

West Dunbartonshire 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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230	
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147	
Certain to vote	(10)	650	310	340	48	85	110	140	122	144	76	201	151	201	34	187	11	23	256	7	13	40	288	44	114
		65%	66%	64%	42%	57%	64%	71%	76%	70%	78%	66%	67%	61%	69%	74%	70%	69%	75%	30%	76%	80%	76%	95%	78%
	(9)	48	21	26	9	2	5	9	9	14	2	16	9	21	7	9	-	2	15	5	-	5	23	-	5
		5%	5%	5%	8%	1%	3%	4%	5%	7%	2%	5%	4%	6%	14%	3%	-	6%	4%	22%	-	10%	6%	-	3%
	(8)	74	32	41	9	17	16	9	8	14	8	28	10	23	4	23	-	3	23	3	3	4	26	2	8
		7%	7%	8%	8%	11%	9%	5%	5%	7%	8%	9%	4%	7%	9%	9%	-	10%	7%	15%	16%	7%	7%	3%	5%
	(7)	29	17	11	3	3	7	9	3	4	2	8	3	13	1	7	-	*	11	2	-	-	9	*	7
		3%	4%	2%	3%	2%	4%	4%	2%	2%	3%	3%	1%	4%	3%	3%	-	1%	3%	9%	-	-	2%	1%	5%
	(6)	31	15	15	12	4	5	2	2	5	2	13	6	10	-	8	5	3	10	2	-	-	9	-	3
		3%	3%	3%	10%	3%	3%	1%	1%	3%	2%	4%	3%	3%	-	3%	30%	9%	3%	7%	-	-	2%	-	2%
	(5)	42	16	26	2	11	9	12	1	6	3	11	9	13	2	6	-	-	9	-	-	*	14	-	3
		4%	3%	5%	2%	8%	5%	6%	*	3%	3%	4%	4%	4%	5%	3%	-	-	3%	-	-	1%	4%	-	2%
	(4)	10	4	7	3	2	3	*	*	2	1	3	3	4	-	1	-	*	4	-	-	-	*	-	*
		1%	1%	1%	2%	1%	2%	*	*	1%	1%	1%	1%	1%	-	1%	-	*	1%	-	-	-	*	-	*
	(3)	22	8	14	5	7	5	2	2	2	1	6	11	4	-	9	-	-	1	2	-	-	1	-	1
		2%	2%	3%	4%	4%	3%	1%	1%	1%	1%	2%	5%	1%	-	4%	-	-	*	10%	-	-	*	-	1%
	(2)	25	11	14	9	6	6	-	1	2	-	4	13	8	-	3	-	1	11	2	1	-	1	-	1
		3%	2%	3%	8%	4%	4%	-	1%	1%	-	1%	6%	2%	-	1%	-	4%	3%	7%	8%	-	*	-	*
Definitely would not vote	(1)	65	30	35	14	11	5	15	11	9	3	16	10	30	-	-	-	-	-	-	-	1	5	-	5
		7%	6%	7%	12%	8%	3%	7%	7%	5%	4%	5%	5%	9%	-	-	-	-	-	-	-	2%	1%	-	3%
Don't know		5	2	3	-	-	-	-	1	3	-	1	1	3	-	-	-	-	-	-	-	-	2	-	1
		*	*	1%	-	-	-	-	1%	2%	-	*	1%	1%	-	-	-	-	-	-	-	-	1%	-	*
Mean		8.38	8.47	8.30	7.01	7.78	8.41	8.64	8.93	8.85	9.11	8.57	8.23	8.16	9.36	9.06	8.80	8.96	9.13	7.65	9.04	9.56	9.26	9.90	9.14
Standard deviation		2.81	2.75	2.87	3.42	3.11	2.62	2.65	2.54	2.38	2.09	2.57	3.00	2.99	1.25	1.93	1.90	2.01	1.89	2.66	2.26	1.35	1.69	0.48	2.04
Standard error		0.09	0.13	0.12	0.47	0.31	0.21	0.19	0.17	0.15	0.13	0.16	0.24	0.18	0.17	0.13	0.57	0.37	0.10	0.58	0.65	0.17	0.09	0.10	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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
Conservative	49 5%	19 4%	30 6%	6 5%	5 4%	5 3%	12 6%	9 6%	12 6%	5 5%	19 6%	14 6%	10 3%	49 100%	-	-	-	-	-	-	32 64%	4 1%	1 2%	3 2%
Labour	253 25%	109 23%	144 27%	20 18%	28 19%	46 27%	42 22%	43 27%	74 36%	25 25%	62 20%	59 26%	98 30%	-	253 100%	-	-	-	-	-	2 5%	192 50%	12 26%	5 3%
Liberal Democrat	16 2%	9 2%	7 1%	4 4%	1 1%	6 3%	1 *	3 2%	1 1%	3 3%	7 2%	3 2%	2 1%	-	-	16 100%	-	-	-	-	-	1 *	7 15%	-
The UK Independence Party (UKIP)	34 3%	19 4%	15 3%	3 3%	5 3%	6 4%	10 5%	3 2%	6 3%	1 1%	8 3%	11 5%	13 4%	-	-	-	34 100%	-	-	-	5 9%	11 3%	-	4 3%
SNP	340 34%	193 41%	146 27%	57 50%	58 39%	56 33%	68 35%	57 36%	43 21%	38 39%	120 39%	76 34%	101 31%	-	-	-	-	340 100%	-	-	2 5%	101 27%	16 34%	116 79%
The Green Party	23 2%	10 2%	13 2%	2 2%	5 4%	7 4%	4 2%	2 1%	1 1%	2 2%	10 3%	4 2%	7 2%	-	-	-	-	-	23 100%	-	-	9 2%	* 1%	2 1%
The British National Party (BNP)	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 8%	-	-	-	-
Some other party	16 2%	10 2%	7 1%	2 2%	6 4%	-	5 3%	3 2%	1 *	-	4 1%	1 *	3 1%	-	-	-	-	-	-	16 92%	1 2%	3 1%	4 9%	1 1%
Would not vote	65 7%	30 6%	35 7%	14 12%	11 8%	5 3%	15 7%	11 7%	9 5%	3 4%	16 5%	10 5%	30 9%	-	-	-	-	-	-	-	1 2%	5 1%	-	5 3%
Refused	62 6%	21 4%	42 8%	1 1%	5 3%	5 3%	15 8%	11 7%	25 12%	7 7%	21 7%	14 6%	14 4%	-	-	-	-	-	-	-	2 4%	6 2%	-	2 1%
Don't know	141 14%	45 10%	96 18%	5 5%	25 17%	35 20%	25 12%	18 11%	33 16%	13 13%	39 13%	34 15%	52 16%	-	-	-	-	-	-	-	5 10%	48 13%	6 13%	9 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	584	263	321	28	59	90	110	145	152	175	145	87	157	47	185	9	21	298	15	9	44	247	18	167
Weighted base	565	286	279	60	81	97	113	102	110	62	176	126	180	40	195	11	26	266	13	14	36	264	35	108
Conservative	40	15	24	4	5	4	8	8	10	4	16	10	7	40	-	-	-	-	-	-	27	2	1	3
	7%	5%	9%	7%	6%	4%	7%	8%	9%	7%	9%	8%	4%	100%	-	-	-	-	-	-	75%	1%	2%	3%
Labour	195	86	109	12	19	35	34	37	59	20	44	48	77	-	195	-	-	-	-	-	2	159	10	4
	35%	30%	39%	19%	24%	36%	30%	36%	53%	33%	25%	38%	43%	-	100%	-	-	-	-	-	5%	60%	29%	4%
Liberal Democrat	11	6	5	2	1	4	1	2	1	3	5	1	2	-	-	11	-	-	-	-	-	1	6	-
	2%	2%	2%	3%	1%	4%	1%	2%	1%	5%	3%	1%	1%	-	-	100%	-	-	-	-	-	*	17%	-
The UK Independence Party (UKIP)	26	14	11	3	3	4	8	3	5	*	6	10	8	-	-	-	26	-	-	-	4	9	-	3
	5%	5%	4%	5%	3%	4%	7%	2%	4%	1%	4%	8%	4%	-	-	-	100%	-	-	-	11%	3%	-	3%
SNP	266	150	116	37	45	47	54	48	34	32	94	56	79	-	-	-	-	266	-	-	2	85	14	96
	47%	52%	42%	62%	56%	48%	48%	47%	31%	52%	54%	44%	44%	-	-	-	-	100%	-	-	6%	32%	40%	89%
The Green Party	13	5	8	2	2	3	3	2	1	2	7	1	4	-	-	-	-	-	13	-	-	6	*	2
	2%	2%	3%	3%	3%	3%	3%	2%	1%	3%	4%	1%	2%	-	-	-	-	-	100%	-	-	2%	1%	1%
The British National Party (BNP)	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-
Some other party	14	9	5	1	5	-	5	2	*	-	4	1	3	-	-	-	-	-	-	14	1	2	4	1
	2%	3%	2%	2%	6%	-	4%	2%	*	-	2%	1%	2%	-	-	-	-	-	-	100%	3%	1%	11%	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	7%
Labour	36%
Liberal Democrat	2%
UKIP	4%
SNP	45%
Green	2%
Other	2%

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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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
Conservative	45 4%	23 5%	22 4%	6 5%	3 2%	7 4%	13 7%	7 4%	9 5%	4 4%	15 5%	13 6%	11 3%	39 79%	1 *	-	2 5%	-	2 7%	1 6%	28 57%	2 *	1 2%	3 2%
Labour	278 28%	125 27%	153 29%	23 20%	28 18%	52 30%	46 23%	43 27%	86 42%	28 29%	70 23%	60 26%	109 33%	5 10%	231 91%	1 5%	2 6%	7 2%	4 17%	-	5 11%	206 54%	14 30%	7 5%
Liberal Democrat	9 1%	6 1%	3 1%	-	1 1%	3 2%	1 *	2 1%	2 1%	2 2%	2 1%	-	4 1%	-	-	6 37%	-	-	-	-	-	1 *	4 9%	-
The UK Independence Party (UKIP)	33 3%	14 3%	20 4%	3 3%	9 6%	6 3%	8 4%	3 2%	4 2%	1 1%	11 4%	11 5%	9 3%	-	2 1%	2 14%	25 74%	2 *	-	-	4 8%	12 3%	-	3 2%
SNP	372 37%	202 43%	170 32%	64 56%	64 42%	63 36%	70 35%	65 40%	48 23%	39 40%	131 43%	84 37%	112 34%	4 8%	16 6%	4 27%	2 5%	318 93%	6 28%	4 23%	4 7%	112 30%	16 36%	118 80%
The Green Party	17 2%	8 2%	9 2%	-	2 1%	9 5%	3 2%	1 1%	1 1%	3 3%	11 4%	1 1%	2 1%	-	*	3 17%	-	1 *	9 39%	1 8%	-	4 1%	6 13%	* *
The British National Party (BNP)	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *
Some other party	8 1%	8 2%	1 *	-	2 1%	-	5 3%	2 1%	-	*	1 *	2 1%	1 *	-	-	-	-	2 1%	-	6 32%	-	-	2 5%	2 1%
Would not vote	65 7%	30 6%	35 7%	14 12%	11 8%	5 3%	15 7%	11 7%	9 5%	3 4%	16 5%	10 5%	30 9%	-	-	-	-	-	-	-	1 2%	5 1%	-	5 3%
Refused	50 5%	18 4%	32 6%	-	3 2%	4 2%	16 8%	8 5%	19 9%	5 5%	13 4%	13 6%	13 4%	-	-	-	-	-	-	-	-	4 1%	-	2 1%
Don't know	122 12%	34 7%	88 17%	5 5%	28 18%	23 14%	21 11%	20 12%	25 12%	11 11%	36 12%	29 13%	40 12%	2 3%	3 1%	-	3 10%	11 3%	2 8%	5 31%	8 16%	34 9%	2 5%	7 5%

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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	605	271	334	28	57	93	115	148	163	182	148	89	166	45	182	9	19	289	13	7	43	259	20	172
Weighted base	584	295	289	60	79	105	116	103	120	64	184	128	190	38	194	11	24	258	12	9	35	276	39	110
Conservative	35 6%	18 6%	17 6%	4 7%	3 4%	4 4%	9 8%	6 6%	8 7%	4 6%	13 7%	10 8%	7 4%	31 82%	1 *	-	1 6%	-	* *	1 10%	24 69%	* *	1 2%	2 2%
Labour	214 37%	96 33%	117 41%	15 25%	19 25%	37 36%	38 33%	37 36%	67 56%	22 35%	53 29%	49 38%	83 44%	4 11%	180 93%	1 6%	1 6%	6 2%	2 21%	-	5 13%	169 61%	12 31%	6 5%
Liberal Democrat	8 1%	5 2%	3 1%	-	1 1%	3 3%	1 1%	2 2%	2 2%	2 3%	2 1%	-	4 2%	-	-	5 48%	-	-	-	-	-	1 *	4 10%	-
The UK Independence Party (UKIP)	23 4%	11 4%	12 4%	3 5%	4 5%	3 3%	7 6%	2 2%	3 3%	* 1%	7 4%	8 6%	6 3%	-	1 1%	1 10%	20 83%	* *	-	-	3 10%	10 4%	-	2 2%
SNP	286 49%	154 52%	132 46%	39 64%	50 63%	51 48%	55 48%	54 53%	37 31%	33 51%	102 55%	58 45%	88 46%	3 7%	12 6%	2 14%	1 5%	250 97%	4 31%	3 34%	3 9%	94 34%	15 39%	98 89%
The Green Party	12 2%	5 2%	7 2%	-	1 2%	6 6%	2 2%	1 1%	1 1%	2 3%	7 4%	1 1%	1 1%	-	* *	2 22%	-	* *	6 48%	* *	-	2 1%	5 14%	* *
The British National Party (BNP)	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%
Some other party	7 1%	6 2%	1 *	-	1 2%	-	4 3%	1 1%	-	* *	1 1%	1 1%	1 *	-	-	-	-	1 1%	-	5 56%	-	-	2 5%	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	6%
Labour	38%
Liberal Democrat	1%
UKIP	4%
SNP	47%
Green	2%
Other	1%

West Dunbartonshire Poll

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Absolutes/col percents

Table 8

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

Base: All respondents

	Gender		Age						SEG				Voting Intention						2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
I would not vote UKIP	757	358	399	101	100	130	140	130	156	84	243	159	246	38	214	11	-	299	21	14	33	319	43	126
	76%	77%	75%	88%	66%	76%	71%	81%	76%	86%	79%	70%	74%	77%	84%	69%	-	88%	93%	77%	67%	84%	93%	85%
I would not vote Conservative	736	350	386	82	110	124	147	124	150	70	223	155	266	-	219	5	23	304	16	13	2	329	35	130
	74%	75%	72%	72%	73%	72%	74%	77%	73%	72%	73%	68%	81%	-	87%	34%	67%	90%	70%	71%	4%	87%	76%	88%
I would not vote Liberal Democrat	733	362	372	89	99	113	152	124	154	68	216	168	256	39	210	-	29	286	16	17	37	315	25	128
	73%	77%	70%	78%	66%	66%	77%	77%	75%	70%	70%	74%	77%	80%	83%	-	85%	84%	70%	95%	74%	83%	55%	87%
I would not vote Labour	421	220	201	63	69	73	93	71	50	40	135	105	124	32	-	10	23	246	11	13	31	86	21	111
	42%	47%	38%	56%	46%	43%	47%	44%	24%	41%	44%	46%	37%	66%	-	61%	68%	73%	50%	72%	61%	23%	46%	76%
I would not vote SNP	348	160	189	38	39	63	70	47	90	29	106	89	112	41	168	9	26	-	4	6	41	171	18	10
	35%	34%	35%	33%	26%	37%	36%	29%	44%	30%	35%	39%	34%	85%	66%	55%	75%	-	20%	33%	82%	45%	40%	7%
None of these - I would potentially vote for all of them	67	28	39	5	16	8	12	10	16	2	21	12	23	1	5	2	2	11	1	-	2	10	-	3
	7%	6%	7%	5%	11%	5%	6%	6%	8%	3%	7%	5%	7%	3%	2%	14%	7%	3%	6%	-	4%	3%	-	2%
Don't know	18	6	12	-	6	3	5	2	2	1	3	13	-	-	-	-	-	2	-	-	-	1	-	-
	2%	1%	2%	-	4%	2%	3%	1%	1%	1%	1%	6%	-	-	-	-	-	1%	-	-	-	*	-	-

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CATI Fieldwork : 14th-22nd January 2015

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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
NET: Well	451	227	224	51	56	86	83	64	111	48	144	92	151	44	137	8	12	131	16	7	42	188	16	56
	45%	49%	42%	45%	37%	50%	42%	40%	54%	49%	47%	41%	46%	90%	54%	51%	36%	39%	70%	39%	84%	49%	34%	38%
Very well	(4) 16	10	6	1	2	2	2	2	6	3	3	2	6	1	4	1	1	2	-	-	2	5	1	2
	2%	2%	1%	1%	1%	1%	1%	2%	3%	3%	1%	1%	2%	3%	2%	5%	3%	1%	-	-	5%	1%	2%	1%
Quite well	(3) 435	217	218	50	54	84	81	61	105	45	141	90	145	42	133	7	11	129	16	7	39	183	15	54
	44%	46%	41%	44%	36%	49%	41%	38%	51%	46%	46%	40%	44%	87%	53%	47%	33%	38%	70%	39%	79%	48%	32%	37%
Quite badly	(2) 367	151	216	47	65	55	80	61	60	37	124	81	113	5	94	3	13	133	5	2	6	143	19	57
	37%	32%	41%	41%	43%	32%	41%	38%	29%	38%	40%	36%	34%	9%	37%	22%	40%	39%	20%	13%	13%	38%	42%	39%
Very badly	(1) 139	68	71	13	23	23	28	31	20	10	34	40	47	*	14	3	4	70	2	7	1	40	9	31
	14%	15%	13%	11%	15%	14%	14%	19%	10%	10%	11%	18%	14%	1%	6%	19%	13%	21%	9%	37%	2%	10%	19%	21%
NET: Badly	506	219	287	60	88	78	108	92	80	47	158	121	160	5	109	6	18	203	7	9	7	182	28	89
	51%	47%	54%	52%	59%	46%	55%	57%	39%	49%	52%	54%	48%	10%	43%	41%	52%	60%	30%	50%	14%	48%	61%	60%
Don't know	43	21	22	3	6	8	6	5	15	2	4	12	20	-	8	1	4	5	-	2	1	10	2	3
	4%	4%	4%	3%	4%	4%	3%	3%	7%	2%	1%	5%	6%	-	3%	8%	12%	2%	-	11%	2%	3%	5%	2%
Mean	2.34	2.38	2.31	2.35	2.24	2.39	2.29	2.22	2.51	2.43	2.37	2.26	2.35	2.92	2.51	2.41	2.30	2.19	2.61	2.02	2.89	2.41	2.18	2.18
Standard deviation	0.74	0.77	0.72	0.69	0.74	0.74	0.73	0.78	0.72	0.72	0.69	0.77	0.75	0.39	0.63	0.90	0.76	0.77	0.66	0.96	0.48	0.70	0.77	0.78
Standard error	0.02	0.04	0.03	0.10	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.05	0.04	0.28	0.15	0.04	0.14	0.29	0.06	0.04	0.16	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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230	
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147	
NET: Well	535	275	261	78	68	92	91	81	123	63	167	115	175	40	159	14	16	173	16	3	41	215	18	66	
	54%	59%	49%	69%	46%	54%	46%	51%	60%	64%	55%	51%	53%	82%	63%	93%	48%	51%	69%	16%	82%	57%	40%	45%	
Very well	(4)	43	22	21	1	7	3	5	7	18	7	11	6	16	2	13	2	11	-	1	3	15	2	3	
		4%	5%	4%	1%	4%	2%	3%	5%	9%	7%	3%	3%	5%	5%	5%	16%	3%	3%	-	7%	5%	4%	5%	
Quite well	(3)	492	253	240	77	62	89	86	74	105	56	157	109	158	38	146	12	15	163	16	2	38	200	16	62
		49%	54%	45%	67%	41%	52%	44%	46%	51%	58%	51%	48%	48%	77%	58%	77%	45%	48%	69%	9%	77%	53%	34%	42%
Quite badly	(2)	324	140	184	27	63	56	77	53	48	25	100	75	110	6	73	-	14	118	5	8	7	114	22	57
		32%	30%	35%	23%	42%	33%	39%	33%	24%	26%	33%	33%	33%	13%	29%	-	42%	35%	23%	45%	14%	30%	49%	39%
Very badly	(1)	98	38	60	9	12	15	24	24	15	7	31	26	29	2	13	1	3	45	2	5	1	33	3	23
		10%	8%	11%	8%	8%	8%	12%	15%	7%	8%	10%	11%	9%	3%	5%	7%	8%	13%	7%	28%	2%	9%	6%	16%
NET: Badly		423	178	244	36	75	70	101	77	64	33	132	100	140	8	86	1	17	162	7	13	8	147	25	80
		42%	38%	46%	31%	50%	41%	51%	48%	31%	34%	43%	44%	42%	16%	34%	7%	50%	48%	31%	73%	16%	39%	55%	54%
Don't know		42	14	28	-	7	9	5	2	18	2	7	11	16	1	8	-	1	4	-	2	1	18	2	2
		4%	3%	5%	-	5%	5%	2%	1%	9%	2%	2%	5%	5%	2%	3%	-	2%	1%	-	11%	2%	5%	5%	1%
Mean		2.50	2.57	2.44	2.62	2.44	2.50	2.38	2.41	2.68	2.65	2.49	2.44	2.51	2.85	2.65	3.01	2.44	2.41	2.62	1.94	2.87	2.55	2.41	2.32
Standard deviation		0.74	0.71	0.75	0.65	0.71	0.68	0.73	0.80	0.76	0.73	0.73	0.74	0.74	0.55	0.67	0.70	0.69	0.76	0.63	0.88	0.52	0.72	0.71	0.77
Standard error		0.02	0.04	0.03	0.09	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.07	0.04	0.21	0.13	0.04	0.14	0.26	0.07	0.04	0.15	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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
I am satisfied with the job David Cameron is doing overall as Prime Minister	157 16%	76 16%	81 15%	18 16%	21 14%	35 20%	28 14%	15 9%	41 20%	16 17%	56 18%	30 13%	49 15%	24 49%	33 13%	13 85%	6 18%	36 11%	6 27%	3 15%	26 52%	46 12%	10 22%	16 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	276 28%	119 26%	156 29%	44 38%	47 31%	58 34%	43 22%	34 21%	48 24%	30 31%	102 33%	55 24%	79 24%	20 41%	49 19%	1 10%	15 45%	100 29%	7 33%	4 20%	22 45%	84 22%	8 18%	45 30%
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.	367 37%	179 38%	188 35%	38 34%	50 33%	48 28%	77 39%	77 48%	76 37%	37 38%	107 35%	74 33%	137 42%	5 10%	155 61%	1 6%	9 27%	127 37%	7 32%	8 46%	2 3%	203 54%	23 49%	53 36%
Refused	53 5%	29 6%	23 4%	6 5%	4 3%	4 2%	16 8%	11 7%	12 6%	3 3%	11 4%	25 11%	9 3%	-	1 *	-	1 2%	19 6%	-	-	-	9 2%	-	9 6%
Don't know	148 15%	64 14%	84 16%	8 7%	28 19%	26 15%	32 16%	24 15%	28 14%	11 11%	30 10%	43 19%	57 17%	-	16 6%	-	3 9%	58 17%	2 9%	3 19%	-	38 10%	5 10%	24 17%

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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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
SNP	91	56	35	14	13	18	12	17	17	17	30	13	28	1	11	1	3	63	1	4	1	31	6	30
	9%	12%	6%	13%	8%	10%	6%	11%	8%	17%	10%	6%	8%	3%	4%	5%	10%	19%	6%	21%	3%	8%	13%	20%
Labour	52	31	20	4	12	12	5	9	10	7	18	13	12	1	23	-	2	18	2	3	1	26	*	5
	5%	7%	4%	3%	8%	7%	3%	6%	5%	7%	6%	6%	4%	2%	9%	-	5%	5%	9%	17%	3%	7%	1%	3%
The UK Independence Party (UKIP)	18	12	6	6	1	2	3	4	2	2	3	4	8	-	4	-	5	5	-	-	1	3	-	3
	2%	2%	1%	5%	*	1%	1%	3%	1%	2%	1%	2%	2%	-	2%	-	14%	2%	-	-	2%	1%	-	2%
The Conservatives	16	9	7	3	3	1	4	3	3	2	7	1	4	1	4	1	1	6	-	2	3	3	1	2
	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%	1%	5%	3%	2%	-	9%	7%	1%	2%	1%
The Liberal Democrat	11	8	3	1	4	3	1	2	*	1	1	5	2	-	2	-	4	2	2	-	2	-	1	
	1%	2%	1%	1%	2%	2%	*	2%	*	1%	*	2%	1%	-	1%	-	3%	1%	10%	9%	-	*	-	1%
None of them	856	387	469	94	123	146	179	136	177	75	256	203	287	45	221	14	27	269	17	14	45	323	40	115
	86%	83%	88%	82%	82%	85%	91%	85%	86%	77%	84%	90%	87%	93%	87%	87%	80%	79%	76%	79%	90%	85%	87%	78%
Don't know	8	1	7	2	-	1	2	2	1	-	6	-	1	-	-	1	-	-	-	-	-	3	-	-
	1%	*	1%	2%	-	1%	1%	1%	*	-	2%	-	*	-	-	8%	-	-	-	-	-	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	424	576	53	104	152	193	225	272	276	247	151	286	56	235	11	29	366	21	12	61	354	25	230
Weighted base	1000	467	533	114	150	172	197	161	206	97	306	226	331	49	253	16	34	340	23	18	50	380	46	147
A coalition involving Labour and the SNP	364 36%	185 40%	179 34%	55 48%	57 38%	60 35%	74 37%	65 40%	54 26%	42 43%	127 42%	71 31%	113 34%	* 1%	49 19%	1 5%	10 28%	236 69%	12 54%	7 40%	1 2%	134 35%	14 31%	89 60%
A Labour government	250 25%	109 23%	142 27%	12 11%	30 20%	51 30%	43 22%	41 25%	74 36%	20 21%	57 19%	58 26%	108 33%	- -	172 68%	2 11%	6 19%	16 5%	1 5%	- -	2 4%	179 47%	9 20%	9 6%
A Conservative government	83 8%	44 9%	39 7%	9 8%	9 6%	16 9%	21 11%	9 5%	19 9%	7 7%	34 11%	21 9%	16 5%	41 84%	5 2%	1 8%	8 23%	9 3%	3 15%	3 18%	37 74%	13 3%	5 10%	6 4%
A coalition involving the Conservatives and the SNP.	67 7%	32 7%	35 7%	16 14%	10 7%	11 6%	8 4%	8 5%	14 7%	6 6%	27 9%	14 6%	20 6%	4 8%	2 1%	1 5%	- -	47 14%	- -	3 15%	5 10%	8 2%	4 9%	22 15%
A coalition involving Labour and the Liberal Democrats.	36 4%	23 5%	13 2%	8 7%	3 2%	5 3%	6 3%	7 5%	7 3%	7 7%	11 4%	4 2%	13 4%	- -	20 8%	2 12%	3 8%	6 2%	* 1%	- -	* 1%	18 5%	3 7%	3 2%
A coalition involving the Conservatives and the Liberal Democrats.	26 3%	14 3%	12 2%	3 3%	4 3%	6 4%	3 2%	6 4%	4 2%	2 2%	12 4%	5 2%	7 2%	3 6%	2 1%	8 48%	3 9%	1 *	* 1%	- -	4 8%	3 1%	4 8%	1 *
Don't know	173 17%	61 13%	112 21%	11 9%	37 25%	23 14%	43 22%	26 16%	33 16%	13 14%	38 12%	53 24%	53 16%	1 2%	3 1%	2 11%	4 13%	25 7%	5 24%	5 27%	1 2%	25 7%	7 16%	18 12%

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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	424 42%	467 47%
Female	576 58%	533 53%

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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	53 5%	114 11%
25-34	104 10%	150 15%
35-44	152 15%	172 17%
45-54	193 19%	197 20%
55-64	225 23%	161 16%
65 or older	272 27%	206 21%
Refused	1 *	1 *

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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	61 6%	21 2%
B	215 22%	76 8%
C1	247 25%	306 31%
C2	151 15%	226 23%
D	100 10%	136 14%
E	186 19%	195 20%
Refused	40 4%	40 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	1000	1000
Weighted base	1000	1000
Conservative	61 6%	50 5%
Labour	354 35%	380 38%
Liberal Democrats	25 3%	46 5%
SNP	230 23%	147 15%
Another party	21 2%	18 2%
Did not vote	187 19%	247 25%
Refused	70 7%	61 6%
Don't know	52 5%	51 5%