

Liberal Democrat Held, Conservative Second Marginal Constituencies

CATI Fieldwork : 27th October - 20th November 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639	
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730	
Certain to vote	(10) 5969	3014	2955	403	664	959	1113	1111	1694	1616	1938	1071	1128	1647	825	1043	1078	424	
		54%	56%	53%	29%	38%	51%	59%	68%	69%	63%	55%	50%	49%	67%	56%	64%	63%	58%
(9)	610	340	270	71	88	118	106	104	123	173	197	113	108	161	91	130	74	47	
		6%	6%	5%	5%	5%	6%	6%	5%	7%	6%	5%	5%	7%	6%	8%	4%	6%	
(8)	909	392	517	165	176	165	157	98	144	213	307	181	165	237	135	157	143	60	
		8%	7%	9%	12%	10%	9%	8%	6%	8%	9%	8%	7%	10%	9%	10%	8%	8%	
(7)	526	283	242	126	105	84	68	63	81	119	169	116	108	120	84	83	77	46	
		5%	5%	4%	9%	6%	4%	4%	3%	5%	5%	5%	5%	5%	6%	5%	4%	6%	
(6)	349	175	174	79	82	57	57	32	42	53	115	69	96	52	82	45	55	36	
		3%	3%	3%	6%	5%	3%	3%	2%	2%	2%	3%	3%	4%	2%	6%	3%	3%	5%
(5)	838	392	446	136	183	172	115	88	139	129	232	221	200	137	131	94	165	53	
		8%	7%	8%	10%	10%	9%	6%	5%	6%	5%	7%	10%	9%	6%	9%	6%	10%	7%
(4)	191	71	120	60	46	30	28	14	13	36	79	31	40	25	37	25	31	24	
		2%	1%	2%	4%	3%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	3%	
(3)	283	140	143	65	83	51	34	21	28	51	99	50	65	39	50	27	51	30	
		3%	3%	3%	5%	5%	3%	2%	1%	2%	3%	2%	3%	2%	3%	2%	3%	4%	
(2)	207	94	113	57	54	33	32	13	19	35	70	43	49	23	35	16	41	10	
		2%	2%	2%	4%	3%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	
Definitely would not vote	(1) 1077	483	594	226	273	193	156	86	141	127	321	259	311	-	-	-	-	-	
		10%	9%	11%	16%	16%	10%	8%	5%	6%	5%	9%	12%	14%	-	-	-	-	
Refused	7	5	2	-	-	1	2	*	5	1	1	-	2	-	-	-	-	-	
	*	*	*	-	-	*	*	*	*	*	*	-	*	-	-	-	-	-	
Don't know	37	11	25	3	6	3	6	2	16	1	9	6	16	-	-	-	-	-	
	*	*	*	*	*	*	*	*	1%	*	*	*	1%	-	-	-	-	-	
Mean	7.80	7.93	7.68	6.34	6.72	7.67	8.13	8.67	8.68	8.51	7.86	7.49	7.34	8.98	8.34	8.88	8.54	8.43	
Standard deviation	3.08	3.00	3.15	3.31	3.39	3.11	2.92	2.51	2.55	2.56	3.04	3.21	3.33	1.83	2.32	1.89	2.28	2.27	

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Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
Standard error	0.03	0.04	0.04	0.13	0.10	0.08	0.07	0.06	0.04	0.04	0.06	0.08	0.07	0.04	0.06	0.05	0.06	0.09

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
Certain to vote	(10) 5969	337	73	1230	537	364	227	893	269	1832	456	2220
	54%	78%	60%	81%	50%	76%	71%	75%	72%	76%	68%	71%
	(9) 610	20	8	94	64	31	25	105	20	142	45	244
	6%	5%	7%	6%	6%	6%	8%	9%	5%	6%	7%	8%
	(8) 909	32	14	96	100	32	37	93	32	171	58	262
	8%	8%	12%	6%	9%	7%	12%	8%	9%	7%	9%	8%
	(7) 526	13	5	37	72	10	11	41	18	67	26	125
	5%	3%	4%	2%	7%	2%	3%	3%	5%	3%	4%	4%
	(6) 349	5	2	15	73	12	2	14	6	34	15	57
	3%	1%	2%	1%	7%	2%	*	1%	2%	1%	2%	2%
	(5) 838	14	14	32	116	17	11	41	17	84	35	123
	8%	3%	11%	2%	11%	4%	3%	3%	5%	4%	5%	4%
	(4) 191	3	3	4	35	6	1	3	3	14	5	19
	2%	1%	3%	*	3%	1%	*	*	1%	1%	1%	1%
	(3) 283	4	2	4	44	2	3	3	2	21	9	25
	3%	1%	2%	*	4%	*	1%	*	1%	1%	1%	1%
	(2) 207	1	-	2	32	3	5	2	3	6	7	15
	2%	*	-	*	3%	1%	1%	*	1%	*	1%	*
Definitely would not vote	(1) 1077	-	-	-	-	-	-	-	-	21	15	49
	10%	-	-	-	-	-	-	-	-	1%	2%	2%
Refused	7	-	-	-	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	-	-	-	*	*	-
Don't know	37	-	-	-	-	-	-	-	-	7	1	5
	*	-	-	-	-	-	-	-	-	*	*	*
Mean	7.80	9.37	8.65	9.55	8.02	9.31	9.21	9.38	9.16	9.28	8.88	9.10
Standard deviation	3.08	1.45	2.01	1.14	2.45	1.54	1.60	1.31	1.65	1.65	2.12	1.84

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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
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
Standard error	0.03	0.07	0.18	0.03	0.08	0.07	0.09	0.04	0.09	0.03	0.06	0.03

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Table 2

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

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
Conservative	2441	1211	1230	216	317	403	401	397	700	710	827	447	395	2441	-	-	-	-
	22%	22%	22%	16%	18%	22%	21%	24%	29%	28%	23%	21%	17%	100%	-	-	-	-
Labour	1471	740	731	244	294	262	230	202	237	385	526	245	275	-	1471	-	-	-
	13%	14%	13%	18%	17%	14%	12%	12%	10%	15%	15%	11%	12%	-	100%	-	-	-
Liberal Democrat	1620	768	852	106	224	307	297	283	399	445	504	283	349	-	-	1620	-	-
	15%	14%	15%	8%	13%	16%	16%	17%	16%	17%	14%	13%	15%	-	-	100%	-	-
The UK Independence Party (UKIP)	1716	1045	671	178	225	254	337	287	429	289	514	437	413	-	-	-	1716	-
	16%	19%	12%	13%	13%	14%	18%	18%	18%	11%	15%	20%	18%	-	-	-	100%	-
Plaid Cymru	61	37	23	2	19	6	9	13	10	13	16	16	16	-	-	-	-	61
	1%	1%	*	*	1%	*	*	1%	*	*	*	1%	1%	-	-	-	-	8%
The Green Party	564	259	305	147	104	108	98	64	41	155	217	91	83	-	-	-	-	564
	5%	5%	5%	11%	6%	6%	5%	4%	2%	6%	6%	4%	4%	-	-	-	-	77%
The British National Party (BNP)	26	17	9	7	6	6	3	2	1	3	7	8	7	-	-	-	-	26
	*	*	*	1%	*	*	*	*	*	*	*	*	*	-	-	-	-	4%
Some other party	80	50	30	16	10	14	19	8	12	18	29	16	9	-	-	-	-	80
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	-	-	-	-	11%
Would not vote	1077	483	594	226	273	193	156	86	141	127	321	259	311	-	-	-	-	-
	10%	9%	11%	16%	16%	10%	8%	5%	6%	5%	9%	12%	14%	-	-	-	-	-
Refused	552	255	297	27	44	75	94	103	200	126	129	86	128	-	-	-	-	-
	5%	5%	5%	2%	3%	4%	5%	6%	8%	5%	4%	4%	6%	-	-	-	-	-
Don't know	1395	535	860	220	241	238	230	186	272	284	446	272	301	-	-	-	-	-
	13%	10%	15%	16%	14%	13%	12%	11%	11%	11%	13%	13%	13%	-	-	-	-	-

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	Total	Vote Type							2010 Vote			
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Unweighted base	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
Conservative	2441 22%	-	-	1512 100%	-	-	321 100%	-	-	1512 63%	34 5%	321 10%
Labour	1471 13%	-	58 48%	-	1073 100%	476 100%	-	-	-	58 2%	398 59%	476 15%
Liberal Democrat	1620 15%	-	63 52%	-	-	-	-	1196 100%	-	63 3%	24 4%	1196 38%
The UK Independence Party (UKIP)	1716 16%	430 100%	-	-	-	-	-	-	371 100%	430 18%	89 13%	371 12%
Plaid Cymru	61 1%	-	-	-	-	-	-	-	-	9 *	2 *	24 1%
The Green Party	564 5%	-	-	-	-	-	-	-	-	23 1%	26 4%	234 7%
The British National Party (BNP)	26 *	-	-	-	-	-	-	-	-	* *	1 *	1 *
Some other party	80 1%	-	-	-	-	-	-	-	-	4 *	1 *	19 1%
Would not vote	1077 10%	-	-	-	-	-	-	-	-	21 1%	15 2%	49 2%
Refused	552 5%	-	-	-	-	-	-	-	-	70 3%	23 3%	83 3%
Don't know	1395 13%	-	-	-	-	-	-	-	-	207 9%	60 9%	368 12%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents expressing an intention to vote (Turnout Weighted)****This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote****THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	6075	2975	3100	247	524	864	1114	1263	2049	2631	1377	743	1163	2063	1121	1217	1225	448
Weighted base	5701	2969	2732	511	742	960	1037	991	1445	1533	1892	1067	1055	1843	975	1200	1189	494
Conservative	1843	906	936	134	214	293	307	325	564	551	622	335	290	1843	-	-	-	-
	32%	31%	34%	26%	29%	31%	30%	33%	39%	36%	33%	31%	28%	100%	-	-	-	-
Labour	975	494	481	126	171	175	165	155	183	284	345	153	169	-	975	-	-	-
	17%	17%	18%	25%	23%	18%	16%	16%	13%	19%	18%	14%	16%	-	100%	-	-	-
Liberal Democrat	1200	578	622	60	140	225	229	229	313	348	384	200	241	-	-	1200	-	-
	21%	19%	23%	12%	19%	23%	22%	23%	22%	23%	20%	19%	23%	-	-	100%	-	-
The UK Independence Party (UKIP)	1189	744	445	85	127	175	242	219	337	213	357	292	282	-	-	-	1189	-
	21%	25%	16%	17%	17%	18%	23%	22%	23%	14%	19%	27%	27%	-	-	-	100%	-
Plaid Cymru	41	26	15	2	12	5	5	10	6	9	12	11	9	-	-	-	-	41
	1%	1%	1%	*	2%	*	1%	1%	*	1%	1%	1%	1%	-	-	-	-	8%
The Green Party	383	175	209	87	66	75	74	46	34	115	146	59	54	-	-	-	-	383
	7%	6%	8%	17%	9%	8%	7%	5%	2%	8%	8%	6%	5%	-	-	-	-	78%
The British National Party (BNP)	17	13	4	6	3	4	2	2	1	1	6	7	3	-	-	-	-	17
	*	*	*	1%	*	*	*	*	*	*	*	1%	*	-	-	-	-	3%
Some other party	52	33	19	11	7	9	13	5	7	12	21	10	6	-	-	-	-	52
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	11%

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	6075	388	86	1493	590	364	254	982	269	1988	739	2069
Weighted base	5701	348	86	1266	662	382	255	972	290	1721	448	2119
Conservative	1843	-	-	1266	-	-	255	-	-	1266	22	255
	32%	-	-	100%	-	-	100%	-	-	74%	5%	12%
Labour	975	-	41	-	662	382	-	-	-	41	313	382
	17%	-	48%	-	100%	100%	-	-	-	2%	70%	18%
Liberal Democrat	1200	-	44	-	-	-	-	972	-	44	19	972
	21%	-	52%	-	-	-	-	100%	-	3%	4%	46%
The UK Independence Party (UKIP)	1189	348	-	-	-	-	-	-	290	348	71	290
	21%	100%	-	-	-	-	-	-	100%	20%	16%	14%
Plaid Cymru	41	-	-	-	-	-	-	-	-	4	2	18
	1%	-	-	-	-	-	-	-	-	*	*	1%
The Green Party	383	-	-	-	-	-	-	-	-	15	20	186
	7%	-	-	-	-	-	-	-	-	1%	4%	9%
The British National Party (BNP)	17	-	-	-	-	-	-	-	-	*	1	1
	*	-	-	-	-	-	-	-	-	*	*	*
Some other party	52	-	-	-	-	-	-	-	-	2	1	15
	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	33%
Labour	17%
Liberal Democrat	22%
UKIP	20%
Green	6%
Other	2%

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Table 5

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
Conservative	2122 19%	1073 20%	1049 19%	202 15%	279 16%	313 17%	339 18%	335 21%	647 26%	600 23%	700 20%	392 18%	372 16%	1814 74%	42 3%	23 1%	94 5%	21 3%
Labour	1210 11%	601 11%	609 11%	220 16%	245 14%	206 11%	181 10%	162 10%	195 8%	296 12%	416 12%	213 10%	250 11%	32 1%	1000 68%	20 1%	33 2%	30 4%
Liberal Democrat	2937 27%	1339 25%	1598 29%	221 16%	416 24%	584 31%	531 28%	495 30%	682 28%	786 31%	1014 29%	495 23%	565 25%	396 16%	315 21%	1506 93%	206 12%	146 20%
The UK Independence Party (UKIP)	1464 13%	922 17%	542 10%	173 12%	186 11%	229 12%	281 15%	247 15%	345 14%	241 9%	395 11%	411 19%	348 15%	61 2%	30 2%	15 1%	1272 74%	30 4%
Plaid Cymru	68 1%	41 1%	27 *	3 *	19 1%	9 *	10 1%	14 1%	13 1%	13 *	20 1%	15 1%	19 1%	2 *	2 *	- -	5 *	53 7%
The Green Party	403 4%	205 4%	198 4%	100 7%	60 3%	73 4%	85 5%	51 3%	34 1%	130 5%	145 4%	60 3%	59 3%	7 *	22 1%	10 1%	11 1%	327 45%
The British National Party (BNP)	24 *	20 *	4 *	12 1%	7 *	3 *	1 *	1 *	- -	3 *	7 *	5 *	7 *	4 *	1 *	- -	4 *	13 2%
Some other party	78 1%	45 1%	34 1%	8 1%	17 1%	12 1%	20 1%	10 1%	10 *	21 1%	15 *	22 1%	13 1%	2 *	4 *	7 *	8 *	42 6%
Would not vote	1077 10%	483 9%	594 11%	226 16%	273 16%	193 10%	156 8%	86 5%	141 6%	127 5%	321 9%	259 12%	311 14%	- -	- -	- -	- -	- -
Refused	378 3%	192 4%	186 3%	24 2%	35 2%	56 3%	54 3%	73 4%	131 5%	84 3%	93 3%	52 2%	86 4%	3 *	3 *	4 *	4 *	2 *
Don't know	1241 11%	480 9%	761 14%	201 14%	223 13%	188 10%	217 12%	158 10%	245 10%	253 10%	409 12%	234 11%	259 11%	120 5%	52 4%	34 2%	79 5%	66 9%

Liberal Democrat Held, Conservative Second 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	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	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
Conservative	2122 19%	61 14%	9 7%	1226 81%	37 3%	6 1%	170 53%	15 1%	5 1%	1365 57%	31 5%	209 7%
Labour	1210 11%	- -	38 31%	9 1%	690 64%	267 56%	7 2%	10 1%	3 1%	54 2%	350 52%	308 10%
Liberal Democrat	2937 27%	24 6%	69 56%	180 12%	254 24%	166 35%	117 36%	1139 95%	112 30%	322 13%	115 17%	1800 57%
The UK Independence Party (UKIP)	1464 13%	323 75%	2 2%	33 2%	26 2%	11 2%	15 5%	5 *	224 60%	368 15%	80 12%	264 8%
Plaid Cymru	68 1%	1 *	- -	2 *	1 *	- -	- -	- -	2 1%	10 *	4 1%	23 1%
The Green Party	403 4%	- -	- -	2 *	20 2%	10 2%	3 1%	5 *	- -	14 1%	16 2%	168 5%
The British National Party (BNP)	24 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Some other party	78 1%	1 *	1 1%	2 *	4 *	1 *	- -	3 *	1 *	8 *	3 *	25 1%
Would not vote	1077 10%	- -	- -	- -	- -	- -	- -	- -	- -	21 1%	15 2%	49 2%
Refused	378 3%	1 *	- -	- -	3 *	2 *	- -	3 *	- -	27 1%	12 2%	35 1%
Don't know	1241 11%	19 4%	4 3%	58 4%	38 4%	12 3%	9 3%	16 1%	24 7%	211 9%	45 7%	262 8%

Liberal Democrat Held, Conservative Second Marginal Constituencies

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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	Other
Unweighted base	6314	3058	3256	255	530	907	1155	1311	2140	2719	1418	769	1232	1976	1082	1196	1177	418
Weighted base	5923	3052	2871	532	757	1002	1075	1030	1510	1586	1950	1104	1115	1759	945	1178	1140	456
Conservative	1589	794	795	118	179	230	263	272	521	467	523	286	272	1387	20	15	68	13
	27%	26%	28%	22%	24%	23%	25%	26%	35%	29%	27%	26%	24%	79%	2%	1%	6%	3%
Labour	777	395	382	113	141	130	126	124	142	216	268	122	150	23	657	14	18	19
	13%	13%	13%	21%	19%	13%	12%	12%	9%	14%	14%	11%	13%	1%	70%	1%	2%	4%
Liberal Democrat	2140	987	1154	142	263	414	396	389	531	604	743	350	392	294	230	1134	133	103
	36%	32%	40%	27%	35%	41%	37%	38%	35%	38%	38%	32%	35%	17%	24%	96%	12%	23%
The UK Independence Party (UKIP)	1020	665	355	84	110	157	204	188	274	175	280	280	240	46	17	6	903	20
	17%	22%	12%	16%	15%	16%	19%	18%	18%	11%	14%	25%	22%	3%	2%	1%	79%	4%
Plaid Cymru	48	29	19	3	12	7	6	11	9	10	16	9	12	2	1	-	5	36
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	-	*	8%
The Green Party	284	142	143	59	38	55	66	37	28	98	102	41	39	5	17	6	5	230
	5%	5%	5%	11%	5%	5%	6%	4%	2%	6%	5%	4%	3%	*	2%	1%	*	50%
The British National Party (BNP)	14	12	2	6	4	2	1	1	-	1	6	5	2	2	1	-	3	8
	*	*	*	1%	1%	*	*	*	-	*	*	*	*	*	*	-	*	2%
Some other party	51	28	23	7	11	7	12	8	5	15	11	12	7	1	3	4	6	27
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	*	*	6%

Liberal Democrat Held, Conservative Second Marginal Constituencies

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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	6314	369	84	1443	568	350	245	968	254	2024	760	2189
Weighted base	5923	333	84	1218	643	370	247	958	273	1748	461	2237
Conservative	1589	49	6	1032	16	2	137	11	3	1139	23	164
	27%	15%	7%	85%	2%	1%	55%	1%	1%	65%	5%	7%
Labour	777	-	27	7	412	213	5	8	2	40	271	243
	13%	-	32%	1%	64%	58%	2%	1%	1%	2%	59%	11%
Liberal Democrat	2140	19	49	148	181	139	91	929	80	250	88	1445
	36%	6%	58%	12%	28%	38%	37%	97%	29%	14%	19%	65%
The UK Independence Party (UKIP)	1020	263	2	27	14	6	11	4	185	300	61	213
	17%	79%	2%	2%	2%	2%	4%	*	68%	17%	13%	10%
Plaid Cymru	48	1	-	2	1	-	-	-	2	7	2	18
	1%	*	-	*	*	-	-	-	1%	*	1%	1%
The Green Party	284	-	-	1	16	9	3	3	-	8	12	134
	5%	-	-	*	2%	2%	1%	*	-	*	3%	6%
The British National Party (BNP)	14	-	-	-	1	-	-	-	-	-	1	-
	*	-	-	-	*	-	-	-	-	-	*	-
Some other party	51	1	1	1	2	1	-	2	1	4	2	19
	1%	*	1%	*	*	*	-	*	*	*	*	1%

Liberal Democrat Held, Conservative Second Marginal Constituencies
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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	27%
Labour	13%
Liberal Democrat	36%
UKIP	17%
Green	5%
Other	2%

Liberal Democrat Held, Conservative Second 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	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
I would not vote UKIP	6431	2995	3436	828	1098	1143	1064	940	1344	1733	2173	1110	1206	1722	1245	1297	-	606
	58%	55%	61%	60%	62%	61%	57%	58%	55%	68%	61%	51%	53%	71%	85%	80%	-	83%
I would not vote Labour	5905	3027	2878	583	767	938	1066	958	1575	1313	1869	1236	1276	1998	-	846	1358	367
	54%	56%	51%	42%	44%	50%	57%	59%	64%	51%	53%	57%	56%	82%	-	52%	79%	50%
I would not vote Conservative	5174	2610	2564	652	852	904	948	780	1031	1103	1631	1050	1208	2	1127	1044	1086	567
	47%	48%	46%	47%	48%	48%	51%	48%	42%	43%	46%	49%	53%	*	77%	64%	63%	78%
I would not vote Liberal Democrat	4981	2678	2303	617	760	775	892	763	1163	1063	1567	1085	1072	1433	758	1	1196	367
	45%	50%	41%	44%	43%	42%	48%	47%	48%	42%	44%	50%	47%	59%	52%	*	70%	50%
None of these - I would potentially vote for all of them	872	393	479	147	203	142	112	95	167	170	248	156	218	96	55	61	95	27
	8%	7%	9%	11%	12%	8%	6%	6%	7%	7%	7%	7%	10%	4%	4%	4%	6%	4%
I would not vote Plaid Cymru	561	299	261	19	70	80	118	99	175	108	153	164	123	156	81	83	108	21
	5%	6%	5%	1%	4%	4%	6%	6%	7%	4%	4%	8%	5%	6%	5%	5%	6%	3%
Don't know	220	69	151	49	41	28	27	23	47	39	63	49	43	3	2	2	9	4
	2%	1%	3%	3%	2%	1%	1%	1%	2%	2%	2%	2%	2%	*	*	*	1%	1%

Liberal Democrat Held, Conservative Second 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	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
I would not vote UKIP	6431 58%	-	93 76%	1074 71%	907 84%	428 90%	238 74%	986 82%	-	1316 55%	469 70%	2240 71%
I would not vote Labour	5905 54%	395 92%	48 39%	1324 88%	-	-	267 83%	639 53%	278 75%	1978 82%	89 13%	1503 48%
I would not vote Conservative	5174 47%	157 37%	46 38%	-	793 74%	423 89%	-	811 68%	293 79%	270 11%	510 76%	2011 64%
I would not vote Liberal Democrat	4981 45%	349 81%	31 25%	1006 67%	508 47%	218 46%	118 37%	-	183 49%	1552 65%	395 59%	735 23%
None of these - I would potentially vote for all of them	872 8%	15 3%	4 3%	37 2%	46 4%	4 1%	14 4%	41 3%	10 3%	94 4%	31 5%	124 4%
I would not vote Plaid Cymru	561 5%	35 8%	5 4%	109 7%	52 5%	30 6%	24 7%	64 5%	27 7%	170 7%	36 5%	181 6%
Don't know	220 2%	3 1%	1 1%	3 *	2 *	-	-	1 *	-	13 1%	6 1%	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	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
NET: Well	6701 61%	3569 66%	3132 56%	887 64%	993 56%	1090 58%	1098 59%	1006 62%	1603 66%	1746 68%	2189 62%	1283 59%	1212 53%	2071 85%	791 54%	1096 68%	911 53%	340 47%
Very well	(4) 4%	278 5%	156 3%	62 4%	61 3%	66 4%	65 3%	44 3%	135 6%	98 4%	119 3%	83 4%	115 5%	171 7%	33 2%	63 4%	54 3%	5 1%
Quite well	(3) 57%	3291 61%	2976 53%	825 59%	931 53%	1024 55%	1033 55%	962 59%	1468 60%	1648 65%	2070 59%	1201 56%	1096 48%	1900 78%	757 51%	1033 64%	857 50%	334 46%
Quite badly	(2) 29%	1320 24%	1831 33%	362 26%	585 33%	598 32%	592 32%	463 28%	548 22%	645 25%	1060 30%	650 30%	686 30%	293 12%	552 38%	440 27%	585 34%	305 42%
Very badly	(1) 7%	352 7%	392 7%	97 7%	135 8%	134 7%	136 7%	102 6%	138 6%	89 3%	197 6%	144 7%	273 12%	36 1%	90 6%	46 3%	185 11%	69 9%
NET: Badly	3894 35%	1672 31%	2222 40%	459 33%	719 41%	731 39%	728 39%	565 35%	686 28%	734 29%	1257 36%	794 37%	959 42%	329 13%	642 44%	486 30%	770 45%	373 51%
Don't know	407 4%	159 3%	248 4%	44 3%	48 3%	45 2%	47 3%	61 4%	154 6%	73 3%	90 3%	83 4%	116 5%	41 2%	38 3%	38 2%	36 2%	17 2%
Mean	2.60	2.67	2.54	2.63	2.54	2.56	2.56	2.60	2.70	2.71	2.61	2.59	2.49	2.92	2.51	2.70	2.46	2.39
Standard deviation	0.68	0.68	0.67	0.69	0.69	0.68	0.68	0.65	0.67	0.60	0.65	0.68	0.78	0.50	0.65	0.59	0.73	0.67
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.02	0.01	0.02	0.03

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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	LD defec-tors to UKIP	Con	Lab	LibDem
Unweighted base	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
NET: Well	6701 61%	281 65%	83 68%	1307 86%	594 55%	244 51%	271 84%	811 68%	187 50%	1880 78%	348 52%	1931 61%
Very well	(4) 4%	15 3%	2 1%	104 7%	20 2%	5 1%	17 5%	43 4%	8 2%	134 6%	24 4%	87 3%
Quite well	(3) 57%	266 62%	81 67%	1202 79%	574 53%	239 50%	254 79%	768 64%	179 48%	1746 73%	324 48%	1845 59%
Quite badly	(2) 29%	104 24%	29 24%	158 10%	395 37%	202 42%	48 15%	328 27%	148 40%	378 16%	240 36%	1004 32%
Very badly	(1) 7%	33 8%	8 7%	18 1%	57 5%	22 5%	1 *	27 2%	26 7%	72 3%	60 9%	115 4%
NET: Badly	3894 35%	137 32%	37 30%	176 12%	452 42%	223 47%	50 16%	355 30%	174 47%	449 19%	300 45%	1119 36%
Don't know	407 4%	12 3%	2 2%	30 2%	28 3%	9 2%	* *	30 2%	10 3%	70 3%	24 4%	93 3%
Mean	2.60	2.63	2.64	2.94	2.53	2.49	2.89	2.71	2.47	2.83	2.48	2.62
Standard deviation	0.68	0.68	0.63	0.47	0.63	0.60	0.46	0.57	0.66	0.56	0.71	0.61
Standard error	0.01	0.03	0.06	0.01	0.02	0.03	0.03	0.02	0.04	0.01	0.02	0.01

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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	Gender		Age						SEG				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
NET: Well	7034	3714	3319	969	1102	1147	1080	1029	1683	1858	2300	1333	1247	2078	870	1140	930	390
	64%	69%	59%	70%	63%	61%	58%	63%	69%	73%	65%	62%	54%	85%	59%	70%	54%	53%
Very well	(4) 577	376	200	109	98	92	69	69	138	161	159	120	105	188	57	84	77	26
	5%	7%	4%	8%	6%	5%	4%	6%	6%	6%	5%	6%	5%	8%	4%	5%	4%	4%
Quite well	(3) 6457	3338	3119	860	1004	1055	1012	960	1545	1697	2141	1213	1142	1889	812	1056	852	364
	59%	62%	56%	62%	57%	57%	54%	59%	63%	66%	61%	56%	50%	77%	55%	65%	50%	50%
Quite badly	(2) 2846	1209	1637	301	489	530	588	453	482	542	967	600	646	278	468	391	538	264
	26%	22%	29%	22%	28%	28%	31%	28%	20%	21%	27%	28%	28%	11%	32%	24%	31%	36%
Very badly	(1) 719	314	406	76	125	140	158	95	124	84	160	155	286	30	94	55	196	58
	7%	6%	7%	5%	7%	7%	8%	6%	5%	3%	5%	7%	12%	1%	6%	3%	11%	8%
NET: Badly	3566	1523	2042	377	615	670	746	547	606	626	1127	755	932	309	561	445	734	322
	32%	28%	36%	27%	35%	36%	40%	34%	25%	25%	32%	35%	41%	13%	38%	28%	43%	44%
Don't know	403	162	240	44	44	49	47	55	154	68	109	72	109	55	39	35	53	18
	4%	3%	4%	3%	2%	3%	3%	3%	6%	3%	3%	3%	5%	2%	3%	2%	3%	2%
Mean	2.65	2.72	2.58	2.74	2.63	2.60	2.54	2.64	2.74	2.78	2.67	2.62	2.49	2.94	2.58	2.74	2.49	2.50
Standard deviation	0.69	0.68	0.69	0.68	0.70	0.70	0.70	0.66	0.65	0.61	0.64	0.71	0.78	0.49	0.67	0.61	0.76	0.70
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.03

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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	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
NET: Well	7034 64%	285 66%	83 68%	1299 86%	660 62%	283 59%	274 85%	858 72%	174 47%	1880 78%	358 53%	2046 65%
Very well	(4) 5%	29 7%	5 4%	123 8%	46 4%	11 2%	12 4%	59 5%	12 3%	167 7%	23 3%	119 4%
Quite well	(3) 59%	255 59%	78 64%	1176 78%	614 57%	272 57%	262 82%	800 67%	162 44%	1712 71%	335 50%	1928 61%
Quite badly	(2) 26%	108 25%	30 25%	157 10%	321 30%	163 34%	40 12%	281 23%	142 38%	375 16%	239 36%	870 28%
Very badly	(1) 7%	23 5%	6 5%	17 1%	65 6%	20 4%	1 *	30 2%	39 11%	58 2%	55 8%	134 4%
NET: Badly	3566 32%	132 31%	37 30%	174 12%	386 36%	183 38%	40 13%	310 26%	181 49%	432 18%	293 44%	1003 32%
Don't know	403 4%	13 3%	2 2%	39 3%	26 2%	11 2%	6 2%	28 2%	16 4%	87 4%	21 3%	94 3%
Mean	2.65	2.70	2.68	2.95	2.61	2.59	2.91	2.76	2.41	2.86	2.50	2.67
Standard deviation	0.69	0.68	0.64	0.48	0.67	0.62	0.41	0.58	0.73	0.56	0.70	0.62
Standard error	0.01	0.03	0.06	0.01	0.02	0.03	0.02	0.02	0.04	0.01	0.02	0.01

Liberal Democrat Held, Conservative Second 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	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
I am satisfied with the job David Cameron is doing overall as Prime Minister	3634 33%	1819 34%	1816 32%	467 34%	583 33%	625 34%	523 28%	501 31%	921 38%	882 35%	1207 34%	714 33%	693 30%	1585 65%	246 17%	491 30%	355 21%	118 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	3544 32%	1705 32%	1839 33%	412 30%	504 29%	620 33%	663 35%	560 34%	776 32%	845 33%	1161 33%	752 35%	669 29%	789 32%	218 15%	630 39%	846 49%	199 27%
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.	2472 22%	1274 24%	1197 21%	353 25%	456 26%	416 22%	452 24%	370 23%	423 17%	603 24%	817 23%	422 20%	559 24%	41 2%	950 65%	402 25%	312 18%	301 41%
Refused	272 2%	141 3%	131 2%	9 1%	22 1%	36 2%	60 3%	49 3%	92 4%	47 2%	63 2%	42 2%	78 3%	1 *	5 *	7 *	36 2%	21 3%
Don't know	1080 10%	461 9%	619 11%	149 11%	195 11%	168 9%	176 9%	153 9%	231 9%	176 7%	288 8%	230 11%	289 13%	27 1%	51 3%	90 6%	168 10%	91 13%

Liberal Democrat Held, Conservative Second 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	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
I am satisfied with the job David Cameron is doing overall as Prime Minister	3634 33%	132 31%	46 38%	1034 68%	198 18%	45 9%	194 60%	333 28%	65 17%	1339 56%	112 17%	784 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	3544 32%	262 61%	36 29%	449 30%	174 16%	44 9%	121 38%	471 39%	172 46%	905 38%	114 17%	1047 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.	2472 22%	12 3%	38 32%	17 1%	662 62%	374 78%	6 2%	315 26%	95 25%	82 3%	392 58%	1035 33%
Refused	272 2%	3 1%	-	1 *	3 *	-	-	6 *	7 2%	9 *	11 2%	36 1%
Don't know	1080 10%	21 5%	2 1%	11 1%	36 3%	14 3%	1 *	72 6%	33 9%	64 3%	43 6%	241 8%

Liberal Democrat Held, Conservative Second 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	Other
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730
The Liberal Democrat	3125 28%	1610 30%	1516 27%	188 13%	429 24%	601 32%	550 29%	575 35%	770 32%	897 35%	1064 30%	527 24%	546 24%	713 29%	410 28%	722 45%	422 25%	206 28%
The Conservatives	2727 25%	1403 26%	1324 24%	187 13%	405 23%	464 25%	462 25%	469 29%	728 30%	755 30%	893 25%	502 23%	489 21%	799 33%	338 23%	451 28%	375 22%	211 29%
Labour	860 8%	427 8%	433 8%	125 9%	193 11%	136 7%	128 7%	118 7%	156 6%	197 8%	295 8%	151 7%	187 8%	143 6%	225 15%	100 6%	115 7%	68 9%
The UK Independence Party (UKIP)	845 8%	464 9%	381 7%	147 11%	175 10%	147 8%	124 7%	104 6%	147 6%	202 8%	284 8%	171 8%	149 7%	162 7%	114 8%	88 5%	219 13%	52 7%
Plaid Cymru	39 *	22 *	17 *	5 *	9 1%	5 *	10 1%	3 *	8 *	9 *	14 *	8 *	8 *	5 *	2 *	5 *	5 *	11 2%
None of them	5889 54%	2809 52%	3080 55%	949 68%	998 57%	964 52%	981 52%	784 48%	1197 49%	1186 46%	1836 52%	1233 57%	1347 59%	1221 50%	770 52%	683 42%	938 55%	369 51%
Don't know	164 1%	63 1%	101 2%	23 2%	33 2%	34 2%	32 2%	17 1%	22 1%	30 1%	42 1%	41 2%	35 2%	30 1%	11 1%	10 1%	17 1%	11 1%

Liberal Democrat Held, Conservative Second 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	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
The Liberal Democrat	3125 28%	98 23%	38 31%	466 31%	305 28%	198 42%	125 39%	594 50%	135 36%	698 29%	171 25%	1341 43%
The Conservatives	2727 25%	105 24%	27 22%	547 36%	245 23%	141 29%	121 38%	363 30%	87 23%	769 32%	168 25%	925 29%
Labour	860 8%	14 3%	15 12%	85 6%	156 15%	71 15%	21 6%	68 6%	29 8%	128 5%	99 15%	248 8%
The UK Independence Party (UKIP)	845 8%	56 13%	5 4%	109 7%	92 9%	33 7%	23 7%	61 5%	42 11%	198 8%	49 7%	215 7%
Plaid Cymru	39 *	1 *	- -	5 *	1 *	- -	- -	1 *	1 *	6 *	2 *	6 *
None of them	5889 54%	234 55%	69 57%	709 47%	553 52%	182 38%	128 40%	453 38%	174 47%	1199 50%	367 55%	1301 41%
Don't know	164 1%	4 1%	1 1%	23 2%	10 1%	2 1%	1 *	8 1%	2 1%	32 1%	4 1%	21 1%

Liberal Democrat Held, Conservative Second 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	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	11002	5048	5954	628	1201	1633	1990	2068	3444	4288	2436	1431	2381	2658	1564	1599	1684	639	
Weighted base	11002	5400	5602	1390	1760	1866	1874	1631	2443	2553	3536	2160	2287	2441	1471	1620	1716	730	
A Conservative government	3309	1732	1577	312	408	500	571	536	966	875	1071	655	597	1947	41	110	599	88	
		30%	32%	28%	22%	23%	27%	30%	33%	40%	34%	30%	30%	26%	80%	3%	7%	35%	12%
A Labour government	2301	1187	1114	391	455	425	385	298	345	499	753	447	523	35	1045	166	308	237	
		21%	22%	20%	28%	26%	23%	21%	18%	14%	20%	21%	21%	23%	1%	71%	10%	18%	32%
A coalition between the Conservatives and the Liberal Democrats	1816	864	952	176	267	333	325	286	425	441	618	363	360	386	36	656	257	94	
		17%	16%	17%	13%	15%	18%	17%	18%	17%	17%	17%	16%	16%	2%	40%	15%	13%	
A coalition between Labour and the Liberal Democrats	1733	817	916	245	306	325	309	264	281	440	609	301	342	29	326	605	182	218	
		16%	15%	16%	18%	17%	16%	16%	12%	17%	17%	14%	15%	1%	22%	37%	11%	30%	
Don't know	1843	800	1043	266	324	283	284	247	425	297	484	394	465	43	23	84	370	94	
		17%	15%	19%	19%	18%	15%	15%	17%	12%	14%	18%	20%	2%	2%	5%	22%	13%	

Liberal Democrat Held, Conservative Second Marginal Constituencies
CATI Fieldwork : 27th October - 20th November 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	LD defec- tors to UKIP	Con	Lab	LibDem
Unweighted base	11002	474	120	1775	901	445	316	1193	341	2748	1078	3033
Weighted base	11002	430	122	1512	1073	476	321	1196	371	2399	672	3144
A Conservative government	3309 30%	290 67%	9 7%	1287 85%	34 3%	8 2%	228 71%	74 6%	71 19%	1754 73%	51 8%	459 15%
A Labour government	2301 21%	15 4%	43 35%	10 1%	710 66%	332 70%	3 1%	111 9%	70 19%	75 3%	447 66%	679 22%
A coalition between the Conservatives and the Liberal Democrats	1816 17%	49 11%	51 42%	193 13%	32 3%	4 1%	75 23%	478 40%	94 25%	338 14%	26 4%	779 25%
A coalition between Labour and the Liberal Democrats	1733 16%	5 1%	18 15%	6 *	278 26%	131 28%	10 3%	471 39%	70 19%	43 2%	100 15%	917 29%
Don't know	1843 17%	70 16%	2 1%	17 1%	18 2%	2 *	6 2%	61 5%	66 18%	189 8%	49 7%	309 10%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
Male	5048 46%	5400 49%
Female	5954 54%	5602 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	11002	11002
Weighted base	11002	11002
18-24	628 6%	1390 13%
25-34	1201 11%	1760 16%
35-44	1633 15%	1866 17%
45-54	1990 18%	1874 17%
55-64	2068 19%	1631 15%
65 or older	3444 31%	2443 22%
Refused	38 *	38 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
A	1478 13%	870 8%
B	2810 26%	1683 15%
C1	2436 22%	3536 32%
C2	1431 13%	2160 20%
D	859 8%	990 9%
E	1522 14%	1298 12%
Refused	466 4%	466 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	11002	11002
Weighted base	11002	11002
Conservative	2748 25%	2399 22%
Labour	1078 10%	672 6%
Liberal Democrats	3033 28%	3144 29%
Plaid Cymru	24 *	23 *
Another party	477 4%	416 4%
Did not vote	2720 25%	3513 32%
Refused	463 4%	378 3%
Don't know	459 4%	457 4%

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Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
Brecon and Radnorshire	1000 9%	984 9%
Carshalton and Wallington	1000 9%	1060 10%
Cheltenham	1000 9%	993 9%
Colchester	1000 9%	1073 10%
Hazel Grove	1000 9%	904 8%
Kingston and Surbiton	1000 9%	1025 9%
Lewes	1000 9%	949 9%
North Devon	1000 9%	1012 9%
Portsmouth South	1001 9%	1077 10%
Southport	1001 9%	949 9%
Thornbury and Yate	1000 9%	976 9%