%	15 8%	26 13%	30 11%	27 9%	22 9%	20 14%	16 8%	15 16%	6 6%	3 11%	37 12%	- -	* 12%	19 10%	13 14%	21 9%	13 11%
The UK Independence Party (UKIP)	39 4%	17 3%	22 4%	1 1%	10 7%	9 5%	8 4%	5 3%	7 4%	13 5%	9 3%	8 3%	9 6%	8 4%	3 3%	1 1%	2 8%	12 4%	- -	- -	11 6%	3 3%	5 2%	7 6%
None of them	435 43%	213 44%	222 43%	60 69%	60 46%	83 43%	90 43%	75 41%	65 33%	91 33%	126 42%	134 53%	65 46%	66 34%	45 48%	25 26%	12 42%	128 40%	13 65%	- -	72 37%	42 46%	84 35%	52 44%
Don't know	31 3%	14 3%	17 3%	9 10%	3 2%	2 1%	8 4%	8 5%	* *	6 2%	16 5%	3 1%	5 4%	3 2%	* *	- -	4 15%	10 3%	1 3%	- -	5 2%	* *	3 1%	3 2%

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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	479	522	40	115	212	205	196	231	490	209	129	142	219	90	97	27	314	22	6	210	94	227	165
Weighted base	1001	488	513	87	132	192	208	181	199	274	301	253	142	193	94	97	29	322	19	4	195	92	243	117
A coalition involving Labour and the SNP	251 25%	139 28%	113 22%	14 15%	52 39%	53 28%	63 30%	46 25%	23 12%	54 20%	89 30%	76 30%	30 21%	2 1%	18 20%	8 9%	2 6%	182 57%	7 38%	- -	5 2%	36 39%	54 22%	61 52%
A Conservative government	199 20%	100 20%	99 19%	18 20%	13 10%	33 17%	39 19%	33 18%	64 32%	73 27%	47 15%	43 17%	29 21%	135 70%	6 7%	7 7%	8 28%	13 4%	- -	1 22%	117 60%	9 9%	25 10%	6 5%
A coalition involving the Conservatives and the SNP.	140 14%	65 13%	74 15%	14 17%	19 15%	35 18%	32 15%	21 12%	18 9%	29 11%	32 11%	50 20%	23 16%	12 6%	* 1%	2 2%	4 13%	81 25%	2 10%	1 32%	26 13%	8 9%	21 9%	27 23%
A coalition involving the Conservatives and the Liberal Democrats.	129 13%	55 11%	74 14%	4 4%	9 7%	23 12%	26 12%	36 20%	32 16%	47 17%	42 14%	24 10%	12 8%	36 18%	3 3%	51 52%	3 12%	9 3%	1 4%	- -	31 16%	2 2%	67 28%	4 4%
A Labour government	102 10%	56 12%	46 9%	22 25%	15 12%	23 12%	9 4%	19 11%	14 7%	24 9%	42 14%	21 8%	12 8%	2 1%	53 57%	5 5%	6 20%	10 3%	3 14%	- -	2 1%	27 29%	24 10%	5 4%
A coalition involving Labour and the Liberal Democrats.	48 5%	23 5%	25 5%	4 4%	7 6%	10 5%	9 4%	8 5%	10 5%	21 8%	12 4%	7 3%	7 5%	2 1%	8 9%	21 22%	2 8%	2 1%	3 17%	- -	2 1%	4 4%	23 9%	3 2%
Don't know	131 13%	50 10%	81 16%	12 14%	15 12%	16 8%	31 15%	18 10%	38 19%	27 10%	38 13%	30 12%	29 20%	5 2%	4 4%	3 3%	4 14%	26 8%	3 17%	2 46%	11 6%	6 7%	29 12%	12 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	479 48%	488 49%
Female	522 52%	513 51%

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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	40 4%	87 9%
25-34	115 11%	132 13%
35-44	212 21%	192 19%
45-54	205 20%	208 21%
55-64	196 20%	181 18%
65 or older	231 23%	199 20%
Refused	2 *	2 *

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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	169 17%	95 10%
B	321 32%	179 18%
C1	209 21%	301 30%
C2	129 13%	253 25%
D	68 7%	72 7%
E	74 7%	70 7%
Refused	31 3%	31 3%

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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	210 21%	195 20%
Labour	94 9%	92 9%
Liberal Democrats	227 23%	243 24%
SNP	165 16%	117 12%
Another party	21 2%	14 1%
Did not vote	190 19%	245 25%
Refused	41 4%	37 4%
Don't know	53 5%	56 6%