

Airdrie & Shotts Poll

CATI Fieldwork : 14th-22nd January 2015

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a general election for the Westminster Parliament tomorrow they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215	
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158	
Certain to vote	(10)	644	313	331	39	95	128	126	114	140	81	195	152	196	47	198	3	22	267	10	7	47	288	33	125
		64%	65%	63%	34%	58%	68%	67%	74%	74%	79%	71%	62%	58%	82%	75%	31%	59%	77%	84%	85%	83%	81%	75%	79%
	(9)	37	18	19	2	10	8	9	3	5	2	8	10	16	1	16	-	2	13	-	*	1	15	-	10
		4%	4%	4%	2%	6%	4%	5%	2%	3%	2%	3%	4%	5%	1%	6%	-	6%	4%	-	6%	1%	4%	-	6%
	(8)	61	19	42	11	12	11	9	8	10	7	23	13	15	4	10	2	2	21	1	-	3	14	1	6
		6%	4%	8%	10%	7%	6%	5%	5%	5%	7%	8%	5%	5%	6%	4%	19%	6%	6%	9%	-	5%	4%	3%	4%
	(7)	31	14	17	6	7	3	6	2	6	1	4	7	18	4	12	-	5	7	-	-	2	7	-	2
		3%	3%	3%	6%	4%	2%	3%	1%	3%	1%	2%	3%	5%	6%	5%	-	14%	2%	-	-	3%	2%	-	1%
	(6)	30	15	15	8	5	*	6	5	5	1	7	5	14	1	4	4	-	6	-	-	1	6	-	-
		3%	3%	3%	7%	3%	*	3%	3%	3%	1%	2%	2%	4%	2%	1%	50%	-	2%	-	-	3%	2%	-	-
	(5)	56	21	35	5	11	13	9	10	9	2	8	12	33	2	15	-	4	18	-	1	1	16	2	8
		6%	4%	7%	5%	6%	7%	5%	6%	5%	1%	3%	5%	10%	3%	6%	-	10%	5%	-	9%	1%	4%	4%	5%
	(4)	10	4	6	3	3	*	2	2	*	1	-	1	7	*	2	-	-	3	1	-	-	2	-	1
		1%	1%	1%	3%	2%	*	1%	*	1%	-	*	2%	2%	*	1%	-	-	1%	6%	-	-	1%	-	*
	(3)	11	7	4	3	1	3	2	1	1	1	3	1	5	-	2	-	1	7	*	-	1	*	-	1
		1%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	*	2%	-	1%	-	4%	2%	2%	-	1%	*	-	1%
	(2)	15	9	6	1	6	2	3	2	1	1	6	5	2	-	3	-	*	7	-	-	-	2	-	3
		1%	2%	1%	1%	4%	1%	2%	1%	1%	1%	2%	2%	1%	-	1%	-	1%	2%	-	-	-	1%	-	2%
Definitely would not vote	(1)	99	58	40	34	15	18	17	6	8	5	20	38	28	-	-	-	-	-	-	-	1	6	8	2
		10%	12%	8%	30%	9%	10%	9%	4%	4%	4%	7%	15%	8%	-	-	-	-	-	-	-	2%	2%	18%	1%
Refused		1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		5	-	5	-	-	-	2	3	*	1	2	2	-	-	-	-	-	-	-	-	1	1	-	*
		1%	-	1%	-	-	-	1%	2%	*	*	1%	1%	-	-	-	-	-	-	-	-	1%	*	-	*
Mean		8.19	8.05	8.32	5.97	7.94	8.35	8.34	8.83	8.92	9.02	8.61	7.83	8.01	9.45	9.17	7.62	8.53	9.11	9.35	9.50	9.36	9.29	8.12	9.25
Standard deviation		3.02	3.22	2.81	3.78	3.09	2.99	2.93	2.40	2.31	2.34	2.74	3.40	2.92	1.27	1.77	1.87	2.18	1.94	1.78	1.52	1.79	1.81	3.53	1.92
Standard error		0.10	0.15	0.12	0.55	0.30	0.23	0.21	0.17	0.14	0.14	0.19	0.27	0.17	0.15	0.11	0.71	0.39	0.10	0.59	0.54	0.20	0.10	0.81	0.13

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Absolutes/col percents

Table 2

Q.2 If there was a general election for the Westminster parliament tomorrow, which party would you vote for?

Base: All respondents

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
Conservative	58 6%	32 7%	27 5%	1 1%	3 2%	10 5%	7 4%	14 9%	24 12%	8 8%	14 5%	17 7%	19 6%	58 100%	-	-	-	-	-	-	35 62%	6 2%	5 12%	2 1%
Labour	263 26%	116 24%	147 28%	24 21%	32 19%	42 22%	52 27%	38 24%	76 40%	24 23%	80 29%	52 21%	104 31%	-	263 100%	-	-	-	-	-	1 2%	192 54%	10 22%	5 3%
Liberal Democrat	9 1%	6 1%	3 1%	4 3%	-	1 1%	1 1%	-	3 1%	2 2%	3 1%	1 *	3 1%	-	-	9 100%	-	-	-	-	1 2%	-	3 6%	-
The UK Independence Party (UKIP)	38 4%	22 4%	16 3%	3 3%	12 7%	5 3%	11 6%	2 1%	5 3%	2 2%	9 3%	11 5%	14 4%	-	-	-	38 100%	-	-	-	5 10%	10 3%	-	2 2%
SNP	348 35%	177 37%	171 33%	18 16%	75 45%	85 46%	70 37%	62 40%	39 20%	47 46%	103 38%	81 33%	102 30%	-	-	-	-	348 100%	-	-	1 2%	96 27%	13 30%	136 86%
The Green Party	11 1%	4 1%	8 2%	2 2%	2 1%	* *	4 2%	2 1%	* *	1 1%	6 2%	3 1%	-	-	-	-	-	-	11 100%	-	1 2%	2 1%	3 6%	2 1%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8 1%	2 1%	6 1%	-	2 1%	3 2%	3 2%	-	-	1 1%	4 1%	1 *	2 1%	-	-	-	-	-	-	8 100%	2 3%	-	-	2 1%
Would not vote	99 10%	58 12%	40 8%	34 30%	15 9%	18 10%	17 9%	6 4%	8 4%	5 4%	20 7%	38 15%	28 8%	-	-	-	-	-	-	-	1 2%	6 2%	8 18%	2 1%
Refused	46 5%	17 4%	29 6%	-	3 2%	9 5%	7 4%	10 6%	17 9%	6 5%	11 4%	5 2%	20 6%	-	-	-	-	-	-	-	3 5%	6 2%	2 4%	1 1%
Don't know	120 12%	45 9%	75 14%	26 23%	21 13%	15 8%	17 9%	22 14%	18 10%	7 7%	26 10%	36 15%	46 14%	-	-	-	-	-	-	-	5 9%	38 11%	1 2%	5 3%

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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	607	286	321	19	66	101	125	125	170	198	139	93	163	61	204	4	22	304	6	6	54	257	14	170
Weighted base	570	280	289	37	93	114	117	91	117	70	176	132	176	47	205	5	26	271	9	7	40	253	30	122
Conservative	47	26	21	1	3	7	5	12	19	7	11	13	16	47	-	-	-	-	-	-	30	4	5	2
	8%	9%	7%	3%	3%	6%	4%	14%	17%	10%	6%	10%	9%	100%	-	-	-	-	-	-	76%	2%	15%	1%
Labour	205	94	111	20	22	34	42	28	59	19	66	39	78	-	205	-	-	-	-	-	1	157	9	4
	36%	33%	39%	53%	24%	30%	36%	30%	50%	28%	38%	30%	44%	-	100%	-	-	-	-	-	2%	62%	29%	4%
Liberal Democrat	5	2	2	1	-	1	*	-	2	2	2	*	1	-	-	5	-	-	-	-	*	-	2	-
	1%	1%	1%	3%	-	1%	*	-	2%	2%	1%	*	*	-	-	100%	-	-	-	-	1%	-	8%	-
The UK Independence Party (UKIP)	26	17	9	1	9	2	9	1	4	1	6	9	8	-	-	-	26	-	-	-	5	9	-	2
	5%	6%	3%	4%	9%	2%	8%	1%	4%	2%	3%	7%	4%	-	-	-	100%	-	-	-	12%	4%	-	2%
SNP	271	137	133	11	56	67	55	49	32	40	81	66	73	-	-	-	-	271	-	-	1	81	12	110
	47%	49%	46%	31%	60%	59%	47%	54%	28%	57%	46%	50%	41%	-	-	-	-	100%	-	-	3%	32%	39%	90%
The Green Party	9	2	7	2	2	*	4	1	*	*	5	3	-	-	-	-	-	-	9	-	1	2	3	2
	2%	1%	2%	6%	2%	*	3%	1%	*	*	3%	2%	-	-	-	-	-	-	100%	-	2%	1%	9%	1%
Some other party	7	2	5	-	2	3	2	-	-	*	4	1	2	-	-	-	-	-	-	7	2	-	-	2
	1%	1%	2%	-	2%	2%	2%	-	-	1%	2%	1%	1%	-	-	-	-	-	-	100%	4%	-	-	2%

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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	8%
Labour	38%
Liberal Democrat	1%
UKIP	4%
SNP	46%
Green	2%
Other	1%

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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

	Gender		Age							SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
Conservative	48 5%	22 5%	26 5%	1 1%	5 3%	10 5%	5 3%	9 6%	19 10%	7 7%	13 5%	12 5%	15 4%	40 70%	1 *	-	*	1 *	-	-	29 52%	3 1%	2 5%	2 1%
Labour	294 29%	139 29%	155 30%	30 26%	34 21%	46 24%	62 33%	49 31%	74 39%	22 22%	84 31%	65 26%	117 35%	8 14%	242 92%	3 36%	1 4%	14 4%	-	-	3 6%	203 57%	8 19%	6 4%
Liberal Democrat	10 1%	6 1%	4 1%	4 3%	1 1%	1 1%	1 1%	-	2 1%	3 3%	3 1%	1 *	3 1%	-	1 *	-	6 63%	3 8%	-	-	1 2%	-	4 9%	-
The UK Independence Party (UKIP)	38 4%	20 4%	18 3%	3 3%	12 7%	4 2%	11 6%	1 1%	7 4%	2 2%	6 2%	13 5%	15 4%	-	3 1%	-	30 81%	2 1%	-	-	5 9%	12 3%	-	3 2%
SNP	367 37%	184 38%	183 35%	25 22%	77 47%	87 46%	66 35%	65 42%	46 24%	50 49%	106 39%	87 35%	108 32%	8 14%	8 3%	-	1 4%	326 94%	* 2%	5 57%	7 13%	98 27%	16 37%	138 88%
The Green Party	10 1%	4 1%	6 1%	2 2%	1 *	-	4 2%	2 1%	* *	1 1%	6 2%	2 1%	-	-	-	*	-	-	9 83%	-	1 2%	2 1%	3 6%	-
The British National Party (BNP)	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Some other party	5 *	2 *	3 1%	-	2 1%	-	1 *	1 1%	1 1%	1 1%	3 1%	-	1 *	-	1 *	-	-	-	-	2 31%	2 3%	-	-	-
Would not vote	99 10%	58 12%	40 8%	34 30%	15 9%	18 10%	17 9%	6 4%	8 4%	5 4%	20 7%	38 15%	28 8%	-	-	-	-	-	-	1 2%	6 2%	8 18%	2 1%	
Refused	33 3%	14 3%	19 4%	-	* *	8 4%	6 3%	8 5%	10 5%	4 4%	11 4%	2 1%	13 4%	* *	-	-	-	-	-	-	* *	2 1%	-	-
Don't know	97 10%	29 6%	68 13%	14 12%	17 10%	13 7%	15 8%	14 9%	22 12%	7 7%	23 8%	27 11%	37 11%	1 2%	6 2%	-	1 3%	5 1%	2 15%	1 12%	5 8%	29 8%	2 6%	6 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	629	292	337	22	67	104	128	133	174	203	141	96	172	59	198	4	21	302	5	5	57	265	14	173
Weighted base	593	291	303	44	97	116	118	100	119	71	179	139	186	47	201	5	26	268	8	6	43	261	30	122
Conservative	39	19	20	1	4	7	4	8	15	6	11	9	13	32	1	-	*	*	-	-	26	2	2	1
	7%	6%	7%	2%	5%	6%	3%	8%	12%	9%	6%	6%	7%	70%	1%	-	1%	*	-	-	60%	1%	6%	1%
Labour	223	107	116	22	22	37	48	35	58	19	70	48	83	7	190	1	1	10	-	-	3	164	8	6
	38%	37%	38%	51%	23%	32%	41%	35%	48%	27%	39%	35%	45%	14%	95%	16%	5%	4%	-	-	7%	63%	25%	5%
Liberal Democrat	6	3	3	2	1	1	*	-	2	2	2	*	1	-	1	4	1	-	-	*	-	4	-	
	1%	1%	1%	4%	1%	1%	*	-	2%	3%	1%	*	1%	-	1%	81%	5%	-	-	1%	-	12%	-	
The UK Independence Party (UKIP)	28	17	11	2	9	2	9	1	6	2	6	10	10	-	2	-	23	2	-	-	5	11	-	3
	5%	6%	4%	5%	9%	2%	8%	1%	5%	2%	3%	7%	5%	-	1%	-	88%	1%	-	-	11%	4%	-	2%
SNP	286	142	144	15	59	68	53	54	38	42	84	71	78	8	6	-	*	256	*	4	7	83	14	112
	48%	49%	47%	34%	61%	59%	45%	54%	32%	59%	47%	51%	42%	16%	3%	-	1%	96%	3%	70%	16%	32%	48%	92%
The Green Party	8	2	5	2	*	-	4	1	*	*	5	1	-	-	-	*	-	-	8	-	1	2	3	-
	1%	1%	2%	5%	*	-	3%	1%	*	*	3%	1%	-	-	-	2%	-	-	97%	-	1%	1%	9%	-
The British National Party (BNP)	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
Some other party	3	1	2	-	2	-	*	1	1	*	2	-	1	-	1	-	-	-	-	2	2	-	-	-
	1%	*	1%	-	2%	-	*	1%	1%	*	1%	-	*	-	*	-	-	-	-	30%	4%	-	-	-

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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	7%
Labour	39%
Liberal Democrat	1%
UKIP	5%
SNP	47%
Green	1%

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
I would not vote Conservative	740	355	385	83	124	146	149	113	124	76	210	181	251	-	218	6	28	315	11	4	8	312	38	130
	74%	74%	74%	74%	75%	78%	79%	73%	65%	74%	76%	73%	74%	-	83%	66%	74%	90%	98%	53%	14%	87%	87%	83%
I would not vote Liberal Democrat	734	361	373	67	124	144	147	118	134	77	214	180	241	38	205	-	29	314	10	6	40	300	32	137
	73%	76%	71%	60%	76%	77%	78%	77%	70%	76%	78%	73%	71%	65%	78%	-	78%	90%	86%	75%	71%	84%	73%	87%
I would not vote UKIP	713	333	380	67	113	138	136	121	136	85	211	160	232	40	208	7	-	297	11	7	38	288	31	126
	71%	70%	73%	59%	68%	73%	72%	79%	72%	83%	77%	65%	69%	69%	79%	83%	-	85%	100%	81%	67%	81%	70%	80%
I would not vote Labour	437	229	208	39	82	97	91	62	66	52	117	121	129	40	-	3	20	273	11	7	41	86	29	124
	44%	48%	40%	35%	50%	52%	48%	40%	35%	51%	42%	49%	38%	68%	-	34%	53%	78%	100%	81%	72%	24%	66%	79%
I would not vote SNP	329	164	166	45	37	46	66	43	91	32	75	94	121	41	159	3	27	-	4	2	40	147	17	10
	33%	34%	32%	40%	23%	24%	35%	28%	48%	32%	27%	38%	36%	70%	60%	37%	73%	-	36%	22%	71%	41%	39%	6%
None of these - I would potentially vote for all of them	63	27	36	11	13	11	9	7	13	3	14	14	22	2	16	1	2	3	-	2	1	11	-	3
	6%	6%	7%	10%	8%	6%	5%	4%	7%	3%	5%	6%	7%	3%	6%	9%	5%	1%	-	19%	2%	3%	-	2%
Don't know	14	4	9	-	4	2	1	3	2	1	2	7	2	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	2%	-	3%	1%	1%	2%	1%	1%	1%	3%	1%	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215	
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158	
NET: Well	510	253	257	62	77	99	85	81	105	59	133	114	186	43	161	6	17	151	4	2	38	190	20	68	
	51%	53%	49%	55%	47%	53%	45%	52%	55%	57%	48%	46%	55%	74%	61%	64%	44%	43%	31%	19%	68%	53%	45%	43%	
Very well	(4)	35	24	12	-	5	8	5	7	12	2	8	7	17	7	15	-	1	7	-	-	2	16	-	4
		4%	5%	2%	-	3%	4%	2%	4%	6%	2%	3%	3%	5%	12%	6%	-	3%	2%	-	-	4%	5%	-	3%
Quite well	(3)	474	229	245	62	72	91	80	74	94	57	125	108	168	36	146	6	15	143	4	2	36	174	20	64
		47%	48%	47%	55%	44%	49%	43%	48%	49%	56%	46%	44%	50%	63%	56%	64%	41%	41%	31%	19%	64%	49%	45%	41%
Quite badly	(2)	343	162	182	34	69	59	77	54	48	36	98	88	106	12	68	3	20	150	5	4	11	119	15	65
		34%	34%	35%	30%	42%	32%	41%	35%	25%	36%	36%	36%	31%	21%	26%	36%	52%	43%	42%	45%	19%	33%	34%	41%
Very badly	(1)	105	52	53	14	15	18	23	12	23	7	31	32	31	-	21	-	1	38	3	3	5	35	9	22
		11%	11%	10%	12%	9%	10%	12%	8%	12%	7%	11%	13%	9%	-	8%	-	4%	11%	27%	36%	8%	10%	21%	14%
NET: Badly		448	214	235	48	84	77	101	67	71	43	129	120	137	12	89	3	21	189	8	7	15	154	24	87
		45%	45%	45%	42%	51%	41%	54%	43%	37%	42%	47%	49%	41%	21%	34%	36%	56%	54%	69%	81%	27%	43%	55%	55%
Don't know		42	12	30	3	4	12	3	7	14	*	13	12	14	3	13	-	-	9	-	-	3	13	-	2
		4%	3%	6%	3%	2%	6%	1%	5%	7%	*	5%	5%	4%	5%	5%	-	-	2%	-	-	5%	4%	-	2%
Mean		2.46	2.48	2.44	2.44	2.42	2.50	2.36	2.51	2.53	2.42	2.38	2.53	2.90	2.62	2.64	2.44	2.35	2.03	1.83	2.67	2.50	2.24	2.32	
Standard deviation		0.74	0.76	0.71	0.71	0.70	0.74	0.73	0.71	0.80	0.65	0.74	0.75	0.74	0.58	0.73	0.51	0.63	0.71	0.80	0.77	0.70	0.74	0.78	0.75
Standard error		0.02	0.04	0.03	0.10	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.07	0.05	0.19	0.11	0.04	0.27	0.27	0.08	0.04	0.18	0.05

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215	
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158	
NET: Well	545	289	256	56	87	101	89	90	119	65	141	133	186	47	167	5	18	180	3	5	42	197	22	81	
	54%	60%	49%	50%	53%	54%	47%	59%	63%	64%	51%	54%	55%	81%	63%	53%	49%	52%	22%	63%	75%	55%	51%	52%	
Very well	(4)	34	20	14	4	3	9	2	7	10	2	12	7	12	4	14	-	-	11	-	-	2	16	-	4
		3%	4%	3%	3%	2%	5%	1%	4%	5%	2%	4%	3%	4%	7%	5%	-	-	3%	-	-	3%	5%	-	3%
Quite well	(3)	510	268	242	52	84	93	86	84	109	63	128	126	174	43	153	5	18	169	3	5	40	181	22	77
		51%	56%	46%	46%	51%	49%	46%	54%	58%	62%	47%	51%	52%	73%	58%	53%	49%	49%	22%	63%	71%	51%	51%	49%
Quite badly	(2)	305	124	181	36	58	57	74	42	38	28	104	64	98	5	69	4	18	117	5	2	6	116	12	49
		30%	26%	35%	32%	35%	31%	39%	27%	20%	27%	38%	26%	29%	8%	26%	47%	47%	34%	42%	23%	11%	32%	28%	31%
Very badly	(1)	113	58	55	17	15	23	23	13	22	8	21	38	41	3	18	-	2	44	4	1	4	36	9	21
		11%	12%	11%	15%	9%	12%	12%	9%	12%	8%	7%	16%	12%	5%	7%	-	4%	13%	37%	14%	7%	10%	21%	14%
NET: Badly	418	182	236	54	72	80	97	55	60	36	124	102	139	8	87	4	19	161	9	3	10	151	21	70	
	42%	38%	45%	47%	44%	43%	52%	35%	31%	35%	45%	41%	41%	13%	33%	47%	51%	46%	78%	37%	18%	42%	49%	44%	
Don't know	38	8	30	3	6	6	3	9	11	1	10	11	12	4	10	-	-	7	-	-	4	8	-	6	
	4%	2%	6%	3%	3%	3%	1%	6%	6%	1%	4%	4%	4%	6%	4%	-	-	2%	-	-	7%	2%	-	4%	
Mean	2.48	2.53	2.44	2.39	2.47	2.48	2.36	2.58	2.60	2.58	2.50	2.43	2.48	2.89	2.64	2.53	2.44	2.43	1.85	2.50	2.76	2.51	2.30	2.42	
Standard deviation	0.75	0.76	0.73	0.80	0.69	0.78	0.71	0.72	0.77	0.67	0.71	0.79	0.76	0.60	0.69	0.53	0.59	0.75	0.79	0.77	0.65	0.74	0.80	0.77	
Standard error	0.02	0.04	0.03	0.12	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.07	0.04	0.20	0.11	0.04	0.26	0.27	0.08	0.04	0.18	0.05	

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Absolutes/col percents

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

	Gender		Age							SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
I am satisfied with the job David Cameron is doing overall as Prime Minister	191 19%	84 18%	107 20%	35 31%	13 8%	36 19%	28 15%	33 22%	45 24%	22 22%	41 15%	47 19%	73 22%	38 65%	42 16%	2 23%	7 17%	37 11%	- -	1 12%	32 57%	58 16%	3 6%	19 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	289 29%	146 30%	143 27%	32 28%	62 38%	68 36%	53 28%	33 22%	40 21%	30 30%	88 32%	69 28%	86 26%	17 30%	53 20%	5 57%	17 46%	134 38%	5 40%	4 50%	19 34%	65 18%	12 27%	71 45%
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.	343 34%	166 35%	176 34%	29 25%	54 33%	53 28%	72 38%	61 39%	74 39%	36 35%	97 35%	80 33%	120 36%	* 1%	154 59%	1 12%	11 29%	109 31%	1 6%	- -	2 4%	186 52%	12 26%	41 26%
Refused	46 5%	22 5%	24 5%	3 2%	* *	10 5%	8 4%	10 6%	15 8%	5 4%	13 5%	5 2%	20 6%	- -	2 1%	- -	1 4%	21 6%	- -	* 6%	1 1%	13 4%	2 4%	10 6%
Don't know	131 13%	60 13%	71 14%	15 13%	36 22%	21 11%	27 14%	17 11%	15 8%	9 9%	36 13%	45 18%	38 11%	3 5%	12 4%	1 9%	2 4%	47 14%	6 54%	2 31%	3 4%	35 10%	16 36%	17 11%

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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	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
SNP	78	46	32	1	28	15	16	7	11	13	23	14	26	1	6	-	1	60	-	-	1	21	2	29
	8%	10%	6%	1%	17%	8%	8%	5%	6%	13%	8%	6%	8%	1%	2%	-	3%	17%	-	-	2%	6%	5%	18%
Labour	41	20	21	-	16	8	7	3	7	4	15	5	12	1	12	-	2	17	-	-	1	17	-	5
	4%	4%	4%	-	10%	4%	4%	2%	4%	4%	5%	2%	4%	2%	5%	-	6%	5%	-	-	2%	5%	-	3%
The UK Independence Party (UKIP)	17	12	6	7	7	1	1	1	-	1	4	1	11	1	3	-	4	5	-	-	1	-	-	1
	2%	2%	1%	6%	4%	1%	1%	1%	-	1%	2%	*	3%	1%	1%	-	12%	1%	-	-	1%	-	-	1%
The Conservatives	14	5	9	3	6	-	3	2	-	2	4	4	3	*	-	-	-	3	-	*	1	3	-	2
	1%	1%	2%	2%	4%	-	2%	1%	-	2%	1%	2%	1%	1%	-	-	-	1%	-	6%	1%	1%	-	1%
The Liberal Democrat	14	4	9	3	2	3	2	2	2	*	4	2	7	-	2	-	3	5	-	-	-	1	-	2
	1%	1%	2%	3%	1%	1%	1%	1%	1%	*	1%	1%	2%	-	1%	-	8%	2%	-	-	-	*	-	2%
None of them	875	409	466	103	123	168	167	142	171	83	245	224	291	56	241	9	30	282	11	8	54	319	42	126
	88%	85%	89%	91%	74%	90%	88%	92%	90%	82%	89%	91%	86%	96%	92%	100%	79%	81%	100%	94%	96%	90%	95%	80%
Don't know	3	2	1	-	-	-	-	1	2	*	-	1	1	-	1	-	-	1	-	-	*	1	-	-
	*	*	*	-	-	-	-	1%	1%	*	-	*	*	-	*	-	-	*	-	-	*	*	-	-

Airdrie & Shotts Poll

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election for the Westminster parliament?

Base: All respondents

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	439	561	47	108	164	199	198	282	291	212	163	294	75	260	7	31	376	9	8	77	357	19	215
Weighted base	1000	478	522	113	165	187	188	154	190	102	275	246	337	58	263	9	38	348	11	8	56	357	44	158
A coalition involving Labour and the SNP	335 34%	157 33%	178 34%	33 29%	60 36%	75 40%	67 36%	64 42%	36 19%	46 45%	98 36%	81 33%	100 30%	1 1%	67 26%	-	5 13%	209 60%	1 8%	1 14%	1 1%	138 39%	12 28%	76 48%
A Labour government	265 27%	125 26%	141 27%	27 24%	44 27%	38 20%	50 27%	33 21%	74 39%	21 21%	65 24%	65 27%	109 32%	1 3%	168 64%	-	5 13%	16 5%	-	3 37%	4 7%	159 45%	4 9%	11 7%
A coalition involving the Conservatives and the SNP.	112 11%	60 13%	52 10%	9 8%	22 14%	32 17%	20 11%	14 9%	15 8%	8 8%	31 11%	36 15%	36 11%	7 12%	1 *	-	4 10%	78 22%	3 29%	3 34%	10 17%	13 4%	5 12%	41 26%
A Conservative government	73 7%	39 8%	34 7%	6 5%	6 4%	8 5%	13 7%	12 8%	27 14%	12 12%	20 7%	16 6%	20 6%	40 68%	4 1%	2 23%	6 15%	3 1%	* 2%	* 6%	32 56%	8 2%	3 6%	4 3%
A coalition involving the Conservatives and the Liberal Democrats.	35 3%	16 3%	18 4%	6 5%	8 5%	2 1%	7 4%	5 3%	8 4%	2 2%	16 6%	2 1%	9 3%	6 11%	3 1%	2 21%	9 23%	6 2%	2 22%	-	6 11%	8 2%	2 4%	3 2%
A coalition involving Labour and the Liberal Democrats.	31 3%	15 3%	16 3%	7 6%	2 1%	7 4%	3 2%	6 4%	6 3%	4 4%	6 2%	4 2%	16 5%	-	17 7%	5 56%	2 6%	2 *	-	-	2 3%	14 4%	4 10%	1 1%
Don't know	148 15%	66 14%	83 16%	26 23%	22 13%	26 14%	28 15%	21 14%	24 13%	7 7%	39 14%	41 17%	47 14%	3 5%	3 1%	-	7 20%	34 10%	5 40%	1 9%	2 4%	17 5%	14 31%	22 14%

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CATI Fieldwork : 14th-22nd January 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	439 44%	478 48%
Female	561 56%	522 52%

Airdrie & Shotts Poll
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Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	47 5%	113 11%
25-34	108 11%	165 16%
35-44	164 16%	187 19%
45-54	199 20%	188 19%
55-64	198 20%	154 15%
65 or older	282 28%	190 19%
Refused	2 *	2 *

Airdrie & Shotts Poll
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Absolutes/col percents

Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	77 8%	28 3%
B	214 21%	75 7%
C1	212 21%	275 28%
C2	163 16%	246 25%
D	114 11%	158 16%
E	180 18%	179 18%
Refused	40 4%	40 4%

Airdrie & Shotts Poll
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Absolutes/col percents

Table 17

Q.4 At the last general election for the Westminster parliament, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Could you tell me which party you voted for at the last general election for the Westminster parliament back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	77 8%	56 6%
Labour	357 36%	357 36%
Liberal Democrats	19 2%	44 4%
SNP	215 22%	158 16%
Another party	12 1%	10 1%
Did not vote	224 22%	287 29%
Refused	50 5%	39 4%
Don't know	46 5%	50 5%