

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th 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	Green	Other	
Unweighted base	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40	
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46	
Certain to vote	(10) 1916	1004	912	76	186	338	376	366	571	309	528	422	612	388	528	55	589	45	29	
		48%	51%	45%	17%	30%	49%	53%	59%	63%	60%	52%	43%	46%	64%	57%	56%	59%	56%	63%
	(9) 177	93	85	18	30	25	31	38	35	32	49	32	58	46	48	5	50	2	2	
		4%	5%	4%	4%	5%	4%	4%	6%	4%	6%	5%	3%	4%	8%	5%	5%	3%	4%	
	(8) 324	135	189	38	52	63	48	54	69	35	94	84	96	59	83	6	93	5	4	
		8%	7%	9%	9%	9%	7%	9%	8%	7%	9%	8%	7%	10%	9%	6%	9%	7%	9%	
	(7) 201	118	83	39	41	38	35	23	26	22	48	62	57	37	41	13	60	4	3	
		5%	6%	4%	9%	7%	5%	5%	4%	3%	4%	5%	6%	4%	6%	4%	14%	6%	5%	6%
	(6) 124	51	73	21	20	31	17	17	17	11	29	47	33	14	32	6	43	5	-	
		3%	3%	4%	5%	3%	5%	2%	3%	2%	2%	3%	5%	2%	2%	4%	6%	4%	7%	-
	(5) 393	168	225	78	86	54	65	40	69	31	86	111	141	37	121	9	89	10	5	
		10%	9%	11%	17%	14%	8%	9%	6%	8%	6%	9%	11%	11%	6%	13%	9%	9%	12%	11%
	(4) 81	28	53	28	19	7	16	8	4	5	26	24	24	9	27	3	22	4	1	
		2%	1%	3%	6%	3%	1%	2%	1%	*	1%	3%	2%	2%	1%	3%	3%	2%	5%	2%
	(3) 100	52	49	23	31	17	11	6	11	14	28	20	36	10	22	1	26	3	1	
		3%	3%	2%	5%	5%	3%	2%	1%	1%	3%	3%	2%	3%	2%	1%	3%	3%	3%	2%
	(2) 80	30	50	26	15	13	14	8	4	7	32	18	20	7	20	-	20	3	1	
		2%	2%	2%	6%	2%	2%	1%	*	1%	3%	2%	1%	1%	2%	-	2%	4%	2%	
Definitely would not vote	(1) 590	270	320	102	130	103	101	62	92	52	96	169	249	-	-	-	-	-	-	
		15%	14%	16%	23%	21%	15%	14%	10%	10%	10%	9%	17%	19%	-	-	-	-	-	
Refused	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	14	7	7	-	3	1	-	2	7	1	-	-	11	-	-	-	-	-	-	
	*	*	*	-	*	*	-	*	1%	*	-	-	1%	-	-	-	-	-	-	
Mean	7.23	7.45	7.02	5.23	6.09	7.31	7.45	8.07	8.19	8.04	7.64	6.89	6.94	8.85	8.32	8.47	8.48	8.03	8.60	
Standard deviation	3.37	3.32	3.41	3.23	3.49	3.35	3.34	3.00	2.99	3.06	3.13	3.42	3.55	1.92	2.34	2.01	2.23	2.57	2.24	

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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	Green	Other
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
Standard error	0.05	0.08	0.07	0.22	0.15	0.14	0.12	0.11	0.09	0.09	0.11	0.13	0.10	0.07	0.07	0.21	0.07	0.29	0.35

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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	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
Certain to vote	(10) 1916	146	16	306	124	29	34	43	528	617	213
	48%	78%	60%	78%	31%	57%	75%	72%	74%	72%	63%
	(9) 177	10	2	24	23	5	-	-	41	44	16
	4%	6%	7%	6%	6%	9%	-	-	6%	5%	5%
	(8) 324	13	3	35	46	8	5	4	59	60	25
	8%	7%	11%	9%	12%	15%	10%	7%	8%	7%	8%
	(7) 201	7	1	11	25	1	1	9	23	31	21
	5%	4%	4%	3%	6%	2%	2%	15%	3%	4%	6%
	(6) 124	2	2	5	27	-	2	2	13	14	12
	3%	1%	9%	1%	7%	-	4%	3%	2%	2%	4%
	(5) 393	7	3	9	90	6	2	2	29	49	21
	10%	4%	10%	2%	23%	12%	5%	3%	4%	6%	6%
	(4) 81	-	-	-	25	2	2	-	3	4	8
	2%	-	-	-	6%	4%	4%	-	*	*	2%
	(3) 100	-	-	1	17	1	-	-	2	10	4
	3%	-	-	*	4%	1%	-	-	*	1%	1%
	(2) 80	1	-	2	16	-	-	-	4	5	5
	2%	1%	-	*	4%	-	-	-	1%	1%	2%
Definitely would not vote	(1) 590	-	-	-	-	-	-	-	10	19	10
	15%	-	-	-	-	-	-	-	1%	2%	3%
Refused	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Don't know	14	-	-	-	-	-	-	-	1	3	*
	*	-	-	-	-	-	-	-	*	*	*
Mean	7.23	9.42	8.77	9.46	7.08	8.63	9.10	9.12	9.19	9.00	8.54
Standard deviation	3.37	1.34	1.81	1.25	2.54	2.02	1.77	1.48	1.76	2.05	2.40

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Base: All respondents

	Vote Type							2010 Vote			
	Total	Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loy-al-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
Standard error	0.05	0.09	0.31	0.06	0.14	0.30	0.30	0.21	0.06	0.06	0.15

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Table 2

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

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
Conservative	606	312	294	47	74	106	87	114	177	114	196	146	140	606	-	-	-	-	-
	15%	16%	14%	10%	12%	15%	12%	18%	20%	22%	19%	15%	10%	100%	-	-	-	-	-
Labour	921	395	526	111	151	121	180	141	216	119	239	191	348	-	921	-	-	-	-
	23%	20%	26%	25%	25%	18%	25%	23%	24%	23%	24%	19%	26%	-	100%	-	-	-	-
Liberal Democrat	99	41	57	15	24	10	18	14	18	24	22	23	24	-	-	99	-	-	-
	2%	2%	3%	3%	4%	1%	2%	2%	2%	5%	2%	2%	2%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	992	588	404	89	114	203	190	181	216	108	232	306	326	-	-	-	992	-	-
	25%	30%	20%	20%	19%	29%	27%	29%	24%	21%	23%	31%	24%	-	-	-	100%	-	-
The Green Party	81	36	45	16	8	29	16	6	7	22	12	7	32	-	-	-	-	81	-
	2%	2%	2%	3%	1%	4%	2%	1%	1%	4%	1%	1%	2%	-	-	-	-	100%	-
The British National Party (BNP)	12	12	-	-	2	7	1	2	*	2	3	4	3	-	-	-	-	-	12
	*	1%	-	-	*	1%	*	*	*	*	*	*	*	-	-	-	-	-	27%
Some other party	34	15	19	3	10	6	3	2	9	3	12	4	12	-	-	-	-	-	34
	1%	1%	1%	1%	2%	1%	*	*	1%	1%	1%	*	1%	-	-	-	-	-	73%
Would not vote	590	270	320	102	130	103	101	62	92	52	96	169	249	-	-	-	-	-	-
	15%	14%	16%	23%	21%	15%	14%	10%	10%	10%	9%	17%	19%	-	-	-	-	-	-
Refused	169	77	92	5	8	23	28	33	70	18	47	36	47	-	-	-	-	-	-
	4%	4%	4%	1%	1%	3%	4%	5%	8%	3%	5%	4%	4%	-	-	-	-	-	-
Don't know	498	208	290	63	92	83	92	68	101	55	157	104	154	-	-	-	-	-	-
	12%	11%	14%	14%	15%	12%	13%	11%	11%	11%	15%	11%	12%	-	-	-	-	-	-

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Unweighted base	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
Conservative	606 15%	-	-	393 100%	-	-	45 100%	-	393 55%	22 3%	45 13%
Labour	921 23%	-	24 87%	-	395 100%	50 100%	-	-	24 3%	527 62%	50 15%
Liberal Democrat	99 2%	-	3 13%	-	-	-	-	60 100%	3 *	8 1%	60 18%
The UK Independence Party (UKIP)	992 25%	186 100%	-	-	-	-	-	-	186 26%	163 19%	78 23%
The Green Party	81 2%	-	-	-	-	-	-	-	3 *	10 1%	19 6%
The British National Party (BNP)	12 *	-	-	-	-	-	-	-	* *	1 *	-
Some other party	34 1%	-	-	-	-	-	-	-	1 *	4 1%	7 2%
Would not vote	590 15%	-	-	-	-	-	-	-	10 1%	19 2%	10 3%
Refused	169 4%	-	-	-	-	-	-	-	29 4%	25 3%	7 2%
Don't know	498 12%	-	-	-	-	-	-	-	64 9%	75 9%	62 18%

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Absolutes/col percents

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	2033	1005	1028	60	198	292	385	429	666	654	407	317	610	525	704	66	657	53	28
Weighted base	1879	990	889	121	215	336	360	348	497	295	500	443	601	447	607	66	677	50	32
Conservative	447	234	213	26	42	81	63	90	142	90	144	102	105	447	-	-	-	-	-
	24%	24%	24%	22%	20%	24%	18%	26%	29%	31%	29%	23%	17%	100%	-	-	-	-	-
Labour	607	263	344	38	84	86	132	107	160	87	158	119	229	-	607	-	-	-	-
	32%	27%	39%	31%	39%	26%	37%	31%	32%	29%	32%	27%	38%	-	100%	-	-	-	-
Liberal Democrat	66	28	38	5	15	8	13	11	14	19	15	15	15	-	-	66	-	-	-
	4%	3%	4%	4%	7%	2%	4%	3%	3%	6%	3%	3%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	677	421	256	40	60	137	140	133	168	79	165	197	222	-	-	-	677	-	-
	36%	43%	29%	33%	28%	41%	39%	38%	34%	27%	33%	45%	37%	-	-	-	100%	-	-
The Green Party	50	24	26	9	6	18	8	5	5	16	7	4	20	-	-	-	-	50	-
	3%	2%	3%	7%	3%	5%	2%	1%	1%	6%	1%	1%	3%	-	-	-	-	100%	-
The British National Party (BNP)	8	8	-	-	2	4	1	1	*	2	2	2	2	-	-	-	-	-	8
	*	1%	-	-	1%	1%	*	*	*	1%	*	1%	*	-	-	-	-	-	25%
Some other party	24	11	13	3	7	3	3	1	7	2	9	3	8	-	-	-	-	-	24
	1%	1%	1%	2%	3%	1%	1%	*	1%	1%	2%	1%	1%	-	-	-	-	-	75%

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	Total	Vote Type							2010 Vote		
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Unweighted base	2033	180	24	409	176	32	26	40	617	727	157
Weighted base	1879	151	19	324	189	35	34	45	497	581	191
Conservative	447	-	-	324	-	-	34	-	324	17	34
	24%	-	-	100%	-	-	100%	-	65%	3%	18%
Labour	607	-	16	-	189	35	-	-	16	418	35
	32%	-	84%	-	100%	100%	-	-	3%	72%	19%
Liberal Democrat	66	-	3	-	-	-	-	45	3	7	45
	4%	-	16%	-	-	-	-	100%	1%	1%	24%
The UK Independence Party (UKIP)	677	151	-	-	-	-	-	-	151	127	57
	36%	100%	-	-	-	-	-	-	31%	22%	30%
The Green Party	50	-	-	-	-	-	-	-	1	9	14
	3%	-	-	-	-	-	-	-	*	1%	7%
The British National Party (BNP)	8	-	-	-	-	-	-	-	*	1	-
	*	-	-	-	-	-	-	-	*	*	-
Some other party	24	-	-	-	-	-	-	-	1	3	5
	1%	-	-	-	-	-	-	-	*	1%	3%

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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	24%
Labour	33%
Liberal Democrat	4%
UKIP	35%
Green	3%
Other	2%

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Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
Conservative	571	278	293	34	70	88	88	104	185	105	193	132	132	497	12	1	18	1	2
	14%	14%	14%	8%	11%	13%	12%	17%	20%	20%	19%	13%	10%	82%	1%	1%	2%	1%	4%
Labour	1073	469	605	146	162	144	207	171	241	132	280	237	398	38	860	17	57	11	7
	27%	24%	30%	32%	26%	21%	29%	27%	27%	26%	28%	24%	30%	6%	93%	17%	6%	13%	16%
Liberal Democrat	117	52	65	6	30	19	22	18	22	31	21	28	31	5	11	74	5	7	-
	3%	3%	3%	1%	5%	3%	3%	3%	2%	6%	2%	3%	2%	1%	1%	75%	*	8%	-
The UK Independence Party (UKIP)	957	577	380	79	113	205	181	180	199	111	224	296	310	28	12	1	869	2	7
	24%	30%	19%	18%	18%	30%	25%	29%	22%	21%	22%	30%	23%	5%	1%	1%	88%	3%	15%
The Green Party	67	31	36	17	9	14	14	5	8	13	17	4	30	5	5	-	-	47	2
	2%	2%	2%	4%	2%	2%	2%	1%	1%	3%	2%	*	2%	1%	1%	-	-	58%	5%
The British National Party (BNP)	10	8	2	-	3	5	*	1	-	1	5	2	2	-	-	-	2	-	8
	*	*	*	-	1%	1%	*	*	-	*	*	*	*	-	-	-	*	-	18%
Some other party	27	13	14	4	10	4	2	1	6	4	6	5	9	2	1	1	1	1	18
	1%	1%	1%	1%	2%	1%	*	*	1%	1%	1%	1%	1%	*	*	1%	*	1%	40%
Would not vote	590	270	320	102	130	103	101	62	92	52	96	169	249	-	-	-	-	-	-
	15%	14%	16%	23%	21%	15%	14%	10%	10%	10%	9%	17%	19%	-	-	-	-	-	-
Refused	113	53	60	2	2	17	21	24	45	13	32	21	29	-	*	-	1	-	-
	3%	3%	3%	*	*	2%	3%	4%	5%	3%	3%	2%	2%	-	*	-	*	-	-
Don't know	477	204	272	59	83	91	80	57	107	56	143	94	144	31	20	5	39	12	1
	12%	10%	13%	13%	14%	13%	11%	9%	12%	11%	14%	10%	11%	5%	2%	5%	4%	15%	2%

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Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
Conservative	571 14%	7 4%	-	334 85%	7 2%	1 3%	30 67%	1 1%	364 51%	23 3%	35 10%
Labour	1073 27%	5 3%	22 81%	14 4%	358 91%	47 94%	8 17%	6 11%	49 7%	572 67%	77 23%
Liberal Democrat	117 3%	* *	3 11%	4 1%	7 2%	1 1%	* 1%	50 84%	7 1%	10 1%	63 19%
The UK Independence Party (UKIP)	957 24%	167 90%	1 3%	20 5%	7 2%	-	-	-	200 28%	146 17%	69 21%
The Green Party	67 2%	-	-	1 *	2 1%	-	1 2%	-	3 *	8 1%	13 4%
The British National Party (BNP)	10 *	-	-	-	-	-	-	-	-	* *	-
Some other party	27 1%	1 1%	-	2 *	1 *	-	-	-	3 *	4 1%	4 1%
Would not vote	590 15%	-	-	-	-	-	-	-	10 1%	19 2%	10 3%
Refused	113 3%	1 *	* 1%	-	* *	-	-	-	11 2%	12 1%	6 2%
Don't know	477 12%	4 2%	1 4%	18 5%	13 3%	1 2%	6 13%	2 4%	66 9%	61 7%	58 17%

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th November 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	2076	1017	1059	62	203	295	390	444	680	661	420	326	628	501	691	65	632	46	27
Weighted base	1920	1005	915	124	222	335	365	362	509	298	514	453	618	423	596	65	653	45	31
Conservative	408 21%	200 20%	207 23%	19 15%	35 16%	64 19%	61 17%	83 23%	145 28%	83 28%	137 27%	90 20%	94 15%	363 86%	8 1%	1 2%	13 2%	1 2%	2 6%
Labour	707 37%	315 31%	392 43%	54 44%	94 42%	103 31%	149 41%	126 35%	178 35%	97 32%	187 36%	142 31%	266 43%	28 7%	573 96%	11 16%	33 5%	6 14%	4 12%
Liberal Democrat	81 4%	37 4%	44 5%	1 *	19 9%	15 5%	14 4%	15 4%	17 3%	23 8%	16 3%	16 4%	23 4%	4 1%	5 1%	52 81%	3 1%	5 11%	- -
The UK Independence Party (UKIP)	658 34%	417 41%	241 26%	36 29%	61 27%	135 40%	132 36%	135 37%	159 31%	82 27%	159 31%	195 43%	209 34%	22 5%	7 1%	1 1%	602 92%	1 2%	5 14%
The Green Party	41 2%	21 2%	20 2%	10 8%	5 2%	10 3%	7 2%	3 1%	6 1%	10 3%	8 2%	3 1%	18 3%	4 1%	3 1%	- -	- -	31 69%	2 5%
The British National Party (BNP)	7 *	6 1%	1 *	- -	2 1%	4 1%	* *	* *	- -	1 *	2 *	2 *	2 *	- -	- -	- -	1 *	- -	6 20%
Some other party	19 1%	9 1%	10 1%	4 3%	6 3%	4 1%	1 *	* *	4 1%	2 1%	5 1%	4 1%	6 1%	1 *	* *	* *	1 *	1 2%	13 43%

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th November 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Vote Type								2010 Vote		
	Total	Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	2076	176	23	393	170	31	23	39	626	749	159
Weighted base	1920	149	19	310	185	35	29	45	508	599	194
Conservative	408	6	-	275	3	1	22	*	296	18	26
	21%	4%	-	89%	2%	2%	77%	1%	58%	3%	13%
Labour	707	3	15	12	175	34	5	4	37	448	54
	37%	2%	82%	4%	95%	96%	19%	9%	7%	75%	28%
Liberal Democrat	81	*	3	4	2	1	*	40	7	8	52
	4%	*	14%	1%	1%	2%	1%	91%	1%	1%	27%
The UK Independence Party (UKIP)	658	138	1	16	3	-	-	-	164	114	49
	34%	92%	4%	5%	1%	-	-	-	32%	19%	25%
The Green Party	41	-	-	1	1	-	1	-	2	7	11
	2%	-	-	*	*	-	3%	-	*	1%	6%
The British National Party (BNP)	7	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	-	-	-	-	-	*	-
Some other party	19	1	-	1	*	-	-	-	3	3	3
	1%	1%	-	*	*	-	-	-	*	1%	2%

Labour 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	22%
Labour	37%
Liberal Democrat	5%
UKIP	33%
Green	2%
Other	1%

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th November 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	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
I would not vote Liberal Democrat	2806	1463	1342	290	415	493	497	442	666	349	686	723	978	455	685	-	839	54	34
		70%	75%	66%	64%	68%	71%	70%	71%	73%	67%	67%	73%	75%	74%	-	85%	67%	73%
I would not vote Conservative	2285	1149	1136	252	360	403	439	342	485	261	488	584	889	-	744	63	711	64	36
		57%	59%	55%	56%	59%	58%	61%	55%	54%	50%	48%	59%	67%	-	81%	63%	72%	79%
I would not vote UKIP	1935	829	1105	240	320	313	340	268	448	297	511	422	643	410	706	73	-	65	28
		48%	42%	54%	53%	52%	45%	48%	43%	49%	57%	50%	43%	48%	68%	77%	74%	-	80%
I would not vote Labour	1850	1025	824	180	262	340	324	296	448	246	463	494	594	448	-	38	719	32	29
		46%	52%	40%	40%	43%	49%	45%	48%	49%	48%	46%	50%	45%	74%	-	38%	72%	39%
None of these - I would potentially vote for all of them	305	122	183	38	59	49	44	53	63	32	86	71	97	32	42	5	46	1	2
		8%	6%	9%	8%	10%	7%	6%	9%	7%	6%	8%	7%	7%	5%	5%	5%	5%	1%
Don't know	94	41	53	17	19	15	8	12	23	8	26	14	29	1	3	5	7	-	2
		2%	2%	3%	4%	3%	2%	1%	2%	3%	2%	3%	1%	2%	*	*	5%	1%	-

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th November 2014

Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
I would not vote Liberal Democrat	2806 70%	176 95%	16 60%	313 80%	269 68%	32 63%	25 57%	-	579 81%	665 78%	152 45%
I would not vote Conservative	2285 57%	95 51%	18 67%	-	290 73%	45 90%	-	34 56%	127 18%	685 80%	187 56%
I would not vote UKIP	1935 48%	-	17 64%	262 67%	281 71%	47 93%	31 70%	49 82%	330 46%	521 61%	192 57%
I would not vote Labour	1850 46%	162 87%	2 6%	319 81%	-	-	25 57%	25 41%	536 75%	126 15%	147 44%
None of these - I would potentially vote for all of them	305 8%	3 2%	3 13%	14 4%	29 7%	-	-	4 7%	31 4%	29 3%	24 7%
Don't know	94 2%	-	-	1 *	3 1%	1 1%	-	3 5%	4 1%	5 1%	8 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	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
NET: Well	1997	1099	898	243	300	313	334	313	492	296	554	501	583	488	428	61	436	42	17
	50%	56%	44%	54%	49%	45%	47%	50%	54%	57%	55%	51%	44%	80%	46%	62%	44%	51%	37%
Very well	(4) 157	94	63	29	16	27	12	25	50	16	29	43	60	30	41	5	43	5	1
	4%	5%	3%	6%	3%	4%	2%	4%	5%	3%	3%	4%	4%	5%	4%	5%	4%	6%	2%
Quite well	(3) 1840	1005	835	214	285	286	322	289	443	280	525	458	523	457	387	57	394	37	16
	46%	51%	41%	48%	46%	41%	45%	46%	49%	54%	52%	46%	39%	75%	42%	57%	40%	45%	36%
Quite badly	(2) 1364	574	790	143	217	265	270	217	251	172	333	342	472	98	356	24	399	25	16
	34%	29%	39%	32%	35%	38%	38%	35%	28%	33%	33%	35%	35%	16%	39%	25%	40%	31%	34%
Very badly	(1) 465	218	247	40	78	91	91	72	93	32	102	109	206	8	102	7	136	9	12
	12%	11%	12%	9%	13%	13%	13%	12%	10%	6%	10%	11%	15%	1%	11%	8%	14%	12%	25%
NET: Badly	1829	792	1037	183	295	356	361	289	344	204	436	451	678	106	458	32	535	35	27
	46%	41%	51%	41%	48%	52%	50%	46%	38%	39%	43%	46%	51%	17%	50%	32%	54%	43%	60%
Don't know	176	64	112	25	18	21	20	20	70	17	26	36	74	12	35	6	21	5	1
	4%	3%	5%	5%	3%	3%	3%	3%	8%	3%	3%	4%	6%	2%	4%	6%	2%	6%	3%
Mean	2.44	2.52	2.37	2.54	2.40	2.37	2.37	2.44	2.54	2.56	2.49	2.46	2.35	2.86	2.41	2.63	2.35	2.49	2.14
Standard deviation	0.76	0.76	0.74	0.76	0.75	0.77	0.73	0.75	0.77	0.66	0.72	0.75	0.81	0.50	0.75	0.71	0.77	0.80	0.83
Standard error	0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.08	0.03	0.09	0.14

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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	4002	220	33	491	339	44	35	51	867	1050	269	
Weighted base	4002	186	27	393	395	50	45	60	713	855	337	
NET: Well	1997 50%	109 59%	16 58%	323 82%	185 47%	19 39%	44 97%	39 66%	509 71%	389 46%	197 58%	
Very well	(4) 4%	157 6%	11 13%	4 6%	24 6%	20 5%	3 6%	- -	4 6%	40 6%	26 3%	10 3%
Quite well	(3) 46%	1840 53%	98 45%	12 45%	299 76%	165 42%	16 33%	44 97%	35 59%	469 66%	363 42%	187 55%
Quite badly	(2) 34%	1364 33%	61 33%	6 21%	52 13%	159 40%	21 41%	1 3%	14 24%	148 21%	324 38%	105 31%
Very badly	(1) 12%	465 7%	14 16%	4 2%	7 2%	38 10%	7 15%	- -	3 6%	35 5%	113 13%	24 7%
NET: Badly	1829 46%	75 40%	10 36%	59 15%	197 50%	28 56%	1 3%	18 30%	183 26%	437 51%	128 38%	
Don't know	176 4%	1 1%	2 6%	11 3%	13 3%	3 5%	- -	3 4%	21 3%	29 3%	12 4%	
Mean	2.44	2.58	2.59	2.89	2.44	2.31	2.97	2.70	2.74	2.37	2.56	
Standard deviation	0.76	0.72	0.94	0.51	0.74	0.82	0.16	0.69	0.64	0.76	0.67	
Standard error	0.01	0.05	0.17	0.02	0.04	0.13	0.03	0.10	0.02	0.02	0.04	

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th November 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	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40	
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46	
NET: Well	2177	1145	1032	291	335	333	357	338	522	332	590	586	599	501	479	72	491	42	17	
		54%	59%	50%	64%	55%	48%	50%	54%	58%	64%	58%	59%	45%	83%	52%	73%	49%	51%	37%
Very well	(4) 196	119	77	25	30	27	23	28	63	26	51	46	64	45	41	6	50	2	2	
		5%	6%	4%	6%	5%	4%	3%	4%	7%	5%	5%	5%	5%	7%	5%	6%	5%	3%	4%
Quite well	(3) 1981	1025	955	266	305	305	334	310	459	306	539	540	535	455	438	66	441	39	15	
		49%	52%	47%	59%	50%	44%	47%	50%	51%	59%	53%	55%	40%	75%	48%	66%	44%	49%	33%
Quite badly	(2) 1255	553	702	126	202	250	249	199	227	143	334	292	447	84	329	19	355	26	17	
		31%	28%	34%	28%	33%	36%	35%	32%	25%	28%	33%	30%	33%	14%	36%	19%	36%	32%	37%
Very badly	(1) 425	194	231	29	58	86	94	69	90	27	66	82	228	9	84	8	128	12	9	
		11%	10%	11%	6%	9%	12%	13%	11%	10%	5%	6%	8%	17%	1%	9%	8%	13%	15%	20%
NET: Badly	1680	747	933	154	260	336	343	268	317	170	400	374	675	92	413	27	484	38	26	
		42%	38%	46%	34%	42%	49%	48%	43%	35%	33%	39%	38%	51%	15%	45%	27%	49%	47%	57%
Don't know	145	63	82	6	18	22	14	17	67	16	26	28	61	13	29	-	18	2	2	
		4%	3%	4%	1%	3%	3%	2%	3%	7%	3%	3%	3%	5%	2%	3%	-	2%	2%	5%
Mean	2.51	2.57	2.45	2.64	2.52	2.41	2.41	2.49	2.59	2.66	2.58	2.57	2.34	2.91	2.49	2.71	2.42	2.40	2.23	
Standard deviation	0.76	0.76	0.75	0.69	0.74	0.76	0.76	0.76	0.78	0.66	0.69	0.72	0.83	0.52	0.73	0.71	0.78	0.77	0.84	
Standard error	0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.07	0.03	0.09	0.14	

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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	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
NET: Well	2177	113	15	334	216	20	37	45	528	423	195
	54%	61%	57%	85%	55%	40%	84%	76%	74%	50%	58%
Very well	(4) 196	10	2	29	17	1	1	4	44	45	9
	5%	5%	8%	7%	4%	1%	2%	6%	6%	5%	3%
Quite well	(3) 1981	103	13	305	200	20	37	42	483	379	186
	49%	55%	49%	78%	51%	39%	82%	70%	68%	44%	55%
Quite badly	(2) 1255	55	9	44	137	22	7	12	138	310	106
	31%	30%	35%	11%	35%	44%	16%	20%	19%	36%	32%
Very badly	(1) 425	15	1	6	33	7	-	2	29	92	27
	11%	8%	3%	1%	8%	13%	-	4%	4%	11%	8%
NET: Badly	1680	70	10	49	170	29	7	14	167	403	134
	42%	38%	38%	13%	43%	57%	16%	24%	23%	47%	40%
Don't know	145	3	2	10	8	1	-	-	18	29	9
	4%	2%	6%	2%	2%	3%	-	-	3%	3%	3%
Mean	2.51	2.59	2.65	2.93	2.52	2.28	2.85	2.78	2.78	2.45	2.54
Standard deviation	0.76	0.72	0.69	0.49	0.71	0.71	0.41	0.62	0.62	0.76	0.69
Standard error	0.01	0.05	0.12	0.02	0.04	0.11	0.07	0.09	0.02	0.02	0.04

Labour 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	Green	Other	
Unweighted base	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40	
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46	
I am satisfied with the job David Cameron is doing overall as Prime Minister	1014	516	498	107	152	172	148	165	268	142	268	251	319	374	139	32	176	12	2	
		25%	26%	24%	24%	25%	25%	21%	27%	27%	26%	25%	24%	62%	15%	32%	18%	15%	3%	
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	1320	653	667	172	204	243	243	208	251	200	385	367	326	217	167	43	440	30	12	
		33%	33%	33%	38%	33%	35%	34%	33%	28%	39%	38%	37%	24%	36%	18%	44%	44%	37%	26%
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.	1100	505	595	119	170	171	227	181	231	126	246	240	463	12	584	16	236	29	13	
		27%	26%	29%	26%	28%	25%	32%	29%	25%	24%	24%	24%	35%	2%	63%	16%	24%	35%	29%
Refused	93	48	44	-	7	13	19	18	36	12	24	20	27	-	*	1	17	3	6	
		2%	2%	2%	-	1%	2%	3%	4%	2%	2%	2%	2%	-	*	1%	2%	4%	13%	
Don't know	475	233	242	52	81	92	79	51	119	38	93	110	199	2	30	7	123	7	13	
		12%	12%	12%	12%	13%	13%	11%	8%	13%	7%	9%	11%	15%	*	3%	7%	12%	8%	28%

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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	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
I am satisfied with the job David Cameron is doing overall as Prime Minister	1014 25%	51 27%	2 9%	251 64%	73 18%	1 1%	20 45%	21 35%	345 48%	131 15%	81 24%
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	1320 33%	111 60%	11 41%	137 35%	102 26%	13 25%	25 55%	27 46%	317 44%	163 19%	139 41%
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.	1100 27%	13 7%	14 50%	3 1%	207 53%	37 73%	- -	9 15%	34 5%	487 57%	87 26%
Refused	93 2%	2 1%	- -	- -	- -	- -	- -	1 1%	2 *	5 1%	2 1%
Don't know	475 12%	10 5%	- -	1 *	13 3%	- -	- -	2 3%	15 2%	69 8%	29 9%

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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	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
Labour	610	313	297	48	110	93	111	100	146	91	178	123	203	101	211	15	130	12	6
	15%	16%	14%	11%	18%	14%	16%	16%	16%	18%	18%	12%	15%	17%	23%	15%	13%	15%	13%
The UK Independence Party (UKIP)	564	314	251	97	93	103	89	80	100	68	153	149	181	62	118	20	217	15	5
	14%	16%	12%	22%	15%	15%	12%	13%	11%	13%	15%	15%	14%	10%	13%	20%	22%	18%	11%
The Conservatives	337	175	163	39	38	63	63	47	86	48	98	82	103	75	62	9	91	1	3
	8%	9%	8%	9%	6%	9%	9%	8%	9%	9%	10%	8%	8%	12%	7%	9%	9%	2%	6%
The Liberal Democrat	124	55	69	12	26	21	28	18	20	12	29	34	46	14	25	12	28	2	1
	3%	3%	3%	3%	4%	3%	4%	3%	2%	2%	3%	3%	3%	2%	3%	12%	3%	2%	3%
None of them	2872	1356	1516	309	437	499	526	456	643	366	711	707	973	435	624	68	668	60	33
	72%	69%	74%	69%	71%	72%	74%	73%	71%	71%	70%	72%	73%	72%	68%	69%	67%	74%	72%
Don't know	45	18	27	6	7	9	7	6	9	6	13	11	13	*	6	1	5	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	-	5%

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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

	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	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
Labour	610 15%	29 16%	7 25%	66 17%	74 19%	7 14%	7 15%	9 16%	114 16%	195 23%	44 13%
The UK Independence Party (UKIP)	564 14%	39 21%	7 26%	40 10%	57 14%	3 7%	5 10%	14 24%	101 14%	112 13%	54 16%
The Conservatives	337 8%	21 11%	8 28%	54 14%	26 7%	3 7%	2 4%	8 13%	95 13%	57 7%	27 8%
The Liberal Democrat	124 3%	5 3%	2 8%	6 2%	13 3%	- -	- -	9 14%	15 2%	23 3%	16 5%
None of them	2872 72%	124 67%	16 59%	277 70%	276 70%	39 77%	35 79%	39 66%	496 70%	578 68%	244 72%
Don't know	45 1%	1 *	- -	* *	1 *	- -	- -	1 1%	1 *	4 *	6 2%

Labour 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	Green	Other
Unweighted base	4002	1834	2168	208	539	587	745	743	1176	1107	789	668	1293	685	993	92	929	80	40
Weighted base	4002	1955	2047	451	614	690	715	623	906	518	1016	988	1335	606	921	99	992	81	46
A Labour government	1428	641	787	190	236	234	279	208	280	159	331	344	564	13	744	14	291	33	18
	36%	33%	38%	42%	39%	34%	39%	33%	31%	31%	33%	35%	42%	2%	81%	14%	29%	40%	40%
A Conservative government	994	549	445	81	111	168	152	189	292	163	304	243	259	477	22	2	284	1	6
	25%	28%	22%	18%	18%	24%	21%	30%	32%	32%	30%	25%	19%	79%	2%	2%	29%	1%	12%
A coalition between Labour and the Liberal Democrats	402	199	202	53	82	74	82	54	57	56	99	100	139	5	131	39	86	25	11
	10%	10%	10%	12%	13%	11%	11%	9%	6%	11%	10%	10%	10%	1%	14%	40%	9%	31%	25%
A coalition between the Conservatives and the Liberal Democrats	381	181	200	35	60	70	78	61	77	66	113	93	93	101	8	37	127	11	-
	10%	9%	10%	8%	10%	10%	11%	10%	9%	13%	11%	9%	7%	17%	1%	37%	13%	13%	-
Don't know	797	384	412	92	125	145	124	111	199	74	169	208	280	11	16	7	205	12	10
	20%	20%	20%	20%	20%	21%	17%	18%	22%	14%	17%	21%	21%	2%	2%	7%	21%	15%	23%

Labour Held, Conservative Second, Marginal Constituencies

CATI Fieldwork : 20th-29th 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	Con	Lab	LibDem
Unweighted base	4002	220	33	491	339	44	35	51	867	1050	269
Weighted base	4002	186	27	393	395	50	45	60	713	855	337
A Labour government	1428	12	16	4	277	29	1	7	41	616	73
	36%	7%	58%	1%	70%	57%	2%	12%	6%	72%	22%
A Conservative government	994	109	*	332	12	*	20	*	497	63	52
	25%	59%	1%	85%	3%	1%	46%	1%	70%	7%	15%
A coalition between Labour and the Liberal Democrats	402	9	8	-	93	20	1	22	20	80	86
	10%	5%	30%	-	24%	41%	3%	37%	3%	9%	25%
A coalition between the Conservatives and the Liberal Democrats	381	30	2	54	4	1	18	27	97	28	73
	10%	16%	8%	14%	1%	1%	41%	46%	14%	3%	22%
Don't know	797	26	1	3	8	-	4	2	57	70	54
	20%	14%	3%	1%	2%	-	9%	4%	8%	8%	16%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4002	4002
Weighted base	4002	4002
Male	1834 46%	1955 49%
Female	2168 54%	2047 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	4002	4002
Weighted base	4002	4002
18-24	208 5%	451 11%
25-34	539 13%	614 15%
35-44	587 15%	690 17%
45-54	745 19%	715 18%
55-64	743 19%	623 16%
65 or older	1176 29%	906 23%
Refused	4 *	4 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4002	4002
Weighted base	4002	4002
A	318 8%	149 4%
B	789 20%	368 9%
C1	789 20%	1016 25%
C2	668 17%	988 25%
D	523 13%	610 15%
E	770 19%	725 18%
Refused	145 4%	145 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	4002	4002
Weighted base	4002	4002
Conservative	867 22%	713 18%
Labour	1050 26%	855 21%
Liberal Democrats	269 7%	337 8%
Another party	231 6%	283 7%
Did not vote	1277 32%	1517 38%
Refused	122 3%	102 3%
Don't know	186 5%	195 5%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	4002	4002
Weighted base	4002	4002
Dudley North	1001 25%	1017 25%
Great Grimsby	1001 25%	1038 26%
Plymouth Moor View	1000 25%	1024 26%
Rother Valley	1000 25%	922 23%