

Dumfries, Clydesdale & Tweeddale Poll

CATI Fieldwork : 10th - 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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136	
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86	
Certain to vote	(10)	633	323	311	19	54	100	121	136	198	137	156	154	165	187	86	33	29	194	16	4	215	150	93	68
		63%	67%	60%	24%	51%	61%	61%	74%	75%	81%	64%	55%	62%	80%	56%	72%	67%	73%	87%	58%	82%	76%	72%	79%
	(9)	53	25	28	17	4	11	5	9	7	5	23	15	7	8	15	3	2	19	-	-	10	7	8	4
		5%	5%	5%	21%	3%	7%	3%	5%	3%	3%	10%	5%	3%	4%	10%	7%	4%	7%	-	-	4%	4%	7%	5%
	(8)	75	28	46	1	16	15	13	11	19	9	25	23	14	14	14	3	5	19	2	2	20	14	12	4
		7%	6%	9%	2%	15%	9%	7%	6%	7%	5%	10%	8%	5%	6%	9%	7%	12%	7%	9%	33%	8%	7%	9%	5%
	(7)	42	26	15	8	7	8	11	2	5	5	12	9	13	13	14	1	2	5	-	-	9	12	5	3
		4%	5%	3%	9%	7%	5%	6%	1%	2%	3%	5%	3%	5%	6%	9%	1%	4%	2%	-	-	3%	6%	4%	3%
	(6)	22	8	14	-	3	1	10	5	3	2	-	12	6	2	3	-	4	9	-	-	3	4	1	2
		2%	2%	3%	-	3%	*	5%	3%	1%	1%	-	4%	2%	1%	2%	-	10%	3%	-	-	1%	2%	1%	2%
	(5)	77	19	58	27	8	11	16	7	9	6	13	27	29	4	17	4	-	17	-	1	3	5	7	3
		8%	4%	11%	34%	7%	7%	8%	4%	3%	3%	5%	10%	11%	2%	11%	9%	-	6%	-	9%	1%	2%	6%	3%
	(4)	10	4	6	-	1	2	4	-	2	-	1	3	5	3	1	-	-	4	1	-	-	1	-	-
		1%	1%	1%	-	1%	2%	2%	-	1%	-	1%	1%	2%	1%	1%	-	-	1%	4%	-	-	*	-	-
	(3)	9	4	5	-	-	4	4	1	*	1	4	3	1	-	3	-	2	1	-	-	*	-	-	-
		1%	1%	1%	-	-	2%	2%	1%	*	1%	2%	1%	*	-	2%	-	4%	*	-	-	*	-	-	-
	(2)	8	2	6	3	-	1	4	-	*	*	-	4	4	3	1	2	-	-	-	-	-	1	2	-
		1%	*	1%	3%	-	1%	2%	-	*	*	-	1%	1%	1%	1%	5%	-	-	-	-	-	1%	2%	-
Definitely would not vote	(1)	70	41	29	6	13	12	10	13	17	5	9	29	21	-	-	-	-	-	-	-	-	4	-	2
		7%	8%	6%	7%	12%	7%	5%	7%	7%	3%	4%	11%	8%	-	-	-	-	-	-	-	-	2%	-	2%
Don't know		2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	1	-	-	1
		*	-	*	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-	-	1%
Mean		8.38	8.49	8.28	6.90	7.84	8.31	8.21	8.83	8.89	9.26	8.80	7.81	8.11	9.39	8.60	8.94	8.96	9.17	9.57	8.87	9.59	9.17	9.19	9.33
Standard deviation		2.71	2.77	2.66	2.79	2.99	2.77	2.71	2.52	2.48	1.92	2.21	3.08	2.91	1.47	1.99	2.15	1.79	1.61	1.32	1.66	1.02	1.85	1.65	1.70
Standard error		0.09	0.13	0.12	0.52	0.29	0.22	0.20	0.19	0.14	0.10	0.17	0.23	0.18	0.09	0.17	0.34	0.28	0.09	0.33	0.59	0.06	0.13	0.17	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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
Conservative	235	119	116	7	12	30	40	51	94	52	64	60	54	235	-	-	-	-	-	-	188	7	11	1
	23%	25%	22%	9%	12%	18%	20%	28%	36%	31%	26%	21%	20%	100%	-	-	-	-	-	-	72%	4%	9%	1%
Labour	153	61	93	17	25	22	28	27	35	22	36	37	53	-	153	-	-	-	-	-	3	104	5	2
	15%	13%	18%	21%	23%	13%	14%	14%	13%	13%	15%	13%	20%	-	100%	-	-	-	-	-	1%	53%	4%	2%
Liberal Democrat	46	18	28	3	1	9	9	9	14	10	13	10	10	-	-	46	-	-	-	-	2	3	31	-
	5%	4%	5%	4%	1%	5%	5%	5%	5%	6%	5%	4%	4%	-	-	100%	-	-	-	-	1%	2%	24%	-
The UK Independence Party (UKIP)	43	29	14	-	3	7	16	5	13	5	9	17	9	-	-	-	43	-	-	-	21	4	4	1
	4%	6%	3%	-	2%	4%	8%	3%	5%	3%	4%	6%	3%	-	-	-	100%	-	-	-	8%	2%	3%	1%
SNP	267	140	127	22	38	58	55	47	45	44	76	60	81	-	-	-	-	267	-	-	18	55	41	68
	27%	29%	24%	28%	35%	35%	28%	26%	17%	26%	31%	22%	30%	-	-	-	-	100%	-	-	7%	28%	32%	79%
The Green Party	18	8	10	-	2	6	5	3	2	3	5	7	3	-	-	-	-	-	18	-	2	3	9	2
	2%	2%	2%	-	1%	4%	3%	2%	1%	2%	2%	2%	1%	-	-	-	-	-	100%	-	1%	2%	7%	2%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	14%	-	-	-	-
Some other party	7	4	3	-	-	1	1	2	2	1	1	1	2	-	-	-	-	-	-	7	1	-	2	1
	1%	1%	*	-	-	1%	1%	1%	1%	1%	*	1%	1%	-	-	-	-	-	-	86%	1%	-	2%	1%
Would not vote	70	41	29	6	13	12	10	13	17	5	9	29	21	-	-	-	-	-	-	-	-	4	-	2
	7%	8%	6%	7%	12%	7%	5%	7%	7%	3%	4%	11%	8%	-	-	-	-	-	-	-	-	2%	-	2%
Refused	41	18	23	-	2	4	6	9	19	9	5	9	11	-	-	-	-	-	-	-	5	6	4	3
	4%	4%	4%	-	2%	2%	3%	5%	7%	5%	2%	3%	4%	-	-	-	-	-	-	-	2%	3%	3%	3%
Don't know	120	42	78	24	12	16	26	18	21	18	25	48	24	-	-	-	-	-	-	-	22	12	23	7
	12%	9%	15%	31%	12%	10%	13%	10%	8%	11%	10%	17%	9%	-	-	-	-	-	-	-	8%	6%	18%	8%

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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	624	311	313	12	62	103	114	119	213	234	121	91	160	209	105	32	31	229	13	6	210	148	67	103
Weighted base	594	306	287	33	59	100	110	119	171	115	163	143	156	191	107	35	32	208	15	6	198	142	83	63
Conservative	191	97	94	3	10	21	30	45	82	46	52	46	44	191	-	-	-	-	-	-	159	6	9	1
	32%	32%	33%	8%	17%	21%	27%	37%	48%	40%	32%	32%	28%	100%	-	-	-	-	-	-	80%	4%	11%	1%
Labour	107	44	63	8	18	14	20	21	26	17	24	28	34	-	107	-	-	-	-	-	2	82	4	1
	18%	14%	22%	25%	30%	14%	18%	18%	15%	15%	15%	20%	22%	-	100%	-	-	-	-	-	1%	58%	5%	2%
Liberal Democrat	35	15	19	3	1	6	7	8	12	9	11	7	6	-	-	35	-	-	-	-	2	3	25	-
	6%	5%	7%	8%	1%	6%	6%	6%	7%	8%	7%	5%	4%	-	-	100%	-	-	-	-	1%	2%	30%	-
The UK Independence Party (UKIP)	32	24	8	-	1	5	10	5	11	5	8	11	6	-	-	-	32	-	-	-	18	3	3	1
	5%	8%	3%	-	2%	5%	9%	4%	6%	4%	5%	8%	4%	-	-	-	100%	-	-	-	9%	2%	4%	1%
SNP	208	115	93	19	28	47	38	38	37	36	64	43	61	-	-	-	-	208	-	-	14	45	34	58
	35%	38%	32%	59%	47%	47%	35%	31%	22%	32%	39%	30%	39%	-	-	-	-	100%	-	-	7%	32%	41%	91%
The Green Party	15	7	8	-	1	5	4	3	1	2	4	6	2	-	-	-	-	15	-	-	1	3	7	2
	3%	2%	3%	-	2%	5%	4%	2%	1%	2%	3%	4%	1%	-	-	-	-	100%	-	-	1%	2%	9%	2%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	17%	-	-	-	-
Some other party	5	3	2	-	-	1	1	1	2	*	1	1	2	-	-	-	-	-	-	5	1	-	1	1
	1%	1%	1%	-	-	1%	1%	1%	1%	*	*	1%	1%	-	-	-	-	-	-	83%	*	-	2%	1%

Dumfries, Clydesdale & Tweeddale 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	33%
Labour	18%
Liberal Democrat	7%
UKIP	5%
SNP	34%
Green	2%
Other	1%

Dumfries, Clydesdale & Tweeddale Poll

CATI Fieldwork : 10th - 19th February 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

	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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
Conservative	261	129	132	7	15	32	50	52	104	58	69	73	56	226	4	2	5	8	-	2	197	14	15	1
	26%	27%	25%	9%	14%	20%	25%	28%	40%	34%	28%	26%	21%	96%	3%	5%	11%	3%	-	23%	76%	7%	11%	1%
Labour	163	69	94	17	28	22	29	29	38	24	36	48	51	1	131	1	1	5	-	-	11	103	9	2
	16%	14%	18%	21%	26%	14%	15%	16%	14%	14%	15%	17%	19%	1%	86%	3%	2%	2%	-	-	4%	52%	7%	2%
Liberal Democrat	59	25	34	6	1	9	15	13	14	10	22	12	14	2	5	36	3	2	2	1	4	3	39	-
	6%	5%	7%	8%	1%	6%	8%	7%	5%	6%	9%	4%	5%	1%	3%	79%	7%	1%	10%	17%	2%	2%	30%	-
The UK Independence Party (UKIP)	34	21	14	-	-	6	13	3	12	6	7	11	6	-	2	1	30	-	-	-	14	6	4	1
	3%	4%	3%	-	-	4%	7%	1%	5%	3%	3%	4%	2%	-	1%	3%	70%	-	-	-	5%	3%	3%	1%
SNP	273	142	131	24	39	59	55	50	44	43	79	64	82	2	6	4	4	249	2	1	19	53	43	74
	27%	30%	25%	30%	37%	36%	28%	27%	17%	25%	32%	23%	30%	1%	4%	8%	9%	93%	12%	10%	7%	27%	33%	86%
The Green Party	17	9	9	-	2	6	3	6	1	2	3	9	2	-	-	-	-	1	14	-	2	2	8	2
	2%	2%	2%	-	1%	4%	2%	3%	*	1%	1%	3%	1%	-	-	-	-	*	78%	-	1%	1%	6%	2%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	-	14%	-	-	-
Some other party	4	3	2	-	-	1	1	2	1	1	-	-	2	-	-	-	-	-	-	3	-	1	1	-
	*	1%	*	-	-	1%	*	1%	*	1%	-	-	1%	-	-	-	-	-	-	36%	-	*	1%	-
Would not vote	70	41	29	6	13	12	10	13	17	5	9	29	21	-	-	-	-	-	-	-	-	4	-	2
	7%	8%	6%	7%	12%	7%	5%	7%	7%	3%	4%	11%	8%	-	-	-	-	-	-	-	-	2%	-	2%
Refused	28	10	18	-	*	4	5	6	13	7	3	3	9	-	-	-	-	1	-	-	3	2	2	-
	3%	2%	4%	-	*	2%	2%	3%	5%	4%	1%	1%	3%	-	-	-	-	*	-	-	1%	1%	2%	-
Don't know	90	32	58	20	9	13	17	11	19	13	15	30	25	4	5	1	-	1	-	-	12	10	9	5
	9%	7%	11%	25%	8%	8%	9%	6%	7%	8%	6%	11%	9%	2%	3%	3%	-	*	-	-	5%	5%	7%	6%

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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)

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	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	651	321	329	12	65	105	121	127	219	245	126	100	163	206	103	30	31	227	13	6	219	153	73	105
Weighted base	623	320	303	33	62	103	117	128	177	120	171	158	158	189	105	34	32	207	15	6	209	146	93	65
Conservative	211	105	106	3	12	23	37	46	91	50	56	55	46	185	4	2	4	6	-	1	168	13	12	1
	34%	33%	35%	8%	19%	23%	31%	36%	51%	41%	33%	35%	29%	98%	4%	6%	12%	3%	-	21%	81%	9%	13%	1%
Labour	113	49	64	8	20	15	20	23	26	18	26	31	35	1	94	1	1	2	-	-	9	81	3	1
	18%	15%	21%	24%	32%	15%	17%	18%	15%	15%	15%	20%	22%	1%	89%	3%	3%	1%	-	-	4%	55%	3%	2%
Liberal Democrat	43	22	21	3	1	6	11	11	12	9	16	9	8	2	2	27	3	1	2	1	4	3	32	-
	7%	7%	7%	9%	1%	6%	9%	8%	7%	7%	10%	6%	5%	1%	2%	78%	8%	1%	11%	21%	2%	2%	34%	-
The UK Independence Party (UKIP)	24	16	8	-	-	4	7	2	11	5	6	6	4	-	1	1	22	-	-	-	12	4	3	*
	4%	5%	3%	-	-	4%	6%	2%	6%	4%	4%	4%	3%	-	1%	2%	68%	-	-	-	6%	3%	3%	1%
SNP	213	118	96	19	28	48	40	40	37	36	63	48	62	1	4	3	3	196	2	1	14	44	36	61
	34%	37%	32%	59%	45%	46%	34%	31%	21%	30%	37%	31%	39%	1%	4%	10%	9%	95%	13%	12%	7%	30%	39%	93%
The Green Party	15	8	7	-	1	5	2	5	*	2	3	8	1	-	-	-	-	1	12	-	1	2	7	2
	2%	2%	2%	-	2%	5%	2%	4%	*	2%	2%	5%	1%	-	-	-	-	*	77%	-	1%	1%	7%	3%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	17%	-	-	-	-
Some other party	3	2	1	-	-	1	*	1	1	*	-	-	1	-	-	-	-	-	-	2	-	*	*	-
	*	1%	*	-	-	1%	*	1%	*	*	-	-	1%	-	-	-	-	-	-	29%	-	*	*	-

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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	34%
Labour	18%
Liberal Democrat	7%
UKIP	4%
SNP	34%
Green	2%
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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
I would not vote UKIP	769	360	409	54	83	132	151	148	199	138	210	194	205	195	136	42	-	236	18	4	193	173	109	74
	77%	75%	79%	68%	78%	80%	76%	80%	76%	81%	86%	69%	76%	83%	88%	92%	-	88%	100%	53%	74%	87%	84%	86%
I would not vote Liberal Democrat	680	352	328	34	84	122	138	126	175	104	172	191	191	180	110	-	35	223	14	6	199	159	52	68
	68%	73%	63%	43%	79%	74%	70%	68%	67%	61%	71%	68%	71%	77%	72%	-	80%	84%	76%	79%	76%	80%	40%	79%
I would not vote Labour	567	298	269	34	57	94	110	108	164	96	142	165	146	194	-	26	34	202	13	3	208	48	72	63
	57%	62%	52%	42%	54%	57%	56%	59%	62%	56%	58%	59%	54%	83%	-	56%	80%	76%	72%	43%	80%	24%	55%	73%
I would not vote Conservative	532	263	269	36	71	104	105	96	118	81	130	139	160	-	125	32	19	226	18	5	25	163	84	73
	53%	55%	52%	45%	67%	63%	53%	52%	45%	48%	53%	50%	59%	-	81%	70%	44%	84%	100%	64%	10%	83%	65%	85%
I would not vote SNP	483	224	259	29	43	70	96	88	156	91	111	139	122	198	112	31	31	-	8	5	198	115	49	3
	48%	47%	50%	37%	40%	42%	49%	48%	59%	54%	45%	50%	45%	84%	73%	66%	72%	-	43%	70%	76%	58%	38%	3%
None of these - I would potentially vote for all of them	57	23	35	26	4	3	11	4	8	8	1	26	17	1	5	2	2	5	-	-	2	2	8	1
	6%	5%	7%	32%	4%	2%	5%	2%	3%	5%	1%	9%	6%	1%	3%	4%	4%	2%	-	-	1%	1%	6%	1%
Don't know	10	5	5	-	*	2	1	2	5	2	-	1	3	1	-	-	-	1	-	-	1	-	-	-
	1%	1%	1%	-	*	1%	1%	1%	2%	1%	-	1%	1%	1%	-	-	-	*	-	-	1%	-	-	-

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1001	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136	
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86	
NET: Well	612	302	310	58	64	95	112	109	170	113	175	167	142	204	109	29	23	128	5	3	215	119	79	49	
	61%	63%	59%	73%	60%	58%	56%	59%	65%	67%	72%	60%	53%	87%	71%	62%	52%	48%	28%	37%	83%	60%	61%	57%	
Very well	(4)	35	24	12	3	2	2	4	14	10	6	12	6	12	21	6	-	1	7	-	-	17	7	3	2
		4%	5%	2%	4%	1%	2%	2%	8%	4%	3%	5%	2%	4%	9%	4%	-	1%	3%	-	6%	4%	2%	3%	
Quite well	(3)	577	279	298	55	63	93	108	94	160	108	164	161	130	183	103	29	22	121	5	3	199	111	76	46
		58%	58%	57%	68%	59%	56%	55%	51%	61%	64%	67%	57%	48%	78%	67%	62%	51%	45%	28%	37%	76%	56%	59%	54%
Quite badly	(2)	276	122	154	14	33	52	63	54	60	42	51	82	90	20	34	14	17	110	11	3	31	55	47	23
		28%	25%	30%	17%	31%	31%	32%	29%	23%	25%	21%	29%	34%	9%	22%	30%	40%	41%	58%	40%	12%	28%	36%	27%
Very badly	(1)	61	36	25	-	5	14	10	17	15	8	13	15	22	4	4	2	3	22	2	1	5	14	-	12
		6%	7%	5%	-	5%	8%	5%	9%	6%	5%	5%	5%	8%	2%	3%	4%	6%	8%	14%	13%	2%	7%	-	14%
NET: Badly	337	158	179	14	38	65	74	71	75	50	64	97	113	24	39	16	20	133	13	4	37	69	47	35	
	34%	33%	34%	17%	36%	40%	37%	39%	28%	30%	26%	35%	42%	10%	25%	34%	46%	50%	72%	54%	14%	35%	36%	41%	
Don't know	52	20	32	8	4	4	12	4	18	6	6	16	14	7	6	2	1	6	-	1	9	10	3	2	
	5%	4%	6%	10%	4%	3%	6%	2%	7%	4%	2%	6%	5%	3%	4%	4%	2%	2%	-	9%	3%	5%	2%	3%	
Mean	2.62	2.63	2.61	2.86	2.59	2.52	2.57	2.59	2.67	2.68	2.73	2.60	2.51	2.97	2.75	2.60	2.49	2.43	2.14	2.26	2.90	2.59	2.65	2.46	
Standard deviation	0.66	0.70	0.63	0.47	0.61	0.67	0.63	0.77	0.65	0.62	0.64	0.63	0.72	0.50	0.57	0.58	0.64	0.69	0.65	0.76	0.52	0.68	0.53	0.77	
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.06	0.04	0.03	0.05	0.05	0.05	0.03	0.05	0.09	0.10	0.04	0.16	0.29	0.03	0.05	0.05	0.07	

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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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
NET: Well	653	326	327	65	58	98	115	123	188	123	175	179	161	192	108	32	24	153	8	5	214	122	89	51
	65%	68%	63%	82%	55%	60%	58%	67%	71%	73%	72%	64%	60%	82%	70%	69%	54%	57%	43%	60%	82%	61%	69%	60%
Very well	(4) 71	35	36	10	6	8	7	16	24	11	24	19	14	25	8	3	1	13	-	-	23	8	8	3
	7%	7%	7%	12%	5%	5%	4%	9%	9%	6%	10%	7%	5%	11%	6%	6%	3%	5%	-	-	9%	4%	6%	4%
Quite well	(3) 582	291	291	55	53	91	108	107	163	112	151	159	147	167	99	29	22	140	8	5	190	113	81	48
	58%	61%	56%	69%	50%	55%	54%	58%	62%	66%	62%	57%	55%	71%	65%	64%	51%	52%	43%	60%	73%	57%	63%	56%
Quite badly	(2) 248	103	145	12	34	49	63	48	42	36	52	74	72	33	35	11	18	85	9	1	37	54	37	22
	25%	21%	28%	15%	32%	30%	32%	26%	16%	21%	21%	27%	27%	14%	23%	25%	41%	32%	47%	17%	14%	27%	28%	26%
Very badly	(1) 68	36	32	-	11	14	15	11	17	7	12	20	25	2	9	3	2	27	2	1	2	17	2	10
	7%	8%	6%	-	10%	9%	8%	6%	7%	4%	5%	7%	9%	1%	6%	6%	5%	10%	10%	13%	1%	9%	2%	11%
NET: Badly	316	139	177	12	45	63	78	59	59	43	65	94	97	35	43	14	20	111	10	2	39	71	39	32
	32%	29%	34%	15%	42%	38%	39%	32%	23%	26%	27%	34%	36%	15%	28%	31%	46%	42%	57%	31%	15%	36%	30%	37%
Don't know	32	15	17	2	3	4	5	2	16	3	4	6	11	7	2	-	-	3	-	1	8	5	1	2
	3%	3%	3%	3%	3%	2%	3%	1%	6%	2%	2%	2%	4%	3%	1%	-	-	1%	-	9%	3%	3%	1%	3%
Mean	2.68	2.70	2.66	2.97	2.51	2.57	2.55	2.71	2.79	2.76	2.78	2.65	2.58	2.94	2.71	2.69	2.53	2.53	2.33	2.51	2.93	2.58	2.74	2.54
Standard deviation	0.71	0.72	0.70	0.53	0.76	0.72	0.69	0.71	0.71	0.63	0.69	0.72	0.74	0.54	0.66	0.67	0.65	0.74	0.67	0.80	0.52	0.71	0.60	0.76
Standard error	0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.11	0.10	0.04	0.17	0.30	0.03	0.05	0.06	0.07

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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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
I am satisfied with the job David Cameron is doing overall as Prime Minister	280 28%	140 29%	140 27%	19 24%	21 20%	32 19%	43 22%	62 34%	102 39%	50 30%	69 28%	83 30%	72 27%	143 61%	26 17%	17 36%	9 21%	29 11%	- -	1 17%	146 56%	32 16%	20 16%	11 12%
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	308 31%	137 29%	171 33%	39 50%	33 31%	56 34%	60 30%	48 26%	72 27%	54 32%	94 39%	78 28%	73 27%	87 37%	30 20%	14 31%	20 46%	93 35%	5 26%	2 29%	94 36%	34 17%	50 39%	33 39%
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.	259 26%	125 26%	135 26%	14 18%	37 35%	47 29%	62 31%	43 23%	56 21%	44 26%	56 23%	76 27%	76 28%	3 1%	92 60%	12 25%	11 26%	88 33%	13 70%	1 9%	12 5%	109 55%	42 33%	23 27%
Refused	56 6%	29 6%	27 5%	- -	2 2%	12 7%	11 5%	16 9%	14 5%	6 3%	11 5%	16 6%	13 5%	- -	2 1%	2 5%	1 3%	21 8%	- -	1 14%	4 2%	8 4%	10 7%	8 10%
Don't know	97 10%	49 10%	48 9%	7 8%	13 13%	19 11%	22 11%	15 8%	19 7%	15 9%	14 6%	27 10%	34 12%	1 *	3 2%	1 3%	2 4%	36 13%	1 4%	2 31%	5 2%	15 7%	7 6%	11 13%

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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	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
The Conservatives	302 30%	162 34%	141 27%	11 13%	18 17%	39 24%	64 32%	80 44%	90 34%	70 41%	88 36%	78 28%	59 22%	108 46%	29 19%	17 38%	9 22%	77 29%	9 51%	4 49%	116 45%	51 26%	45 35%	22 25%
SNP	171 17%	85 18%	86 17%	12 14%	27 25%	23 14%	39 19%	35 19%	36 14%	34 20%	33 13%	49 17%	53 20%	28 12%	22 14%	6 14%	6 15%	81 30%	1 6%	3 36%	28 11%	36 18%	23 18%	24 28%
Labour	99 10%	47 10%	53 10%	14 18%	10 9%	16 10%	17 9%	17 9%	25 9%	19 11%	22 9%	25 9%	28 11%	15 6%	31 21%	2 4%	5 11%	25 9%	3 16%	1 17%	13 5%	39 20%	19 14%	9 10%
The Liberal Democrat	40 4%	21 4%	19 4%	3 4%	3 2%	3 2%	8 4%	13 7%	10 4%	11 7%	6 2%	8 3%	14 5%	5 2%	5 3%	8 18%	2 4%	10 4%	1 6%	2 27%	6 2%	8 4%	12 9%	3 4%
The UK Independence Party (UKIP)	20 2%	9 2%	12 2%	7 9%	5 4%	1 1%	3 2%	- -	4 2%	4 2%	4 2%	9 3%	4 1%	4 2%	3 2%	- -	1 1%	5 2%	- -	- -	4 2%	4 2%	9 7%	* *
None of them	541 54%	253 53%	289 55%	49 62%	67 63%	105 63%	99 50%	76 41%	141 54%	72 42%	129 53%	158 57%	153 57%	110 47%	95 62%	20 44%	27 62%	120 45%	7 41%	4 51%	128 49%	105 53%	55 42%	44 51%
Don't know	12 1%	2 *	10 2%	- -	* *	2 1%	2 1%	2 1%	4 1%	2 1%	2 1%	- -	8 3%	2 1%	1 1%	- -	1 1%	4 1%	- -	- -	3 1%	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	1001	467	534	29	109	161	191	183	323	341	178	172	271	248	146	41	40	290	16	8	268	206	100	136
Weighted base	1001	480	521	80	106	165	198	184	263	170	244	280	269	235	153	46	43	267	18	8	261	198	129	86
A coalition involving Labour and the SNP	241 24%	130 27%	111 21%	22 28%	33 31%	60 36%	51 26%	43 23%	33 12%	36 21%	58 24%	62 22%	81 30%	- -	32 21%	3 7%	5 12%	154 58%	7 40%	- -	10 4%	73 37%	35 27%	44 51%
A Conservative government	241 24%	132 27%	109 21%	5 6%	18 17%	30 18%	46 23%	50 27%	92 35%	48 28%	63 26%	76 27%	52 19%	178 76%	3 2%	1 3%	18 41%	11 4%	- -	1 20%	180 69%	8 4%	12 9%	3 4%
A Labour government	140 14%	61 13%	78 15%	9 12%	23 21%	20 12%	25 13%	28 15%	35 13%	19 11%	31 13%	44 16%	40 15%	2 1%	95 62%	1 3%	6 13%	10 4%	1 6%	1 14%	5 2%	79 40%	7 5%	4 5%
A coalition involving the Conservatives and the SNP.	109 11%	46 10%	63 12%	7 9%	13 13%	16 10%	23 11%	23 12%	26 10%	16 10%	32 13%	28 10%	32 12%	18 8%	- -	3 7%	7 17%	62 23%	1 6%	2 26%	25 9%	9 5%	12 10%	21 24%
A coalition involving the Conservatives and the Liberal Democrats.	72 7%	28 6%	44 9%	6 7%	4 3%	14 9%	12 6%	11 6%	25 10%	19 11%	22 9%	11 4%	17 6%	33 14%	1 1%	17 37%	2 5%	5 2%	- -	- -	31 12%	4 2%	15 12%	2 2%
A coalition involving Labour and the Liberal Democrats.	60 6%	25 5%	34 7%	10 13%	* *	10 6%	15 8%	5 3%	19 7%	12 7%	18 7%	10 4%	19 7%	1 *	21 14%	15 33%	2 5%	1 *	8 45%	1 17%	2 1%	15 7%	29 22%	1 1%
Don't know	138 14%	58 12%	80 15%	20 25%	15 14%	15 9%	27 13%	25 14%	33 12%	20 12%	21 9%	48 17%	29 11%	2 1%	1 1%	5 11%	3 8%	25 9%	1 4%	2 23%	8 3%	10 5%	19 14%	11 13%

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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	467 47%	480 48%
Female	534 53%	521 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	1001	1001
Weighted base	1001	1001
18-24	29 3%	80 8%
25-34	109 11%	106 11%
35-44	161 16%	165 17%
45-54	191 19%	198 20%
55-64	183 18%	184 18%
65 or older	323 32%	263 26%
Refused	5 *	5 *

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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	110 11%	55 5%
B	231 23%	115 11%
C1	178 18%	244 24%
C2	172 17%	280 28%
D	122 12%	135 14%
E	149 15%	134 13%
Refused	39 4%	39 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	268 27%	261 26%
Labour	206 21%	198 20%
Liberal Democrats	100 10%	129 13%
SNP	136 14%	86 9%
Another party	21 2%	18 2%
Did not vote	184 18%	230 23%
Refused	35 3%	30 3%
Don't know	51 5%	48 5%