

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
Certain to vote	(10) 7035	3563	3472	486	743	1098	1351	1319	2029	1578	2090	1433	1675	1788	2140	169	1387	254	113
		50%	49%	29%	34%	45%	56%	61%	65%	59%	52%	47%	46%	65%	59%	48%	59%	55%	46%
	(9) 703	375	328	63	100	120	132	118	169	158	210	135	171	174	198	44	118	28	12
		5%	5%	4%	5%	5%	5%	5%	5%	6%	5%	4%	5%	6%	5%	12%	5%	6%	5%
	(8) 1208	568	640	169	248	215	183	158	232	240	353	264	303	270	353	35	241	43	26
		9%	8%	10%	11%	9%	8%	7%	7%	9%	9%	9%	8%	10%	10%	10%	10%	9%	11%
	(7) 738	382	356	140	180	146	94	66	108	120	238	171	183	137	222	27	127	35	26
		5%	6%	9%	8%	6%	4%	3%	3%	4%	6%	6%	5%	5%	6%	8%	5%	8%	10%
	(6) 444	204	240	97	91	73	63	52	68	82	142	90	117	94	151	14	77	11	12
		3%	3%	6%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	4%	4%	3%	2%	5%
	(5) 1134	444	690	189	236	235	175	130	168	160	309	278	334	171	319	33	222	34	28
		8%	6%	10%	11%	10%	7%	6%	5%	6%	8%	9%	9%	6%	9%	9%	9%	7%	11%
	(4) 257	125	132	59	55	45	40	28	29	43	74	56	68	40	61	16	57	18	7
		2%	2%	4%	3%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	4%	2%	4%	3%
	(3) 416	210	206	93	101	90	61	36	35	60	123	106	110	66	95	12	82	26	12
		3%	3%	6%	5%	4%	3%	2%	1%	2%	3%	3%	3%	2%	3%	3%	3%	6%	5%
	(2) 255	128	126	66	62	45	32	22	27	41	65	63	74	32	68	5	40	10	10
		2%	2%	4%	3%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	4%
Definitely would not vote	(1) 1753	830	923	282	377	356	291	223	223	188	436	431	597	-	-	-	-	-	-
		13%	12%	13%	17%	17%	15%	12%	10%	7%	7%	11%	14%	16%	-	-	-	-	-
Refused	11	4	7	-	-	1	6	-	5	2	4	2	2	-	-	-	-	-	-
	*	*	*	-	-	*	*	-	*	*	*	*	*	-	-	-	-	-	-
Don't know	51	23	28	6	2	7	4	11	22	3	13	5	25	-	-	-	-	-	-
	*	*	*	*	*	*	*	1%	1%	*	*	*	1%	-	-	-	-	-	-
Mean	7.49	7.60	7.38	6.21	6.53	7.14	7.75	8.10	8.48	8.19	7.65	7.23	7.08	8.81	8.52	8.23	8.45	8.24	7.80
Standard deviation	3.25	3.23	3.27	3.35	3.39	3.36	3.20	3.04	2.71	2.81	3.13	3.35	3.45	1.99	2.19	2.26	2.26	2.44	2.53

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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

	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	Green	Other
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
Standard error	0.03	0.04	0.04	0.12	0.09	0.07	0.06	0.06	0.04	0.04	0.06	0.07	0.05	0.04	0.04	0.12	0.05	0.12	0.17

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Base: All respondents

	Total	Vote Type							2010 Vote		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
Certain to vote	(10) 7035 50%	475 74%	119 64%	1427 76%	598 38%	190 59%	81 66%	117 63%	2311 72%	2163 70%	696 60%
	(9) 703 5%	32 5%	12 6%	108 6%	91 6%	28 9%	13 10%	27 15%	184 6%	158 5%	102 9%
	(8) 1208 9%	68 11%	20 11%	145 8%	205 13%	36 11%	8 7%	14 8%	278 9%	239 8%	106 9%
	(7) 738 5%	18 3%	7 4%	72 4%	147 9%	34 10%	9 7%	11 6%	115 4%	132 4%	85 7%
	(6) 444 3%	7 1%	11 6%	29 2%	100 6%	11 3%	5 4%	4 2%	66 2%	77 2%	31 3%
	(5) 1134 8%	27 4%	8 4%	53 3%	237 15%	16 5%	4 3%	8 4%	129 4%	144 5%	61 5%
	(4) 257 2%	7 1%	4 2%	8 *	46 3%	4 1%	2 2%	2 1%	26 1%	27 1%	12 1%
	(3) 416 3%	6 1%	2 1%	21 1%	81 5%	4 1%	- -	2 1%	33 1%	33 1%	23 2%
	(2) 255 2%	3 *	5 2%	4 *	65 4%	- -	- -	- -	16 *	10 *	5 *
Definitely would not vote	(1) 1753 13%	- -	- -	- -	- -	- -	- -	- -	55 2%	82 3%	28 2%
Refused	11 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Don't know	51 *	- -	- -	- -	- -	- -	- -	- -	6 *	7 *	2 *
Mean	7.49	9.24	8.77	9.35	7.52	8.83	9.08	9.07	9.07	8.93	8.67
Standard deviation	3.25	1.58	2.04	1.44	2.51	1.72	1.56	1.60	1.92	2.10	2.18

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Base: All respondents

	Total	Vote Type							2010 Vote		
		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	Con	Lab	LibDem
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
Standard error	0.03	0.06	0.15	0.03	0.07	0.10	0.14	0.12	0.03	0.04	0.07

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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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
Conservative	2771	1439	1332	220	389	408	434	463	854	712	920	529	523	2771	-	-	-	-	-
	20%	21%	19%	13%	18%	17%	18%	21%	27%	27%	23%	17%	14%	100%	-	-	-	-	-
Labour	3607	1706	1901	522	627	633	592	533	698	722	1031	741	999	-	3607	-	-	-	-
	26%	25%	27%	32%	29%	26%	24%	25%	22%	27%	25%	24%	27%	-	100%	-	-	-	-
Liberal Democrat	354	133	221	33	67	83	58	49	63	98	125	53	70	-	-	354	-	-	-
	3%	2%	3%	2%	3%	3%	2%	2%	2%	4%	3%	2%	2%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	2352	1330	1022	215	285	404	492	443	512	331	613	670	670	-	-	-	2352	-	-
	17%	19%	14%	13%	13%	17%	20%	20%	16%	12%	15%	22%	18%	-	-	-	100%	-	-
Plaid Cymru	50	32	18	10	13	9	10	4	4	19	23	1	5	-	-	-	-	-	50
	*	*	*	1%	1%	*	*	*	*	1%	1%	*	*	-	-	-	-	-	20%
The Green Party	460	222	238	111	76	92	89	56	35	109	172	73	94	-	-	-	-	460	-
	3%	3%	3%	7%	3%	4%	4%	3%	1%	4%	4%	2%	3%	-	-	-	-	100%	-
The British National Party (BNP)	90	71	18	14	24	14	19	10	9	9	13	31	31	-	-	-	-	-	90
	1%	1%	*	1%	1%	1%	1%	*	*	*	*	1%	1%	-	-	-	-	-	36%
Some other party	107	55	52	9	18	21	30	19	9	17	35	30	21	-	-	-	-	-	107
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	43%
Would not vote	1753	830	923	282	377	356	291	223	223	188	436	431	597	-	-	-	-	-	-
	13%	12%	13%	17%	17%	15%	12%	10%	7%	7%	11%	14%	16%	-	-	-	-	-	-
Refused	849	386	463	28	50	102	162	150	355	163	211	161	221	-	-	-	-	-	-
	6%	6%	6%	2%	2%	4%	7%	7%	11%	6%	5%	5%	6%	-	-	-	-	-	-
Don't know	1612	652	960	205	270	310	256	215	353	308	475	314	430	-	-	-	-	-	-
	12%	10%	13%	12%	12%	13%	11%	10%	11%	12%	12%	10%	12%	-	-	-	-	-	-

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	Total	Vote Type							2010 Vote		
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Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
Conservative	2771 20%	-	-	1866 100%	-	-	123 100%	-	1866 58%	109 4%	123 11%
Labour	3607 26%	-	153 82%	-	1571 100%	322 100%	-	-	153 5%	2037 66%	322 28%
Liberal Democrat	354 3%	-	33 18%	-	-	-	-	185 100%	33 1%	26 1%	185 16%
The UK Independence Party (UKIP)	2352 17%	643 100%	-	-	-	-	-	-	643 20%	397 13%	155 13%
Plaid Cymru	50 *	-	-	-	-	-	-	-	1 *	16 1%	4 *
The Green Party	460 3%	-	-	-	-	-	-	-	30 1%	62 2%	114 10%
The British National Party (BNP)	90 1%	-	-	-	-	-	-	-	4 *	13 *	2 *
Some other party	107 1%	-	-	-	-	-	-	-	19 1%	12 *	11 1%
Would not vote	1753 13%	-	-	-	-	-	-	-	55 2%	82 3%	28 2%
Refused	849 6%	-	-	-	-	-	-	-	120 4%	76 2%	24 2%
Don't know	1612 12%	-	-	-	-	-	-	-	295 9%	242 8%	182 16%

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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

	Gender		Age						SEG				Voting Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	7162	3432	3730	314	637	942	1315	1465	2482	2611	1487	1001	1862	2307	2615	231	1602	271	135
Weighted base	6778	3512	3266	610	888	1112	1262	1204	1694	1487	2034	1428	1637	2023	2481	229	1598	301	145
Conservative	2023	1058	965	122	245	285	327	359	683	547	676	368	371	2023	-	-	-	-	-
	30%	30%	30%	20%	28%	26%	26%	30%	40%	37%	33%	26%	23%	100%	-	-	-	-	-
Labour	2481	1197	1284	280	367	427	444	420	541	531	703	484	688	-	2481	-	-	-	-
	37%	34%	39%	46%	41%	38%	35%	35%	32%	36%	35%	34%	42%	-	100%	-	-	-	-
Liberal Democrat	229	89	140	14	39	53	43	34	45	66	85	33	40	-	-	229	-	-	-
	3%	3%	4%	2%	4%	5%	3%	3%	3%	4%	4%	2%	2%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1598	927	671	109	155	264	352	332	385	234	422	458	443	-	-	-	1598	-	-
	24%	26%	21%	18%	17%	24%	28%	28%	23%	16%	21%	32%	27%	-	-	-	100%	-	-
Plaid Cymru	30	20	10	4	7	6	6	4	3	13	11	1	4	-	-	-	-	-	30
	*	1%	*	1%	1%	1%	*	*	*	1%	1%	*	*	-	-	-	-	-	21%
The Green Party	301	148	154	66	50	62	63	35	25	79	109	50	57	-	-	-	-	301	-
	4%	4%	5%	11%	6%	6%	5%	3%	1%	5%	5%	3%	3%	-	-	-	-	100%	-
The British National Party (BNP)	54	42	12	9	15	7	10	7	6	4	7	19	20	-	-	-	-	-	54
	1%	1%	*	2%	2%	1%	1%	1%	*	*	*	1%	1%	-	-	-	-	-	37%
Some other party	61	32	29	5	10	9	18	12	7	11	20	16	13	-	-	-	-	-	61
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	42%

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

	Vote Type								2010 Vote		
	Con	Con	Con	Lab	LD	LD	LD	LD	Con	Lab	LibDem
	defec-	defec-									
Total	tors	tors	ists	join-	tors	tors	ists				
	to	to LD/		ers	to Lab	to Con					
	UKIP	Lab									
Unweighted base	7162	562	133	1794	745	207	97	141	2525	2391	632
Weighted base	6778	509	135	1507	859	235	94	142	2188	2104	686
Conservative	2023	-	-	1507	-	-	94	-	1507	88	94
	30%	-	-	100%	-	-	100%	-	69%	4%	14%
Labour	2481	-	112	-	859	235	-	-	112	1622	235
	37%	-	82%	-	100%	100%	-	-	5%	77%	34%
Liberal Democrat	229	-	24	-	-	-	-	142	24	20	142
	3%	-	18%	-	-	-	-	100%	1%	1%	21%
The UK Independence Party (UKIP)	1598	509	-	-	-	-	-	-	509	299	116
	24%	100%	-	-	-	-	-	-	23%	14%	17%
Plaid Cymru	30	-	-	-	-	-	-	-	1	10	2
	*	-	-	-	-	-	-	-	*	*	*
The Green Party	301	-	-	-	-	-	-	-	21	49	87
	4%	-	-	-	-	-	-	-	1%	2%	13%
The British National Party (BNP)	54	-	-	-	-	-	-	-	4	10	1
	1%	-	-	-	-	-	-	-	*	*	*
Some other party	61	-	-	-	-	-	-	-	12	7	7
	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	31%
Labour	37%
Liberal Democrat	4%
UKIP	23%
Green	4%
Other	2%

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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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
Conservative	2955 21%	1518 22%	1438 20%	216 13%	395 18%	449 18%	470 19%	487 23%	936 30%	740 28%	972 24%	569 19%	579 16%	2457 89%	74 2%	30 9%	131 6%	18 4%	13 5%
Labour	3916 28%	1877 27%	2040 29%	563 34%	654 30%	681 28%	653 27%	584 27%	774 25%	781 29%	1128 28%	820 27%	1072 29%	77 3%	3314 92%	26 7%	119 5%	61 13%	25 10%
Liberal Democrat	409 3%	147 2%	262 4%	52 3%	73 3%	89 4%	61 2%	56 3%	79 3%	117 4%	131 3%	60 2%	90 2%	28 1%	33 1%	256 72%	14 1%	11 2%	4 2%
The UK Independence Party (UKIP)	2263 16%	1307 19%	956 13%	223 14%	280 13%	374 15%	475 20%	414 19%	494 16%	301 11%	601 15%	640 21%	649 18%	64 2%	42 1%	9 2%	1968 84%	12 3%	40 16%
Plaid Cymru	58 *	36 1%	22 *	15 1%	14 1%	11 *	9 *	4 *	5 *	27 1%	25 1%	2 *	4 *	2 *	4 *	2 1%	4 *	1 *	40 16%
The Green Party	432 3%	212 3%	221 3%	94 6%	69 3%	88 4%	81 3%	58 3%	42 1%	105 4%	158 4%	69 2%	84 2%	15 1%	39 1%	7 2%	9 *	316 69%	* *
The British National Party (BNP)	57 *	43 1%	14 *	5 *	18 1%	7 *	12 *	9 *	5 *	8 *	6 *	25 1%	17 *	2 *	- -	- -	4 *	- -	50 20%
Some other party	120 1%	60 1%	60 1%	10 1%	24 1%	23 1%	29 1%	22 1%	11 *	17 1%	37 1%	34 1%	26 1%	11 *	16 *	3 1%	8 *	4 1%	52 21%
Would not vote	1753 13%	830 12%	923 13%	282 17%	377 17%	356 15%	291 12%	223 10%	223 7%	188 7%	436 11%	431 14%	597 16%	- -	- -	- -	- -	- -	- -
Refused	579 4%	271 4%	307 4%	17 1%	37 2%	73 3%	121 5%	106 5%	223 7%	118 4%	143 4%	108 4%	136 4%	5 *	1 *	- -	3 *	- -	2 1%
Don't know	1462 10%	554 8%	907 13%	173 11%	252 11%	279 11%	229 9%	201 9%	324 10%	275 10%	417 10%	277 9%	405 11%	110 4%	84 2%	20 6%	92 4%	35 8%	20 8%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
Conservative	2955 21%	75 12%	20 11%	1727 93%	44 3%	6 2%	96 78%	6 3%	1960 61%	133 4%	134 12%
Labour	3916 28%	11 2%	132 71%	23 1%	1393 89%	288 90%	6 5%	13 7%	192 6%	2117 69%	365 32%
Liberal Democrat	409 3%	3 *	20 11%	11 1%	27 2%	11 3%	7 6%	149 81%	38 1%	33 1%	195 17%
The UK Independence Party (UKIP)	2263 16%	522 81%	3 2%	31 2%	21 1%	1 *	5 4%	2 1%	592 18%	375 12%	155 13%
Plaid Cymru	58 *	3 *	- -	1 *	2 *	- -	- -	- -	6 *	13 *	5 *
The Green Party	432 3%	- -	3 1%	3 *	26 2%	7 2%	4 4%	3 2%	29 1%	67 2%	109 9%
The British National Party (BNP)	57 *	- -	- -	2 *	- -	- -	- -	- -	6 *	7 *	- -
Some other party	120 1%	2 *	2 1%	9 1%	6 *	3 1%	- -	1 1%	19 1%	21 1%	21 2%
Would not vote	1753 13%	- -	- -	- -	- -	- -	- -	- -	55 2%	82 3%	28 2%
Refused	579 4%	1 *	- -	3 *	- -	- -	- -	- -	54 2%	34 1%	11 1%
Don't know	1462 10%	27 4%	7 4%	56 3%	52 3%	4 1%	4 4%	10 5%	270 8%	190 6%	129 11%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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

	Gender		Age						SEG				Voting Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	7473	3573	3900	326	649	979	1351	1509	2651	2702	1554	1046	1954	2229	2561	218	1545	253	125
Weighted base	7060	3655	3406	635	906	1155	1299	1244	1815	1537	2128	1485	1704	1953	2434	217	1544	279	135
Conservative	2135	1111	1024	118	243	307	347	378	741	559	710	392	407	1814	45	18	85	10	9
	30%	30%	30%	19%	27%	27%	27%	30%	41%	36%	33%	26%	24%	93%	2%	8%	5%	3%	6%
Labour	2696	1317	1380	315	384	464	482	453	595	575	780	534	733	51	2305	19	79	42	14
	38%	36%	41%	50%	42%	40%	37%	36%	33%	37%	37%	36%	43%	3%	95%	9%	5%	15%	10%
Liberal Democrat	267	98	169	25	44	56	46	39	57	82	89	39	51	21	23	166	10	6	3
	4%	3%	5%	4%	5%	5%	4%	3%	3%	5%	4%	3%	3%	1%	1%	77%	1%	2%	3%
The UK Independence Party (UKIP)	1530	899	631	110	157	245	330	309	376	212	410	438	427	47	22	5	1356	6	22
	22%	25%	19%	17%	17%	21%	25%	25%	21%	14%	19%	29%	25%	2%	1%	2%	88%	2%	16%
Plaid Cymru	38	23	15	8	7	8	6	4	4	17	15	2	4	1	3	1	4	1	24
	1%	1%	*	1%	1%	1%	*	*	*	1%	1%	*	*	*	*	*	*	*	18%
The Green Party	288	144	144	52	46	58	63	40	30	77	100	47	55	11	24	6	4	212	*
	4%	4%	4%	8%	5%	5%	5%	3%	2%	5%	5%	3%	3%	1%	1%	3%	*	76%	*
The British National Party (BNP)	36	29	7	3	11	4	6	7	4	4	3	15	12	*	-	-	1	-	33
	1%	1%	*	1%	1%	*	*	1%	*	*	*	1%	1%	*	-	-	*	-	25%
Some other party	70	34	36	3	14	12	18	15	9	12	20	18	15	8	11	2	4	2	29
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	*	1%	21%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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		
	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	Con	Lab	LibDem
Unweighted base	7473	542	127	1748	726	204	93	134	2615	2458	679
Weighted base	7060	492	131	1464	839	232	90	135	2259	2166	735
Conservative	2135	57	15	1400	23	4	72	5	1572	102	96
	30%	12%	11%	96%	3%	2%	79%	4%	70%	5%	13%
Labour	2696	9	96	18	768	212	4	11	140	1680	268
	38%	2%	74%	1%	92%	91%	5%	8%	6%	78%	36%
Liberal Democrat	267	2	15	9	19	8	7	114	29	24	150
	4%	*	12%	1%	2%	4%	7%	84%	1%	1%	20%
The UK Independence Party (UKIP)	1530	420	2	26	10	1	4	2	474	277	122
	22%	85%	2%	2%	1%	1%	4%	1%	21%	13%	17%
Plaid Cymru	38	2	-	*	1	-	-	-	5	9	3
	1%	*	-	*	*	-	-	-	*	*	*
The Green Party	288	-	2	3	14	5	4	3	23	54	85
	4%	-	2%	*	2%	2%	4%	2%	1%	3%	11%
The British National Party (BNP)	36	-	-	*	-	-	-	-	4	6	-
	1%	-	-	*	-	-	-	-	*	*	-
Some other party	70	1	*	7	4	2	-	1	12	14	11
	1%	*	*	*	*	1%	-	1%	1%	1%	1%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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	31%
Labour	38%
Liberal Democrat	4%
UKIP	21%
Green	4%
Other	2%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
I would not vote Liberal Democrat	9502 68%	4967 72%	4534 63%	1036 63%	1361 62%	1626 67%	1732 71%	1561 72%	2173 70%	1726 64%	2742 68%	2156 71%	2539 69%	2027 73%	2627 73%	-	2005 85%	295 64%	183 74%
I would not vote UKIP	7837 56%	3694 54%	4143 58%	1032 63%	1329 61%	1381 57%	1264 52%	1162 54%	1658 53%	1746 65%	2357 58%	1520 50%	1932 53%	1938 70%	2856 79%	274 78%	-	379 82%	136 55%
I would not vote Conservative	7068 50%	3487 51%	3581 50%	867 53%	1114 51%	1299 53%	1336 55%	1133 52%	1309 42%	1167 44%	1926 48%	1623 53%	2102 57%	-	2733 76%	201 57%	1626 69%	349 76%	171 70%
I would not vote Labour	6056 43%	3180 46%	2876 40%	531 32%	799 36%	1044 43%	1110 46%	1035 48%	1528 49%	1117 42%	1759 43%	1456 48%	1505 41%	2008 72%	-	169 48%	1689 72%	226 49%	146 59%
None of these - I would potentially vote for all of them	1146 8%	474 7%	672 9%	151 9%	234 11%	165 7%	192 8%	149 7%	252 8%	173 6%	324 8%	247 8%	306 8%	132 5%	171 5%	18 5%	109 5%	21 5%	13 5%
I would not vote Plaid Cymru	538 4%	245 4%	293 4%	55 3%	70 3%	83 3%	85 4%	107 5%	138 4%	157 6%	167 4%	76 2%	108 3%	163 6%	153 4%	21 6%	85 4%	12 3%	9 4%
Don't know	250 2%	105 2%	145 2%	26 2%	24 1%	47 2%	37 2%	33 2%	83 3%	27 1%	64 2%	38 1%	83 2%	7 *	8 *	2 *	5 *	-	1 1%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
I would not vote Liberal Democrat	9502 68%	576 90%	116 62%	1451 78%	1048 67%	213 66%	63 51%	- -	2485 77%	2327 76%	559 49%
I would not vote UKIP	7837 56%	- -	141 76%	1297 69%	1204 77%	282 88%	103 84%	149 80%	1688 52%	2049 67%	784 68%
I would not vote Conservative	7068 50%	309 48%	94 51%	- -	1041 66%	245 76%	- -	122 66%	502 16%	2359 77%	708 61%
I would not vote Labour	6056 43%	563 88%	24 13%	1498 80%	- -	- -	71 58%	95 51%	2385 74%	352 11%	421 37%
None of these - I would potentially vote for all of them	1146 8%	25 4%	7 4%	71 4%	94 6%	6 2%	6 5%	8 4%	157 5%	157 5%	63 5%
I would not vote Plaid Cymru	538 4%	33 5%	14 8%	110 6%	63 4%	17 5%	15 12%	14 7%	181 6%	121 4%	67 6%
Don't know	250 2%	1 *	- -	3 *	4 *	- -	- -	- -	10 *	11 *	2 *

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
NET: Well	7943	4356	3588	1002	1178	1254	1257	1261	1984	1752	2380	1677	1818	2337	1908	243	1146	229	96
	57%	64%	50%	61%	54%	52%	52%	58%	64%	65%	59%	55%	50%	84%	53%	69%	49%	50%	39%
Very well	(4) 577	376	202	68	73	68	89	99	179	122	167	112	151	239	109	12	71	9	3
	4%	5%	3%	4%	3%	3%	4%	5%	6%	5%	4%	4%	4%	9%	3%	3%	3%	2%	1%
Quite well	(3) 7366	3980	3386	935	1105	1187	1167	1162	1805	1630	2213	1565	1667	2097	1799	230	1074	221	93
	53%	58%	47%	57%	50%	49%	48%	54%	58%	61%	55%	52%	46%	76%	50%	65%	46%	48%	38%
Quite badly	(2) 4367	1783	2584	497	788	888	874	613	699	740	1265	973	1229	351	1352	92	851	188	106
	31%	26%	36%	30%	36%	37%	36%	28%	22%	28%	31%	32%	34%	13%	37%	26%	36%	41%	43%
Very badly	(1) 1270	544	725	129	183	234	236	221	263	136	312	303	461	45	269	14	299	29	38
	9%	8%	10%	8%	8%	10%	10%	10%	8%	5%	8%	10%	13%	2%	7%	4%	13%	6%	16%
NET: Badly	5636	2327	3309	627	972	1122	1110	834	962	877	1577	1276	1689	397	1621	105	1150	217	144
	40%	34%	46%	38%	44%	46%	46%	39%	31%	33%	39%	42%	46%	14%	45%	30%	49%	47%	59%
Don't know	424	172	252	20	45	55	64	69	170	47	97	83	152	38	78	5	55	14	6
	3%	3%	4%	1%	2%	2%	3%	3%	5%	2%	2%	3%	4%	1%	2%	2%	2%	3%	2%
Mean	2.53	2.63	2.44	2.58	2.50	2.46	2.47	2.54	2.64	2.66	2.56	2.50	2.43	2.93	2.50	2.69	2.40	2.47	2.25
Standard deviation	0.72	0.71	0.72	0.70	0.70	0.71	0.72	0.74	0.73	0.65	0.70	0.73	0.77	0.53	0.68	0.60	0.75	0.65	0.73
Standard error	0.01	0.01	0.01	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.03	0.02	0.03	0.05

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
NET: Well	7943 57%	411 64%	99 53%	1622 87%	882 56%	197 61%	100 81%	134 72%	2457 76%	1513 49%	700 61%
Very well	(4) 577 4%	29 4%	5 2%	183 10%	48 3%	9 3%	8 7%	5 3%	238 7%	91 3%	33 3%
Quite well	(3) 7366 53%	383 60%	94 50%	1439 77%	834 53%	189 59%	92 74%	128 69%	2219 69%	1421 46%	667 58%
Quite badly	(2) 4367 31%	180 28%	78 42%	198 11%	560 36%	107 33%	21 17%	41 22%	593 18%	1173 38%	346 30%
Very badly	(1) 1270 9%	42 7%	9 5%	19 1%	99 6%	16 5%	- -	8 4%	109 3%	303 10%	79 7%
NET: Badly	5636 40%	222 35%	87 47%	217 12%	660 42%	124 38%	21 17%	49 27%	702 22%	1477 48%	425 37%
Don't know	424 3%	9 1%	1 1%	27 1%	29 2%	1 *	2 2%	2 1%	61 2%	83 3%	26 2%
Mean	2.53	2.63	2.51	2.97	2.54	2.59	2.89	2.71	2.82	2.44	2.58
Standard deviation	0.72	0.68	0.63	0.50	0.66	0.63	0.48	0.60	0.61	0.71	0.67
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.04	0.04	0.01	0.01	0.02

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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	Green	Other	
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218	
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246	
NET: Well	8328	4424	3904	1135	1317	1320	1288	1264	1998	1882	2519	1776	1823	2343	2081	243	1160	236	112	
		59%	65%	55%	69%	60%	54%	53%	58%	64%	70%	62%	59%	50%	85%	58%	69%	49%	51%	45%
Very well	(4) 725	468	257	93	118	93	109	110	199	180	181	164	160	238	154	16	101	9	14	
		5%	7%	4%	6%	5%	4%	4%	5%	6%	7%	4%	5%	4%	9%	4%	5%	4%	2%	6%
Quite well	(3) 7603	3956	3646	1042	1199	1227	1179	1155	1799	1702	2338	1611	1663	2105	1927	227	1060	226	98	
		54%	58%	51%	63%	55%	50%	48%	53%	58%	64%	58%	53%	45%	76%	53%	64%	45%	49%	40%
Quite badly	(2) 3976	1686	2291	401	650	807	806	628	677	613	1127	890	1195	325	1182	87	839	175	90	
		28%	25%	32%	24%	30%	33%	33%	29%	22%	23%	28%	29%	33%	12%	33%	25%	36%	38%	37%
Very badly	(1) 1219	538	681	74	175	252	273	201	243	124	311	272	460	46	276	18	285	38	37	
		9%	8%	10%	5%	8%	10%	11%	9%	8%	5%	8%	9%	13%	2%	8%	5%	12%	8%	15%
NET: Badly	5195	2224	2971	475	824	1059	1079	829	921	737	1438	1162	1655	371	1458	105	1123	213	127	
		37%	32%	42%	29%	38%	44%	44%	38%	30%	28%	35%	38%	45%	13%	40%	30%	48%	46%	52%
Don't know	481	207	274	39	54	52	65	70	197	56	97	98	182	57	68	5	68	12	7	
		3%	3%	4%	2%	2%	2%	3%	3%	6%	2%	2%	3%	5%	2%	2%	2%	3%	3%	3%
Mean	2.58	2.65	2.51	2.72	2.59	2.49	2.47	2.56	2.67	2.74	2.60	2.57	2.44	2.93	2.55	2.69	2.43	2.46	2.37	
Standard deviation	0.73	0.73	0.72	0.64	0.72	0.74	0.76	0.74	0.72	0.65	0.70	0.74	0.78	0.52	0.70	0.64	0.76	0.68	0.81	
Standard error	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.03	0.02	0.03	0.06	

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Vote Type							2010 Vote			
		Con defectors to UKIP	Con defectors to LD/Lab	Con Loyalists	Lab joiners	LD defectors to Lab	LD defectors to Con	LD loyalists	Con	Lab	LibDem	
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038	
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151	
NET: Well	8328 59%	384 60%	113 61%	1624 87%	946 60%	193 60%	105 86%	130 70%	2433 76%	1649 54%	679 59%	
Very well	(4) 5%	725 5%	37 6%	4 2%	188 10%	65 4%	15 5%	5 4%	4 2%	248 8%	128 4%	36 3%
Quite well	(3) 54%	7603 54%	347 54%	109 58%	1436 77%	881 56%	178 55%	100 81%	126 68%	2185 68%	1521 50%	643 56%
Quite badly	(2) 28%	3976 28%	181 28%	56 30%	180 10%	497 32%	113 35%	16 13%	41 22%	568 18%	1044 34%	354 31%
Very badly	(1) 9%	1219 9%	54 8%	17 9%	24 1%	102 7%	14 4%	2 2%	11 6%	135 4%	307 10%	88 8%
NET: Badly	5195 37%	235 37%	73 39%	205 11%	599 38%	127 39%	18 14%	52 28%	703 22%	1351 44%	442 38%	
Don't know	481 3%	24 4%	* *	38 2%	26 2%	3 1%	- -	4 2%	83 3%	72 2%	30 3%	
Mean	2.58	2.59	2.54	2.98	2.59	2.61	2.88	2.67	2.81	2.49	2.56	
Standard deviation	0.73	0.73	0.69	0.50	0.68	0.65	0.47	0.62	0.63	0.73	0.68	
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.04	0.05	0.01	0.01	0.02	

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Absolutes/col percents

Table 11

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

	Total	Gender		Age						SEG				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218	
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246	
I am satisfied with the job David Cameron is doing overall as Prime Minister	4092	2142	1949	512	678	634	564	602	1098	848	1196	913	980	1809	581	118	390	63	45	
		29%	31%	27%	31%	31%	26%	23%	28%	35%	32%	29%	30%	27%	65%	16%	33%	17%	14%	18%
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	4157	1959	2198	510	629	774	775	625	838	866	1259	946	946	888	586	144	1118	141	82	
		30%	29%	31%	31%	29%	32%	32%	29%	27%	32%	31%	31%	26%	32%	16%	41%	48%	31%	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.	4095	1993	2102	471	691	742	736	668	782	735	1191	814	1242	51	2292	68	583	193	86	
		29%	29%	29%	29%	31%	31%	30%	31%	25%	27%	29%	27%	34%	2%	64%	19%	25%	42%	35%
Refused	436	228	208	17	34	82	96	72	132	68	96	110	103	4	12	4	41	11	5	
		3%	3%	3%	1%	2%	3%	4%	3%	4%	3%	2%	4%	3%	*	*	1%	2%	2%	2%
Don't know	1225	532	693	139	162	199	259	196	264	159	312	252	389	20	137	20	219	51	29	
		9%	8%	10%	8%	7%	8%	11%	9%	8%	6%	8%	8%	11%	1%	4%	6%	9%	11%	12%

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 11

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

	Total	Vote Type							2010 Vote		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
I am satisfied with the job David Cameron is doing overall as Prime Minister	4092 29%	156 24%	29 16%	1273 68%	320 20%	37 11%	68 55%	58 31%	1647 51%	468 15%	243 21%
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	4157 30%	405 63%	64 34%	566 30%	341 22%	45 14%	51 42%	80 43%	1282 40%	540 18%	367 32%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	4095 29%	35 6%	88 47%	18 1%	835 53%	232 72%	2 2%	37 20%	181 6%	1849 60%	444 39%
Refused	436 3%	8 1%	2 1%	- -	8 *	1 *	- -	2 1%	21 1%	28 1%	15 1%
Don't know	1225 9%	38 6%	4 2%	9 *	68 4%	8 2%	1 1%	8 4%	89 3%	186 6%	83 7%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?

Base: All respondents

	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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
The Conservatives	3129	1632	1497	294	457	568	571	527	710	705	961	673	669	828	794	78	500	115	53
	22%	24%	21%	18%	21%	23%	23%	24%	23%	26%	24%	22%	18%	30%	22%	22%	21%	25%	22%
Labour	2929	1465	1464	374	530	549	510	422	540	582	854	638	752	499	1001	52	463	99	65
	21%	21%	20%	23%	24%	23%	21%	20%	17%	22%	21%	21%	21%	18%	28%	15%	20%	22%	26%
The UK Independence Party (UKIP)	2521	1392	1129	331	477	461	436	350	464	522	760	595	564	468	617	55	609	109	55
	18%	20%	16%	20%	22%	19%	18%	16%	15%	19%	19%	20%	15%	17%	17%	15%	26%	24%	22%
The Liberal Democrat	1075	554	521	121	200	211	198	160	184	226	306	240	255	197	276	40	183	45	23
	8%	8%	7%	7%	9%	9%	8%	7%	6%	8%	8%	8%	7%	7%	8%	11%	8%	10%	9%
Plaid Cymru	95	43	52	12	11	24	15	18	15	35	27	14	16	15	25	3	12	5	8
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	3%
None of them	8589	4079	4511	1007	1300	1457	1492	1338	1984	1515	2461	1872	2376	1602	2093	215	1406	262	145
	61%	60%	63%	61%	59%	60%	61%	62%	64%	57%	61%	62%	65%	58%	58%	61%	60%	57%	59%
Don't know	184	82	102	25	28	45	38	16	30	38	49	38	35	37	30	6	19	7	1
	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?

Base: All respondents

	Total	Vote Type							2010 Vote		
		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	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
The Conservatives	3129 22%	167 26%	43 23%	599 32%	319 20%	93 29%	32 26%	39 21%	937 29%	716 23%	306 27%
Labour	2929 21%	114 18%	42 23%	331 18%	385 25%	78 24%	16 13%	28 15%	564 18%	856 28%	238 21%
The UK Independence Party (UKIP)	2521 18%	160 25%	31 17%	321 17%	270 17%	69 21%	22 18%	31 17%	585 18%	574 19%	250 22%
The Liberal Democrat	1075 8%	41 6%	18 10%	140 7%	133 8%	33 10%	10 8%	25 13%	229 7%	232 8%	127 11%
Plaid Cymru	95 1%	6 1%	1 1%	10 1%	7 *	2 1%	1 1%	1 *	23 1%	30 1%	6 1%
None of them	8589 61%	376 58%	111 59%	1047 56%	948 60%	175 54%	74 60%	113 61%	1883 58%	1761 57%	647 56%
Don't know	184 1%	4 1%	2 1%	27 1%	18 1%	- -	3 2%	2 1%	37 1%	19 1%	7 1%

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?**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	Green	Other
Unweighted base	14004	6298	7706	823	1516	2029	2491	2598	4528	4557	2860	2028	3979	3043	3603	346	2278	402	218
Weighted base	14004	6855	7149	1649	2195	2431	2431	2164	3115	2675	4054	3035	3659	2771	3607	354	2352	460	246
A Labour government	5071	2447	2624	704	931	913	850	753	914	834	1428	1111	1541	52	2962	38	719	160	101
		36%	37%	43%	42%	38%	35%	35%	29%	31%	35%	37%	42%	2%	82%	11%	31%	35%	41%
A Conservative government	4085	2155	1931	370	474	635	681	668	1253	894	1276	920	868	2331	60	20	745	61	39
		29%	27%	22%	22%	26%	28%	31%	40%	33%	31%	30%	24%	84%	2%	6%	32%	13%	16%
A coalition between Labour and the Liberal Democrats	1340	656	683	220	255	259	241	184	178	320	403	260	319	18	490	126	194	126	37
		10%	10%	13%	12%	11%	10%	9%	6%	12%	10%	9%	9%	1%	14%	36%	8%	27%	15%
A coalition between the Conservatives and the Liberal Democrats	1198	577	621	136	200	199	212	194	257	284	359	240	286	331	41	152	227	57	25
		9%	9%	8%	9%	8%	9%	9%	8%	11%	9%	8%	8%	12%	1%	43%	10%	12%	10%
Don't know	2310	1020	1290	220	335	426	447	364	513	343	589	505	645	39	54	18	466	56	45
		16%	18%	13%	15%	18%	18%	17%	16%	13%	15%	17%	18%	1%	1%	5%	20%	12%	18%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 18th June - 16th July 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

	Vote Type								2010 Vote		
	Total	Con defectors to UKIP	Con defectors to LD/Lab	Con Loyalists	Lab joiners	LD defectors to Lab	LD defectors to Con	LD loyalists	Con	Lab	LibDem
Unweighted base	14004	704	181	2191	1295	273	123	181	3690	3430	1038
Weighted base	14004	643	186	1866	1571	322	123	185	3220	3072	1151
A Labour government	5071 36%	35 5%	117 63%	17 1%	1195 76%	225 70%	-	13 7%	209 7%	2291 75%	379 33%
A Conservative government	4085 29%	407 63%	16 9%	1646 88%	34 2%	4 1%	85 69%	4 2%	2337 73%	182 6%	164 14%
A coalition between Labour and the Liberal Democrats	1340 10%	23 4%	21 11%	4 *	277 18%	91 28%	2 2%	75 40%	72 2%	336 11%	298 26%
A coalition between the Conservatives and the Liberal Democrats	1198 9%	76 12%	26 14%	182 10%	30 2%	2 1%	33 27%	86 47%	345 11%	83 3%	188 16%
Don't know	2310 16%	102 16%	6 3%	17 1%	34 2%	1 *	3 3%	7 4%	257 8%	180 6%	123 11%

Conservative Held/Labour 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	14004	14004
Weighted base	14004	14004
Male	6298 45%	6855 49%
Female	7706 55%	7149 51%

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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	14004	14004
Weighted base	14004	14004
18-24	823 6%	1649 12%
25-34	1516 11%	2195 16%
35-44	2029 14%	2431 17%
45-54	2491 18%	2431 17%
55-64	2598 19%	2164 15%
65 or older	4528 32%	3115 22%
Refused	19 *	19 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	14004	14004
Weighted base	14004	14004
A	1379 10%	799 6%
B	3178 23%	1877 13%
C1	2860 20%	4054 29%
C2	2028 14%	3035 22%
D	1562 11%	1693 12%
E	2417 17%	1967 14%
Refused	580 4%	580 4%

Conservative Held/Labour Marginal Constituencies

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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	14004	14004
Weighted base	14004	14004
Conservative	3690 26%	3220 23%
Labour	3430 24%	3072 22%
Liberal Democrats	1038 7%	1151 8%
Plaid Cymru	33 *	26 *
Another party	609 4%	593 4%
Did not vote	3929 28%	4808 34%
Refused	695 5%	568 4%
Don't know	580 4%	565 4%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	14004	14004
Weighted base	14004	14004
Amber Valley	1000 7%	1021 7%
Broxtowe	1000 7%	937 7%
Cardiff North	1000 7%	929 7%
Great Yarmouth	1000 7%	1046 7%
Hendon	1001 7%	1015 7%
Lancaster & Fleetwood	1000 7%	987 7%
Morecambe & Lunesdale	1001 7%	975 7%
North Warwickshire	1000 7%	1016 7%
Sherwood	1000 7%	984 7%
Stockton South	1000 7%	1014 7%
Thanet South	1000 7%	959 7%
Thurrock	1002 7%	1102 8%
Waveney	1000 7%	1013 7%
Wolverhampton South West	1000 7%	1005 7%