

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
Certain to vote	(10) 2563	1324	1239	325	520	481	441	329	455	902	799	283	486	420	909	389	244	163	56
	51%	53%	50%	34%	41%	56%	62%	64%	68%	61%	52%	44%	46%	64%	58%	63%	55%	57%	46%
(9)	336	180	156	86	73	60	47	35	36	121	99	33	68	50	115	55	29	25	10
	7%	7%	6%	9%	6%	7%	7%	7%	5%	8%	6%	5%	6%	8%	7%	9%	6%	9%	8%
(8)	430	219	212	92	139	55	56	40	49	125	135	59	95	76	154	51	55	24	4
	9%	9%	8%	10%	11%	6%	8%	8%	7%	8%	9%	9%	9%	11%	10%	8%	12%	8%	4%
(7)	274	118	155	79	102	36	26	13	17	66	102	37	48	28	95	34	24	14	13
	5%	5%	6%	8%	8%	4%	4%	3%	3%	4%	7%	6%	5%	4%	6%	5%	5%	5%	10%
(6)	189	71	118	55	67	31	10	12	14	40	78	31	32	22	73	16	18	14	11
	4%	3%	5%	6%	5%	4%	1%	2%	2%	3%	5%	5%	3%	3%	5%	3%	4%	5%	9%
(5)	378	176	202	101	108	66	38	31	33	73	112	61	113	29	132	39	42	24	15
	8%	7%	8%	10%	9%	8%	5%	6%	5%	5%	7%	9%	11%	4%	8%	6%	9%	8%	12%
(4)	87	39	48	39	22	12	7	4	2	18	25	11	25	7	24	6	8	4	7
	2%	2%	2%	4%	2%	1%	1%	1%	*	1%	2%	2%	2%	1%	2%	1%	2%	1%	6%
(3)	138	60	78	45	42	28	9	5	8	27	53	20	25	19	41	20	8	6	5
	3%	2%	3%	5%	3%	3%	1%	1%	1%	2%	3%	3%	2%	3%	3%	3%	2%	2%	4%
(2)	102	47	55	29	29	19	13	5	7	22	27	20	25	8	35	7	17	12	1
	2%	2%	2%	3%	2%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	1%	4%	4%	1%
Definitely would not vote	(1) 491	259	231	117	157	75	59	43	39	90	119	89	141	-	-	-	-	-	-
	10%	10%	9%	12%	12%	9%	8%	8%	6%	6%	8%	14%	13%	-	-	-	-	-	-
Refused	2	1	1	-	-	1	-	-	1	1	-	-	1	-	-	-	-	-	-
	*	*	*	-	-	*	-	-	*	*	-	-	*	-	-	-	-	-	-
Don't know	11	4	7	-	1	2	-	1	6	2	1	-	7	-	-	-	-	-	-
	*	*	*	-	*	*	-	*	1%	*	*	-	1%	-	-	-	-	-	-
Mean	7.72	7.79	7.64	6.83	7.19	7.88	8.29	8.38	8.66	8.39	7.83	7.11	7.27	8.85	8.50	8.79	8.34	8.40	7.87
Standard deviation	3.08	3.10	3.05	3.18	3.19	3.04	2.88	2.81	2.57	2.67	2.92	3.33	3.29	1.96	2.19	2.02	2.32	2.35	2.39

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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	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
Standard error	0.04	0.06	0.06	0.15	0.12	0.11	0.10	0.10	0.07	0.06	0.09	0.14	0.10	0.07	0.06	0.08	0.11	0.15	0.23

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
Certain to vote	(10) 2563 51%	59 78%	30 65%	248 78%	445 47%	199 70%	64 68%	290 76%	63 73%	384 74%	598 69%	813 70%
	(9) 336 7%	3 3%	3 6%	27 9%	73 8%	28 10%	7 8%	33 9%	6 6%	38 7%	56 7%	92 8%
	(8) 430 9%	5 7%	3 6%	27 8%	103 11%	20 7%	8 8%	19 5%	11 13%	42 8%	70 8%	82 7%
	(7) 274 5%	3 4%	5 11%	3 1%	67 7%	7 2%	9 10%	14 4%	* 1%	15 3%	40 5%	48 4%
	(6) 189 4%	2 3%	1 2%	3 1%	55 6%	5 2%	- -	5 1%	3 3%	8 1%	26 3%	21 2%
	(5) 378 8%	2 2%	5 11%	6 2%	107 11%	12 4%	4 4%	12 3%	3 3%	15 3%	38 4%	43 4%
	(4) 87 2%	- -	- -	2 1%	20 2%	4 2%	- -	3 1%	1 1%	3 1%	6 1%	10 1%
	(3) 138 3%	1 1%	- -	2 1%	37 4%	2 1%	3 3%	4 1%	1 1%	4 1%	6 1%	11 1%
	(2) 102 2%	2 2%	- -	2 1%	33 4%	5 2%	- -	1 *	- -	5 1%	3 *	14 1%
Definitely would not vote	(1) 491 10%	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	20 2%	25 2%
Refused	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	11 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	2 *
Mean	7.72	9.24	8.88	9.46	8.00	9.11	9.07	9.34	9.29	9.20	8.97	8.99
Standard deviation	3.08	1.76	1.76	1.33	2.43	1.81	1.68	1.51	1.45	1.79	2.00	2.06

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Base: All respondents

	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	LD defec-tors to UKIP	Con	Lab	LibDem
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
Standard error	0.04	0.17	0.27	0.07	0.09	0.12	0.17	0.08	0.15	0.07	0.06	0.06

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Absolutes/col percents

Table 2

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

	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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
Conservative	659	367	292	116	156	125	90	60	112	257	213	77	92	659	-	-	-	-	-
	13%	15%	12%	12%	12%	14%	13%	12%	17%	17%	14%	12%	9%	100%	-	-	-	-	-
Labour	1577	775	802	374	400	273	217	156	154	486	508	183	344	-	1577	-	-	-	-
	32%	31%	32%	39%	32%	32%	31%	30%	23%	33%	33%	28%	32%	-	100%	-	-	-	-
Liberal Democrat	615	294	321	92	165	116	69	67	107	212	204	46	120	-	-	615	-	-	-
	12%	12%	13%	9%	13%	13%	10%	13%	16%	14%	13%	7%	11%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	446	259	188	76	66	50	78	86	89	67	126	108	131	-	-	-	446	-	-
	9%	10%	7%	8%	5%	6%	11%	17%	13%	4%	8%	17%	12%	-	-	-	100%	-	-
Plaid Cymru	65	30	36	10	26	14	11	3	2	23	20	8	10	-	-	-	-	-	65
	1%	1%	1%	1%	2%	2%	2%	1%	*	2%	1%	1%	1%	-	-	-	-	-	53%
The Green Party	287	144	142	82	71	54	39	25	15	108	101	23	39	-	-	-	-	287	-
	6%	6%	6%	8%	6%	6%	6%	5%	2%	7%	7%	4%	4%	-	-	-	-	100%	-
The British National Party (BNP)	16	10	6	5	4	2	2	2	-	*	6	7	2	-	-	-	-	-	16
	*	*	*	1%	*	*	*	*	-	*	*	1%	*	-	-	-	-	-	13%
Some other party	41	23	18	5	18	4	7	4	4	15	10	8	6	-	-	-	-	-	41
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	34%
Would not vote	491	259	231	117	157	75	59	43	39	90	119	89	141	-	-	-	-	-	-
	10%	10%	9%	12%	12%	9%	8%	8%	6%	6%	8%	14%	13%	-	-	-	-	-	-
Refused	238	106	133	17	38	39	49	26	64	55	78	26	52	-	-	-	-	-	-
	5%	4%	5%	2%	3%	5%	7%	5%	10%	4%	5%	4%	5%	-	-	-	-	-	-
Don't know	565	231	334	74	159	113	86	46	83	173	165	71	128	-	-	-	-	-	-
	11%	9%	13%	8%	13%	13%	12%	9%	12%	12%	11%	11%	12%	-	-	-	-	-	-

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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	LD defec- tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
Conservative	659 13%	-	-	319 100%	-	-	94 100%	-	-	319 61%	24 3%	94 8%
Labour	1577 32%	-	27 59%	-	940 100%	283 100%	-	-	-	27 5%	637 74%	283 24%
Liberal Democrat	615 12%	-	19 41%	-	-	-	-	381 100%	-	19 4%	31 4%	381 33%
The UK Independence Party (UKIP)	446 9%	76 100%	-	-	-	-	-	-	86 100%	76 15%	34 4%	86 7%
Plaid Cymru	65 1%	-	-	-	-	-	-	-	-	2 *	5 1%	18 2%
The Green Party	287 6%	-	-	-	-	-	-	-	-	10 2%	17 2%	85 7%
The British National Party (BNP)	16 *	-	-	-	-	-	-	-	-	2 *	2 *	1 *
Some other party	41 1%	-	-	-	-	-	-	-	-	1 *	11 1%	9 1%
Would not vote	491 10%	-	-	-	-	-	-	-	-	7 1%	20 2%	25 2%
Refused	238 5%	-	-	-	-	-	-	-	-	17 3%	15 2%	35 3%
Don't know	565 11%	-	-	-	-	-	-	-	-	40 8%	67 8%	144 12%

Labour/Liberal Democrat 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	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	2749	1376	1374	202	368	437	517	518	704	1263	574	282	546	540	1177	443	336	182	72
Weighted base	2583	1357	1225	454	590	452	391	312	380	880	821	298	497	487	1082	449	298	194	72
Conservative	487	275	212	72	110	98	72	47	89	201	150	59	65	487	-	-	-	-	-
	19%	20%	17%	16%	19%	22%	18%	15%	23%	23%	18%	20%	13%	100%	-	-	-	-	-
Labour	1082	543	539	216	262	189	167	121	124	364	341	112	230	-	1082	-	-	-	-
	42%	40%	44%	48%	44%	42%	43%	39%	33%	41%	41%	38%	46%	-	100%	-	-	-	-
Liberal Democrat	449	225	225	60	110	84	57	53	85	162	156	30	84	-	-	449	-	-	-
	17%	17%	18%	13%	19%	19%	15%	17%	22%	18%	19%	10%	17%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	298	181	116	44	36	33	53	64	67	46	85	71	86	-	-	-	298	-	-
	12%	13%	9%	10%	6%	7%	14%	20%	18%	5%	10%	24%	17%	-	-	-	100%	-	-
Plaid Cymru	38	20	18	4	15	7	8	3	1	17	10	4	4	-	-	-	-	-	38
	1%	1%	1%	1%	3%	1%	2%	1%	*	2%	1%	1%	1%	-	-	-	-	-	53%
The Green Party	194	96	99	53	45	38	27	18	12	78	70	15	22	-	-	-	-	194	-
	8%	7%	8%	12%	8%	8%	7%	6%	3%	9%	8%	5%	4%	-	-	-	-	100%	-
The British National Party (BNP)	9	4	5	3	2	2	1	2	-	*	4	3	2	-	-	-	-	-	9
	*	*	*	1%	*	*	*	1%	-	*	*	1%	*	-	-	-	-	-	12%
Some other party	25	14	11	2	10	2	5	3	2	11	5	4	3	-	-	-	-	-	25
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	35%

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	2749	83	32	328	463	197	81	319	76	451	845	743
Weighted base	2583	60	34	264	580	220	72	308	69	371	597	757
Conservative	487	-	-	264	-	-	72	-	-	264	20	72
	19%	-	-	100%	-	-	100%	-	-	71%	3%	10%
Labour	1082	-	19	-	580	220	-	-	-	19	502	220
	42%	-	57%	-	100%	100%	-	-	-	5%	84%	29%
Liberal Democrat	449	-	15	-	-	-	-	308	-	15	24	308
	17%	-	43%	-	-	-	-	100%	-	4%	4%	41%
The UK Independence Party (UKIP)	298	60	-	-	-	-	-	-	69	60	26	69
	12%	100%	-	-	-	-	-	-	100%	16%	4%	9%
Plaid Cymru	38	-	-	-	-	-	-	-	-	2	4	12
	1%	-	-	-	-	-	-	-	-	*	1%	2%
The Green Party	194	-	-	-	-	-	-	-	-	9	12	68
	8%	-	-	-	-	-	-	-	-	2%	2%	9%
The British National Party (BNP)	9	-	-	-	-	-	-	-	-	1	1	1
	*	-	-	-	-	-	-	-	-	*	*	*
Some other party	25	-	-	-	-	-	-	-	-	1	7	6
	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	19%
Labour	42%
Liberal Democrat	18%
UKIP	11%
Green	7%
Other	3%

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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

	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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
Conservative	532 11%	303 12%	229 9%	85 9%	142 11%	104 12%	71 10%	45 9%	85 13%	195 13%	176 11%	60 9%	83 8%	441 67%	20 1%	18 3%	18 4%	2 1%	2 2%
Labour	1530 31%	755 30%	775 31%	355 37%	397 32%	252 29%	203 29%	156 30%	164 25%	433 29%	511 33%	196 30%	335 31%	22 3%	1317 83%	31 5%	27 6%	24 8%	18 15%
Liberal Democrat	1012 20%	467 19%	545 22%	163 17%	227 18%	212 24%	134 19%	108 21%	168 25%	371 25%	312 20%	98 15%	194 18%	137 21%	147 9%	535 87%	34 8%	38 13%	12 9%
The UK Independence Party (UKIP)	400 8%	239 10%	161 6%	67 7%	68 5%	44 5%	71 10%	72 14%	77 11%	66 4%	115 7%	93 14%	112 10%	15 2%	14 1%	2 *	332 74%	5 2%	4 3%
Plaid Cymru	89 2%	39 2%	50 2%	18 2%	30 2%	18 2%	14 2%	6 1%	3 *	28 2%	32 2%	12 2%	13 1%	4 1%	7 *	7 1%	5 1%	6 2%	56 46%
The Green Party	250 5%	135 5%	115 5%	66 7%	68 5%	42 5%	38 5%	22 4%	13 2%	101 7%	85 6%	15 2%	33 3%	8 1%	26 2%	9 1%	2 *	192 67%	- -
The British National Party (BNP)	13 *	7 *	5 *	6 1%	- -	3 *	2 *	1 *	1 *	1 *	5 *	5 1%	2 *	- -	- -	- -	5 1%	2 1%	6 5%
Some other party	39 1%	25 1%	15 1%	3 *	19 2%	5 1%	6 1%	5 1%	2 *	12 1%	7 *	9 1%	9 1%	1 *	6 *	1 *	* *	1 *	16 13%
Would not vote	491 10%	259 10%	231 9%	117 12%	157 12%	75 9%	59 8%	43 8%	39 6%	90 6%	119 8%	89 14%	141 13%	- -	- -	- -	- -	- -	- -
Refused	151 3%	64 3%	87 3%	8 1%	21 2%	22 2%	31 4%	17 3%	47 7%	36 2%	44 3%	11 2%	36 3%	- -	2 *	- -	1 *	- -	* *
Don't know	494 10%	205 8%	290 12%	82 8%	130 10%	90 10%	77 11%	43 8%	70 11%	153 10%	144 9%	59 9%	108 10%	30 5%	39 2%	13 2%	22 5%	17 6%	6 5%

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
Conservative	532 11%	8 10%	4 9%	235 74%	16 2%	- -	46 48%	9 2%	1 1%	260 50%	20 2%	58 5%
Labour	1530 31%	3 4%	17 36%	3 1%	741 79%	213 75%	5 5%	7 2%	4 4%	24 5%	625 72%	257 22%
Liberal Democrat	1012 20%	3 4%	22 47%	57 18%	111 12%	47 16%	38 40%	349 91%	18 21%	90 17%	73 8%	525 45%
The UK Independence Party (UKIP)	400 8%	60 78%	2 4%	8 3%	8 1%	1 *	2 2%	1 *	59 69%	76 15%	36 4%	67 6%
Plaid Cymru	89 2%	- -	- -	- -	6 1%	2 1%	- -	3 1%	- -	3 1%	6 1%	22 2%
The Green Party	250 5%	- -	1 1%	1 *	22 2%	9 3%	2 2%	6 2%	- -	8 2%	18 2%	82 7%
The British National Party (BNP)	13 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *	2 *
Some other party	39 1%	- -	1 2%	- -	6 1%	3 1%	1 1%	- -	- -	2 *	6 1%	9 1%
Would not vote	491 10%	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	20 2%	25 2%
Refused	151 3%	- -	- -	- -	1 *	- -	- -	- -	- -	6 1%	6 1%	9 1%
Don't know	494 10%	2 3%	- -	16 5%	29 3%	9 3%	1 1%	5 1%	4 4%	46 9%	53 6%	107 9%

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	2866	1421	1445	198	384	459	548	533	740	1304	604	301	571	516	1149	433	319	171	68
Weighted base	2686	1405	1281	448	616	482	414	320	401	909	861	314	517	466	1056	440	284	184	68
Conservative	389	230	160	51	102	79	55	35	67	151	123	49	58	327	13	9	12	1	2
	14%	16%	12%	11%	17%	16%	13%	11%	17%	17%	14%	16%	11%	70%	1%	2%	4%	1%	3%
Labour	1036	526	510	203	253	172	158	120	129	328	338	114	224	16	903	16	15	19	13
	39%	37%	40%	45%	41%	36%	38%	37%	32%	36%	39%	36%	43%	3%	85%	4%	5%	10%	20%
Liberal Democrat	750	350	400	106	159	159	107	86	133	282	241	67	137	105	104	406	23	27	7
	28%	25%	31%	24%	26%	33%	26%	27%	33%	31%	28%	21%	27%	22%	10%	92%	8%	15%	10%
The UK Independence Party (UKIP)	265	165	100	36	37	30	52	53	57	46	79	61	71	11	8	1	227	2	2
	10%	12%	8%	8%	6%	6%	12%	17%	14%	5%	9%	19%	14%	2%	1%	*	80%	1%	3%
Plaid Cymru	53	26	27	9	18	9	11	5	2	19	20	7	4	3	5	4	3	5	31
	2%	2%	2%	2%	3%	2%	3%	1%	1%	2%	2%	2%	1%	1%	*	1%	1%	3%	46%
The Green Party	164	90	74	38	39	31	27	17	11	74	54	9	17	4	18	3	2	129	-
	6%	6%	6%	9%	6%	6%	7%	5%	3%	8%	6%	3%	3%	1%	2%	1%	1%	70%	-
The British National Party (BNP)	6	3	3	1	-	2	1	*	1	*	2	2	1	-	-	-	2	1	3
	*	*	*	*	-	*	*	*	*	*	*	1%	*	-	-	-	1%	*	4%
Some other party	22	15	7	2	9	2	3	3	2	8	4	4	5	1	6	*	*	*	10
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	*	*	*	15%

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	2866	79	32	312	446	188	78	313	72	458	881	782
Weighted base	2686	58	34	251	563	213	71	303	66	376	616	802
Conservative	389	7	4	194	10	-	35	7	1	215	16	44
	14%	11%	11%	77%	2%	-	49%	2%	1%	57%	3%	6%
Labour	1036	2	10	3	449	169	2	5	3	15	494	198
	39%	3%	29%	1%	80%	79%	3%	2%	4%	4%	80%	25%
Liberal Democrat	750	3	18	48	75	34	31	286	14	76	57	422
	28%	5%	54%	19%	13%	16%	44%	94%	21%	20%	9%	53%
The UK Independence Party (UKIP)	265	48	1	6	4	1	1	1	49	59	26	55
	10%	82%	4%	3%	1%	*	2%	*	73%	16%	4%	7%
Plaid Cymru	53	-	-	-	4	1	-	2	-	3	5	15
	2%	-	-	-	1%	1%	-	1%	-	1%	1%	2%
The Green Party	164	-	1	*	14	5	1	3	-	7	14	61
	6%	-	2%	*	3%	2%	2%	1%	-	2%	2%	8%
The British National Party (BNP)	6	-	-	-	-	-	-	-	1	-	1	1
	*	-	-	-	-	-	-	-	1%	-	*	*
Some other party	22	-	*	-	6	2	1	-	-	1	4	6
	1%	-	1%	-	1%	1%	1%	-	-	*	1%	1%

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	15%
Labour	38%
Liberal Democrat	28%
UKIP	10%
Green	6%
Other	3%

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
I would not vote UKIP	3448	1705	1743	695	906	647	485	321	386	1189	1139	367	602	506	1305	501	-	254	89
	69%	68%	70%	72%	72%	75%	69%	62%	58%	80%	74%	57%	57%	77%	83%	81%	-	89%	73%
I would not vote Conservative	2899	1465	1434	524	714	515	441	349	349	811	892	389	673	-	1213	380	308	235	91
	58%	59%	57%	54%	57%	59%	62%	68%	52%	54%	58%	60%	63%	-	77%	62%	69%	82%	74%
I would not vote Liberal Democrat	2386	1238	1148	440	584	387	366	291	313	640	733	351	552	337	929	-	322	156	78
	48%	50%	46%	45%	46%	45%	52%	56%	47%	43%	47%	54%	52%	51%	59%	-	72%	54%	64%
I would not vote Labour	1720	899	821	262	380	300	269	215	291	473	555	260	357	457	-	273	314	123	65
	34%	36%	33%	27%	30%	35%	38%	42%	44%	32%	36%	40%	34%	69%	-	44%	70%	43%	53%
I would not vote Plaid Cymru	508	244	264	105	94	84	68	62	93	141	185	50	105	121	142	58	55	19	9
	10%	10%	11%	11%	7%	10%	10%	12%	14%	10%	12%	8%	10%	18%	9%	9%	12%	7%	7%
None of these - I would potentially vote for all of them	367	166	201	71	110	56	43	25	60	88	86	51	104	27	79	30	32	6	8
	7%	7%	8%	7%	9%	6%	6%	5%	9%	6%	6%	8%	10%	4%	5%	5%	7%	2%	7%
Don't know	68	28	39	11	14	10	4	6	20	14	10	5	27	3	3	3	1	1	-
	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	3%	*	*	*	*	*	-

Labour/Liberal Democrat Marginal Constituencies

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
I would not vote UKIP	3448 69%	-	33 71%	243 76%	762 81%	245 86%	79 84%	325 85%	-	322 62%	682 79%	904 78%
I would not vote Conservative	2899 58%	34 44%	21 46%	-	678 72%	238 84%	-	240 63%	64 74%	70 13%	685 79%	759 65%
I would not vote Liberal Democrat	2386 48%	69 91%	14 30%	175 55%	494 53%	149 53%	33 35%	-	52 60%	297 57%	554 64%	351 30%
I would not vote Labour	1720 34%	67 89%	13 28%	250 78%	-	-	58 61%	184 48%	65 75%	374 72%	67 8%	435 37%
I would not vote Plaid Cymru	508 10%	14 18%	11 23%	70 22%	78 8%	20 7%	18 19%	36 10%	7 8%	103 20%	90 10%	102 9%
None of these - I would potentially vote for all of them	367 7%	2 3%	5 10%	13 4%	57 6%	7 3%	2 2%	16 4%	5 6%	27 5%	31 4%	49 4%
Don't know	68 1%	-	-	1 *	2 *	-	1 1%	1 *	-	2 *	5 1%	4 *

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
NET: Well	3003	1657	1346	616	784	509	405	286	397	985	976	374	524	561	906	454	217	136	63
	60%	66%	54%	64%	62%	59%	57%	55%	59%	66%	63%	58%	49%	85%	57%	74%	49%	48%	51%
Very well	(4) 250	167	84	41	76	37	30	22	41	75	74	39	52	50	72	33	22	7	4
	5%	7%	3%	4%	6%	4%	4%	4%	6%	5%	5%	6%	5%	8%	5%	5%	5%	2%	3%
Quite well	(3) 2753	1490	1262	574	708	472	375	264	356	910	903	335	472	511	833	422	195	130	59
	55%	60%	50%	59%	56%	55%	53%	51%	53%	61%	58%	52%	44%	77%	53%	69%	44%	45%	48%
Quite badly	(2) 1457	618	840	294	352	275	212	163	157	397	432	197	358	74	519	132	179	111	34
	29%	25%	34%	30%	28%	32%	30%	32%	24%	27%	28%	30%	34%	11%	33%	21%	40%	39%	28%
Very badly	(1) 378	167	211	51	97	51	64	53	60	63	95	68	134	14	105	16	44	33	22
	8%	7%	8%	5%	8%	6%	9%	10%	9%	4%	6%	10%	13%	2%	7%	3%	10%	12%	18%
NET: Badly	1835	784	1051	346	449	325	276	216	218	460	527	264	493	87	624	147	223	143	57
	37%	31%	42%	36%	36%	38%	39%	42%	33%	31%	34%	41%	46%	13%	40%	24%	50%	50%	46%
Don't know	162	57	105	7	27	31	26	15	53	42	47	7	49	11	47	14	6	7	3
	3%	2%	4%	1%	2%	4%	4%	3%	8%	3%	3%	1%	5%	2%	3%	2%	1%	2%	2%
Mean	2.59	2.68	2.51	2.63	2.62	2.59	2.55	2.51	2.61	2.69	2.64	2.54	2.43	2.92	2.57	2.78	2.45	2.39	2.37
Standard deviation	0.71	0.70	0.70	0.65	0.72	0.67	0.72	0.74	0.75	0.64	0.68	0.76	0.78	0.52	0.69	0.57	0.74	0.72	0.82
Standard error	0.01	0.01	0.01	0.03	0.03	0.02	0.02	0.03	0.02	0.01	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.05	0.08

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
NET: Well	3003 60%	48 63%	31 67%	276 87%	555 59%	167 59%	86 91%	290 76%	41 47%	411 79%	462 54%	746 64%
Very well	(4) 250 5%	2 2%	1 3%	25 8%	37 4%	6 2%	10 11%	15 4%	5 6%	35 7%	47 5%	40 3%
Quite well	(3) 2753 55%	47 61%	30 65%	252 79%	519 55%	160 57%	76 80%	275 72%	36 42%	377 72%	415 48%	706 61%
Quite badly	(2) 1457 29%	24 32%	13 27%	32 10%	291 31%	89 32%	7 8%	77 20%	39 46%	84 16%	299 35%	320 28%
Very badly	(1) 378 8%	3 4%	- -	5 2%	58 6%	19 7%	1 1%	8 2%	5 5%	14 3%	77 9%	63 5%
NET: Badly	1835 37%	27 36%	13 27%	37 12%	349 37%	109 38%	8 9%	85 22%	44 51%	98 19%	376 44%	383 33%
Don't know	162 3%	1 1%	3 5%	6 2%	35 4%	8 3%	* 1%	6 1%	2 2%	13 2%	25 3%	33 3%
Mean	2.59	2.62	2.74	2.94	2.59	2.56	3.01	2.79	2.48	2.85	2.52	2.64
Standard deviation	0.71	0.61	0.51	0.50	0.67	0.66	0.47	0.54	0.69	0.57	0.74	0.64
Standard error	0.01	0.06	0.08	0.03	0.03	0.04	0.05	0.03	0.07	0.02	0.02	0.02

Labour/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 27th August-14th September 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109	
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122	
NET: Well	3261	1758	1503	698	874	539	410	310	424	1119	1050	406	542	563	1009	474	244	161	65	
		65%	70%	60%	72%	69%	62%	58%	60%	64%	75%	68%	63%	51%	85%	64%	77%	55%	56%	53%
Very well	(4) 320	195	125	70	103	46	36	21	42	112	87	37	66	63	101	43	15	6	7	
		6%	8%	5%	7%	8%	5%	5%	4%	6%	8%	6%	6%	10%	6%	7%	3%	2%	6%	
Quite well	(3) 2941	1563	1378	628	771	493	373	288	382	1007	964	369	477	499	908	431	228	155	57	
		59%	63%	55%	65%	61%	57%	53%	56%	57%	68%	62%	57%	45%	76%	58%	70%	51%	54%	47%
Quite badly	(2) 1244	544	700	214	279	245	210	146	146	295	375	174	331	71	427	113	157	95	40	
		25%	22%	28%	22%	28%	30%	28%	22%	20%	24%	27%	31%	11%	27%	18%	35%	33%	33%	
Very badly	(1) 337	136	201	31	80	59	64	47	54	41	80	53	145	10	104	18	40	23	14	
		7%	5%	8%	3%	6%	7%	9%	9%	8%	3%	5%	8%	14%	2%	7%	3%	9%	8%	11%
NET: Badly	1581	680	901	245	359	304	274	193	200	337	455	227	476	81	531	132	197	119	53	
		32%	27%	36%	25%	29%	35%	39%	37%	30%	23%	29%	35%	45%	12%	34%	21%	44%	41%	44%
Don't know	158	61	97	26	27	22	23	14	44	32	45	13	48	15	37	10	5	7	4	
		3%	2%	4%	3%	2%	3%	3%	3%	7%	2%	3%	2%	4%	2%	2%	2%	1%	2%	3%
Mean	2.67	2.75	2.59	2.78	2.73	2.62	2.56	2.56	2.66	2.82	2.70	2.62	2.46	2.96	2.65	2.82	2.50	2.52	2.49	
Standard deviation	0.70	0.68	0.72	0.62	0.70	0.70	0.74	0.72	0.73	0.60	0.66	0.72	0.81	0.52	0.70	0.59	0.71	0.68	0.78	
Standard error	0.01	0.01	0.01	0.03	0.03	0.02	0.02	0.03	0.02	0.01	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.04	0.08	

Labour/Liberal Democrat 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 defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
NET: Well	3261 65%	47 62%	34 73%	274 86%	624 66%	190 67%	89 95%	300 79%	45 52%	411 79%	504 58%	804 69%
Very well	(4) 320 6%	4 5%	1 1%	32 10%	64 7%	11 4%	5 5%	24 6%	2 2%	43 8%	48 6%	55 5%
Quite well	(3) 2941 59%	43 57%	33 71%	242 76%	560 60%	179 63%	85 90%	277 73%	43 50%	368 71%	456 53%	749 64%
Quite badly	(2) 1244 25%	26 34%	9 19%	30 9%	235 25%	76 27%	4 4%	67 18%	30 35%	78 15%	262 30%	270 23%
Very badly	(1) 337 7%	3 4%	4 9%	6 2%	57 6%	14 5%	1 2%	9 2%	9 11%	18 3%	74 9%	62 5%
NET: Badly	1581 32%	29 38%	13 27%	36 11%	292 31%	90 32%	5 5%	76 20%	39 46%	96 18%	336 39%	331 28%
Don't know	158 3%	-	-	10 3%	23 2%	4 1%	-	5 1%	2 2%	15 3%	24 3%	28 2%
Mean	2.67	2.63	2.66	2.97	2.69	2.67	2.98	2.84	2.45	2.86	2.57	2.70
Standard deviation	0.70	0.64	0.66	0.53	0.69	0.63	0.39	0.56	0.72	0.60	0.73	0.64
Standard error	0.01	0.06	0.10	0.03	0.03	0.04	0.04	0.03	0.08	0.02	0.02	0.02

Labour/Liberal Democrat 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109	
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122	
I am satisfied with the job David Cameron is doing overall as Prime Minister	1387	722	664	287	395	237	162	105	197	417	439	184	286	413	256	231	88	37	20	
		28%	29%	27%	30%	31%	27%	23%	20%	29%	28%	29%	27%	63%	16%	38%	20%	13%	16%	
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	1303	637	666	283	313	208	193	137	168	414	408	186	236	221	248	195	195	81	31	
		26%	25%	27%	29%	25%	24%	27%	25%	28%	26%	29%	22%	34%	16%	32%	44%	28%	25%	
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.	1799	925	874	342	436	332	267	212	206	538	570	212	410	20	1014	157	123	142	48	
		36%	37%	35%	35%	38%	38%	41%	31%	36%	37%	33%	38%	3%	64%	25%	28%	49%	39%	
Refused	151	79	72	9	30	32	22	23	35	32	38	24	36	2	10	10	13	10	5	
		3%	3%	3%	1%	2%	4%	3%	4%	5%	2%	2%	4%	3%	*	1%	2%	3%	4%	4%
Don't know	360	135	225	47	86	56	62	40	63	86	95	40	98	3	50	23	27	16	18	
		7%	5%	9%	5%	7%	6%	9%	8%	9%	6%	6%	9%	*	3%	4%	6%	6%	15%	

Labour/Liberal Democrat 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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
I am satisfied with the job David Cameron is doing overall as Prime Minister	1387 28%	18 23%	15 33%	224 70%	186 20%	33 12%	54 57%	128 34%	13 16%	289 55%	126 15%	292 25%
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	1303 26%	48 64%	12 27%	88 28%	170 18%	28 10%	41 43%	133 35%	45 53%	185 36%	134 16%	344 30%
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.	1799 36%	7 9%	18 39%	6 2%	541 58%	217 77%	-	97 26%	21 25%	38 7%	552 64%	441 38%
Refused	151 3%	1 2%	1 1%	-	8 1%	1 *	-	5 1%	3 4%	2 *	9 1%	24 2%
Don't know	360 7%	2 2%	-	1 *	33 4%	5 2%	-	18 5%	3 4%	7 1%	42 5%	61 5%

Labour/Liberal Democrat 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	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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
The Liberal Democrat	1502	788	714	202	308	301	253	189	245	549	459	179	270	203	459	294	107	99	28
	30%	32%	29%	21%	24%	35%	36%	36%	37%	37%	30%	28%	25%	31%	29%	48%	24%	35%	23%
Labour	1089	572	517	180	276	190	167	122	152	364	290	157	226	116	428	123	85	61	27
	22%	23%	21%	19%	22%	22%	24%	24%	23%	24%	19%	24%	21%	18%	27%	20%	19%	21%	22%
The Conservatives	445	236	209	87	133	84	56	34	50	132	147	53	89	81	107	40	37	28	11
	9%	9%	8%	9%	11%	10%	8%	7%	7%	9%	9%	8%	8%	12%	7%	6%	8%	10%	9%
The UK Independence Party (UKIP)	338	191	147	85	117	47	32	20	36	99	104	46	77	43	108	30	47	18	10
	7%	8%	6%	9%	9%	5%	4%	4%	5%	7%	7%	7%	7%	6%	7%	5%	11%	6%	8%
Plaid Cymru	60	34	26	13	19	10	9	6	3	21	19	6	12	1	20	8	7	1	15
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	2%	*	12%
None of them	2765	1339	1426	622	734	450	358	261	332	739	869	368	635	376	858	274	267	155	67
	55%	54%	57%	64%	58%	52%	51%	50%	50%	50%	56%	57%	60%	57%	54%	45%	60%	54%	55%
Don't know	76	36	40	11	24	14	14	5	6	19	26	5	13	5	16	3	5	5	3
	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%

Labour/Liberal Democrat 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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
The Liberal Democrat	1502 30%	26 35%	8 18%	101 32%	257 27%	129 46%	43 46%	207 54%	30 35%	162 31%	289 33%	530 46%
Labour	1089 22%	15 20%	7 16%	55 17%	230 24%	66 23%	31 33%	78 21%	17 20%	88 17%	265 31%	262 23%
The Conservatives	445 9%	7 9%	3 7%	40 12%	59 6%	18 6%	12 12%	24 6%	9 10%	63 12%	70 8%	87 7%
The UK Independence Party (UKIP)	338 7%	7 9%	3 6%	21 7%	73 8%	13 5%	9 9%	18 5%	10 12%	34 6%	53 6%	67 6%
Plaid Cymru	60 1%	- -	2 5%	1 *	9 1%	1 1%	- -	4 1%	1 1%	3 1%	16 2%	15 1%
None of them	2765 55%	38 50%	30 65%	187 58%	530 56%	133 47%	35 37%	151 40%	45 52%	301 58%	435 50%	514 44%
Don't know	76 2%	* 1%	- -	1 *	13 1%	2 1%	1 1%	3 1%	- -	2 *	4 *	9 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	5000	2350	2650	426	771	812	912	847	1217	2044	1043	560	1102	700	1592	588	480	257	109
Weighted base	5000	2498	2502	969	1260	865	706	517	667	1487	1550	646	1066	659	1577	615	446	287	122
A Labour government	1855	952	903	397	457	325	263	214	198	506	568	248	443	11	1161	60	127	122	45
	37%	38%	36%	41%	36%	38%	37%	41%	30%	34%	37%	38%	42%	2%	74%	10%	28%	43%	37%
A coalition between Labour and the Liberal Democrats	1008	499	509	219	298	179	131	80	96	353	323	104	191	8	334	267	49	88	32
	20%	20%	20%	23%	24%	21%	19%	16%	14%	24%	21%	16%	18%	1%	21%	43%	11%	31%	27%
A Conservative government	934	501	433	164	193	151	140	104	179	281	301	145	170	517	37	43	133	26	12
	19%	20%	17%	17%	15%	17%	20%	20%	27%	19%	19%	22%	16%	78%	2%	7%	30%	9%	10%
A coalition between the Conservatives and the Liberal Democrats	614	292	322	100	189	109	75	59	82	214	210	57	105	113	19	225	71	31	10
	12%	12%	13%	10%	15%	13%	11%	11%	12%	14%	14%	9%	10%	17%	1%	37%	16%	11%	8%
Don't know	589	255	334	88	123	102	98	59	112	132	148	92	158	9	26	21	66	19	23
	12%	10%	13%	9%	10%	12%	14%	11%	17%	9%	10%	14%	15%	1%	2%	3%	15%	6%	19%

Labour/Liberal Democrat Marginal Constituencies

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	5000	104	42	395	715	247	98	389	95	636	1195	1120
Weighted base	5000	76	47	319	940	283	94	381	86	522	863	1163
A Labour government	1855 37%	5 6%	23 49%	5 2%	643 68%	192 68%	2 2%	22 6%	19 22%	38 7%	612 71%	315 27%
A coalition between Labour and the Liberal Democrats	1008 20%	3 4%	11 23%	1 *	232 25%	77 27%	2 2%	168 44%	18 21%	17 3%	148 17%	377 32%
A Conservative government	934 19%	49 65%	3 7%	268 84%	27 3%	8 3%	78 82%	32 8%	20 23%	362 69%	40 5%	159 14%
A coalition between the Conservatives and the Liberal Democrats	614 12%	11 14%	10 21%	41 13%	15 2%	1 *	13 14%	147 39%	18 21%	77 15%	24 3%	222 19%
Don't know	589 12%	8 10%	-	5 2%	21 2%	6 2%	-	13 3%	11 13%	28 5%	39 5%	90 8%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	5000	5000
Weighted base	5000	5000
Male	2350 47%	2498 50%
Female	2650 53%	2502 50%

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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	5000	5000
Weighted base	5000	5000
18-24	426 9%	969 19%
25-34	771 15%	1260 25%
35-44	812 16%	865 17%
45-54	912 18%	706 14%
55-64	847 17%	517 10%
65 or older	1217 24%	667 13%
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	5000	5000
Weighted base	5000	5000
A	660 13%	478 10%
B	1384 28%	1009 20%
C1	1043 21%	1550 31%
C2	560 11%	646 13%
D	415 8%	505 10%
E	687 14%	561 11%
Refused	251 5%	251 5%

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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	5000	5000
Weighted base	5000	5000
Conservative	636 13%	522 10%
Labour	1195 24%	863 17%
Liberal Democrats	1120 22%	1163 23%
Plaid Cymru	26 1%	19 *
Another party	216 4%	178 4%
Did not vote	1403 28%	1897 38%
Refused	196 4%	151 3%
Don't know	208 4%	207 4%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	5000	5000
Weighted base	5000	5000
Redcar	1000 20%	901 18%
Hornsey and Wood Green	1000 20%	943 19%
Cardiff Central	1000 20%	1033 21%
Cambridge	1000 20%	968 19%
Bermondsey and Old Southwark	1000 20%	1156 23%