

Conservative Held, Labour Second, Marginal Constituencies

CATI Fieldwork : 1st-14th December 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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183	
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178	
Certain to vote	(10)	4252	2199	2053	248	553	779	807	771	1092	1263	1273	712	843	1235	1245	175	637	171	90
		53%	56%	51%	27%	37%	53%	58%	67%	69%	63%	55%	47%	47%	67%	60%	50%	60%	57%	51%
	(9)	459	253	206	56	77	84	91	71	127	149	75	85	128	125	37	59	17	6	
		6%	6%	5%	6%	5%	6%	7%	6%	5%	6%	5%	5%	7%	6%	11%	6%	6%	3%	
	(8)	750	373	377	113	170	144	127	79	118	163	220	180	157	192	215	47	96	33	18
		9%	9%	9%	12%	11%	10%	9%	7%	7%	8%	9%	12%	9%	10%	10%	14%	9%	11%	10%
	(7)	433	201	232	86	124	91	56	32	43	101	135	77	100	96	123	24	56	22	11
		5%	5%	6%	9%	8%	6%	4%	3%	3%	5%	6%	5%	6%	5%	6%	7%	5%	7%	6%
	(6)	248	108	140	53	61	42	31	26	34	50	65	44	73	53	71	14	35	11	3
		3%	3%	3%	6%	4%	3%	2%	2%	2%	2%	3%	3%	4%	3%	3%	4%	3%	4%	2%
	(5)	624	233	391	99	178	101	106	57	82	112	185	142	156	84	165	38	102	18	20
		8%	6%	10%	11%	12%	7%	8%	5%	5%	6%	8%	9%	9%	5%	8%	11%	10%	6%	11%
	(4)	140	68	72	36	47	13	23	12	9	25	39	30	43	23	37	5	21	15	8
		2%	2%	2%	4%	3%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	5%	5%
	(3)	197	82	115	52	48	36	27	18	16	39	57	45	48	24	64	3	38	4	11
		2%	2%	3%	6%	3%	2%	2%	2%	1%	2%	2%	3%	3%	1%	3%	1%	4%	1%	6%
	(2)	124	70	54	30	33	23	19	10	9	24	36	32	29	15	25	3	12	9	12
		2%	2%	1%	3%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	3%	7%
Definitely would not vote	(1)	736	360	376	139	202	144	99	75	78	104	167	175	250	-	-	-	-	-	-
		9%	9%	9%	15%	14%	10%	7%	6%	5%	5%	7%	12%	14%	-	-	-	-	-	-
Refused		6	3	3	-	1	2	-	-	2	3	-	-	1	-	-	-	-	-	-
		*	*	*	-	*	*	-	-	*	*	-	-	*	-	-	-	-	-	-
Don't know		31	6	25	-	5	3	2	4	17	4	4	4	16	-	-	-	-	-	-
		*	*	1%	-	*	*	*	*	1%	*	*	*	1%	-	-	-	-	-	-
Mean		7.84	7.98	7.70	6.36	6.90	7.85	8.17	8.56	8.76	8.47	8.02	7.44	7.28	8.99	8.60	8.48	8.52	8.41	7.74
Standard deviation		3.01	2.98	3.03	3.24	3.23	3.03	2.82	2.66	2.42	2.58	2.85	3.18	3.31	1.77	2.13	1.98	2.21	2.28	2.78

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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

	<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	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178
Standard error	0.03	0.05	0.05	0.15	0.10	0.09	0.07	0.07	0.05	0.05	0.07	0.10	0.08	0.04	0.05	0.11	0.07	0.14	0.21

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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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
Certain to vote	(10) 4252 53%	251 79%	74 62%	987 79%	392 42%	132 66%	76 72%	120 61%	1492 74%	1176 70%	519 62%
	(9) 459 6%	18 6%	4 4%	77 6%	61 7%	18 9%	8 8%	20 10%	115 6%	104 6%	67 8%
	(8) 750 9%	20 6%	15 12%	96 8%	133 14%	19 10%	7 6%	30 15%	162 8%	128 8%	89 11%
	(7) 433 5%	8 2%	4 3%	30 2%	77 8%	12 6%	9 8%	11 6%	66 3%	68 4%	56 7%
	(6) 248 3%	3 1%	2 2%	25 2%	49 5%	4 2%	2 2%	7 4%	39 2%	37 2%	25 3%
	(5) 624 8%	12 4%	13 11%	28 2%	125 13%	10 5%	2 2%	6 3%	72 4%	82 5%	50 6%
	(4) 140 2%	2 1%	1 1%	3 *	30 3%	2 1%	1 1%	- -	8 *	13 1%	12 1%
	(3) 197 2%	2 1%	7 6%	2 *	53 6%	4 2%	- -	1 *	12 1%	14 1%	11 1%
	(2) 124 2%	3 1%	- -	3 *	20 2%	- -	- -	3 2%	8 *	9 1%	6 1%
Definitely would not vote	(1) 736 9%	- -	- -	- -	- -	- -	- -	- -	29 1%	32 2%	7 1%
Refused	6 *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -
Don't know	31 *	- -	- -	- -	- -	- -	- -	- -	7 *	8 *	2 *
Mean	7.84	9.37	8.56	9.47	7.77	9.04	9.30	8.97	9.20	9.00	8.79
Standard deviation	3.01	1.52	2.20	1.24	2.42	1.69	1.34	1.66	1.76	1.99	1.97

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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	Con	Lab	LibDem
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
Standard error	0.03	0.08	0.20	0.03	0.09	0.13	0.13	0.13	0.04	0.05	0.07

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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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178
Conservative	1851	948	902	126	278	337	331	310	469	639	555	284	321	1851	-	-	-	-	-
	23%	24%	22%	14%	19%	23%	24%	27%	30%	32%	24%	19%	18%	100%	-	-	-	-	-
Labour	2069	961	1108	294	408	400	334	271	362	519	645	352	483	-	2069	-	-	-	-
	26%	24%	27%	32%	27%	27%	24%	23%	23%	26%	28%	23%	27%	-	100%	-	-	-	-
Liberal Democrat	347	182	165	40	90	61	52	48	56	96	124	51	63	-	-	347	-	-	-
	4%	5%	4%	4%	6%	4%	4%	4%	4%	5%	5%	3%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1054	632	422	78	158	185	196	194	244	167	269	297	279	-	-	-	1054	-	-
	13%	16%	10%	9%	11%	13%	14%	17%	15%	8%	12%	20%	15%	-	-	-	100%	-	-
Plaid Cymru	108	49	60	14	16	15	19	20	23	24	34	21	28	-	-	-	-	-	108
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	-	-	-	61%
The Green Party	301	166	135	71	67	64	51	24	24	102	93	45	51	-	-	-	-	301	-
	4%	4%	3%	8%	4%	4%	4%	2%	2%	5%	4%	3%	3%	-	-	-	-	100%	-
The British National Party (BNP)	15	11	5	-	2	6	1	3	3	2	4	4	6	-	-	-	-	-	15
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	-	-	9%
Some other party	55	33	21	5	13	8	12	7	9	11	17	13	12	-	-	-	-	-	55
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	31%
Would not vote	736	360	376	139	202	144	99	75	78	104	167	175	250	-	-	-	-	-	-
	9%	9%	9%	15%	14%	10%	7%	6%	5%	5%	7%	12%	14%	-	-	-	-	-	-
Refused	402	210	191	24	41	62	75	78	118	94	107	49	105	-	-	-	-	-	-
	5%	5%	5%	3%	3%	4%	5%	7%	7%	5%	5%	3%	6%	-	-	-	-	-	-
Don't know	1062	404	658	121	222	180	218	124	192	256	315	225	205	-	-	-	-	-	-
	13%	10%	16%	13%	15%	12%	16%	11%	12%	13%	14%	15%	11%	-	-	-	-	-	-

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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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
Conservative	1851 23%	-	-	1252 100%	-	-	105 100%	-	1252 62%	80 5%	105 12%
Labour	2069 26%	-	98 82%	-	942 100%	200 100%	-	-	98 5%	1128 68%	200 24%
Liberal Democrat	347 4%	-	22 18%	-	-	-	-	198 100%	22 1%	19 1%	198 23%
The UK Independence Party (UKIP)	1054 13%	318 100%	-	-	-	-	-	-	318 16%	153 9%	80 9%
Plaid Cymru	108 1%	-	-	-	-	-	-	-	10 *	9 1%	5 1%
The Green Party	301 4%	-	-	-	-	-	-	-	15 1%	47 3%	76 9%
The British National Party (BNP)	15 *	-	-	-	-	-	-	-	3 *	3 *	-
Some other party	55 1%	-	-	-	-	-	-	-	5 *	9 1%	9 1%
Would not vote	736 9%	-	-	-	-	-	-	-	29 1%	32 2%	7 1%
Refused	402 5%	-	-	-	-	-	-	-	59 3%	41 2%	18 2%
Don't know	1062 13%	-	-	-	-	-	-	-	198 10%	148 9%	146 17%

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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	4419	2161	2258	176	441	662	853	908	1377	2007	939	524	817	1634	1508	222	738	198	119
Weighted base	4118	2151	1967	347	633	775	735	685	943	1192	1231	730	833	1400	1448	235	726	203	106
Conservative	1400	721	679	73	183	250	256	252	386	507	417	206	229	1400	-	-	-	-	-
	34%	34%	35%	21%	29%	32%	35%	37%	41%	43%	34%	28%	27%	100%	-	-	-	-	-
Labour	1448	692	756	162	258	288	248	212	279	389	456	234	323	-	1448	-	-	-	-
	35%	32%	38%	47%	41%	37%	34%	31%	30%	33%	37%	32%	39%	-	100%	-	-	-	-
Liberal Democrat	235	126	109	22	53	41	36	41	42	71	79	38	40	-	-	235	-	-	-
	6%	6%	6%	6%	8%	5%	5%	6%	4%	6%	6%	5%	5%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	726	450	276	41	80	130	139	144	193	123	188	200	189	-	-	-	726	-	-
	18%	21%	14%	12%	13%	17%	19%	21%	20%	10%	15%	27%	23%	-	-	-	100%	-	-
Plaid Cymru	69	33	37	6	8	9	14	14	19	17	21	16	14	-	-	-	-	-	69
	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	-	-	-	-	-	66%
The Green Party	203	107	97	41	45	47	36	17	17	77	60	29	30	-	-	-	-	203	-
	5%	5%	5%	12%	7%	6%	5%	3%	2%	6%	5%	4%	4%	-	-	-	-	100%	-
The British National Party (BNP)	9	6	3	-	*	5	1	*	2	1	2	3	3	-	-	-	-	-	9
	*	*	*	-	*	1%	*	*	*	*	*	*	*	-	-	-	-	-	8%
Some other party	28	17	11	2	6	3	6	5	6	6	8	7	6	-	-	-	-	-	28
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	26%

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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	Con	Lab	LibDem
Unweighted base	4419	286	83	1255	462	141	82	139	1647	1329	475
Weighted base	4118	258	83	1033	548	153	83	150	1398	1146	509
Conservative	1400	-	-	1033	-	-	83	-	1033	61	83
	34%	-	-	100%	-	-	100%	-	74%	5%	16%
Labour	1448	-	69	-	548	153	-	-	69	900	153
	35%	-	83%	-	100%	100%	-	-	5%	79%	30%
Liberal Democrat	235	-	14	-	-	-	-	150	14	12	150
	6%	-	17%	-	-	-	-	100%	1%	1%	29%
The UK Independence Party (UKIP)	726	258	-	-	-	-	-	-	258	117	59
	18%	100%	-	-	-	-	-	-	18%	10%	12%
Plaid Cymru	69	-	-	-	-	-	-	-	8	8	3
	2%	-	-	-	-	-	-	-	1%	1%	1%
The Green Party	203	-	-	-	-	-	-	-	8	38	56
	5%	-	-	-	-	-	-	-	1%	3%	11%
The British National Party (BNP)	9	-	-	-	-	-	-	-	3	3	-
	*	-	-	-	-	-	-	-	*	*	-
Some other party	28	-	-	-	-	-	-	-	5	7	5
	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	35%
Labour	35%
Liberal Democrat	6%
UKIP	17%
Green	5%
Other	2%

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Table 5

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178
Conservative	2028	1025	1003	175	285	373	346	333	517	669	609	306	381	1632	86	17	84	16	13
		25%	25%	19%	19%	26%	25%	29%	33%	33%	26%	20%	21%	88%	4%	5%	8%	5%	7%
Labour	2142	998	1144	272	420	423	361	280	384	549	662	363	496	51	1816	26	52	33	10
		27%	28%	30%	28%	29%	26%	24%	24%	27%	28%	24%	28%	3%	88%	8%	5%	11%	6%
Liberal Democrat	445	212	233	52	97	76	80	65	74	116	143	82	93	45	47	260	13	19	5
		6%	6%	6%	6%	5%	6%	6%	5%	6%	6%	5%	5%	2%	2%	75%	1%	6%	3%
The UK Independence Party (UKIP)	934	586	348	70	152	163	169	171	209	143	230	292	235	29	16	6	831	3	8
		12%	9%	8%	10%	11%	12%	15%	13%	7%	10%	19%	13%	2%	1%	2%	79%	1%	5%
Plaid Cymru	143	68	75	23	21	18	31	24	25	28	48	27	34	9	8	4	8	4	94
		2%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	*	1%	1%	1%	53%
The Green Party	257	138	120	50	56	59	47	25	19	88	88	33	37	8	18	7	10	195	1
		3%	3%	6%	4%	4%	3%	2%	1%	4%	4%	2%	2%	*	1%	2%	1%	65%	1%
The British National Party (BNP)	9	6	3	-	2	2	1	3	1	*	3	1	5	-	3	-	-	-	6
		*	*	-	*	*	*	*	*	*	*	*	*	-	*	-	-	-	3%
Some other party	51	30	20	3	19	6	10	4	8	10	21	5	13	3	7	2	-	3	30
		1%	1%	*	1%	*	1%	*	*	1%	1%	*	1%	*	*	1%	-	1%	17%
Would not vote	736	360	376	139	202	144	99	75	78	104	167	175	250	-	-	-	-	-	-
		9%	9%	15%	14%	10%	7%	6%	5%	5%	7%	12%	14%	-	-	-	-	-	-
Refused	264	139	125	15	23	33	55	52	81	66	63	34	68	3	1	-	-	-	-
		3%	3%	2%	2%	2%	4%	5%	5%	3%	3%	2%	4%	*	*	-	-	-	-
Don't know	992	395	596	111	221	165	187	120	183	241	296	196	188	69	68	24	58	27	11
		12%	15%	12%	15%	11%	14%	10%	12%	12%	13%	13%	10%	4%	3%	7%	5%	9%	6%

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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

	Vote Type								2010 Vote		
	Total	Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
Conservative	2028 25%	46 14%	11 9%	1141 91%	65 7%	7 3%	85 82%	7 4%	1273 63%	104 6%	124 15%
Labour	2142 27%	11 3%	85 71%	20 2%	770 82%	171 85%	6 6%	8 4%	129 6%	1152 69%	214 25%
Liberal Democrat	445 6%	3 1%	15 13%	24 2%	31 3%	13 6%	10 9%	161 82%	53 3%	31 2%	216 26%
The UK Independence Party (UKIP)	934 12%	246 77%	3 2%	14 1%	8 1%	1 *	- -	2 1%	276 14%	129 8%	69 8%
Plaid Cymru	143 2%	1 *	- -	3 *	5 *	- -	1 1%	- -	11 1%	15 1%	7 1%
The Green Party	257 3%	2 1%	- -	6 *	14 2%	1 1%	- -	5 3%	18 1%	45 3%	65 8%
The British National Party (BNP)	9 *	- -	- -	- -	1 *	- -	- -	- -	- -	2 *	- -
Some other party	51 1%	- -	1 1%	- -	4 *	1 1%	- -	- -	5 *	9 1%	11 1%
Would not vote	736 9%	- -	- -	- -	- -	- -	- -	- -	29 1%	32 2%	7 1%
Refused	264 3%	- -	- -	1 *	1 *	- -	- -	- -	27 1%	17 1%	7 1%
Don't know	992 12%	9 3%	6 5%	42 3%	43 5%	7 3%	3 2%	14 7%	189 9%	133 8%	122 14%

Conservative Held, Labour 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	Green	Other
Unweighted base	4565	2213	2351	176	453	687	889	933	1424	2060	972	544	848	1580	1474	204	701	186	114
Weighted base	4256	2213	2043	349	650	806	768	702	979	1221	1280	758	860	1351	1413	218	690	189	101
Conservative	1518	778	740	98	190	272	265	269	423	526	454	219	269	1248	53	12	64	12	7
	36%	35%	36%	28%	29%	34%	35%	38%	43%	43%	35%	29%	31%	92%	4%	6%	9%	6%	7%
Labour	1512	723	789	155	265	309	268	221	295	410	473	245	336	35	1300	15	37	26	9
	36%	33%	39%	44%	41%	38%	35%	31%	30%	34%	37%	32%	39%	3%	92%	7%	5%	14%	9%
Liberal Democrat	302	148	154	27	60	53	54	50	58	84	99	57	56	33	27	182	8	13	3
	7%	7%	8%	8%	9%	7%	7%	7%	6%	7%	8%	7%	7%	2%	2%	83%	1%	7%	3%
The UK Independence Party (UKIP)	634	414	219	32	78	114	122	123	164	107	162	192	152	22	9	4	567	3	5
	15%	19%	11%	9%	12%	14%	16%	18%	17%	9%	13%	25%	18%	2%	1%	2%	82%	1%	5%
Plaid Cymru	88	44	44	10	8	11	20	17	21	20	27	21	17	7	5	1	5	2	59
	2%	2%	2%	3%	1%	1%	3%	2%	2%	2%	2%	3%	2%	1%	*	1%	1%	1%	58%
The Green Party	172	87	85	26	40	41	33	18	14	67	53	22	22	5	12	3	8	134	*
	4%	4%	4%	7%	6%	5%	4%	3%	1%	5%	4%	3%	3%	*	1%	1%	1%	71%	*
The British National Party (BNP)	4	3	1	-	1	1	1	*	*	*	2	*	3	-	2	-	-	-	2
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	-	-	-	2%
Some other party	26	16	10	*	9	5	4	3	5	8	11	2	5	1	5	*	-	*	16
	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	*	1%	*	*	*	-	*	16%

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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	Con	Lab	LibDem	
Unweighted base	4565	276	79	1220	445	137	80	131	1688	1360	500	
Weighted base	4256	251	80	1001	528	149	82	141	1434	1175	534	
Conservative	1518	38	7	946	37	5	69	6	1053	84	98	
		36%	15%	9%	95%	7%	4%	84%	4%	73%	7%	18%
Labour	1512	8	60	15	458	133	5	5	92	915	162	
		36%	3%	75%	1%	87%	89%	6%	4%	6%	78%	30%
Liberal Democrat	302	3	11	21	16	8	7	125	41	22	161	
		7%	1%	13%	2%	3%	6%	9%	89%	3%	2%	30%
The UK Independence Party (UKIP)	634	200	2	13	3	*	-	2	224	99	51	
		15%	79%	2%	1%	1%	*	-	1%	16%	8%	10%
Plaid Cymru	88	1	-	2	2	-	1	-	9	10	4	
		2%	*	-	*	*	-	1%	-	1%	1%	1%
The Green Party	172	2	-	4	8	1	-	3	12	36	52	
		4%	1%	-	*	2%	1%	-	2%	1%	3%	10%
The British National Party (BNP)	4	-	-	-	1	-	-	-	-	1	-	
		*	-	-	*	-	-	-	-	*	-	
Some other party	26	-	*	-	3	1	-	-	3	8	6	
		1%	-	*	-	*	1%	-	*	1%	1%	

Conservative Held, Labour 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	36%
Labour	35%
Liberal Democrat	7%
UKIP	14%
Green	4%
Other	3%

Conservative Held, Labour 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	Green	Other	
Unweighted base	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183	
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178	
I would not vote Liberal Democrat	4987	2612	2375	520	826	909	863	765	1101	1214	1410	1013	1184	1314	1398	-	855	182	125	
		62%	66%	59%	57%	55%	62%	62%	66%	70%	60%	60%	67%	66%	71%	68%	-	81%	61%	70%
I would not vote UKIP	4871	2316	2555	591	966	908	821	650	930	1416	1504	778	1001	1352	1672	270	-	269	123	
		61%	59%	63%	65%	64%	62%	59%	56%	59%	70%	65%	51%	56%	73%	81%	78%	-	90%	69%
I would not vote Conservative	3651	1832	1818	447	724	665	653	515	644	802	1033	738	925	-	1540	199	677	236	118	
		46%	46%	45%	49%	48%	45%	47%	45%	41%	40%	44%	49%	51%	-	74%	57%	64%	78%	66%
I would not vote Labour	3366	1793	1573	311	514	555	607	570	808	834	927	683	795	1347	-	147	776	121	105	
		42%	45%	39%	34%	34%	38%	44%	49%	51%	41%	40%	45%	44%	73%	-	42%	74%	40%	59%
None of these - I would potentially vote for all of them	668	289	380	100	131	128	115	90	103	142	166	131	169	102	89	22	72	7	12	
		8%	7%	9%	11%	9%	9%	8%	8%	7%	7%	7%	9%	9%	5%	4%	6%	7%	2%	7%
I would not vote Plaid Cymru	464	236	227	22	56	77	74	89	144	87	100	126	139	133	96	12	69	12	10	
		6%	6%	6%	2%	4%	5%	8%	9%	4%	4%	8%	8%	7%	5%	3%	7%	4%	6%	
Don't know	152	75	77	20	28	27	17	20	35	29	39	22	45	4	5	1	7	1	1	
		2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	*	*	*	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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
I would not vote Liberal Democrat	4987 62%	281 88%	67 55%	939 75%	569 60%	119 60%	39 37%	- -	1472 73%	1202 72%	328 39%
I would not vote UKIP	4871 61%	- -	97 80%	913 73%	735 78%	179 89%	86 82%	165 84%	1170 58%	1200 72%	619 73%
I would not vote Conservative	3651 46%	167 52%	60 50%	- -	611 65%	161 80%	- -	123 62%	277 14%	1241 74%	483 57%
I would not vote Labour	3366 42%	279 88%	7 6%	999 80%	- -	- -	56 54%	94 48%	1448 72%	174 10%	290 34%
None of these - I would potentially vote for all of them	668 8%	7 2%	9 7%	57 5%	55 6%	3 1%	8 8%	7 4%	105 5%	79 5%	43 5%
I would not vote Plaid Cymru	464 6%	24 8%	12 10%	103 8%	35 4%	4 2%	9 8%	7 3%	167 8%	89 5%	33 4%
Don't know	152 2%	1 *	- -	1 *	5 1%	- -	1 *	- -	10 1%	7 *	2 *

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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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178
NET: Well	4482	2430	2052	544	851	793	744	654	890	1264	1328	813	895	1483	1008	234	481	137	79
	56%	61%	51%	60%	57%	54%	54%	57%	56%	63%	57%	54%	50%	80%	49%	68%	46%	45%	44%
Very well	(4) 370	238	132	66	83	65	44	36	77	74	76	82	109	112	97	24	26	14	2
	5%	6%	3%	7%	6%	4%	3%	3%	5%	4%	3%	5%	6%	6%	5%	7%	3%	5%	1%
Quite well	(3) 4112	2192	1920	478	768	728	700	617	814	1190	1252	731	786	1371	911	210	455	122	76
	51%	55%	47%	52%	51%	50%	50%	54%	52%	59%	54%	48%	44%	74%	44%	61%	43%	41%	43%
Quite badly	(2) 2563	1127	1436	265	494	504	484	376	439	589	762	514	600	284	813	92	416	125	69
	32%	28%	36%	29%	33%	34%	35%	33%	28%	29%	33%	34%	33%	15%	39%	27%	39%	42%	39%
Very badly	(1) 665	295	369	72	119	128	115	93	136	110	173	136	215	39	174	12	138	24	28
	8%	7%	9%	8%	8%	9%	8%	8%	9%	5%	7%	9%	12%	2%	8%	4%	13%	8%	15%
NET: Badly	3227	1423	1805	337	613	632	599	470	575	699	935	650	815	323	987	105	554	149	97
	40%	36%	45%	37%	41%	43%	43%	41%	36%	35%	40%	43%	45%	17%	48%	30%	52%	50%	54%
Don't know	290	104	187	29	34	37	45	29	113	52	67	52	91	44	75	8	20	15	2
	4%	3%	5%	3%	2%	3%	3%	3%	7%	3%	3%	3%	5%	2%	4%	2%	2%	5%	1%
Mean	2.54	2.62	2.47	2.61	2.56	2.51	2.50	2.53	2.57	2.63	2.54	2.52	2.46	2.86	2.47	2.73	2.36	2.44	2.30
Standard deviation	0.72	0.72	0.71	0.74	0.72	0.72	0.70	0.69	0.73	0.65	0.68	0.74	0.79	0.54	0.72	0.64	0.74	0.72	0.75
Standard error	0.01	0.01	0.01	0.04	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.04	0.02	0.04	0.06

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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	8000	349	116	1495	759	181	103	177	2302	1900	771	
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843	
NET: Well	4482 56%	175 55%	54 45%	1056 84%	504 54%	105 52%	74 71%	129 65%	1479 74%	751 45%	471 56%	
Very well	(4) 5%	370 3%	10 3%	3 3%	79 6%	52 6%	8 4%	2 2%	12 6%	104 5%	58 3%	29 3%
Quite well	(3) 51%	4112 52%	164 42%	51 42%	976 78%	452 48%	97 48%	72 69%	116 59%	1374 68%	693 41%	441 52%
Quite badly	(2) 32%	2563 37%	116 44%	52 44%	150 12%	343 36%	82 41%	30 29%	58 29%	404 20%	679 41%	308 37%
Very badly	(1) 8%	665 7%	22 7%	14 11%	17 1%	64 7%	9 4%	- -	5 3%	70 4%	174 10%	42 5%
NET: Badly	3227 40%	138 43%	66 55%	166 13%	407 43%	90 45%	30 29%	63 32%	475 24%	853 51%	350 42%	
Don't know	290 4%	6 2%	- -	30 2%	31 3%	5 2%	- -	6 3%	56 3%	67 4%	22 3%	
Mean	2.54	2.52	2.36	2.92	2.54	2.53	2.73	2.71	2.77	2.40	2.56	
Standard deviation	0.72	0.67	0.72	0.48	0.71	0.65	0.49	0.62	0.59	0.73	0.65	
Standard error	0.01	0.04	0.07	0.01	0.03	0.05	0.05	0.05	0.01	0.02	0.02	

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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	Green	Other	
Unweighted base	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183	
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178	
NET: Well	4893	2598	2295	627	929	858	781	707	984	1440	1420	913	925	1495	1136	248	538	166	94	
		61%	66%	57%	69%	62%	59%	56%	61%	62%	71%	61%	60%	51%	81%	55%	72%	51%	55%	53%
Very well	(4) 518	341	177	81	135	96	52	56	98	140	135	111	105	168	131	17	42	14	7	
		6%	9%	4%	9%	9%	7%	4%	5%	6%	7%	6%	7%	6%	9%	6%	5%	4%	5%	4%
Quite well	(3) 4375	2257	2118	546	794	762	729	651	886	1299	1285	802	821	1327	1006	231	496	153	87	
		55%	57%	52%	60%	53%	52%	53%	56%	56%	64%	55%	53%	46%	72%	49%	67%	47%	51%	49%
Quite badly	(2) 2200	970	1230	206	441	433	448	321	348	437	679	431	566	269	696	74	370	104	58	
		27%	25%	30%	23%	29%	30%	32%	28%	22%	29%	28%	31%	15%	34%	21%	35%	34%	32%	
Very badly	(1) 593	258	334	41	95	135	116	86	120	88	155	116	208	42	160	17	118	13	24	
		7%	7%	8%	5%	6%	9%	8%	7%	8%	4%	7%	8%	12%	2%	8%	5%	11%	4%	14%
NET: Badly	2793	1228	1565	247	536	568	564	407	468	524	834	548	774	311	855	91	488	117	82	
		35%	31%	39%	27%	36%	39%	41%	35%	30%	26%	36%	36%	43%	17%	41%	26%	46%	39%	46%
Don't know	314	130	184	37	33	36	43	39	126	51	77	54	101	45	78	8	28	17	2	
		4%	3%	5%	4%	2%	2%	3%	3%	8%	3%	3%	4%	6%	2%	4%	2%	3%	6%	1%
Mean	2.63	2.70	2.55	2.76	2.66	2.57	2.53	2.61	2.66	2.76	2.62	2.62	2.48	2.90	2.56	2.73	2.45	2.59	2.44	
Standard deviation	0.72	0.72	0.72	0.68	0.73	0.75	0.71	0.70	0.72	0.64	0.70	0.74	0.79	0.57	0.73	0.63	0.75	0.66	0.78	
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.04	0.02	0.04	0.06	

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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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
NET: Well	4893 61%	183 57%	64 53%	1051 84%	524 56%	116 58%	75 72%	146 74%	1512 75%	889 53%	545 65%
Very well	(4) 518 6%	8 3%	3 3%	111 9%	62 7%	13 6%	9 9%	13 7%	144 7%	91 5%	43 5%
Quite well	(3) 4375 55%	175 55%	61 51%	940 75%	462 49%	104 52%	66 63%	132 67%	1368 68%	798 48%	503 60%
Quite badly	(2) 2200 27%	109 34%	35 29%	144 12%	323 34%	70 35%	29 28%	43 22%	353 18%	561 34%	244 29%
Very badly	(1) 593 7%	22 7%	19 16%	24 2%	72 8%	11 6%	- -	6 3%	88 4%	140 8%	34 4%
NET: Badly	2793 35%	131 41%	54 45%	168 13%	396 42%	81 41%	29 28%	49 25%	440 22%	701 42%	278 33%
Don't know	314 4%	5 1%	2 1%	33 3%	22 2%	2 1%	1 *	3 1%	57 3%	81 5%	20 2%
Mean	2.63	2.54	2.41	2.93	2.56	2.60	2.81	2.78	2.80	2.53	2.67
Standard deviation	0.72	0.66	0.79	0.53	0.73	0.70	0.58	0.61	0.63	0.73	0.64
Standard error	0.01	0.04	0.07	0.01	0.03	0.05	0.06	0.05	0.01	0.02	0.02

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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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183	
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178	
I am satisfied with the job David Cameron is doing overall as Prime Minister	2555	1353	1202	312	469	433	403	354	582	690	709	510	529	1177	371	112	200	50	34	
		32%	34%	30%	34%	31%	30%	29%	31%	34%	30%	34%	29%	64%	18%	32%	19%	17%	19%	
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	2423	1175	1248	286	467	476	422	349	422	655	777	446	474	621	345	140	523	77	58	
		30%	30%	31%	31%	31%	33%	30%	30%	27%	33%	33%	29%	26%	34%	17%	40%	50%	25%	32%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	2045	984	1061	240	381	379	360	315	367	497	586	371	525	25	1239	76	198	117	50	
		26%	25%	26%	26%	25%	26%	27%	23%	25%	25%	24%	29%	1%	60%	22%	19%	39%	28%	
Refused	212	111	101	13	22	35	45	37	57	41	50	45	46	5	12	3	29	9	7	
		3%	3%	2%	1%	1%	2%	3%	4%	2%	2%	3%	3%	*	1%	1%	3%	3%	4%	
Don't know	765	333	432	60	158	139	157	98	150	132	209	143	226	23	102	16	105	47	29	
		10%	8%	11%	7%	11%	9%	11%	8%	9%	7%	9%	13%	1%	5%	5%	10%	16%	17%	

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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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
I am satisfied with the job David Cameron is doing overall as Prime Minister	2555 32%	79 25%	30 25%	873 70%	201 21%	22 11%	51 48%	57 29%	1100 55%	279 17%	188 22%
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	2423 30%	198 62%	30 25%	353 28%	215 23%	36 18%	53 51%	84 42%	732 36%	308 18%	303 36%
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.	2045 26%	18 6%	56 46%	10 1%	466 50%	134 67%	- -	45 23%	107 5%	938 56%	271 32%
Refused	212 3%	5 2%	- -	1 *	4 *	- -	- -	1 1%	11 1%	26 2%	8 1%
Don't know	765 10%	17 5%	4 3%	14 1%	56 6%	9 4%	1 1%	11 6%	59 3%	121 7%	74 9%

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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

	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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178
The Conservatives	2070	1057	1013	121	289	383	372	367	535	594	641	345	417	647	498	91	243	69	46
	26%	27%	25%	13%	19%	26%	27%	32%	34%	29%	28%	23%	23%	35%	24%	26%	23%	23%	26%
Labour	1642	798	844	139	305	321	325	251	300	428	529	282	339	314	631	58	161	69	27
	21%	20%	21%	15%	20%	22%	23%	22%	19%	21%	23%	19%	19%	17%	30%	17%	15%	23%	15%
The UK Independence Party (UKIP)	512	287	225	74	116	96	85	72	69	122	149	111	111	101	132	21	97	26	10
	6%	7%	6%	8%	8%	7%	6%	6%	4%	6%	6%	7%	6%	5%	6%	6%	9%	9%	6%
The Liberal Democrat	496	247	249	51	81	103	102	67	91	136	153	78	109	95	146	47	53	22	11
	6%	6%	6%	6%	5%	7%	7%	6%	6%	7%	7%	5%	6%	5%	7%	14%	5%	7%	6%
Plaid Cymru	64	25	39	3	19	6	12	13	11	15	17	10	20	12	11	2	6	2	18
	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	10%
None of them	4593	2270	2324	650	946	825	750	595	822	1098	1276	926	1091	975	1122	201	637	170	104
	57%	57%	57%	71%	63%	56%	54%	52%	52%	55%	55%	61%	61%	53%	54%	58%	60%	57%	58%
Don't know	130	52	78	13	19	40	28	16	15	22	34	24	34	24	17	6	15	1	-
	2%	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	*	-

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Table 12

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
The Conservatives	2070 26%	103 32%	32 27%	478 38%	201 21%	63 32%	37 36%	62 31%	703 35%	441 26%	256 30%
Labour	1642 21%	55 17%	41 34%	232 19%	252 27%	57 29%	17 16%	44 22%	367 18%	503 30%	188 22%
The UK Independence Party (UKIP)	512 6%	30 9%	12 10%	68 5%	74 8%	22 11%	3 3%	14 7%	132 7%	92 6%	59 7%
The Liberal Democrat	496 6%	10 3%	10 8%	66 5%	75 8%	24 12%	9 9%	31 15%	99 5%	100 6%	92 11%
Plaid Cymru	64 1%	3 1%	1 1%	8 1%	7 1%	1 1%	2 2%	2 1%	15 1%	7 *	6 1%
None of them	4593 57%	172 54%	60 50%	619 49%	552 59%	93 46%	50 48%	96 49%	1040 52%	877 52%	416 49%
Don't know	130 2%	4 1%	-	13 1%	9 1%	4 2%	4 3%	4 2%	19 1%	13 1%	16 2%

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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	8000	3699	4301	450	1010	1212	1551	1503	2263	3283	1687	1032	1659	2081	2053	312	1022	277	183	
Weighted base	8000	3956	4044	911	1498	1462	1388	1153	1578	2015	2330	1515	1800	1851	2069	347	1054	301	178	
A Labour government	2548	1222	1326	348	529	479	409	345	436	538	721	498	698	32	1585	28	272	107	59	
		32%	31%	33%	38%	35%	33%	29%	30%	28%	27%	31%	33%	39%	2%	77%	8%	26%	36%	33%
A Conservative government	2358	1233	1126	195	322	411	418	376	636	718	670	431	452	1488	64	18	340	27	35	
		29%	31%	28%	21%	21%	28%	30%	33%	40%	36%	29%	28%	25%	80%	3%	5%	32%	9%	19%
A coalition between Labour and the Liberal Democrats	964	482	482	156	222	179	173	116	118	270	320	168	180	28	341	162	87	104	25	
		12%	12%	12%	17%	15%	12%	12%	10%	7%	13%	14%	11%	10%	2%	16%	47%	8%	35%	14%
A coalition between the Conservatives and the Liberal Democrats	830	439	391	68	174	160	154	126	146	237	274	144	148	267	27	127	144	26	21	
		10%	11%	10%	7%	12%	11%	11%	9%	12%	12%	9%	8%	14%	1%	37%	14%	9%	12%	
Don't know	1301	581	720	143	251	233	234	191	242	252	345	276	323	35	52	12	211	37	38	
		16%	15%	18%	16%	17%	16%	17%	15%	12%	15%	18%	18%	2%	3%	3%	20%	12%	21%	

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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	8000	349	116	1495	759	181	103	177	2302	1900	771
Weighted base	8000	318	120	1252	942	200	105	198	2009	1671	843
A Labour government	2548 32%	30 9%	75 63%	8 1%	635 67%	127 63%	1 1%	15 8%	134 7%	1182 71%	223 26%
A Conservative government	2358 29%	181 57%	11 9%	1065 85%	45 5%	2 1%	62 60%	5 3%	1399 70%	113 7%	114 13%
A coalition between Labour and the Liberal Democrats	964 12%	10 3%	20 17%	11 1%	214 23%	64 32%	3 2%	93 47%	61 3%	227 14%	245 29%
A coalition between the Conservatives and the Liberal Democrats	830 10%	46 14%	12 10%	151 12%	18 2%	2 1%	38 36%	76 39%	260 13%	42 3%	174 21%
Don't know	1301 16%	52 16%	2 1%	17 1%	30 3%	5 3%	1 1%	8 4%	156 8%	107 6%	87 10%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8000	8000
Weighted base	8000	8000
Male	3699 46%	3956 49%
Female	4301 54%	4044 51%

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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	8000	8000
Weighted base	8000	8000
18-24	450 6%	911 11%
25-34	1010 13%	1498 19%
35-44	1212 15%	1462 18%
45-54	1551 19%	1388 17%
55-64	1503 19%	1153 14%
65 or older	2263 28%	1578 20%
Refused	11 *	11 *

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Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8000	8000
Weighted base	8000	8000
A	1085 14%	662 8%
B	2198 27%	1353 17%
C1	1687 21%	2330 29%
C2	1032 13%	1515 19%
D	644 8%	828 10%
E	1015 13%	973 12%
Refused	339 4%	339 4%

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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	8000	8000
Weighted base	8000	8000
Conservative	2302 29%	2009 25%
Labour	1900 24%	1671 21%
Liberal Democrats	771 10%	843 11%
Plaid Cymru	103 1%	81 1%
Another party	290 4%	267 3%
Did not vote	1921 24%	2453 31%
Refused	319 4%	270 3%
Don't know	394 5%	406 5%

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Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8000	8000
Weighted base	8000	8000
Carmarthen West & South Pembrokeshire	1000 13%	983 12%
Ealing Central & Acton	1000 13%	985 12%
Elmet & Rothwell	1000 13%	918 11%
Harrow East	1000 13%	1066 13%
Pendle	1000 13%	1045 13%
South Swindon	1000 13%	1043 13%
Stevenage	1000 13%	1009 13%
Warwick & Leamington	1000 13%	951 12%