

Glasgow South West Poll

CATI Fieldwork : 7th-15th 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	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189	
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117	
Certain to vote	(10)	637	305	332	54	97	105	135	101	143	67	176	139	237	32	221	8	32	215	15	7	33	300	36	90
		64%	67%	61%	44%	55%	58%	70%	76%	75%	73%	62%	71%	62%	83%	80%	44%	71%	64%	84%	71%	85%	80%	70%	77%
	(9)	28	12	16	2	1	8	10	3	4	4	8	5	10	2	5	-	1	15	-	-	1	10	2	5
		3%	3%	3%	2%	1%	4%	5%	2%	2%	4%	3%	3%	3%	5%	2%	-	2%	5%	-	-	3%	3%	4%	4%
	(8)	68	25	43	9	14	20	7	9	10	8	24	4	28	2	17	-	1	32	1	-	3	24	7	4
		7%	5%	8%	8%	8%	11%	4%	6%	5%	9%	8%	2%	7%	6%	6%	-	2%	9%	7%	-	8%	6%	14%	3%
	(7)	42	13	29	2	11	11	4	6	7	3	8	11	17	1	16	2	3	13	-	1	1	12	2	4
		4%	3%	5%	2%	6%	6%	2%	4%	4%	3%	3%	5%	4%	2%	6%	11%	6%	4%	-	9%	2%	3%	5%	4%
	(6)	30	17	13	10	7	4	5	2	2	1	5	10	12	-	3	2	1	16	-	-	-	4	-	2
		3%	4%	2%	8%	4%	2%	3%	2%	1%	1%	2%	5%	3%	-	1%	11%	3%	5%	-	-	-	1%	-	2%
	(5)	65	28	38	12	11	14	15	8	8	2	15	13	32	*	10	3	7	25	-	1	-	14	-	7
		7%	6%	7%	9%	6%	8%	8%	5%	4%	2%	5%	6%	8%	1%	3%	16%	16%	7%	-	10%	-	4%	-	6%
	(4)	12	6	6	5	2	4	-	*	-	1	5	4	-	-	*	-	9	-	-	-	-	-	2	1
		1%	1%	1%	4%	1%	2%	-	*	-	1%	2%	2%	-	-	*	-	3%	-	-	-	-	-	4%	1%
	(3)	18	9	9	4	4	5	4	-	1	1	8	1	5	1	1	3	-	5	2	1	-	-	-	-
		2%	2%	2%	3%	2%	3%	2%	-	1%	1%	3%	1%	1%	2%	*	19%	-	1%	10%	11%	-	-	-	-
	(2)	15	6	9	2	5	5	1	-	2	1	10	1	3	-	4	-	-	5	-	-	-	2	-	1
		1%	1%	2%	2%	3%	3%	1%	-	1%	1%	4%	1%	1%	-	1%	-	-	1%	-	-	-	1%	-	1%
Definitely would not vote	(1)	79	36	43	21	23	5	13	6	12	4	23	9	36	-	-	-	-	-	-	-	1	7	-	2
		8%	8%	8%	17%	13%	3%	6%	5%	6%	5%	8%	4%	10%	-	-	-	-	-	-	-	2%	2%	-	2%
Refused		1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		6	1	5	1	3	-	-	1	1	1	1	-	1	-	-	-	-	-	-	-	-	1	2	-
		1%	*	1%	*	2%	-	-	1%	1%	1%	*	-	*	-	-	-	-	-	-	-	-	*	3%	-
Mean		8.23	8.30	8.16	6.77	7.59	8.27	8.55	9.00	8.81	8.92	8.05	8.64	8.14	9.56	9.32	7.16	8.82	8.71	9.20	8.50	9.56	9.31	9.27	9.11
Standard deviation		2.90	2.89	2.90	3.51	3.30	2.56	2.70	2.22	2.56	2.34	3.07	2.49	2.95	1.25	1.59	2.84	1.98	2.09	2.14	2.63	1.45	1.74	1.45	1.99
Standard error		0.09	0.14	0.12	0.47	0.28	0.20	0.20	0.17	0.15	0.14	0.21	0.20	0.16	0.17	0.09	0.79	0.34	0.11	0.57	0.76	0.20	0.09	0.24	0.15

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Absolutes/col percents

Table 2

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

Base: All respondents

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
Conservative	38 4%	20 4%	19 3%	1 1%	6 3%	4 2%	6 3%	4 3%	17 9%	8 9%	9 3%	7 4%	14 4%	38 100%	-	-	-	-	-	-	26 66%	5 1%	-	3 3%
Labour	276 28%	126 27%	151 28%	10 9%	33 19%	44 24%	47 24%	54 40%	86 45%	22 24%	63 22%	60 30%	122 32%	-	276 100%	-	-	-	-	-	6 16%	211 57%	3 6%	5 4%
Liberal Democrat	18 2%	10 2%	9 2%	5 4%	5 3%	6 3%	-	1 *	2 1%	1 1%	6 2%	1 1%	8 2%	-	-	18 100%	-	-	-	-	-	2 1%	5 10%	1 1%
The UK Independence Party (UKIP)	45 4%	27 6%	18 3%	12 10%	17 10%	6 3%	5 3%	2 2%	4 2%	4 4%	9 3%	11 6%	18 5%	-	-	-	45 100%	-	-	-	2 6%	3 1%	2 4%	1 *
SNP	335 33%	175 38%	160 29%	57 47%	54 31%	68 37%	79 41%	41 31%	35 18%	36 39%	111 39%	71 36%	112 29%	-	-	-	-	335 100%	-	-	2 6%	96 26%	26 51%	93 79%
The Green Party	17 2%	6 1%	11 2%	-	12 7%	2 1%	2 1%	1 1%	1 *	3 3%	10 3%	-	4 1%	-	-	-	-	-	17 100%	-	-	7 2%	7 13%	1 1%
The British National Party (BNP)	2 *	2 *	-	-	-	-	1 1%	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	2 20%	-	-	-	-
Some other party	8 1%	5 1%	3 1%	-	1 1%	1 1%	2 1%	1 1%	2 1%	1 1%	-	2 1%	4 1%	-	-	-	-	-	-	8 80%	-	6 2%	-	2 2%
Would not vote	79 8%	36 8%	43 8%	21 17%	23 13%	5 3%	13 6%	6 5%	12 6%	4 5%	23 8%	9 4%	36 10%	-	-	-	-	-	-	1 2%	7 2%	-	2 2%	
Refused	51 5%	20 4%	32 6%	2 2%	6 4%	8 4%	13 7%	10 7%	12 6%	3 4%	12 4%	18 9%	14 4%	-	-	-	-	-	-	* 1%	5 1%	2 3%	2 2%	
Don't know	129 13%	31 7%	98 18%	12 10%	20 11%	38 21%	26 13%	14 10%	20 10%	9 10%	41 15%	17 8%	49 13%	-	-	-	-	-	-	-	2 4%	32 9%	7 13%	7 6%

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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	589	271	318	25	73	89	111	113	176	176	123	94	181	43	228	8	25	265	11	9	42	278	27	138
Weighted base	555	281	273	54	90	95	110	84	119	61	155	117	208	32	222	9	32	239	14	7	32	271	34	83
Conservative	32	17	15	*	5	4	6	3	14	6	8	6	12	32	-	-	-	-	-	-	22	4	-	3
	6%	6%	6%	1%	5%	4%	5%	4%	12%	10%	5%	5%	6%	100%	-	-	-	-	-	-	70%	2%	-	3%
Labour	222	102	119	9	23	35	38	45	70	18	52	50	95	-	222	-	-	-	-	-	5	174	3	4
	40%	36%	44%	17%	26%	37%	34%	54%	58%	30%	33%	42%	46%	-	100%	-	-	-	-	-	17%	64%	8%	4%
Liberal Democrat	9	4	5	1	3	3	-	1	2	1	4	*	4	-	-	9	-	-	-	-	-	2	5	1
	2%	1%	2%	1%	3%	3%	-	1%	2%	2%	2%	*	2%	-	-	100%	-	-	-	-	-	1%	14%	1%
The UK Independence Party (UKIP)	32	24	9	8	11	5	4	1	3	3	7	9	11	-	-	-	32	-	-	-	2	2	2	*
	6%	8%	3%	15%	13%	5%	3%	1%	2%	5%	5%	8%	5%	-	-	-	100%	-	-	-	6%	1%	4%	*
SNP	239	125	114	35	38	46	60	32	28	29	77	50	79	-	-	-	-	239	-	-	2	78	19	73
	43%	44%	42%	65%	42%	48%	54%	38%	24%	48%	50%	42%	38%	-	-	-	-	100%	-	-	6%	29%	56%	89%
The Green Party	14	6	8	-	9	2	2	1	1	2	7	-	3	-	-	-	-	-	14	-	-	6	6	1
	3%	2%	3%	-	10%	2%	1%	1%	1%	4%	5%	-	2%	-	-	-	-	-	100%	-	-	2%	17%	1%
The British National Party (BNP)	1	1	-	-	-	-	*	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	-	*	-	1%	-	-	-	*	-	-	-	-	-	-	13%	-	-	-	-
Some other party	6	4	2	-	1	1	2	1	1	1	-	2	3	-	-	-	-	-	-	6	-	4	-	2
	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	-	2%	1%	-	-	-	-	-	-	87%	-	2%	-	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	6%
Labour	41%
Liberal Democrat	2%
UKIP	6%
SNP	42%
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	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
Conservative	30 3%	15 3%	15 3%	3 2%	4 2%	2 1%	6 3%	3 2%	12 6%	7 7%	8 3%	6 3%	9 2%	26 68%	-	-	-	-	-	-	20 50%	* *	-	3 2%
Labour	295 30%	136 30%	160 29%	10 9%	39 22%	45 25%	48 25%	58 44%	93 49%	26 28%	70 25%	59 30%	127 33%	6 15%	254 92%	4 22%	3 6%	9 3%	2 10%	4 36%	11 27%	221 59%	5 10%	4 3%
Liberal Democrat	12 1%	7 2%	6 1%	3 2%	3 2%	4 2%	-	1 *	2 1%	1 1%	4 1%	-	6 1%	-	2 1%	10 56%	-	-	-	-	-	2 *	5 10%	1 *
The UK Independence Party (UKIP)	37 4%	23 5%	14 3%	6 5%	15 8%	6 3%	5 3%	1 1%	4 2%	3 3%	11 4%	9 5%	14 4%	3 9%	2 1%	-	31 68%	-	-	-	5 11%	5 1%	1 2%	1 *
SNP	369 37%	183 40%	187 34%	59 49%	61 34%	78 43%	85 44%	43 32%	43 22%	36 39%	114 40%	85 43%	129 34%	2 6%	10 4%	2 11%	11 23%	318 95%	1 7%	2 18%	3 6%	105 28%	25 49%	100 86%
The Green Party	17 2%	8 2%	9 2%	1 1%	12 7%	2 1%	2 1%	* *	-	4 4%	9 3%	-	3 1%	1 2%	-	-	-	* *	14 83%	1 13%	-	6 2%	7 13%	1 1%
The British National Party (BNP)	1 *	1 *	* *	-	-	-	* *	-	1 1%	* *	-	-	1 *	-	* *	-	-	-	-	1 10%	-	-	-	-
Some other party	2 *	-	2 *	-	-	-	2 1%	-	-	-	-	1 1%	1 *	-	-	-	-	-	-	2 23%	-	1 *	-	1 1%
Would not vote	79 8%	36 8%	43 8%	21 17%	23 13%	5 3%	13 6%	6 5%	12 6%	4 5%	23 8%	9 4%	36 10%	-	-	-	-	-	-	-	1 2%	7 2%	-	2 2%
Refused	42 4%	18 4%	24 4%	2 2%	4 2%	8 4%	7 4%	10 7%	11 6%	2 2%	12 4%	12 6%	12 3%	-	-	-	-	-	-	-	* 1%	2 1%	2 3%	* *
Don't know	114 11%	31 7%	83 15%	15 12%	17 10%	31 17%	26 14%	11 8%	13 7%	10 11%	34 12%	14 7%	44 11%	* *	8 3%	2 11%	1 3%	7 2%	-	-	1 2%	24 6%	7 13%	5 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	611	274	337	23	75	94	116	117	185	181	128	99	187	43	222	7	24	260	11	9	43	289	27	143
Weighted base	572	282	290	51	94	100	114	86	125	62	157	123	213	32	215	9	32	233	14	7	33	280	34	86
Conservative	24 4%	11 4%	13 4%	* 1%	3 4%	2 2%	5 5%	2 3%	10 8%	6 9%	5 3%	6 5%	8 4%	22 69%	-	-	-	-	-	-	17 52%	* *	-	2 3%
Labour	233 41%	107 38%	127 44%	9 18%	27 28%	37 37%	36 31%	49 57%	75 60%	22 35%	54 34%	49 40%	100 47%	5 17%	206 96%	2 22%	2 6%	5 2%	2 11%	2 23%	10 29%	180 64%	4 12%	3 3%
Liberal Democrat	8 1%	4 1%	4 1%	* 1%	2 2%	3 3%	- -	* 1%	2 2%	1 2%	4 2%	- -	2 1%	-	1 1%	6 71%	-	-	-	-	-	1 1%	5 14%	* 1%
The UK Independence Party (UKIP)	27 5%	20 7%	7 2%	3 7%	10 11%	5 5%	4 3%	1 1%	3 3%	2 3%	10 6%	7 6%	8 4%	3 9%	2 1%	-	21 68%	-	-	-	4 12%	4 2%	1 2%	* *
SNP	264 46%	132 47%	132 45%	37 73%	42 45%	52 52%	66 58%	33 38%	34 27%	29 46%	80 51%	60 49%	92 43%	2 5%	6 3%	1 7%	8 26%	228 98%	1 5%	2 24%	2 7%	87 31%	19 54%	79 91%
The Green Party	13 2%	7 2%	6 2%	* *	10 10%	2 2%	2 1%	* *	- -	3 5%	6 4%	- -	3 1%	* *	-	-	-	* *	12 83%	1 17%	-	5 2%	6 17%	1 1%
The British National Party (BNP)	1 *	1 *	* *	- -	- -	- -	* *	- -	1 1%	* *	- -	- -	1 *	- -	* *	- -	- -	- -	- -	1 13%	-	-	-	-
Some other party	2 *	- -	2 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	1 1%	* *	- -	- -	- -	- -	- -	- -	2 23%	-	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	4%
Labour	42%
Liberal Democrat	2%
UKIP	5%
SNP	45%
Green	2%
Other	1%

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next general election for the Westminster parliament?

Base: All respondents

	Gender		Age						SEG				Voting Intention						2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
I would not vote Conservative	744	354	390	81	135	141	144	107	136	68	213	147	290	-	235	15	26	300	17	10	3	320	45	101
	74%	77%	72%	66%	76%	78%	74%	80%	71%	74%	75%	75%	76%	-	85%	81%	58%	90%	95%	98%	9%	86%	88%	87%
I would not vote Liberal Democrat	712	350	361	74	129	127	135	103	142	67	208	141	275	31	222	-	31	282	15	9	31	301	35	94
	71%	77%	67%	61%	73%	70%	70%	77%	74%	73%	73%	72%	72%	81%	80%	-	68%	84%	87%	84%	78%	81%	68%	81%
I would not vote UKIP	705	330	375	83	111	130	137	100	143	76	209	137	260	27	226	13	-	277	16	6	29	298	41	98
	70%	72%	69%	68%	63%	72%	70%	75%	74%	82%	74%	70%	68%	72%	82%	72%	-	83%	90%	64%	74%	80%	80%	84%
I would not vote Labour	391	204	187	65	86	68	76	40	55	35	117	71	155	25	-	8	29	224	14	5	22	89	27	80
	39%	45%	34%	53%	49%	38%	39%	30%	29%	38%	41%	36%	41%	65%	-	43%	64%	67%	78%	46%	56%	24%	53%	69%
I would not vote SNP	355	173	182	26	69	48	54	59	99	36	82	76	144	34	192	11	27	-	10	6	33	177	10	5
	35%	38%	34%	22%	39%	26%	28%	44%	52%	39%	29%	39%	38%	90%	69%	59%	59%	-	57%	60%	84%	48%	20%	4%
None of these - I would potentially vote for all of them	80	29	51	20	13	16	15	6	10	4	23	16	28	-	8	3	5	11	-	-	*	14	3	4
	8%	6%	9%	16%	8%	9%	8%	4%	5%	4%	8%	8%	7%	-	3%	16%	12%	3%	-	-	1%	4%	6%	4%
Don't know	21	10	11	-	4	4	6	4	3	1	4	5	6	-	*	-	-	*	-	-	-	2	2	*
	2%	2%	2%	-	2%	2%	3%	3%	2%	1%	1%	3%	2%	-	*	-	-	*	-	-	-	*	3%	*

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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	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189	
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117	
NET: Well	508	258	250	62	89	84	95	64	114	56	126	103	193	31	167	8	17	156	9	1	28	206	26	64	
	51%	56%	46%	51%	50%	46%	49%	47%	60%	61%	44%	52%	51%	82%	61%	46%	38%	47%	52%	11%	72%	55%	51%	55%	
Very well	(4)	35	24	11	2	10	4	6	3	10	2	5	9	17	4	11	-	2	11	-	-	3	14	*	3
		3%	5%	2%	1%	6%	2%	3%	2%	5%	2%	2%	4%	5%	10%	4%	-	5%	3%	-	-	7%	4%	*	3%
Quite well	(3)	473	235	239	61	79	79	89	61	104	54	121	94	176	27	156	8	15	145	9	1	26	192	26	61
		47%	51%	44%	50%	45%	44%	46%	45%	54%	58%	43%	48%	46%	72%	57%	46%	33%	43%	52%	11%	65%	51%	50%	52%
Quite badly	(2)	354	154	200	39	61	69	81	58	46	27	121	70	128	5	91	6	17	131	6	7	7	132	17	36
		35%	34%	37%	32%	35%	38%	42%	43%	24%	29%	43%	35%	34%	13%	33%	32%	38%	39%	34%	66%	18%	35%	34%	31%
Very badly	(1)	103	36	67	20	18	21	16	9	18	7	25	23	46	1	13	2	10	40	2	2	3	24	5	14
		10%	8%	12%	17%	10%	12%	8%	7%	10%	8%	9%	12%	12%	2%	5%	9%	23%	12%	14%	23%	8%	6%	9%	12%
NET: Badly		457	190	267	59	79	91	96	67	65	34	146	92	174	6	104	8	27	171	8	9	10	156	22	50
		46%	42%	49%	49%	45%	50%	50%	50%	34%	37%	51%	47%	46%	15%	38%	41%	60%	51%	48%	89%	25%	42%	43%	43%
Don't know		35	9	26	-	9	7	3	4	12	2	13	1	15	1	5	2	1	8	-	-	1	11	3	3
		3%	2%	5%	-	5%	4%	2%	3%	7%	2%	4%	*	4%	3%	2%	13%	2%	2%	-	-	3%	3%	7%	2%
Mean		2.46	2.55	2.38	2.36	2.48	2.38	2.45	2.44	2.59	2.57	2.39	2.45	2.45	2.92	2.61	2.42	2.20	2.39	2.39	1.88	2.73	2.54	2.45	2.47
Standard deviation		0.73	0.72	0.73	0.77	0.76	0.73	0.69	0.66	0.75	0.68	0.68	0.76	0.77	0.58	0.65	0.69	0.86	0.74	0.74	0.60	0.71	0.68	0.68	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	0.08	0.04	0.20	0.15	0.04	0.20	0.17	0.10	0.04	0.12	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	1000	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189	
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117	
NET: Well	560	268	292	75	106	90	99	72	118	62	167	116	189	35	172	8	25	177	12	4	34	224	24	64	
	56%	59%	54%	62%	60%	50%	51%	53%	62%	67%	59%	59%	50%	91%	62%	43%	55%	53%	70%	36%	85%	60%	46%	55%	
Very well	(4)	48	30	18	13	10	3	9	5	9	4	13	12	20	3	14	-	6	11	-	-	2	18	-	7
		5%	7%	3%	11%	5%	2%	5%	3%	5%	4%	4%	6%	5%	8%	5%	-	13%	3%	-	-	4%	5%	-	6%
Quite well	(3)	512	238	274	62	96	87	90	67	109	59	154	104	169	32	157	8	19	166	12	4	32	206	24	58
		51%	52%	51%	51%	54%	48%	46%	50%	57%	63%	54%	53%	44%	84%	57%	43%	43%	50%	70%	36%	81%	55%	46%	50%
Quite badly	(2)	296	125	171	23	48	66	73	45	43	22	88	61	117	1	81	3	8	120	5	4	4	115	24	39
		30%	27%	32%	19%	27%	36%	37%	33%	22%	24%	31%	31%	31%	2%	29%	19%	17%	36%	30%	37%	9%	31%	47%	34%
Very badly	(1)	100	47	53	16	17	19	19	14	15	6	17	13	61	2	15	5	11	25	-	3	2	18	-	10
		10%	10%	10%	13%	9%	11%	10%	10%	8%	7%	6%	7%	16%	5%	5%	25%	24%	8%	-	27%	5%	5%	-	9%
NET: Badly	396	172	224	39	65	85	91	58	58	29	105	74	178	3	96	8	18	145	5	7	6	133	24	49	
	40%	38%	41%	32%	37%	47%	47%	44%	30%	31%	37%	37%	47%	8%	35%	43%	41%	43%	30%	64%	14%	36%	47%	42%	
Don't know	44	18	26	8	7	6	4	4	16	1	12	7	15	*	9	2	2	12	-	-	*	15	3	3	
	4%	4%	5%	6%	4%	3%	2%	3%	8%	2%	4%	4%	4%	1%	3%	13%	4%	4%	-	-	1%	4%	7%	3%	
Mean	2.53	2.57	2.50	2.63	2.58	2.42	2.47	2.48	2.63	2.65	2.60	2.61	2.41	2.95	2.64	2.22	2.46	2.51	2.70	2.08	2.85	2.63	2.49	2.54	
Standard deviation	0.75	0.77	0.73	0.86	0.75	0.71	0.74	0.73	0.71	0.67	0.68	0.71	0.83	0.57	0.67	0.89	1.02	0.69	0.47	0.83	0.57	0.66	0.51	0.74	
Standard error	0.02	0.04	0.03	0.12	0.06	0.06	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.08	0.04	0.26	0.18	0.04	0.13	0.24	0.08	0.03	0.09	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

	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	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
I am satisfied with the job David Cameron is doing overall as Prime Minister	194 19%	88 19%	106 20%	15 13%	48 27%	17 10%	36 18%	28 21%	50 26%	17 18%	49 17%	39 20%	78 20%	28 74%	49 18%	4 22%	10 23%	41 12%	2 10%	1 10%	28 71%	60 16%	1 3%	15 13%
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	253 25%	103 23%	150 28%	39 32%	40 22%	59 33%	59 30%	27 20%	28 15%	29 32%	93 33%	44 22%	75 20%	9 24%	41 15%	6 35%	12 27%	107 32%	4 22%	3 30%	8 21%	66 18%	19 36%	38 32%
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.	371 37%	180 39%	191 35%	35 29%	64 36%	67 37%	63 32%	61 45%	82 43%	36 39%	100 35%	75 38%	149 39%	1 2%	177 64%	8 43%	11 25%	117 35%	10 55%	4 37%	3 7%	211 57%	23 45%	39 33%
Refused	40 4%	17 4%	23 4%	5 4%	6 3%	10 6%	4 2%	5 4%	9 5%	2 2%	7 2%	9 5%	18 5%	-	1 *	-	3 8%	11 3%	-	-	-	6 2%	1 2%	7 6%
Don't know	142 14%	71 15%	72 13%	27 22%	20 11%	28 15%	33 17%	13 10%	22 12%	8 9%	35 12%	30 15%	62 16%	-	7 3%	-	8 17%	59 17%	2 12%	2 23%	* 1%	30 8%	7 14%	18 15%

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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	1000	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
SNP	87	52	35	26	10	18	9	10	13	11	26	19	27	3	8	1	4	59	-	-	3	27	6	18
	9%	11%	6%	22%	6%	10%	5%	8%	7%	12%	9%	10%	7%	8%	3%	8%	8%	17%	-	-	8%	7%	12%	15%
Labour	56	25	31	8	11	12	9	3	12	7	17	7	20	2	20	1	4	13	1	1	3	20	3	3
	6%	5%	6%	7%	7%	6%	5%	3%	6%	8%	6%	4%	5%	5%	7%	5%	9%	4%	5%	11%	8%	5%	7%	3%
The Conservatives	27	15	12	7	4	7	3	2	4	3	9	6	7	3	6	2	3	5	-	-	4	5	1	2
	3%	3%	2%	6%	2%	4%	2%	2%	2%	3%	3%	3%	2%	8%	2%	13%	6%	1%	-	-	9%	1%	2%	2%
The UK Independence Party (UKIP)	17	9	8	3	5	5	2	*	2	2	7	3	5	3	2	1	2	1	2	-	1	5	-	2
	2%	2%	1%	2%	3%	3%	1%	*	1%	2%	2%	2%	1%	8%	1%	8%	4%	*	12%	-	3%	1%	-	1%
The Liberal Democrat	10	4	6	-	*	5	2	*	2	3	3	1	2	1	*	3	-	2	-	-	1	*	3	1
	1%	1%	1%	-	*	3%	1%	*	1%	3%	1%	*	1%	4%	*	19%	-	1%	-	-	3%	*	7%	1%
None of them	858	379	479	89	154	147	177	121	169	74	239	171	335	32	249	13	39	272	14	9	34	326	42	96
	86%	83%	88%	73%	87%	81%	91%	90%	88%	80%	84%	87%	88%	84%	90%	73%	86%	81%	83%	89%	86%	87%	81%	82%
Don't know	2	-	2	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	-	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	1000	419	581	57	138	157	186	181	280	263	219	151	321	52	283	13	35	349	14	12	54	382	37	189
Weighted base	1000	458	542	122	177	181	194	134	191	92	284	196	382	38	276	18	45	335	17	10	40	373	52	117
A coalition involving Labour and the SNP	368 37%	177 39%	191 35%	49 41%	65 37%	84 47%	74 38%	46 34%	48 25%	36 39%	129 46%	74 38%	120 32%	- -	49 18%	2 11%	12 26%	224 67%	11 61%	4 40%	- -	123 33%	29 56%	72 62%
A Labour government	294 29%	134 29%	160 29%	15 12%	46 26%	47 26%	47 24%	54 40%	86 45%	22 23%	63 22%	66 33%	134 35%	3 7%	202 73%	- -	12 26%	24 7%	3 19%	4 39%	4 9%	198 53%	2 3%	8 7%
A coalition involving the Conservatives and the SNP.	63 6%	24 5%	39 7%	11 9%	17 10%	10 6%	11 6%	7 6%	7 4%	6 7%	23 8%	6 3%	25 6%	2 6%	3 1%	- -	2 4%	43 13%	2 10%	- -	2 5%	9 3%	9 17%	15 13%
A Conservative government	57 6%	35 8%	22 4%	6 5%	10 6%	5 3%	14 7%	6 5%	17 9%	8 9%	15 5%	15 8%	18 5%	26 69%	6 2%	- -	7 15%	6 2%	- -	* 2%	25 64%	8 2%	- -	4 4%
A coalition involving Labour and the Liberal Democrats.	40 4%	21 5%	19 4%	6 5%	9 5%	7 4%	6 3%	5 3%	7 4%	7 8%	10 4%	4 2%	16 4%	- -	13 5%	9 48%	1 2%	4 1%	1 3%	1 9%	1 1%	13 4%	6 13%	2 2%
A coalition involving the Conservatives and the Liberal Democrats.	33 3%	14 3%	18 3%	13 11%	6 4%	3 1%	2 1%	1 *	8 4%	4 4%	11 4%	- -	12 3%	7 17%	1 *	7 41%	3 6%	8 2%	* 2%	- -	7 17%	5 1%	3 5%	1 1%
Don't know	145 14%	52 11%	93 17%	22 18%	24 14%	24 13%	40 21%	16 12%	19 10%	9 10%	32 11%	32 16%	55 14%	* *	3 1%	- -	9 20%	25 7%	1 5%	1 10%	2 4%	17 5%	3 6%	13 11%

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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	419 42%	458 46%
Female	581 58%	542 54%

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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	57 6%	122 12%
25-34	138 14%	177 18%
35-44	157 16%	181 18%
45-54	186 19%	194 19%
55-64	181 18%	134 13%
65 or older	280 28%	191 19%
Refused	1 *	1 *

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Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	76 8%	29 3%
B	187 19%	63 6%
C1	219 22%	284 28%
C2	151 15%	196 20%
D	110 11%	162 16%
E	211 21%	219 22%
Refused	46 5%	46 5%

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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	54 5%	40 4%
Labour	382 38%	373 37%
Liberal Democrats	37 4%	52 5%
SNP	189 19%	117 12%
Another party	29 3%	33 3%
Did not vote	221 22%	296 30%
Refused	42 4%	40 4%
Don't know	46 5%	50 5%