

Conservative Held, Labour Second Marginal Constituencies

CATI Fieldwork : 24th February - 12th March 2015

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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64	
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69	
Certain to vote	(10) 3902	2023	1879	256	469	674	779	716	1004	1003	1167	720	869	1181	1265	110	515	185	43	
		56%	59%	52%	31%	39%	53%	62%	69%	70%	65%	56%	53%	51%	70%	62%	53%	60%	62%	62%
	(9)	384	198	187	36	74	80	72	66	56	89	148	66	69	89	139	9	53	27	4
		5%	6%	5%	4%	6%	6%	6%	6%	4%	6%	7%	5%	4%	5%	7%	4%	6%	9%	5%
	(8)	585	265	320	96	112	126	94	58	100	113	167	147	142	148	183	23	91	24	2
		8%	8%	9%	12%	9%	10%	8%	6%	7%	7%	8%	11%	8%	9%	9%	11%	11%	8%	3%
	(7)	323	140	183	70	73	52	52	28	48	59	111	64	74	72	113	20	39	15	2
		5%	4%	5%	9%	6%	4%	4%	3%	3%	4%	5%	5%	4%	4%	6%	10%	5%	5%	3%
	(6)	212	93	119	56	52	39	29	17	18	36	55	47	57	56	65	9	29	15	1
		3%	3%	3%	7%	4%	3%	2%	2%	1%	2%	3%	3%	3%	3%	3%	4%	3%	5%	2%
	(5)	547	230	318	95	124	105	75	57	90	93	152	105	173	95	162	21	80	18	11
		8%	7%	9%	12%	10%	8%	6%	6%	6%	6%	7%	8%	10%	6%	8%	10%	9%	6%	16%
	(4)	106	41	66	28	32	15	11	11	9	18	28	18	39	8	38	7	10	5	3
		2%	1%	2%	3%	3%	1%	1%	1%	1%	1%	1%	1%	2%	*	2%	3%	1%	2%	5%
	(3)	116	45	72	25	34	26	12	7	11	31	40	16	27	21	29	1	21	4	2
		2%	1%	2%	3%	3%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	4%
	(2)	123	57	66	28	43	19	19	4	11	15	39	25	34	11	31	6	16	7	1
		2%	2%	2%	3%	4%	2%	1%	*	1%	1%	2%	2%	2%	1%	2%	3%	2%	2%	1%
Definitely would not vote	(1) 670	323	347	126	178	125	108	67	65	74	180	162	214	-	-	-	-	-	-	
		10%	9%	10%	15%	15%	10%	9%	6%	5%	5%	9%	12%	12%	-	-	-	-	-	
Refused	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	31	9	23	4	2	3	3	2	14	2	8	-	16	-	-	-	-	-	-	
	*	*	1%	1%	*	*	*	*	1%	*	*	-	1%	-	-	-	-	-	-	
Mean	7.91	8.07	7.75	6.52	6.88	7.84	8.26	8.68	8.78	8.55	8.00	7.70	7.47	9.06	8.72	8.27	8.59	8.74	8.32	
Standard deviation	3.03	2.99	3.06	3.26	3.36	3.04	2.88	2.58	2.40	2.55	2.95	3.15	3.25	1.75	2.04	2.27	2.16	2.05	2.45	

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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	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69
Standard error	0.04	0.05	0.05	0.16	0.11	0.09	0.08	0.07	0.05	0.05	0.08	0.10	0.08	0.04	0.05	0.16	0.08	0.12	0.31

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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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
Certain to vote	(10) 3902 56%	200 76%	83 61%	908 83%	441 46%	163 80%	69 67%	76 76%	1362 77%	1113 72%	479 70%
	(9) 384 5%	17 7%	14 11%	53 5%	71 8%	10 5%	7 7%	2 2%	101 6%	101 7%	43 6%
	(8) 585 8%	21 8%	17 13%	69 6%	107 11%	11 6%	14 14%	7 7%	133 7%	114 7%	56 8%
	(7) 323 5%	6 2%	5 4%	15 1%	78 8%	10 5%	4 4%	6 6%	31 2%	42 3%	38 5%
	(6) 212 3%	3 1%	4 3%	16 2%	55 6%	3 1%	6 6%	2 2%	26 1%	21 1%	22 3%
	(5) 547 8%	11 4%	6 5%	25 2%	118 12%	3 1%	2 2%	7 7%	64 4%	85 6%	29 4%
	(4) 106 2%	3 1%	3 2%	4 *	28 3%	1 1%	-	-	11 1%	12 1%	3 *
	(3) 116 2%	4 1%	-	3 *	24 3%	-	-	-	11 1%	12 1%	2 *
	(2) 123 2%	-	2 2%	1 *	26 3%	2 1%	-	-	3 *	12 1%	6 1%
Definitely would not vote	(1) 670 10%	-	-	-	-	-	-	-	23 1%	23 2%	8 1%
Refused	1 *	-	-	-	-	-	-	-	-	-	-
Don't know	31 *	-	-	-	-	-	-	-	5 *	7 *	-
Mean	7.91	9.30	8.92	9.57	8.02	9.45	9.20	9.22	9.29	9.07	9.04
Standard deviation	3.03	1.54	1.80	1.16	2.34	1.37	1.33	1.54	1.69	1.94	1.85

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Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
Standard error	0.04	0.09	0.16	0.03	0.08	0.10	0.15	0.15	0.04	0.05	0.07

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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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69
Conservative	1681	860	821	136	232	272	306	271	462	456	583	308	288	1681	-	-	-	-	-
	24%	25%	23%	17%	19%	22%	24%	26%	32%	30%	28%	22%	17%	100%	-	-	-	-	-
Labour	2025	909	1116	279	363	405	350	295	331	438	586	380	554	-	2025	-	-	-	-
	29%	27%	31%	34%	30%	32%	28%	29%	23%	29%	28%	28%	32%	-	100%	-	-	-	-
Liberal Democrat	206	95	111	28	40	39	39	24	37	79	58	18	47	-	-	206	-	-	-
	3%	3%	3%	3%	3%	3%	3%	2%	3%	5%	3%	1%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	854	514	340	85	111	127	168	166	197	123	205	270	235	-	-	-	854	-	-
	12%	15%	9%	10%	9%	10%	13%	16%	14%	8%	10%	20%	14%	-	-	-	100%	-	-
The Green Party	298	164	134	38	77	65	58	41	20	86	108	53	47	-	-	-	-	298	-
	4%	5%	4%	5%	6%	5%	5%	4%	1%	6%	5%	4%	3%	-	-	-	-	100%	-
The British National Party (BNP)	20	13	7	5	5	4	3	1	1	2	3	1	12	-	-	-	-	-	20
	*	*	*	1%	*	*	*	*	*	*	*	*	1%	-	-	-	-	-	28%
Some other party	50	37	13	7	13	10	7	8	5	17	7	11	11	-	-	-	-	-	50
	1%	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	-	-	-	-	-	72%
Would not vote	670	323	347	126	178	125	108	67	65	74	180	162	214	-	-	-	-	-	-
	10%	9%	10%	15%	15%	10%	9%	6%	5%	5%	9%	12%	12%	-	-	-	-	-	-
Refused	346	156	191	12	34	51	63	59	124	75	97	43	84	-	-	-	-	-	-
	5%	5%	5%	1%	3%	4%	5%	6%	9%	5%	5%	3%	5%	-	-	-	-	-	-
Don't know	851	350	501	105	139	167	153	101	183	184	267	124	223	-	-	-	-	-	-
	12%	10%	14%	13%	12%	13%	12%	10%	13%	12%	13%	9%	13%	-	-	-	-	-	-

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Unweighted base	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
Conservative	1681	-	-	1094	-	-	103	-	1094	89	103
	24%	-	-	100%	-	-	100%	-	62%	6%	15%
Labour	2025	-	118	-	950	203	-	-	118	1075	203
	29%	-	88%	-	100%	100%	-	-	7%	70%	30%
Liberal Democrat	206	-	17	-	-	-	-	100	17	12	100
	3%	-	12%	-	-	-	-	100%	1%	1%	15%
The UK Independence Party (UKIP)	854	264	-	-	-	-	-	-	264	108	59
	12%	100%	-	-	-	-	-	-	15%	7%	9%
The Green Party	298	-	-	-	-	-	-	-	25	46	90
	4%	-	-	-	-	-	-	-	1%	3%	13%
The British National Party (BNP)	20	-	-	-	-	-	-	-	1	3	1
	*	-	-	-	-	-	-	-	*	*	*
Some other party	50	-	-	-	-	-	-	-	7	10	9
	1%	-	-	-	-	-	-	-	*	1%	1%
Would not vote	670	-	-	-	-	-	-	-	23	23	8
	10%	-	-	-	-	-	-	-	1%	2%	1%
Refused	346	-	-	-	-	-	-	-	54	23	11
	5%	-	-	-	-	-	-	-	3%	1%	2%
Don't know	851	-	-	-	-	-	-	-	168	152	101
	12%	-	-	-	-	-	-	-	9%	10%	15%

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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	3951	1973	1978	168	408	578	780	848	1169	1684	868	516	774	1487	1505	144	575	199	42
Weighted base	3726	1928	1798	334	535	665	715	645	831	922	1139	739	823	1284	1451	134	597	215	45
Conservative	1284	668	615	86	150	204	245	222	377	366	448	224	208	1284	-	-	-	-	-
	34%	35%	34%	26%	28%	31%	34%	34%	45%	40%	39%	30%	25%	100%	-	-	-	-	-
Labour	1451	668	783	154	233	299	265	238	261	336	420	269	382	-	1451	-	-	-	-
	39%	35%	44%	46%	44%	45%	37%	37%	31%	36%	37%	36%	46%	-	100%	-	-	-	-
Liberal Democrat	134	67	67	13	22	26	27	19	27	58	36	12	26	-	-	134	-	-	-
	4%	3%	4%	4%	4%	4%	4%	3%	3%	6%	3%	2%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	597	368	229	47	63	84	127	128	147	86	153	185	161	-	-	-	597	-	-
	16%	19%	13%	14%	12%	13%	18%	20%	18%	9%	13%	25%	20%	-	-	-	100%	-	-
The Green Party	215	123	92	29	53	41	45	33	16	65	76	40	30	-	-	-	-	215	-
	6%	6%	5%	9%	10%	6%	6%	5%	2%	7%	7%	5%	4%	-	-	-	-	100%	-
The British National Party (BNP)	10	8	2	*	5	3	1	1	1	1	1	1	8	-	-	-	-	-	10
	*	*	*	*	1%	*	*	*	*	*	*	*	1%	-	-	-	-	-	22%
Some other party	35	25	10	4	10	7	6	5	3	11	5	8	8	-	-	-	-	-	35
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	*	1%	1%	-	-	-	-	-	78%

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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	3951	231	103	1135	499	147	67	82	1493	1233	390
Weighted base	3726	212	101	917	584	167	80	78	1252	1070	448
Conservative	1284	-	-	917	-	-	80	-	917	70	80
	34%	-	-	100%	-	-	100%	-	73%	7%	18%
Labour	1451	-	89	-	584	167	-	-	89	866	167
	39%	-	88%	-	100%	100%	-	-	7%	81%	37%
Liberal Democrat	134	-	12	-	-	-	-	78	12	10	78
	4%	-	12%	-	-	-	-	100%	1%	1%	18%
The UK Independence Party (UKIP)	597	212	-	-	-	-	-	-	212	79	45
	16%	100%	-	-	-	-	-	-	17%	7%	10%
The Green Party	215	-	-	-	-	-	-	-	19	37	70
	6%	-	-	-	-	-	-	-	2%	3%	16%
The British National Party (BNP)	10	-	-	-	-	-	-	-	1	1	1
	*	-	-	-	-	-	-	-	*	*	*
Some other party	35	-	-	-	-	-	-	-	3	7	7
	1%	-	-	-	-	-	-	-	*	1%	2%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	35%
Labour	39%
Liberal Democrat	4%
UKIP	15%
Green	6%
Other	1%

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Table 5

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69
Conservative	1812 26%	916 27%	896 25%	144 18%	231 19%	294 23%	322 26%	297 29%	523 37%	493 32%	610 29%	315 23%	340 20%	1529 91%	50 2%	15 7%	67 8%	16 5%	2 3%
Labour	2166 31%	1003 29%	1162 32%	302 37%	386 32%	438 35%	370 29%	309 30%	358 25%	460 30%	648 31%	397 29%	592 35%	50 3%	1864 92%	19 9%	49 6%	42 14%	4 6%
Liberal Democrat	256 4%	112 3%	144 4%	29 4%	49 4%	52 4%	50 4%	34 3%	42 3%	79 5%	72 3%	36 3%	62 4%	14 1%	29 1%	154 75%	15 2%	12 4%	* 1%
The UK Independence Party (UKIP)	768 11%	471 14%	296 8%	83 10%	105 9%	120 9%	158 13%	136 13%	166 12%	113 7%	184 9%	240 18%	209 12%	15 1%	15 1%	4 2%	678 79%	2 1%	6 8%
The Green Party	265 4%	149 4%	116 3%	34 4%	57 5%	49 4%	63 5%	39 4%	23 2%	75 5%	85 4%	57 4%	42 2%	18 1%	14 1%	5 3%	9 1%	199 67%	2 3%
The British National Party (BNP)	20 *	13 *	7 *	1 *	7 1%	6 1%	2 *	1 *	2 *	2 *	3 *	3 *	10 1%	2 *	2 *	- -	2 *	- -	13 18%
Some other party	51 1%	35 1%	16 *	8 1%	10 1%	12 1%	6 *	8 1%	8 1%	13 1%	13 1%	13 1%	10 1%	1 *	5 *	- -	1 *	* *	33 48%
Would not vote	670 10%	323 9%	347 10%	126 15%	178 15%	125 10%	108 9%	67 6%	65 5%	74 5%	180 9%	162 12%	214 12%	- -	- -	- -	- -	- -	- -
Refused	244 3%	118 3%	127 4%	6 1%	23 2%	32 3%	44 4%	44 4%	93 7%	53 3%	65 3%	33 2%	53 3%	* *	1 *	- -	- -	- -	- -
Don't know	750 11%	281 8%	469 13%	88 11%	146 12%	135 11%	133 11%	98 9%	146 10%	171 11%	234 11%	113 8%	182 11%	52 3%	44 2%	9 5%	32 4%	26 9%	9 13%

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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	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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
Conservative	1812	40	10	1041	28	2	83	6	1159	102	115
	26%	15%	7%	95%	3%	1%	81%	6%	65%	7%	17%
Labour	2166	4	102	10	853	188	10	11	134	1114	234
	31%	2%	76%	1%	90%	93%	10%	11%	8%	72%	34%
Liberal Democrat	256	1	15	5	18	6	4	76	25	28	104
	4%	1%	11%	*	2%	3%	4%	76%	1%	2%	15%
The UK Independence Party (UKIP)	768	212	3	7	12	-	1	2	234	93	43
	11%	80%	2%	1%	1%	-	1%	2%	13%	6%	6%
The Green Party	265	*	1	10	9	1	3	2	22	45	74
	4%	*	1%	1%	1%	*	3%	2%	1%	3%	11%
The British National Party (BNP)	20	-	-	-	2	-	-	-	-	4	1
	*	-	-	-	*	-	-	-	-	*	*
Some other party	51	1	-	1	4	2	-	-	8	11	10
	1%	*	-	*	*	1%	-	-	*	1%	1%
Would not vote	670	-	-	-	-	-	-	-	23	23	8
	10%	-	-	-	-	-	-	-	1%	2%	1%
Refused	244	-	-	-	1	-	-	-	27	6	5
	3%	-	-	-	*	-	-	-	2%	*	1%
Don't know	750	5	3	21	23	4	2	4	136	115	92
	11%	2%	3%	2%	2%	2%	2%	4%	8%	7%	13%

Conservative Held, Labour Second Marginal Constituencies

CATI Fieldwork : 24th February - 12th March 2015

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	4095	2047	2047	172	410	610	804	864	1235	1728	903	529	822	1454	1475	138	555	184	35
Weighted base	3860	1996	1864	339	537	700	743	659	881	946	1179	756	871	1253	1426	128	576	199	39
Conservative	1378	707	670	84	153	219	258	243	421	392	469	229	246	1178	33	11	51	12	1
	36%	35%	36%	25%	29%	31%	35%	37%	48%	41%	40%	30%	28%	94%	2%	9%	9%	6%	2%
Labour	1553	738	815	171	250	325	276	248	282	353	462	287	408	38	1353	13	32	28	1
	40%	37%	44%	50%	47%	46%	37%	38%	32%	37%	39%	38%	47%	3%	95%	10%	6%	14%	2%
Liberal Democrat	164	71	93	13	26	35	36	26	29	58	42	24	34	10	19	98	10	9	*
	4%	4%	5%	4%	5%	5%	5%	4%	3%	6%	4%	3%	4%	1%	1%	76%	2%	5%	1%
The UK Independence Party (UKIP)	523	328	195	43	56	74	119	105	125	77	135	162	137	10	8	3	472	1	2
	14%	16%	10%	13%	10%	11%	16%	16%	14%	8%	11%	21%	16%	1%	1%	2%	82%	1%	6%
The Green Party	195	118	77	24	39	33	49	32	18	57	61	43	32	14	11	4	8	147	2
	5%	6%	4%	7%	7%	5%	7%	5%	2%	6%	5%	6%	4%	1%	1%	3%	1%	74%	5%
The British National Party (BNP)	14	10	3	*	6	5	*	1	2	1	2	2	8	2	*	-	2	-	9
	*	1%	*	*	1%	1%	*	*	*	*	*	*	1%	*	*	-	*	-	24%
Some other party	34	23	10	4	6	9	5	6	4	8	7	9	7	1	1	-	1	*	24
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	-	*	*	60%

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

	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	4095	228	97	1115	485	143	66	80	1543	1272	405
Weighted base	3860	208	97	901	572	164	80	76	1297	1109	460
Conservative	1378	32	9	875	15	2	64	5	970	79	86
	36%	16%	9%	97%	3%	1%	80%	7%	75%	7%	19%
Labour	1553	3	76	8	535	156	9	8	99	893	191
	40%	2%	78%	1%	94%	95%	12%	10%	8%	80%	42%
Liberal Democrat	164	1	10	4	10	5	3	60	18	22	83
	4%	1%	10%	*	2%	3%	4%	79%	1%	2%	18%
The UK Independence Party (UKIP)	523	170	2	6	6	-	1	2	188	67	32
	14%	82%	2%	1%	1%	-	1%	2%	14%	6%	7%
The Green Party	195	*	1	8	6	1	3	2	18	36	61
	5%	*	1%	1%	1%	*	3%	2%	1%	3%	13%
The British National Party (BNP)	14	-	-	-	*	-	-	-	-	4	1
	*	-	-	-	*	-	-	-	-	*	*
Some other party	34	1	-	1	*	*	-	-	4	9	6
	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	40%
Liberal Democrat	5%
UKIP	13%
Green	5%
Other	1%

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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64	
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69	
I would not vote Liberal Democrat	4549	2368	2181	461	714	781	861	721	1004	938	1328	964	1162	1214	1438	-	709	200	52	
		65%	69%	61%	56%	60%	62%	69%	70%	61%	63%	70%	68%	72%	71%	-	83%	67%	75%	
I would not vote UKIP	4419	2074	2345	521	798	846	797	620	833	1106	1403	749	1009	1257	1657	170	-	275	42	
		63%	61%	65%	64%	67%	64%	60%	58%	72%	67%	55%	59%	75%	82%	82%	-	92%	60%	
I would not vote Conservative	3337	1635	1703	419	587	662	601	513	550	626	923	701	970	-	1629	95	552	234	37	
		48%	48%	48%	51%	49%	52%	48%	50%	41%	44%	51%	57%	-	80%	46%	65%	78%	54%	
I would not vote Labour	2844	1528	1315	215	397	487	549	480	712	619	827	620	671	1243	-	86	627	149	38	
		41%	45%	37%	26%	33%	39%	44%	46%	40%	39%	45%	39%	74%	-	42%	73%	50%	55%	
None of these - I would potentially vote for all of them	518	229	289	97	109	74	74	64	101	95	144	97	132	54	72	16	43	4	4	
		7%	7%	8%	12%	9%	6%	6%	6%	7%	6%	7%	7%	8%	3%	4%	8%	5%	1%	5%
Don't know	118	48	69	19	14	20	17	11	36	18	28	16	33	8	3	1	1	-	1	
		2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	*	*	1%	*	-	1%	

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	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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
I would not vote Liberal Democrat	4549	236	86	873	630	121	44	-	1353	1114	297
	65%	89%	64%	80%	66%	59%	43%	-	76%	72%	43%
I would not vote UKIP	4419	-	102	810	737	188	91	84	1053	1173	540
	63%	-	76%	74%	78%	92%	88%	84%	59%	76%	79%
I would not vote Conservative	3337	107	81	-	709	171	-	53	228	1159	398
	48%	41%	60%	-	75%	84%	-	53%	13%	75%	58%
I would not vote Labour	2844	223	9	918	-	-	59	47	1291	145	232
	41%	84%	7%	84%	-	-	58%	47%	73%	9%	34%
None of these - I would potentially vote for all of them	518	8	8	24	47	2	1	5	67	52	25
	7%	3%	6%	2%	5%	1%	1%	5%	4%	3%	4%
Don't know	118	-	-	4	3	-	-	*	12	5	4
	2%	-	-	*	*	-	-	*	1%	*	1%

Conservative Held, Labour Second Marginal Constituencies

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Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69
NET: Well	4485	2380	2104	509	700	796	794	692	990	1082	1426	882	939	1480	1258	144	470	143	34
	64%	70%	59%	62%	59%	63%	63%	67%	69%	71%	68%	64%	55%	88%	62%	70%	55%	48%	50%
Very well	(4) 413	250	163	32	60	59	71	61	130	85	114	92	104	167	104	9	42	7	6
	6%	7%	5%	4%	5%	5%	6%	6%	9%	6%	5%	7%	6%	10%	5%	4%	5%	2%	9%
Quite well	(3) 4072	2130	1942	477	639	737	723	631	860	997	1312	789	836	1314	1154	135	428	135	28
	58%	62%	54%	58%	54%	58%	58%	61%	60%	65%	63%	58%	49%	78%	57%	66%	50%	45%	40%
Quite badly	(2) 1744	711	1033	225	346	349	346	232	245	347	486	352	492	151	585	52	273	125	22
	25%	21%	29%	27%	29%	28%	28%	22%	17%	23%	23%	26%	29%	9%	29%	25%	32%	42%	32%
Very badly	(1) 491	211	281	59	108	89	82	71	80	53	100	103	203	14	123	4	91	18	10
	7%	6%	8%	7%	9%	7%	7%	7%	6%	3%	5%	7%	12%	1%	6%	2%	11%	6%	15%
NET: Badly	2236	922	1314	284	454	439	428	303	325	400	586	455	695	165	708	56	364	143	33
	32%	27%	37%	35%	38%	35%	34%	29%	23%	26%	28%	33%	41%	10%	35%	27%	43%	48%	47%
Don't know	282	119	162	27	38	30	33	38	112	51	82	34	79	36	59	6	20	13	2
	4%	3%	5%	3%	3%	2%	3%	4%	8%	3%	4%	2%	5%	2%	3%	3%	2%	4%	4%
Mean	2.66	2.73	2.58	2.61	2.56	2.62	2.64	2.68	2.79	2.75	2.72	2.65	2.51	2.99	2.63	2.74	2.51	2.46	2.46
Standard deviation	0.70	0.69	0.71	0.68	0.73	0.69	0.69	0.69	0.70	0.61	0.65	0.72	0.79	0.48	0.68	0.57	0.75	0.66	0.87
Standard error	0.01	0.01	0.01	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.04	0.03	0.04	0.11

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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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
NET: Well	4485 64%	187 71%	92 69%	998 91%	597 63%	142 70%	95 92%	73 72%	1476 83%	919 60%	471 69%
Very well	(4) 413 6%	13 5%	8 6%	124 11%	48 5%	3 2%	4 3%	- -	161 9%	90 6%	13 2%
Quite well	(3) 4072 58%	175 66%	84 62%	874 80%	549 58%	139 69%	91 89%	73 72%	1315 74%	829 54%	458 67%
Quite badly	(2) 1744 25%	63 24%	38 28%	67 6%	271 29%	53 26%	8 8%	24 24%	219 12%	455 29%	176 26%
Very badly	(1) 491 7%	11 4%	3 3%	4 *	63 7%	5 2%	- -	2 2%	30 2%	103 7%	20 3%
NET: Badly	2236 32%	73 28%	41 31%	71 6%	334 35%	58 28%	8 8%	26 26%	249 14%	558 36%	197 29%
Don't know	282 4%	4 1%	1 1%	25 2%	18 2%	3 2%	- -	2 2%	45 3%	65 4%	18 3%
Mean	2.66	2.73	2.73	3.05	2.62	2.70	2.96	2.72	2.93	2.61	2.69
Standard deviation	0.70	0.62	0.61	0.44	0.69	0.54	0.33	0.49	0.53	0.71	0.56
Standard error	0.01	0.04	0.05	0.01	0.02	0.04	0.04	0.05	0.01	0.02	0.02

Conservative Held, Labour Second Marginal Constituencies

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Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64	
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69	
NET: Well	4671	2455	2216	581	766	828	779	693	1018	1171	1482	885	967	1489	1322	164	480	158	42	
		67%	72%	62%	71%	64%	65%	62%	67%	71%	76%	71%	65%	56%	89%	65%	79%	56%	53%	61%
Very well	(4) 479	280	199	50	92	76	71	57	132	115	133	108	101	173	138	7	48	4	8	
		7%	8%	6%	6%	8%	6%	6%	9%	7%	6%	8%	6%	10%	7%	3%	6%	1%	11%	
Quite well	(3) 4192	2175	2017	532	675	752	707	636	885	1056	1349	777	866	1316	1184	157	432	154	34	
		60%	64%	56%	65%	57%	59%	56%	62%	62%	69%	64%	57%	51%	78%	58%	76%	51%	51%	50%
Quite badly	(2) 1591	655	936	173	289	326	339	237	225	265	458	350	460	138	517	33	276	114	17	
		23%	19%	26%	21%	24%	26%	27%	23%	16%	17%	22%	26%	27%	8%	26%	16%	32%	38%	25%
Very badly	(1) 443	172	272	37	99	79	95	62	70	48	88	91	192	15	126	4	76	20	7	
		6%	5%	8%	5%	8%	6%	8%	6%	5%	3%	4%	7%	11%	1%	6%	2%	9%	7%	10%
NET: Badly	2034	826	1208	211	388	406	434	298	294	313	546	441	652	153	643	37	351	134	24	
		29%	24%	34%	26%	33%	32%	35%	29%	21%	20%	26%	32%	38%	9%	32%	18%	41%	45%	35%
Don't know	297	141	156	28	38	31	43	42	114	49	66	44	94	39	60	5	23	6	3	
		4%	4%	4%	3%	3%	2%	3%	4%	8%	3%	3%	3%	6%	2%	3%	2%	3%	2%	4%
Mean	2.70	2.78	2.63	2.75	2.66	2.67	2.62	2.69	2.82	2.83	2.75	2.68	2.54	3.00	2.68	2.83	2.54	2.49	2.65	
Standard deviation	0.70	0.67	0.71	0.64	0.75	0.69	0.71	0.67	0.67	0.60	0.64	0.72	0.78	0.48	0.70	0.51	0.74	0.65	0.83	
Standard error	0.01	0.01	0.01	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.04	0.03	0.04	0.11	

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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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
NET: Well	4671 67%	191 72%	91 68%	995 91%	616 65%	145 71%	91 88%	83 83%	1469 83%	990 64%	486 71%
Very well	(4) 479 7%	14 5%	8 6%	128 12%	64 7%	10 5%	3 3%	3 3%	171 10%	103 7%	20 3%
Quite well	(3) 4192 60%	177 67%	83 62%	868 79%	552 58%	135 66%	88 85%	80 80%	1298 73%	887 58%	466 68%
Quite badly	(2) 1591 23%	55 21%	34 25%	66 6%	244 26%	52 26%	10 10%	15 15%	208 12%	390 25%	159 23%
Very badly	(1) 443 6%	15 6%	8 6%	7 1%	65 7%	5 2%	1 1%	1 1%	41 2%	100 6%	27 4%
NET: Badly	2034 29%	70 26%	42 31%	73 7%	309 33%	57 28%	11 11%	16 16%	250 14%	490 32%	186 27%
Don't know	297 4%	4 2%	1 1%	26 2%	24 3%	1 1%	1 1%	1 1%	51 3%	62 4%	15 2%
Mean	2.70	2.73	2.69	3.04	2.66	2.74	2.91	2.86	2.93	2.67	2.71
Standard deviation	0.70	0.65	0.68	0.45	0.71	0.58	0.41	0.45	0.56	0.70	0.59
Standard error	0.01	0.04	0.06	0.01	0.03	0.04	0.04	0.04	0.01	0.02	0.02

Conservative Held, Labour 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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64	
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69	
I am satisfied with the job David Cameron is doing overall as Prime Minister	2198	1144	1054	232	360	360	375	298	571	515	687	438	469	1144	284	71	166	33	16	
		31%	33%	29%	28%	30%	28%	30%	29%	34%	33%	32%	27%	68%	14%	35%	19%	11%	23%	
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	1833	893	940	221	340	328	342	293	308	426	567	399	387	494	270	76	402	87	22	
		26%	26%	26%	27%	29%	26%	27%	28%	28%	27%	29%	23%	29%	13%	37%	47%	29%	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.	2116	1003	1113	285	377	408	372	330	341	458	611	382	594	25	1377	42	177	134	14	
		30%	29%	31%	35%	32%	32%	30%	32%	30%	29%	28%	35%	1%	68%	20%	21%	45%	21%	
Refused	213	109	103	7	21	36	49	36	60	40	45	35	57	1	14	3	26	13	2	
		3%	3%	3%	1%	2%	3%	4%	3%	4%	3%	2%	3%	3%	*	1%	1%	3%	4%	3%
Don't know	642	273	370	74	93	133	117	76	148	95	184	115	206	18	80	14	82	32	14	
		9%	8%	10%	9%	8%	10%	9%	7%	10%	6%	9%	8%	12%	1%	4%	7%	10%	11%	21%

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
I am satisfied with the job David Cameron is doing overall as Prime Minister	2198 31%	77 29%	33 25%	792 72%	159 17%	12 6%	65 63%	24 24%	1015 57%	218 14%	157 23%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	1833 26%	146 55%	26 19%	291 27%	169 18%	26 13%	35 35%	49 49%	582 33%	263 17%	214 31%
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.	2116 30%	21 8%	68 51%	5 *	566 60%	162 80%	2 2%	19 19%	112 6%	951 62%	263 38%
Refused	213 3%	7 2%	1 1%	1 *	9 1%	- -	- -	1 1%	14 1%	22 1%	17 2%
Don't know	642 9%	14 5%	6 4%	6 1%	47 5%	3 1%	- -	7 7%	47 3%	89 6%	36 5%

Conservative Held, Labour 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	Green	Other
Unweighted base	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69
Labour	3375	1659	1715	254	543	630	645	562	735	773	1035	631	829	771	1205	87	396	146	32
	48%	48%	48%	31%	46%	50%	51%	54%	52%	50%	49%	46%	48%	46%	60%	42%	46%	49%	46%
The Conservatives	3061	1554	1507	203	402	527	610	538	778	799	929	572	673	900	894	98	356	136	28
	44%	45%	42%	25%	34%	42%	49%	52%	55%	52%	44%	42%	39%	54%	44%	48%	42%	46%	40%
The UK Independence Party (UKIP)	926	495	431	107	177	163	170	124	183	204	252	200	236	197	261	29	183	41	15
	13%	14%	12%	13%	15%	13%	14%	12%	13%	13%	12%	15%	14%	12%	13%	14%	21%	14%	21%
The Liberal Democrat	675	331	344	57	111	125	125	107	146	155	200	132	169	162	197	34	72	30	9
	10%	10%	10%	7%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	17%	8%	10%	13%
None of them	2260	1083	1177	401	450	410	361	262	374	427	661	467	579	477	506	68	264	94	29
	32%	32%	33%	49%	38%	32%	29%	25%	26%	28%	32%	34%	34%	28%	25%	33%	31%	32%	42%
Don't know	119	36	82	22	24	21	19	13	19	24	34	16	33	24	29	1	9	4	-
	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	*	1%	1%	-

Conservative Held, Labour 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	Con	Lab	LibDem
Unweighted base	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
Labour	3375 48%	125 47%	88 65%	511 47%	522 55%	127 62%	60 58%	41 41%	860 49%	948 61%	372 54%
The Conservatives	3061 44%	136 51%	63 47%	648 59%	365 38%	107 53%	54 53%	56 55%	992 56%	746 48%	350 51%
The UK Independence Party (UKIP)	926 13%	54 20%	13 10%	125 11%	123 13%	28 14%	12 12%	19 19%	220 12%	207 13%	104 15%
The Liberal Democrat	675 10%	24 9%	12 9%	92 8%	92 10%	28 14%	14 14%	18 17%	156 9%	161 10%	86 13%
None of them	2260 32%	64 24%	24 18%	279 25%	269 28%	40 20%	23 22%	30 30%	451 26%	368 24%	175 26%
Don't know	119 2%	1 *	-	9 1%	18 2%	3 2%	2 2%	-	15 1%	12 1%	7 1%

Conservative Held, Labour 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	7002	3298	3704	414	881	1077	1324	1330	1966	2714	1541	918	1539	1878	2006	210	800	270	64	
Weighted base	7002	3422	3580	820	1192	1265	1255	1033	1426	1534	2094	1370	1714	1681	2025	206	854	298	69	
A Labour government	2404	1121	1283	375	461	466	390	341	367	443	672	503	707	19	1650	14	215	78	19	
		34%	33%	36%	46%	39%	37%	31%	33%	26%	29%	32%	37%	41%	1%	82%	7%	25%	26%	28%
A Conservative government	2038	1081	957	168	254	320	381	333	581	498	650	423	406	1360	40	23	277	25	17	
		29%	32%	27%	20%	21%	25%	30%	32%	41%	32%	31%	24%	81%	2%	11%	32%	8%	25%	
A coalition between Labour and the Liberal Democrats	764	396	368	108	161	143	137	105	110	207	250	121	166	19	282	82	92	111	10	
		11%	12%	10%	13%	13%	11%	11%	10%	8%	14%	12%	9%	10%	1%	14%	40%	11%	37%	15%
A coalition between the Conservatives and the Liberal Democrats	701	362	340	51	118	134	143	115	140	193	235	119	137	265	25	79	103	37	8	
		10%	11%	9%	6%	10%	11%	11%	10%	13%	11%	9%	8%	16%	1%	38%	12%	12%	11%	
Don't know	1094	461	633	119	199	202	204	140	228	193	287	204	298	17	28	8	167	47	15	
		16%	13%	18%	14%	17%	16%	16%	14%	16%	13%	14%	15%	17%	1%	1%	4%	20%	16%	22%

Conservative Held, Labour 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	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	7002	285	134	1342	791	177	84	103	2077	1722	606
Weighted base	7002	264	134	1094	950	203	103	100	1770	1542	686
A Labour government	2404 34%	18 7%	86 64%	2 *	728 77%	135 66%	2 2%	4 4%	124 7%	1096 71%	190 28%
A Conservative government	2038 29%	161 61%	7 6%	954 87%	21 2%	5 2%	62 61%	7 7%	1247 70%	98 6%	105 15%
A coalition between Labour and the Liberal Democrats	764 11%	11 4%	23 17%	5 *	168 18%	59 29%	3 3%	40 40%	55 3%	195 13%	192 28%
A coalition between the Conservatives and the Liberal Democrats	701 10%	38 15%	11 8%	126 12%	17 2%	3 1%	35 34%	47 47%	213 12%	59 4%	134 20%
Don't know	1094 16%	37 14%	8 6%	8 1%	15 2%	1 1%	- -	3 3%	132 7%	94 6%	65 9%

Conservative Held, Labour Second Marginal Constituencies
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	7002	7002
Weighted base	7002	7002
Male	3298 47%	3422 49%
Female	3704 53%	3580 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	7002	7002
Weighted base	7002	7002
18-24	414 6%	820 12%
25-34	881 13%	1192 17%
35-44	1077 15%	1265 18%
45-54	1324 19%	1255 18%
55-64	1330 19%	1033 15%
65 or older	1966 28%	1426 20%
Refused	10 *	10 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	7002	7002
Weighted base	7002	7002
A	849 12%	467 7%
B	1865 27%	1067 15%
C1	1541 22%	2094 30%
C2	918 13%	1370 20%
D	621 9%	809 12%
E	918 13%	905 13%
Refused	290 4%	290 4%

Conservative Held, Labour Second Marginal Constituencies

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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	7002	7002
Weighted base	7002	7002
Conservative	2077 30%	1770 25%
Labour	1722 25%	1542 22%
Liberal Democrats	606 9%	686 10%
Another party	304 4%	316 5%
Did not vote	1692 24%	2138 31%
Refused	279 4%	227 3%
Don't know	322 5%	323 5%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	7002	7002
Weighted base	7002	7002
City of Chester	1000 14%	942 13%
Croydon Central	1000 14%	1069 15%
Halesowen & Rowley Regis	1000 14%	1034 15%
Nuneaton	1000 14%	1005 14%
South Swindon	1000 14%	1040 15%
Wirral West	1000 14%	925 13%
Worcester	1002 14%	986 14%