Table 1

Absolutes/col percents

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

				nder			Ą						EG					ng Intent					2010) Vote	
		Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	<u>LibDem</u>	<u>UKIP</u>	_SNP_	Green	Other	Con	<u>Lab</u>	LibDem	SNP
Unweighted base		1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base		1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
Certain to vote	(10)	815 81%	383 82%	432 81%	73 70%	77 71%	137 79%	176 84%	144 87%	202 87%	250 85%	268 81%	112 76%	146 83%	181 90%	180 92%	16 86%	11 85%	262 83%	7 84%	4 100%	199 89%	331 89%	58 89%	81 93%
	(9)	47 5%	26 6%	21 4%	7 6%	12 11%	4 2%	12 6%	7 4%	6 3%	11 4%	8 2%	17 12%	7 4%	9 4%	3 1%	2 12%	-	20 6%	-	-	11 5%	14 4%	3 4%	3 3%
	(8)	31 3%	13 3%	18 3%	3 3%	2 1%	10 6%	10 5%	2 1%	4 2%	12 4%	14 4%	1 1%	3 2%	7 3%	4 2%	-	* 4%	7 2%	-	-	3 1%	9 2%	3 5%	1 2%
	(7)	13 1%	5 1%	8 1%	-	4 4%	3 2%	2 1%	2 1%	2 1%	4 1%	4 1%	-	4 2%	2 1%	-	-	-	5 2%	-	-	2 1%	2	1 2%	*
	(6)	22 2%	8 2%	14 3%	6 6%	3 2%	6 3%	2 1%	3 2%	2 1%	2 1%	13 4%	3 2%	2 1%	1	7 4%	-	1 8%	11 3%	-	-	-	6 2%	-	-
	(5)	26 3%	7 2%	19 4%	3 3%	5 5%	6 4%	4 2%	3 2%	4 2%	5 2%	9 3%	6 4%	5 3%	2 1%	1	* 3%	* 4%	5 2%	-	-	6 3%	7 2%	-	1 1%
	(4)	5 1%	4 1%	2	1 1%	1 1%	1 1%	-	2 1%	-	2 1%	1	-	2 1%	-	2 1%	-	-	1	1 16%	-	-	2	-	-
	(3)	6 1%	5 1%	1	3 3%	-	1	3 1%	-	-	2 1%	2 1%	-	-	-	-	-	-	3 1%	-	-	-	1	-	-
	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Definitely would not vote	(1)	34 3%	16 3%	17 3%	8 8%	4 3%	7 4%	2 1%	4 2%	9 4%	7 2%	10 3%	9 6%	5 3%	-	-	-	-	-	-	-	3 1%	1	-	1 1%
Don't know		3	-	3 1%	-	1 1%	-	-	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-	-	1	-	-	*
Mean		9.26	9.28	9.24	8.52	9.03	9.07	9.53	9.48	9.45	9.41	9.22	9.06	9.34	9.81	9.73	9.76	9.43	9.53	9.04	10.00	9.65	9.69	9.81	9.80
Standard deviation		1.99	2.01	1.97	2.81	2.10	2.18	1.41	1.67	1.87	1.77	1.98	2.31	1.89	0.69	1.01	0.85	1.47	1.31	2.35	0.00	1.32	1.11	0.60	1.00
Standard error		0.06	0.10	0.08	0.38	0.24	0.17	0.10	0.12	0.11	0.08	0.16	0.25	0.13	0.05	0.07	0.22	0.44	0.07	1.05	0.00	0.09	0.06	0.08	0.08

Renfrewshire East Poll CATI Fieldwork: 11th-16th April 2015

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										SE	G				Voti	ng Intenti	on				2010	Vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	LibDem	<u>UKIP</u>	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
Conservative	200 20%	92 20%	108 20%	14 14%	15 14%	22 13%	29 14%	32 19%	86 37%	59 20%	78 24%	16 11%	36 20%	200 100%	-	-	-	-	-	-	152 68%	20 6%	7 11%	3 4%
Labour	197 20%	92 20%	105 20%	13 12%	13 12%	30 17%	51 24%	40 24%	51 22%	66 22%	56 17%	19 13%	44 25%	-	197 100%	-	-	-	-	-	7 3%	163 44%	7 10%	*
Liberal Democrat	18 2%	11 2%	7 1%	-	3 3%	4 2%	1	7 4%	3 1%	7 2%	5 2%	5 3%	2 1%	-	-	18 100%	-	-	-	-	-	1	14 21%	-
The UK Independence Party (UKIP)	13 1%	10 2%	3 1%	8 7%	-	2 1%	1	1 1%	1 1%	5 2%	7 2%	-	1 1%	-	-	-	13 100%	-	-	-	2 1%	5 1%	-	1 1%
SNP	315 31%	163 35%	152 28%	52 49%	46 43%	68 39%	74 35%	38 23%	36 16%	95 32%	101 31%	64 43%	47 27%	-	-	-	-	315 100%	-	-	20 9%	115 31%	24 37%	75 86%
The Green Party	8 1%	1	7 1%	3 3%	-	4 2%	1	-	*	1	4 1%	3 2%	-	-	-	-	-	-	8 100%	-	-	7 2%	-	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	-	-	-	3 1%	*	1	1	-	2 1%	-	-	-	-	-	-	-	4 100%	1	3 1%	-	-
Would not vote	34 3%	16 3%	17 3%	8 8%	4 3%	7 4%	2 1%	4 2%	9 4%	7 2%	10 3%	9 6%	5 3%	-	-	-	-	-	-	-	3 1%	1	-	1 1%
Refused	44 4%	18 4%	25 5%	1 1%	5 5%	3 2%	9 4%	9 6%	14 6%	11 4%	14 4%	5 3%	7 4%	-	-	-	-	-	-	-	9 4%	1	1 1%	2 2%
Don't know	170 17%	61 13%	108 20%	6 6%	22 21%	33 19%	41 19%	35 21%	29 13%	45 15%	53 16%	25 17%	34 19%	-	-	-	-	-	-	-	31 14%	54 15%	13 20%	6 7%

Renfrewshire East Poll CATI Fieldwork: 11th-16th April 2015

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

	Gender Age										SE	G				Voti	ng Intenti	ion				2010	Vote	
	Total Male Female 18-24 25					35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	654	312	342	36	46	112	148	122	188	332	99	52	146	167	170	13	8	289	4	4	153	253	34	134
Weighted base	642	317	325	69	63	110	138	102	157	199	212	95	111	175	169	16	10	262	6	4	160	272	45	71
Conservative	175 27%	82 26%	93 29%	12 18%	13 20%	19 17%	25 18%	29 28%	75 48%	50 25%	70 33%	14 15%	31 28%	175 100%	-	-	-	-	-	-	134 84%	18 6%	5 12%	3 4%
Labour	169 26%	78 25%	91 28%	8 12%	11 17%	27 24%	44 32%	35 34%	45 29%	57 29%	46 22%	17 18%	38 34%	-	169 100%	-	-	-	-	-	6 4%	142 52%	6 13%	*
Liberal Democrat	16 2%	10 3%	6 2%	-	3 4%	4 3%	*	6 6%	3 2%	6 3%	5 2%	4 4%	2 1%	-	-	16 100%	-	-	-	-	-	1	12 27%	-
The UK Independence Party (UKIP)	10 2%	8 2%	3 1%	6 9%	-	2 2%	1	1 1%	1 1%	3 2%	6 3%	-	1 1%	-	-	-	10 100%	-	-	-	2 1%	5 2%	-	1 1%
SNP	262 41%	138 44%	124 38%	40 57%	37 58%	56 51%	65 47%	31 31%	32 20%	81 41%	83 39%	54 57%	39 35%	-	-	-	-	262 100%	-	-	17 11%	98 36%	22 48%	67 95%
The Green Party	6 1%	*	6 2%	3 4%	-	3 2%	1	-	*	1	3 1%	3 3%	-	-	-	-	-	-	6 100%	-	-	6 2%	-	-
Some other party	4 1%	2 1%	2 1%	-	-	-	3 2%	*	1	1	-	2 2%	-	-	-	-	-	-	-	4 100%	1	3 1%	-	-

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	28%
Labour	28%
Liberal Democrat	3%
UKIP	1%
SNP	38%
Green	1%
Other	1%

Lord Ashcroft

Col percents

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										SE						ng Intenti						Vote	
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	<u>Lab</u>	LibDem	<u>UKIP</u>	SNP	Green	Other	Con	<u>Lab</u>	LibDem	SNP
Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
Conservative	184 18%	85 18%	99 18%	15 14%	15 14%	15 9%	22 10%	30 18%	87 38%	60 20%	65 20%	14 10%	35 20%	170 85%	1 1%	-	-	2 1%	-	1 14%	147 65%	12 3%	4 6%	4 4%
Labour	236 24%	110 24%	126 23%	19 18%	16 15%	31 18%	61 29%	47 28%	60 26%	73 25%	74 22%	23 15%	51 29%	13 7%	188 96%	2 9%	1 8%	7 2%	-	1 28%	14 6%	176 47%	7 11%	3 3%
Liberal Democrat	18 2%	8 2%	9 2%	-	3 3%	7 4%	2 1%	4 2%	2 1%	6 2%	5 1%	6 4%	1 1%	-	2 1%	13 70%	-	-	-	-	-	6 2%	11 17%	-
The UK Independence Party (UKIP)	6 1%	2	3 1%	1 1%	-	3 2%	1	*	-	3 1%	2 1%	-	-	-	-	-	5 36%	-	-	-	1	1	-	-
SNP	334 33%	170 36%	164 31%	54 52%	46 43%	74 43%	78 37%	40 24%	40 17%	97 33%	115 35%	65 44%	49 28%	9 5%	3 1%	3 15%	5 35%	301 96%	* 3%	-	27 12%	121 32%	29 44%	75 85%
The Green Party	9 1%	-	9 2%	3 3%	-	5 3%	1	-	*	1	3 1%	5 3%	-	-	-	-	* 4%	-	7 81%	-	-	7 2%	-	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	1	*	*	-	-	-	-	1 1%	-	*	-	-	*	-	-	-	* 3%	-	-	* 12%	-	-	-	*
Would not vote	34 3%	16 3%	17 3%	8 8%	4 3%	7 4%	2 1%	4 2%	9 4%	7 2%	10 3%	9 6%	5 3%	-	-	-	-	-	-	-	3 1%	1	-	1 1%
Refused	33 3%	16 4%	16 3%	1 1%	5 5%	3 2%	6 3%	7 4%	11 5%	8 3%	9 3%	4 3%	6 4%	1	-	-	-	-	-	-	8 4%	1	-	1 1%
Don't know	150 15%	58 12%	91 17%	3 3%	19 18%	30 17%	38 18%	34 20%	23 10%	39 13%	47 14%	23 15%	27 16%	7 4%	2 1%	1 7%	2 14%	4 1%	1 16%	2 47%	24 11%	47 13%	14 21%	5 5%

Table 6

Absolutes/col percents

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

		Ge	nder			A	ge				SE	G				Vot	ing Intent	ion				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	680	314	366	36	47	118	154	126	196	344	104	53	153	160	167	11	6	286	4	3	158	260	36	138
Weighted base	668	323	345	72	66	113	144	105	165	206	223	97	116	169	167	15	9	259	6	2	167	279	45	72
Conservative	161 24%	75 23%	86 25%	13 18%	13 20%	13 12%	19 13%	26 25%	76 46%	52 25%	59 26%	13 13%	31 26%	149 88%	1 1%	-	-	2 1%	-	1 26%	129 77%	10 3%	4 8%	3 5%
Labour	201 30%	93 29%	108 31%	13 18%	13 20%	27 24%	52 36%	41 39%	52 32%	63 31%	61 27%	20 21%	44 37%	12 7%	161 97%	1 8%	* 3%	6 2%	-	1 52%	13 8%	154 55%	7 15%	2 3%
Liberal Democrat	15 2%	8 2%	8 2%	-	3 4%	6 5%	2 1%	3 3%	2 1%	5 2%	4 2%	5 5%	1 1%	-	2 1%	11 75%	-	-	-	-	-	6 2%	10 21%	-
The UK Independence Party (UKIP)	4 1%	2 1%	3 1%	1 1%	-	2 2%	1 1%	*	-	2 1%	2 1%	-	-	-	-	-	4 46%	-	-	-	1	1	-	-
SNP	279 42%	145 45%	134 39%	43 59%	37 56%	61 54%	69 48%	34 32%	35 21%	82 40%	95 42%	56 58%	41 35%	8 5%	3 2%	2 16%	4 47%	252 97%	* 4%	-	24 14%	103 37%	25 56%	66 92%
The Green Party	6 1%	-	6 2%	3 4%	-	3 2%	1	-	*	1	2 1%	3 3%	-	-	-	-	* 1%	-	6 96%	-	-	6 2%	-	-
Some other party	1	*	*	-	-	-	-	1	-	*	-	-	*	-	-	-	*	-	-	*	-	-	-	*

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

	Total
Conservative	25%
Labour	31%
Liberal Democrat	3%
UKIP	1%
SNP	40%
Green	1%

Other

Lord Ashcroft

Col percents

Renfrewshire East Poll CATI Fieldwork: 11th-16th April 2015

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										SE	G				Votii	ng Intent	ion				2010) Vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
I would not vote UKIP	821 82%	366 78%	455 85%	84 80%	83 77%	148 85%	181 86%	134 80%	185 80%	261 88%	270 82%	112 75%	140 80%	157 78%	178 90%	15 83%	-	295 94%	8 100%	4 100%	184 82%	327 88%	60 93%	79 90%
l would not vote Liberal Democrat	651 65%	309 66%	342 64%	69 66%	70 65%	111 64%	139 66%	117 70%	141 61%	198 67%	198 60%	116 79%	109 62%	148 74%	120 61%	-	12 92%	242 77%	5 64%	4 100%	157 70%	263 71%	21 33%	74 84%
I would not vote Conservative	545 54%	265 57%	280 52%	66 63%	69 64%	106 61%	127 60%	83 50%	91 39%	162 55%	176 54%	92 62%	93 53%	-	145 74%	14 76%	11 89%	276 88%	4 52%	2 58%	15 7%	281 76%	42 64%	75 85%
I would not vote Labour	425 42%	217 46%	208 39%	55 53%	56 52%	78 45%	73 35%	65 39%	96 42%	127 43%	128 39%	79 54%	77 44%	127 64%	-	7 40%	9 66%	218 69%	5 67%	1 14%	142 63%	93 25%	30 46%	70 80%
I would not vote SNP	425 42%	200 43%	225 42%	34 32%	24 22%	60 35%	81 39%	77 46%	146 63%	135 46%	142 43%	37 25%	85 49%	175 87%	148 75%	8 43%	7 54%	-	5 57%	2 53%	166 74%	161 43%	21 32%	3 3%
None of these - I would potentially vote for all of them	19 2%	13 3%	6 1%	-	4 4%	2 1%	8 4%	-	3 1%	2 1%	9 3%	-	6 3%	1	2 1%	-	* 2%	*	-	-	1 1%	2 1%	-	1 1%
Don't know	37 4%	11 2%	27 5%	-	4 4%	9 5%	9 4%	5 3%	9 4%	6 2%	11 3%	6 4%	6 3%	1	3 1%	-	-	2 1%	-	-	4 2%	2 1%	-	1 1%

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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

		GenderAge										SE	G				Voti	ing Intent	ion				2010) Vote	
		<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base		1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base		1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
NET: Well		630 63%	308 66%	322 60%	66 63%	72 67%	98 56%	132 63%	107 64%	151 65%	195 66%	212 64%	90 61%	105 60%	160 80%	142 72%	14 76%	4 32%	162 52%	5 67%	2 42%	164 73%	241 65%	38 59%	43 49%
Very well	(4)	62 6%	34 7%	29 5%	11 11%	10 10%	4 2%	6 3%	14 8%	16 7%	12 4%	28 8%	9 6%	10 6%	29 15%	7 4%	2 14%	2 14%	12 4%	-	1 14%	29 13%	13 3%	2 4%	5 5%
Quite well	(3)	568 57%	274 59%	294 55%	55 52%	62 57%	95 54%	125 60%	93 56%	134 58%	184 62%	184 56%	81 55%	95 54%	130 65%	135 69%	11 62%	2 18%	150 48%	5 67%	1 28%	135 60%	228 61%	36 55%	38 44%
Quite badly	(2)	198 20%	84 18%	114 21%	28 26%	28 26%	47 27%	36 17%	32 19%	27 12%	60 20%	70 21%	30 20%	29 16%	6 3%	33 17%	3 17%	8 62%	102 32%	3 33%	-	15 7%	81 22%	19 29%	27 30%
Very badly	(1)	57 6%	26 5%	31 6%	4 4%	2 2%	11 6%	17 8%	9 5%	12 5%	9 3%	11 3%	12 8%	21 12%	-	8 4%	-	* 4%	31 10%	-	2 58%	5 2%	25 7%	2 3%	8 9%
NET: Badly		255 25%	109 23%	145 27%	32 30%	31 28%	58 33%	53 25%	41 25%	39 17%	68 23%	80 24%	42 28%	50 28%	6 3%	41 21%	3 17%	8 66%	133 42%	3 33%	2 58%	20 9%	106 29%	21 32%	35 40%
Don't know		117 12%	50 11%	68 13%	7 7%	5 5%	18 10%	25 12%	19 11%	41 18%	32 11%	37 11%	17 11%	20 12%	35 17%	14 7%	1 7%	* 2%	19 6%	-	-	40 18%	25 7%	6 10%	10 11%
Mean		2.72	2.76	2.68	2.75	2.78	2.58	2.65	2.76	2.82	2.75	2.78	2.66	2.61	3.14	2.77	2.96	2.44	2.48	2.67	1.97	3.02	2.66	2.66	2.51
Standard deviation	1	0.69	0.68	0.69	0.71	0.65	0.66	0.69	0.71	0.67	0.58	0.66	0.73	0.80	0.44	0.58	0.59	0.82	0.74	0.50	1.36	0.58	0.66	0.61	0.77
Standard error		0.02	0.03	0.03	0.10	0.08	0.05	0.05	0.05	0.04	0.03	0.06	0.09	0.06	0.03	0.04	0.16	0.26	0.04	0.22	0.68	0.04	0.04	0.09	0.06

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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

		Gender Age									SE	G				Voti	ng Intent	ion				2010) Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base		1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base		1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
NET: Well		686 68%	326 70%	360 67%	77 73%	71 65%	101 58%	131 62%	124 74%	176 76%	219 74%	232 70%	90 61%	109 62%	162 81%	161 82%	17 94%	8 58%	180 57%	4 51%	2 42%	171 76%	267 72%	48 73%	50 56%
Very well	(4)	53 5%	30 6%	23 4%	9 9%	6 5%	6 3%	3 1%	13 8%	17 7%	12 4%	17 5%	13 9%	7 4%	26 13%	5 2%	2 14%	-	8 3%	-	1 14%	26 11%	7 2%	3 5%	3 3%
Quite well	(3)	632 63%	295 63%	337 63%	67 64%	65 60%	96 55%	128 61%	111 67%	160 69%	207 70%	215 65%	77 52%	102 58%	136 68%	156 79%	15 81%	8 58%	172 55%	4 51%	1 28%	146 65%	260 70%	44 68%	47 54%
Quite badly	(2)	162 16%	69 15%	94 17%	17 16%	29 27%	43 25%	36 17%	19 12%	17 7%	43 15%	53 16%	32 22%	29 16%	6 3%	23 12%	-	5 36%	86 27%	4 49%	* 12%	17 7%	71 19%	9 13%	21 23%
Very badly	(1)	52 5%	21 5%	31 6%	3 3%	1 1%	10 6%	17 8%	9 6%	9 4%	6 2%	11 3%	12 8%	20 11%	1	5 2%	-	* 4%	27 9%	-	2 47%	4 2%	20 5%	3 4%	9 10%
NET: Badly		214 21%	90 19%	124 23%	20 19%	31 28%	53 31%	53 25%	29 17%	26 11%	49 16%	64 19%	45 30%	49 28%	7 4%	28 14%	-	5 40%	113 36%	4 49%	2 58%	20 9%	92 25%	11 17%	29 33%
Don't know		103 10%	51 11%	51 10%	8 8%	7 6%	19 11%	26 12%	14 8%	28 12%	28 9%	33 10%	13 9%	18 10%	31 16%	8 4%	1 6%	* 2%	22 7%	-	-	33 15%	13 3%	6 9%	9 10%
Mean		2.76	2.81	2.73	2.86	2.74	2.63	2.63	2.84	2.91	2.84	2.80	2.68	2.61	3.11	2.85	3.14	2.56	2.55	2.51	2.09	3.01	2.71	2.82	2.55
Standard deviation		0.64	0.64	0.65	0.62	0.57	0.66	0.67	0.65	0.58	0.51	0.59	0.78	0.76	0.44	0.48	0.36	0.59	0.70	0.53	1.30	0.55	0.60	0.60	0.74
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.04	0.02	0.05	0.09	0.05	0.03	0.04	0.10	0.19	0.04	0.24	0.65	0.04	0.03	0.08	0.06

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Table 11
Q.7 Which of the following statements do you most agree with?
Base: All respondents

	Gender Age										SE					Voti	ng Intenti	on				2010	Vote	
				18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	LibDem	<u>UKIP</u>	SNP	Green	Other	Con	<u>Lab</u>	LibDem	SNP
Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
I am satisfied with the job David Cameron is doing overall as Prime Minister	300 30%	145 31%	155 29%	29 28%	28 26%	40 23%	45 21%	48 29%	107 46%	82 28%	109 33%	36 25%	57 32%	147 74%	39 20%	8 43%	1 9%	36 11%	3 33%	2 42%	151 67%	70 19%	10 16%	7 9%
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	221 22%	96 21%	125 23%	25 24%	23 21%	44 25%	50 24%	37 22%	41 18%	75 25%	61 18%	37 25%	37 21%	40 20%	17 9%	3 19%	3 25%	85 27%	2 24%	-	50 22%	53 14%	28 43%	21 24%
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.	312 31%	150 32%	163 30%	40 39%	29 27%	58 33%	74 35%	54 32%	56 24%	99 34%	101 31%	50 34%	50 28%	6 3%	127 64%	1 4%	4 29%	138 44%	3 43%	2 58%	10 4%	189 51%	16 25%	36 41%
Refused	30 3%	10 2%	20 4%	1	4 4%	6 3%	9 4%	2 1%	7 3%	10 3%	5 2%	2 1%	7 4%	-	-	-	-	13 4%	-	-	1 1%	10 3%	2 3%	4 4%
Don't know	139 14%	66 14%	73 14%	9 9%	23 21%	26 15%	32 15%	25 15%	19 8%	29 10%	53 16%	23 15%	25 14%	7 3%	14 7%	6 34%	5 37%	42 13%	-	-	12 6%	49 13%	9 14%	19 22%

Table 12

Absolutes/col percents

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

		Gei	nder			Ag	ae				SE	G				Votii	ng Intenti	ion				2010) Vote	
				18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
Labour	779 78%	359 77%	420 78%	61 58%	84 78%	144 83%	173 82%	132 79%	179 78%	240 81%	256 78%	114 77%	133 76%	160 80%	171 87%	11 58%	12 92%	239 76%	5 60%	3 74%	177 79%	308 83%	54 83%	71 81%
SNP	659 66%	319 68%	340 63%	42 40%	72 67%	127 73%	155 74%	108 65%	150 65%	220 75%	202 61%	96 65%	107 61%	114 57%	126 64%	9 50%	5 37%	233 74%	2 27%	1 28%	137 61%	253 68%	39 59%	71 80%
The Conservatives	458 46%	212 45%	247 46%	29 28%	36 33%	89 51%	98 47%	80 48%	121 52%	159 54%	150 46%	57 38%	71 41%	127 64%	80 41%	7 41%	4 31%	115 37%	5 67%	-	127 57%	171 46%	34 53%	38 43%
The Liberal Democrat	148 15%	78 17%	70 13%	12 11%	14 13%	30 17%	29 14%	22 13%	36 16%	45 15%	45 14%	18 12%	25 15%	37 18%	26 13%	5 28%	-	27 9%	1 16%	-	34 15%	42 11%	16 24%	11 12%
The UK Independence Party (UKIP)	91 9%	49 11%	41 8%	8 8%	11 10%	13 8%	27 13%	15 9%	14 6%	25 8%	31 9%	16 11%	14 8%	14 7%	15 8%	3 15%	1 9%	22 7%	-	-	17 7%	28 7%	5 8%	5 6%
None of them	92 9%	45 10%	47 9%	17 16%	13 12%	15 9%	12 6%	12 7%	21 9%	21 7%	32 10%	10 7%	21 12%	17 9%	16 8%	3 16%	1 8%	24 8%	-	1 26%	21 9%	21 6%	3 4%	4 4%
Don't know	20 2%	8 2%	12 2%	3 3%	-	1	6 3%	3 2%	8 3%	3 1%	5 2%	2 1%	3 2%	4 2%	2 1%	1 4%	-	3 1%	-	-	7 3%	3 1%	2 3%	1 1%

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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			nder	Age				SEG				Voting Intention						2010 Vote							
ı		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
I	Unweighted base	1002	444	558	55	79	172	216	192	280	487	151	82	228	193	195	15	11	340	5	4	216	343	54	168
I	Weighted base	1002	467	535	105	108	174	210	167	231	295	329	148	175	200	197	18	13	315	8	4	224	371	65	88
l	A coalition involving Labour and the SNP	322 32%	155 33%	166 31%	47 45%	56 52%	66 38%	70 33%	44 26%	38 16%	95 32%	102 31%	65 44%	52 30%	-	25 13%	5 27%	1 11%	238 76%	-	2 47%	12 5%	149 40%	28 43%	59 67%
	A Conservative government	202 20%	99 21%	103 19%	17 16%	13 12%	23 13%	28 13%	36 22%	82 36%	62 21%	64 19%	27 18%	38 22%	145 72%	12 6%	-	3 20%	5 2%	-	2 42%	140 63%	26 7%	5 8%	3 3%
l	A Labour government	149 15%	74 16%	75 14%	8 8%	11 11%	23 13%	39 18%	26 16%	40 18%	47 16%	44 13%	14 9%	35 20%	3 2%	121 61%	-	1 10%	5 2%	-	* 12%	4 2%	118 32%	2 2%	3 4%
	A coalition involving the Conservatives and the Liberal Democrats.	82 8%	43 9%	39 7%	2 2%	7 6%	8 5%	18 9%	19 11%	29 12%	22 8%	41 13%	2 2%	13 7%	45 23%	6 3%	6 30%	-	4 1%	1 8%	-	35 16%	17 5%	13 20%	3 3%
	A coalition involving the Conservatives and the SNP.	71 7%	28 6%	44 8%	15 15%	8 7%	11 7%	17 8%	10 6%	10 4%	23 8%	26 8%	15 10%	5 3%	4 2%	3 1%	1 5%	5 37%	34 11%	5 56%	-	19 8%	19 5%	3 5%	8 9%
	A coalition involving Labour and the Liberal Democrats.	45 4%	18 4%	27 5%	4 4%	-	18 10%	8 4%	9 5%	4 2%	13 4%	21 6%	3 2%	6 4%	1	25 13%	5 26%	2 18%	1	3 36%	-	4 2%	18 5%	9 13%	1 1%
١	Don't know	132 13%	51 11%	81 15%	11 11%	13 12%	25 14%	30 14%	23 14%	27 12%	32 11%	32 10%	22 15%	26 15%	2 1%	4 2%	2 12%	* 4%	27 9%	-	-	10 5%	24 6%	5 7%	11 13%

Table 14 **Gender**

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1002	1002
Weighted base	1002	1002
Male	444 44%	467 47%
Female	558 56%	535 53%

Lord Ashcroft

Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	55 5%	105 10%
25-34	79 8%	108 11%
35-44	172 17%	174 17%
45-54	216 22%	210 21%
55-64	192 19%	167 17%
65 or older	280 28%	231 23%
Refused	8 1%	8 1%

Absolutes/col percents

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Table 16 **SEG**

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1002	1002
Weighted base	1002	1002
Α	183 18%	115 11%
В	304 30%	181 18%
C1	151 15%	329 33%
C2	82 8%	148 15%
D	49 5%	42 4%
E	179 18%	133 13%
Refused	54 5%	54 5%

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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

	Unweighted base	Weighted base
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	216 22%	224 22%
Labour	343 34%	371 37%
Liberal Democrats	54 5%	65 6%
SNP	168 17%	88 9%
Another party	13 1%	7 1%
Did not vote	120 12%	163 16%
Refused	37 4%	33 3%
Don't know	51 5%	51 5%