

Glasgow North Poll

CATI Fieldwork : 5th-10th 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	1001	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202	
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95	
Certain to vote	(10)	647	309	338	113	143	111	95	87	97	193	229	66	129	42	165	22	7	267	61	6	35	229	155	75
		65%	65%	64%	46%	61%	74%	71%	82%	76%	76%	61%	63%	58%	78%	69%	71%	68%	76%	74%	100%	80%	82%	85%	78%
	(9)	60	28	33	24	13	5	9	3	5	17	27	-	15	2	26	6	-	10	1	-	3	11	10	5
		6%	6%	6%	10%	6%	4%	6%	3%	4%	7%	7%	-	7%	4%	11%	20%	-	3%	2%	-	7%	4%	5%	6%
	(8)	53	34	19	18	15	4	6	5	5	9	21	5	18	2	23	1	-	16	1	-	1	20	2	2
		5%	7%	4%	7%	6%	3%	4%	4%	3%	6%	5%	8%	3%	10%	3%	-	4%	2%	-	2%	7%	1%	2%	
	(7)	52	28	24	26	11	4	5	1	5	14	25	8	3	2	16	-	2	18	1	-	4	6	11	2
		5%	6%	5%	11%	5%	3%	4%	1%	4%	5%	7%	8%	1%	4%	7%	-	22%	5%	1%	-	8%	2%	6%	2%
	(6)	25	5	21	14	3	3	4	*	1	2	2	5	16	3	1	-	-	11	7	-	-	-	-	1
		3%	1%	4%	6%	1%	2%	3%	*	1%	1%	1%	5%	7%	6%	*	-	-	3%	8%	-	-	-	-	1%
	(5)	65	20	45	17	22	10	7	2	6	4	29	6	17	2	5	-	1	17	9	-	1	4	2	4
		6%	4%	9%	7%	10%	6%	5%	2%	5%	2%	8%	6%	8%	3%	2%	-	10%	5%	11%	-	1%	2%	1%	4%
	(4)	12	10	1	10	-	-	-	-	1	4	6	-	1	-	-	-	-	6	-	-	-	-	4	-
		1%	2%	*	4%	-	-	-	-	1%	2%	2%	-	1%	-	-	-	1%	2%	-	-	-	-	2%	-
	(3)	17	11	6	3	9	3	2	1	*	4	4	3	6	-	3	2	-	6	-	-	-	3	-	3
		2%	2%	1%	1%	4%	2%	1%	1%	*	1%	1%	2%	3%	-	1%	5%	-	2%	-	-	-	1%	-	3%
	(2)	6	2	4	-	4	-	-	2	-	1	3	-	2	1	-	-	-	1	1	-	-	1	-	-
		1%	*	1%	-	2%	-	-	2%	-	*	1%	-	1%	1%	-	-	-	*	1%	-	-	*	-	-
Definitely would not vote	(1)	60	30	31	20	14	9	7	3	6	8	26	12	13	-	-	-	-	-	-	-	1	3	*	3
		6%	6%	6%	8%	6%	6%	5%	3%	5%	3%	7%	11%	6%	-	-	-	-	-	-	-	1%	1%	*	3%
Refused		2	1	1	-	-	-	-	1	1	*	-	-	1	-	-	-	-	-	-	-	-	*	-	-
		*	*	*	-	-	-	-	1%	1%	*	-	-	1%	-	-	-	-	-	-	-	-	*	-	-
Don't know		2	-	2	-	-	-	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1
		*	-	*	-	-	-	*	1%	*	-	*	-	*	-	-	-	-	-	-	-	-	*	-	1%
Mean		8.47	8.49	8.45	7.79	8.20	8.72	8.82	9.25	8.99	9.08	8.33	7.99	8.22	9.29	9.29	9.32	8.85	9.11	8.90	10.00	9.45	9.49	9.57	9.07
Standard deviation		2.64	2.65	2.63	2.79	2.83	2.61	2.37	2.09	2.27	2.12	2.73	3.11	2.72	1.60	1.34	1.69	1.86	1.80	2.03	*	1.45	1.47	1.25	2.22
Standard error		0.08	0.13	0.11	0.40	0.26	0.20	0.17	0.15	0.14	0.10	0.20	0.32	0.18	0.20	0.09	0.33	0.54	0.09	0.25	*	0.18	0.08	0.12	0.16

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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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
Conservative	53 5%	21 4%	32 6%	9 4%	15 7%	6 4%	5 3%	6 5%	11 8%	21 8%	19 5%	5 4%	7 3%	53 100%	-	-	-	-	-	-	24 54%	4 2%	12 6%	1 1%
Labour	239 24%	103 22%	136 26%	63 26%	35 15%	29 20%	36 27%	33 31%	43 34%	63 25%	85 23%	21 21%	63 28%	-	239 100%	-	-	-	-	-	5 10%	145 52%	24 13%	1 1%
Liberal Democrat	32 3%	18 4%	13 3%	13 5%	6 3%	2 1%	* *	4 4%	6 5%	9 3%	21 6%	-	2 1%	-	-	32 100%	-	-	-	-	2 5%	4 1%	10 5%	* 1%
The UK Independence Party (UKIP)	10 1%	5 1%	5 1%	2 1%	-	3 2%	3 2%	1 1%	1 1%	3 1%	1 *	3 3%	2 1%	-	-	-	10 100%	-	-	-	1 2%	3 1%	-	1 1%
SNP	352 35%	183 38%	168 32%	77 31%	98 42%	66 44%	48 36%	35 33%	28 22%	86 34%	131 35%	41 39%	84 38%	-	-	-	-	352 100%	-	-	2 5%	81 29%	77 42%	78 82%
The Green Party	82 8%	44 9%	38 7%	21 9%	31 13%	11 7%	9 6%	6 6%	4 3%	25 10%	32 9%	2 2%	20 9%	-	-	-	-	-	82 100%	-	1 1%	8 3%	33 18%	2 2%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	6 1%	4 1%	2 *	-	-	3 2%	2 1%	* *	-	1 1%	-	2 2%	1 *	-	-	-	-	-	-	6 100%	-	1 *	-	* *
Would not vote	60 6%	30 6%	31 6%	20 8%	14 6%	9 6%	7 5%	3 3%	6 5%	8 3%	26 7%	12 11%	13 6%	-	-	-	-	-	-	-	1 1%	3 1%	* *	3 3%
Refused	33 3%	16 3%	17 3%	-	10 4%	6 4%	5 4%	3 2%	10 7%	8 3%	4 1%	3 3%	4 2%	-	-	-	-	-	-	-	1 3%	2 1%	1 1%	1 2%
Don't know	135 13%	52 11%	82 16%	41 17%	24 10%	14 9%	21 15%	16 15%	19 15%	31 12%	55 15%	14 14%	26 11%	-	-	-	-	-	-	-	7 17%	28 10%	26 14%	7 7%

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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	652	299	353	26	72	115	124	152	163	316	125	58	132	49	204	20	10	313	48	7	45	250	78	158
Weighted base	602	291	311	130	141	97	84	72	77	171	226	58	130	42	191	26	7	271	60	5	29	207	134	67
Conservative	42	16	27	8	10	4	4	5	9	16	17	2	6	42	-	-	-	-	-	-	20	3	10	1
	7%	5%	9%	6%	7%	5%	5%	6%	12%	9%	8%	4%	4%	100%	-	-	-	-	-	-	67%	1%	8%	2%
Labour	191	79	112	49	26	22	31	28	35	55	64	19	49	-	191	-	-	-	-	-	4	121	19	1
	32%	27%	36%	38%	18%	22%	37%	39%	45%	32%	28%	32%	38%	-	100%	-	-	-	-	-	14%	59%	14%	2%
Liberal Democrat	26	14	12	11	5	2	*	4	5	7	18	-	1	-	-	26	-	-	-	-	2	4	9	*
	4%	5%	4%	8%	3%	2%	*	5%	6%	4%	8%	-	1%	-	-	100%	-	-	-	-	7%	2%	6%	*
The UK Independence Party (UKIP)	7	4	4	1	-	3	2	1	1	2	1	2	2	-	-	-	7	-	-	-	1	2	-	1
	1%	1%	1%	1%	-	3%	2%	1%	2%	1%	*	3%	2%	-	-	-	100%	-	-	-	3%	1%	-	1%
SNP	271	141	130	45	79	55	39	29	24	72	103	32	57	-	-	-	-	271	-	-	2	70	66	63
	45%	48%	42%	35%	56%	57%	46%	40%	31%	42%	46%	55%	44%	-	-	-	-	100%	-	-	7%	34%	49%	93%
The Green Party	60	34	26	16	21	8	6	5	3	19	23	1	14	-	-	-	-	60	-	-	1	6	30	1
	10%	12%	8%	12%	15%	9%	8%	7%	4%	11%	10%	2%	11%	-	-	-	-	100%	-	-	2%	3%	22%	2%
Some other party	5	4	2	-	-	3	2	*	-	1	-	2	1	-	-	-	-	-	-	5	-	1	-	*
	1%	1%	*	-	-	3%	2%	*	-	1%	-	3%	1%	-	-	-	-	-	-	100%	-	*	-	*

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	7%
Labour	33%
Liberal Democrat	5%
UKIP	1%
SNP	43%
Green	10%
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

	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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
Conservative	37 4%	20 4%	17 3%	- -	13 6%	6 4%	3 2%	6 6%	8 6%	18 7%	8 2%	4 4%	5 2%	33 62%	- -	- -	- -	1 *	- -	1 23%	18 40%	3 1%	3 2%	1 2%
Labour	262 26%	117 25%	145 28%	74 30%	40 17%	30 20%	36 27%	37 35%	46 36%	70 28%	89 24%	24 23%	71 32%	7 13%	219 92%	4 13%	- -	4 1%	11 14%	1 10%	11 26%	136 49%	30 16%	2 2%
Liberal Democrat	28 3%	14 3%	14 3%	13 5%	4 2%	1 1%	* *	4 3%	6 5%	7 3%	15 4%	- -	5 2%	- -	1 *	21 68%	- -	* *	1 1%	- -	1 2%	1 *	8 4%	1 1%
The UK Independence Party (UKIP)	17 2%	10 2%	7 1%	7 3%	2 1%	1 1%	2 2%	1 1%	2 2%	3 1%	- -	3 3%	10 4%	- -	- -	- -	7 67%	5 2%	- -	* 1%	5 2%	- -	* *	
SNP	372 37%	189 40%	183 35%	84 34%	104 44%	67 45%	50 37%	35 33%	33 25%	92 36%	150 40%	40 38%	79 35%	11 20%	8 3%	4 12%	1 11%	326 93%	6 7%	* 6%	4 9%	88 32%	89 49%	74 78%
The Green Party	85 9%	48 10%	38 7%	23 9%	28 12%	14 9%	10 8%	6 6%	4 3%	25 10%	37 10%	8 7%	14 6%	- -	9 4%	* 2%	1 12%	9 2%	62 76%	- -	1 1%	18 7%	33 18%	6 6%
The British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	5 1%	3 1%	2 *	- -	1 1%	1 1%	2 1%	1 1%	- -	- -	1 *	3 3%	1 *	- -	1 *	- -	- -	1 *	- -	3 52%	- -	1 *	- -	1 1%
Would not vote	60 6%	30 6%	31 6%	20 8%	14 6%	9 6%	7 5%	3 3%	6 5%	8 3%	26 7%	12 11%	13 6%	- -	- -	- -	- -	- -	- -	- -	1 1%	3 1%	* *	3 3%
Refused	25 3%	13 3%	12 2%	- -	8 3%	3 2%	4 3%	3 2%	8 6%	5 2%	4 1%	2 2%	4 2%	- -	- -	- -	- -	* *	- -	- -	1 2%	1 *	- -	* *
Don't know	109 11%	33 7%	76 15%	26 10%	19 8%	16 11%	20 15%	11 10%	16 12%	27 10%	44 12%	9 8%	21 10%	2 4%	1 1%	2 5%	1 10%	5 1%	2 2%	1 9%	8 17%	23 8%	19 11%	7 7%

Glasgow North Poll

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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	665	307	358	27	75	115	127	155	165	318	130	60	133	48	203	20	9	306	47	6	46	253	82	158
Weighted base	623	304	319	139	145	98	86	75	80	176	235	61	132	40	190	24	7	267	59	5	29	211	140	69
Conservative	29 5%	15 5%	14 4%	-	9 6%	5 5%	3 3%	6 8%	7 9%	13 8%	7 3%	2 3%	5 4%	26 64%	-	-	-	1 *	-	1 25%	15 50%	2 1%	3 2%	1 2%
Labour	203 33%	87 29%	116 36%	53 38%	29 20%	22 23%	31 36%	31 41%	37 46%	59 34%	68 29%	18 29%	52 39%	5 13%	174 92%	3 10%	-	3 1%	7 12%	1 12%	10 33%	113 53%	24 17%	2 2%
Liberal Democrat	20 3%	9 3%	11 3%	11 8%	1 *	1 1%	* *	3 4%	5 6%	6 3%	13 5%	-	2 1%	-	* *	18 73%	-	* *	* 1%	-	1 2%	* *	7 5%	* *
The UK Independence Party (UKIP)	9 1%	4 1%	4 1%	2 1%	2 2%	1 1%	2 2%	* 1%	2 2%	2 1%	-	2 3%	5 4%	-	-	-	5 71%	1 *	-	-	* 1%	5 2%	-	* *
SNP	289 46%	148 49%	141 44%	54 39%	82 57%	57 58%	41 48%	29 38%	26 33%	76 43%	116 50%	31 51%	56 42%	9 23%	7 3%	4 15%	1 14%	254 95%	3 5%	* 6%	3 11%	75 36%	77 55%	60 87%
The Green Party	69 11%	38 12%	31 10%	20 15%	21 15%	11 11%	8 9%	6 7%	3 4%	19 11%	30 13%	6 10%	12 9%	-	8 4%	* 2%	1 16%	8 3%	48 82%	-	1 2%	16 7%	29 21%	5 7%
Some other party	4 1%	2 1%	2 1%	-	1 *	1 1%	2 2%	1 1%	-	-	1 *	2 4%	1 1%	-	1 *	-	-	1 *	-	3 57%	-	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	5%
Labour	33%
Liberal Democrat	4%
UKIP	1%
SNP	45%
Green	11%
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

	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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
I would not vote UKIP	819	390	429	196	196	129	109	92	96	231	316	78	167	46	213	23	-	310	78	2	37	247	162	86
	82%	82%	82%	79%	84%	86%	81%	87%	75%	91%	84%	75%	75%	87%	89%	74%	-	88%	96%	41%	84%	89%	88%	90%
I would not vote Conservative	776	379	397	194	187	119	105	83	87	195	302	78	177	-	216	21	6	324	72	3	5	243	153	83
	78%	80%	76%	79%	80%	79%	78%	78%	68%	76%	81%	75%	79%	-	91%	66%	55%	92%	88%	50%	10%	88%	83%	86%
I would not vote Liberal Democrat	703	334	369	178	170	114	91	70	79	178	268	71	168	40	156	-	7	302	65	2	29	202	130	83
	70%	70%	70%	72%	73%	76%	67%	66%	62%	70%	72%	68%	75%	76%	65%	-	71%	86%	80%	44%	66%	73%	71%	87%
I would not vote Labour	415	219	196	82	126	74	60	38	34	105	156	48	91	35	-	6	7	257	39	3	17	60	97	67
	41%	46%	37%	33%	54%	49%	45%	36%	27%	41%	42%	46%	41%	66%	-	20%	65%	73%	47%	59%	39%	22%	53%	71%
I would not vote SNP	312	144	168	59	58	48	48	39	60	95	99	27	77	37	158	9	4	-	30	3	36	101	47	5
	31%	30%	32%	24%	25%	32%	35%	36%	46%	37%	26%	26%	35%	70%	66%	30%	43%	-	37%	54%	81%	36%	26%	5%
None of these - I would potentially vote for all of them	37	21	16	6	14	3	5	2	6	3	8	11	8	3	4	2	-	7	-	-	1	5	4	2
	4%	4%	3%	3%	6%	2%	3%	2%	5%	1%	2%	10%	4%	5%	2%	6%	-	2%	-	-	3%	2%	2%	2%
Don't know	12	4	8	-	5	-	2	2	3	1	2	1	2	-	-	-	-	-	-	-	*	1	-	-
	1%	1%	2%	-	2%	-	1%	2%	2%	*	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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
NET: Well	528	251	277	168	120	55	66	49	69	131	238	47	96	41	152	27	4	139	31	4	35	147	85	45
	53%	53%	53%	68%	51%	37%	49%	46%	54%	51%	64%	46%	43%	77%	64%	86%	40%	40%	38%	68%	79%	53%	46%	47%
Very well	(4) 22	9	13	6	4	2	1	4	5	2	8	1	8	*	6	-	-	2	-	-	1	6	2	1
	2%	2%	3%	2%	2%	1%	1%	4%	4%	1%	2%	1%	3%	1%	3%	-	-	1%	-	-	2%	2%	1%	1%
Quite well	(3) 506	242	264	162	116	53	65	45	64	128	230	47	89	41	145	27	4	137	31	4	34	141	83	45
	51%	51%	50%	66%	50%	36%	48%	42%	50%	50%	62%	45%	40%	77%	61%	86%	40%	39%	38%	68%	77%	51%	45%	47%
Quite badly	(2) 344	164	180	55	100	69	48	38	35	96	114	40	84	10	60	4	2	166	45	2	6	92	91	35
	34%	35%	34%	22%	43%	46%	35%	36%	27%	37%	30%	38%	38%	19%	25%	12%	17%	47%	56%	29%	13%	33%	50%	37%
Very badly	(1) 71	41	30	8	6	19	13	10	14	16	9	14	23	1	10	*	4	32	3	*	1	22	1	13
	7%	9%	6%	3%	3%	13%	10%	10%	11%	6%	2%	13%	10%	2%	4%	2%	44%	9%	4%	3%	1%	8%	*	14%
NET: Badly	415	205	210	63	106	88	60	48	48	112	123	53	107	11	70	4	6	198	49	2	6	113	92	49
	41%	43%	40%	26%	45%	59%	45%	45%	38%	44%	33%	51%	48%	21%	29%	14%	60%	56%	59%	32%	14%	41%	50%	51%
Don't know	58	20	37	15	8	7	9	9	11	13	13	3	19	1	17	-	-	14	2	-	3	17	7	2
	6%	4%	7%	6%	3%	4%	7%	8%	8%	5%	4%	3%	9%	1%	7%	-	-	4%	2%	-	7%	6%	4%	2%
Mean	2.51	2.48	2.53	2.72	2.52	2.26	2.43	2.44	2.52	2.48	2.66	2.34	2.40	2.77	2.67	2.85	1.96	2.33	2.35	2.65	2.86	2.50	2.48	2.35
Standard deviation	0.67	0.68	0.65	0.57	0.58	0.70	0.68	0.75	0.76	0.64	0.57	0.72	0.74	0.49	0.61	0.41	0.96	0.65	0.56	0.59	0.45	0.68	0.53	0.73
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.08	0.05	0.06	0.04	0.08	0.28	0.03	0.07	0.21	0.06	0.04	0.05	0.05

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1001	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202	
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95	
NET: Well	652	309	343	202	155	75	77	61	81	181	276	59	113	42	172	27	6	202	43	5	35	171	103	56	
	65%	65%	65%	82%	66%	50%	57%	57%	64%	71%	74%	57%	51%	79%	72%	84%	59%	57%	53%	94%	79%	62%	56%	58%	
Very well	(4)	47	23	24	18	10	6	3	4	7	11	20	2	11	2	15	-	-	7	*	-	1	7	3	5
		5%	5%	5%	7%	4%	4%	2%	4%	5%	4%	5%	2%	5%	4%	6%	-	-	2%	*	-	2%	3%	2%	5%
Quite well	(3)	605	285	319	184	145	69	74	57	75	170	256	57	103	40	157	27	6	195	43	5	34	164	100	51
		60%	60%	61%	75%	62%	46%	55%	54%	58%	67%	68%	55%	46%	75%	66%	84%	59%	55%	53%	94%	77%	59%	54%	53%
Quite badly	(2)	230	112	118	26	61	59	35	26	22	48	73	27	74	9	42	2	-	113	34	*	7	72	68	27
		23%	23%	23%	10%	26%	39%	26%	24%	17%	19%	20%	26%	33%	17%	18%	5%	-	32%	41%	3%	15%	26%	37%	28%
Very badly	(1)	61	31	29	8	9	13	12	9	10	10	11	14	18	1	6	2	4	24	3	*	-	13	2	10
		6%	7%	6%	3%	4%	9%	9%	8%	8%	4%	3%	14%	8%	2%	3%	7%	41%	7%	4%	3%	-	5%	1%	10%
NET: Badly		291	143	148	33	70	72	46	34	32	58	85	41	93	10	49	4	4	137	37	*	7	84	70	36
		29%	30%	28%	14%	30%	48%	34%	32%	25%	23%	40%	42%	19%	20%	13%	41%	39%	45%	6%	15%	30%	38%	38%	
Don't know		58	25	33	10	9	2	12	11	14	16	14	3	17	1	18	1	-	13	1	-	2	22	10	4
		6%	5%	6%	4%	4%	1%	9%	10%	11%	6%	4%	3%	7%	1%	8%	3%	-	4%	2%	-	6%	8%	6%	4%
Mean		2.68	2.67	2.69	2.90	2.69	2.46	2.56	2.59	2.69	2.76	2.79	2.47	2.51	2.82	2.82	2.79	2.17	2.55	2.50	2.92	2.86	2.65	2.60	2.56
Standard deviation		0.67	0.68	0.66	0.55	0.61	0.71	0.70	0.72	0.60	0.58	0.77	0.73	0.53	0.59	0.57	1.04	0.66	0.59	0.40	0.41	0.62	0.55	0.76	
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.03	0.04	0.08	0.05	0.07	0.04	0.12	0.30	0.03	0.08	0.14	0.05	0.04	0.05	0.05	

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Absolutes/col percents

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

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1001	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
I am satisfied with the job David Cameron is doing overall as Prime Minister	178 18%	80 17%	98 19%	57 23%	36 15%	21 14%	19 14%	16 15%	29 22%	38 15%	79 21%	25 24%	29 13%	35 66%	51 21%	11 35%	5 46%	19 5%	4 4%	2 41%	24 54%	41 15%	23 13%	10 11%
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	241 24%	115 24%	127 24%	72 29%	61 26%	40 27%	31 23%	15 14%	22 17%	66 26%	94 25%	24 23%	52 23%	13 25%	28 12%	11 34%	2 17%	107 30%	22 27%	1 12%	15 33%	47 17%	45 24%	30 31%
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.	420 42%	209 44%	210 40%	107 44%	96 41%	66 44%	51 38%	50 47%	48 37%	121 48%	158 42%	32 31%	98 44%	4 7%	147 62%	9 28%	1 6%	159 45%	50 61%	1 13%	2 5%	162 58%	97 53%	35 37%
Refused	37 4%	22 5%	15 3%	5 2%	11 5%	1 1%	9 7%	3 3%	6 5%	5 2%	10 3%	9 9%	6 3%	1 2%	1 *	-	1 12%	5 2%	3 4%	2 34%	1 3%	2 1%	2 1%	2 3%
Don't know	125 12%	50 11%	75 14%	5 2%	30 13%	21 14%	24 18%	22 21%	23 18%	25 10%	33 9%	14 14%	38 17%	-	12 5%	1 3%	2 18%	61 17%	3 4%	-	2 4%	25 9%	16 9%	18 18%

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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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
SNP	144	65	80	46	29	22	15	16	16	40	63	16	22	2	22	10	3	67	18	*	2	39	24	20
	14%	14%	15%	19%	12%	15%	11%	15%	13%	16%	17%	16%	10%	4%	9%	31%	25%	19%	21%	3%	5%	14%	13%	21%
Labour	98	52	45	27	24	15	14	8	10	22	46	11	18	3	33	2	1	21	14	-	6	27	14	3
	10%	11%	9%	11%	10%	10%	11%	8%	8%	9%	12%	10%	8%	6%	14%	6%	13%	6%	17%	-	13%	10%	8%	4%
The Liberal Democrat	41	23	19	19	10	4	4	2	3	7	27	2	5	-	23	2	1	11	3	-	1	15	4	1
	4%	5%	4%	8%	4%	2%	3%	2%	2%	3%	7%	2%	2%	-	10%	5%	13%	3%	4%	-	2%	6%	2%	1%
The UK Independence Party (UKIP)	38	20	18	21	7	5	2	-	2	7	19	7	6	-	8	1	2	9	4	-	*	8	6	-
	4%	4%	3%	9%	3%	3%	2%	-	2%	3%	5%	6%	2%	-	4%	4%	17%	3%	5%	-	1%	3%	3%	-
The Conservatives	30	7	23	6	14	3	3	1	3	7	14	2	5	7	10	-	1	6	1	-	3	8	2	*
	3%	2%	4%	2%	6%	2%	2%	1%	2%	3%	4%	2%	2%	13%	4%	-	13%	2%	1%	-	6%	3%	1%	*
None of them	772	364	408	176	188	114	110	82	101	196	276	78	185	43	184	20	7	269	57	5	36	214	146	73
	77%	76%	78%	71%	80%	76%	82%	78%	78%	77%	74%	75%	83%	80%	77%	65%	65%	77%	70%	97%	81%	77%	80%	77%
Don't know	7	3	4	-	3	1	2	1	1	1	-	2	1	-	*	-	1	2	1	-	-	1	-	1
	1%	1%	1%	-	1%	*	1%	1%	1%	*	-	2%	*	-	*	-	5%	*	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		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	448	553	49	121	173	186	208	262	443	196	94	223	62	246	26	12	378	64	8	67	330	115	202
Weighted base	1001	476	525	246	234	150	135	106	128	255	374	104	223	53	239	32	10	352	82	6	44	278	183	95
A coalition involving Labour and the SNP	436 44%	233 49%	203 39%	134 55%	104 44%	71 47%	49 36%	44 41%	34 27%	103 40%	174 47%	47 45%	98 44%	1 1%	44 18%	* 1%	2 16%	272 77%	46 56%	2 39%	1 1%	117 42%	92 50%	65 68%
A Labour government	212 21%	92 19%	121 23%	42 17%	44 19%	27 18%	36 27%	23 22%	39 31%	54 21%	71 19%	21 20%	59 26%	1 2%	156 65%	2 7%	5 45%	14 4%	11 13%	1 10%	4 9%	115 41%	24 13%	5 6%
A coalition involving Labour and the Liberal Democrats.	81 8%	40 8%	41 8%	27 11%	17 7%	7 5%	11 8%	11 10%	8 6%	21 8%	43 11%	2 2%	13 6%	- -	28 12%	18 57%	- -	4 1%	16 20%	- -	2 4%	17 6%	28 15%	* *
A Conservative government	68 7%	32 7%	36 7%	15 6%	13 5%	9 6%	9 7%	7 6%	14 11%	24 10%	23 6%	6 6%	10 4%	42 79%	3 1%	2 5%	* 5%	4 1%	- -	2 41%	23 53%	4 2%	15 8%	5 5%
A coalition involving the Conservatives and the SNP.	55 5%	22 5%	33 6%	11 4%	19 8%	10 7%	7 5%	3 2%	6 4%	19 7%	16 4%	5 5%	15 7%	5 9%	- -	* 2%	1 12%	31 9%	3 3%	- -	5 12%	3 1%	11 6%	10 10%
A coalition involving the Conservatives and the Liberal Democrats.	35 3%	15 3%	20 4%	6 2%	8 3%	6 4%	2 1%	5 5%	8 6%	17 7%	15 4%	- -	4 2%	3 5%	3 1%	9 27%	* 5%	5 1%	2 2%	1 9%	4 9%	8 3%	7 4%	1 1%
Don't know	114 11%	43 9%	72 14%	11 4%	29 12%	20 13%	22 16%	13 13%	18 14%	18 7%	33 9%	23 22%	24 11%	2 3%	5 2%	- -	2 18%	21 6%	4 5%	- -	5 12%	14 5%	7 4%	10 10%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	448 45%	476 48%
Female	553 55%	525 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	49 5%	246 25%
25-34	121 12%	234 23%
35-44	173 17%	150 15%
45-54	186 19%	135 14%
55-64	208 21%	106 11%
65 or older	262 26%	128 13%
Refused	2 *	2 *

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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	143 14%	74 7%
B	300 30%	181 18%
C1	196 20%	374 37%
C2	94 9%	104 10%
D	69 7%	101 10%
E	154 15%	122 12%
Refused	45 4%	45 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	67 7%	44 4%
Labour	330 33%	278 28%
Liberal Democrats	115 11%	183 18%
SNP	202 20%	95 10%
Another party	52 5%	34 3%
Did not vote	163 16%	305 30%
Refused	24 2%	21 2%
Don't know	48 5%	41 4%