

Labour Held only - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41	
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46	
Certain to vote	(10) 2065	1045	1020	163	374	378	359	315	466	683	636	279	401	568	740	99	246	77	22	
		52%	53%	29%	42%	52%	58%	63%	68%	61%	53%	45%	45%	70%	59%	48%	55%	47%	47%	
	(9) 240	121	120	34	60	37	38	32	39	86	80	30	35	55	74	24	22	20	3	
		6%	6%	6%	7%	5%	6%	6%	6%	8%	7%	5%	4%	7%	6%	11%	5%	12%	7%	
	(8) 366	164	202	49	81	90	54	38	54	98	106	66	80	81	121	20	49	15	-	
		9%	8%	10%	9%	9%	12%	9%	8%	9%	9%	10%	9%	10%	10%	10%	11%	9%	-	
	(7) 215	106	109	46	77	39	19	19	16	52	70	37	43	30	72	27	32	11	1	
		5%	5%	5%	8%	9%	5%	3%	4%	2%	5%	6%	6%	5%	4%	6%	13%	7%	7%	2%
	(6) 123	55	67	37	26	21	20	9	10	23	52	14	28	20	58	10	6	5	-	
		3%	3%	3%	7%	3%	3%	2%	1%	2%	4%	2%	3%	2%	5%	5%	1%	3%	-	
	(5) 302	136	166	65	89	45	39	28	36	56	81	52	93	37	116	17	52	9	5	
		8%	7%	8%	12%	10%	6%	6%	6%	5%	5%	7%	8%	11%	5%	9%	8%	11%	5%	12%
	(4) 66	34	32	26	17	4	7	8	5	12	11	13	25	3	18	1	18	4	2	
		2%	2%	2%	5%	2%	1%	1%	2%	1%	1%	2%	3%	*	1%	*	4%	2%	5%	
	(3) 121	56	65	43	33	18	12	7	7	33	27	34	24	14	35	5	13	13	4	
		3%	3%	3%	8%	4%	2%	2%	1%	1%	3%	2%	5%	3%	2%	3%	2%	3%	8%	9%
	(2) 85	35	50	16	32	16	9	7	5	15	31	14	20	4	22	2	11	9	8	
		2%	2%	2%	3%	4%	2%	1%	1%	1%	3%	2%	2%	*	2%	1%	2%	6%	18%	
Definitely would not vote	(1) 400	206	194	77	98	83	66	39	35	53	108	85	126	-	-	-	-	-	-	
		10%	10%	10%	14%	11%	11%	8%	5%	5%	9%	14%	14%	-	-	-	-	-	-	
Refused	5	3	2	-	3	-	-	-	2	1	-	3	1	-	-	-	-	-	-	
	*	*	*	-	*	-	-	-	*	*	-	*	*	-	-	-	-	-	-	
Don't know	12	6	7	-	1	2	-	1	6	1	-	-	7	-	-	-	-	-	-	
	*	*	*	-	*	*	-	*	1%	*	-	-	1%	-	-	-	-	-	-	
Mean	7.70	7.75	7.66	6.35	7.21	7.71	7.96	8.33	8.74	8.46	7.85	7.15	7.13	9.12	8.51	8.39	8.25	7.94	6.88	
Standard deviation	3.10	3.12	3.09	3.24	3.19	3.14	3.08	2.83	2.46	2.58	3.01	3.35	3.36	1.68	2.19	2.02	2.37	2.67	3.43	

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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

	<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>Green</u>	<u>Other</u>
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
Standard error	0.05	0.07	0.07	0.21	0.14	0.12	0.12	0.11	0.07	0.06	0.11	0.15	0.11	0.05	0.06	0.15	0.11	0.23	0.54

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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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
Certain to vote	(10) 2065 52%	77 71%	29 61%	435 81%	253 40%	104 75%	36 69%	65 57%	602 74%	616 72%	312 66%
	(9) 240 6%	9 9%	1 3%	37 7%	36 6%	6 4%	4 7%	17 15%	59 7%	53 6%	37 8%
	(8) 366 9%	8 8%	8 17%	39 7%	80 13%	17 12%	7 14%	12 11%	75 9%	72 8%	46 10%
	(7) 215 5%	3 3%	1 3%	7 1%	54 8%	5 4%	4 8%	12 10%	20 2%	34 4%	35 7%
	(6) 123 3%	- -	1 2%	5 1%	44 7%	4 3%	- -	3 3%	10 1%	18 2%	15 3%
	(5) 302 8%	5 5%	8 16%	13 2%	101 16%	2 2%	- -	6 5%	28 3%	35 4%	14 3%
	(4) 66 2%	1 1%	- -	* *	18 3%	- -	- -	- -	3 *	5 1%	2 *
	(3) 121 3%	- -	- -	2 *	35 5%	1 1%	1 3%	- -	3 *	3 *	6 1%
	(2) 85 2%	3 3%	- -	1 *	19 3%	- -	- -	- -	5 1%	5 1%	6 1%
Definitely would not vote	(1) 400 10%	- -	- -	- -	- -	- -	- -	- -	7 1%	9 1%	2 *
Refused	5 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Don't know	12 *	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 *
Mean	7.70	9.11	8.71	9.54	7.59	9.38	9.24	8.97	9.27	9.15	8.98
Standard deviation	3.10	1.87	1.87	1.17	2.47	1.26	1.44	1.46	1.61	1.74	1.80

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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	4001	107	49	540	639	138	52	115	813	851	476
Standard error	0.05	0.17	0.26	0.05	0.11	0.12	0.20	0.14	0.05	0.06	0.09

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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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
Conservative	812	419	393	68	137	148	141	111	202	332	235	97	129	812	-	-	-	-	-
	20%	21%	19%	12%	15%	20%	23%	22%	30%	30%	20%	16%	15%	100%	-	-	-	-	-
Labour	1256	615	641	212	316	227	182	143	173	351	385	192	282	-	1256	-	-	-	-
	31%	31%	31%	38%	35%	31%	29%	28%	25%	32%	32%	31%	32%	-	100%	-	-	-	-
Liberal Democrat	206	109	96	20	62	46	31	19	27	67	78	21	33	-	-	206	-	-	-
	5%	6%	5%	4%	7%	6%	5%	4%	4%	6%	7%	3%	4%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	449	244	204	54	80	80	75	76	83	72	127	121	114	-	-	-	449	-	-
	11%	12%	10%	10%	9%	11%	12%	15%	12%	6%	11%	19%	13%	-	-	-	100%	-	-
The Green Party	162	85	77	45	45	31	12	18	12	52	66	18	21	-	-	-	-	162	-
	4%	4%	4%	8%	5%	4%	2%	4%	2%	5%	5%	3%	2%	-	-	-	-	100%	-
The British National Party (BNP)	10	8	2	3	3	1	2	1	-	2	-	4	4	-	-	-	-	-	10
	*	*	*	*	*	*	*	*	-	*	-	1%	*	-	-	-	-	-	22%
Some other party	36	13	23	6	9	8	3	3	6	6	9	6	12	-	-	-	-	-	36
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	-	-	-	-	-	78%
Would not vote	400	206	194	77	98	83	66	39	35	53	108	85	126	-	-	-	-	-	-
	10%	10%	10%	14%	11%	11%	11%	8%	5%	5%	9%	14%	14%	-	-	-	-	-	-
Refused	200	81	120	6	26	20	39	40	67	42	65	26	41	-	-	-	-	-	-
	5%	4%	6%	1%	3%	3%	6%	8%	10%	4%	5%	4%	5%	-	-	-	-	-	-
Don't know	470	186	285	64	114	88	72	51	77	135	128	56	118	-	-	-	-	-	-
	12%	9%	14%	12%	13%	12%	12%	10%	11%	12%	11%	9%	13%	-	-	-	-	-	-

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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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
Conservative	812 20%	-	-	540 100%	-	-	52 100%	-	540 66%	31 4%	52 11%
Labour	1256 31%	-	34 69%	-	639 100%	138 100%	-	-	34 4%	617 72%	138 29%
Liberal Democrat	206 5%	-	15 31%	-	-	-	-	115 100%	15 2%	12 1%	115 24%
The UK Independence Party (UKIP)	449 11%	107 100%	-	-	-	-	-	-	107 13%	68 8%	52 11%
The Green Party	162 4%	-	-	-	-	-	-	-	10 1%	17 2%	33 7%
The British National Party (BNP)	10 *	-	-	-	-	-	-	-	-	-	2 *
Some other party	36 1%	-	-	-	-	-	-	-	3 *	4 *	9 2%
Would not vote	400 10%	-	-	-	-	-	-	-	7 1%	9 1%	2 *
Refused	200 5%	-	-	-	-	-	-	-	17 2%	22 3%	7 1%
Don't know	470 12%	-	-	-	-	-	-	-	80 10%	71 8%	67 14%

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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	2188	1075	1113	94	261	374	372	405	675	978	443	255	448	743	893	128	306	93	25
Weighted base	2044	1061	983	214	418	390	333	284	398	671	629	302	386	629	861	137	292	102	23
Conservative	629	331	298	47	95	118	109	90	166	261	183	78	94	629	-	-	-	-	-
	31%	31%	30%	22%	23%	30%	33%	32%	42%	39%	29%	26%	24%	100%	-	-	-	-	-
Labour	861	420	441	104	203	167	137	113	134	267	270	118	179	-	861	-	-	-	-
	42%	40%	45%	49%	49%	43%	41%	40%	34%	40%	43%	39%	46%	-	100%	-	-	-	-
Liberal Democrat	137	72	65	10	41	29	24	13	21	48	52	12	20	-	-	137	-	-	-
	7%	7%	7%	5%	10%	7%	7%	4%	5%	7%	8%	4%	5%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	292	170	122	25	45	55	52	51	64	48	83	80	73	-	-	-	292	-	-
	14%	16%	12%	12%	11%	14%	16%	18%	16%	7%	13%	26%	19%	-	-	-	100%	-	-
The Green Party	102	56	45	25	30	16	7	14	10	41	38	9	12	-	-	-	-	102	-
	5%	5%	5%	12%	7%	4%	2%	5%	2%	6%	6%	3%	3%	-	-	-	-	100%	-
The British National Party (BNP)	8	6	2	2	3	*	2	1	-	1	-	3	3	-	-	-	-	-	8
	*	1%	*	1%	1%	*	1%	*	-	*	-	1%	1%	-	-	-	-	-	33%
Some other party	16	6	10	*	1	5	2	3	4	5	4	2	5	-	-	-	-	-	16
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	67%

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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	2188	100	36	569	289	91	41	79	716	717	267
Weighted base	2044	84	34	452	354	112	41	86	580	606	307
Conservative	629 31%	-	-	452 100%	-	-	41 100%	-	452 78%	24 4%	41 13%
Labour	861 42%	-	25 71%	-	354 100%	112 100%	-	-	25 4%	507 84%	112 36%
Liberal Democrat	137 7%	-	10 29%	-	-	-	-	86 100%	10 2%	10 2%	86 28%
The UK Independence Party (UKIP)	292 14%	84 100%	-	-	-	-	-	-	84 14%	48 8%	39 13%
The Green Party	102 5%	-	-	-	-	-	-	-	7 1%	12 2%	23 7%
The British National Party (BNP)	8 *	-	-	-	-	-	-	-	-	-	2 1%
Some other party	16 1%	-	-	-	-	-	-	-	3 *	4 1%	5 2%

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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	42%
Liberal Democrat	7%
UKIP	14%
Green	5%
Other	1%

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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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
Conservative	844	426	418	79	155	151	143	105	205	325	269	93	139	700	32	16	29	11	4
	21%	22%	21%	14%	17%	21%	23%	21%	30%	29%	22%	15%	16%	86%	3%	8%	6%	7%	8%
Labour	1340	657	683	218	348	241	190	156	184	385	401	198	309	41	1125	24	18	29	9
	33%	33%	34%	39%	39%	33%	30%	31%	27%	35%	33%	32%	35%	5%	90%	12%	4%	18%	20%
Liberal Democrat	262	129	132	21	56	69	47	31	36	87	92	33	36	29	32	150	12	4	-
	7%	7%	7%	4%	6%	9%	8%	6%	5%	8%	8%	5%	4%	4%	3%	73%	3%	2%	-
The UK Independence Party (UKIP)	430	240	190	52	81	76	77	71	72	71	108	128	113	15	14	3	364	2	6
	11%	12%	9%	9%	9%	10%	12%	14%	11%	6%	9%	21%	13%	2%	1%	2%	81%	1%	12%
The Green Party	145	65	79	52	31	19	11	19	12	38	73	13	15	2	10	4	4	107	3
	4%	3%	4%	9%	3%	3%	2%	4%	2%	3%	6%	2%	2%	*	1%	2%	1%	66%	7%
The British National Party (BNP)	9	4	5	1	3	2	1	1	*	3	-	-	6	-	4	-	*	-	4
	*	*	*	*	*	*	*	*	*	*	-	-	1%	-	*	-	*	-	9%
Some other party	32	17	15	3	10	7	4	3	5	5	7	4	13	1	8	-	-	-	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	*	1%	-	-	-	37%
Would not vote	400	206	194	77	98	83	66	39	35	53	108	85	126	-	-	-	-	-	-
	10%	10%	10%	14%	11%	11%	11%	8%	5%	5%	9%	14%	14%	-	-	-	-	-	-
Refused	148	63	85	8	18	10	31	29	50	27	43	21	38	-	1	-	1	-	1
	4%	3%	4%	1%	2%	1%	5%	6%	7%	2%	4%	3%	4%	-	*	-	*	-	1%
Don't know	392	159	233	43	92	74	52	47	81	118	101	49	88	24	30	8	21	10	2
	10%	8%	11%	8%	10%	10%	8%	9%	12%	11%	8%	8%	10%	3%	2%	4%	5%	6%	5%

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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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
Conservative	844 21%	20 19%	7 15%	487 90%	23 4%	- -	37 72%	1 1%	539 66%	32 4%	44 9%
Labour	1340 33%	1 1%	23 48%	15 3%	549 86%	123 89%	6 11%	15 13%	51 6%	645 76%	155 33%
Liberal Democrat	262 7%	4 4%	15 31%	14 3%	25 4%	11 8%	5 10%	93 81%	41 5%	18 2%	126 26%
The UK Independence Party (UKIP)	430 11%	76 71%	- -	11 2%	10 2%	3 2%	1 3%	- -	92 11%	63 7%	48 10%
The Green Party	145 4%	- -	1 3%	- -	5 1%	- -	1 2%	- -	7 1%	18 2%	30 6%
The British National Party (BNP)	9 *	- -	1 2%	- -	3 *	- -	- -	- -	1 *	2 *	- -
Some other party	32 1%	- -	- -	1 *	1 *	- -	- -	- -	2 *	8 1%	7 2%
Would not vote	400 10%	- -	- -	- -	- -	- -	- -	- -	7 1%	9 1%	2 *
Refused	148 4%	- -	- -	- -	- -	- -	- -	- -	9 1%	8 1%	3 1%
Don't know	392 10%	6 6%	1 1%	12 2%	24 4%	2 1%	1 3%	6 5%	65 8%	48 6%	60 13%

Labour Held only - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 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	2266	1089	1177	99	270	390	390	415	694	1005	466	258	468	724	875	122	289	89	21
Weighted base	2124	1084	1040	223	435	406	350	293	409	691	661	304	407	611	846	132	277	97	21
Conservative	633	324	309	45	106	119	109	82	168	256	198	70	97	542	17	10	23	6	1
	30%	30%	30%	20%	24%	29%	31%	28%	41%	37%	30%	23%	24%	89%	2%	7%	8%	6%	3%
Labour	921	451	470	107	226	176	142	122	144	293	285	119	196	33	783	16	11	20	4
	43%	42%	45%	48%	52%	43%	41%	42%	35%	42%	43%	39%	48%	5%	93%	12%	4%	21%	21%
Liberal Democrat	175	85	89	14	35	43	34	20	29	59	62	20	25	22	22	102	6	3	-
	8%	8%	9%	6%	8%	11%	10%	7%	7%	9%	9%	7%	6%	4%	3%	77%	2%	3%	-
The UK Independence Party (UKIP)	278	168	110	23	42	52	55	50	56	47	67	86	70	12	8	1	233	2	5
	13%	16%	11%	10%	10%	13%	16%	17%	14%	7%	10%	28%	17%	2%	1%	*	84%	2%	23%
The Green Party	95	45	50	32	21	10	8	15	9	30	46	6	9	1	7	4	4	66	3
	4%	4%	5%	14%	5%	3%	2%	5%	2%	4%	7%	2%	2%	*	1%	3%	1%	69%	14%
The British National Party (BNP)	5	2	3	*	3	1	1	1	*	1	-	-	4	-	3	-	*	-	2
	*	*	*	*	1%	*	*	*	*	*	-	-	1%	-	*	-	*	-	11%
Some other party	17	8	9	3	3	4	1	2	3	3	4	2	6	1	6	-	-	-	6
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	2%	*	1%	-	-	-	27%

Labour Held only - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 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	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	2266	93	35	556	280	91	40	75	731	740	277
Weighted base	2124	79	34	442	343	111	40	82	596	630	316
Conservative	633	18	6	411	9	-	30	1	453	24	35
	30%	22%	17%	93%	3%	-	74%	1%	76%	4%	11%
Labour	921	1	18	13	308	99	4	9	39	526	121
	43%	1%	53%	3%	90%	89%	9%	11%	6%	84%	38%
Liberal Democrat	175	2	8	10	16	9	5	73	26	14	98
	8%	3%	25%	2%	5%	8%	12%	89%	4%	2%	31%
The UK Independence Party (UKIP)	278	59	-	9	6	2	1	-	72	44	34
	13%	74%	-	2%	2%	2%	3%	-	12%	7%	11%
The Green Party	95	-	1	-	2	-	1	-	5	15	24
	4%	-	3%	-	1%	-	2%	-	1%	2%	8%
The British National Party (BNP)	5	-	1	-	1	-	-	-	1	1	-
	*	-	3%	-	*	-	-	-	*	*	-
Some other party	17	-	-	1	1	-	-	-	1	6	4
	1%	-	-	*	*	-	-	-	*	1%	1%

Labour Held only - Conservative/Labour Marginal Constituencies
CATI Fieldwork : 11th July - 11th August 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	30%
Labour	43%
Liberal Democrat	9%
UKIP	13%
Green	4%
Other	1%

Labour Held only - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41	
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46	
I would not vote UKIP	2608	1271	1337	405	601	507	397	307	380	844	840	331	502	606	1049	162	-	142	29	
		65%	65%	66%	73%	67%	69%	64%	61%	56%	76%	70%	53%	57%	75%	84%	79%	-	88%	63%
I would not vote Liberal Democrat	2444	1253	1191	362	490	429	396	330	430	643	720	415	576	537	869	-	350	110	37	
		61%	64%	59%	65%	55%	59%	64%	66%	63%	58%	60%	66%	65%	66%	69%	-	78%	68%	82%
I would not vote Conservative	2069	1033	1036	307	509	385	325	263	276	500	631	356	499	-	992	113	288	121	37	
		52%	53%	51%	55%	57%	52%	52%	40%	45%	53%	57%	57%	-	79%	55%	64%	75%	81%	
I would not vote Labour	1473	773	700	156	274	273	251	198	314	413	434	236	334	576	-	76	321	73	30	
		37%	39%	34%	28%	31%	37%	40%	39%	46%	37%	36%	38%	38%	71%	-	37%	72%	45%	66%
None of these - I would potentially vote for all of them	292	134	159	30	73	39	46	39	61	55	75	52	75	36	49	12	28	6	1	
		7%	7%	8%	5%	8%	5%	7%	8%	9%	5%	6%	8%	8%	4%	4%	6%	6%	4%	2%
Don't know	77	24	53	8	16	13	11	10	19	9	22	9	26	5	7	-	4	-	-	
		2%	1%	3%	1%	2%	2%	2%	3%	1%	2%	1%	3%	1%	1%	-	1%	-	-	

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
I would not vote UKIP	2608 65%	-	36 75%	397 74%	507 79%	121 88%	38 74%	101 89%	501 62%	657 77%	356 75%
I would not vote Liberal Democrat	2444 61%	83 77%	19 40%	394 73%	406 64%	87 63%	25 49%	-	557 68%	608 71%	190 40%
I would not vote Conservative	2069 52%	48 45%	21 43%	-	461 72%	120 87%	-	68 59%	88 11%	660 77%	304 64%
I would not vote Labour	1473 37%	89 83%	7 15%	425 79%	-	-	32 62%	49 43%	564 69%	57 7%	169 36%
None of these - I would potentially vote for all of them	292 7%	5 5%	4 7%	14 3%	28 4%	1 1%	4 7%	5 4%	37 5%	44 5%	16 3%
Don't know	77 2%	-	-	1 *	5 1%	1 1%	-	-	4 *	6 1%	2 *

Labour Held only - Conservative/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	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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41	
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46	
NET: Well	2462	1342	1120	351	546	445	357	310	446	790	737	376	465	699	703	149	238	90	17	
		62%	68%	55%	63%	61%	61%	57%	62%	65%	71%	61%	60%	53%	86%	56%	72%	53%	55%	38%
Very well	(4) 220	150	69	30	43	46	31	24	44	66	63	39	41	84	53	7	15	7	-	
		5%	8%	3%	5%	5%	6%	5%	6%	6%	5%	6%	5%	10%	4%	3%	3%	4%	-	
Quite well	(3) 2242	1192	1050	321	503	398	326	286	402	724	674	337	424	615	649	142	223	83	17	
		56%	61%	52%	58%	56%	54%	52%	57%	59%	65%	56%	54%	48%	76%	52%	69%	50%	51%	38%
Quite badly	(2) 1106	444	661	165	240	228	191	142	139	251	353	168	285	92	428	48	153	55	17	
		28%	23%	32%	30%	27%	31%	31%	28%	20%	23%	29%	27%	32%	11%	34%	23%	34%	34%	38%
Very badly	(1) 293	123	170	34	79	40	60	34	43	44	68	66	96	6	90	4	52	13	10	
		7%	6%	8%	6%	9%	6%	10%	7%	6%	4%	6%	11%	11%	1%	7%	2%	11%	8%	22%
NET: Badly	1398	568	831	198	319	268	251	176	182	295	421	234	381	98	519	52	204	68	28	
		35%	29%	41%	36%	36%	37%	40%	35%	27%	27%	35%	37%	43%	12%	41%	25%	46%	42%	60%
Don't know	141	56	85	6	26	20	16	16	53	27	43	16	36	15	34	5	7	4	1	
		4%	3%	4%	1%	3%	3%	3%	8%	2%	4%	3%	4%	2%	3%	2%	1%	3%	2%	
Mean	2.62	2.72	2.52	2.63	2.59	2.63	2.54	2.62	2.71	2.75	2.63	2.57	2.48	2.97	2.55	2.75	2.45	2.53	2.16	
Standard deviation	0.71	0.70	0.70	0.68	0.73	0.69	0.74	0.69	0.70	0.63	0.68	0.77	0.76	0.50	0.70	0.55	0.74	0.71	0.78	
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.04	0.03	0.02	0.02	0.04	0.04	0.06	0.12	

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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	4001	124	50	677	487	110	50	103	990	994	416	
Weighted base	4001	107	49	540	639	138	52	115	813	851	476	
NET: Well	2462 62%	71 66%	23 46%	479 89%	388 61%	82 60%	49 94%	89 78%	649 80%	450 53%	319 67%	
Very well	(4) 5%	2 2%	1 3%	57 11%	28 4%	1 1%	4 8%	5 4%	66 8%	38 4%	14 3%	
Quite well	(3) 56%	2242 64%	69 44%	21 44%	421 78%	359 56%	81 59%	44 86%	84 74%	583 72%	412 48%	305 64%
Quite badly	(2) 28%	1106 28%	26 24%	24 49%	48 9%	197 31%	45 33%	3 6%	22 19%	128 16%	311 37%	124 26%
Very badly	(1) 7%	293 7%	10 9%	2 3%	3 1%	37 6%	9 6%	- -	1 1%	16 2%	67 8%	23 5%
NET: Badly	1398 35%	36 33%	25 52%	52 10%	235 37%	54 39%	3 6%	23 20%	143 18%	378 44%	147 31%	
Don't know	141 4%	1 1%	1 2%	10 2%	17 3%	2 1%	- -	2 2%	21 3%	24 3%	9 2%	
Mean	2.62	2.59	2.47	3.01	2.61	2.55	3.02	2.82	2.88	2.51	2.67	
Standard deviation	0.71	0.68	0.61	0.47	0.67	0.63	0.38	0.50	0.56	0.71	0.62	
Standard error	0.01	0.06	0.09	0.02	0.03	0.06	0.05	0.05	0.02	0.02	0.03	

Labour Held only - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
NET: Well	2523	1333	1190	400	569	438	362	299	446	837	790	353	447	699	739	150	241	113	18
	63%	68%	58%	72%	64%	60%	58%	60%	65%	75%	66%	56%	51%	86%	59%	73%	54%	70%	39%
Very well	(4) 218	147	70	33	51	37	27	22	48	63	55	37	46	80	50	14	12	8	-
	5%	7%	3%	6%	6%	5%	4%	4%	7%	6%	5%	6%	5%	10%	4%	7%	3%	5%	-
Quite well	(3) 2305	1186	1119	367	518	401	335	277	399	774	734	316	401	620	688	136	229	105	18
	58%	60%	55%	66%	58%	55%	54%	55%	58%	70%	61%	50%	45%	76%	55%	66%	51%	65%	39%
Quite badly	(2) 1076	452	625	127	237	232	185	155	138	210	335	208	278	88	387	44	163	39	18
	27%	23%	31%	23%	27%	32%	30%	31%	20%	19%	28%	33%	31%	11%	31%	21%	36%	24%	39%
Very badly	(1) 280	126	154	22	64	48	59	37	49	37	54	54	115	11	101	11	39	8	9
	7%	6%	8%	4%	7%	7%	9%	7%	7%	3%	4%	9%	13%	1%	8%	5%	9%	5%	19%
NET: Badly	1356	577	778	150	301	280	244	192	186	247	388	262	393	100	488	55	201	47	27
	34%	29%	38%	27%	34%	38%	39%	38%	27%	22%	32%	42%	45%	12%	39%	27%	45%	29%	58%
Don't know	122	55	67	5	22	15	17	11	49	27	23	11	43	13	29	1	6	2	1
	3%	3%	3%	1%	2%	2%	3%	2%	7%	2%	2%	2%	5%	2%	2%	1%	1%	1%	3%
Mean	2.63	2.71	2.56	2.75	2.64	2.59	2.55	2.58	2.70	2.80	2.67	2.55	2.45	2.96	2.56	2.75	2.49	2.71	2.20
Standard deviation	0.70	0.70	0.69	0.62	0.70	0.69	0.73	0.70	0.72	0.59	0.64	0.74	0.79	0.52	0.70	0.66	0.69	0.64	0.75
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.02	0.02	0.05	0.03	0.06	0.12

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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 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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
NET: Well	2523 63%	70 65%	23 48%	471 87%	411 64%	88 64%	45 86%	90 78%	641 79%	453 53%	334 70%
Very well	(4) 218 5%	2 2%	2 4%	53 10%	23 4%	2 2%	3 5%	9 8%	63 8%	36 4%	20 4%
Quite well	(3) 2305 58%	68 63%	21 44%	418 77%	388 61%	85 62%	42 81%	81 70%	578 71%	416 49%	314 66%
Quite badly	(2) 1076 27%	29 27%	22 45%	54 10%	182 29%	44 32%	6 12%	21 19%	136 17%	283 33%	119 25%
Very badly	(1) 280 7%	7 6%	3 6%	6 1%	36 6%	4 3%	1 1%	3 3%	21 3%	87 10%	18 4%
NET: Badly	1356 34%	36 34%	25 51%	60 11%	218 34%	48 35%	7 13%	25 22%	157 19%	370 43%	137 29%
Don't know	122 3%	2 2%	1 1%	9 2%	9 1%	2 1%	* 1%	- -	16 2%	29 3%	5 1%
Mean	2.63	2.61	2.46	2.98	2.63	2.63	2.91	2.84	2.86	2.49	2.71
Standard deviation	0.70	0.64	0.68	0.49	0.65	0.58	0.47	0.60	0.58	0.74	0.60
Standard error	0.01	0.06	0.10	0.02	0.03	0.06	0.07	0.06	0.02	0.02	0.03

Labour Held only - Conservative/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	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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
I am satisfied with the job David Cameron is doing overall as Prime Minister	1187	627	560	162	258	201	189	137	234	402	339	168	225	537	184	81	85	27	11
	30%	32%	28%	29%	29%	27%	30%	27%	34%	36%	28%	27%	26%	66%	15%	39%	19%	17%	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	1089	503	586	169	230	231	160	124	173	278	363	193	217	257	197	69	212	37	9
	27%	26%	29%	31%	26%	32%	26%	25%	25%	25%	30%	31%	25%	32%	16%	34%	47%	23%	21%
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.	1325	648	677	195	320	236	207	181	181	352	394	213	330	11	831	49	106	78	18
	33%	33%	33%	35%	36%	32%	33%	36%	27%	32%	33%	34%	37%	1%	66%	24%	24%	48%	39%
Refused	119	68	51	8	12	18	26	26	28	26	34	8	28	1	9	1	14	2	3
	3%	3%	2%	1%	1%	2%	4%	5%	4%	2%	3%	1%	3%	*	1%	*	3%	1%	7%
Don't know	281	120	161	21	72	47	41	33	65	53	71	44	83	7	34	6	31	17	5
	7%	6%	8%	4%	8%	6%	7%	7%	10%	5%	6%	7%	9%	1%	3%	3%	7%	10%	10%

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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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
I am satisfied with the job David Cameron is doing overall as Prime Minister	1187 30%	26 24%	11 23%	357 66%	123 19%	14 10%	37 71%	46 40%	435 53%	119 14%	122 26%
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	1089 27%	65 60%	16 33%	175 32%	141 22%	23 17%	12 24%	36 31%	311 38%	115 14%	139 29%
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.	1325 33%	11 10%	18 38%	4 1%	354 55%	99 72%	3 5%	29 25%	40 5%	563 66%	187 39%
Refused	119 3%	3 3%	- -	1 *	4 1%	1 1%	- -	1 1%	7 1%	11 1%	8 2%
Don't know	281 7%	3 3%	3 6%	4 1%	17 3%	- -	- -	3 2%	20 2%	43 5%	19 4%

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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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
Labour	855	415	440	105	191	150	150	118	139	234	269	131	183	139	370	30	85	36	9
	21%	21%	22%	19%	21%	21%	24%	24%	20%	21%	22%	21%	21%	17%	29%	15%	19%	22%	20%
The Conservatives	847	436	411	87	177	161	147	108	162	255	259	126	174	247	258	41	80	34	10
	21%	22%	20%	16%	20%	22%	24%	21%	24%	23%	22%	20%	20%	30%	21%	20%	18%	21%	22%
The Liberal Democrat	393	186	207	40	91	91	57	51	61	113	124	51	87	70	132	24	36	18	7
	10%	9%	10%	7%	10%	12%	9%	10%	9%	10%	10%	8%	10%	9%	11%	12%	8%	11%	14%
The UK Independence Party (UKIP)	339	187	152	85	79	53	48	25	49	88	96	61	78	62	89	6	81	14	2
	8%	10%	7%	15%	9%	7%	8%	5%	7%	8%	8%	10%	9%	8%	7%	3%	18%	9%	4%
None of them	2400	1178	1222	358	546	435	364	294	394	649	701	385	549	461	684	136	272	91	33
	60%	60%	60%	65%	61%	59%	58%	59%	58%	58%	58%	62%	62%	57%	54%	66%	61%	56%	71%
Don't know	74	34	40	8	19	16	11	8	13	24	23	9	10	13	20	6	7	4	-
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	-

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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 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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
Labour	855 21%	20 18%	12 26%	86 16%	177 28%	46 33%	14 28%	10 9%	136 17%	247 29%	98 21%
The Conservatives	847 21%	24 22%	12 25%	182 34%	127 20%	33 24%	13 24%	20 17%	240 30%	169 20%	97 20%
The Liberal Democrat	393 10%	8 7%	4 8%	43 8%	73 11%	24 18%	7 13%	17 15%	63 8%	78 9%	75 16%
The UK Independence Party (UKIP)	339 8%	18 16%	7 14%	39 7%	62 10%	13 9%	2 3%	2 2%	70 9%	55 7%	25 5%
None of them	2400 60%	58 54%	26 53%	298 55%	355 56%	64 47%	26 51%	79 69%	462 57%	472 55%	274 58%
Don't know	74 2%	1 1%	-	6 1%	12 2%	1 1%	4 8%	4 4%	8 1%	10 1%	12 3%

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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	4001	1840	2161	232	543	689	669	708	1145	1579	816	489	937	938	1212	184	446	136	41
Weighted base	4001	1966	2035	555	891	733	623	502	682	1112	1201	626	883	812	1256	206	449	162	46
A Labour government	1489	716	773	260	365	274	214	177	194	369	431	256	371	18	978	25	125	54	17
	37%	36%	38%	47%	41%	37%	34%	35%	29%	33%	36%	41%	42%	2%	78%	12%	28%	33%	37%
A Conservative government	1007	527	480	84	164	175	177	144	259	355	304	131	191	647	25	11	134	18	4
	25%	27%	24%	15%	18%	24%	28%	29%	38%	32%	25%	21%	22%	80%	2%	5%	30%	11%	10%
A coalition between Labour and the Liberal Democrats	533	263	271	75	157	95	83	64	58	143	186	86	104	9	212	83	43	52	8
	13%	13%	13%	14%	18%	13%	13%	13%	9%	13%	15%	14%	12%	1%	17%	41%	10%	32%	18%
A coalition between the Conservatives and the Liberal Democrats	413	204	208	74	85	78	58	52	65	126	147	48	79	123	19	71	68	24	7
	10%	10%	10%	13%	10%	11%	9%	10%	10%	11%	12%	8%	9%	15%	2%	34%	15%	15%	16%
Don't know	559	256	303	62	120	111	91	65	105	117	133	105	137	15	22	16	79	14	9
	14%	13%	15%	11%	13%	15%	15%	13%	15%	11%	11%	17%	15%	2%	2%	8%	18%	8%	19%

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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	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	4001	124	50	677	487	110	50	103	990	994	416
Weighted base	4001	107	49	540	639	138	52	115	813	851	476
A Labour government	1489 37%	14 13%	24 49%	6 1%	467 73%	95 69%	- -	13 12%	50 6%	620 73%	139 29%
A Conservative government	1007 25%	61 56%	5 9%	457 85%	14 2%	1 1%	35 67%	2 1%	575 71%	45 5%	74 16%
A coalition between Labour and the Liberal Democrats	533 13%	6 5%	9 19%	5 1%	128 20%	39 28%	2 3%	50 43%	22 3%	122 14%	152 32%
A coalition between the Conservatives and the Liberal Democrats	413 10%	14 13%	9 20%	66 12%	16 2%	3 2%	16 30%	39 34%	106 13%	19 2%	80 17%
Don't know	559 14%	13 12%	1 3%	7 1%	14 2%	* *	- -	11 9%	61 7%	45 5%	31 7%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4001	4001
Weighted base	4001	4001
Male	1840 46%	1966 49%
Female	2161 54%	2035 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	4001	4001
Weighted base	4001	4001
18-24	232 6%	555 14%
25-34	543 14%	891 22%
35-44	689 17%	733 18%
45-54	669 17%	623 16%
55-64	708 18%	502 13%
65 or older	1145 29%	682 17%
Refused	15 *	15 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4001	4001
Weighted base	4001	4001
A	548 14%	386 10%
B	1031 26%	725 18%
C1	816 20%	1201 30%
C2	489 12%	626 16%
D	329 8%	391 10%
E	608 15%	492 12%
Refused	180 4%	180 4%

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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	4001	4001
Weighted base	4001	4001
Conservative	990 25%	813 20%
Labour	994 25%	851 21%
Liberal Democrats	416 10%	476 12%
Another party	156 4%	128 3%
Did not vote	1094 27%	1419 35%
Refused	195 5%	161 4%
Don't know	156 4%	154 4%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4001	4001
Weighted base	4001	4001
Hampstead & Kilburn	1000 25%	950 24%
Bolton West	1000 25%	976 24%
Southampton Itchen	1000 25%	1025 26%
Birmingham Edgbaston	1001 25%	1050 26%