

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
Certain to vote	(10) 6792	3411	3381	420	667	1048	1274	1360	2002	1528	1976	1309	1708	1615	2074	257	1053	118	103
	48%	50%	47%	25%	30%	43%	52%	63%	64%	57%	49%	43%	47%	62%	57%	51%	59%	49%	50%
(9)	753	393	360	69	135	150	139	103	154	176	257	132	161	198	215	34	103	19	4
	5%	6%	5%	4%	6%	6%	6%	5%	5%	7%	6%	4%	4%	8%	6%	7%	6%	8%	2%
(8)	1256	598	659	166	253	233	238	151	216	247	388	258	298	241	387	71	174	21	17
	9%	9%	9%	10%	12%	10%	10%	7%	7%	9%	10%	9%	8%	9%	11%	14%	10%	9%	8%
(7)	725	367	358	155	172	117	106	69	106	148	198	163	178	171	227	32	85	10	7
	5%	5%	5%	9%	8%	5%	4%	3%	3%	6%	5%	5%	5%	7%	6%	6%	5%	4%	4%
(6)	494	247	247	113	96	99	58	57	70	73	150	139	105	84	155	19	70	7	22
	4%	4%	3%	7%	4%	4%	2%	3%	2%	3%	4%	5%	3%	3%	4%	4%	4%	3%	10%
(5)	1267	531	737	191	294	245	217	134	183	162	321	353	358	174	344	50	173	25	22
	9%	8%	10%	12%	13%	10%	9%	6%	6%	6%	8%	12%	10%	7%	9%	10%	10%	10%	10%
(4)	289	113	176	86	62	44	39	33	26	42	103	53	75	38	73	16	39	7	16
	2%	2%	2%	5%	3%	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%	3%	2%	3%	8%
(3)	435	213	222	116	97	104	40	35	43	70	140	111	94	53	119	15	62	14	7
	3%	3%	3%	7%	4%	4%	2%	2%	1%	3%	3%	4%	3%	2%	3%	3%	3%	6%	3%
(2)	266	134	132	50	45	66	41	31	33	40	60	73	76	27	53	6	36	19	10
	2%	2%	2%	3%	2%	3%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	8%	5%
Definitely would not vote	(1) 1650	816	834	278	366	317	267	184	239	170	431	413	552	-	-	-	-	-	-
	12%	12%	12%	17%	17%	13%	11%	8%	8%	6%	11%	14%	15%	-	-	-	-	-	-
Refused	11	5	6	-	2	1	1	-	6	2	2	1	3	-	-	-	-	-	-
	*	*	*	-	*	*	*	-	*	*	*	*	*	-	-	-	-	-	-
Don't know	69	30	39	3	5	7	10	7	36	3	8	15	33	-	-	-	-	-	-
	*	*	1%	*	*	*	*	*	1%	*	*	1%	1%	-	-	-	-	-	-
Mean	7.45	7.52	7.38	6.05	6.47	7.13	7.73	8.21	8.38	8.19	7.57	7.05	7.17	8.76	8.44	8.31	8.44	7.77	7.69
Standard deviation	3.21	3.22	3.21	3.26	3.30	3.30	3.12	2.93	2.80	2.76	3.13	3.32	3.40	1.97	2.21	2.20	2.28	2.81	2.67

**Conservative Held/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 27th April 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
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
Standard error	0.03	0.04	0.04	0.11	0.08	0.08	0.06	0.06	0.04	0.04	0.06	0.07	0.06	0.04	0.04	0.10	0.05	0.19	0.20

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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	14006	565	213	2122	1315	260	89	256	3740	3393	1055	
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145	
Certain to vote	(10)	6792 48%	387 78%	130 62%	1345 76%	589 36%	185 62%	53 61%	174 66%	2261 70%	2047 67%	668 58%
	(9)	753 5%	29 6%	13 6%	140 8%	103 6%	26 9%	11 12%	22 8%	223 7%	166 5%	89 8%
	(8)	1256 9%	35 7%	23 11%	131 7%	217 13%	40 14%	3 4%	35 13%	260 8%	271 9%	155 14%
	(7)	725 5%	10 2%	7 4%	73 4%	143 9%	11 4%	10 12%	14 5%	119 4%	140 5%	71 6%
	(6)	494 4%	8 2%	6 3%	27 2%	121 7%	14 5%	2 2%	5 2%	64 2%	62 2%	37 3%
	(5)	1267 9%	14 3%	26 12%	42 2%	246 15%	11 4%	4 5%	9 3%	148 5%	195 6%	60 5%
	(4)	289 2%	4 1%	3 2%	5 *	57 4%	3 1%	1 1%	3 1%	22 1%	31 1%	16 1%
	(3)	435 3%	11 2%	3 2%	8 *	106 7%	5 2%	3 4%	3 1%	38 1%	30 1%	20 2%
	(2)	266 2%	1 *	- -	2 *	37 2%	2 1%	- -	- -	11 *	38 1%	8 1%
Definitely would not vote	(1)	1650 12%	- -	- -	- -	- -	- -	- -	- -	61 2%	68 2%	19 2%
Refused		11 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Don't know		69 *	- -	- -	- -	- -	- -	- -	- -	7 *	12 *	1 *
Mean		7.45	9.32	8.69	9.42	7.49	8.93	8.81	9.12	9.02	8.80	8.66
Standard deviation		3.21	1.58	1.99	1.27	2.46	1.75	1.92	1.52	1.96	2.18	2.09

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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	14006	499	211	1772	1618	297	87	264	3214	3060	1145
Standard error	0.03	0.07	0.14	0.03	0.07	0.11	0.20	0.10	0.03	0.04	0.06

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 2014

Absolutes/col percents

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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
Conservative	2602	1285	1316	219	330	424	432	438	756	670	790	527	538	2602	-	-	-	-	-
	19%	19%	18%	13%	15%	17%	18%	20%	24%	25%	20%	17%	15%	100%	-	-	-	-	-
Labour	3646	1752	1894	535	599	692	612	531	674	703	1089	697	1003	-	3646	-	-	-	-
	26%	26%	26%	32%	27%	28%	25%	25%	22%	26%	27%	23%	28%	-	100%	-	-	-	-
Liberal Democrat	500	223	277	61	104	90	85	74	86	126	146	90	112	-	-	500	-	-	-
	4%	3%	4%	4%	5%	4%	4%	3%	3%	5%	4%	3%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1794	1112	683	126	228	283	348	364	441	263	502	490	492	-	-	-	1794	-	-
	13%	16%	10%	8%	10%	12%	14%	17%	14%	10%	12%	16%	14%	-	-	-	100%	-	-
Plaid Cymru	53	28	25	7	17	8	5	9	6	17	12	13	8	-	-	-	-	-	53
	*	*	*	*	1%	*	*	*	*	1%	*	*	*	-	-	-	-	-	25%
The Green Party	239	117	122	38	51	52	44	30	24	64	80	44	42	-	-	-	-	239	-
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	-	-	-	-	100%	-
The British National Party (BNP)	71	46	25	14	22	14	13	5	3	6	15	35	15	-	-	-	-	-	71
	1%	1%	*	1%	1%	1%	1%	*	*	*	*	1%	*	-	-	-	-	-	34%
Some other party	84	54	30	10	14	22	18	8	12	9	34	16	20	-	-	-	-	-	84
	1%	1%	*	1%	1%	1%	1%	*	*	*	1%	1%	1%	-	-	-	-	-	40%
Would not vote	1650	816	834	278	366	317	267	184	239	170	431	413	552	-	-	-	-	-	-
	12%	12%	12%	17%	17%	13%	11%	8%	8%	6%	11%	14%	15%	-	-	-	-	-	-
Refused	920	408	513	46	58	107	155	162	383	183	232	150	255	-	-	-	-	-	-
	7%	6%	7%	3%	3%	4%	6%	7%	12%	7%	6%	5%	7%	-	-	-	-	-	-
Don't know	2447	1015	1432	316	403	420	450	358	490	449	703	545	604	-	-	-	-	-	-
	17%	15%	20%	19%	18%	17%	19%	17%	16%	17%	17%	18%	17%	-	-	-	-	-	-

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	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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
Conservative	2602 19%	-	-	1772 100%	-	-	87 100%	-	1772 55%	114 4%	87 8%
Labour	3646 26%	-	172 82%	-	1618 100%	297 100%	-	-	172 5%	2028 66%	297 26%
Liberal Democrat	500 4%	-	39 18%	-	-	-	-	264 100%	39 1%	35 1%	264 23%
The UK Independence Party (UKIP)	1794 13%	499 100%	-	-	-	-	-	-	499 16%	265 9%	140 12%
Plaid Cymru	53 *	-	-	-	-	-	-	-	4 *	9 *	6 1%
The Green Party	239 2%	-	-	-	-	-	-	-	20 1%	39 1%	38 3%
The British National Party (BNP)	71 1%	-	-	-	-	-	-	-	4 *	6 *	-
Some other party	84 1%	-	-	-	-	-	-	-	24 1%	9 *	6 1%
Would not vote	1650 12%	-	-	-	-	-	-	-	61 2%	68 2%	19 2%
Refused	920 7%	-	-	-	-	-	-	-	124 4%	73 2%	31 3%
Don't know	2447 17%	-	-	-	-	-	-	-	495 15%	413 13%	257 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 (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	Green	Other
Unweighted base	6569	3151	3418	283	572	821	1158	1447	2278	2444	1362	886	1673	2179	2593	329	1226	140	102
Weighted base	6152	3188	2964	513	792	1041	1131	1119	1545	1366	1842	1231	1516	1881	2463	329	1217	144	119
Conservative	1881	945	936	119	192	300	319	344	602	503	577	357	392	1881	-	-	-	-	-
	31%	30%	32%	23%	24%	29%	28%	31%	39%	37%	31%	29%	26%	100%	-	-	-	-	-
Labour	2463	1202	1261	267	356	452	447	413	524	528	742	430	669	-	2463	-	-	-	-
	40%	38%	43%	52%	45%	43%	40%	37%	34%	39%	40%	35%	44%	-	100%	-	-	-	-
Liberal Democrat	329	144	185	34	55	62	57	57	65	92	93	60	69	-	-	329	-	-	-
	5%	5%	6%	7%	7%	6%	5%	5%	4%	7%	5%	5%	5%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1217	760	456	60	131	171	257	272	324	181	338	332	341	-	-	-	1217	-	-
	20%	24%	15%	12%	16%	16%	23%	24%	21%	13%	18%	27%	22%	-	-	-	100%	-	-
Plaid Cymru	31	15	17	3	6	5	4	8	5	11	8	5	4	-	-	-	-	-	31
	1%	*	1%	1%	1%	1%	*	1%	*	1%	*	*	*	-	-	-	-	-	26%
The Green Party	144	69	75	19	33	29	28	19	16	42	52	21	21	-	-	-	-	144	-
	2%	2%	3%	4%	4%	3%	2%	2%	1%	3%	3%	2%	1%	-	-	-	-	100%	-
The British National Party (BNP)	41	25	16	8	12	8	8	3	2	4	13	15	9	-	-	-	-	-	41
	1%	1%	1%	2%	1%	1%	1%	*	*	*	1%	1%	1%	-	-	-	-	-	35%
Some other party	46	28	18	4	7	14	12	4	6	4	20	10	10	-	-	-	-	-	46
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	-	-	-	-	-	39%

## Conservative Held/Labour Marginal Constituencies

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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	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	6569	452	154	1746	759	198	67	204	2382	2200	583
Weighted base	6152	402	150	1448	873	223	64	204	2032	1930	622
Conservative	1881	-	-	1448	-	-	64	-	1448	82	64
	31%	-	-	100%	-	-	100%	-	71%	4%	10%
Labour	2463	-	123	-	873	223	-	-	123	1590	223
	40%	-	82%	-	100%	100%	-	-	6%	82%	36%
Liberal Democrat	329	-	27	-	-	-	-	204	27	22	204
	5%	-	18%	-	-	-	-	100%	1%	1%	33%
The UK Independence Party (UKIP)	1217	402	-	-	-	-	-	-	402	198	98
	20%	100%	-	-	-	-	-	-	20%	10%	16%
Plaid Cymru	31	-	-	-	-	-	-	-	2	6	3
	1%	-	-	-	-	-	-	-	*	*	*
The Green Party	144	-	-	-	-	-	-	-	15	23	25
	2%	-	-	-	-	-	-	-	1%	1%	4%
The British National Party (BNP)	41	-	-	-	-	-	-	-	3	4	-
	1%	-	-	-	-	-	-	-	*	*	-
Some other party	46	-	-	-	-	-	-	-	13	5	5
	1%	-	-	-	-	-	-	-	1%	*	1%

**Conservative Held/Labour Marginal Constituencies**  
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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	32%
Labour	40%
Liberal Democrat	6%
UKIP	18%
Green	2%
Other	2%

## Conservative Held/Labour Marginal Constituencies

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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 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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
Conservative	2775 20%	1373 20%	1402 20%	244 15%	344 16%	425 18%	472 19%	450 21%	835 27%	705 26%	818 20%	571 19%	589 16%	2231 86%	77 2%	38 8%	105 6%	8 3%	4 2%
Labour	3949 28%	1885 27%	2064 29%	536 33%	643 29%	752 31%	683 28%	601 28%	731 23%	736 28%	1197 30%	774 26%	1076 30%	95 4%	3263 90%	42 8%	95 5%	29 12%	22 10%
Liberal Democrat	575 4%	270 4%	304 4%	83 5%	110 5%	89 4%	90 4%	87 4%	115 4%	141 5%	164 4%	105 3%	135 4%	31 1%	58 2%	359 72%	20 1%	9 4%	9 4%
The UK Independence Party (UKIP)	1649 12%	1016 15%	633 9%	136 8%	205 9%	274 11%	320 13%	323 15%	386 12%	227 9%	448 11%	481 16%	452 12%	51 2%	34 1%	13 3%	1412 79%	7 3%	23 11%
Plaid Cymru	55 *	24 *	31 *	14 1%	15 1%	4 *	4 *	10 *	7 *	16 1%	14 *	14 *	9 *	4 *	5 *	- -	- -	- -	39 19%
The Green Party	228 2%	103 2%	125 2%	30 2%	50 2%	47 2%	36 1%	35 2%	30 1%	60 2%	69 2%	48 2%	42 1%	7 *	33 1%	8 2%	11 1%	135 57%	5 2%
The British National Party (BNP)	60 *	41 1%	20 *	15 1%	16 1%	11 *	9 *	8 *	3 *	6 *	12 *	27 1%	15 *	1 *	1 *	- -	7 *	2 1%	43 21%
Some other party	93 1%	46 1%	47 1%	13 1%	13 1%	22 1%	14 1%	14 1%	18 1%	17 1%	35 1%	14 *	27 1%	8 *	8 *	4 1%	7 *	2 1%	35 17%
Would not vote	1650 12%	816 12%	834 12%	278 17%	366 17%	317 13%	267 11%	184 8%	239 8%	170 6%	431 11%	413 14%	552 15%	- -	- -	- -	- -	- -	- -
Refused	639 5%	310 5%	329 5%	31 2%	30 1%	84 3%	110 5%	123 6%	254 8%	130 5%	161 4%	92 3%	180 5%	4 *	2 *	1 *	3 *	1 *	- -
Don't know	2333 17%	973 14%	1360 19%	268 16%	401 18%	403 17%	425 17%	329 15%	496 16%	453 17%	685 17%	481 16%	562 15%	170 7%	164 4%	35 7%	133 7%	46 19%	29 14%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
Conservative	2775 20%	69 14%	28 13%	1582 89%	50 3%	10 3%	69 79%	17 6%	1847 57%	130 4%	119 10%
Labour	3949 28%	14 3%	141 67%	31 2%	1385 86%	253 85%	7 8%	19 7%	222 7%	2100 69%	338 30%
Liberal Democrat	575 4%	2 *	26 12%	15 1%	41 3%	7 2%	2 2%	203 77%	52 2%	53 2%	250 22%
The UK Independence Party (UKIP)	1649 12%	375 75%	2 1%	39 2%	18 1%	* *	4 5%	5 2%	445 14%	239 8%	124 11%
Plaid Cymru	55 *	- -	- -	4 *	5 *	2 1%	- -	- -	7 *	6 *	5 *
The Green Party	228 2%	1 *	2 1%	3 *	22 1%	5 2%	- -	5 2%	18 1%	41 1%	41 4%
The British National Party (BNP)	60 *	* *	- -	- -	1 *	- -	- -	- -	5 *	5 *	- -
Some other party	93 1%	- -	1 1%	5 *	4 *	1 *	- -	2 1%	21 1%	18 1%	10 1%
Would not vote	1650 12%	- -	- -	- -	- -	- -	- -	- -	61 2%	68 2%	19 2%
Refused	639 5%	3 1%	- -	2 *	1 *	- -	- -	1 *	53 2%	32 1%	17 1%
Don't know	2333 17%	36 7%	11 5%	91 5%	91 6%	19 6%	5 6%	12 5%	483 15%	369 12%	222 19%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	6840	3230	3610	290	585	836	1210	1504	2405	2512	1422	934	1753	2053	2495	307	1135	121	90
Weighted base	6397	3280	3118	538	812	1060	1176	1166	1637	1396	1909	1299	1585	1777	2363	309	1132	120	106
Conservative	2001	1002	999	139	199	302	345	357	657	527	601	394	420	1643	44	25	81	4	3
	31%	31%	32%	26%	24%	29%	29%	31%	40%	38%	31%	30%	27%	92%	2%	8%	7%	3%	3%
Labour	2656	1290	1365	275	374	487	494	457	566	547	817	474	715	59	2241	32	59	17	11
	42%	39%	44%	51%	46%	46%	42%	39%	35%	39%	43%	36%	45%	3%	95%	10%	5%	14%	11%
Liberal Democrat	359	161	198	37	62	57	56	63	85	99	101	62	82	22	31	238	13	5	5
	6%	5%	6%	7%	8%	5%	5%	5%	5%	7%	5%	5%	5%	1%	1%	77%	1%	4%	5%
The UK Independence Party (UKIP)	1111	696	415	58	120	165	234	243	289	155	301	317	314	40	15	7	965	6	14
	17%	21%	13%	11%	15%	16%	20%	21%	18%	11%	16%	24%	20%	2%	1%	2%	85%	5%	13%
Plaid Cymru	34	14	20	7	6	3	3	9	5	12	10	7	4	3	2	-	-	-	23
	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	1%	*	*	*	-	-	-	22%
The Green Party	140	61	79	9	32	26	28	23	23	41	46	22	24	4	22	5	5	87	2
	2%	2%	3%	2%	4%	2%	2%	2%	1%	3%	2%	2%	2%	*	1%	2%	*	72%	2%
The British National Party (BNP)	37	24	13	7	9	7	7	5	2	4	9	14	9	*	1	-	3	1	27
	1%	1%	*	1%	1%	1%	1%	*	*	*	*	1%	1%	*	*	-	*	1%	25%
Some other party	61	31	29	6	10	15	10	9	11	11	24	8	17	5	6	3	6	*	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	20%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	6840	415	144	1658	713	187	62	193	2453	2284	610
Weighted base	6397	373	141	1381	823	209	60	195	2095	1990	654
Conservative	2001	56	17	1301	26	7	52	13	1498	90	85
	31%	15%	12%	94%	3%	3%	87%	7%	71%	5%	13%
Labour	2656	11	103	24	753	191	4	17	163	1638	256
	42%	3%	73%	2%	91%	92%	6%	9%	8%	82%	39%
Liberal Democrat	359	1	18	12	19	4	2	156	38	37	187
	6%	*	13%	1%	2%	2%	3%	80%	2%	2%	29%
The UK Independence Party (UKIP)	1111	303	1	34	5	*	2	4	359	176	86
	17%	81%	1%	2%	1%	*	4%	2%	17%	9%	13%
Plaid Cymru	34	-	-	3	2	2	-	-	5	5	4
	1%	-	-	*	*	1%	-	-	*	*	1%
The Green Party	140	1	2	3	13	4	-	4	14	28	30
	2%	*	1%	*	2%	2%	-	2%	1%	1%	5%
The British National Party (BNP)	37	*	-	-	1	-	-	-	3	3	-
	1%	*	-	-	*	-	-	-	*	*	-
Some other party	61	-	1	4	4	1	-	2	15	14	6
	1%	-	*	*	*	*	-	1%	1%	1%	1%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	32%
Labour	41%
Liberal Democrat	6%
UKIP	16%
Green	2%
Other	2%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
I would not vote Liberal Democrat	7589 54%	4013 59%	3576 50%	772 47%	1016 46%	1299 53%	1358 56%	1266 59%	1867 60%	1333 50%	2138 53%	1712 57%	2130 59%	1572 60%	2169 59%	-	1381 77%	137 57%	121 58%
I would not vote UKIP	7243 52%	3417 50%	3826 54%	867 53%	1162 53%	1307 54%	1230 51%	1119 52%	1549 50%	1631 61%	2168 54%	1413 47%	1714 47%	1702 65%	2571 71%	346 69%	-	180 75%	106 51%
I would not vote Conservative	6415 46%	3261 48%	3154 44%	742 45%	1016 46%	1226 50%	1168 48%	1022 47%	1236 40%	1011 38%	1804 45%	1408 47%	1926 53%	-	2724 75%	247 50%	1122 63%	165 69%	142 68%
I would not vote Labour	5171 37%	2765 40%	2406 34%	436 26%	668 30%	850 35%	923 38%	871 40%	1413 45%	955 36%	1450 36%	1207 40%	1369 38%	1751 67%	-	185 37%	1216 68%	102 42%	110 53%
None of these - I would potentially vote for all of them	1606 11%	704 10%	902 13%	257 16%	317 14%	291 12%	247 10%	194 9%	295 9%	262 10%	460 11%	367 12%	390 11%	182 7%	257 7%	50 10%	97 5%	11 5%	14 7%
I would not vote Plaid Cymru	455 3%	230 3%	225 3%	24 1%	57 3%	75 3%	85 4%	86 4%	127 4%	143 5%	141 4%	68 2%	86 2%	140 5%	129 4%	18 4%	40 2%	5 2%	1 1%
Don't know	535 4%	215 3%	320 4%	99 6%	90 4%	75 3%	67 3%	53 2%	146 5%	65 2%	146 4%	103 3%	164 4%	18 1%	30 1%	12 2%	19 1%	1 *	4 2%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
I would not vote Liberal Democrat	7589 54%	424 85%	104 49%	1131 64%	878 54%	165 56%	28 32%	-	2006 62%	1859 61%	372 32%
I would not vote UKIP	7243 52%	-	144 68%	1164 66%	1104 68%	239 80%	55 63%	199 75%	1630 51%	1880 61%	692 60%
I would not vote Conservative	6415 46%	187 37%	115 55%	-	1094 68%	239 81%	-	135 51%	411 13%	2177 71%	644 56%
I would not vote Labour	5171 37%	426 85%	16 8%	1327 75%	-	-	55 63%	116 44%	2104 65%	218 7%	364 32%
None of these - I would potentially vote for all of them	1606 11%	15 3%	20 9%	87 5%	151 9%	9 3%	9 10%	24 9%	242 8%	230 8%	97 8%
I would not vote Plaid Cymru	455 3%	8 2%	8 4%	102 6%	49 3%	6 2%	10 11%	14 5%	145 5%	110 4%	52 5%
Don't know	535 4%	2 *	4 2%	11 1%	13 1%	1 *	-	-	47 1%	40 1%	13 1%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170	
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208	
NET: Well	7906	4330	3576	910	1169	1209	1336	1257	2007	1737	2362	1677	1774	2142	1781	345	929	93	106	
		56%	63%	50%	55%	53%	50%	55%	58%	64%	65%	59%	56%	49%	82%	49%	69%	52%	39%	51%
Very well	(4) 580	374	206	49	88	69	88	84	202	111	142	126	165	206	103	24	61	1	9	
		4%	5%	3%	3%	4%	3%	4%	4%	6%	4%	4%	5%	8%	3%	5%	3%	*	4%	
Quite well	(3) 7326	3956	3370	861	1081	1140	1248	1173	1805	1626	2220	1551	1609	1936	1678	321	868	93	97	
		52%	58%	47%	52%	49%	47%	51%	54%	58%	61%	55%	51%	44%	74%	46%	64%	48%	39%	47%
Quite badly	(2) 4300	1767	2533	544	757	894	803	654	639	741	1248	973	1177	352	1426	131	627	118	65	
		31%	26%	35%	33%	35%	37%	33%	30%	21%	28%	31%	32%	32%	14%	39%	26%	35%	49%	31%
Very badly	(1) 1248	548	700	128	209	251	237	183	240	109	294	279	497	58	334	14	179	19	35	
		9%	8%	10%	8%	10%	10%	8%	8%	4%	7%	9%	14%	2%	9%	3%	10%	8%	17%	
NET: Badly	5549	2316	3233	672	966	1145	1040	837	879	850	1542	1252	1673	410	1760	145	806	136	99	
		40%	34%	45%	41%	44%	47%	43%	39%	28%	32%	38%	41%	46%	16%	48%	29%	45%	57%	48%
Don't know	552	210	341	66	58	75	54	68	227	75	128	90	193	50	105	10	60	9	3	
		4%	3%	5%	4%	3%	3%	2%	3%	7%	3%	3%	3%	5%	2%	3%	2%	3%	4%	1%
Mean	2.54	2.63	2.45	2.53	2.49	2.44	2.50	2.55	2.68	2.67	2.57	2.52	2.42	2.90	2.44	2.73	2.47	2.33	2.39	
Standard deviation	0.72	0.72	0.72	0.69	0.73	0.72	0.72	0.71	0.72	0.63	0.69	0.73	0.79	0.55	0.70	0.59	0.73	0.63	0.82	
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	0.04	0.06	

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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		
		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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
NET: Well	7906 56%	321 64%	116 55%	1533 87%	817 50%	153 51%	73 83%	193 73%	2461 77%	1502 49%	703 61%
Very well	(4) 580 4%	20 4%	5 2%	153 9%	29 2%	2 1%	5 6%	6 2%	201 6%	120 4%	26 2%
Quite well	(3) 7326 52%	301 60%	111 52%	1380 78%	788 49%	150 51%	68 78%	186 71%	2260 70%	1382 45%	677 59%
Quite badly	(2) 4300 31%	131 26%	70 33%	186 11%	624 39%	124 42%	14 16%	61 23%	549 17%	1151 38%	360 31%
Very badly	(1) 1248 9%	28 6%	22 10%	20 1%	132 8%	14 5%	1 1%	5 2%	100 3%	299 10%	57 5%
NET: Badly	5549 40%	158 32%	91 43%	206 12%	756 47%	138 47%	15 17%	66 25%	649 20%	1451 47%	417 36%
Don't know	552 4%	20 4%	4 2%	33 2%	45 3%	6 2%	- -	5 2%	104 3%	107 3%	25 2%
Mean	2.54	2.65	2.48	2.96	2.45	2.48	2.88	2.75	2.82	2.45	2.60
Standard deviation	0.72	0.65	0.72	0.49	0.67	0.60	0.48	0.53	0.58	0.73	0.62
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.05	0.03	0.01	0.01	0.02

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170	
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208	
NET: Well	8199	4373	3827	1081	1297	1276	1312	1226	1994	1842	2434	1780	1795	2156	1929	325	931	116	119	
		59%	64%	54%	66%	59%	53%	54%	57%	64%	69%	60%	59%	49%	83%	65%	52%	49%	57%	
Very well	(4) 689	425	264	96	120	94	91	83	203	149	192	133	170	217	139	20	72	2	8	
		5%	6%	4%	6%	5%	4%	4%	7%	6%	5%	4%	5%	8%	4%	4%	4%	1%	4%	
Quite well	(3) 7510	3948	3562	984	1177	1182	1221	1143	1791	1693	2242	1646	1626	1939	1789	305	859	115	111	
		54%	58%	50%	60%	54%	49%	50%	58%	64%	56%	55%	45%	75%	49%	61%	48%	48%	53%	
Quite badly	(2) 4021	1688	2333	404	650	848	777	674	657	642	1163	854	1175	342	1264	147	609	102	55	
		29%	25%	33%	24%	30%	35%	32%	31%	24%	29%	28%	32%	13%	35%	29%	34%	43%	26%	
Very badly	(1) 1239	571	668	103	205	238	288	189	214	102	312	293	480	50	351	16	200	16	31	
		9%	8%	9%	6%	9%	10%	12%	9%	7%	4%	8%	10%	13%	2%	10%	3%	11%	7%	15%
NET: Badly	5260	2259	3000	507	855	1086	1065	862	871	744	1475	1148	1654	392	1615	163	809	118	86	
		38%	33%	42%	31%	39%	45%	44%	40%	28%	37%	38%	45%	15%	44%	33%	45%	49%	41%	
Don't know	547	224	323	60	41	67	52	74	249	75	123	92	191	54	102	12	54	4	4	
		4%	3%	5%	4%	2%	3%	2%	3%	8%	3%	3%	3%	5%	2%	3%	2%	3%	2%	
Mean	2.57	2.64	2.50	2.68	2.56	2.48	2.47	2.54	2.69	2.73	2.59	2.55	2.43	2.91	2.48	2.67	2.46	2.43	2.47	
Standard deviation	0.73	0.73	0.72	0.69	0.74	0.73	0.75	0.71	0.71	0.63	0.71	0.73	0.79	0.54	0.73	0.61	0.75	0.63	0.79	
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	0.04	0.06	

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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		
		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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
NET: Well	8199 59%	315 63%	111 53%	1532 86%	880 54%	152 51%	69 79%	179 68%	2437 76%	1571 51%	670 58%
Very well	(4) 689 5%	20 4%	1 1%	157 9%	58 4%	9 3%	4 4%	6 2%	220 7%	116 4%	33 3%
Quite well	(3) 7510 54%	295 59%	110 52%	1375 78%	822 51%	143 48%	65 74%	173 66%	2217 69%	1456 48%	637 56%
Quite badly	(2) 4021 29%	125 25%	77 37%	183 10%	553 34%	111 37%	17 20%	73 28%	556 17%	1075 35%	371 32%
Very badly	(1) 1239 9%	39 8%	16 8%	21 1%	148 9%	26 9%	1 2%	7 3%	113 4%	307 10%	72 6%
NET: Badly	5260 38%	164 33%	94 44%	204 12%	701 43%	137 46%	19 21%	80 31%	670 21%	1382 45%	443 39%
Don't know	547 4%	20 4%	6 3%	36 2%	37 2%	8 3%	- -	4 2%	108 3%	106 3%	32 3%
Mean	2.57	2.62	2.47	2.96	2.50	2.47	2.81	2.69	2.82	2.47	2.57
Standard deviation	0.73	0.70	0.65	0.49	0.71	0.70	0.53	0.57	0.60	0.73	0.66
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.06	0.04	0.01	0.01	0.02

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	Green	Other	
Unweighted base	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170	
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208	
I am satisfied with the job David Cameron is doing overall as Prime Minister	4156	2144	2012	570	659	665	688	574	992	863	1180	990	931	1643	565	170	347	29	41	
		30%	31%	28%	35%	30%	27%	28%	27%	32%	32%	29%	33%	26%	63%	15%	34%	19%	12%	20%
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	3992	1937	2055	444	650	695	663	652	883	834	1188	896	927	864	558	192	833	80	73	
		29%	28%	29%	27%	30%	29%	27%	30%	28%	31%	29%	30%	25%	33%	15%	38%	46%	33%	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.	4007	1970	2037	489	637	727	736	639	773	713	1174	764	1219	57	2369	118	394	93	67	
		29%	29%	28%	30%	29%	30%	30%	25%	27%	29%	25%	33%	2%	65%	24%	22%	39%	32%	
Refused	442	207	235	9	39	71	96	76	147	71	99	78	138	5	15	3	50	8	5	
		3%	3%	3%	1%	2%	3%	4%	4%	5%	3%	2%	3%	4%	*	*	1%	3%	3%	2%
Don't know	1409	598	811	136	209	272	248	221	319	181	392	291	425	33	139	17	171	29	23	
		10%	9%	11%	8%	10%	11%	10%	10%	7%	10%	10%	12%	1%	4%	3%	10%	12%	11%	

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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		
		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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
I am satisfied with the job David Cameron is doing overall as Prime Minister	4156 30%	118 24%	47 22%	1175 66%	298 18%	26 9%	41 47%	89 34%	1610 50%	507 17%	260 23%
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	3992 29%	312 62%	55 26%	562 32%	324 20%	41 14%	41 47%	109 41%	1261 39%	530 17%	378 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.	4007 29%	38 8%	102 48%	22 1%	923 57%	215 72%	4 4%	57 22%	208 6%	1762 58%	412 36%
Refused	442 3%	11 2%	- -	3 *	8 *	* *	- -	2 1%	29 1%	39 1%	10 1%
Don't know	1409 10%	20 4%	7 3%	11 1%	65 4%	14 5%	2 2%	7 3%	106 3%	222 7%	84 7%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	Green	Other
Unweighted base	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208
The Conservatives	2596	1327	1269	169	335	422	490	491	679	655	754	536	549	695	616	98	309	41	42
	19%	19%	18%	10%	15%	17%	20%	23%	22%	25%	19%	18%	15%	27%	17%	20%	17%	17%	20%
Labour	2186	1114	1072	184	327	410	394	368	497	443	642	423	583	376	811	71	225	43	38
	16%	16%	15%	11%	15%	17%	16%	17%	16%	17%	16%	14%	16%	14%	22%	14%	13%	18%	18%
The UK Independence Party (UKIP)	1022	611	411	90	174	206	170	157	220	221	311	211	224	176	248	34	267	11	16
	7%	9%	6%	5%	8%	8%	7%	7%	7%	8%	8%	7%	6%	7%	7%	7%	15%	4%	8%
The Liberal Democrat	566	291	275	51	90	114	107	83	119	116	167	111	129	104	152	48	62	14	13
	4%	4%	4%	3%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	10%	3%	6%	6%
Plaid Cymru	41	25	16	10	9	7	4	4	6	11	20	5	3	8	13	-	2	1	5
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	-	*	*	3%
None of them	9139	4389	4750	1250	1510	1564	1541	1311	1949	1576	2617	2015	2485	1560	2284	314	1141	154	124
	65%	64%	66%	76%	69%	64%	63%	61%	63%	59%	65%	67%	68%	60%	63%	63%	64%	64%	59%
Don't know	240	83	156	34	48	33	46	31	48	52	52	47	60	41	45	8	9	5	-
	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	*	2%	-

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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		
		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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
The Conservatives	2596 19%	117 24%	40 19%	540 30%	223 14%	75 25%	27 30%	56 21%	873 27%	598 20%	273 24%
Labour	2186 16%	79 16%	24 11%	277 16%	276 17%	58 19%	10 11%	42 16%	486 15%	710 23%	187 16%
The UK Independence Party (UKIP)	1022 7%	84 17%	17 8%	128 7%	95 6%	29 10%	3 4%	13 5%	283 9%	230 8%	93 8%
The Liberal Democrat	566 4%	14 3%	4 2%	76 4%	60 4%	19 6%	5 6%	27 10%	120 4%	141 5%	83 7%
Plaid Cymru	41 *	1 *	- -	4 *	3 *	- -	1 1%	- -	7 *	14 *	3 *
None of them	9139 65%	268 54%	144 68%	1003 57%	1118 69%	160 54%	49 56%	156 59%	1867 58%	1810 59%	665 58%
Don't know	240 2%	3 1%	- -	24 1%	28 2%	7 2%	- -	4 1%	40 1%	24 1%	16 1%

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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	Green	Other	
Unweighted base	14006	6253	7753	856	1521	1859	2435	2735	4571	4635	2874	2027	3818	2896	3594	476	1752	222	170	
Weighted base	14006	6856	7150	1648	2193	2430	2430	2163	3113	2661	4033	3019	3640	2602	3646	500	1794	239	208	
A Labour government	4744	2318	2426	663	858	851	830	705	831	770	1329	1030	1417	63	2916	47	464	65	77	
		34%	34%	40%	39%	35%	34%	33%	27%	29%	33%	34%	39%	2%	80%	9%	26%	27%	37%	
A Conservative government	3664	1919	1745	327	439	526	622	598	1144	824	1079	789	856	2020	78	41	562	29	30	
		26%	28%	24%	20%	20%	22%	26%	28%	37%	31%	27%	26%	24%	78%	2%	8%	31%	12%	14%
A coalition between Labour and the Liberal Democrats	1533	757	776	238	260	317	258	223	236	333	475	302	369	24	521	181	177	72	36	
		11%	11%	14%	12%	13%	11%	10%	8%	13%	12%	10%	10%	1%	14%	36%	10%	30%	17%	
A coalition between the Conservatives and the Liberal Democrats	1478	701	777	148	254	267	258	254	293	337	468	323	306	443	48	202	230	39	33	
		11%	10%	11%	9%	12%	11%	12%	9%	13%	12%	11%	8%	17%	1%	40%	13%	17%	16%	
Don't know	2587	1161	1425	272	382	469	461	382	610	397	682	576	693	53	82	29	362	33	33	
		18%	17%	20%	16%	17%	19%	19%	18%	20%	15%	17%	19%	2%	2%	6%	20%	14%	16%	

## Conservative Held/Labour Marginal Constituencies

### CATI Fieldwork : 31st March - 27th April 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		
		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	14006	565	213	2122	1315	260	89	256	3740	3393	1055
Weighted base	14006	499	211	1772	1618	297	87	264	3214	3060	1145
A Labour government	4744 34%	33 7%	138 66%	20 1%	1201 74%	199 67%	1 2%	18 7%	257 8%	2160 71%	306 27%
A Conservative government	3664 26%	309 62%	12 6%	1469 83%	50 3%	3 1%	51 59%	10 4%	2124 66%	167 5%	128 11%
A coalition between Labour and the Liberal Democrats	1533 11%	21 4%	32 15%	9 1%	288 18%	84 28%	5 5%	91 35%	91 3%	405 13%	303 26%
A coalition between the Conservatives and the Liberal Democrats	1478 11%	53 11%	24 11%	249 14%	32 2%	4 1%	30 34%	130 49%	440 14%	110 4%	266 23%
Don't know	2587 18%	82 16%	5 2%	26 1%	47 3%	8 3%	- -	14 5%	304 9%	217 7%	141 12%

**Conservative Held/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 27th April 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	14006	14006
Weighted base	14006	14006
Male	6253 45%	6856 49%
Female	7753 55%	7150 51%

**Conservative Held/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 27th April 2014**

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	14006	14006
Weighted base	14006	14006
18-24	856 6%	1648 12%
25-34	1521 11%	2193 16%
35-44	1859 13%	2430 17%
45-54	2435 17%	2430 17%
55-64	2735 20%	2163 15%
65 or older	4571 33%	3113 22%
Refused	29 *	29 *

**Conservative Held/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 27th April 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	14006	14006
Weighted base	14006	14006
A	1470 10%	842 6%
B	3165 23%	1820 13%
C1	2874 21%	4033 29%
C2	2027 14%	3019 22%
D	1340 10%	1562 11%
E	2478 18%	2078 15%
Refused	652 5%	652 5%

## Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 31st March - 27th April 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	14006	14006
Weighted base	14006	14006
Conservative	3740 27%	3214 23%
Labour	3393 24%	3060 22%
Liberal Democrats	1055 8%	1145 8%
Plaid Cymru	27 *	23 *
Another party	571 4%	583 4%
Did not vote	3726 27%	4658 33%
Refused	838 6%	681 5%
Don't know	656 5%	642 5%

**Conservative Held/Labour Marginal Constituencies**  
**CATI Fieldwork : 31st March - 27th April 2014**

Absolutes/col percents

Table 18  
**Constituency**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	14006	14006
Weighted base	14006	14006
Amber Valley	1000 7%	1049 7%
Broxtowe	1000 7%	974 7%
Cardiff North	1000 7%	909 6%
Great Yarmouth	1001 7%	1041 7%
Hendon	1000 7%	1016 7%
Lancaster & Fleetwood	1002 7%	994 7%
Morecambe & Lunesdale	1000 7%	984 7%
North Warwickshire	1001 7%	993 7%
Sherwood	1000 7%	1011 7%
Stockton South	1001 7%	999 7%
Thanet South	1000 7%	957 7%
Thurrock	1000 7%	1073 8%
Waveney	1001 7%	1024 7%
Wolverhampton South West	1000 7%	981 7%