

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election 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**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Certain to vote	(10) 1571	782	790	116	169	263	270	286	462	431	480	191	421	413	307	195	175	557	183	445
	50%	51%	50%	32%	37%	48%	51%	60%	63%	59%	52%	41%	48%	66%	62%	57%	58%	71%	66%	62%
	(9) 181	89	92	17	33	38	26	23	45	54	39	33	45	43	22	40	23	49	18	57
	6%	6%	6%	5%	7%	7%	5%	5%	6%	7%	4%	7%	5%	7%	4%	12%	8%	6%	7%	8%
	(8) 247	115	132	31	42	50	35	35	52	58	65	49	65	66	33	37	21	64	22	68
	8%	8%	8%	9%	9%	9%	7%	7%	7%	8%	7%	11%	7%	11%	7%	11%	7%	8%	8%	10%
	(7) 178	80	97	54	34	27	30	11	22	43	74	31	23	29	45	30	14	33	15	34
	6%	5%	6%	15%	7%	5%	6%	2%	3%	6%	8%	7%	3%	5%	9%	9%	5%	4%	5%	5%
	(6) 85	39	46	12	20	12	16	9	16	18	17	20	27	9	21	9	6	7	10	15
	3%	3%	3%	3%	4%	2%	3%	2%	2%	2%	2%	4%	3%	2%	4%	3%	2%	1%	4%	2%
	(5) 222	103	119	28	39	37	39	31	46	40	64	45	66	29	33	19	44	32	15	45
	7%	7%	7%	8%	9%	7%	7%	7%	6%	6%	7%	10%	7%	5%	7%	5%	15%	4%	5%	6%
	(4) 73	31	43	13	13	16	16	6	10	12	25	17	19	16	12	6	4	9	2	6
	2%	2%	3%	4%	3%	3%	3%	1%	1%	2%	3%	4%	2%	3%	2%	2%	1%	1%	1%	1%
	(3) 82	43	39	20	11	17	19	8	7	18	27	13	16	11	18	7	8	7	6	5
	3%	3%	2%	6%	2%	3%	4%	2%	1%	2%	3%	3%	2%	2%	4%	2%	3%	1%	2%	1%
	(2) 59	31	29	7	9	12	12	11	8	7	25	6	19	5	7	2	6	4	1	8
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%	1%	1%	2%	*	*	1%
Definitely would not vote	(1) 397	198	199	58	83	76	63	50	64	45	93	63	174	-	-	-	-	19	4	25
	13%	13%	12%	16%	18%	14%	12%	11%	9%	6%	10%	13%	20%	-	-	-	-	2%	1%	3%
Refused	3	2	1	-	-	2	1	-	-	-	3	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-
Don't know	15	10	5	-	3	1	3	3	5	1	4	2	6	-	-	-	-	2	1	4
	*	1%	*	-	1%	*	1%	1%	1%	*	*	*	1%	-	-	-	-	*	*	1%
Mean	7.51	7.52	7.49	6.55	6.76	7.36	7.46	7.98	8.28	8.31	7.62	7.15	7.00	8.94	8.54	8.74	8.40	9.02	8.86	8.68
Standard deviation	3.27	3.30	3.24	3.32	3.44	3.34	3.28	3.15	2.89	2.70	3.17	3.23	3.62	1.87	2.21	1.88	2.30	2.03	2.03	2.29
Standard error	0.06	0.09	0.08	0.26	0.19	0.15	0.13	0.14	0.09	0.07	0.13	0.16	0.14	0.07	0.09	0.10	0.13	0.07	0.10	0.09

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Absolutes/col percents

Table 2

**Q.2 If there was a general election 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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative	621	316	305	33	91	112	96	94	192	170	198	94	142	621	-	-	-	440	13	44
	20%	21%	19%	9%	20%	20%	18%	20%	26%	23%	22%	20%	16%	100%	-	-	-	56%	5%	6%
Labour	498	235	263	80	72	96	86	78	84	130	141	78	129	-	498	-	-	23	186	110
	16%	15%	17%	23%	16%	17%	16%	17%	11%	18%	15%	17%	15%	-	100%	-	-	3%	67%	15%
Liberal Democrat	346	167	179	42	51	65	54	50	82	97	97	54	90	-	-	346	-	22	8	246
	11%	11%	11%	12%	11%	12%	10%	11%	11%	13%	11%	11%	10%	-	-	100%	-	3%	3%	34%
Plaid Cymru	45	20	26	4	3	19	9	3	7	4	20	8	10	-	-	-	-	4	*	13
	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	2%	2%	1%	-	-	-	-	1%	*	2%
The UK Independence Party (UKIP)	300	192	108	25	19	42	64	54	97	52	84	56	101	-	-	-	300	118	16	41
	10%	13%	7%	7%	4%	8%	12%	11%	13%	7%	9%	12%	11%	-	-	-	100%	15%	6%	6%
The Green Party	123	68	55	24	23	21	21	19	15	35	39	15	27	-	-	-	-	11	7	41
	4%	4%	3%	7%	5%	4%	4%	4%	2%	5%	4%	3%	3%	-	-	-	-	1%	3%	6%
The British National Party (BNP)	22	12	10	5	3	3	5	2	3	2	4	6	8	-	-	-	-	7	*	1
	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	1%	1%	-	-	-	-	1%	*	*
Other Party	79	38	41	13	10	7	21	12	15	18	38	10	11	-	-	-	-	14	7	18
	3%	3%	3%	4%	2%	1%	4%	3%	2%	3%	4%	2%	1%	-	-	-	-	2%	2%	3%
Would not vote	397	198	199	58	83	76	63	50	64	45	93	63	174	-	-	-	-	19	4	25
	13%	13%	12%	16%	18%	14%	12%	11%	9%	6%	10%	13%	20%	-	-	-	-	2%	1%	3%
Refused	145	53	91	1	10	21	22	32	57	30	42	14	45	-	-	-	-	20	2	18
	5%	4%	6%	*	2%	4%	4%	7%	8%	4%	5%	3%	5%	-	-	-	-	3%	1%	3%
Don't know	538	223	315	71	88	87	89	79	120	143	160	72	146	-	-	-	-	105	33	156
	17%	15%	20%	20%	19%	16%	17%	17%	16%	20%	18%	15%	17%	-	-	-	-	13%	12%	22%

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Table 3

**Q.2 If there was a general election tomorrow which party would you vote for?****Base: All respondents expressing an intention to vote**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	2153	1038	1115	108	208	312	412	371	738	938	418	298	431	713	552	325	317	742	356	475
Weighted base	2035	1048	986	226	274	367	356	312	496	508	620	321	518	621	498	346	300	639	238	514
Conservative	621	316	305	33	91	112	96	94	192	170	198	94	142	621	-	-	-	440	13	44
	31%	30%	31%	15%	33%	31%	27%	30%	39%	33%	32%	29%	27%	100%	-	-	-	69%	6%	9%
Labour	498	235	263	80	72	96	86	78	84	130	141	78	129	-	498	-	-	23	186	110
	24%	22%	27%	35%	26%	26%	24%	25%	17%	26%	23%	24%	25%	-	100%	-	-	4%	78%	21%
Liberal Democrat	346	167	179	42	51	65	54	50	82	97	97	54	90	-	-	346	-	22	8	246
	17%	16%	18%	19%	19%	18%	15%	16%	17%	19%	16%	17%	17%	-	-	100%	-	3%	3%	48%
Plaid Cymru	45	20	26	4	3	19	9	3	7	4	20	8	10	-	-	-	-	4	*	13
	2%	2%	3%	2%	1%	5%	3%	1%	1%	1%	3%	2%	2%	-	-	-	-	1%	*	2%
The UK Independence Party (UKIP)	300	192	108	25	19	42	64	54	97	52	84	56	101	-	-	-	300	118	16	41
	15%	18%	11%	11%	7%	11%	18%	17%	20%	10%	13%	17%	20%	-	-	-	100%	19%	7%	8%
The Green Party	123	68	55	24	23	21	21	19	15	35	39	15	27	-	-	-	-	11	7	41
	6%	6%	6%	11%	8%	6%	6%	6%	3%	7%	6%	5%	5%	-	-	-	-	2%	3%	8%
The British National Party (BNP)	22	12	10	5	3	3	5	2	3	2	4	6	8	-	-	-	-	7	*	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	-	-	-	-	1%	*	*
Other Party	79	38	41	13	10	7	21	12	15	18	38	10	11	-	-	-	-	14	7	18
	4%	4%	4%	6%	4%	2%	6%	4%	3%	4%	6%	3%	2%	-	-	-	-	2%	3%	4%

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Table 4

**Q.2 If there was a general election tomorrow which party would you vote for?****Base: All respondents expressing an intention to vote (Turnout Weighted)**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	1565	761	804	66	136	221	290	277	572	716	294	197	310	552	404	241	220	596	279	373
Weighted base	1416	731	686	137	177	252	239	230	379	379	421	206	366	467	344	249	201	506	180	393
Conservative	467	234	233	22	61	86	68	76	154	132	146	72	106	467	-	-	-	357	10	36
	33%	32%	34%	16%	35%	34%	28%	33%	41%	35%	35%	35%	29%	100%	-	-	-	71%	6%	9%
Labour	344	161	183	51	51	64	58	56	63	101	93	46	91	-	344	-	-	15	148	86
	24%	22%	27%	37%	29%	25%	24%	24%	17%	27%	22%	22%	25%	-	100%	-	-	3%	82%	22%
Liberal Democrat	249	123	126	24	33	48	39	39	65	72	68	37	69	-	-	249	-	16	6	195
	18%	17%	18%	17%	19%	19%	17%	17%	17%	19%	16%	18%	19%	-	-	100%	-	3%	3%	50%
Plaid Cymru	29	12	17	3	1	13	5	1	5	3	13	5	6	-	-	-	-	4	*	7
	2%	2%	2%	2%	1%	5%	2%	1%	1%	1%	3%	2%	2%	-	-	-	-	1%	*	2%
The UK Independence Party (UKIP)	201	134	68	15	9	26	41	41	69	37	56	35	67	-	-	-	201	91	10	28
	14%	18%	10%	11%	5%	10%	17%	18%	18%	10%	13%	17%	18%	-	-	-	100%	18%	5%	7%
The Green Party	67	35	32	12	12	11	14	8	10	22	19	5	15	-	-	-	-	6	5	25
	5%	5%	5%	9%	7%	4%	6%	3%	3%	6%	5%	2%	4%	-	-	-	-	1%	3%	6%
The British National Party (BNP)	10	7	3	4	2	*	2	*	2	*	3	2	4	-	-	-	-	5	*	*
	1%	1%	*	3%	1%	*	1%	*	1%	*	1%	1%	1%	-	-	-	-	1%	*	*
Other Party	50	24	25	6	8	4	13	8	10	11	24	4	8	-	-	-	-	11	2	16
	4%	3%	4%	4%	4%	2%	5%	4%	3%	3%	6%	2%	2%	-	-	-	-	2%	1%	4%

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Absolutes/col percents

Table 5

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which partys candidate do you think you will vote for in your own constituency at the next general election?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative	647 21%	325 21%	322 20%	31 9%	88 19%	101 18%	115 22%	107 23%	205 28%	179 25%	194 21%	104 22%	155 18%	492 79%	19 4%	14 4%	24 8%	446 57%	14 5%	53 7%
Labour	414 13%	179 12%	235 15%	77 21%	56 12%	77 14%	72 14%	59 12%	73 10%	102 14%	115 13%	68 14%	115 13%	6 1%	344 69%	7 2%	9 3%	14 2%	159 58%	82 11%
Liberal Democrat	606 19%	274 18%	332 21%	80 23%	90 20%	132 24%	89 17%	89 19%	124 17%	174 24%	187 20%	90 19%	142 16%	64 10%	79 16%	302 87%	12 4%	78 10%	39 14%	351 49%
Plaid Cymru	40 1%	20 1%	20 1%	- -	4 1%	15 3%	13 2%	4 1%	4 1%	6 1%	15 2%	7 1%	7 1%	2 *	1 *	- -	- -	5 1%	1 *	8 1%
The UK Independence Party (UKIP)	248 8%	170 11%	78 5%	14 4%	25 6%	30 6%	52 10%	43 9%	83 11%	38 5%	80 9%	44 9%	77 9%	6 1%	8 2%	- -	212 71%	97 12%	12 4%	35 5%
The Green Party	92 3%	52 3%	40 3%	12 3%	18 4%	11 2%	23 4%	19 4%	9 1%	29 4%	28 3%	11 2%	15 2%	5 1%	11 2%	3 1%	- -	2 *	9 3%	33 5%
The British National Party (BNP)	16 1%	12 1%	4 *	4 1%	2 *	1 *	7 1%	* *	2 *	* *	5 *	2 *	9 1%	2 *	1 *	- -	- -	4 1%	2 1%	- -
Other Party	76 2%	31 2%	45 3%	4 1%	9 2%	15 3%	13 2%	17 4%	17 2%	19 3%	28 3%	13 3%	14 2%	4 1%	4 1%	2 1%	11 4%	9 1%	6 2%	18 3%
Would not vote	397 13%	198 13%	199 12%	58 16%	83 18%	76 14%	63 12%	50 11%	64 9%	45 6%	93 10%	63 13%	174 20%	- -	- -	- -	- -	19 2%	4 1%	25 3%
Refused	92 3%	37 2%	55 3%	- -	4 1%	14 3%	16 3%	16 3%	41 6%	20 3%	24 3%	10 2%	28 3%	2 *	1 *	1 *	1 *	8 1%	1 *	9 1%
Don't know	486 16%	224 15%	262 16%	76 21%	76 17%	77 14%	67 13%	68 14%	115 16%	114 16%	147 16%	58 12%	146 17%	39 6%	30 6%	16 5%	31 10%	99 13%	30 11%	99 14%

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Table 6

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which partys candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents expressing an intention to vote**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	2281	1063	1218	108	220	327	449	395	778	1015	448	309	443	670	519	311	290	778	359	544
Weighted base	2139	1063	1076	222	291	383	383	338	518	548	652	339	534	580	467	328	269	657	241	580
Conservative	647	325	322	31	88	101	115	107	205	179	194	104	155	492	19	14	24	446	14	53
	30%	31%	30%	14%	30%	26%	30%	32%	40%	33%	30%	31%	29%	85%	4%	4%	9%	68%	6%	9%
Labour	414	179	235	77	56	77	72	59	73	102	115	68	115	6	344	7	9	14	159	82
	19%	17%	22%	34%	19%	20%	19%	17%	14%	19%	18%	20%	21%	1%	74%	2%	3%	2%	66%	14%
Liberal Democrat	606	274	332	80	90	132	89	89	124	174	187	90	142	64	79	302	12	78	39	351
	28%	26%	31%	36%	31%	35%	23%	26%	24%	32%	29%	27%	27%	11%	17%	92%	5%	12%	16%	60%
Plaid Cymru	40	20	20	-	4	15	13	4	4	6	15	7	7	2	1	-	-	5	1	8
	2%	2%	2%	-	1%	4%	3%	1%	1%	1%	2%	2%	1%	*	*	-	-	1%	*	1%
The UK Independence Party (UKIP)	248	170	78	14	25	30	52	43	83	38	80	44	77	6	8	-	212	97	12	35
	12%	16%	7%	6%	9%	8%	14%	13%	16%	7%	12%	13%	14%	1%	2%	-	79%	15%	5%	6%
The Green Party	92	52	40	12	18	11	23	19	9	29	28	11	15	5	11	3	-	2	9	33
	4%	5%	4%	6%	6%	3%	6%	6%	2%	5%	4%	3%	3%	1%	2%	1%	-	*	4%	6%
The British National Party (BNP)	16	12	4	4	2	1	7	*	2	*	5	2	9	2	1	-	-	4	2	-
	1%	1%	*	2%	1%	*	2%	*	*	*	1%	1%	2%	*	*	-	-	1%	1%	-
Other Party	76	31	45	4	9	15	13	17	17	19	28	13	14	4	4	2	11	9	6	18
	4%	3%	4%	2%	3%	4%	3%	5%	3%	4%	4%	4%	3%	1%	1%	1%	4%	1%	2%	3%

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Table 7

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which partys candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	1671	791	879	66	145	231	320	300	605	775	320	205	322	525	382	233	209	630	280	425
Weighted base	1505	753	752	135	189	264	263	253	398	410	450	219	382	441	323	238	187	525	182	443
Conservative	476 32%	237 31%	239 32%	22 17%	55 29%	73 28%	81 31%	83 33%	160 40%	136 33%	139 31%	75 34%	116 30%	374 85%	9 3%	12 5%	18 9%	359 68%	10 5%	41 9%
Labour	272 18%	121 16%	151 20%	43 32%	38 20%	47 18%	46 18%	45 18%	53 13%	77 19%	73 16%	35 16%	78 20%	4 1%	236 73%	5 2%	4 2%	9 2%	123 67%	61 14%
Liberal Democrat	441 29%	200 27%	241 32%	51 38%	61 32%	100 38%	66 25%	66 26%	97 24%	132 32%	135 30%	64 29%	104 27%	47 11%	61 19%	218 92%	9 5%	62 12%	31 17%	277 63%
Plaid Cymru	24 2%	13 2%	12 2%	- -	1 1%	10 4%	7 3%	2 1%	4 1%	5 1%	9 2%	4 2%	4 1%	2 *	1 *	- -	- -	4 1%	1 *	3 1%
The UK Independence Party (UKIP)	175 12%	125 17%	50 7%	10 7%	13 7%	20 8%	36 14%	34 13%	63 16%	28 7%	58 13%	29 13%	54 14%	5 1%	5 2%	- -	152 81%	77 15%	8 4%	23 5%
The Green Party	59 4%	33 4%	26 3%	4 3%	15 8%	8 3%	16 6%	10 4%	6 2%	20 5%	14 3%	6 3%	11 3%	4 1%	8 3%	2 1%	- -	2 *	7 4%	22 5%
The British National Party (BNP)	8 1%	7 1%	2 *	4 3%	1 *	* *	2 1%	* *	2 *	* *	3 1%	* *	5 1%	1 *	1 *	- -	- -	4 1%	1 *	- -
Other Party	49 3%	18 2%	31 4%	2 2%	5 3%	7 3%	8 3%	12 5%	14 4%	13 3%	19 4%	5 2%	10 3%	3 1%	2 1%	1 *	5 3%	8 1%	2 1%	15 3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 8

**Q.4 At the last general election, 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 back in May 2010?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative	782 25%	396 26%	386 24%	29 8%	92 20%	129 23%	127 24%	139 29%	265 36%	201 28%	243 27%	111 24%	209 24%	440 71%	23 5%	22 6%	118 39%	782 100%	-	-
Labour	276 9%	139 9%	138 9%	12 3%	45 10%	51 9%	59 11%	43 9%	65 9%	64 9%	85 9%	49 10%	67 8%	13 2%	186 37%	8 2%	16 5%	-	276 100%	-
Liberal Democrat	713 23%	327 21%	386 24%	57 16%	86 19%	142 26%	131 25%	124 26%	173 23%	216 30%	217 24%	101 22%	163 19%	44 7%	110 22%	246 71%	41 14%	-	-	713 100%
NET: Other	135 4%	72 5%	63 4%	6 2%	15 3%	23 4%	24 5%	27 6%	40 5%	23 3%	34 4%	22 5%	47 5%	6 1%	5 1%	* *	51 17%	-	-	-
Plaid Cymru	19 1%	11 1%	9 1%	- -	1 *	8 1%	5 1%	2 *	3 *	4 1%	5 1%	3 1%	4 *	1 *	- -	- -	- -	- -	- -	- -
Other Party	116 4%	61 4%	54 3%	6 2%	14 3%	15 3%	19 4%	26 5%	37 5%	20 3%	29 3%	19 4%	43 5%	4 1%	5 1%	* *	51 17%	-	-	-
Did not vote	1006 32%	502 33%	504 32%	242 68%	195 43%	174 32%	165 31%	105 22%	122 17%	180 25%	291 32%	166 35%	321 36%	111 18%	162 32%	64 18%	69 23%	-	-	-
Refused	132 4%	60 4%	72 5%	3 1%	6 1%	21 4%	14 3%	28 6%	54 7%	27 4%	33 4%	8 2%	47 5%	2 *	4 1%	1 *	-	-	-	-
Don't know	71 2%	27 2%	43 3%	8 2%	16 3%	12 2%	9 2%	7 1%	19 3%	15 2%	13 1%	12 3%	28 3%	5 1%	8 2%	6 2%	4 1%	-	-	-



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 9

**Q.4 At the last general election, 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 back in May 2010?**

**Base: All respondents giving a past vote**

	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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	2156	994	1162	47	181	305	413	384	821	980	417	275	424	596	420	264	252	924	415	666
Weighted base	1906	934	972	104	237	344	341	333	543	504	579	284	486	503	324	275	227	782	276	713
Conservative	782 41%	396 42%	386 40%	29 28%	92 39%	129 37%	127 37%	139 42%	265 49%	201 40%	243 42%	111 39%	209 43%	440 87%	23 7%	22 8%	118 52%	782 100%	-	-
Labour	276 14%	139 15%	138 14%	12 12%	45 19%	51 15%	59 17%	43 13%	65 12%	64 13%	85 15%	49 17%	67 14%	13 3%	186 58%	8 3%	16 7%	-	276 100%	-
Liberal Democrat	713 37%	327 35%	386 40%	57 55%	86 36%	142 41%	131 38%	124 37%	173 32%	216 43%	217 37%	101 36%	163 34%	44 9%	110 34%	246 89%	41 18%	-	-	713 100%
NET: Other	135 7%	72 8%	63 6%	6 5%	15 6%	23 7%	24 7%	27 8%	40 7%	23 5%	34 6%	22 8%	47 10%	6 1%	5 2%	* *	51 23%	-	-	-
Plaid Cymru	19 1%	11 1%	9 1%	- -	1 1%	8 2%	5 2%	2 *	3 1%	4 1%	5 1%	3 1%	4 1%	1 *	- -	- -	- -	-	-	-
Other Party	116 6%	61 7%	54 6%	6 5%	14 6%	15 4%	19 6%	26 8%	37 7%	20 4%	29 5%	19 7%	43 9%	4 1%	5 2%	* *	51 23%	-	-	-

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 10

**Q.5 Which of the following do you think would make the best Prime Minister?****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
David Cameron	1269	640	630	119	174	240	218	180	335	356	397	183	304	549	68	93	149	609	42	179
	41%	42%	40%	33%	38%	44%	41%	38%	45%	49%	43%	39%	34%	88%	14%	27%	50%	78%	15%	25%
Ed Miliband	658	317	341	92	97	118	118	116	117	156	204	106	167	26	319	47	34	33	161	218
	21%	21%	21%	26%	21%	21%	22%	25%	16%	21%	22%	23%	19%	4%	64%	14%	11%	4%	58%	31%
Nick Clegg	422	213	209	65	79	77	61	53	86	92	114	59	139	14	54	164	25	32	29	181
	14%	14%	13%	18%	17%	14%	12%	11%	12%	13%	12%	13%	16%	2%	11%	47%	8%	4%	11%	25%
Don't know	764	353	411	80	105	116	133	124	200	123	201	122	272	32	58	42	92	109	44	135
	25%	23%	26%	23%	23%	21%	25%	26%	27%	17%	22%	26%	31%	5%	12%	12%	31%	14%	16%	19%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 11

**Q.6a I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Shares my values**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	1097	518	579	163	190	205	186	143	206	275	337	154	292	95	416	142	47	125	216	339
	35%	34%	36%	46%	42%	37%	35%	30%	28%	38%	37%	33%	33%	15%	83%	41%	16%	16%	78%	47%
Not true	1882	960	922	177	239	331	323	319	488	437	535	296	540	511	75	190	251	637	55	351
	60%	63%	58%	50%	53%	60%	61%	67%	66%	60%	58%	63%	61%	82%	15%	55%	84%	81%	20%	49%
Don't know	135	45	90	17	25	14	20	12	45	14	44	20	50	15	8	14	3	20	4	23
	4%	3%	6%	5%	6%	3%	4%	2%	6%	2%	5%	4%	6%	2%	2%	4%	1%	3%	2%	3%
<b><u>The Conservative Party</u></b>																				
True	935	454	481	84	146	155	146	148	254	260	291	140	212	491	54	56	70	483	29	130
	30%	30%	30%	24%	32%	28%	28%	31%	34%	36%	32%	30%	24%	79%	11%	16%	23%	62%	11%	18%
Not true	2052	1030	1022	252	286	385	365	314	443	455	583	315	617	117	436	280	224	280	241	567
	66%	68%	64%	71%	63%	70%	69%	66%	60%	63%	64%	67%	70%	19%	88%	81%	75%	36%	87%	80%
Don't know	127	39	88	20	22	12	18	11	41	12	42	15	52	14	8	10	6	19	6	15
	4%	3%	6%	6%	5%	2%	3%	2%	6%	2%	5%	3%	6%	2%	2%	3%	2%	2%	2%	2%
<b><u>The Liberal Democrats</u></b>																				
True	1153	533	620	139	187	230	180	186	227	327	344	177	272	230	190	275	43	266	96	442
	37%	35%	39%	39%	41%	42%	34%	39%	31%	45%	38%	38%	31%	37%	38%	79%	14%	34%	35%	62%
Not true	1799	929	870	190	235	308	325	273	461	380	521	270	546	370	292	60	249	488	173	254
	58%	61%	55%	53%	52%	56%	61%	58%	63%	52%	57%	57%	62%	60%	59%	17%	83%	62%	63%	36%
Don't know	163	61	102	27	32	13	25	14	49	19	50	23	64	21	16	11	8	28	7	17
	5%	4%	6%	8%	7%	2%	5%	3%	7%	3%	5%	5%	7%	3%	3%	3%	3%	4%	3%	2%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 12

**Q.6b I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Clear about what they stand 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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	1091	522	570	165	184	209	155	145	225	257	335	158	309	181	329	108	77	207	165	239
	35%	34%	36%	46%	41%	38%	29%	31%	31%	35%	37%	34%	35%	29%	66%	31%	26%	26%	60%	34%
Not true	1906	954	952	172	246	329	355	317	484	459	546	285	533	428	165	226	222	558	107	450
	61%	63%	60%	48%	54%	60%	67%	67%	66%	63%	60%	61%	60%	69%	33%	65%	74%	71%	39%	63%
Don't know	116	47	70	19	24	13	20	12	29	11	35	27	40	13	5	11	2	17	4	23
	4%	3%	4%	5%	5%	2%	4%	3%	4%	1%	4%	6%	4%	2%	1%	3%	1%	2%	1%	3%
<b><u>The Conservative Party</u></b>																				
True	1450	749	701	181	236	263	225	207	332	389	463	214	335	486	226	175	98	487	113	337
	47%	49%	44%	51%	52%	48%	42%	44%	45%	54%	51%	45%	38%	78%	45%	51%	33%	62%	41%	47%
Not true	1556	729	827	153	197	275	290	259	377	328	423	232	507	117	267	162	201	280	159	358
	50%	48%	52%	43%	43%	50%	55%	55%	51%	45%	46%	49%	57%	19%	54%	47%	67%	36%	58%	50%
Don't know	108	44	63	23	20	13	14	7	29	10	30	25	40	18	5	9	1	16	4	18
	3%	3%	4%	6%	5%	2%	3%	2%	4%	1%	3%	5%	5%	3%	1%	3%	*	2%	1%	3%
<b><u>The Liberal Democrats</u></b>																				
True	968	470	498	110	158	174	135	157	231	222	285	152	276	214	128	207	61	259	75	276
	31%	31%	31%	31%	35%	32%	26%	33%	31%	31%	31%	32%	31%	34%	26%	60%	20%	33%	27%	39%
Not true	2017	1001	1016	224	273	360	375	303	473	490	596	287	563	387	360	133	234	502	197	417
	65%	66%	64%	63%	60%	65%	71%	64%	64%	67%	65%	61%	64%	62%	72%	38%	78%	64%	71%	59%
Don't know	129	52	77	23	23	16	20	12	34	14	34	31	43	21	10	6	6	21	4	19
	4%	3%	5%	6%	5%	3%	4%	3%	5%	2%	4%	7%	5%	3%	2%	2%	2%	3%	2%	3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 13

**Q.6c I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Willing to take tough decisions for the long term**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	1031	489	543	158	177	200	157	139	196	233	288	163	302	97	372	118	40	128	182	284
	33%	32%	34%	44%	39%	36%	30%	29%	27%	32%	31%	35%	34%	16%	75%	34%	13%	16%	66%	40%
Not true	1934	976	958	168	249	332	348	319	511	470	594	276	524	514	115	214	254	638	85	413
	62%	64%	60%	47%	55%	60%	66%	67%	69%	65%	65%	59%	59%	83%	23%	62%	85%	82%	31%	58%
Don't know	148	58	90	31	28	19	24	15	31	24	33	31	56	10	11	14	6	16	9	16
	5%	4%	6%	9%	6%	3%	4%	3%	4%	3%	4%	7%	6%	2%	2%	4%	2%	2%	3%	2%
<b><u>The Conservative Party</u></b>																				
True	1735	906	829	189	257	320	295	267	399	468	525	263	414	551	256	193	144	603	143	374
	56%	60%	52%	53%	57%	58%	56%	57%	54%	64%	57%	56%	47%	89%	51%	56%	48%	77%	52%	52%
Not true	1252	569	683	144	169	211	218	201	303	242	360	184	414	65	232	145	152	167	128	325
	40%	37%	43%	41%	37%	38%	41%	43%	41%	33%	39%	39%	47%	10%	47%	42%	51%	21%	46%	46%
Don't know	127	48	79	22	28	20	17	5	36	16	30	24	53	5	10	7	5	13	6	14
	4%	3%	5%	6%	6%	4%	3%	1%	5%	2%	3%	5%	6%	1%	2%	2%	2%	2%	2%	2%
<b><u>The Liberal Democrats</u></b>																				
True	1072	532	540	129	192	197	168	168	217	278	323	156	277	209	163	247	71	249	87	343
	34%	35%	34%	36%	42%	36%	32%	36%	29%	38%	35%	33%	31%	34%	33%	71%	23%	32%	32%	48%
Not true	1864	924	940	193	233	330	335	288	478	420	550	278	541	389	316	88	221	503	180	350
	60%	61%	59%	54%	51%	60%	63%	61%	65%	58%	60%	59%	61%	63%	64%	26%	73%	64%	65%	49%
Don't know	178	66	111	34	29	24	26	16	43	29	42	36	63	23	19	11	9	30	9	21
	6%	4%	7%	10%	6%	4%	5%	3%	6%	4%	5%	8%	7%	4%	4%	3%	3%	4%	3%	3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st Aug-5th September 2013

Absolutes/col percents

Table 14

**Q.6d I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Competent and capable**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	942 30%	460 30%	482 30%	152 43%	178 39%	176 32%	130 25%	133 28%	170 23%	222 31%	278 30%	138 29%	268 30%	100 16%	358 72%	109 31%	39 13%	120 15%	170 62%	251 35%
Not true	2047 66%	1011 66%	1036 65%	181 51%	253 56%	356 65%	384 73%	335 71%	530 72%	487 67%	602 66%	314 67%	570 65%	511 82%	138 28%	228 66%	258 86%	647 83%	100 36%	445 62%
Don't know	125 4%	52 3%	73 5%	23 6%	23 5%	19 3%	16 3%	6 1%	39 5%	18 2%	36 4%	18 4%	44 5%	10 2%	2 *	9 3%	3 1%	15 2%	6 2%	17 2%
<b><u>The Conservative Party</u></b>																				
True	1287 41%	657 43%	630 40%	170 48%	191 42%	227 41%	178 34%	191 40%	327 44%	327 45%	406 44%	187 40%	319 36%	519 84%	133 27%	139 40%	80 27%	525 67%	68 24%	237 33%
Not true	1710 55%	815 54%	895 56%	163 46%	237 52%	313 57%	337 64%	272 58%	379 51%	381 52%	469 51%	270 57%	523 59%	94 15%	360 72%	199 57%	214 71%	240 31%	201 73%	461 65%
Don't know	117 4%	51 3%	67 4%	23 6%	26 6%	11 2%	15 3%	10 2%	32 4%	18 2%	41 4%	14 3%	39 4%	8 1%	4 1%	8 2%	7 2%	17 2%	7 3%	15 2%
<b><u>The Liberal Democrats</u></b>																				
True	854 27%	421 28%	432 27%	106 30%	138 30%	166 30%	118 22%	131 28%	193 26%	202 28%	253 28%	130 28%	240 27%	187 30%	119 24%	240 69%	30 10%	193 25%	68 25%	284 40%
Not true	2119 68%	1046 69%	1073 67%	227 64%	286 63%	365 66%	391 74%	329 70%	512 69%	500 69%	617 67%	321 68%	598 68%	418 67%	372 75%	99 29%	264 88%	562 72%	202 73%	410 58%
Don't know	141 5%	56 4%	85 5%	23 6%	30 7%	20 4%	21 4%	13 3%	33 4%	25 3%	45 5%	20 4%	43 5%	16 3%	8 2%	7 2%	6 2%	27 3%	6 2%	19 3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 15

**Q.6e I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Will do what they say**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	865 28%	429 28%	436 27%	162 45%	140 31%	164 30%	122 23%	110 23%	163 22%	231 32%	238 26%	126 27%	232 26%	110 18%	302 61%	96 28%	44 15%	131 17%	147 53%	230 32%
Not true	2106 68%	1027 67%	1078 68%	166 47%	289 64%	370 67%	388 73%	352 74%	535 72%	476 66%	641 70%	314 67%	597 68%	493 79%	190 38%	232 67%	253 84%	629 80%	124 45%	453 64%
Don't know	143 5%	67 4%	77 5%	29 8%	25 6%	17 3%	19 4%	11 2%	40 5%	19 3%	37 4%	30 6%	52 6%	19 3%	7 1%	17 5%	4 1%	22 3%	5 2%	30 4%
<b><u>The Conservative Party</u></b>																				
True	966 31%	489 32%	477 30%	114 32%	151 33%	159 29%	152 29%	137 29%	248 34%	259 36%	282 31%	146 31%	250 28%	393 63%	106 21%	93 27%	64 21%	395 50%	69 25%	176 25%
Not true	2045 66%	990 65%	1056 66%	218 61%	287 63%	379 69%	364 69%	330 70%	462 63%	454 63%	605 66%	307 65%	592 67%	216 35%	391 78%	243 70%	231 77%	370 47%	205 74%	519 73%
Don't know	103 3%	44 3%	58 4%	25 7%	16 4%	12 2%	14 3%	6 1%	28 4%	13 2%	28 3%	17 4%	40 5%	13 2%	2 *	9 3%	6 2%	17 2%	3 1%	18 3%
<b><u>The Liberal Democrats</u></b>																				
True	736 24%	344 23%	392 25%	89 25%	119 26%	129 23%	103 19%	113 24%	180 24%	167 23%	212 23%	125 27%	203 23%	180 29%	96 19%	173 50%	31 10%	185 24%	49 18%	215 30%
Not true	2248 72%	1125 74%	1122 71%	237 67%	312 69%	407 74%	411 78%	349 74%	524 71%	539 74%	669 73%	320 68%	633 72%	427 69%	393 79%	163 47%	263 88%	574 73%	224 81%	478 67%
Don't know	130 4%	53 4%	77 5%	31 9%	23 5%	14 3%	16 3%	12 2%	34 5%	20 3%	34 4%	26 5%	45 5%	14 2%	9 2%	10 3%	6 2%	23 3%	3 1%	20 3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 16

**Q.6f I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Concerned about people like me/ understands ordinary peoples problems/ on the side of people like me**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
True	1259	601	658	174	224	234	201	180	240	322	392	186	321	177	410	164	59	207	208	359
	40%	39%	41%	49%	49%	43%	38%	38%	32%	44%	43%	40%	36%	28%	82%	47%	20%	26%	75%	50%
Not true	1738	882	857	163	206	302	314	286	462	392	500	261	513	428	84	172	238	555	65	337
	56%	58%	54%	46%	45%	55%	59%	60%	63%	54%	55%	56%	58%	69%	17%	50%	79%	71%	23%	47%
Don't know	117	41	76	20	24	14	14	7	36	13	24	23	48	17	4	10	3	20	3	17
	4%	3%	5%	6%	5%	3%	3%	1%	5%	2%	3%	5%	5%	3%	1%	3%	1%	2%	1%	2%
<b><u>The Conservative Party</u></b>																				
True	787	395	393	87	118	130	120	116	212	200	252	118	184	396	58	70	36	370	28	127
	25%	26%	25%	24%	26%	24%	23%	25%	29%	28%	28%	25%	21%	64%	12%	20%	12%	47%	10%	18%
Not true	2225	1096	1130	253	313	410	397	352	493	518	642	332	650	216	438	267	263	398	246	575
	71%	72%	71%	71%	69%	74%	75%	74%	67%	71%	70%	71%	74%	35%	88%	77%	88%	51%	89%	81%
Don't know	102	32	69	16	22	11	12	5	33	8	22	20	47	9	2	9	1	14	2	11
	3%	2%	4%	5%	5%	2%	2%	1%	5%	1%	2%	4%	5%	1%	*	3%	*	2%	1%	1%
<b><u>The Liberal Democrats</u></b>																				
True	1244	586	659	161	207	236	192	192	251	352	376	185	292	277	212	263	64	300	100	425
	40%	38%	41%	45%	46%	43%	36%	41%	34%	48%	41%	39%	33%	45%	43%	76%	21%	38%	36%	60%
Not true	1739	896	843	167	221	298	319	273	456	358	508	258	541	332	277	80	232	463	172	277
	56%	59%	53%	47%	49%	54%	60%	58%	62%	49%	55%	55%	61%	53%	56%	23%	77%	59%	62%	39%
Don't know	131	42	89	28	26	16	19	8	31	17	31	27	49	12	9	3	5	19	5	10
	4%	3%	6%	8%	6%	3%	4%	2%	4%	2%	3%	6%	6%	2%	2%	1%	2%	2%	2%	1%



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 17

**Q.7 Which of the following issues do you think is the most important facing Britain?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
The economy and jobs	1022	538	483	123	188	222	206	132	149	308	330	148	206	186	206	118	72	237	105	298
	33%	35%	30%	35%	41%	40%	39%	28%	20%	42%	36%	32%	23%	30%	41%	34%	24%	30%	38%	42%
Controlling immigration	612	263	350	55	53	96	101	105	202	92	152	110	232	136	55	50	117	195	40	78
	20%	17%	22%	15%	12%	17%	19%	22%	27%	13%	17%	23%	26%	22%	11%	14%	39%	25%	14%	11%
The NHS	514	205	309	43	82	81	64	87	152	92	155	77	170	75	111	50	33	96	63	114
	17%	13%	19%	12%	18%	15%	12%	18%	21%	13%	17%	16%	19%	12%	22%	14%	11%	12%	23%	16%
The deficit and the debt	215	120	95	24	30	36	36	47	41	62	71	38	41	79	11	32	26	80	6	46
	7%	8%	6%	7%	7%	7%	7%	10%	6%	9%	8%	8%	5%	13%	2%	9%	9%	10%	2%	6%
Education	213	108	105	57	41	31	26	19	40	66	53	27	56	27	45	35	8	25	28	56
	7%	7%	7%	16%	9%	6%	5%	4%	5%	9%	6%	6%	6%	4%	9%	10%	3%	3%	10%	8%
Standing up for Britains interests in Europe	126	76	49	8	13	9	17	26	52	20	35	20	45	34	6	11	24	47	7	29
	4%	5%	3%	2%	3%	2%	3%	5%	7%	3%	4%	4%	5%	5%	1%	3%	8%	6%	2%	4%
Cutting welfare dependency	124	53	71	6	20	36	23	18	20	29	44	25	21	44	18	7	3	50	8	20
	4%	3%	4%	2%	4%	6%	4%	4%	3%	4%	5%	5%	2%	7%	4%	2%	1%	6%	3%	3%
Defence and protecting Britains security	121	69	51	12	9	15	23	18	43	21	37	6	50	23	18	20	15	33	5	29
	4%	5%	3%	3%	2%	3%	4%	4%	6%	3%	4%	1%	6%	4%	4%	6%	5%	4%	2%	4%
The environment	114	65	49	24	7	17	22	18	26	29	27	9	38	4	21	21	-	5	12	36
	4%	4%	3%	7%	1%	3%	4%	4%	4%	4%	3%	2%	4%	1%	4%	6%	-	1%	4%	5%
Crime	54	26	28	5	12	7	12	4	14	7	11	10	22	14	5	2	1	13	3	7
	2%	2%	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	3%	2%	1%	1%	*	2%	1%	1%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 18

**Q.7 Which of the following issues do you think is the 2nd most important facing Britain?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
The NHS	654 21%	271 18%	383 24%	71 20%	89 20%	114 21%	113 21%	107 23%	157 21%	149 21%	184 20%	106 22%	192 22%	114 18%	138 28%	75 22%	48 16%	130 17%	75 27%	188 26%
The economy and jobs	532 17%	272 18%	259 16%	72 20%	89 20%	83 15%	83 16%	82 17%	120 16%	132 18%	170 19%	74 16%	136 15%	117 19%	98 20%	71 20%	45 15%	130 17%	54 19%	110 15%
Controlling immigration	440 14%	210 14%	230 14%	30 8%	58 13%	73 13%	86 16%	65 14%	122 17%	59 8%	134 15%	80 17%	150 17%	79 13%	60 12%	30 9%	58 19%	121 15%	36 13%	63 9%
Education	349 11%	143 9%	207 13%	37 10%	49 11%	89 16%	64 12%	52 11%	58 8%	105 14%	92 10%	50 11%	83 9%	54 9%	65 13%	55 16%	13 4%	54 7%	32 12%	113 16%
The deficit and the debt	291 9%	190 12%	101 6%	44 12%	45 10%	50 9%	60 11%	40 9%	51 7%	82 11%	99 11%	32 7%	65 7%	84 14%	40 8%	29 8%	29 10%	105 13%	22 8%	60 8%
Cutting welfare dependency	218 7%	104 7%	115 7%	25 7%	41 9%	44 8%	35 7%	32 7%	41 6%	59 8%	77 8%	24 5%	50 6%	57 9%	18 4%	19 6%	29 10%	76 10%	15 5%	38 5%
Standing up for Britains interests in Europe	197 6%	108 7%	88 6%	10 3%	24 5%	35 6%	27 5%	36 8%	64 9%	42 6%	55 6%	34 7%	64 7%	58 9%	12 2%	13 4%	41 14%	79 10%	10 4%	39 5%
Defence and protecting Britains security	150 5%	89 6%	61 4%	13 4%	15 3%	26 5%	17 3%	26 5%	53 7%	35 5%	29 3%	36 8%	45 5%	31 5%	22 4%	14 4%	27 9%	42 5%	14 5%	38 5%
The environment	148 5%	73 5%	75 5%	37 10%	20 4%	17 3%	25 5%	18 4%	30 4%	43 6%	37 4%	14 3%	45 5%	13 2%	23 5%	31 9%	3 1%	17 2%	9 3%	45 6%
Crime	135 4%	64 4%	72 5%	18 5%	23 5%	19 3%	18 3%	15 3%	42 6%	19 3%	39 4%	21 4%	53 6%	15 2%	21 4%	9 2%	6 2%	27 3%	8 3%	20 3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 19

**Q.7 Which of the following issues do you think is the 3rd most important facing Britain?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
The NHS	574 18%	294 19%	280 18%	63 18%	89 20%	96 17%	114 22%	83 17%	129 17%	127 17%	168 18%	87 18%	171 19%	100 16%	89 18%	73 21%	50 17%	130 17%	46 16%	148 21%
Education	484 16%	213 14%	271 17%	64 18%	92 20%	112 20%	71 13%	55 12%	88 12%	126 17%	151 16%	62 13%	125 14%	76 12%	99 20%	71 21%	26 9%	90 12%	52 19%	148 21%
The economy and jobs	410 13%	208 14%	202 13%	55 15%	68 15%	68 12%	60 11%	72 15%	85 12%	95 13%	111 12%	67 14%	119 13%	66 11%	63 13%	49 14%	39 13%	85 11%	38 14%	100 14%
Controlling immigration	291 9%	134 9%	157 10%	29 8%	32 7%	47 9%	50 9%	54 11%	78 11%	62 8%	73 8%	47 10%	95 11%	74 12%	49 10%	20 6%	23 8%	81 10%	24 9%	44 6%
The deficit and the debt	246 8%	123 8%	123 8%	35 10%	34 8%	49 9%	43 8%	36 8%	46 6%	74 10%	84 9%	32 7%	48 5%	53 9%	29 6%	36 11%	17 6%	64 8%	23 8%	53 7%
Defence and protecting Britains security	241 8%	129 8%	112 7%	16 5%	30 7%	36 7%	50 9%	35 7%	73 10%	39 5%	70 8%	46 10%	78 9%	57 9%	30 6%	21 6%	42 14%	74 10%	17 6%	43 6%
Cutting welfare dependency	237 8%	113 7%	124 8%	24 7%	34 7%	44 8%	43 8%	28 6%	63 9%	62 9%	69 8%	42 9%	57 6%	70 11%	18 4%	19 6%	28 9%	83 11%	13 5%	40 6%
Standing up for Britains interests in Europe	221 7%	113 7%	108 7%	19 5%	19 4%	27 5%	34 6%	50 11%	70 9%	48 7%	66 7%	34 7%	67 8%	61 10%	23 5%	13 4%	43 14%	87 11%	15 5%	33 5%
Crime	207 7%	86 6%	121 8%	27 7%	28 6%	44 8%	29 6%	25 5%	53 7%	38 5%	69 8%	28 6%	63 7%	40 7%	40 8%	14 4%	28 9%	59 8%	25 9%	32 5%
The environment	186 6%	100 7%	87 5%	22 6%	29 6%	25 4%	32 6%	35 7%	43 6%	53 7%	51 6%	22 5%	51 6%	22 3%	55 11%	27 8%	4 1%	27 3%	22 8%	70 10%
Don't know/ none	17 1%	11 1%	6 *	3 1%	- -	2 *	2 *	- -	10 1%	2 *	3 *	3 1%	8 1%	2 *	2 *	2 1%	- -	1 *	1 *	1 *

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 20

**Q.7 Which of the following issues do you think are the three most important facing Britain?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
The economy and jobs	1963 63%	1019 67%	944 59%	250 70%	344 76%	374 68%	349 66%	286 60%	354 48%	535 74%	611 67%	290 62%	460 52%	369 59%	367 74%	237 69%	156 52%	452 58%	197 71%	508 71%
The NHS	1742 56%	770 51%	972 61%	176 49%	260 57%	292 53%	292 55%	276 58%	437 59%	368 51%	508 55%	269 57%	533 60%	289 46%	339 68%	198 57%	131 43%	356 46%	184 67%	449 63%
Controlling immigration	1344 43%	607 40%	737 46%	113 32%	143 31%	217 39%	238 45%	224 47%	402 54%	213 29%	359 39%	237 50%	477 54%	289 47%	164 33%	99 29%	199 66%	398 51%	99 36%	186 26%
Education	1046 34%	464 30%	582 37%	158 44%	182 40%	232 42%	161 30%	125 26%	186 25%	297 41%	296 32%	138 29%	263 30%	156 25%	210 42%	162 47%	48 16%	169 22%	112 40%	318 45%
The deficit and the debt	751 24%	432 28%	320 20%	104 29%	109 24%	136 25%	140 26%	123 26%	138 19%	219 30%	254 28%	102 22%	154 18%	216 35%	80 16%	98 28%	72 24%	249 32%	51 19%	159 22%
Cutting welfare dependency	579 19%	269 18%	310 19%	55 16%	95 21%	124 22%	102 19%	78 17%	124 17%	150 21%	189 21%	91 19%	128 14%	171 27%	54 11%	46 13%	61 20%	209 27%	36 13%	98 14%
Standing up for Britains interests in Europe	543 17%	297 20%	246 15%	37 10%	57 12%	71 13%	78 15%	112 24%	185 25%	110 15%	156 17%	88 19%	176 20%	152 25%	41 8%	37 11%	109 36%	213 27%	32 12%	100 14%
Defence and protecting Britains security	512 16%	287 19%	225 14%	41 12%	54 12%	77 14%	90 17%	80 17%	169 23%	95 13%	137 15%	88 19%	172 20%	111 18%	70 14%	54 16%	84 28%	150 19%	36 13%	110 15%
The environment	448 14%	238 16%	211 13%	83 23%	55 12%	58 11%	79 15%	71 15%	100 14%	126 17%	115 13%	45 10%	134 15%	39 6%	99 20%	79 23%	6 2%	49 6%	43 16%	151 21%
Crime	396 13%	175 12%	221 14%	49 14%	63 14%	70 13%	59 11%	44 9%	109 15%	64 9%	118 13%	58 12%	139 16%	69 11%	67 13%	25 7%	35 12%	99 13%	36 13%	59 8%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 21

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The economy and jobs**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1179	619	560	107	143	213	194	181	334	330	343	166	305	512	44	65	150	581	33	162
	38%	41%	35%	30%	32%	39%	37%	38%	45%	45%	37%	35%	35%	82%	9%	19%	50%	74%	12%	23%
Labour Party	1131	556	575	147	193	199	195	178	215	243	341	176	330	58	420	100	88	98	224	308
	36%	37%	36%	41%	42%	36%	37%	38%	29%	33%	37%	37%	37%	9%	84%	29%	29%	13%	81%	43%
Liberal Democrats	395	168	227	51	54	72	58	76	83	87	128	52	114	32	19	167	18	50	11	184
	13%	11%	14%	14%	12%	13%	11%	16%	11%	12%	14%	11%	13%	5%	4%	48%	6%	6%	4%	26%
None of them	202	108	94	5	28	38	48	24	58	31	40	41	73	4	8	5	31	30	4	20
	6%	7%	6%	1%	6%	7%	9%	5%	8%	4%	4%	9%	8%	1%	2%	2%	10%	4%	1%	3%
Don't know	207	72	135	47	36	27	34	15	47	35	63	35	60	16	6	8	14	22	4	39
	7%	5%	9%	13%	8%	5%	6%	3%	6%	5%	7%	7%	7%	3%	1%	2%	5%	3%	1%	5%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 22

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The deficit and the debt**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1672	883	788	166	200	289	295	284	434	434	501	247	440	558	147	138	203	667	83	319
	54%	58%	50%	46%	44%	52%	56%	60%	59%	60%	55%	53%	50%	90%	30%	40%	68%	85%	30%	45%
Labour Party	662	307	355	93	111	124	108	101	123	152	200	92	187	25	281	57	38	38	157	182
	21%	20%	22%	26%	24%	22%	20%	21%	17%	21%	22%	20%	21%	4%	56%	16%	13%	5%	57%	26%
Liberal Democrats	362	156	206	49	69	69	51	47	76	74	116	52	111	21	39	128	17	30	16	153
	12%	10%	13%	14%	15%	13%	10%	10%	10%	10%	13%	11%	13%	3%	8%	37%	6%	4%	6%	21%
None of them	178	94	85	7	25	32	42	20	50	31	36	30	68	3	13	7	30	26	8	21
	6%	6%	5%	2%	6%	6%	8%	4%	7%	4%	4%	6%	8%	*	3%	2%	10%	3%	3%	3%
Don't know	240	83	157	41	49	37	33	22	55	36	63	49	77	14	18	16	12	21	12	38
	8%	5%	10%	12%	11%	7%	6%	5%	7%	5%	7%	10%	9%	2%	4%	5%	4%	3%	4%	5%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 23

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The NHS**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Labour Party	1374	697	677	196	190	241	260	225	257	337	437	189	366	143	435	125	110	201	237	386
	44%	46%	43%	55%	42%	44%	49%	48%	35%	46%	48%	40%	42%	23%	87%	36%	37%	26%	86%	54%
Conservative Party	777	395	382	54	98	135	112	116	259	176	228	117	215	372	28	32	97	405	17	67
	25%	26%	24%	15%	22%	25%	21%	25%	35%	24%	25%	25%	24%	60%	6%	9%	32%	52%	6%	9%
Liberal Democrats	499	234	265	53	82	103	67	84	108	126	135	76	152	67	25	164	38	87	11	202
	16%	15%	17%	15%	18%	19%	13%	18%	15%	17%	15%	16%	17%	11%	5%	48%	13%	11%	4%	28%
None of them	219	109	111	4	34	33	54	27	65	40	50	38	74	21	4	8	37	52	4	25
	7%	7%	7%	1%	8%	6%	10%	6%	9%	5%	5%	8%	8%	3%	1%	2%	12%	7%	1%	4%
Don't know	245	88	156	49	49	39	36	20	50	48	66	49	75	18	7	16	18	37	7	33
	8%	6%	10%	14%	11%	7%	7%	4%	7%	7%	7%	10%	8%	3%	1%	5%	6%	5%	3%	5%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 24

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Crime**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1368 44%	730 48%	638 40%	119 33%	169 37%	229 42%	220 41%	248 52%	381 52%	383 53%	381 42%	205 44%	356 40%	507 82%	105 21%	117 34%	157 52%	592 76%	68 25%	246 35%
Labour Party	848 27%	411 27%	437 27%	156 44%	129 29%	155 28%	145 27%	106 22%	153 21%	165 23%	274 30%	130 28%	245 28%	50 8%	322 65%	57 17%	65 22%	89 11%	160 58%	207 29%
Liberal Democrats	399 13%	167 11%	232 15%	24 7%	71 16%	79 14%	70 13%	65 14%	88 12%	88 12%	127 14%	50 11%	120 14%	34 5%	45 9%	138 40%	26 9%	35 4%	23 8%	179 25%
None of them	211 7%	107 7%	104 7%	3 1%	25 6%	38 7%	57 11%	29 6%	57 8%	34 5%	48 5%	38 8%	76 9%	12 2%	8 2%	11 3%	32 11%	34 4%	9 3%	27 4%
Don't know	287 9%	107 7%	180 11%	53 15%	60 13%	49 9%	38 7%	25 5%	59 8%	57 8%	86 9%	47 10%	85 10%	19 3%	18 4%	22 6%	20 7%	32 4%	17 6%	53 7%



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 25

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Education**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Labour Party	1062	521	541	127	178	213	198	152	190	244	304	168	297	76	393	74	73	118	213	277
	34%	34%	34%	36%	39%	39%	37%	32%	26%	34%	33%	36%	34%	12%	79%	21%	24%	15%	77%	39%
Conservative Party	966	472	494	90	120	140	136	147	331	224	323	128	263	427	55	48	122	474	32	104
	31%	31%	31%	25%	26%	25%	26%	31%	45%	31%	35%	27%	30%	69%	11%	14%	41%	61%	12%	15%
Liberal Democrats	658	340	318	82	98	126	111	120	117	182	179	92	182	82	42	199	56	118	20	274
	21%	22%	20%	23%	22%	23%	21%	25%	16%	25%	20%	20%	21%	13%	9%	58%	19%	15%	7%	38%
None of them	187	90	97	7	21	35	49	26	48	35	31	40	70	16	1	8	30	38	3	19
	6%	6%	6%	2%	5%	6%	9%	5%	7%	5%	3%	9%	8%	3%	*	2%	10%	5%	1%	3%
Don't know	241	100	141	50	37	37	36	28	52	42	79	41	69	20	7	17	19	34	8	39
	8%	7%	9%	14%	8%	7%	7%	6%	7%	6%	9%	9%	8%	3%	1%	5%	6%	4%	3%	5%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 26

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Controlling immigration**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1538 49%	809 53%	729 46%	163 46%	211 46%	290 53%	252 48%	234 49%	386 52%	419 58%	484 53%	213 45%	373 42%	507 82%	177 35%	148 43%	164 55%	584 75%	93 34%	320 45%
Labour Party	574 18%	255 17%	319 20%	70 20%	88 19%	90 16%	106 20%	101 21%	117 16%	116 16%	143 16%	89 19%	204 23%	37 6%	228 46%	46 13%	32 11%	54 7%	129 47%	136 19%
Liberal Democrats	400 13%	179 12%	222 14%	63 18%	68 15%	63 11%	57 11%	63 13%	85 12%	88 12%	115 13%	61 13%	124 14%	27 4%	54 11%	113 33%	32 11%	36 5%	23 8%	152 21%
None of them	318 10%	165 11%	152 10%	14 4%	40 9%	58 11%	75 14%	42 9%	86 12%	55 8%	93 10%	53 11%	97 11%	30 5%	18 4%	17 5%	50 17%	70 9%	13 5%	49 7%
Don't know	284 9%	115 8%	169 11%	46 13%	47 10%	50 9%	39 7%	34 7%	64 9%	49 7%	80 9%	56 12%	83 9%	21 3%	21 4%	20 6%	22 7%	38 5%	18 7%	56 8%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 27

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Cutting welfare dependency**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1778	934	844	173	242	327	315	298	420	479	565	262	425	536	228	175	212	648	130	390
	57%	61%	53%	49%	53%	59%	59%	63%	57%	66%	62%	56%	48%	86%	46%	51%	71%	83%	47%	55%
Labour Party	573	281	292	92	80	101	94	80	124	112	142	97	197	40	198	47	36	52	113	135
	18%	18%	18%	26%	18%	18%	18%	17%	17%	15%	15%	21%	22%	6%	40%	14%	12%	7%	41%	19%
Liberal Democrats	350	135	215	36	64	58	50	52	88	73	90	44	124	27	34	97	22	37	11	131
	11%	9%	14%	10%	14%	11%	9%	11%	12%	10%	10%	9%	14%	4%	7%	28%	7%	5%	4%	18%
None of them	179	93	86	9	26	29	41	24	48	26	48	30	62	6	17	9	19	20	7	25
	6%	6%	5%	3%	6%	5%	8%	5%	6%	4%	5%	6%	7%	1%	3%	2%	6%	3%	3%	3%
Don't know	234	80	154	46	43	36	30	18	59	36	70	37	75	13	21	18	12	24	15	32
	8%	5%	10%	13%	9%	6%	6%	4%	8%	5%	8%	8%	8%	2%	4%	5%	4%	3%	5%	4%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 28

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Standing up for Britains interests in Europe**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1443	741	702	130	183	245	238	229	415	371	442	215	371	515	112	124	162	602	69	265
	46%	49%	44%	37%	40%	45%	45%	48%	56%	51%	48%	46%	42%	83%	23%	36%	54%	77%	25%	37%
Labour Party	713	347	366	116	113	120	126	112	122	157	210	113	204	35	291	50	47	56	151	174
	23%	23%	23%	33%	25%	22%	24%	24%	16%	22%	23%	24%	23%	6%	58%	14%	16%	7%	55%	24%
Liberal Democrats	463	206	256	57	79	98	75	77	76	116	135	58	142	47	62	140	28	52	35	190
	15%	14%	16%	16%	17%	18%	14%	16%	10%	16%	15%	12%	16%	8%	12%	40%	9%	7%	13%	27%
None of them	244	139	105	6	31	51	56	28	70	38	51	49	87	11	10	11	50	43	7	36
	8%	9%	7%	2%	7%	9%	11%	6%	10%	5%	6%	10%	10%	2%	2%	3%	17%	6%	3%	5%
Don't know	251	90	162	47	48	36	35	27	56	45	77	35	79	13	23	21	13	29	14	49
	8%	6%	10%	13%	11%	7%	7%	6%	8%	6%	8%	7%	9%	2%	5%	6%	4%	4%	5%	7%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 29

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The environment**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Liberal Democrats	1392	733	659	162	199	298	255	227	248	401	464	183	306	280	169	262	116	328	87	455
	45%	48%	41%	45%	44%	54%	48%	48%	34%	55%	51%	39%	35%	45%	34%	76%	39%	42%	31%	64%
Conservative Party	623	308	314	68	77	83	80	80	233	109	170	95	223	254	50	32	89	302	31	43
	20%	20%	20%	19%	17%	15%	15%	17%	32%	15%	19%	20%	25%	41%	10%	9%	30%	39%	11%	6%
Labour Party	607	275	331	65	106	93	104	109	129	132	156	103	192	40	249	33	37	61	137	148
	19%	18%	21%	18%	23%	17%	20%	23%	17%	18%	17%	22%	22%	6%	50%	9%	12%	8%	50%	21%
None of them	217	107	110	6	25	37	56	29	62	37	45	41	76	15	8	8	36	39	8	27
	7%	7%	7%	2%	6%	7%	11%	6%	8%	5%	5%	9%	9%	2%	2%	2%	12%	5%	3%	4%
Don't know	276	99	177	56	47	41	34	28	67	47	80	48	85	32	22	10	22	51	14	41
	9%	7%	11%	16%	10%	7%	6%	6%	9%	6%	9%	10%	10%	5%	4%	3%	7%	7%	5%	6%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 30

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Defence and protecting Britains security**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Conservative Party	1585	825	760	160	192	287	270	253	417	422	491	238	386	542	152	170	177	619	87	341
	51%	54%	48%	45%	42%	52%	51%	54%	57%	58%	54%	51%	44%	87%	30%	49%	59%	79%	31%	48%
Labour Party	727	345	383	73	126	136	131	122	136	156	204	108	230	32	276	57	63	75	154	174
	23%	23%	24%	21%	28%	25%	25%	26%	18%	21%	22%	23%	26%	5%	55%	17%	21%	10%	56%	24%
Liberal Democrats	285	127	159	49	46	51	34	40	64	61	74	38	104	14	29	80	15	20	10	106
	9%	8%	10%	14%	10%	9%	7%	8%	9%	8%	8%	8%	12%	2%	6%	23%	5%	2%	4%	15%
None of them	213	119	93	5	29	32	50	32	64	33	52	37	72	17	8	17	28	41	4	35
	7%	8%	6%	1%	6%	6%	9%	7%	9%	4%	6%	8%	8%	3%	2%	5%	9%	5%	2%	5%
Don't know	304	108	196	69	62	45	45	25	56	55	94	49	90	16	34	22	17	27	21	57
	10%	7%	12%	19%	14%	8%	8%	5%	8%	8%	10%	10%	10%	3%	7%	6%	6%	3%	7%	8%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 31

**Q.8 Thinking about the governments proposed cuts in public spending, which of the following statements comes closest to your view?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
The cuts are too deep and are being made too quickly	1327 43%	637 42%	690 43%	176 49%	194 43%	244 44%	241 45%	204 43%	262 35%	272 37%	385 42%	212 45%	412 47%	86 14%	333 67%	160 46%	119 40%	135 17%	193 70%	367 51%
The cuts are necessary and unavoidable and are the right thing for the economy	1158 37%	581 38%	578 36%	106 30%	177 39%	220 40%	181 34%	196 41%	277 38%	341 47%	355 39%	164 35%	260 29%	384 62%	106 21%	135 39%	113 38%	451 58%	56 20%	272 38%
The cuts do not go far enough - the government should do more to reduce public spending	554 18%	273 18%	281 18%	68 19%	64 14%	81 15%	96 18%	68 14%	174 24%	106 15%	153 17%	83 18%	179 20%	148 24%	56 11%	43 13%	66 22%	190 24%	26 9%	59 8%
Don't know	75 2%	32 2%	43 3%	6 2%	19 4%	6 1%	11 2%	5 1%	25 3%	8 1%	22 2%	12 2%	31 3%	3 *	3 1%	7 2%	2 1%	6 1%	1 *	15 2%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 32

**Q.9 Thinking about Britains economy, which of the following comes closest to your own view?****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two years	1469 47%	749 49%	719 45%	146 41%	198 44%	261 47%	235 44%	236 50%	388 53%	397 55%	463 51%	224 48%	344 39%	508 82%	144 29%	170 49%	129 43%	560 72%	88 32%	322 45%
In two years time, the economy will be no better, or even worse, than it is now	1569 50%	728 48%	841 53%	203 57%	250 55%	284 52%	271 51%	229 48%	324 44%	309 43%	439 48%	239 51%	508 58%	103 17%	343 69%	170 49%	167 56%	210 27%	182 66%	371 52%
Don't know	76 2%	45 3%	31 2%	7 2%	5 1%	5 1%	23 4%	8 2%	27 4%	20 3%	14 1%	7 2%	30 3%	9 2%	12 2%	5 2%	4 1%	12 2%	6 2%	20 3%



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 33

**Q.10 Overall, would you say Britain is going in the right direction, or the wrong direction?****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Right direction	1689	868	821	175	218	284	283	253	472	443	533	252	409	558	193	213	146	634	102	380
	54%	57%	52%	49%	48%	52%	53%	53%	64%	61%	58%	54%	46%	90%	39%	62%	49%	81%	37%	53%
Wrong direction	1316	613	703	175	217	253	230	200	234	265	358	195	434	57	293	126	147	134	164	312
	42%	40%	44%	49%	48%	46%	43%	42%	32%	36%	39%	41%	49%	9%	59%	36%	49%	17%	60%	44%
Don't know	110	42	68	6	19	14	16	20	32	19	24	23	39	6	12	7	8	14	10	20
	4%	3%	4%	2%	4%	3%	3%	4%	4%	3%	3%	5%	4%	1%	2%	2%	3%	2%	4%	3%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 34

**Q.11 Would you say you were moving towards or away 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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>the Labour Party</u></b>																				
Towards	852	381	471	126	148	155	142	119	158	199	253	126	240	28	375	97	32	58	164	273
	27%	25%	30%	35%	33%	28%	27%	25%	21%	27%	28%	27%	27%	4%	75%	28%	11%	7%	59%	38%
Away from	1996	1024	972	187	262	359	345	332	506	482	587	303	554	581	104	229	255	698	93	390
	64%	67%	61%	52%	58%	65%	65%	70%	69%	66%	64%	64%	63%	94%	21%	66%	85%	89%	34%	55%
Don't know	267	118	149	44	44	36	43	22	74	46	76	41	88	12	20	20	13	26	19	50
	9%	8%	9%	12%	10%	7%	8%	5%	10%	6%	8%	9%	10%	2%	4%	6%	4%	3%	7%	7%
<b><u>the Conservative Party</u></b>																				
Towards	1016	500	516	95	156	167	163	146	287	261	330	158	240	537	51	80	55	490	40	157
	33%	33%	32%	27%	34%	30%	31%	31%	39%	36%	36%	34%	27%	87%	10%	23%	18%	63%	14%	22%
Away from	1862	917	945	226	264	352	320	305	389	417	532	277	559	67	437	254	238	263	227	518
	60%	60%	59%	63%	58%	64%	60%	65%	53%	57%	58%	59%	63%	11%	88%	74%	79%	34%	82%	73%
Don't know	236	106	130	36	34	32	47	22	62	48	54	36	83	17	11	11	7	29	10	37
	8%	7%	8%	10%	7%	6%	9%	5%	8%	7%	6%	8%	9%	3%	2%	3%	2%	4%	4%	5%
<b><u>the Liberal Democrats</u></b>																				
Towards	811	370	441	85	130	150	124	143	177	204	244	118	217	163	74	260	28	175	45	305
	26%	24%	28%	24%	29%	27%	23%	30%	24%	28%	27%	25%	25%	26%	15%	75%	9%	22%	16%	43%
Away from	2058	1055	1003	233	288	373	365	304	486	477	620	308	574	438	399	74	264	576	218	375
	66%	69%	63%	65%	63%	68%	69%	64%	66%	66%	68%	65%	65%	70%	80%	21%	88%	74%	79%	53%
Don't know	245	99	147	38	36	28	40	27	75	45	52	44	90	21	25	12	8	31	13	32
	8%	6%	9%	11%	8%	5%	8%	6%	10%	6%	6%	9%	10%	3%	5%	3%	3%	4%	5%	5%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 34

**Q.11 Would you say you were moving towards or away 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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b>UKIP</b>																				
Towards	932 30%	514 34%	417 26%	80 22%	127 28%	142 26%	179 34%	154 33%	245 33%	174 24%	286 31%	142 30%	300 34%	175 28%	82 16%	52 15%	288 96%	316 40%	54 20%	141 20%
Away from	1903 61%	892 59%	1011 64%	234 66%	290 64%	367 67%	308 58%	288 61%	410 56%	503 69%	568 62%	277 59%	483 55%	408 66%	396 80%	272 79%	6 2%	420 54%	205 74%	528 74%
Don't know	279 9%	116 8%	163 10%	43 12%	37 8%	42 8%	42 8%	31 7%	83 11%	50 7%	62 7%	51 11%	98 11%	38 6%	20 4%	21 6%	6 2%	45 6%	16 6%	44 6%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 35

**Q.12a I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Knocked on your door**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
Yes	236	117	119	26	40	61	39	20	49	51	69	37	69	29	71	29	13	33	36	48
	8%	8%	7%	7%	9%	11%	7%	4%	7%	7%	8%	8%	8%	5%	14%	8%	4%	4%	13%	7%
No	2442	1213	1229	278	365	411	407	384	591	605	724	337	688	504	369	275	255	639	215	576
	78%	80%	77%	78%	80%	75%	77%	81%	80%	83%	79%	72%	78%	81%	74%	80%	85%	82%	78%	81%
Don't know	437	193	243	52	49	79	83	69	98	70	123	96	125	88	58	42	32	111	26	88
	14%	13%	15%	15%	11%	14%	16%	15%	13%	10%	13%	20%	14%	14%	12%	12%	11%	14%	9%	12%
<b><u>The Conservative Party</u></b>																				
Yes	364	169	194	24	48	61	58	58	112	92	117	52	85	118	52	42	29	144	25	81
	12%	11%	12%	7%	11%	11%	11%	12%	15%	13%	13%	11%	10%	19%	10%	12%	10%	18%	9%	11%
No	2314	1159	1155	281	358	412	385	344	529	564	673	325	671	419	386	262	239	530	224	544
	74%	76%	73%	79%	79%	75%	73%	73%	72%	78%	74%	69%	76%	67%	78%	76%	79%	68%	81%	76%
Don't know	437	194	243	52	48	78	86	71	97	70	125	93	125	84	60	42	32	109	27	88
	14%	13%	15%	15%	11%	14%	16%	15%	13%	10%	14%	20%	14%	14%	12%	12%	11%	14%	10%	12%
<b><u>The Liberal Democrats</u></b>																				
Yes	443	236	207	40	67	90	71	64	109	127	129	74	94	89	85	91	30	110	44	151
	14%	15%	13%	11%	15%	16%	13%	13%	15%	18%	14%	16%	11%	14%	17%	26%	10%	14%	16%	21%
No	2237	1094	1143	264	339	385	373	340	529	530	664	302	660	448	355	211	238	563	206	474
	72%	72%	72%	74%	75%	70%	71%	72%	72%	73%	73%	64%	75%	72%	71%	61%	79%	72%	75%	66%
Don't know	435	193	241	53	48	76	85	69	99	69	123	94	127	85	58	43	32	109	26	88
	14%	13%	15%	15%	11%	14%	16%	15%	13%	10%	13%	20%	14%	14%	12%	12%	11%	14%	10%	12%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 36

**Q.12b I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Telephoned you**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
Yes	45 1%	22 1%	24 1%	7 2%	8 2%	4 1%	5 1%	10 2%	11 1%	14 2%	15 2%	3 1%	11 1%	5 1%	16 3%	6 2%	- -	4 1%	10 4%	13 2%
No	2640 85%	1305 86%	1335 84%	296 83%	395 87%	473 86%	442 83%	394 83%	632 86%	645 89%	779 85%	371 79%	751 85%	532 86%	426 86%	298 86%	269 90%	669 86%	241 87%	613 86%
Don't know	429 14%	196 13%	233 15%	53 15%	50 11%	73 13%	82 16%	69 15%	95 13%	68 9%	122 13%	96 20%	120 14%	84 14%	55 11%	41 12%	31 10%	109 14%	25 9%	87 12%
<b><u>The Conservative Party</u></b>																				
Yes	75 2%	41 3%	35 2%	9 2%	11 2%	6 1%	7 1%	9 2%	32 4%	20 3%	13 1%	12 3%	24 3%	33 5%	7 1%	6 2%	6 2%	37 5%	4 1%	11 2%
No	2609 84%	1286 84%	1323 83%	295 83%	395 87%	469 85%	439 83%	394 83%	610 83%	639 88%	781 85%	364 77%	735 83%	504 81%	436 88%	299 86%	263 88%	636 81%	248 90%	614 86%
Don't know	430 14%	196 13%	234 15%	53 15%	48 11%	75 14%	83 16%	69 15%	96 13%	68 9%	122 13%	94 20%	122 14%	84 14%	55 11%	41 12%	31 10%	109 14%	25 9%	87 12%
<b><u>The Liberal Democrats</u></b>																				
Yes	97 3%	55 4%	43 3%	8 2%	15 3%	8 2%	15 3%	17 4%	34 5%	29 4%	22 2%	11 2%	32 4%	15 2%	11 2%	38 11%	4 1%	18 2%	4 2%	52 7%
No	2588 83%	1273 84%	1315 83%	294 83%	391 86%	469 85%	431 81%	387 82%	608 82%	628 86%	772 84%	365 78%	730 83%	522 84%	432 87%	267 77%	264 88%	656 84%	247 89%	572 80%
Don't know	429 14%	195 13%	234 15%	54 15%	48 11%	73 13%	83 16%	69 15%	96 13%	70 10%	122 13%	94 20%	120 14%	84 13%	55 11%	41 12%	33 11%	109 14%	25 9%	88 12%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 37

**Q.12c I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Delivered leaflets or newspapers to your home**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
Yes	725	359	366	81	117	153	123	106	143	178	201	107	206	125	168	95	51	137	101	174
	23%	24%	23%	23%	26%	28%	23%	22%	19%	25%	22%	23%	23%	20%	34%	28%	17%	17%	36%	24%
No	1933	958	976	219	285	318	320	292	494	473	586	267	546	408	270	208	218	533	147	444
	62%	63%	61%	61%	63%	58%	60%	62%	67%	65%	64%	57%	62%	66%	54%	60%	72%	68%	53%	62%
Don't know	455	206	250	56	52	79	86	75	102	75	128	96	129	89	60	42	32	113	28	95
	15%	14%	16%	16%	11%	14%	16%	16%	14%	10%	14%	20%	15%	14%	12%	12%	11%	14%	10%	13%
<b><u>The Conservative Party</u></b>																				
Yes	1129	556	573	102	156	203	189	186	289	305	331	156	304	296	184	146	95	344	94	311
	36%	36%	36%	29%	34%	37%	36%	39%	39%	42%	36%	33%	35%	48%	37%	42%	32%	44%	34%	44%
No	1530	756	774	198	248	268	251	212	349	348	456	217	449	237	255	158	172	323	156	310
	49%	50%	49%	56%	55%	49%	47%	45%	47%	48%	50%	46%	51%	38%	51%	46%	57%	41%	56%	44%
Don't know	456	211	244	56	50	80	90	76	100	74	129	98	128	89	59	42	32	115	27	91
	15%	14%	15%	16%	11%	15%	17%	16%	14%	10%	14%	21%	15%	14%	12%	12%	11%	15%	10%	13%
<b><u>The Liberal Democrats</u></b>																				
Yes	1272	641	631	116	175	261	222	200	294	362	373	175	323	277	230	194	105	321	126	384
	41%	42%	40%	32%	39%	47%	42%	42%	40%	50%	41%	37%	37%	45%	46%	56%	35%	41%	45%	54%
No	1389	674	715	186	227	211	220	195	346	292	414	201	428	259	209	109	163	350	124	237
	45%	44%	45%	52%	50%	38%	42%	41%	47%	40%	45%	43%	49%	42%	42%	32%	54%	45%	45%	33%
Don't know	453	208	245	55	52	78	87	78	98	72	129	95	130	85	59	42	31	111	27	92
	15%	14%	15%	15%	11%	14%	16%	16%	13%	10%	14%	20%	15%	14%	12%	12%	10%	14%	10%	13%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 38

**Q.12d I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Sent you a personally addressed letter**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
Yes	185	100	85	16	28	35	34	26	47	50	44	34	53	27	61	16	10	34	42	35
	6%	7%	5%	4%	6%	6%	6%	5%	6%	7%	5%	7%	6%	4%	12%	5%	3%	4%	15%	5%
No	2466	1213	1253	291	369	430	407	377	585	599	739	337	700	504	374	284	257	632	204	579
	79%	80%	79%	82%	81%	78%	77%	80%	79%	82%	81%	72%	79%	81%	75%	82%	85%	81%	74%	81%
Don't know	463	210	254	50	57	85	89	70	106	78	133	100	129	91	63	46	33	116	30	98
	15%	14%	16%	14%	13%	16%	17%	15%	14%	11%	14%	21%	15%	15%	13%	13%	11%	15%	11%	14%
<b><u>The Conservative Party</u></b>																				
Yes	554	274	280	30	41	87	105	105	186	137	160	72	169	188	64	60	63	244	35	129
	18%	18%	18%	8%	9%	16%	20%	22%	25%	19%	17%	15%	19%	30%	13%	17%	21%	31%	13%	18%
No	2105	1044	1061	277	359	384	338	298	444	512	625	299	590	345	370	239	206	424	212	489
	68%	69%	67%	78%	79%	70%	64%	63%	60%	70%	68%	64%	67%	55%	74%	69%	69%	54%	77%	69%
Don't know	455	205	250	50	55	81	87	70	108	78	131	99	123	89	64	46	31	114	29	95
	15%	13%	16%	14%	12%	15%	16%	15%	15%	11%	14%	21%	14%	14%	13%	13%	10%	15%	11%	13%
<b><u>The Liberal Democrats</u></b>																				
Yes	476	232	243	20	49	88	87	93	138	129	142	72	118	94	58	105	42	119	39	193
	15%	15%	15%	6%	11%	16%	16%	20%	19%	18%	15%	15%	13%	15%	12%	30%	14%	15%	14%	27%
No	2168	1077	1091	286	342	376	357	308	491	515	643	297	630	433	377	193	223	546	209	415
	70%	71%	69%	80%	75%	68%	67%	65%	67%	71%	70%	63%	72%	70%	76%	56%	74%	70%	76%	58%
Don't know	470	214	257	50	63	87	85	72	109	82	131	101	133	94	63	47	35	117	28	104
	15%	14%	16%	14%	14%	16%	16%	15%	15%	11%	14%	22%	15%	15%	13%	14%	12%	15%	10%	15%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 39

**Q.12e I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Held street stalls or similar in the local area**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
<b><u>The Labour Party</u></b>																				
Yes	123 4%	66 4%	57 4%	12 3%	23 5%	36 7%	12 2%	17 4%	23 3%	27 4%	34 4%	20 4%	37 4%	11 2%	47 9%	11 3%	9 3%	22 3%	24 9%	24 3%
No	2364 76%	1166 77%	1198 75%	286 80%	350 77%	399 73%	400 76%	359 76%	563 76%	577 79%	702 77%	335 71%	666 76%	487 78%	373 75%	269 78%	237 79%	596 76%	215 78%	555 78%
Don't know	627 20%	290 19%	336 21%	58 16%	81 18%	115 21%	117 22%	98 21%	152 21%	123 17%	180 20%	115 25%	178 20%	123 20%	78 16%	66 19%	55 18%	165 21%	37 13%	134 19%
<b><u>The Conservative Party</u></b>																				
Yes	216 7%	115 8%	101 6%	21 6%	49 11%	44 8%	14 3%	35 7%	53 7%	55 8%	64 7%	28 6%	58 7%	70 11%	32 6%	24 7%	15 5%	72 9%	21 8%	48 7%
No	2269 73%	1119 73%	1150 72%	275 77%	327 72%	404 73%	395 75%	333 70%	527 71%	552 76%	675 74%	323 69%	640 73%	433 70%	384 77%	258 75%	231 77%	543 69%	217 79%	529 74%
Don't know	629 20%	289 19%	341 21%	60 17%	78 17%	103 19%	120 23%	105 22%	158 21%	119 16%	177 19%	119 25%	184 21%	119 19%	82 16%	64 19%	54 18%	167 21%	38 14%	136 19%
<b><u>The Liberal Democrats</u></b>																				
Yes	226 7%	105 7%	120 8%	25 7%	36 8%	54 10%	26 5%	37 8%	46 6%	60 8%	69 8%	30 6%	56 6%	43 7%	48 10%	39 11%	13 4%	49 6%	27 10%	80 11%
No	2254 72%	1116 73%	1138 72%	273 77%	333 73%	385 70%	389 73%	337 71%	531 72%	542 75%	670 73%	319 68%	643 73%	457 74%	374 75%	240 69%	230 77%	563 72%	212 77%	504 71%
Don't know	634 20%	301 20%	333 21%	58 16%	85 19%	112 20%	115 22%	99 21%	160 22%	124 17%	176 19%	121 26%	183 21%	122 20%	76 15%	67 19%	57 19%	170 22%	37 13%	129 18%



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 40  
**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666	
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713	
Watford	400	199	201	47	80	85	62	51	75	106	117	58	101	80	86	38	35	92	49	86	
		13%	13%	13%	13%	18%	15%	12%	11%	10%	15%	13%	12%	11%	13%	17%	11%	12%	12%	18%	12%
Harrogate and Knaresborough	375	183	192	32	52	71	78	50	91	99	123	43	95	86	56	47	34	101	27	102	
		12%	12%	12%	9%	12%	13%	15%	11%	12%	14%	13%	9%	11%	14%	11%	14%	11%	13%	10%	14%
Camborne and Redruth	422	227	194	45	67	64	71	77	96	68	104	81	153	62	72	44	54	92	42	83	
		14%	15%	12%	13%	15%	12%	13%	16%	13%	9%	11%	17%	10%	14%	13%	18%	12%	15%	12%	
Truro and Falmouth	374	168	205	29	46	52	64	72	108	77	114	58	106	84	55	37	48	113	30	69	
		12%	11%	13%	8%	10%	9%	12%	15%	15%	11%	12%	12%	14%	11%	11%	16%	14%	11%	10%	
Newton Abbot	417	205	213	49	38	72	66	64	128	68	140	50	150	80	55	48	55	114	31	112	
		13%	13%	13%	14%	8%	13%	13%	14%	17%	9%	15%	11%	13%	11%	14%	18%	15%	11%	16%	
Montgomeryshire	416	188	228	49	48	72	79	69	95	65	122	89	118	83	54	41	31	106	25	87	
		13%	12%	14%	14%	10%	13%	15%	15%	13%	9%	13%	19%	13%	11%	12%	10%	14%	9%	12%	
Oxford West and Abingdon	351	172	179	41	66	58	59	50	76	113	81	54	94	70	58	46	20	83	34	92	
		11%	11%	11%	12%	14%	11%	11%	10%	15%	9%	11%	11%	11%	12%	13%	7%	11%	12%	13%	
St Albans	359	180	179	65	57	77	49	40	70	129	115	38	65	75	63	45	24	81	39	83	
		12%	12%	11%	18%	13%	14%	9%	8%	9%	18%	13%	8%	7%	12%	13%	8%	10%	14%	12%	

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 41  
**Constituency Type (Demographic)**  
**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Central Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Towns	400	199	201	47	80	85	62	51	75	106	117	58	101	80	86	38	35	92	49	86
	13%	13%	13%	13%	18%	15%	12%	11%	10%	15%	13%	12%	11%	13%	17%	11%	12%	12%	18%	12%
North	375	183	192	32	52	71	78	50	91	99	123	43	95	86	56	47	34	101	27	102
	12%	12%	12%	9%	12%	13%	15%	11%	12%	14%	13%	9%	11%	14%	11%	14%	11%	13%	10%	14%
Seaside towns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South - rural	1628	788	840	171	199	260	282	282	426	279	480	278	527	310	236	170	187	425	128	350
	52%	52%	53%	48%	44%	47%	53%	60%	58%	38%	52%	59%	60%	50%	47%	49%	62%	54%	46%	49%
South - urban	710	353	358	106	123	136	108	90	145	242	196	92	158	145	120	91	44	165	73	175
	23%	23%	22%	30%	27%	25%	20%	19%	20%	33%	21%	19%	18%	23%	24%	26%	15%	21%	26%	25%
West Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 42  
**Constituency Type (Political)**  
**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Lib Dem	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Labour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misc South	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Towns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North - Urban	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Seaside Towns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 43

**Age****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
18-24	356	197	159	356	-	-	-	-	-	85	128	43	81	33	80	42	25	29	12	57
	11%	13%	10%	100%	-	-	-	-	-	12%	14%	9%	9%	5%	16%	12%	8%	4%	4%	8%
25-34	454	226	228	-	454	-	-	-	-	125	162	75	79	91	72	51	19	92	45	86
	15%	15%	14%	-	100%	-	-	-	-	17%	18%	16%	9%	15%	15%	15%	6%	12%	16%	12%
35-44	551	266	285	-	-	551	-	-	-	164	154	101	107	112	96	65	42	129	51	142
	18%	17%	18%	-	-	100%	-	-	-	23%	17%	22%	12%	18%	19%	19%	14%	16%	18%	20%
45-54	529	256	273	-	-	-	529	-	-	128	169	100	111	96	86	54	64	127	59	131
	17%	17%	17%	-	-	-	100%	-	-	18%	19%	21%	13%	16%	17%	16%	21%	16%	22%	18%
55-64	473	226	247	-	-	-	-	473	-	107	153	68	131	94	78	50	54	139	43	124
	15%	15%	16%	-	-	-	-	100%	-	15%	17%	15%	15%	15%	16%	14%	18%	18%	15%	17%
65 or older	738	346	392	-	-	-	-	-	738	114	150	82	369	192	84	82	97	265	65	173
	24%	23%	25%	-	-	-	-	-	100%	16%	16%	17%	42%	31%	17%	24%	32%	34%	24%	24%
Refused	12	5	7	-	-	-	-	-	-	3	-	1	4	2	1	-	-	2	1	1
	*	*	*	-	-	-	-	-	-	*	-	*	*	*	*	-	-	*	*	*

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 44  
**Gender**  
**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Male	1523	1523	-	197	226	266	256	226	346	383	467	245	371	316	235	167	192	396	139	327
	49%	100%	-	55%	50%	48%	48%	48%	47%	53%	51%	52%	42%	51%	47%	48%	64%	51%	50%	46%
Female	1591	-	1591	159	228	285	273	247	392	344	448	225	510	305	263	179	108	386	138	386
	51%	-	100%	45%	50%	52%	52%	52%	53%	47%	49%	48%	58%	49%	53%	52%	36%	49%	50%	54%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 45

**SEG****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
NET: AB	726	383	344	85	125	164	128	107	114	726	-	-	-	170	130	97	52	201	64	216
	23%	25%	22%	24%	27%	30%	24%	23%	15%	100%	-	-	-	27%	26%	28%	17%	26%	23%	30%
A	244	125	120	24	44	53	45	38	41	244	-	-	-	61	36	38	14	74	19	70
	8%	8%	8%	7%	10%	10%	8%	8%	5%	34%	-	-	-	10%	7%	11%	5%	9%	7%	10%
B	482	258	224	61	80	111	84	70	74	482	-	-	-	108	94	59	38	127	46	145
	15%	17%	14%	17%	18%	20%	16%	15%	10%	66%	-	-	-	17%	19%	17%	13%	16%	17%	20%
C1	916	467	448	128	162	154	169	153	150	-	916	-	-	198	141	97	84	243	85	217
	29%	31%	28%	36%	36%	28%	32%	32%	20%	-	100%	-	-	32%	28%	28%	28%	31%	31%	30%
C2	470	245	225	43	75	101	100	68	82	-	-	470	-	94	78	54	56	111	49	101
	15%	16%	14%	12%	16%	18%	19%	14%	11%	-	-	100%	-	15%	16%	16%	19%	14%	18%	14%
D	392	182	211	61	60	82	65	56	67	-	-	-	392	48	64	40	44	85	23	63
	13%	12%	13%	17%	13%	15%	12%	12%	9%	-	-	-	45%	8%	13%	12%	15%	11%	8%	9%
E	489	190	299	20	18	24	47	75	302	-	-	-	489	95	64	50	57	124	44	101
	16%	12%	19%	6%	4%	4%	9%	16%	41%	-	-	-	55%	15%	13%	15%	19%	16%	16%	14%
NET: DE	882	371	510	81	79	107	111	131	369	-	-	-	882	142	129	90	101	209	67	163
	28%	24%	32%	23%	17%	19%	21%	28%	50%	-	-	-	100%	23%	26%	26%	34%	27%	24%	23%
Refused	120	56	64	20	14	25	20	13	23	-	-	-	-	17	21	8	8	19	11	15
	4%	4%	4%	6%	3%	4%	4%	3%	3%	-	-	-	-	3%	4%	2%	3%	2%	4%	2%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 46

**Which of the following best describes your current working status?**

**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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Working full time - working 30 hours per week or more	1270 41%	770 51%	500 31%	127 36%	279 61%	331 60%	319 60%	182 38%	28 4%	379 52%	440 48%	229 49%	179 20%	281 45%	212 43%	134 39%	106 35%	340 44%	119 43%	290 41%
Working part time - working between 8 and 29 hours per week	531 17%	144 9%	387 24%	103 29%	90 20%	134 24%	94 18%	77 16%	30 4%	120 17%	189 21%	97 21%	111 13%	76 12%	91 18%	67 19%	50 17%	88 11%	44 16%	128 18%
Not working but seeking work or temporarily unemployed or sick	197 6%	108 7%	89 6%	70 20%	34 7%	20 4%	41 8%	29 6%	3 *	33 5%	41 4%	23 5%	90 10%	25 4%	44 9%	16 5%	14 5%	25 3%	15 6%	32 4%
Not working and not seeking work	122 4%	53 3%	69 4%	47 13%	8 2%	20 4%	27 5%	19 4%	1 *	35 5%	22 2%	14 3%	45 5%	17 3%	18 4%	15 4%	9 3%	19 2%	11 4%	27 4%
Retired on a state pension only	405 13%	145 10%	260 16%	- -	2 1%	4 1%	10 2%	54 11%	333 45%	13 2%	23 3%	16 3%	343 39%	92 15%	48 10%	44 13%	48 16%	120 15%	36 13%	84 12%
Retired with a private pension	431 14%	259 17%	172 11%	- -	6 1%	1 *	7 1%	91 19%	325 44%	120 17%	168 18%	66 14%	70 8%	108 17%	58 12%	50 15%	63 21%	166 21%	42 15%	118 16%
House person, housewife, househusband, etc.	106 3%	16 1%	90 6%	1 *	29 6%	31 6%	25 5%	16 3%	4 *	24 3%	28 3%	20 4%	32 4%	15 2%	17 3%	16 5%	10 3%	18 2%	5 2%	29 4%
Refused	52 2%	28 2%	24 2%	8 2%	7 1%	9 2%	5 1%	6 1%	15 2%	3 *	4 *	4 1%	12 1%	8 1%	10 2%	3 1%	2 1%	6 1%	3 1%	6 1%

## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 47

**Is the house or flat in which you live...?****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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Owned outright - without mortgage	1115 36%	542 36%	573 36%	73 21%	66 14%	75 14%	130 25%	255 54%	512 69%	257 35%	327 36%	171 36%	329 37%	282 45%	138 28%	118 34%	124 41%	381 49%	89 32%	268 38%
Owned with a mortgage or loan	1032 33%	505 33%	527 33%	139 39%	182 40%	293 53%	256 48%	108 23%	48 6%	347 48%	338 37%	170 36%	149 17%	233 37%	174 35%	145 42%	86 29%	267 34%	86 31%	294 41%
Rented from the council	233 7%	98 6%	135 8%	25 7%	34 7%	33 6%	38 7%	39 8%	65 9%	13 2%	41 4%	34 7%	136 15%	17 3%	52 10%	15 4%	20 7%	22 3%	24 9%	44 6%
Rented from a housing association	230 7%	97 6%	133 8%	27 8%	41 9%	44 8%	45 8%	29 6%	43 6%	19 3%	55 6%	22 5%	127 14%	20 3%	54 11%	21 6%	28 9%	26 3%	31 11%	29 4%
Rented from someone else	377 12%	210 14%	167 10%	68 19%	114 25%	83 15%	42 8%	26 6%	42 6%	73 10%	129 14%	59 13%	106 12%	55 9%	64 13%	37 11%	29 10%	62 8%	39 14%	63 9%
Rent free	34 1%	17 1%	17 1%	7 2%	6 1%	4 1%	4 1%	3 1%	9 1%	7 1%	7 1%	6 1%	9 1%	3 *	5 1%	4 1%	2 1%	6 1%	2 1%	4 1%
Refused	95 3%	54 4%	41 3%	16 5%	11 2%	18 3%	15 3%	13 3%	19 3%	11 2%	18 2%	7 2%	25 3%	11 2%	11 2%	5 1%	11 4%	19 2%	5 2%	11 2%



## Marginals Poll 2013 - Lib Dem Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 48

Which of the following best describes your marital status?

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- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat
Unweighted base	3202	1445	1757	163	318	469	607	544	1087	1342	604	424	711	713	552	325	317	924	415	666
Weighted base	3114	1523	1591	356	454	551	529	473	738	726	916	470	882	621	498	346	300	782	276	713
Single	759 24%	440 29%	320 20%	307 86%	159 35%	75 14%	90 17%	62 13%	65 9%	158 22%	253 28%	91 19%	232 26%	118 19%	132 26%	85 25%	70 23%	115 15%	51 18%	152 21%
Married	1388 45%	677 44%	710 45%	16 5%	171 38%	319 58%	306 58%	249 53%	320 43%	408 56%	413 45%	241 51%	291 33%	319 51%	218 44%	144 42%	147 49%	441 56%	124 45%	351 49%
Civil Partnership	30 1%	23 2%	6 *	- -	5 1%	9 2%	7 1%	4 1%	5 1%	9 1%	4 *	5 1%	11 1%	7 1%	4 1%	3 1%	* *	6 1%	4 2%	4 1%
Cohabiting	271 9%	142 9%	129 8%	23 6%	90 20%	82 15%	38 7%	29 6%	9 1%	63 9%	89 10%	66 14%	47 5%	43 7%	41 8%	33 10%	27 9%	57 7%	31 11%	64 9%
Widowed	297 10%	91 6%	206 13%	- -	5 1%	5 1%	14 3%	34 7%	236 32%	32 4%	58 6%	30 6%	167 19%	80 13%	34 7%	38 11%	25 8%	97 12%	32 12%	63 9%
Separated	49 2%	21 1%	28 2%	- -	3 1%	12 2%	17 3%	11 2%	6 1%	8 1%	16 2%	7 2%	17 2%	4 1%	11 2%	10 3%	2 1%	7 1%	5 2%	10 1%
Divorced	225 7%	78 5%	146 9%	- -	4 1%	29 5%	39 7%	73 15%	80 11%	36 5%	64 7%	24 5%	95 11%	41 7%	42 8%	25 7%	24 8%	49 6%	22 8%	53 7%
Refused	96 3%	50 3%	46 3%	10 3%	17 4%	20 4%	19 4%	11 2%	17 2%	14 2%	18 2%	6 1%	23 3%	10 2%	15 3%	7 2%	5 2%	10 1%	6 2%	14 2%