

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907	
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007	
Certain to vote	(10) 9231	4569	4662	428	825	1381	1738	1849	2965	2636	2711	1718	1790	2655	1205	1197	1638	557	
		54%	55%	53%	26%	35%	48%	56%	66%	71%	63%	54%	46%	53%	69%	58%	63%	61%	55%
	(9) 1016	489	527	109	136	173	212	144	240	286	303	207	183	247	135	168	140	71	
		6%	6%	6%	7%	6%	6%	7%	5%	6%	7%	6%	6%	5%	6%	7%	9%	5%	7%
	(8) 1504	699	805	173	292	276	275	217	267	361	462	336	284	367	232	171	246	110	
		9%	8%	9%	11%	12%	10%	9%	8%	6%	9%	9%	9%	8%	10%	11%	9%	9%	11%
	(7) 814	405	409	152	143	163	147	104	102	169	247	219	131	211	118	99	126	68	
		5%	5%	5%	9%	6%	6%	5%	4%	2%	4%	5%	6%	4%	5%	6%	5%	5%	7%
	(6) 475	231	244	90	107	80	85	61	50	86	140	145	84	76	85	79	84	33	
		3%	3%	3%	6%	4%	3%	3%	2%	1%	2%	3%	4%	2%	2%	4%	4%	3%	3%
	(5) 1213	523	690	201	252	258	180	139	180	208	314	337	279	184	158	107	245	84	
		7%	6%	8%	12%	11%	9%	6%	5%	4%	5%	6%	9%	8%	5%	8%	6%	9%	8%
	(4) 278	143	135	70	82	35	32	33	25	44	97	60	57	35	44	21	68	14	
		2%	2%	2%	4%	3%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	3%	1%	
	(3) 423	197	226	80	98	87	69	52	37	83	141	110	67	54	60	31	77	35	
		2%	2%	3%	5%	4%	3%	2%	2%	1%	2%	3%	3%	2%	1%	3%	2%	3%	4%
	(2) 353	177	175	80	71	82	55	38	27	51	102	121	68	35	42	27	72	36	
		2%	2%	2%	5%	3%	3%	2%	1%	1%	1%	2%	3%	2%	1%	2%	1%	3%	4%
Definitely would not vote	(1) 1625	812	813	233	362	328	281	174	242	222	480	432	412	-	-	-	-	-	
		10%	10%	9%	14%	15%	11%	9%	6%	6%	5%	10%	12%	12%	-	-	-	-	
Refused	20	11	9	3	-	4	3	3	6	2	5	4	7	-	-	-	-	-	
	*	*	*	*	-	*	*	*	*	*	*	*	*	-	-	-	-	-	
Don't know	54	20	33	5	5	1	9	-	32	9	11	5	24	-	-	-	-	-	
	*	*	*	*	*	*	*	-	1%	*	*	*	1%	-	-	-	-	-	
Mean	7.84	7.86	7.82	6.29	6.69	7.47	8.02	8.48	8.79	8.52	7.84	7.34	7.63	9.04	8.51	8.83	8.48	8.35	
Standard deviation	3.06	3.08	3.04	3.23	3.33	3.21	2.98	2.68	2.49	2.58	3.06	3.24	3.23	1.77	2.19	1.93	2.30	2.35	

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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

	<u>Total</u>	<u>Gender</u>		<u>Age</u>						<u>SEG</u>				<u>Voting Intention</u>				
		<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Other</u>
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
Standard error	0.02	0.04	0.03	0.11	0.08	0.06	0.05	0.05	0.03	0.03	0.05	0.07	0.05	0.03	0.05	0.04	0.05	0.08

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Base: All respondents

	Total	Vote Type								2010 Vote			Held By		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem	
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001	
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958	
Certain to vote	(10) 9231	554	108	2094	721	476	319	993	436	3195	731	3013	6056	3175	
		54%	78%	58%	79%	51%	74%	72%	72%	74%	74%	66%	68%	55%	53%
	(9) 1016	46	14	156	100	41	39	123	31	266	64	331	630	386	
		6%	6%	8%	6%	7%	6%	9%	9%	5%	6%	6%	7%	6%	6%
	(8) 1504	38	27	195	163	58	40	105	41	334	113	375	972	532	
		9%	5%	15%	7%	11%	9%	9%	8%	7%	8%	10%	8%	9%	9%
	(7) 814	24	10	91	95	25	23	48	14	160	56	176	540	274	
		5%	3%	5%	3%	7%	4%	5%	4%	2%	4%	5%	4%	5%	5%
	(6) 475	12	7	24	77	17	2	39	12	58	16	112	306	169	
		3%	2%	4%	1%	5%	3%	1%	3%	2%	1%	3%	3%	3%	
	(5) 1213	25	14	55	139	16	10	48	41	147	49	227	797	415	
		7%	4%	8%	2%	10%	2%	2%	3%	7%	3%	4%	5%	7%	7%
	(4) 278	4	-	11	36	2	1	7	5	16	15	24	168	110	
		2%	1%	-	*	3%	*	1%	1%	*	1%	1%	2%	2%	
	(3) 423	8	4	11	56	5	4	4	7	36	13	39	283	140	
		2%	1%	2%	*	4%	1%	1%	*	1%	1%	1%	3%	2%	
	(2) 353	2	-	12	39	2	3	10	4	18	11	38	225	128	
		2%	*	-	*	3%	*	1%	1%	1%	*	1%	2%	2%	
Definitely would not vote	(1) 1625	-	-	-	-	-	-	-	-	70	35	82	1024	602	
		10%	-	-	-	-	-	-	-	2%	3%	2%	9%	10%	
Refused	20	-	-	-	-	-	-	-	-	1	1	-	12	8	
	*	-	-	-	-	-	-	-	-	*	*	-	*	*	
Don't know	54	-	-	-	-	-	-	-	-	10	1	12	33	20	
	*	-	-	-	-	-	-	-	-	*	*	*	*	*	
Mean	7.84	9.36	8.79	9.46	8.15	9.32	9.31	9.26	9.12	9.19	8.78	8.95	7.87	7.79	
Standard deviation	3.06	1.48	1.79	1.30	2.37	1.40	1.43	1.51	1.78	1.80	2.24	2.01	3.04	3.10	

Lord Ashcroft

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Base: All respondents

	Total	Vote Type							2010 Vote			Held By		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
Standard error	0.02	0.06	0.13	0.02	0.07	0.06	0.07	0.04	0.08	0.03	0.05	0.03	0.03	0.04

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Table 2

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

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
Conservative	3865	1943	1921	283	413	570	688	665	1239	1174	1195	738	629	3865	-	-	-	-
	23%	23%	22%	17%	17%	20%	22%	24%	30%	28%	24%	20%	19%	100%	-	-	-	-
Labour	2079	969	1110	293	356	390	361	323	350	587	600	417	406	-	2079	-	-	-
	12%	12%	13%	18%	15%	14%	12%	11%	8%	14%	12%	11%	12%	-	100%	-	-	-
Liberal Democrat	1900	831	1068	126	262	321	332	370	486	560	591	344	346	-	-	1900	-	-
	11%	10%	12%	8%	11%	11%	11%	13%	12%	13%	12%	9%	10%	-	-	100%	-	-
The UK Independence Party (UKIP)	2696	1593	1103	266	319	382	535	494	692	455	718	797	629	-	-	-	2696	-
	16%	19%	13%	16%	13%	13%	17%	18%	17%	11%	14%	22%	19%	-	-	-	100%	-
The Green Party	823	384	439	130	154	177	168	119	74	239	263	168	140	-	-	-	-	823
	5%	5%	5%	8%	6%	6%	5%	4%	2%	6%	5%	5%	4%	-	-	-	-	82%
The British National Party (BNP)	49	34	15	6	5	16	12	6	5	5	13	15	14	-	-	-	-	49
	*	*	*	*	*	1%	*	*	*	*	*	*	*	-	-	-	-	5%
Some other party	135	82	54	13	17	28	26	23	25	31	38	34	25	-	-	-	-	135
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	13%
Would not vote	1625	812	813	233	362	328	281	174	242	222	480	432	412	-	-	-	-	-
	10%	10%	9%	14%	15%	11%	9%	6%	6%	5%	10%	12%	12%	-	-	-	-	-
Refused	1297	600	697	30	92	165	233	245	510	296	369	199	295	-	-	-	-	-
	8%	7%	8%	2%	4%	6%	8%	9%	12%	7%	7%	5%	9%	-	-	-	-	-
Don't know	2537	1029	1508	245	393	492	452	395	547	588	747	553	488	-	-	-	-	-
	15%	12%	17%	15%	17%	17%	15%	14%	13%	14%	15%	15%	14%	-	-	-	-	-

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	Total	Vote Type								2010 Vote			Held By	
		Con defec- tors to UKIP	Con defec- tors to LD/ Lab	Con Loyal- ists	Lab join- ers	LD defec- tors to Lab	LD defec- tors to Con	LD loyal- ists	LD defec- tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
Conservative	3865 23%	-	-	2650 100%	-	-	441 100%	-	-	2650 61%	36 3%	441 10%	2563 23%	1302 22%
Labour	2079 12%	-	87 47%	-	1426 100%	640 100%	-	-	-	87 2%	653 59%	640 14%	1208 11%	871 15%
Liberal Democrat	1900 11%	-	97 53%	-	-	-	1378 100%	-	-	97 2%	43 4%	1378 31%	1369 12%	531 9%
The UK Independence Party (UKIP)	2696 16%	712 100%	-	-	-	-	-	590 100%	712 17%	154 14%	590 13%	1771 16%	925 16%	
The Green Party	823 5%	-	-	-	-	-	-	-	45 1%	29 3%	353 8%	495 4%	327 5%	
The British National Party (BNP)	49 *	-	-	-	-	-	-	-	5 *	1 *	6 *	35 *	14 *	
Some other party	135 1%	-	-	-	-	-	-	-	17 *	5 *	44 1%	101 1%	34 1%	
Would not vote	1625 10%	-	-	-	-	-	-	-	70 2%	35 3%	82 2%	1024 9%	602 10%	
Refused	1297 8%	-	-	-	-	-	-	-	168 4%	26 2%	173 4%	846 8%	451 8%	
Don't know	2537 15%	-	-	-	-	-	-	-	460 11%	122 11%	720 16%	1635 15%	902 15%	

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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 (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				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	8752	4121	4631	349	682	1177	1598	1687	3236	3703	1787	1075	1930	3190	1689	1425	1819	630
Weighted base	8304	4206	4097	595	934	1300	1577	1546	2331	2336	2482	1684	1554	2951	1432	1395	1850	675
Conservative	2951	1487	1464	164	278	403	539	537	1023	921	922	536	482	2951	-	-	-	-
	36%	35%	36%	28%	30%	31%	34%	35%	44%	39%	37%	32%	31%	100%	-	-	-	-
Labour	1432	660	772	163	207	266	264	253	275	436	419	259	276	-	1432	-	-	-
	17%	16%	19%	27%	22%	20%	17%	16%	12%	19%	17%	15%	18%	-	100%	-	-	-
Liberal Democrat	1395	628	767	66	164	228	246	293	396	439	435	236	245	-	-	1395	-	-
	17%	15%	19%	11%	18%	18%	16%	19%	17%	19%	18%	14%	16%	-	-	100%	-	-
The UK Independence Party (UKIP)	1850	1097	753	119	173	251	384	362	557	338	496	514	441	-	-	-	1850	-
	22%	26%	18%	20%	18%	19%	24%	23%	24%	14%	20%	31%	28%	-	-	-	100%	-
The Green Party	561	258	302	72	101	125	123	81	59	176	179	111	86	-	-	-	-	561
	7%	6%	7%	12%	11%	10%	8%	5%	3%	8%	7%	7%	6%	-	-	-	-	83%
The British National Party (BNP)	27	19	8	5	1	8	7	3	3	3	8	4	10	-	-	-	-	27
	*	*	*	1%	*	1%	*	*	*	*	*	*	1%	-	-	-	-	4%
Some other party	87	56	32	7	9	20	14	17	18	23	24	23	15	-	-	-	-	87
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	13%

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THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Vote Type									2010 Vote			Held By	
	Con	Con	Con	Lab	LD	LD	LD	LD	LD	Con	Lab	LibDem	Con	LibDem
	defec- tors to UKIP	defec- tors to LD/ Lab												
Unweighted base	8752	587	145	2442	845	493	333	1107	434	3215	1141	2646	5672	3080
Weighted base	8304	576	133	2185	910	514	355	1095	457	2941	723	2721	5422	2882
Conservative	2951	-	-	2185	-	-	355	-	-	2185	25	355	1957	994
	36%	-	-	100%	-	-	100%	-	-	74%	3%	13%	36%	34%
Labour	1432	-	60	-	910	514	-	-	-	60	522	514	820	612
	17%	-	45%	-	100%	100%	-	-	-	2%	72%	19%	15%	21%
Liberal Democrat	1395	-	74	-	-	-	-	1095	-	74	34	1095	1011	384
	17%	-	55%	-	-	-	-	100%	-	3%	5%	40%	19%	13%
The UK Independence Party (UKIP)	1850	576	-	-	-	-	-	-	457	576	117	457	1212	638
	22%	100%	-	-	-	-	-	-	100%	20%	16%	17%	22%	22%
The Green Party	561	-	-	-	-	-	-	-	-	32	21	270	338	222
	7%	-	-	-	-	-	-	-	-	1%	3%	10%	6%	8%
The British National Party (BNP)	27	-	-	-	-	-	-	-	-	2	1	2	19	8
	*	-	-	-	-	-	-	-	-	*	*	*	*	*
Some other party	87	-	-	-	-	-	-	-	-	13	4	28	64	24
	1%	-	-	-	-	-	-	-	-	*	1%	1%	1%	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	36%
Labour	17%
Liberal Democrat	18%
UKIP	21%
Other	8%

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Table 5

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
Conservative	3741 22%	1899 23%	1842 21%	265 16%	386 16%	536 19%	650 21%	652 23%	1245 30%	1132 27%	1140 23%	697 19%	634 19%	3189 83%	41 2%	41 2%	152 6%	36 4%
Labour	1782 10%	886 11%	896 10%	247 15%	324 14%	334 12%	294 10%	267 10%	310 7%	472 11%	487 10%	392 11%	371 11%	17 *	1510 73%	19 1%	72 3%	44 4%
Liberal Democrat	3290 19%	1438 17%	1852 21%	265 16%	417 18%	575 20%	628 20%	610 22%	789 19%	949 23%	1028 20%	637 17%	589 17%	369 10%	347 17%	1763 93%	172 6%	125 12%
The UK Independence Party (UKIP)	2420 14%	1437 17%	984 11%	243 15%	303 13%	338 12%	480 16%	442 16%	610 15%	413 10%	632 13%	710 19%	577 17%	83 2%	39 2%	11 1%	2112 78%	27 3%
The Green Party	709 4%	330 4%	379 4%	90 6%	130 5%	167 6%	136 4%	114 4%	71 2%	193 5%	239 5%	149 4%	115 3%	15 *	35 2%	8 *	13 *	573 57%
The British National Party (BNP)	35 *	25 *	10 *	5 *	4 *	8 *	11 *	4 *	3 *	6 *	8 *	9 *	10 *	- -	1 *	- -	6 *	29 3%
Some other party	170 1%	94 1%	76 1%	8 1%	24 1%	36 1%	39 1%	34 1%	25 1%	38 1%	51 1%	44 1%	29 1%	5 *	14 1%	9 *	22 1%	85 8%
Would not vote	1625 10%	812 10%	813 9%	233 14%	362 15%	328 11%	281 9%	174 6%	242 6%	222 5%	480 10%	432 12%	412 12%	- -	- -	- -	- -	- -
Refused	917 5%	422 5%	496 6%	18 1%	60 3%	123 4%	165 5%	188 7%	347 8%	217 5%	264 5%	141 4%	194 6%	2 *	3 *	1 *	4 *	2 *
Don't know	2314 14%	934 11%	1379 16%	250 15%	363 15%	422 15%	402 13%	328 12%	529 13%	515 12%	686 14%	485 13%	456 13%	183 5%	88 4%	48 3%	142 5%	86 9%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Vote Type								2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
Conservative	3741 22%	87 12%	18 10%	2317 87%	31 2%	14 2%	290 66%	14 1%	23 4%	2601 60%	43 4%	385 9%	2377 22%	1364 23%
Labour	1782 10%	6 1%	61 33%	3 *	976 68%	398 62%	3 1%	2 *	13 2%	76 2%	604 55%	458 10%	1006 9%	776 13%
Liberal Democrat	3290 19%	33 5%	86 47%	165 6%	283 20%	168 26%	115 26%	1323 96%	82 14%	340 8%	128 12%	2061 47%	2427 22%	863 14%
The UK Independence Party (UKIP)	2420 14%	541 76%	6 3%	56 2%	29 2%	10 2%	7 2%	4 *	432 73%	643 15%	129 12%	492 11%	1576 14%	844 14%
The Green Party	709 4%	2 *	- -	11 *	26 2%	17 3%	- -	5 *	1 *	48 1%	31 3%	293 7%	405 4%	304 5%
The British National Party (BNP)	35 *	1 *	- -	- -	- -	- -	- -	- -	- -	5 *	2 *	3 *	24 *	12 *
Some other party	170 1%	9 1%	1 1%	3 *	9 1%	6 1%	- -	9 1%	4 1%	24 1%	10 1%	54 1%	117 1%	53 1%
Would not vote	1625 10%	- -	- -	- -	- -	- -	- -	- -	- -	70 2%	35 3%	82 2%	1024 9%	602 10%
Refused	917 5%	1 *	- -	1 *	1 *	- -	- -	1 *	1 *	67 2%	14 1%	81 2%	597 5%	321 5%
Don't know	2314 14%	33 5%	11 6%	94 4%	71 5%	28 4%	26 6%	21 2%	34 6%	438 10%	108 10%	521 12%	1494 14%	820 14%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's 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)

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				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	9202	4312	4890	354	709	1251	1668	1774	3427	3885	1872	1127	2041	3070	1626	1396	1733	585
Weighted base	8728	4405	4323	607	968	1380	1649	1635	2469	2447	2597	1771	1647	2834	1376	1369	1764	626
Conservative	2862	1460	1402	158	256	382	504	531	1026	880	884	510	486	2478	25	25	115	24
	33%	33%	32%	26%	26%	28%	31%	33%	42%	36%	34%	29%	30%	87%	2%	2%	6%	4%
Labour	1199	592	607	134	180	220	210	208	242	349	324	246	240	10	1034	11	47	31
	14%	13%	14%	22%	19%	16%	13%	13%	10%	14%	12%	14%	15%	*	75%	1%	3%	5%
Liberal Democrat	2380	1049	1332	152	273	407	457	456	631	727	753	433	409	266	250	1311	121	89
	27%	24%	31%	25%	28%	30%	28%	28%	26%	30%	29%	24%	25%	9%	18%	96%	7%	14%
The UK Independence Party (UKIP)	1659	1002	657	106	161	225	341	328	493	310	432	456	406	65	27	9	1453	17
	19%	23%	15%	18%	17%	16%	21%	20%	20%	13%	17%	26%	25%	2%	2%	1%	82%	3%
The Green Party	486	223	263	47	83	115	104	82	55	149	158	94	78	12	29	6	8	389
	6%	5%	6%	8%	9%	8%	6%	5%	2%	6%	6%	5%	5%	*	2%	*	*	62%
The British National Party (BNP)	22	15	6	4	2	3	8	3	2	3	5	4	7	-	1	-	3	18
	*	*	*	1%	*	*	1%	*	*	*	*	*	*	-	*	-	*	3%
Some other party	119	63	56	6	13	27	25	27	19	28	39	28	20	4	12	7	17	57
	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	*	1%	1%	1%	9%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's 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)

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

	Vote Type									2010 Vote			Held By	
	Total	Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	9202	560	137	2368	803	472	315	1091	410	3330	1163	2857	5974	3228
Weighted base	8728	551	126	2117	867	493	334	1080	430	3044	739	2932	5697	3030
Conservative	2862	71	14	1924	17	8	238	9	20	2148	30	309	1823	1039
	33%	13%	11%	91%	2%	2%	71%	1%	5%	71%	4%	11%	32%	34%
Labour	1199	5	41	2	605	329	2	2	11	52	479	374	659	540
	14%	1%	33%	*	70%	67%	1%	*	3%	2%	65%	13%	12%	18%
Liberal Democrat	2380	25	67	132	199	127	87	1055	64	263	98	1607	1761	620
	27%	4%	53%	6%	23%	26%	26%	98%	15%	9%	13%	55%	31%	20%
The UK Independence Party (UKIP)	1659	442	4	47	18	7	6	3	331	523	100	376	1081	578
	19%	80%	3%	2%	2%	2%	2%	*	77%	17%	14%	13%	19%	19%
The Green Party	486	2	-	9	21	15	-	4	1	36	24	222	277	209
	6%	*	-	*	2%	3%	-	*	*	1%	3%	8%	5%	7%
The British National Party (BNP)	22	*	-	-	-	-	-	-	-	2	1	1	14	7
	*	*	-	-	-	-	-	-	-	*	*	*	*	*
Some other party	119	8	1	3	7	6	-	7	3	19	7	43	82	37
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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	33%
Labour	14%
Liberal Democrat	28%
UKIP	18%
Other	7%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907	
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007	
I would not vote UKIP	9429	4377	5052	949	1372	1659	1690	1517	2211	2692	2978	1732	1698	2699	1653	1583	-	814	
		55%	53%	58%	58%	58%	55%	54%	53%	65%	59%	47%	50%	70%	80%	83%	-	81%	
I would not vote Labour	9052	4665	4388	615	1100	1402	1699	1610	2601	2156	2694	2033	1842	3136	-	1004	2020	547	
		53%	56%	50%	38%	46%	49%	55%	57%	62%	52%	54%	55%	54%	81%	-	53%	75%	54%
I would not vote Liberal Democrat	8237	4453	3784	728	1068	1310	1558	1390	2156	1894	2391	1924	1719	2375	1134	-	2003	549	
		48%	54%	43%	45%	45%	46%	50%	49%	46%	48%	52%	51%	61%	55%	-	74%	54%	
I would not vote Conservative	7512	3788	3724	737	1108	1372	1463	1274	1533	1653	2196	1730	1660	-	1657	1191	1711	786	
		44%	46%	43%	45%	47%	48%	47%	45%	40%	44%	47%	49%	-	80%	63%	63%	78%	
None of these - I would potentially vote for all of them	1493	672	820	218	264	247	234	198	324	289	401	373	309	165	99	83	173	25	
		9%	8%	9%	13%	11%	9%	8%	7%	8%	7%	8%	10%	9%	4%	5%	4%	6%	2%
Don't know	570	232	339	41	96	85	96	80	164	96	132	125	131	13	5	16	19	10	
		3%	3%	4%	2%	4%	3%	3%	3%	4%	2%	3%	3%	4%	*	*	1%	1%	1%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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?

Base: All respondents

	Total	Vote Type								2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
I would not vote UKIP	9429 55%	-	138 75%	1849 70%	1122 79%	556 87%	329 75%	1187 86%	-	2337 54%	722 65%	3001 68%	6084 55%	3345 56%
I would not vote Labour	9052 53%	638 90%	67 37%	2310 87%	-	-	335 76%	751 54%	427 72%	3492 81%	126 11%	2104 48%	6071 55%	2982 50%
I would not vote Liberal Democrat	8237 48%	602 84%	53 29%	1841 69%	704 49%	330 51%	155 35%	-	359 61%	2881 67%	688 62%	1264 29%	5135 46%	3102 52%
I would not vote Conservative	7512 44%	305 43%	68 37%	-	1103 77%	556 87%	-	944 68%	454 77%	500 12%	871 79%	2765 62%	4827 44%	2685 45%
None of these - I would potentially vote for all of them	1493 9%	21 3%	11 6%	75 3%	80 6%	11 2%	22 5%	45 3%	32 5%	212 5%	53 5%	234 5%	926 8%	567 10%
Don't know	570 3%	3 *	-	6 *	3 *	-	1 *	9 1%	3 1%	31 1%	10 1%	35 1%	386 3%	184 3%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
NET: Well	11114	5911	5203	1005	1466	1764	1905	1916	3020	3043	3332	2293	2010	3402	1184	1388	1510	534
		65%	71%	60%	62%	62%	62%	68%	72%	73%	66%	62%	59%	88%	57%	73%	56%	53%
Very well	(4) 792	553	239	54	94	98	133	121	291	208	207	159	179	362	55	61	104	15
		5%	7%	3%	3%	4%	3%	4%	7%	5%	4%	4%	5%	9%	3%	3%	4%	1%
Quite well	(3) 10322	5359	4964	951	1372	1666	1772	1795	2729	2834	3125	2134	1831	3040	1128	1327	1406	519
		61%	65%	57%	59%	58%	58%	57%	64%	68%	62%	58%	54%	79%	54%	70%	52%	52%
Quite badly	(2) 4308	1702	2607	482	694	847	919	653	698	880	1255	1065	925	363	719	431	885	363
		25%	21%	30%	30%	29%	30%	23%	17%	21%	25%	29%	27%	9%	35%	23%	33%	36%
Very badly	(1) 911	413	498	109	142	166	152	149	190	117	247	215	273	27	108	44	238	67
		5%	5%	6%	7%	6%	6%	5%	5%	3%	5%	6%	8%	1%	5%	2%	9%	7%
NET: Badly	5219	2114	3105	591	836	1012	1071	802	888	998	1503	1280	1198	390	827	475	1124	430
		31%	26%	36%	36%	35%	35%	29%	21%	24%	30%	35%	35%	10%	40%	25%	42%	43%
Don't know	672	252	419	28	72	92	110	96	264	117	180	123	177	72	68	36	62	44
		4%	3%	5%	2%	3%	3%	4%	3%	6%	3%	4%	3%	5%	2%	3%	2%	4%
Mean	2.67	2.75	2.60	2.60	2.62	2.61	2.63	2.69	2.80	2.78	2.68	2.63	2.60	2.99	2.56	2.75	2.52	2.50
Standard deviation	0.65	0.65	0.65	0.67	0.66	0.65	0.65	0.64	0.64	0.58	0.64	0.67	0.72	0.47	0.64	0.55	0.71	0.65
Standard error	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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	Vote Type								2010 Vote			Held By		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem	
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001	
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958	
NET: Well	11114 65%	464 65%	131 71%	2398 90%	829 58%	358 56%	392 89%	1030 75%	345 58%	3537 82%	619 56%	2949 67%	7271 66%	3843 64%	
Very well	(4) 5%	792 4%	30 2%	285 11%	32 2%	7 1%	32 7%	44 3%	29 5%	348 8%	42 4%	147 3%	516 5%	275 5%	
Quite well	(3) 61%	10322 61%	434 61%	127 69%	2113 80%	798 56%	351 55%	361 82%	986 72%	316 54%	3189 74%	577 52%	2803 63%	6755 61%	3567 60%
Quite badly	(2) 25%	4308 26%	182 22%	40 7%	193 34%	485 37%	234 9%	41 21%	294 32%	187 13%	372 34%	1170 26%	2761 25%	1548 26%	
Very badly	(1) 5%	911 6%	43 4%	8 *	12 4%	63 4%	26 4%	3 1%	26 2%	48 8%	93 2%	81 7%	169 4%	586 5%	325 5%
NET: Badly	5219 31%	225 32%	48 26%	205 8%	548 38%	260 41%	44 10%	320 23%	234 40%	663 15%	453 41%	1339 30%	3346 30%	1872 31%	
Don't know	672 4%	23 3%	5 3%	47 2%	48 3%	22 3%	5 1%	28 2%	11 2%	110 3%	32 3%	139 3%	429 4%	243 4%	
Mean	2.67	2.65	2.70	3.03	2.58	2.55	2.97	2.78	2.56	2.90	2.54	2.68	2.68	2.66	
Standard deviation	0.65	0.66	0.58	0.45	0.62	0.60	0.44	0.53	0.71	0.55	0.69	0.60	0.65	0.66	
Standard error	0.01	0.03	0.04	0.01	0.02	0.02	0.02	0.01	0.03	0.01	0.02	0.01	0.01	0.01	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907	
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007	
NET: Well	11276	5908	5368	1128	1567	1746	1886	1882	3026	3150	3339	2402	1938	3358	1214	1407	1546	561	
		66%	71%	62%	69%	66%	61%	61%	67%	73%	76%	67%	65%	57%	87%	58%	74%	57%	56%
Very well	(4) 965	633	332	89	154	127	146	133	313	281	263	190	181	375	82	87	126	29	
		6%	8%	4%	5%	6%	4%	5%	7%	7%	5%	5%	5%	10%	4%	5%	5%	3%	
Quite well	(3) 10311	5276	5035	1039	1413	1619	1740	1749	2713	2869	3075	2212	1757	2983	1132	1321	1420	531	
		61%	64%	58%	64%	60%	56%	56%	62%	65%	61%	60%	52%	77%	54%	70%	53%	53%	
Quite badly	(2) 4108	1680	2428	372	597	857	900	681	687	789	1260	958	947	389	704	405	830	335	
		24%	20%	28%	23%	25%	30%	29%	24%	16%	19%	25%	26%	28%	10%	34%	21%	31%	33%
Very badly	(1) 928	410	519	85	128	170	219	162	161	109	257	216	284	37	105	42	232	80	
		5%	5%	6%	5%	5%	6%	7%	6%	4%	3%	5%	6%	8%	1%	5%	2%	9%	8%
NET: Badly	5037	2090	2946	457	725	1026	1119	843	848	899	1517	1174	1231	426	809	447	1062	414	
		30%	25%	34%	28%	31%	36%	36%	30%	20%	22%	30%	32%	36%	11%	39%	24%	39%	41%
Don't know	692	279	413	40	81	95	82	89	298	109	159	120	217	80	55	45	88	32	
		4%	3%	5%	2%	3%	3%	3%	7%	3%	3%	3%	6%	2%	3%	2%	3%	3%	
Mean	2.69	2.77	2.62	2.71	2.69	2.61	2.60	2.68	2.82	2.82	2.69	2.66	2.58	2.98	2.59	2.78	2.55	2.52	
Standard deviation	0.67	0.66	0.66	0.65	0.68	0.67	0.69	0.66	0.63	0.58	0.65	0.67	0.73	0.49	0.65	0.56	0.72	0.69	
Standard error	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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	Vote Type								2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
NET: Well	11276	464	130	2351	839	368	385	1038	353	3470	631	2978	7363	3914
	66%	65%	71%	89%	59%	57%	87%	75%	60%	80%	57%	67%	67%	66%
Very well	(4) 965	37	11	284	52	20	23	63	28	368	51	192	639	326
	6%	5%	6%	11%	4%	3%	5%	5%	5%	9%	5%	4%	6%	5%
Quite well	(3) 10311	426	119	2067	787	348	362	975	325	3101	580	2786	6724	3587
	61%	60%	65%	78%	55%	54%	82%	71%	55%	72%	53%	63%	61%	60%
Quite badly	(2) 4108	178	42	218	490	224	46	280	180	604	352	1129	2639	1469
	24%	25%	23%	8%	34%	35%	10%	20%	30%	14%	32%	25%	24%	25%
Very badly	(1) 928	46	5	24	63	32	3	28	46	102	85	185	593	336
	5%	6%	3%	1%	4%	5%	1%	2%	8%	2%	8%	4%	5%	6%
NET: Badly	5037	224	48	242	552	256	49	308	226	707	437	1313	3232	1805
	30%	31%	26%	9%	39%	40%	11%	22%	38%	16%	40%	30%	29%	30%
Don't know	692	25	6	57	34	17	8	33	11	134	36	137	452	240
	4%	3%	3%	2%	2%	3%	2%	2%	2%	3%	3%	3%	4%	4%
Mean	2.69	2.66	2.76	3.01	2.60	2.57	2.93	2.80	2.58	2.89	2.56	2.70	2.70	2.68
Standard deviation	0.67	0.68	0.61	0.48	0.64	0.64	0.43	0.54	0.71	0.57	0.71	0.62	0.67	0.67
Standard error	0.01	0.03	0.04	0.01	0.02	0.03	0.02	0.01	0.03	0.01	0.02	0.01	0.01	0.01

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 11

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

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
I am satisfied with the job David Cameron is doing overall as Prime Minister	5649 33%	2835 34%	2814 32%	544 33%	839 35%	905 32%	924 30%	857 30%	1563 37%	1456 35%	1668 33%	1252 34%	1033 31%	2556 66%	299 14%	547 29%	539 20%	140 14%
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	5633 33%	2748 33%	2885 33%	573 35%	754 32%	950 33%	1084 35%	955 34%	1299 31%	1403 34%	1774 35%	1297 35%	972 29%	1217 31%	309 15%	751 40%	1312 49%	354 35%
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.	3457 20%	1673 20%	1785 20%	373 23%	505 21%	613 21%	622 20%	631 22%	705 17%	877 21%	975 19%	690 19%	809 24%	56 1%	1379 66%	445 23%	502 19%	361 36%
Refused	598 4%	305 4%	293 3%	16 1%	42 2%	95 3%	121 4%	115 4%	197 5%	114 3%	153 3%	111 3%	145 4%	8 *	10 *	23 1%	56 2%	30 3%
Don't know	1667 10%	718 9%	950 11%	119 7%	233 10%	306 11%	335 11%	255 9%	408 10%	307 7%	445 9%	346 9%	427 13%	28 1%	81 4%	134 7%	285 11%	121 12%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 11

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

	Total	Vote Type								2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
I am satisfied with the job David Cameron is doing overall as Prime Minister	5649 33%	176 25%	54 29%	1817 69%	224 16%	43 7%	278 63%	364 26%	90 15%	2355 55%	162 15%	1050 24%	3724 34%	1925 32%
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	5633 33%	454 64%	67 36%	789 30%	229 16%	67 11%	154 35%	523 38%	242 41%	1663 39%	205 19%	1459 33%	3685 33%	1948 33%
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.	3457 20%	44 6%	59 32%	21 1%	909 64%	512 80%	8 2%	362 26%	154 26%	159 4%	648 59%	1406 32%	2179 20%	1278 21%
Refused	598 4%	9 1%	3 2%	6 *	8 1%	1 *	- -	19 1%	16 3%	34 1%	13 1%	96 2%	393 4%	205 3%
Don't know	1667 10%	29 4%	1 1%	17 1%	57 4%	18 3%	1 *	109 8%	88 15%	100 2%	75 7%	418 9%	1065 10%	602 10%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007
The Liberal Democrat	8455	4145	4310	512	987	1375	1654	1679	2218	2355	2568	1651	1573	1926	1061	1323	1249	550
	50%	50%	49%	32%	42%	48%	54%	60%	53%	57%	51%	45%	46%	50%	51%	70%	46%	55%
The Conservatives	8146	3964	4182	540	906	1305	1556	1574	2230	2252	2496	1537	1545	2124	991	997	1182	527
	48%	48%	48%	33%	38%	46%	50%	56%	53%	54%	50%	42%	46%	55%	48%	52%	44%	52%
The UK Independence Party (UKIP)	7748	3830	3918	583	912	1212	1498	1525	1992	1998	2403	1616	1459	1767	884	976	1444	553
	46%	46%	45%	36%	38%	42%	49%	54%	48%	48%	48%	44%	43%	46%	43%	51%	54%	55%
Labour	5149	2431	2718	364	648	820	1003	950	1342	1278	1570	1027	1077	1053	786	608	741	378
	30%	29%	31%	22%	27%	29%	33%	34%	32%	31%	31%	28%	32%	27%	38%	32%	27%	38%
None of them	4444	2281	2163	629	744	789	710	553	1000	887	1221	1088	993	934	479	323	710	201
	26%	28%	25%	39%	31%	28%	23%	20%	24%	21%	24%	29%	29%	24%	23%	17%	26%	20%
Don't know	488	155	333	50	104	93	89	65	86	105	129	124	86	94	33	37	55	28
	3%	2%	4%	3%	4%	3%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	2%	3%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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

	Total	Vote Type								2010 Vote			Held By	
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
The Liberal Democrat	8455 50%	365 51%	99 54%	1361 51%	730 51%	409 64%	281 64%	1030 75%	363 61%	2180 51%	543 49%	2973 67%	5821 53%	2634 44%
The Conservatives	8146 48%	383 54%	91 49%	1535 58%	680 48%	369 58%	274 62%	763 55%	295 50%	2410 56%	497 45%	2502 57%	5619 51%	2527 42%
The UK Independence Party (UKIP)	7748 46%	423 59%	83 45%	1276 48%	601 42%	299 47%	223 50%	748 54%	365 62%	2130 49%	486 44%	2379 54%	5333 48%	2415 41%
Labour	5149 30%	198 28%	57 31%	749 28%	512 36%	247 39%	131 30%	460 33%	186 32%	1229 29%	434 39%	1531 35%	3406 31%	1743 29%
None of them	4444 26%	145 20%	42 23%	589 22%	338 24%	115 18%	79 18%	195 14%	92 16%	980 23%	273 25%	717 16%	2462 22%	1983 33%
Don't know	488 3%	9 1%	1 *	59 2%	23 2%	6 1%	7 2%	25 2%	12 2%	81 2%	17 2%	83 2%	336 3%	153 3%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	17005	7624	9381	918	1666	2495	3050	3022	5787	6467	3475	2264	4048	4076	2301	1882	2527	907	
Weighted base	17005	8278	8727	1625	2373	2868	3086	2814	4172	4158	5014	3696	3386	3865	2079	1900	2696	1007	
A Conservative government	5501	2894	2607	395	566	818	975	955	1772	1481	1662	1192	973	3176	49	133	950	94	
		32%	35%	30%	24%	24%	29%	32%	34%	42%	36%	33%	32%	29%	82%	2%	7%	35%	9%
A Labour government	3452	1712	1739	421	575	634	647	529	637	778	939	837	783	46	1584	173	551	288	
		20%	21%	20%	26%	24%	22%	21%	19%	15%	19%	23%	23%	1%	76%	9%	20%	29%	
A coalition between the Conservatives and the Liberal Democrats	2709	1270	1440	257	404	462	521	452	608	696	853	597	474	562	40	806	384	154	
		16%	15%	16%	16%	17%	16%	17%	16%	15%	17%	17%	16%	14%	15%	2%	42%	14%	15%
A coalition between Labour and the Liberal Democrats	2190	1022	1168	274	365	395	377	388	385	609	693	409	424	29	361	668	297	297	
		13%	12%	13%	17%	15%	14%	12%	14%	9%	15%	14%	11%	13%	1%	17%	35%	11%	30%
Don't know	3154	1381	1773	276	464	558	567	489	770	593	866	661	732	51	44	120	514	173	
		19%	17%	20%	17%	20%	19%	18%	17%	18%	14%	17%	18%	22%	1%	2%	6%	19%	17%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

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?**Base: All respondents**

	Total	Vote Type							2010 Vote			Held By		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17005	716	192	2934	1263	608	409	1372	557	4652	1699	4265	11004	6001
Weighted base	17005	712	184	2650	1426	640	441	1378	590	4311	1104	4428	11047	5958
A Conservative government	5501 32%	463 65%	33 18%	2302 87%	41 3%	12 2%	308 70%	91 7%	119 20%	3182 74%	69 6%	667 15%	3668 33%	1833 31%
A Labour government	3452 20%	42 6%	53 29%	12 *	1023 72%	480 75%	5 1%	125 9%	126 21%	141 3%	766 69%	1009 23%	2129 19%	1323 22%
A coalition between the Conservatives and the Liberal Democrats	2709 16%	91 13%	51 28%	298 11%	31 2%	10 2%	118 27%	573 42%	95 16%	566 13%	49 4%	1059 24%	1859 17%	851 14%
A coalition between Labour and the Liberal Democrats	2190 13%	30 4%	37 20%	11 *	294 21%	132 21%	5 1%	507 37%	122 21%	108 3%	137 12%	1120 25%	1448 13%	742 12%
Don't know	3154 19%	86 12%	10 5%	28 1%	38 3%	7 1%	5 1%	82 6%	129 22%	313 7%	83 8%	573 13%	1943 18%	1210 20%

Conservative/Liberal Democrat Marginal Constituencies
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17005	17005
Weighted base	17005	17005
Male	7624 45%	8278 49%
Female	9381 55%	8727 51%

Conservative/Liberal Democrat Marginal Constituencies
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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	17005	17005
Weighted base	17005	17005
18-24	918 5%	1625 10%
25-34	1666 10%	2373 14%
35-44	2495 15%	2868 17%
45-54	3050 18%	3086 18%
55-64	3022 18%	2814 17%
65 or older	5787 34%	4172 25%
Refused	67 *	67 *

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17005	17005
Weighted base	17005	17005
A	2130 13%	1350 8%
B	4337 26%	2807 17%
C1	3475 20%	5014 29%
C2	2264 13%	3696 22%
D	1415 8%	1397 8%
E	2633 15%	1989 12%
Refused	751 4%	751 4%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 17

**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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17005	17005
Weighted base	17005	17005
Conservative	4652 27%	4311 25%
Labour	1699 10%	1104 6%
Liberal Democrats	4265 25%	4428 26%
Another party	631 4%	634 4%
Did not vote	3923 23%	4850 29%
Refused	1026 6%	882 5%
Don't know	809 5%	796 5%

Conservative/Liberal Democrat Marginal Constituencies

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17005	17005
Weighted base	17005	17005
Solihull	1000 6%	951 6%
Mid Dorset & North Poole	1000 6%	994 6%
Wells	1000 6%	986 6%
St. Austell & Newquay	1000 6%	1061 6%
Somerton & Frome	1000 6%	1010 6%
Sutton & Cheam	1000 6%	1039 6%
St. Ives	1000 6%	999 6%
Chippenham	1000 6%	970 6%
Cheadle	1003 6%	943 6%
North Cornwall	1001 6%	1066 6%
Eastleigh	1000 6%	1028 6%
Watford	1001 6%	1015 6%
Camborne & Redruth	1000 6%	1010 6%
Oxford West & Abingdon	1000 6%	974 6%
Truro & Falmouth	1000 6%	1004 6%
Newton Abbot	1000 6%	979 6%

Lord Ashcroft

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Weighted base	17005	17005
Harrogate & Knaresborough	1000 6%	976 6%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 11th May-14th June 2014

Absolutes/col percents

Table 19
Held by
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17005	17005
Weighted base	17005	17005
Conservatives	11004 65%	11047 65%
Liberal Democrats	6001 35%	5958 35%