

Berwickshire, Roxburgh & Selkirk Poll

CATI Fieldwork : 13th-16th April 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	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140	
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79	
Certain to vote	(10)	726	361	365	35	65	111	146	156	210	135	214	181	185	200	49	123	22	203	7	3	201	55	255	70
		73%	75%	70%	41%	58%	68%	76%	85%	80%	85%	79%	70%	64%	89%	70%	77%	62%	80%	64%	71%	90%	79%	86%	88%
(9)	39	18	20	4	4	8	9	2	11	7	8	11	11	9	2	12	2	8	-	-	9	3	13	2	
	4%	4%	4%	5%	4%	5%	5%	1%	4%	4%	3%	4%	4%	4%	3%	7%	6%	3%	-	-	4%	4%	5%	2%	
(8)	63	34	29	13	8	16	3	9	15	4	12	26	20	8	8	15	5	11	3	1	5	6	13	4	
	6%	7%	6%	15%	7%	10%	2%	5%	6%	3%	4%	10%	7%	4%	11%	9%	12%	4%	26%	29%	2%	8%	4%	5%	
(7)	33	9	24	8	6	5	5	3	6	3	9	7	13	3	4	4	-	9	-	-	2	4	4	-	
	3%	2%	5%	9%	5%	3%	3%	2%	2%	2%	3%	3%	5%	1%	5%	2%	-	4%	-	-	1%	6%	1%	-	
(6)	11	2	8	2	1	-	5	1	2	1	1	3	5	1	*	2	3	3	-	-	3	-	-	-	
	1%	1%	2%	2%	1%	-	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	8%	1%	-	-	1%	-	-	-	
(5)	45	15	30	11	9	11	5	3	6	4	10	7	20	2	1	3	3	16	1	-	1	1	7	2	
	4%	3%	6%	12%	8%	7%	3%	2%	2%	2%	4%	3%	7%	1%	2%	2%	9%	6%	10%	-	*	1%	2%	2%	
(4)	6	3	2	2	*	2	-	-	1	1	2	1	1	-	1	*	-	2	-	-	-	-	-	*	
	1%	1%	*	3%	*	1%	-	-	*	1%	1%	1%	*	-	1%	*	-	1%	-	-	-	-	-	*	
(3)	14	5	9	-	4	4	3	2	1	1	4	3	6	2	3	2	1	3	-	-	-	2	3	-	
	1%	1%	2%	-	4%	2%	2%	1%	*	1%	1%	1%	2%	1%	5%	1%	3%	1%	-	-	-	2%	1%	-	
(2)	5	-	5	1	2	-	-	1	1	1	1	1	2	-	1	-	-	-	-	-	-	-	-	-	
	1%	-	1%	1%	2%	-	-	1%	*	*	*	*	1%	-	2%	-	-	-	-	-	-	-	-	-	
Definitely would not vote	(1)	51	30	21	10	13	5	16	1	5	3	8	17	20	-	-	-	-	-	-	2	-	-	1	
	5%	6%	4%	12%	12%	3%	8%	1%	2%	2%	3%	6%	7%	-	-	-	-	-	-	-	1%	-	-	1%	
Don't know	10	2	8	-	-	2	-	4	4	-	2	3	5	-	-	-	-	-	-	-	1	-	2	-	
	1%	*	2%	-	-	1%	-	2%	1%	-	1%	1%	2%	-	-	-	-	-	-	-	*	-	1%	-	
Mean	8.83	8.91	8.76	7.38	7.75	8.80	8.73	9.53	9.38	9.42	9.14	8.75	8.38	9.72	8.92	9.44	8.71	9.30	8.98	9.42	9.75	9.41	9.64	9.61	
Standard deviation	2.43	2.45	2.40	3.05	3.26	2.28	2.73	1.49	1.69	1.72	2.09	2.52	2.76	0.99	2.07	1.27	2.02	1.61	1.65	1.05	1.05	1.39	1.15	1.38	
Standard error	0.08	0.12	0.10	0.38	0.30	0.19	0.21	0.11	0.09	0.09	0.14	0.18	0.19	0.07	0.25	0.10	0.37	0.10	0.52	0.52	0.07	0.16	0.07	0.12	

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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	1001	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
Conservative	225	114	111	16	22	36	41	45	65	50	74	61	35	225	-	-	-	-	-	-	166	2	36	1
	22%	24%	21%	19%	19%	22%	21%	25%	25%	32%	27%	23%	12%	100%	-	-	-	-	-	-	74%	3%	12%	1%
Labour	70	36	34	8	10	10	16	7	18	10	20	12	28	-	70	-	-	-	-	-	2	32	12	1
	7%	8%	6%	9%	9%	6%	8%	4%	7%	6%	7%	4%	10%	-	100%	-	-	-	-	-	1%	46%	4%	1%
Liberal Democrat	160	69	91	7	7	19	28	37	61	29	44	26	59	-	-	160	-	-	-	-	8	2	124	2
	16%	14%	18%	9%	6%	11%	15%	20%	24%	18%	16%	10%	21%	-	-	100%	-	-	-	-	4%	3%	42%	2%
The UK Independence Party (UKIP)	36	28	8	2	5	11	7	5	6	2	9	12	10	-	-	-	36	-	-	-	12	2	1	2
	4%	6%	2%	2%	5%	7%	4%	3%	2%	1%	3%	5%	3%	-	-	-	100%	-	-	-	5%	3%	*	2%
SNP	254	133	121	28	34	48	54	42	45	38	76	66	70	-	-	-	-	254	-	-	8	18	85	67
	25%	28%	23%	33%	30%	29%	28%	23%	17%	24%	28%	25%	24%	-	-	-	-	100%	-	-	4%	26%	29%	85%
The Green Party	12	2	10	2	-	2	2	5	*	1	3	3	4	-	-	-	-	-	12	-	-	2	5	-
	1%	*	2%	2%	-	1%	1%	3%	*	1%	1%	1%	1%	-	-	-	-	-	100%	-	-	3%	2%	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	-	3	-	1	-	1	1	-	1	2	-	-	-	-	-	-	4	-	-	1	1
	*	*	*	-	2%	-	*	-	*	*	-	*	1%	-	-	-	-	-	-	100%	-	-	*	1%
Would not vote	51	30	21	10	13	5	16	1	5	3	8	17	20	-	-	-	-	-	-	-	2	-	-	1
	5%	6%	4%	12%	12%	3%	8%	1%	2%	2%	3%	6%	7%	-	-	-	-	-	-	-	1%	-	-	1%
Refused	67	30	37	-	3	5	15	13	31	10	9	23	22	-	-	-	-	-	-	-	7	1	9	1
	7%	6%	7%	-	3%	3%	8%	7%	12%	6%	3%	9%	8%	-	-	-	-	-	-	-	3%	2%	3%	2%
Don't know	122	36	86	11	15	26	12	28	29	16	27	38	39	-	-	-	-	-	-	-	17	10	25	3
	12%	8%	17%	13%	13%	16%	6%	15%	11%	10%	10%	15%	13%	-	-	-	-	-	-	-	8%	14%	8%	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	637	301	336	37	62	86	109	126	216	242	150	112	123	194	51	128	20	232	8	3	162	52	209	112
Weighted base	618	319	300	46	62	100	122	122	166	111	188	147	162	194	53	132	26	202	9	3	173	49	223	63
Conservative	194	97	97	13	19	30	36	41	55	43	64	53	29	194	-	-	-	-	-	-	147	2	31	1
	31%	30%	32%	29%	31%	30%	30%	33%	33%	39%	34%	36%	18%	100%	-	-	-	-	-	-	85%	4%	14%	1%
Labour	53	27	25	5	7	8	14	4	15	7	15	10	20	-	53	-	-	-	-	-	1	28	10	1
	9%	9%	8%	12%	11%	8%	11%	4%	9%	7%	8%	7%	12%	-	100%	-	-	-	-	-	1%	57%	5%	1%
Liberal Democrat	132	59	73	6	6	14	22	33	52	25	39	20	48	-	-	132	-	-	-	-	7	1	104	1
	21%	19%	24%	13%	9%	14%	18%	27%	31%	22%	21%	13%	29%	-	-	100%	-	-	-	-	4%	3%	47%	2%
The UK Independence Party (UKIP)	26	22	4	1	4	9	4	4	4	1	7	9	8	-	-	-	26	-	-	-	9	2	*	2
	4%	7%	1%	2%	6%	9%	3%	4%	2%	1%	4%	6%	5%	-	-	-	100%	-	-	-	5%	4%	*	3%
SNP	202	111	91	19	24	38	44	37	39	33	61	54	52	-	-	-	-	202	-	-	7	14	73	58
	33%	35%	30%	41%	39%	39%	36%	30%	23%	30%	33%	36%	32%	-	-	-	-	100%	-	-	4%	28%	33%	92%
The Green Party	9	1	8	1	-	2	2	3	*	1	2	2	3	-	-	-	-	-	9	-	-	2	4	-
	1%	*	3%	3%	-	2%	2%	3%	*	1%	1%	2%	2%	-	-	-	-	-	100%	-	-	4%	2%	-
Some other party	3	2	1	-	2	-	1	-	1	1	-	1	2	-	-	-	-	-	-	3	-	-	1	1
	1%	1%	*	-	4%	-	*	-	*	*	-	*	1%	-	-	-	-	-	-	100%	-	-	*	1%

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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	32%
Labour	9%
Liberal Democrat	22%
UKIP	4%
SNP	31%
Green	1%

Other *

Berwickshire, Roxburgh & Selkirk Poll

CATI Fieldwork : 13th-16th April 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	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
Conservative	227	111	115	14	21	39	37	45	70	46	72	61	40	201	3	3	7	3	-	-	168	2	28	2
	23%	23%	22%	17%	18%	24%	19%	25%	27%	29%	27%	24%	14%	89%	4%	2%	18%	1%	-	-	75%	3%	9%	2%
Labour	70	36	34	5	12	10	16	8	18	8	22	11	29	-	55	-	1	3	1	2	4	34	8	1
	7%	7%	7%	6%	11%	6%	8%	4%	7%	5%	8%	4%	10%	-	79%	-	3%	1%	10%	41%	2%	49%	3%	1%
Liberal Democrat	222	101	121	9	12	26	36	54	85	40	61	36	82	18	5	152	1	21	*	1	22	3	158	2
	22%	21%	23%	11%	10%	16%	19%	30%	33%	25%	23%	14%	28%	8%	8%	95%	3%	8%	4%	29%	10%	4%	53%	3%
The UK Independence Party (UKIP)	28	23	6	4	4	7	6	2	5	2	6	13	8	3	-	-	25	-	-	-	9	-	1	1
	3%	5%	1%	4%	4%	4%	3%	1%	2%	1%	2%	5%	3%	1%	-	-	70%	-	-	-	4%	-	*	1%
SNP	238	125	114	29	32	48	51	39	37	42	68	66	60	1	6	4	-	215	*	1	6	21	72	69
	24%	26%	22%	34%	29%	29%	27%	21%	14%	26%	25%	25%	21%	*	9%	3%	-	85%	3%	30%	3%	30%	24%	88%
The Green Party	7	2	6	2	-	2	2	2	-	1	-	3	4	-	-	-	-	-	7	-	-	1	4	-
	1%	*	1%	2%	-	1%	1%	1%	-	*	-	1%	1%	-	-	-	-	-	64%	-	-	2%	1%	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5	2	4	-	3	-	-	1	1	*	1	1	1	-	-	-	-	3	-	-	-	-	2	*
	1%	*	1%	-	3%	-	-	1%	*	*	*	1%	*	-	-	-	-	1%	-	-	-	-	1%	1%
Would not vote	51	30	21	10	13	5	16	1	5	3	8	17	20	-	-	-	-	-	-	-	2	-	-	1
	5%	6%	4%	12%	12%	3%	8%	1%	2%	2%	3%	6%	7%	-	-	-	-	-	-	-	1%	-	-	1%
Refused	54	24	29	-	4	6	12	12	20	7	6	23	16	-	-	-	-	1	-	-	4	-	5	-
	5%	5%	6%	-	3%	4%	6%	7%	8%	4%	2%	9%	6%	-	-	-	-	1%	-	-	2%	-	2%	-
Don't know	98	27	71	11	12	19	16	18	20	12	26	29	29	1	1	2	2	7	2	-	8	9	18	3
	10%	6%	14%	13%	10%	12%	9%	10%	8%	7%	10%	11%	10%	1%	1%	1%	6%	3%	19%	-	4%	12%	6%	3%

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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	671	314	357	37	64	91	107	134	236	256	154	119	133	191	50	126	19	227	7	3	173	52	222	117
Weighted base	648	331	317	46	62	104	122	131	182	117	192	156	174	193	52	130	25	197	8	3	184	50	233	65
Conservative	194	96	98	12	18	32	32	41	60	40	62	54	33	175	2	2	5	2	-	-	149	2	25	1
	30%	29%	31%	27%	29%	31%	26%	31%	33%	34%	33%	35%	19%	91%	3%	2%	19%	1%	-	-	81%	4%	11%	2%
Labour	53	28	25	3	8	8	14	4	15	5	16	10	22	-	43	-	1	2	1	1	4	29	8	1
	8%	8%	8%	7%	13%	7%	11%	3%	8%	4%	8%	6%	13%	-	81%	-	3%	1%	9%	45%	2%	58%	3%	1%
Liberal Democrat	181	85	95	8	8	18	28	47	73	35	54	28	62	16	4	125	1	15	*	1	19	2	132	2
	28%	26%	30%	17%	14%	17%	23%	36%	40%	30%	28%	18%	36%	8%	8%	96%	4%	8%	5%	22%	10%	4%	57%	3%
The UK Independence Party (UKIP)	19	16	3	2	3	6	4	2	2	1	5	7	6	1	-	-	18	-	-	-	7	-	*	1
	3%	5%	1%	4%	5%	6%	3%	2%	1%	1%	3%	5%	3%	1%	-	-	74%	-	-	-	4%	-	*	1%
SNP	192	104	88	19	23	40	44	34	32	36	54	53	47	1	4	3	-	175	*	1	6	16	62	60
	30%	31%	28%	42%	36%	38%	36%	26%	18%	31%	28%	34%	27%	*	7%	2%	-	89%	4%	33%	3%	31%	27%	92%
The Green Party	6	1	5	1	-	2	2	2	-	1	-	2	3	-	-	-	-	-	6	-	-	1	4	-
	1%	*	2%	3%	-	2%	1%	1%	-	*	-	2%	2%	-	-	-	-	-	81%	-	-	2%	2%	-
Some other party	3	1	2	-	2	-	-	1	*	*	1	1	*	-	-	-	-	2	-	-	-	-	2	*
	*	*	1%	-	3%	-	-	1%	*	*	1%	*	*	-	-	-	-	1%	-	-	-	-	1%	1%

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	30%
Labour	9%
Liberal Democrat	28%
UKIP	3%
SNP	29%
Green	1%

Other *

Berwickshire, Roxburgh & Selkirk 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	1001	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
I would not vote UKIP	755	345	410	62	85	114	154	148	191	134	210	195	201	184	64	141	-	218	12	2	170	62	253	66
	75%	72%	79%	72%	76%	70%	80%	81%	73%	84%	78%	75%	70%	82%	91%	88%	-	86%	100%	43%	76%	88%	85%	84%
I would not vote Labour	616	318	298	47	58	100	126	124	162	98	166	179	164	193	-	91	29	191	7	2	194	18	176	66
	62%	66%	57%	55%	51%	61%	66%	67%	62%	61%	61%	69%	57%	86%	-	57%	81%	75%	63%	43%	87%	25%	59%	83%
I would not vote SNP	493	239	253	27	52	70	99	86	157	85	140	117	138	190	51	117	26	-	3	1	181	40	151	4
	49%	50%	49%	32%	46%	43%	51%	47%	60%	53%	52%	45%	48%	85%	73%	73%	73%	-	26%	29%	81%	57%	51%	5%
I would not vote Conservative	490	243	247	41	59	82	108	81	117	74	125	129	150	-	63	98	18	216	11	2	11	57	183	69
	49%	51%	47%	48%	52%	50%	56%	44%	45%	47%	46%	50%	52%	-	90%	61%	51%	85%	90%	59%	5%	81%	62%	87%
I would not vote Liberal Democrat	467	244	224	42	62	78	112	68	103	69	127	137	127	136	47	-	24	172	8	1	141	53	75	61
	47%	51%	43%	49%	55%	48%	58%	37%	40%	43%	47%	53%	44%	60%	68%	-	65%	68%	67%	14%	63%	75%	25%	76%
None of these - I would potentially vote for all of them	58	17	41	6	8	7	12	9	16	4	19	13	21	1	-	4	-	5	-	2	2	2	9	1
	6%	4%	8%	8%	7%	4%	6%	5%	6%	2%	7%	5%	7%	*	-	3%	-	2%	-	41%	1%	2%	3%	2%
Don't know	20	7	13	5	1	2	1	5	5	2	-	7	11	-	-	3	-	1	-	-	-	-	4	1
	2%	1%	3%	6%	1%	1%	1%	3%	2%	1%	-	3%	4%	-	-	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	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140	
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79	
NET: Well	650	347	303	60	62	101	108	126	190	115	180	167	176	202	49	113	20	139	5	2	187	43	199	40	
	65%	72%	58%	70%	55%	62%	56%	68%	73%	72%	66%	64%	61%	90%	70%	70%	55%	55%	45%	41%	84%	61%	67%	51%	
Very well	(4)	49	27	22	12	2	3	2	9	22	4	14	15	12	22	4	5	1	3	-	-	20	2	9	2
		5%	6%	4%	14%	2%	2%	1%	5%	9%	3%	5%	6%	4%	10%	5%	3%	4%	1%	-	-	9%	3%	3%	2%
Quite well	(3)	601	320	281	48	61	99	106	117	167	111	165	152	164	179	46	108	19	136	5	2	166	40	190	39
		60%	67%	54%	56%	54%	61%	55%	64%	64%	69%	61%	59%	57%	80%	65%	67%	51%	54%	45%	41%	75%	58%	64%	49%
Quite badly	(2)	239	83	156	20	33	42	64	40	40	32	70	63	70	12	13	37	14	89	6	2	19	23	75	28
		24%	17%	30%	23%	29%	26%	33%	22%	15%	20%	26%	24%	24%	5%	19%	23%	40%	35%	55%	59%	8%	32%	25%	35%
Very badly	(1)	42	26	16	2	8	8	9	8	6	4	6	13	18	4	6	2	-	17	-	-	6	4	5	7
		4%	5%	3%	2%	7%	5%	5%	5%	2%	2%	2%	5%	6%	2%	9%	1%	-	7%	-	-	3%	6%	2%	9%
NET: Badly		281	109	172	22	41	50	73	48	46	35	76	76	88	16	19	39	14	106	6	2	25	27	80	35
		28%	23%	33%	26%	36%	31%	38%	26%	18%	22%	28%	29%	30%	7%	28%	24%	40%	42%	55%	59%	11%	38%	27%	44%
Don't know		70	24	47	4	9	12	11	10	25	10	14	17	25	8	2	9	2	8	-	-	12	1	17	4
		7%	5%	9%	4%	8%	7%	6%	6%	9%	6%	5%	6%	9%	4%	2%	6%	5%	3%	-	-	5%	1%	6%	5%
Mean		2.71	2.76	2.65	2.85	2.55	2.63	2.55	2.72	2.87	2.77	2.73	2.70	2.65	3.01	2.68	2.76	2.62	2.51	2.45	2.41	2.95	2.58	2.73	2.47
Standard deviation		0.64	0.64	0.62	0.69	0.66	0.62	0.61	0.63	0.59	0.53	0.60	0.66	0.68	0.48	0.72	0.52	0.57	0.65	0.52	0.57	0.54	0.66	0.55	0.70
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.03	0.03	0.04	0.05	0.05	0.03	0.09	0.04	0.11	0.04	0.16	0.28	0.04	0.08	0.03	0.06

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1001	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140	
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79	
NET: Well	690	354	336	63	73	111	117	135	189	121	200	179	178	205	43	113	20	157	6	3	192	51	204	43	
	69%	74%	65%	74%	65%	68%	61%	73%	73%	76%	74%	69%	62%	91%	62%	70%	55%	62%	52%	86%	86%	72%	69%	54%	
Very well	(4)	55	34	21	7	10	4	3	7	24	11	18	12	12	24	2	6	2	8	1	2	22	2	10	3
		5%	7%	4%	8%	9%	2%	2%	4%	9%	7%	7%	4%	4%	11%	3%	4%	5%	3%	10%	41%	10%	2%	3%	3%
Quite well	(3)	635	319	316	56	63	107	114	128	165	110	182	167	166	181	41	107	18	150	5	2	170	49	194	40
		63%	67%	61%	66%	56%	66%	59%	69%	63%	69%	67%	64%	58%	80%	59%	67%	50%	59%	42%	45%	76%	70%	65%	51%
Quite badly	(2)	202	80	122	17	22	35	52	31	44	27	53	49	68	12	22	40	11	74	4	1	13	15	74	25
		20%	17%	23%	20%	19%	22%	27%	17%	17%	17%	20%	19%	24%	5%	31%	25%	30%	29%	31%	14%	6%	21%	25%	31%
Very badly	(1)	47	24	23	1	11	8	13	8	6	2	7	15	21	2	5	2	5	15	2	-	7	4	5	7
		5%	5%	4%	2%	9%	5%	7%	4%	2%	1%	3%	6%	7%	1%	7%	1%	14%	6%	17%	-	3%	5%	2%	9%
NET: Badly		249	104	145	18	32	44	65	39	50	28	60	65	90	14	27	41	16	89	6	1	21	18	79	31
		25%	22%	28%	22%	29%	27%	34%	21%	19%	18%	22%	25%	31%	6%	38%	26%	43%	35%	48%	14%	9%	26%	27%	40%
Don't know		61	22	40	4	7	8	11	10	21	10	11	17	21	7	-	6	1	8	-	-	10	1	14	5
		6%	5%	8%	4%	7%	5%	6%	6%	8%	6%	4%	6%	7%	3%	-	4%	2%	3%	-	-	5%	2%	5%	6%
Mean	2.74	2.79	2.69	2.85	2.69	2.68	2.59	2.77	2.86	2.87	2.81	2.72	2.63	3.04	2.58	2.76	2.47	2.61	2.45	3.27	2.97	2.70	2.74	2.52	
Standard deviation	0.64	0.65	0.63	0.58	0.78	0.61	0.65	0.59	0.61	0.53	0.59	0.65	0.69	0.45	0.67	0.53	0.81	0.65	0.92	0.80	0.56	0.61	0.55	0.71	
Standard error	0.02	0.03	0.03	0.07	0.08	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.03	0.08	0.04	0.15	0.04	0.29	0.40	0.04	0.07	0.03	0.06	

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1001	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
I am satisfied with the job David Cameron is doing overall as Prime Minister	363 36%	187 39%	176 34%	33 39%	41 37%	49 30%	48 25%	64 35%	127 49%	56 35%	86 32%	105 40%	107 37%	177 79%	10 15%	52 33%	12 33%	36 14%	1 10%	1 29%	167 75%	11 16%	83 28%	10 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	252 25%	102 21%	151 29%	21 24%	31 28%	49 30%	56 29%	55 30%	39 15%	42 26%	80 29%	64 25%	62 21%	46 21%	8 12%	51 32%	20 56%	72 28%	2 19%	-	50 23%	15 22%	78 26%	23 29%
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.	266 27%	146 30%	120 23%	27 31%	25 23%	45 27%	64 33%	39 21%	64 25%	43 27%	79 29%	56 21%	84 29%	* *	52 74%	48 30%	3 8%	116 46%	8 71%	2 41%	2 1%	42 60%	110 37%	29 37%
Refused	37 4%	17 4%	19 4%	-	3 3%	4 3%	10 5%	7 4%	12 5%	8 5%	8 3%	10 4%	10 3%	-	-	1 1%	-	6 2%	-	-	1 *	-	4 1%	4 5%
Don't know	83 8%	28 6%	55 11%	5 6%	11 10%	16 10%	14 7%	18 10%	18 7%	12 7%	18 7%	24 9%	26 9%	1 1%	-	8 5%	1 3%	24 9%	-	1 30%	3 2%	1 2%	22 7%	13 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	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
The Liberal Democrat	729	362	368	45	55	108	149	149	219	137	203	168	206	171	48	149	24	177	9	2	166	52	271	58
	73%	75%	71%	53%	49%	66%	78%	81%	84%	86%	75%	65%	71%	76%	68%	93%	65%	70%	75%	59%	74%	74%	92%	73%
SNP	618	300	318	47	63	110	115	126	154	99	165	161	177	137	44	93	14	181	8	3	125	50	197	60
	62%	62%	61%	55%	56%	68%	60%	68%	59%	62%	61%	62%	61%	61%	63%	58%	40%	71%	71%	71%	56%	72%	66%	76%
The Conservatives	590	282	308	29	48	87	117	123	183	106	163	147	157	170	35	107	21	127	10	-	168	40	193	42
	59%	59%	59%	34%	43%	53%	61%	67%	70%	67%	60%	57%	54%	76%	51%	67%	57%	50%	87%	-	75%	58%	65%	52%
Labour	365	159	206	19	33	49	86	64	113	50	93	100	110	80	39	67	15	77	2	1	82	39	114	30
	36%	33%	40%	22%	30%	30%	45%	35%	43%	32%	34%	39%	38%	36%	56%	42%	41%	30%	15%	16%	37%	55%	39%	37%
The UK Independence Party (UKIP)	119	56	64	10	20	20	22	17	31	18	30	34	35	28	10	18	9	17	-	1	32	8	27	6
	12%	12%	12%	12%	18%	12%	11%	9%	12%	11%	11%	13%	12%	12%	15%	11%	26%	7%	-	30%	14%	12%	9%	7%
None of them	99	53	46	17	20	14	20	6	22	10	27	32	29	17	3	2	9	26	1	-	20	4	7	7
	10%	11%	9%	20%	18%	8%	10%	3%	9%	6%	10%	12%	10%	8%	4%	1%	24%	10%	10%	-	9%	6%	2%	8%
Don't know	27	4	22	1	7	8	5	4	1	2	5	12	7	5	1	2	-	2	-	-	4	1	4	1
	3%	1%	4%	1%	7%	5%	3%	2%	1%	1%	2%	5%	2%	2%	2%	1%	-	1%	-	-	2%	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	444	557	65	115	140	167	181	330	349	216	196	217	225	67	154	29	283	10	4	210	74	279	140
Weighted base	1001	480	521	85	113	163	192	184	261	160	270	260	288	225	70	160	36	254	12	4	223	70	296	79
A Conservative government	227	113	114	14	23	30	39	42	80	45	67	63	47	175	-	11	12	4	-	-	151	5	39	2
	23%	24%	22%	16%	20%	18%	20%	23%	31%	28%	25%	24%	16%	78%	-	7%	34%	2%	-	-	68%	7%	13%	3%
A coalition involving Labour and the SNP	218	121	97	26	32	46	38	37	37	38	58	52	65	2	16	11	6	157	7	1	2	20	68	48
	22%	25%	19%	31%	29%	28%	20%	20%	14%	24%	21%	20%	23%	1%	23%	7%	16%	62%	57%	30%	1%	29%	23%	61%
A coalition involving the Conservatives and the Liberal Democrats.	142	69	73	4	11	18	26	33	49	24	38	30	48	26	2	76	2	7	-	-	32	3	79	2
	14%	14%	14%	5%	9%	11%	13%	18%	19%	15%	14%	12%	17%	12%	3%	47%	7%	3%	-	-	14%	4%	27%	3%
A coalition involving the Conservatives and the SNP.	93	42	51	15	7	26	19	20	6	10	29	37	15	14	-	1	9	51	-	-	22	3	16	16
	9%	9%	10%	18%	7%	16%	10%	11%	2%	6%	11%	14%	5%	6%	-	1%	24%	20%	-	-	10%	4%	5%	21%
A Labour government	82	43	40	7	9	13	19	7	27	8	16	20	38	2	35	9	3	12	-	2	4	28	19	3
	8%	9%	8%	8%	8%	8%	10%	4%	10%	5%	6%	8%	13%	1%	50%	6%	10%	5%	-	41%	2%	40%	7%	4%
A coalition involving Labour and the Liberal Democrats.	75	39	36	5	7	9	21	13	19	16	26	14	19	1	14	44	-	4	2	1	1	4	46	1
	7%	8%	7%	6%	6%	6%	11%	7%	7%	10%	10%	5%	7%	*	20%	27%	-	1%	19%	29%	1%	6%	16%	1%
Don't know	164	54	110	14	23	21	31	32	43	19	37	45	57	4	3	8	4	19	3	-	11	7	28	6
	16%	11%	21%	17%	20%	13%	16%	17%	17%	12%	14%	17%	20%	2%	5%	5%	10%	7%	23%	-	5%	11%	9%	8%

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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	444 44%	480 48%
Female	557 56%	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	65 6%	85 9%
25-34	115 11%	113 11%
35-44	140 14%	163 16%
45-54	167 17%	192 19%
55-64	181 18%	184 18%
65 or older	330 33%	261 26%
Refused	3 *	3 *

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Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	114 11%	53 5%
B	235 23%	106 11%
C1	216 22%	270 27%
C2	196 20%	260 26%
D	92 9%	138 14%
E	125 12%	150 15%
Refused	23 2%	23 2%

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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%	223 22%
Labour	74 7%	70 7%
Liberal Democrats	279 28%	296 30%
SNP	140 14%	79 8%
Another party	15 1%	12 1%
Did not vote	178 18%	215 22%
Refused	42 4%	39 4%
Don't know	63 6%	66 7%