

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

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**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Certain to vote	(10) 4815	2476	2339	328	635	830	911	858	1233	1145	1449	638	1429	1183	1670	209	549	1607	1474	607	724	462	1193	475	772	617	572
	50%	52%	47%	28%	38%	48%	53%	59%	63%	59%	52%	44%	45%	68%	61%	48%	61%	71%	68%	59%	48%	51%	48%	53%	51%	51%	48%
(9)	474	237	237	62	88	69	82	69	101	130	145	72	114	89	160	35	59	102	124	88	73	51	120	40	76	57	55
	5%	5%	5%	5%	5%	4%	5%	5%	5%	7%	5%	5%	4%	5%	6%	8%	5%	5%	6%	9%	5%	6%	5%	4%	5%	5%	5%
(8)	899	446	453	163	159	188	145	100	143	170	294	145	256	199	293	47	83	206	196	111	147	87	221	73	148	115	108
	9%	9%	9%	14%	10%	11%	9%	7%	7%	9%	11%	10%	8%	11%	11%	11%	9%	9%	9%	11%	10%	10%	9%	8%	10%	10%	9%
(7)	485	232	253	124	103	81	56	53	68	108	142	75	142	102	138	31	41	95	83	56	63	52	131	45	77	45	71
	5%	5%	5%	11%	6%	5%	3%	4%	3%	6%	5%	5%	5%	6%	5%	7%	5%	4%	4%	5%	4%	6%	5%	5%	5%	4%	6%
(6)	289	126	163	58	70	56	35	34	34	54	83	42	94	33	95	30	30	46	47	30	24	35	86	39	42	33	31
	3%	3%	3%	5%	4%	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	7%	3%	2%	2%	3%	2%	4%	3%	4%	3%	3%	3%
(5)	806	351	456	111	184	137	139	111	121	111	214	142	309	88	224	47	83	101	120	67	142	61	213	61	120	100	110
	8%	7%	9%	10%	11%	8%	8%	8%	6%	6%	8%	10%	10%	5%	8%	11%	9%	4%	6%	6%	9%	7%	9%	7%	8%	8%	9%
(4)	201	94	107	48	54	37	25	21	16	28	59	29	73	24	55	8	22	15	11	19	35	14	60	18	24	19	30
	2%	2%	2%	4%	3%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	*	2%	2%	2%	2%	2%	2%	2%	3%
(3)	265	109	157	57	54	61	46	25	22	48	87	41	78	20	59	19	23	16	22	16	46	16	66	32	39	28	38
	3%	2%	3%	5%	3%	4%	3%	2%	1%	2%	3%	3%	2%	1%	2%	4%	3%	1%	1%	2%	3%	2%	3%	4%	3%	2%	3%
(2)	202	83	119	44	48	46	24	18	21	29	57	33	78	14	42	12	10	12	17	15	37	20	41	19	43	21	22
	2%	2%	2%	4%	3%	3%	1%	1%	1%	2%	2%	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	2%	2%	2%	3%	2%	2%
Definitely would not vote	(1) 1207	596	611	157	255	214	236	163	180	125	263	230	540	-	-	-	-	46	55	18	201	95	328	90	179	160	155
	12%	13%	12%	14%	15%	12%	14%	11%	9%	6%	9%	16%	17%	-	-	-	-	2%	3%	2%	13%	11%	13%	10%	12%	13%	13%
Refused	7	4	3	-	3	-	2	*	2	1	3	-	4	-	-	-	-	-	-	-	1	2	3	-	-	-	1
	*	*	*	-	*	-	*	*	*	*	*	-	*	-	-	-	-	-	-	-	*	*	*	-	-	-	*
Don't know	44	15	29	5	7	7	4	1	20	3	5	2	27	-	-	-	-	4	7	3	7	4	5	7	6	5	9
	*	*	1%	*	*	*	*	*	1%	*	*	*	1%	-	-	-	-	*	*	*	*	*	*	1%	*	*	1%
Mean	7.46	7.59	7.34	6.53	6.79	7.36	7.55	7.91	8.26	8.24	7.73	7.05	6.97	9.00	8.63	8.04	8.60	9.02	8.88	8.60	7.32	7.72	7.37	7.68	7.53	7.51	7.33
Standard deviation	3.25	3.23	3.27	3.19	3.37	3.28	3.33	3.14	2.93	2.75	3.06	3.41	3.50	1.77	2.11	2.38	2.14	1.97	2.13	2.21	3.34	3.10	3.28	3.13	3.23	3.29	3.28
Standard error	0.03	0.05	0.05	0.14	0.11	0.09	0.08	0.07	0.06	0.05	0.07	0.09	0.07	0.04	0.04	0.11	0.07	0.04	0.04	0.07	0.09	0.10	0.07	0.10	0.08	0.10	0.10

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

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

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands	
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201	
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201	
Conservative	1750	942	808	198	244	296	272	264	470	464	583	238	423	1750	-	-	-	1301	41	72	269	166	471	162	264	212	207	
	18%	20%	16%	17%	15%	17%	16%	18%	24%	24%	21%	16%	13%	100%	-	-	-	58%	2%	7%	18%	18%	19%	18%	17%	18%	17%	
Labour	2736	1329	1407	391	550	510	460	378	446	547	765	379	959	-	2736	-	-	115	1533	250	419	298	627	283	443	321	345	
	28%	28%	29%	34%	33%	30%	27%	26%	23%	28%	27%	26%	30%	-	100%	-	-	5%	71%	24%	28%	33%	25%	32%	29%	27%	29%	
Liberal Democrat	440	199	241	74	89	68	76	57	75	122	131	59	118	-	-	440	-	32	30	235	75	49	118	45	63	55	36	
	5%	4%	5%	6%	5%	4%	4%	4%	4%	6%	5%	4%	4%	-	-	100%	-	1%	1%	23%	5%	5%	5%	5%	4%	5%	3%	
Plaid Cymru	12	9	2	-	5	2	1	1	2	3	1	1	4	-	-	-	-	-	2	1	-	-	12	-	-	-	-	
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	-	-	*	*	-	-	*	-	-	-	-	
The UK Independence Party (UKIP)	901	562	340	42	107	113	190	187	257	149	259	190	274	-	-	-	901	313	126	73	145	65	236	70	144	118	122	
	9%	12%	7%	4%	6%	7%	11%	13%	13%	8%	9%	13%	9%	-	-	-	100%	14%	6%	7%	10%	7%	10%	8%	9%	10%	10%	
The Green Party	350	149	201	49	71	80	58	59	33	82	126	50	86	-	-	-	-	23	50	97	35	21	117	23	54	56	43	
	4%	3%	4%	4%	4%	5%	3%	4%	2%	4%	4%	3%	3%	-	-	-	-	1%	2%	9%	2%	2%	5%	3%	4%	5%	4%	
The British National Party (BNP)	79	47	32	3	21	20	18	7	9	5	20	16	36	-	-	-	-	10	12	4	19	9	8	10	12	5	15	
	1%	1%	1%	*	1%	1%	1%	*	*	*	1%	1%	1%	-	-	-	-	*	1%	*	1%	1%	*	1%	1%	*	1%	
Other Party	199	101	98	23	27	47	44	29	27	40	52	36	64	-	-	-	-	30	25	31	33	23	56	21	32	17	17	
	2%	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	3%	2%	-	-	-	-	1%	1%	3%	2%	3%	2%	2%	2%	2%	1%	1%
Would not vote	1207	596	611	157	255	214	236	163	180	125	263	230	540	-	-	-	-	46	55	18	201	95	328	90	179	160	155	
	12%	13%	12%	14%	15%	12%	14%	11%	9%	6%	9%	16%	17%	-	-	-	-	2%	3%	2%	13%	11%	13%	10%	12%	13%	13%	
Refused	448	209	240	21	32	66	81	90	153	107	120	40	147	-	-	-	-	67	44	23	83	31	101	43	74	64	51	
	5%	4%	5%	2%	2%	4%	5%	6%	8%	6%	4%	3%	5%	-	-	-	-	3%	2%	2%	6%	3%	4%	5%	5%	5%	4%	
Don't know	1572	625	947	200	261	309	268	219	309	308	480	209	493	-	-	-	-	314	239	227	220	143	395	150	262	193	210	
	16%	13%	19%	17%	16%	18%	16%	15%	16%	16%	17%	14%	16%	-	-	-	-	14%	11%	22%	15%	16%	16%	17%	17%	16%	17%	

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### CATI Fieldwork : 1st August-5th September 2013

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**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	6493	3099	3394	376	708	960	1255	1263	1915	2573	1317	902	1509	1862	2612	445	971	1978	1968	781	1005	621	1631	623	1009	818	786
Weighted base	6467	3339	3128	780	1113	1137	1121	980	1318	1412	1936	969	1965	1750	2736	440	901	1825	1819	762	996	631	1645	615	1013	783	785
Conservative	1750	942	808	198	244	296	272	264	470	464	583	238	423	1750	-	-	-	1301	41	72	269	166	471	162	264	212	207
	27%	28%	26%	25%	22%	26%	24%	27%	36%	33%	30%	25%	22%	100%	-	-	-	71%	2%	9%	27%	26%	29%	26%	26%	27%	26%
Labour	2736	1329	1407	391	550	510	460	378	446	547	765	379	959	-	2736	-	-	115	1533	250	419	298	627	283	443	321	345
	42%	40%	45%	50%	49%	45%	41%	39%	34%	39%	40%	39%	49%	-	100%	-	-	6%	84%	33%	42%	47%	38%	46%	44%	41%	44%
Liberal Democrat	440	199	241	74	89	68	76	57	75	122	131	59	118	-	-	440	-	32	30	235	75	49	118	45	63	55	36
	7%	6%	8%	9%	8%	6%	7%	6%	6%	9%	7%	6%	6%	-	-	100%	-	2%	2%	31%	8%	8%	7%	7%	6%	7%	5%
Plaid Cymru	12	9	2	-	5	2	1	1	2	3	1	1	4	-	-	-	-	-	2	1	-	-	12	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	-	-	*	*	-	-	1%	-	-	-	-
The UK Independence Party (UKIP)	901	562	340	42	107	113	190	187	257	149	259	190	274	-	-	-	901	313	126	73	145	65	236	70	144	118	122
	14%	17%	11%	5%	10%	10%	17%	19%	19%	11%	13%	20%	14%	-	-	-	100%	17%	7%	10%	15%	10%	14%	11%	14%	15%	16%
The Green Party	350	149	201	49	71	80	58	59	33	82	126	50	86	-	-	-	-	23	50	97	35	21	117	23	54	56	43
	5%	4%	6%	6%	6%	7%	5%	6%	2%	6%	6%	5%	4%	-	-	-	-	1%	3%	13%	4%	3%	7%	4%	5%	7%	5%
The British National Party (BNP)	79	47	32	3	21	20	18	7	9	5	20	16	36	-	-	-	-	10	12	4	19	9	8	10	12	5	15
	1%	1%	1%	*	2%	2%	2%	1%	1%	*	1%	2%	2%	-	-	-	-	1%	1%	1%	2%	1%	*	2%	1%	1%	2%
Other Party	199	101	98	23	27	47	44	29	27	40	52	36	64	-	-	-	-	30	25	31	33	23	56	21	32	17	17
	3%	3%	3%	3%	2%	4%	4%	3%	2%	3%	3%	4%	3%	-	-	-	-	2%	1%	4%	3%	4%	3%	3%	3%	2%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 4

**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)**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	4752	2305	2448	221	456	679	937	961	1487	1950	966	634	1068	1443	1926	295	698	1591	1583	590	719	455	1183	465	746	613	573
Weighted base	4548	2391	2157	455	707	794	827	734	1017	1041	1373	660	1349	1324	1928	274	630	1448	1429	565	686	445	1138	439	718	570	552
Conservative	1324	723	601	113	175	230	213	210	378	351	443	178	321	1324	-	-	-	1061	31	54	199	132	347	128	199	157	161
	29%	30%	28%	25%	25%	29%	26%	29%	37%	34%	32%	27%	24%	100%	-	-	-	73%	2%	10%	29%	30%	30%	29%	28%	28%	29%
Labour	1928	946	982	247	343	364	344	281	347	412	542	255	660	-	1928	-	-	86	1220	193	287	203	441	201	315	237	244
	42%	40%	46%	54%	49%	46%	42%	38%	34%	40%	40%	39%	49%	-	100%	-	-	6%	85%	34%	42%	46%	39%	46%	44%	42%	44%
Liberal Democrat	274	130	144	34	61	40	48	39	52	86	76	34	72	-	-	274	-	23	20	174	45	31	69	29	44	34	21
	6%	5%	7%	7%	9%	5%	6%	5%	5%	8%	6%	5%	5%	-	-	100%	-	2%	1%	31%	7%	7%	6%	7%	6%	6%	4%
Plaid Cymru	7	5	2	-	1	2	1	1	1	2	1	1	2	-	-	-	-	-	1	1	-	-	7	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	-	-	-	*	*	-	-	1%	-	-	-	-
The UK Independence Party (UKIP)	630	401	229	23	57	72	142	143	190	105	185	128	191	-	-	-	630	239	94	50	102	43	160	47	104	88	85
	14%	17%	11%	5%	8%	9%	17%	19%	19%	10%	13%	19%	14%	-	-	-	100%	17%	7%	9%	15%	10%	14%	11%	15%	15%	15%
The Green Party	223	96	127	28	42	49	44	39	22	61	81	34	42	-	-	-	-	15	35	71	22	13	80	14	27	41	26
	5%	4%	6%	6%	6%	6%	5%	5%	2%	6%	6%	5%	3%	-	-	-	-	1%	2%	13%	3%	3%	7%	3%	4%	7%	5%
The British National Party (BNP)	45	29	16	1	13	9	10	4	6	2	8	10	25	-	-	-	-	5	8	2	12	5	6	6	7	4	5
	1%	1%	1%	*	2%	1%	1%	1%	1%	*	1%	2%	2%	-	-	-	-	*	1%	*	2%	1%	1%	1%	1%	1%	1%
Other Party	116	60	56	10	14	28	25	17	21	23	36	18	35	-	-	-	-	20	18	19	19	17	28	14	20	9	9
	3%	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	3%	3%	-	-	-	-	1%	1%	3%	3%	4%	2%	3%	3%	2%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

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**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative	1856	971	885	194	232	297	296	301	529	488	622	244	457	1470	62	21	74	1336	50	82	277	180	488	169	293	223	226
	19%	20%	18%	17%	14%	17%	17%	21%	27%	25%	22%	17%	15%	84%	2%	5%	8%	59%	2%	8%	18%	20%	20%	19%	19%	19%	19%
Labour	2903	1398	1505	381	566	532	507	422	493	583	805	413	1008	74	2361	43	60	168	1560	274	435	327	660	283	479	334	384
	30%	29%	31%	33%	34%	31%	30%	29%	25%	30%	29%	28%	32%	4%	86%	10%	7%	7%	72%	27%	29%	36%	27%	32%	31%	28%	32%
Liberal Democrat	574	253	321	88	96	112	104	73	101	157	182	74	143	61	56	312	30	62	50	280	94	65	150	80	80	58	46
	6%	5%	7%	8%	6%	6%	6%	5%	5%	8%	6%	5%	5%	3%	2%	71%	3%	3%	2%	27%	6%	7%	6%	9%	5%	5%	4%
Plaid Cymru	13	8	5	-	5	3	1	1	2	4	3	1	3	-	-	*	-	-	1	2	-	-	13	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	*	-	-	*	*	-	-	1%	-	-	-	-
The UK Independence Party (UKIP)	726	462	265	31	94	85	152	157	200	115	223	154	218	8	17	9	629	247	100	64	136	44	182	61	109	91	104
	7%	10%	5%	3%	6%	5%	9%	11%	10%	6%	8%	11%	7%	*	1%	2%	70%	11%	5%	6%	9%	5%	7%	7%	7%	8%	9%
The Green Party	327	149	178	34	61	79	67	57	29	85	124	37	75	11	34	11	7	28	51	78	22	20	123	17	48	60	37
	3%	3%	4%	3%	4%	5%	4%	4%	2%	4%	4%	3%	2%	1%	1%	2%	1%	4%	2%	8%	1%	2%	5%	2%	3%	5%	3%
The British National Party (BNP)	82	46	36	14	16	16	17	6	11	7	20	20	35	5	10	-	4	8	12	3	24	12	10	5	8	11	13
	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	*	*	-	*	*	1%	*	2%	1%	*	1%	1%	1%	1%
Other Party	206	107	99	28	22	55	41	31	30	40	51	34	72	8	19	12	15	35	33	32	35	21	53	15	46	19	18
	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	*	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	1%
Would not vote	1207	596	611	157	255	214	236	163	180	125	263	230	540	-	-	-	-	46	55	18	201	95	328	90	179	160	155
	12%	13%	12%	14%	15%	12%	14%	11%	9%	6%	9%	16%	17%	-	-	-	-	2%	3%	2%	13%	11%	13%	10%	12%	13%	13%
Refused	286	142	144	17	27	46	50	59	84	65	79	23	93	3	3	-	2	31	23	7	50	19	70	28	43	39	36
	3%	3%	3%	1%	2%	3%	3%	4%	4%	3%	3%	2%	3%	*	*	-	*	1%	1%	1%	3%	2%	3%	3%	3%	3%	3%
Don't know	1514	636	878	214	287	288	235	182	301	284	429	219	502	109	174	33	81	291	223	190	225	117	391	150	243	206	183
	16%	13%	18%	18%	17%	17%	14%	13%	15%	15%	15%	15%	16%	6%	6%	7%	9%	13%	10%	19%	15%	13%	16%	17%	16%	17%	15%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

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**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	6813	3202	3611	378	694	1001	1340	1351	2033	2722	1399	924	1563	1753	2458	415	884	2088	2014	849	1047	672	1692	651	1071	842	838
Weighted base	6687	3394	3293	770	1091	1179	1185	1048	1395	1478	2029	977	2010	1638	2560	408	818	1883	1857	814	1024	669	1679	630	1063	795	828
Conservative	1856	971	885	194	232	297	296	301	529	488	622	244	457	1470	62	21	74	1336	50	82	277	180	488	169	293	223	226
	28%	29%	27%	25%	21%	25%	25%	29%	38%	33%	31%	25%	23%	90%	2%	5%	9%	71%	3%	10%	27%	27%	29%	27%	28%	28%	27%
Labour	2903	1398	1505	381	566	532	507	422	493	583	805	413	1008	74	2361	43	60	168	1560	274	435	327	660	283	479	334	384
	43%	41%	46%	49%	52%	45%	43%	40%	35%	39%	40%	42%	50%	5%	92%	11%	7%	9%	84%	34%	43%	49%	39%	45%	45%	42%	46%
Liberal Democrat	574	253	321	88	96	112	104	73	101	157	182	74	143	61	56	312	30	62	50	280	94	65	150	80	80	58	46
	9%	7%	10%	11%	9%	9%	9%	7%	7%	11%	9%	8%	7%	4%	2%	76%	4%	3%	3%	34%	9%	10%	9%	13%	8%	7%	6%
Plaid Cymru	13	8	5	-	5	3	1	1	2	4	3	1	3	-	-	*	-	-	1	2	-	-	13	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	*	-	-	*	*	-	-	1%	-	-	-	-
The UK Independence Party (UKIP)	726	462	265	31	94	85	152	157	200	115	223	154	218	8	17	9	629	247	100	64	136	44	182	61	109	91	104
	11%	14%	8%	4%	9%	7%	13%	15%	14%	8%	11%	16%	11%	*	1%	2%	77%	13%	5%	8%	13%	7%	11%	10%	10%	11%	13%
The Green Party	327	149	178	34	61	79	67	57	29	85	124	37	75	11	34	11	7	28	51	78	22	20	123	17	48	60	37
	5%	4%	5%	4%	6%	7%	6%	5%	2%	6%	6%	4%	4%	1%	1%	3%	2%	6%	3%	10%	2%	3%	7%	3%	5%	8%	4%
The British National Party (BNP)	82	46	36	14	16	16	17	6	11	7	20	20	35	5	10	-	4	8	12	3	24	12	10	5	8	11	13
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	2%	2%	*	*	-	*	*	1%	*	2%	2%	1%	1%	1%	1%	2%
Other Party	206	107	99	28	22	55	41	31	30	40	51	34	72	8	19	12	15	35	33	32	35	21	53	15	46	19	18
	3%	3%	3%	4%	2%	5%	3%	3%	2%	3%	3%	3%	4%	1%	1%	3%	2%	2%	2%	4%	3%	3%	3%	2%	4%	2%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 7

**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)**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	4973	2382	2591	221	447	704	992	1022	1574	2057	1026	648	1099	1371	1825	278	644	1681	1617	636	746	494	1225	483	791	628	604
Weighted base	4692	2431	2261	444	692	817	869	782	1074	1089	1440	662	1369	1249	1821	258	581	1501	1454	595	705	476	1158	447	756	577	573
Conservative	1382	731	652	113	156	223	227	240	417	369	459	181	338	1125	43	13	53	1080	37	61	204	138	352	130	216	168	174
	29%	30%	29%	26%	23%	27%	26%	31%	39%	34%	32%	27%	25%	90%	2%	5%	9%	72%	3%	10%	29%	29%	30%	29%	29%	29%	30%
Labour	2034	996	1037	230	358	377	376	308	382	433	577	274	685	57	1686	32	42	130	1232	206	302	230	459	197	341	244	260
	43%	41%	46%	52%	52%	46%	43%	39%	36%	40%	40%	41%	50%	5%	93%	12%	7%	9%	85%	35%	43%	48%	40%	44%	45%	42%	45%
Liberal Democrat	371	169	202	47	62	75	66	49	72	112	118	44	86	45	38	193	19	47	38	205	57	41	91	53	57	40	31
	8%	7%	9%	11%	9%	9%	8%	6%	7%	10%	8%	7%	6%	4%	2%	75%	3%	3%	3%	34%	8%	9%	8%	12%	8%	7%	5%
Plaid Cymru	8	4	4	-	1	3	1	1	1	3	2	1	2	-	-	*	-	-	1	1	-	-	8	-	-	-	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	-	*	-	-	*	*	-	-	1%	-	-	-	-
The UK Independence Party (UKIP)	508	331	177	16	54	49	113	121	151	82	156	104	154	6	9	5	448	192	76	38	92	31	125	43	80	66	70
	11%	14%	8%	4%	8%	6%	13%	15%	14%	8%	11%	16%	11%	*	*	2%	77%	13%	5%	6%	13%	7%	11%	10%	11%	11%	12%
The Green Party	217	98	118	17	40	50	49	40	21	62	86	26	39	8	24	9	6	21	39	57	14	14	84	13	28	42	22
	5%	4%	5%	4%	6%	6%	6%	5%	2%	6%	6%	4%	3%	1%	1%	4%	1%	1%	3%	10%	2%	3%	7%	3%	4%	7%	4%
The British National Party (BNP)	45	32	13	4	9	7	10	5	8	3	10	12	19	1	5	-	2	6	7	3	17	5	6	3	5	5	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	*	*	-	*	*	1%	*	2%	1%	1%	1%	1%	1%	1%
Other Party	128	70	58	16	12	33	28	19	21	25	32	20	46	7	15	6	11	26	24	23	19	16	31	9	28	11	13
	3%	3%	3%	4%	2%	4%	3%	2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%	4%	3%	3%	3%	2%	4%	2%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 8

**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**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative	2251	1181	1070	104	289	378	387	372	710	555	707	325	599	1301	115	32	313	2251	-	-	338	225	533	215	363	282	294
	23%	25%	22%	9%	17%	22%	23%	26%	36%	28%	25%	22%	19%	74%	4%	7%	35%	100%	-	-	23%	25%	22%	24%	24%	23%	25%
Labour	2157	1042	1116	130	316	393	438	373	504	424	567	313	786	41	1533	30	126	-	2157	-	326	215	503	202	348	279	285
	22%	22%	23%	11%	19%	23%	26%	26%	26%	22%	20%	22%	25%	2%	56%	7%	14%	-	100%	-	22%	24%	20%	22%	23%	23%	24%
Liberal Democrat	1029	473	555	103	224	230	187	137	145	321	315	125	247	72	250	235	73	-	-	1029	166	96	261	128	168	109	101
	11%	10%	11%	9%	13%	13%	11%	9%	7%	16%	11%	9%	8%	4%	9%	53%	8%	-	-	100%	11%	11%	11%	14%	11%	9%	8%
NET: Other	449	243	205	24	56	68	101	94	102	73	125	86	152	17	35	5	166	-	-	-	69	29	134	27	83	56	50
	5%	5%	4%	2%	3%	4%	6%	6%	5%	4%	4%	6%	5%	1%	1%	1%	18%	-	-	-	5%	3%	5%	3%	5%	5%	4%
Plaid Cymru	13	8	4	3	3	2	2	2	1	3	3	-	6	-	2	-	-	-	-	-	-	-	13	-	-	-	-
	*	*	*	*	*	*	*	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	1%	-	-	-	-
Other Party	436	235	201	21	53	66	99	92	101	70	123	86	146	17	33	5	166	-	-	-	69	29	121	27	83	56	50
	4%	5%	4%	2%	3%	4%	6%	6%	5%	4%	4%	6%	5%	1%	1%	1%	18%	-	-	-	5%	3%	5%	3%	5%	5%	4%
Did not vote	3282	1583	1699	764	724	563	492	378	356	468	952	532	1182	310	774	131	192	-	-	-	511	289	909	281	479	410	403
	34%	33%	34%	66%	44%	33%	29%	26%	18%	24%	34%	37%	38%	18%	28%	30%	21%	-	-	-	34%	32%	37%	31%	31%	34%	34%
Refused	329	157	171	14	20	52	68	69	101	69	78	32	120	2	11	2	12	-	-	-	68	19	79	28	55	38	41
	3%	3%	3%	1%	1%	3%	4%	5%	5%	4%	3%	2%	4%	*	*	*	1%	-	-	-	5%	2%	3%	3%	4%	3%	3%
Don't know	198	90	108	17	32	42	33	31	42	41	54	36	59	8	18	6	18	-	-	-	22	26	49	16	32	27	27
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	*	1%	1%	2%	-	-	-	1%	3%	2%	2%	2%	2%	2%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 9

**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 giving a past vote**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	6419	2950	3469	178	586	922	1290	1284	2140	2639	1272	856	1468	1586	2028	329	767	2484	2343	1064	975	624	1572	621	1028	819	780
Weighted base	5886	2939	2947	362	885	1070	1113	976	1461	1374	1714	850	1785	1431	1933	302	678	2251	2157	1029	899	566	1431	573	962	725	730
Conservative	2251	1181	1070	104	289	378	387	372	710	555	707	325	599	1301	115	32	313	2251	-	-	338	225	533	215	363	282	294
	38%	40%	36%	29%	33%	35%	35%	38%	49%	40%	41%	38%	34%	91%	6%	11%	46%	100%	-	-	38%	40%	37%	38%	38%	39%	40%
Labour	2157	1042	1116	130	316	393	438	373	504	424	567	313	786	41	1533	30	126	-	2157	-	326	215	503	202	348	279	285
	37%	35%	38%	36%	36%	37%	39%	38%	34%	31%	33%	37%	44%	3%	79%	10%	19%	-	100%	-	36%	38%	35%	35%	36%	38%	39%
Liberal Democrat	1029	473	555	103	224	230	187	137	145	321	315	125	247	72	250	235	73	-	-	1029	166	96	261	128	168	109	101
	17%	16%	19%	28%	25%	22%	17%	14%	10%	23%	18%	15%	14%	5%	13%	78%	11%	-	-	100%	18%	17%	18%	22%	17%	15%	14%
NET: Other	449	243	205	24	56	68	101	94	102	73	125	86	152	17	35	5	166	-	-	-	69	29	134	27	83	56	50
	8%	8%	7%	7%	6%	6%	9%	10%	7%	5%	7%	10%	9%	1%	2%	2%	24%	-	-	-	8%	5%	9%	5%	9%	8%	7%
Plaid Cymru	13	8	4	3	3	2	2	2	1	3	3	-	6	-	2	-	-	-	-	-	-	-	13	-	-	-	-
	*	*	*	1%	*	*	*	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	1%	-	-	-	-
Other Party	436	235	201	21	53	66	99	92	101	70	123	86	146	17	33	5	166	-	-	-	69	29	121	27	83	56	50
	7%	8%	7%	6%	6%	6%	9%	9%	7%	5%	7%	10%	8%	1%	2%	2%	24%	-	-	-	8%	5%	8%	5%	9%	8%	7%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 10

**Q.5 Which of the following do you think would make the best Prime Minister?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
David Cameron	3645	1933	1712	434	581	607	608	550	850	855	1112	577	983	1561	405	125	361	1752	298	274	570	363	920	324	548	465	455
	38%	41%	35%	38%	35%	35%	36%	38%	43%	44%	40%	40%	31%	89%	15%	28%	40%	78%	14%	27%	38%	40%	37%	36%	36%	39%	38%
Ed Miliband	2727	1374	1353	374	496	502	481	410	460	520	813	395	919	53	1706	57	149	112	1298	285	410	251	723	267	416	342	319
	28%	29%	27%	32%	30%	29%	28%	28%	23%	27%	29%	27%	29%	3%	62%	13%	17%	5%	60%	28%	27%	28%	29%	30%	27%	28%	27%
Nick Clegg	1129	491	638	148	256	221	204	145	153	234	316	151	393	73	293	218	107	116	185	279	168	102	294	118	202	114	130
	12%	10%	13%	13%	15%	13%	12%	10%	8%	12%	11%	10%	12%	4%	11%	50%	12%	5%	9%	27%	11%	11%	12%	13%	13%	10%	11%
Don't know	2195	972	1223	200	328	397	412	348	498	343	558	326	850	63	332	40	284	272	376	192	352	184	531	189	362	279	297
	23%	20%	25%	17%	20%	23%	24%	24%	25%	18%	20%	22%	27%	4%	12%	9%	32%	12%	17%	19%	23%	20%	22%	21%	24%	23%	25%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 11

**Q.6a I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Shares my values**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	4084	2018	2066	629	808	741	698	548	655	845	1149	587	1345	291	2203	182	173	388	1602	489	609	437	1037	390	646	470	494
	42%	42%	42%	54%	49%	43%	41%	38%	33%	43%	41%	40%	43%	17%	81%	41%	19%	17%	74%	48%	41%	49%	42%	43%	42%	39%	41%
Not true	5268	2641	2627	467	807	922	954	863	1229	1061	1562	823	1660	1422	484	252	723	1810	508	512	856	428	1354	483	822	675	650
	54%	55%	53%	40%	49%	53%	56%	59%	63%	54%	56%	57%	53%	81%	18%	57%	80%	80%	24%	50%	57%	48%	55%	54%	54%	56%	54%
Don't know	343	110	233	61	45	63	54	42	77	45	88	40	142	37	49	6	5	54	48	28	35	35	77	25	60	54	57
	4%	2%	5%	5%	3%	4%	3%	3%	4%	2%	3%	3%	5%	2%	2%	1%	1%	2%	2%	3%	2%	4%	3%	3%	4%	5%	5%
<b><u>The Conservative Party</u></b>																											
True	2832	1495	1337	390	503	472	434	396	625	661	904	423	745	1369	331	107	198	1385	232	218	430	300	754	271	404	319	354
	29%	31%	27%	34%	30%	27%	25%	27%	32%	34%	32%	29%	24%	78%	12%	24%	22%	62%	11%	21%	29%	33%	31%	30%	26%	27%	29%
Not true	6556	3165	3391	704	1118	1201	1224	1020	1269	1250	1832	993	2264	348	2363	328	698	809	1889	795	1030	573	1648	607	1071	836	791
	68%	66%	69%	61%	67%	70%	72%	70%	65%	64%	65%	69%	72%	20%	86%	75%	77%	36%	88%	77%	69%	64%	67%	68%	70%	70%	66%
Don't know	306	109	197	62	40	53	48	37	67	42	63	33	137	33	43	5	6	57	36	16	40	27	66	20	53	45	56
	3%	2%	4%	5%	2%	3%	3%	3%	3%	2%	2%	2%	4%	2%	2%	1%	1%	3%	2%	2%	3%	3%	3%	2%	3%	4%	5%
<b><u>The Liberal Democrats</u></b>																											
True	3008	1458	1551	455	607	565	498	414	464	745	934	420	800	621	845	339	157	644	605	606	445	294	809	314	452	367	328
	31%	31%	31%	39%	37%	33%	29%	28%	24%	38%	33%	29%	25%	35%	31%	77%	17%	29%	28%	59%	30%	33%	33%	35%	30%	31%	27%
Not true	6224	3148	3076	627	985	1074	1143	987	1388	1143	1750	977	2155	1057	1784	94	733	1520	1471	394	996	551	1555	553	1003	770	797
	64%	66%	62%	54%	59%	62%	67%	68%	71%	59%	63%	67%	69%	60%	65%	21%	81%	68%	68%	38%	66%	61%	63%	62%	66%	64%	66%
Don't know	463	164	299	75	68	87	65	53	109	64	115	52	191	72	108	7	11	87	82	29	60	55	104	32	73	63	76
	5%	3%	6%	6%	4%	5%	4%	4%	6%	3%	4%	4%	6%	4%	4%	2%	1%	4%	4%	3%	4%	6%	4%	4%	5%	5%	6%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 12

**Q.6b I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Clear about what they stand for**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	3953 41%	1835 38%	2118 43%	653 56%	797 48%	715 41%	628 37%	475 33%	682 35%	742 38%	1152 41%	580 40%	1339 43%	502 29%	1850 68%	161 37%	205 23%	588 26%	1317 61%	379 37%	619 41%	408 45%	1006 41%	378 42%	599 39%	467 39%	477 40%
Not true	5468 56%	2838 59%	2631 53%	462 40%	820 49%	973 56%	1038 61%	930 64%	1218 62%	1169 60%	1587 57%	841 58%	1682 53%	1210 69%	847 31%	270 61%	686 76%	1619 72%	810 38%	620 60%	843 56%	473 53%	1391 56%	504 56%	884 58%	697 58%	677 56%
Don't know	273 3%	96 2%	177 4%	42 4%	44 3%	38 2%	40 2%	48 3%	60 3%	41 2%	59 2%	29 2%	125 4%	38 2%	39 1%	9 2%	10 1%	44 2%	30 1%	29 3%	38 3%	20 2%	71 3%	17 2%	45 3%	37 3%	46 4%
<b><u>The Conservative Party</u></b>																											
True	4280 44%	2263 47%	2017 41%	621 54%	779 47%	759 44%	715 42%	581 40%	813 41%	1016 52%	1424 51%	584 40%	1116 35%	1313 75%	1122 41%	188 43%	282 31%	1416 63%	807 37%	500 49%	630 42%	420 47%	1153 47%	406 45%	640 42%	529 44%	501 42%
Not true	5159 53%	2422 51%	2737 56%	487 42%	839 51%	922 53%	963 56%	836 58%	1093 56%	899 46%	1320 47%	843 58%	1906 61%	410 23%	1578 58%	243 55%	608 67%	801 36%	1326 61%	511 50%	843 56%	459 51%	1259 51%	473 53%	842 55%	642 53%	642 53%
Don't know	256 3%	84 2%	172 3%	48 4%	43 3%	46 3%	28 2%	36 2%	55 3%	37 2%	54 2%	22 2%	124 4%	27 2%	36 1%	9 2%	11 1%	35 2%	25 1%	18 2%	26 2%	20 2%	57 2%	19 2%	46 3%	29 2%	59 5%
<b><u>The Liberal Democrats</u></b>																											
True	2701 28%	1298 27%	1402 28%	412 36%	538 32%	475 28%	421 25%	352 24%	500 25%	524 27%	845 30%	415 29%	808 26%	633 36%	639 23%	286 65%	199 22%	668 30%	464 22%	362 35%	409 27%	276 31%	717 29%	246 27%	398 26%	331 28%	323 27%
Not true	6596 68%	3328 70%	3268 66%	683 59%	1050 63%	1187 69%	1229 72%	1047 72%	1374 70%	1376 70%	1855 66%	990 68%	2162 69%	1053 60%	2011 74%	146 33%	689 76%	1503 67%	1633 76%	652 63%	1048 70%	579 64%	1653 67%	619 69%	1064 70%	823 69%	808 67%
Don't know	399 4%	143 3%	256 5%	62 5%	73 4%	64 4%	55 3%	55 4%	87 4%	52 3%	99 4%	45 3%	176 6%	65 4%	86 3%	8 2%	13 1%	80 4%	59 3%	15 1%	43 3%	44 5%	98 4%	33 4%	66 4%	46 4%	69 6%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 13

**Q.6c I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Willing to take tough decisions for the long term**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	3859	1855	2005	617	785	692	619	487	653	738	1028	571	1374	309	1955	161	198	402	1416	397	574	392	958	375	612	473	475
	40%	39%	41%	53%	47%	40%	36%	34%	33%	38%	37%	39%	44%	18%	71%	37%	22%	18%	66%	39%	38%	44%	39%	42%	40%	39%	40%
Not true	5488	2800	2688	484	840	974	1025	922	1220	1153	1689	840	1626	1407	718	267	681	1799	680	591	876	474	1427	500	860	680	671
	57%	59%	55%	42%	51%	56%	60%	63%	62%	59%	60%	58%	52%	80%	26%	61%	76%	80%	32%	57%	58%	53%	58%	56%	56%	57%	56%
Don't know	347	115	233	55	36	60	61	44	88	61	82	39	146	34	64	12	21	50	61	40	50	34	83	23	56	47	55
	4%	2%	5%	5%	2%	3%	4%	3%	4%	3%	3%	3%	5%	2%	2%	3%	2%	2%	3%	4%	3%	4%	3%	4%	4%	4%	5%
<b><u>The Conservative Party</u></b>																											
True	5437	2831	2606	673	1004	952	966	806	1016	1256	1676	817	1512	1553	1363	252	463	1771	1036	626	831	521	1402	522	814	685	662
	56%	59%	53%	58%	60%	55%	57%	55%	52%	64%	60%	56%	48%	89%	50%	57%	51%	79%	48%	61%	55%	58%	57%	58%	53%	57%	55%
Not true	3980	1848	2131	431	613	734	691	617	880	656	1051	607	1512	178	1321	181	419	448	1077	386	634	350	994	352	663	491	494
	41%	39%	43%	37%	37%	43%	40%	42%	45%	34%	38%	42%	48%	10%	48%	41%	46%	20%	50%	38%	42%	39%	40%	39%	43%	41%	41%
Don't know	278	90	188	53	43	40	49	30	65	40	72	25	123	20	52	7	19	32	44	16	35	29	72	23	51	24	44
	3%	2%	4%	5%	3%	2%	3%	2%	3%	2%	3%	2%	4%	1%	2%	2%	2%	1%	2%	2%	2%	3%	3%	3%	3%	2%	4%
<b><u>The Liberal Democrats</u></b>																											
True	3000	1476	1524	472	598	529	488	398	505	668	911	425	872	588	785	326	213	641	615	489	463	327	779	278	443	349	361
	31%	31%	31%	41%	36%	31%	29%	27%	26%	34%	33%	29%	28%	34%	29%	74%	24%	28%	29%	47%	31%	36%	32%	31%	29%	29%	30%
Not true	6200	3122	3077	618	991	1105	1132	988	1344	1206	1764	962	2072	1093	1830	105	663	1516	1449	511	970	530	1552	585	996	791	776
	64%	65%	62%	53%	60%	64%	66%	68%	69%	62%	63%	66%	66%	62%	67%	24%	74%	67%	67%	50%	65%	59%	63%	65%	65%	66%	65%
Don't know	496	171	325	66	72	92	85	67	111	78	123	62	202	69	121	10	25	95	93	29	67	43	137	35	89	60	64
	5%	4%	7%	6%	4%	5%	5%	5%	6%	4%	4%	4%	6%	4%	4%	2%	3%	4%	4%	3%	4%	5%	6%	4%	6%	5%	5%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 14

**Q.6d I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Competent and capable**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	3707	1769	1938	615	739	667	595	472	615	694	1054	538	1276	336	2011	143	136	394	1419	359	527	381	951	353	596	453	445
	38%	37%	39%	53%	45%	39%	35%	32%	31%	36%	38%	37%	41%	19%	73%	32%	15%	17%	66%	35%	35%	42%	39%	39%	39%	38%	37%
Not true	5655	2889	2766	493	879	1001	1059	941	1255	1208	1671	885	1709	1385	672	283	754	1806	688	636	929	481	1422	526	885	706	706
	58%	61%	56%	43%	53%	58%	62%	65%	64%	62%	60%	61%	54%	79%	25%	64%	84%	80%	32%	62%	62%	53%	58%	59%	58%	59%	59%
Don't know	333	111	221	49	42	58	51	41	91	50	73	27	161	29	53	14	11	52	51	33	43	38	96	19	46	41	50
	3%	2%	4%	4%	3%	3%	3%	3%	5%	3%	3%	2%	5%	2%	2%	3%	1%	2%	2%	3%	3%	4%	4%	2%	3%	3%	4%
<b><u>The Conservative Party</u></b>																											
True	3814	1955	1859	528	686	624	607	532	822	875	1184	572	1048	1423	740	184	296	1529	526	349	559	384	1007	367	555	473	468
	39%	41%	38%	46%	41%	36%	36%	37%	42%	45%	42%	39%	33%	81%	27%	42%	33%	68%	24%	34%	37%	43%	41%	41%	36%	39%	39%
Not true	5567	2703	2864	582	927	1050	1047	881	1064	1028	1545	851	1953	299	1939	244	592	666	1586	662	904	481	1381	506	925	689	681
	57%	57%	58%	50%	56%	61%	61%	61%	54%	53%	55%	59%	62%	17%	71%	55%	66%	30%	73%	64%	60%	53%	56%	56%	61%	57%	57%
Don't know	314	111	203	47	47	52	51	40	75	49	70	26	145	28	57	12	13	56	45	17	36	35	80	26	47	37	52
	3%	2%	4%	4%	3%	3%	3%	3%	4%	3%	2%	2%	5%	2%	2%	3%	1%	2%	2%	2%	2%	4%	3%	3%	3%	3%	4%
<b><u>The Liberal Democrats</u></b>																											
True	2274	1065	1209	427	459	376	348	283	377	471	688	328	687	489	537	302	114	522	402	359	338	228	558	237	354	300	259
	23%	22%	25%	37%	28%	22%	20%	19%	19%	24%	25%	23%	22%	28%	20%	69%	13%	23%	19%	35%	23%	25%	23%	26%	23%	25%	22%
Not true	6981	3561	3420	682	1134	1264	1285	1113	1478	1415	2005	1078	2263	1206	2101	128	777	1650	1682	644	1107	632	1790	632	1109	842	871
	72%	75%	69%	59%	68%	73%	75%	77%	75%	72%	72%	74%	72%	69%	77%	29%	86%	73%	78%	63%	74%	70%	73%	70%	73%	70%	72%
Don't know	440	144	296	48	68	86	72	57	106	66	105	43	196	56	98	10	10	79	73	26	55	41	120	29	66	58	71
	5%	3%	6%	4%	4%	5%	4%	4%	5%	3%	4%	3%	6%	3%	4%	2%	1%	4%	3%	3%	4%	5%	5%	3%	4%	5%	6%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 15

**Q.6e I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Will do what they say**  
**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	3331	1604	1728	522	692	595	532	410	578	643	892	470	1208	320	1797	137	147	421	1281	335	512	342	824	323	514	411	405
	34%	34%	35%	45%	42%	34%	31%	28%	29%	33%	32%	32%	38%	18%	66%	31%	16%	19%	59%	33%	34%	38%	33%	36%	34%	34%	34%
Not true	6076	3056	3020	593	933	1081	1129	1002	1309	1259	1829	938	1838	1399	890	293	740	1790	827	660	942	523	1582	557	973	750	749
	63%	64%	61%	51%	56%	63%	66%	69%	67%	64%	65%	65%	58%	80%	33%	66%	82%	80%	38%	64%	63%	58%	64%	62%	64%	63%	62%
Don't know	287	110	178	42	35	50	45	42	74	50	78	42	100	31	49	11	14	40	49	34	46	35	62	18	41	39	46
	3%	2%	4%	4%	2%	3%	3%	3%	4%	3%	3%	3%	3%	2%	2%	2%	2%	2%	2%	3%	3%	4%	3%	2%	3%	3%	4%
<b><u>The Conservative Party</u></b>																											
True	2955	1515	1439	448	568	469	449	391	618	672	886	418	864	1086	662	135	187	1111	473	295	464	294	813	274	420	346	344
	30%	32%	29%	39%	34%	27%	26%	27%	32%	34%	32%	29%	27%	62%	24%	31%	21%	49%	22%	29%	31%	33%	33%	31%	28%	29%	29%
Not true	6506	3172	3335	679	1062	1216	1216	1034	1280	1240	1857	1005	2188	633	2038	302	703	1097	1658	713	1002	576	1606	606	1079	830	808
	67%	67%	68%	59%	64%	70%	71%	71%	65%	64%	66%	69%	70%	36%	74%	69%	78%	49%	77%	69%	67%	64%	65%	68%	71%	69%	67%
Don't know	234	82	152	29	31	41	41	28	63	40	55	26	93	31	37	3	12	44	26	21	35	30	49	17	29	25	50
	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	1%	1%	2%	1%	2%	2%	3%	2%	2%	2%	2%	4%
<b><u>The Liberal Democrats</u></b>																											
True	1968	898	1070	315	370	328	305	253	394	409	539	272	652	476	444	247	118	494	336	280	319	189	540	188	281	255	196
	20%	19%	22%	27%	22%	19%	18%	17%	20%	21%	19%	19%	21%	27%	16%	56%	13%	22%	16%	27%	21%	21%	22%	21%	18%	21%	16%
Not true	7324	3732	3592	797	1231	1325	1332	1142	1471	1482	2155	1120	2333	1211	2203	185	764	1677	1754	716	1125	670	1825	679	1180	904	940
	76%	78%	73%	69%	74%	77%	78%	79%	75%	76%	77%	77%	74%	69%	81%	42%	85%	74%	81%	70%	75%	74%	74%	76%	77%	75%	78%
Don't know	403	139	264	45	60	73	69	58	96	61	105	57	161	63	90	9	19	81	67	32	56	41	103	31	67	41	65
	4%	3%	5%	4%	4%	4%	4%	4%	5%	3%	4%	4%	5%	4%	3%	2%	2%	4%	3%	3%	4%	5%	4%	3%	4%	3%	5%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 16

**Q.6f I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party, the Conservative Party or the Liberal Democrats...**

**Concerned about people like me/ understands ordinary peoples problems/ on the side of people like me**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
True	4403	2163	2239	691	813	800	749	603	739	916	1257	610	1449	473	2195	197	216	543	1607	511	656	454	1148	425	673	535	512
	45%	45%	45%	60%	49%	46%	44%	42%	38%	47%	45%	42%	46%	27%	80%	45%	24%	24%	74%	50%	44%	50%	47%	47%	44%	45%	43%
Not true	5035	2509	2526	434	816	881	912	812	1159	991	1490	809	1584	1246	506	240	675	1657	514	493	810	418	1267	450	812	630	648
	52%	53%	51%	38%	49%	51%	53%	56%	59%	51%	53%	56%	50%	71%	18%	55%	75%	74%	24%	48%	54%	46%	51%	50%	53%	53%	54%
Don't know	257	97	161	32	32	46	45	38	63	45	51	30	113	32	35	4	10	51	36	25	34	28	53	23	43	35	41
	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	2%	2%	4%	2%	1%	1%	1%	2%	2%	2%	2%	3%	2%	3%	3%	3%	3%
<b><u>The Conservative Party</u></b>																											
True	2314	1234	1080	355	443	382	344	286	493	512	712	331	664	1094	331	97	127	1059	219	150	351	242	605	225	338	270	283
	24%	26%	22%	31%	27%	22%	20%	20%	25%	26%	25%	23%	21%	63%	12%	22%	14%	47%	10%	15%	23%	27%	25%	25%	22%	23%	24%
Not true	7140	3449	3691	758	1194	1305	1316	1137	1410	1397	2042	1093	2375	622	2377	335	763	1144	1915	863	1113	640	1817	651	1147	895	878
	74%	72%	75%	66%	72%	76%	77%	78%	72%	72%	73%	75%	76%	36%	87%	76%	85%	51%	89%	84%	74%	71%	74%	73%	75%	75%	73%
Don't know	241	86	154	44	23	40	45	30	58	43	45	26	107	34	28	8	12	49	23	16	37	18	46	22	43	35	40
	2%	2%	3%	4%	1%	2%	3%	2%	3%	2%	2%	2%	3%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	3%	3%
<b><u>The Liberal Democrats</u></b>																											
True	3188	1584	1604	490	640	610	530	411	499	788	1000	426	840	696	923	345	178	737	693	566	487	338	869	324	466	377	328
	33%	33%	33%	42%	39%	35%	31%	28%	25%	40%	36%	29%	27%	40%	34%	78%	20%	33%	32%	55%	32%	38%	35%	36%	30%	31%	27%
Not true	6075	3015	3059	614	943	1041	1102	988	1367	1101	1689	963	2134	997	1701	84	711	1429	1385	431	963	519	1500	539	986	763	804
	63%	63%	62%	53%	57%	60%	65%	68%	70%	56%	60%	66%	68%	57%	62%	19%	79%	63%	64%	42%	64%	58%	61%	60%	65%	64%	67%
Don't know	432	170	262	53	77	75	73	55	95	63	110	61	172	58	112	11	12	86	79	32	50	44	99	35	76	60	69
	4%	4%	5%	5%	5%	4%	4%	4%	5%	3%	4%	4%	5%	3%	4%	2%	1%	4%	4%	3%	3%	5%	4%	4%	5%	5%	6%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 17

**Q.7 Which of the following issues do you think is the most important facing Britain?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
The economy and jobs	3108	1669	1440	398	610	674	584	418	419	783	985	433	811	568	1048	167	172	659	791	440	455	353	751	319	481	373	376
	32%	35%	29%	34%	37%	39%	34%	29%	21%	40%	35%	30%	26%	32%	38%	38%	19%	29%	37%	43%	30%	39%	30%	35%	31%	31%	31%
Controlling immigration	2095	947	1147	155	261	316	402	375	574	280	549	382	816	385	375	60	401	609	334	108	373	156	503	161	345	256	299
	22%	20%	23%	13%	16%	18%	24%	26%	29%	14%	20%	26%	26%	22%	14%	14%	44%	27%	15%	10%	25%	17%	20%	18%	23%	21%	25%
The NHS	1660	687	973	191	256	252	278	269	411	264	445	258	629	173	595	66	113	248	508	187	250	128	462	160	286	180	193
	17%	14%	20%	17%	15%	15%	16%	19%	21%	14%	16%	18%	20%	10%	22%	15%	13%	11%	24%	18%	17%	14%	19%	18%	19%	15%	16%
Education	641	292	349	142	166	118	83	52	81	157	171	87	200	84	235	43	19	86	158	73	84	69	163	59	100	100	67
	7%	6%	7%	12%	10%	7%	5%	4%	4%	8%	6%	6%	6%	5%	9%	10%	2%	4%	7%	7%	6%	8%	7%	7%	7%	8%	6%
The deficit and the debt	559	338	222	44	128	122	86	74	102	165	193	69	110	183	117	29	43	214	82	50	76	66	141	46	77	74	79
	6%	7%	4%	4%	8%	7%	5%	5%	5%	8%	7%	5%	3%	10%	4%	7%	5%	9%	4%	5%	5%	7%	6%	5%	5%	6%	7%
Cutting welfare dependency	415	192	223	61	85	92	72	57	47	105	126	50	121	111	84	14	27	122	69	48	73	17	115	48	57	45	62
	4%	4%	5%	5%	5%	5%	4%	4%	2%	5%	4%	3%	4%	6%	3%	3%	3%	5%	3%	5%	5%	2%	5%	5%	4%	4%	5%
Standing up for Britains interests in Europe	362	219	143	22	37	34	61	79	127	57	101	64	124	93	53	11	88	151	42	40	63	34	89	42	65	38	32
	4%	5%	3%	2%	2%	2%	4%	5%	6%	3%	4%	4%	4%	5%	2%	3%	10%	7%	2%	4%	4%	4%	4%	5%	4%	3%	3%
Defence and protecting Britains security	350	179	171	64	32	44	59	46	102	55	81	46	151	93	79	7	27	111	52	21	51	22	104	20	53	57	43
	4%	4%	3%	6%	2%	3%	3%	3%	5%	3%	3%	3%	5%	5%	3%	2%	3%	5%	2%	2%	3%	2%	4%	2%	3%	5%	4%
The environment	255	129	126	41	38	37	44	45	50	55	88	31	71	27	68	30	3	25	60	41	30	27	81	25	24	52	15
	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	2%	2%	2%	7%	*	1%	3%	4%	2%	3%	3%	3%	2%	4%	1%
Crime	250	117	132	39	49	38	37	38	48	31	59	30	114	33	84	13	8	28	62	21	44	30	58	18	41	25	34
	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	4%	2%	3%	3%	1%	1%	3%	2%	3%	3%	2%	2%	3%	2%	3%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 18  
**Q.7 Which of the following issues do you think is the 2nd most important facing Britain?**  
**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
The NHS	2120	945	1176	260	359	350	358	322	464	389	620	305	731	272	698	112	138	401	547	244	298	206	526	207	327	287	269
	22%	20%	24%	22%	22%	20%	21%	22%	24%	20%	22%	21%	23%	16%	25%	25%	15%	18%	25%	24%	20%	23%	21%	23%	21%	24%	22%
The economy and jobs	1763	921	842	233	330	328	288	254	323	365	513	255	566	302	525	75	151	373	410	166	252	167	454	166	286	212	226
	18%	19%	17%	20%	20%	19%	17%	17%	16%	19%	18%	18%	18%	17%	19%	17%	17%	17%	19%	16%	17%	19%	18%	18%	19%	18%	19%
Controlling immigration	1315	598	717	116	201	219	247	202	329	226	326	262	453	274	276	43	197	374	248	85	212	116	319	115	220	171	162
	14%	13%	15%	10%	12%	13%	14%	14%	17%	12%	12%	18%	14%	16%	10%	22%	17%	12%	8%	14%	13%	13%	13%	13%	14%	14%	13%
Education	1146	503	643	232	231	245	162	122	153	285	370	125	315	162	402	61	42	175	277	176	155	104	326	117	170	148	125
	12%	11%	13%	20%	14%	14%	9%	8%	8%	15%	13%	9%	10%	9%	15%	14%	5%	8%	13%	17%	10%	12%	13%	13%	11%	12%	10%
The deficit and the debt	739	399	340	67	139	149	165	120	97	201	212	106	197	183	173	50	69	213	150	101	117	60	192	77	119	80	93
	8%	8%	7%	6%	8%	9%	10%	8%	5%	10%	8%	7%	6%	10%	6%	11%	8%	9%	7%	10%	8%	7%	8%	9%	8%	7%	8%
Cutting welfare dependency	663	316	346	54	122	155	121	104	105	163	210	83	191	177	142	21	72	235	115	75	130	60	155	60	114	79	64
	7%	7%	7%	5%	7%	9%	7%	7%	5%	8%	8%	6%	6%	10%	5%	5%	8%	10%	5%	7%	9%	7%	6%	7%	7%	7%	5%
Crime	582	306	277	95	103	87	103	90	105	78	162	96	221	105	182	26	55	108	113	48	104	92	128	47	82	39	90
	6%	6%	6%	8%	6%	5%	6%	6%	5%	4%	6%	7%	7%	6%	7%	6%	6%	5%	5%	5%	7%	10%	5%	5%	5%	3%	7%
Standing up for Britains interests in Europe	539	322	216	14	61	73	112	99	175	96	156	81	184	140	94	11	121	203	90	51	99	34	134	44	78	71	80
	6%	7%	4%	1%	4%	4%	7%	7%	9%	5%	6%	6%	6%	8%	3%	2%	13%	9%	4%	5%	7%	4%	5%	5%	5%	6%	7%
Defence and protecting Britains security	498	276	222	46	64	74	85	82	143	77	137	86	187	99	131	17	49	125	106	39	92	33	122	37	80	71	65
	5%	6%	5%	4%	4%	4%	5%	6%	7%	4%	5%	6%	6%	6%	5%	4%	5%	6%	5%	4%	6%	4%	5%	4%	5%	6%	5%
The environment	329	184	146	40	51	47	64	58	67	73	91	50	101	35	112	25	7	44	102	43	41	29	112	27	50	42	28
	3%	4%	3%	3%	3%	3%	4%	4%	3%	4%	3%	3%	3%	2%	4%	6%	1%	2%	5%	4%	3%	3%	5%	3%	3%	4%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 19  
**Q.7 Which of the following issues do you think is the 3rd most important facing Britain?**  
**Base: All respondents**

	Gender		Age						SEG				Voting Intention				2010 Vote			Constituency Type							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
The NHS	1858	880	978	201	323	336	350	292	353	367	547	244	640	317	545	84	175	404	448	190	291	189	467	163	274	234	239
	19%	18%	20%	17%	19%	19%	21%	20%	18%	19%	20%	17%	20%	18%	20%	19%	19%	18%	21%	18%	19%	21%	19%	18%	18%	19%	20%
Education	1364	650	713	222	233	302	228	181	195	322	374	194	429	189	489	66	83	228	352	174	198	140	367	116	229	159	154
	14%	14%	14%	19%	14%	17%	13%	12%	10%	17%	13%	13%	14%	11%	18%	15%	9%	10%	16%	17%	13%	16%	15%	13%	15%	13%	
The economy and jobs	1249	580	670	163	212	196	229	174	272	224	335	193	448	189	381	54	128	275	292	112	215	95	336	117	191	161	135
	13%	12%	14%	14%	13%	11%	13%	12%	14%	11%	12%	13%	14%	11%	14%	12%	14%	12%	14%	11%	14%	11%	14%	13%	12%	13%	
Controlling immigration	1029	473	557	87	149	203	180	163	244	178	286	164	361	205	286	47	91	269	221	91	151	66	267	102	184	120	139
	11%	10%	11%	8%	9%	12%	11%	11%	12%	9%	10%	11%	11%	12%	10%	11%	10%	12%	10%	9%	10%	7%	11%	11%	12%	10%	
Crime	844	392	452	112	145	154	137	121	173	140	242	149	276	136	230	27	80	174	165	68	142	85	192	78	137	111	99
	9%	8%	9%	10%	9%	9%	8%	8%	9%	7%	9%	10%	9%	8%	8%	6%	9%	8%	8%	7%	9%	9%	8%	9%	9%	9%	
The deficit and the debt	733	404	329	89	161	145	134	95	104	179	250	108	180	167	193	36	59	182	160	104	119	79	158	79	123	86	89
	8%	8%	7%	8%	10%	8%	8%	7%	5%	9%	9%	7%	6%	10%	7%	8%	7%	8%	7%	10%	8%	9%	6%	9%	8%	7%	
Cutting welfare dependency	704	331	373	55	179	125	108	101	132	165	230	100	183	164	147	27	78	198	137	71	110	69	172	68	112	78	95
	7%	7%	8%	5%	11%	7%	6%	7%	7%	8%	8%	7%	6%	9%	5%	6%	9%	9%	6%	7%	7%	8%	7%	8%	7%	8%	
Defence and protecting Britains security	703	406	297	63	107	100	131	127	170	126	187	135	224	144	177	38	92	214	142	74	96	58	187	77	126	68	91
	7%	9%	6%	5%	6%	6%	8%	9%	9%	6%	7%	9%	7%	8%	6%	9%	10%	10%	7%	7%	6%	6%	8%	9%	8%	6%	
Standing up for Britains interests in Europe	653	373	280	79	79	75	108	122	190	126	190	98	222	174	123	24	93	227	120	49	113	57	162	44	80	110	86
	7%	8%	6%	7%	5%	4%	6%	8%	10%	6%	7%	7%	7%	10%	5%	5%	10%	10%	6%	5%	8%	6%	7%	5%	5%	9%	
The environment	503	249	254	85	65	90	88	75	100	121	148	62	148	56	152	37	22	69	115	91	59	58	150	51	67	54	63
	5%	5%	5%	7%	4%	5%	5%	5%	5%	6%	5%	4%	5%	3%	6%	8%	2%	3%	5%	9%	4%	6%	6%	6%	4%	5%	
Don't know/ none	56	32	24	1	9	-	14	2	30	4	8	3	34	9	13	1	1	11	7	6	5	4	10	3	6	18	11
	1%	1%	*	*	1%	-	1%	*	2%	*	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	*	*	1%	

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 20

**Q.7 Which of the following issues do you think are the three most important facing Britain?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
The economy and jobs	6121	3169	2952	795	1152	1197	1101	846	1014	1372	1833	881	1825	1059	1954	296	452	1307	1492	718	923	614	1541	601	957	747	737
	63%	66%	60%	69%	69%	69%	65%	58%	52%	70%	65%	61%	58%	61%	71%	67%	50%	58%	69%	70%	62%	68%	62%	67%	63%	62%	61%
The NHS	5638	2512	3126	651	938	938	985	883	1228	1020	1613	806	2000	762	1838	261	426	1053	1503	621	839	523	1456	530	887	701	702
	58%	53%	63%	56%	56%	54%	58%	61%	63%	52%	58%	56%	64%	44%	67%	59%	47%	47%	70%	60%	56%	58%	59%	59%	58%	58%	58%
Controlling immigration	4439	2017	2422	358	610	737	829	740	1147	683	1162	807	1630	864	937	150	689	1252	802	283	737	338	1089	378	749	548	600
	46%	42%	49%	31%	37%	43%	49%	51%	59%	35%	42%	56%	52%	49%	34%	34%	76%	56%	37%	28%	49%	38%	44%	42%	49%	46%	50%
Education	3151	1445	1706	596	630	665	472	355	428	764	916	406	944	436	1126	169	143	489	787	423	438	313	856	292	500	407	346
	33%	30%	35%	51%	38%	39%	28%	24%	22%	39%	33%	28%	30%	25%	41%	38%	16%	22%	36%	41%	29%	35%	35%	33%	33%	34%	29%
The deficit and the debt	2031	1141	891	199	429	416	384	289	303	545	655	282	486	532	483	115	171	609	391	255	313	204	492	203	319	240	262
	21%	24%	18%	17%	26%	24%	23%	20%	15%	28%	23%	19%	15%	30%	18%	26%	19%	27%	18%	25%	21%	23%	20%	23%	21%	20%	22%
Cutting welfare dependency	1782	840	942	170	386	372	302	262	283	432	566	233	495	452	373	62	177	555	321	194	314	146	442	175	283	202	220
	18%	18%	19%	15%	23%	22%	18%	18%	14%	22%	20%	16%	16%	26%	14%	14%	20%	25%	15%	19%	21%	16%	18%	20%	18%	17%	18%
Crime	1676	816	861	246	296	279	277	249	326	249	463	275	611	274	496	66	142	310	340	137	289	207	378	144	260	175	222
	17%	17%	17%	21%	18%	16%	16%	17%	17%	13%	17%	19%	19%	16%	18%	15%	16%	14%	16%	13%	19%	23%	15%	16%	17%	15%	19%
Standing up for Britains interests in Europe	1554	915	639	115	176	182	281	301	492	279	447	243	530	408	271	46	301	581	252	140	275	125	386	130	223	219	198
	16%	19%	13%	10%	11%	11%	16%	21%	25%	14%	16%	17%	17%	23%	10%	10%	33%	26%	12%	14%	18%	14%	16%	14%	15%	18%	16%
Defence and protecting Britains security	1551	861	690	173	202	218	276	255	415	258	406	267	562	337	387	63	168	450	300	134	239	112	412	134	259	196	199
	16%	18%	14%	15%	12%	13%	16%	18%	21%	13%	15%	18%	18%	19%	14%	14%	19%	20%	14%	13%	16%	12%	17%	15%	17%	16%	17%
The environment	1087	561	526	166	153	174	196	178	218	249	327	143	320	118	331	92	33	138	276	175	130	114	343	103	142	148	106
	11%	12%	11%	14%	9%	10%	12%	12%	11%	13%	12%	10%	10%	7%	12%	21%	4%	6%	13%	17%	9%	13%	14%	12%	9%	12%	9%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 21  
Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?

#### The economy and jobs

Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Labour Party	4395	2081	2314	608	815	804	756	628	776	822	1186	688	1553	178	2319	105	262	308	1733	450	669	388	1066	445	731	560	535
	45%	44%	47%	53%	49%	47%	44%	43%	40%	42%	42%	47%	49%	10%	85%	24%	29%	14%	80%	44%	45%	43%	43%	50%	48%	47%	45%
Conservative Party	3274	1791	1482	302	488	533	551	530	854	781	1047	477	874	1458	232	91	414	1691	218	236	536	323	862	294	472	390	397
	34%	38%	30%	26%	29%	31%	32%	36%	44%	40%	37%	33%	28%	83%	8%	21%	46%	75%	10%	23%	36%	36%	35%	33%	31%	32%	33%
Liberal Democrats	867	415	452	135	176	158	156	117	125	179	244	120	289	60	93	227	88	103	83	238	163	77	233	61	136	104	94
	9%	9%	9%	12%	11%	9%	9%	8%	6%	9%	9%	8%	9%	3%	3%	52%	10%	5%	4%	23%	11%	9%	9%	7%	9%	9%	8%
None of them	570	266	304	28	70	126	128	105	105	80	152	87	218	21	31	3	99	80	58	46	67	55	148	50	87	79	84
	6%	6%	6%	2%	4%	7%	8%	7%	5%	4%	5%	6%	7%	1%	1%	1%	11%	4%	3%	4%	4%	6%	6%	6%	6%	7%	7%
Don't know	590	216	374	84	111	105	113	74	102	91	170	78	212	32	63	13	38	69	66	59	65	57	159	49	102	67	91
	6%	5%	8%	7%	7%	6%	7%	5%	5%	5%	6%	5%	7%	2%	2%	3%	4%	3%	3%	6%	4%	6%	6%	5%	7%	6%	8%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 22

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The deficit and the debt**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town- s	North Urban	Sea- side Town- s	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	4752	2556	2196	459	745	828	862	763	1075	1127	1504	737	1250	1590	781	171	557	1901	657	490	756	471	1203	426	729	577	590
	49%	54%	45%	40%	45%	48%	51%	53%	55%	58%	54%	51%	40%	91%	29%	39%	62%	84%	30%	48%	50%	52%	49%	47%	48%	49%	
Labour Party	2794	1350	1445	395	533	501	470	398	493	479	712	408	1097	79	1618	66	131	143	1222	222	427	241	693	291	460	341	341
	29%	28%	29%	34%	32%	29%	28%	27%	25%	25%	25%	28%	35%	5%	59%	15%	15%	6%	57%	22%	28%	27%	28%	32%	30%	28%	
Liberal Democrats	902	395	507	165	192	163	140	102	138	165	240	135	319	51	138	186	95	78	102	201	155	75	242	76	140	113	101
	9%	8%	10%	14%	12%	9%	8%	7%	7%	8%	9%	9%	10%	3%	5%	42%	11%	3%	5%	20%	10%	8%	10%	8%	9%	9%	8%
None of them	563	248	316	30	72	117	121	102	116	90	143	82	221	6	52	3	94	68	68	50	71	43	157	55	86	78	74
	6%	5%	6%	3%	4%	7%	7%	7%	6%	5%	5%	6%	7%	*	2%	1%	10%	3%	3%	5%	5%	5%	6%	6%	6%	6%	6%
Don't know	684	222	462	109	118	117	112	88	139	92	200	88	259	25	147	15	25	61	108	66	91	70	173	50	113	91	95
	7%	5%	9%	9%	7%	7%	7%	6%	7%	5%	7%	6%	8%	1%	5%	3%	3%	3%	5%	6%	6%	8%	7%	6%	7%	8%	8%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 23

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The NHS**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Labour Party	5200	2626	2574	696	946	922	949	789	890	1055	1479	780	1728	418	2433	155	366	598	1892	559	808	492	1279	508	849	624	640
	54%	55%	52%	60%	57%	53%	56%	54%	45%	54%	53%	54%	55%	24%	89%	35%	41%	27%	88%	54%	54%	55%	52%	57%	56%	52%	53%
Conservative Party	2178	1100	1078	214	292	333	324	343	660	455	659	335	665	1048	138	46	267	1179	101	106	333	193	572	195	334	284	267
	22%	23%	22%	19%	18%	19%	19%	24%	34%	23%	24%	23%	21%	60%	5%	10%	30%	52%	5%	10%	22%	21%	23%	22%	22%	24%	22%
Liberal Democrats	1076	530	546	124	200	252	198	138	160	243	321	157	305	175	85	215	115	229	71	265	189	97	302	101	153	127	107
	11%	11%	11%	11%	12%	15%	12%	10%	8%	12%	11%	11%	10%	10%	3%	49%	13%	10%	3%	26%	13%	11%	12%	11%	10%	11%	9%
None of them	571	263	307	27	79	102	134	104	119	91	156	87	205	37	22	7	110	124	42	47	82	51	144	46	89	78	80
	6%	6%	6%	2%	5%	6%	8%	7%	6%	5%	6%	6%	7%	2%	1%	2%	12%	6%	2%	5%	5%	6%	6%	5%	6%	7%	7%
Don't know	670	251	420	95	143	117	101	79	133	108	185	91	244	72	58	18	44	122	51	50	88	67	172	48	104	86	106
	7%	5%	9%	8%	9%	7%	6%	5%	7%	6%	7%	6%	8%	4%	2%	4%	5%	5%	2%	5%	6%	7%	7%	5%	7%	7%	9%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 24

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Crime**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	3925	2169	1756	366	599	645	691	645	963	908	1206	607	1086	1427	546	156	481	1669	456	385	599	383	1024	375	601	471	472
	40%	45%	36%	32%	36%	37%	41%	44%	49%	47%	43%	42%	35%	82%	20%	36%	53%	74%	21%	37%	40%	43%	41%	42%	39%	39%	39%
Labour Party	3439	1607	1831	486	651	650	590	482	576	599	945	521	1258	137	1852	73	206	251	1391	287	573	292	822	325	557	433	437
	35%	34%	37%	42%	39%	38%	35%	33%	29%	31%	34%	36%	40%	8%	68%	17%	23%	11%	64%	28%	38%	32%	33%	36%	36%	36%	36%
Liberal Democrats	894	409	484	161	176	167	148	105	133	186	248	129	302	87	139	184	74	110	101	224	136	87	245	77	134	122	93
	9%	9%	10%	14%	11%	10%	9%	7%	7%	10%	9%	9%	10%	5%	5%	42%	8%	5%	5%	22%	9%	10%	10%	9%	9%	10%	8%
None of them	599	285	313	25	77	122	129	107	135	99	145	85	236	26	54	6	100	104	77	36	80	48	158	56	100	73	84
	6%	6%	6%	2%	5%	7%	8%	7%	7%	5%	5%	6%	8%	1%	2%	1%	11%	5%	4%	3%	5%	5%	6%	6%	7%	6%	7%
Don't know	839	298	541	119	158	143	148	115	155	160	255	108	264	73	145	21	40	117	133	97	113	90	220	65	137	101	114
	9%	6%	11%	10%	10%	8%	9%	8%	8%	8%	9%	7%	8%	4%	5%	5%	4%	5%	6%	9%	8%	10%	9%	7%	9%	8%	9%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 25

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Education**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Labour Party	4273	2082	2190	614	796	777	772	620	686	835	1181	684	1435	247	2204	95	263	366	1677	413	663	406	1034	425	677	547	520
	44%	44%	44%	53%	48%	45%	45%	43%	35%	43%	42%	47%	46%	14%	81%	22%	29%	16%	78%	40%	44%	45%	42%	47%	44%	46%	43%
Conservative Party	2880	1470	1410	248	397	457	462	463	840	584	891	429	894	1210	262	66	372	1463	212	185	481	246	753	254	470	337	339
	30%	31%	29%	21%	24%	26%	27%	32%	43%	30%	32%	30%	28%	69%	10%	15%	41%	65%	10%	18%	32%	27%	31%	28%	31%	28%	28%
Liberal Democrats	1363	720	643	185	255	270	253	179	218	348	396	182	382	199	172	267	131	234	152	341	208	141	365	133	190	171	155
	14%	15%	13%	16%	15%	16%	15%	12%	11%	18%	14%	13%	12%	11%	6%	61%	15%	10%	7%	33%	14%	16%	15%	15%	12%	14%	13%
None of them	499	240	259	12	63	106	116	92	105	78	125	76	185	26	24	4	98	86	45	40	57	44	126	40	87	66	79
	5%	5%	5%	1%	4%	6%	7%	6%	5%	4%	4%	5%	6%	1%	1%	1%	11%	4%	2%	4%	4%	5%	5%	4%	6%	5%	7%
Don't know	680	256	424	97	150	118	103	100	112	108	207	78	251	69	75	8	37	102	71	50	92	63	189	45	104	80	107
	7%	5%	9%	8%	9%	7%	6%	7%	6%	6%	7%	5%	8%	4%	3%	2%	4%	5%	3%	5%	6%	7%	8%	5%	7%	7%	9%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 26

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Controlling immigration**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	4392	2385	2007	512	736	797	752	634	943	1068	1369	640	1178	1410	935	166	435	1645	734	451	666	484	1138	417	662	494	531
	45%	50%	41%	44%	44%	46%	44%	44%	48%	55%	49%	44%	37%	81%	34%	38%	48%	73%	34%	44%	44%	54%	46%	46%	43%	41%	44%
Labour Party	2457	1143	1314	328	461	405	430	363	467	385	650	368	974	119	1315	62	124	162	986	180	395	182	566	240	431	335	310
	25%	24%	27%	28%	28%	23%	25%	25%	24%	20%	23%	25%	31%	7%	48%	14%	14%	7%	46%	18%	26%	20%	23%	27%	28%	28%	26%
Liberal Democrats	1015	470	546	157	208	195	159	137	159	199	274	156	349	86	188	182	95	125	126	214	177	77	300	92	142	117	110
	10%	10%	11%	14%	13%	11%	9%	9%	8%	10%	10%	11%	11%	5%	7%	41%	11%	6%	6%	21%	12%	9%	12%	10%	9%	10%	9%
None of them	991	469	522	32	118	184	211	197	238	166	256	165	353	79	134	17	178	207	160	91	133	79	252	88	155	154	129
	10%	10%	11%	3%	7%	11%	12%	14%	12%	9%	9%	11%	11%	5%	5%	4%	20%	9%	7%	9%	9%	9%	10%	10%	10%	13%	11%
Don't know	840	303	537	127	137	145	154	122	154	133	250	120	292	56	164	14	69	113	151	92	129	78	212	61	138	100	121
	9%	6%	11%	11%	8%	8%	9%	8%	8%	7%	9%	8%	9%	3%	6%	3%	8%	5%	7%	9%	9%	9%	9%	7%	9%	8%	10%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 27

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Cutting welfare dependency**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	5197	2778	2419	507	845	919	948	856	1101	1239	1617	816	1366	1481	1165	215	570	1843	962	584	829	485	1304	509	806	618	648
	54%	58%	49%	44%	51%	53%	56%	59%	56%	63%	58%	56%	43%	85%	43%	49%	63%	82%	45%	57%	55%	54%	53%	57%	53%	51%	54%
Labour Party	2535	1172	1363	404	455	446	424	308	495	368	642	382	1056	127	1276	57	146	178	947	174	396	235	629	237	404	336	297
	26%	25%	28%	35%	27%	26%	25%	21%	25%	19%	23%	26%	34%	7%	47%	13%	16%	8%	44%	17%	26%	26%	25%	26%	26%	28%	25%
Liberal Democrats	805	353	452	129	171	150	114	107	132	157	242	98	274	90	145	151	74	105	94	177	130	76	220	68	134	94	84
	8%	7%	9%	11%	10%	9%	7%	7%	7%	8%	9%	7%	9%	5%	5%	34%	8%	5%	4%	17%	9%	8%	9%	8%	9%	8%	7%
None of them	503	231	271	22	66	103	109	95	100	82	122	75	197	10	58	6	83	56	67	33	62	42	129	44	73	74	78
	5%	5%	6%	2%	4%	6%	6%	7%	5%	4%	4%	5%	6%	1%	2%	1%	9%	2%	3%	3%	4%	5%	5%	5%	5%	6%	6%
Don't know	656	235	420	95	124	108	110	87	133	106	176	79	252	41	92	12	29	70	87	60	83	62	186	40	111	78	94
	7%	5%	9%	8%	7%	6%	6%	6%	7%	5%	6%	5%	8%	2%	3%	3%	3%	3%	4%	6%	6%	7%	8%	4%	7%	7%	8%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 28

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Standing up for Britains interests in Europe**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town- s	North Urban	Sea- side Town- s	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	4172	2220	1953	385	623	712	749	664	1022	959	1271	636	1191	1441	675	144	456	1725	558	389	662	416	1076	399	619	492	508
	43%	47%	40%	33%	38%	41%	44%	46%	52%	49%	45%	44%	38%	82%	25%	33%	51%	77%	26%	38%	44%	46%	44%	44%	41%	41%	42%
Labour Party	2946	1383	1564	420	569	532	502	411	510	504	830	446	1066	125	1623	82	140	186	1237	238	477	258	714	289	494	354	360
	30%	29%	32%	36%	34%	31%	29%	28%	26%	26%	30%	31%	34%	7%	59%	19%	16%	8%	57%	23%	32%	29%	29%	32%	32%	29%	30%
Liberal Democrats	1142	540	602	198	238	223	181	142	157	250	315	163	361	107	229	205	106	125	155	276	175	108	294	92	178	161	133
	12%	11%	12%	17%	14%	13%	11%	10%	8%	13%	11%	11%	11%	6%	8%	46%	12%	6%	7%	27%	12%	12%	10%	12%	13%	11%	
None of them	692	350	342	37	88	124	145	129	158	121	176	106	253	32	64	3	153	124	101	52	89	54	189	60	105	100	94
	7%	7%	7%	3%	5%	7%	8%	9%	8%	6%	6%	7%	8%	2%	2%	1%	17%	6%	5%	5%	6%	6%	8%	7%	7%	8%	8%
Don't know	742	277	465	116	142	136	128	107	115	118	207	98	275	45	144	7	46	91	106	73	96	64	195	57	131	93	106
	8%	6%	9%	10%	9%	8%	7%	7%	6%	6%	7%	7%	9%	3%	5%	2%	5%	4%	5%	7%	6%	7%	8%	6%	9%	8%	9%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 29

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**The environment**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Liberal Democrats	3327	1797	1529	397	581	709	635	489	508	902	1051	467	800	680	693	319	342	830	560	627	546	293	868	352	504	399	364
	34%	38%	31%	34%	35%	41%	37%	34%	26%	46%	38%	32%	25%	39%	25%	73%	38%	37%	26%	61%	36%	33%	35%	39%	33%	33%	30%
Labour Party	2995	1450	1545	422	557	486	500	450	577	489	762	465	1163	157	1619	60	158	253	1247	203	463	290	722	279	500	365	376
	31%	30%	31%	37%	34%	28%	29%	31%	29%	25%	27%	32%	37%	9%	59%	14%	18%	11%	58%	20%	31%	32%	29%	31%	33%	30%	31%
Conservative Party	1884	905	979	191	285	270	273	283	575	307	594	300	635	771	241	40	220	888	164	86	292	177	497	156	298	232	232
	19%	19%	20%	16%	17%	16%	16%	19%	29%	16%	21%	21%	20%	44%	9%	9%	24%	39%	8%	8%	19%	20%	20%	17%	19%	19%	19%
None of them	614	290	324	35	74	97	147	115	137	102	159	98	220	40	51	8	114	115	78	44	87	57	164	48	84	83	91
	6%	6%	7%	3%	4%	6%	9%	8%	7%	5%	6%	7%	7%	2%	2%	2%	13%	5%	4%	4%	6%	6%	7%	5%	6%	7%	8%
Don't know	875	326	549	112	163	164	151	117	165	153	232	119	327	103	132	13	68	166	108	68	111	83	217	63	142	121	138
	9%	7%	11%	10%	10%	9%	9%	8%	8%	8%	8%	8%	10%	6%	5%	3%	8%	7%	5%	7%	7%	9%	9%	7%	9%	10%	12%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 30

**Q.7a Which of the three main parties would do the best job in dealing with each of the following issues?**

**Defence and protecting Britains security**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Townns	North Urban	Sea- side Townns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Conservative Party	4375	2353	2022	404	657	798	796	673	1025	1036	1341	667	1201	1440	728	190	479	1711	570	465	693	452	1120	425	675	528	481
	45%	49%	41%	35%	40%	46%	47%	46%	52%	53%	48%	46%	38%	82%	27%	43%	53%	76%	26%	45%	46%	50%	45%	47%	44%	44%	40%
Labour Party	3294	1557	1737	479	644	568	547	476	577	562	888	493	1243	161	1719	87	218	240	1330	297	511	284	802	313	518	445	421
	34%	33%	35%	41%	39%	33%	32%	33%	29%	29%	32%	34%	40%	9%	63%	20%	24%	11%	62%	29%	34%	32%	32%	35%	34%	37%	35%
Liberal Democrats	648	302	346	138	139	108	84	83	97	117	179	95	223	61	103	140	55	82	50	152	113	46	182	45	108	61	93
	7%	6%	7%	12%	8%	6%	5%	6%	5%	6%	6%	7%	7%	3%	4%	32%	6%	4%	2%	15%	8%	5%	7%	5%	7%	5%	8%
None of them	591	270	321	35	72	108	133	111	125	95	151	99	215	24	53	5	109	104	75	42	74	48	153	52	95	82	88
	6%	6%	7%	3%	4%	6%	8%	8%	6%	5%	5%	7%	7%	1%	2%	1%	12%	5%	3%	4%	5%	5%	6%	6%	6%	7%	7%
Don't know	787	287	500	101	147	144	145	111	138	141	240	95	264	65	133	19	41	115	133	73	109	69	212	63	133	84	117
	8%	6%	10%	9%	9%	8%	9%	8%	7%	7%	9%	7%	8%	4%	5%	4%	5%	5%	6%	7%	7%	8%	9%	7%	9%	7%	10%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 31

**Q.8 Thinking about the governments proposed cuts in public spending, which of the following statements comes closest to your view?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote				Constituency Type					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
The cuts are too deep and are being made too quickly	4429	2120	2309	552	746	869	827	686	737	816	1279	637	1559	277	1753	172	385	481	1390	516	674	388	1127	424	706	558	551
	46%	44%	47%	48%	45%	50%	49%	47%	38%	42%	46%	44%	50%	16%	64%	39%	43%	21%	64%	50%	45%	43%	46%	47%	46%	46%	
The cuts are necessary and unavoidable and are the right thing for the economy	3323	1716	1607	370	575	563	589	484	728	810	1043	509	848	1103	571	172	297	1263	436	376	496	323	896	299	512	401	397
	34%	36%	33%	32%	35%	33%	35%	33%	37%	41%	37%	35%	27%	63%	21%	39%	33%	56%	20%	37%	33%	36%	36%	33%	34%	33%	
The cuts do not go far enough - the government should do more to reduce public spending	1708	832	875	219	299	261	247	247	430	306	420	263	645	346	373	91	198	473	293	123	287	167	378	155	275	216	229
	18%	17%	18%	19%	18%	15%	14%	17%	22%	16%	15%	18%	20%	20%	14%	21%	22%	21%	14%	12%	19%	19%	15%	17%	18%	18%	
Don't know	235	101	134	16	41	33	42	37	66	20	56	40	94	24	39	5	21	34	39	13	43	21	67	20	34	25	24
	2%	2%	3%	1%	2%	2%	2%	3%	3%	1%	2%	3%	3%	1%	1%	1%	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%	

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 32

**Q.9 Thinking about Britains economy, which of the following comes closest to your own view?**

**Base: All respondents**

	Gender		Age						SEG				Voting Intention				2010 Vote			Constituency Type							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two years	4129 43%	2232 47%	1897 39%	476 41%	635 38%	699 40%	686 40%	638 44%	978 50%	986 51%	1270 45%	614 42%	1112 35%	1371 78%	818 30%	212 48%	388 43%	1575 70%	633 29%	425 41%	643 43%	402 45%	1115 45%	372 41%	618 40%	473 39%	507 42%
In two years time, the economy will be no better, or even worse, than it is now	5324 55%	2444 51%	2880 58%	667 58%	992 60%	996 58%	975 57%	763 53%	919 47%	910 47%	1461 52%	816 56%	1961 62%	362 21%	1845 67%	214 49%	502 56%	635 28%	1453 67%	569 55%	832 55%	463 51%	1288 52%	495 55%	879 57%	702 58%	666 55%
Don't know	242 2%	93 2%	149 3%	14 1%	34 2%	32 2%	45 3%	51 4%	64 3%	56 3%	68 2%	19 1%	73 2%	18 1%	73 3%	15 3%	12 1%	41 2%	71 3%	35 3%	25 2%	34 4%	66 3%	31 3%	32 2%	26 2%	29 2%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 33

**Q.10 Overall, would you say Britain is going in the right direction, or the wrong direction?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Right direction	4717	2510	2206	510	745	773	803	722	1143	1129	1434	695	1301	1489	1001	270	411	1695	801	531	743	447	1246	442	716	566	557
	49%	53%	45%	44%	45%	45%	47%	50%	58%	58%	51%	48%	41%	85%	37%	61%	46%	75%	37%	52%	50%	50%	50%	49%	47%	47%	46%
Wrong direction	4587	2087	2500	605	846	898	835	671	721	752	1264	701	1705	229	1641	155	473	484	1278	443	708	411	1120	408	757	583	600
	47%	44%	51%	52%	51%	52%	49%	46%	37%	39%	45%	48%	54%	13%	60%	35%	53%	22%	59%	43%	47%	46%	45%	45%	50%	49%	50%
Don't know	392	172	220	43	69	55	67	61	96	71	100	54	140	33	94	16	16	72	79	54	50	42	103	48	55	51	43
	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	4%	4%	2%	3%	4%	2%	3%	4%	5%	3%	5%	4%	5%	4%	4%	4%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 34

Q.11 Would you say you were moving towards or away from...?

Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>the Labour Party</u></b>																											
Towards	3430	1551	1880	511	697	627	568	453	574	638	941	492	1232	98	2148	87	113	227	1427	394	523	355	830	355	535	406	426
	35%	33%	38%	44%	42%	36%	33%	31%	29%	33%	34%	34%	39%	6%	79%	20%	13%	10%	66%	38%	35%	39%	34%	40%	35%	34%	35%
Away from	5553	2878	2675	550	865	991	998	879	1243	1173	1669	881	1657	1616	506	328	764	1949	611	572	877	462	1458	489	886	694	687
	57%	60%	54%	48%	52%	57%	59%	60%	63%	60%	60%	61%	53%	92%	18%	75%	85%	87%	28%	56%	58%	51%	59%	54%	58%	58%	57%
Don't know	712	341	371	96	98	108	140	121	144	141	189	76	256	37	83	25	24	75	118	63	100	83	181	54	106	100	88
	7%	7%	8%	8%	6%	6%	8%	8%	7%	7%	7%	5%	8%	2%	3%	6%	3%	3%	5%	6%	7%	9%	7%	6%	7%	8%	7%
<b><u>the Conservative Party</u></b>																											
Towards	2830	1455	1375	334	474	480	451	386	695	663	889	410	786	1482	264	101	150	1418	213	210	443	278	738	245	415	363	349
	29%	31%	28%	29%	29%	28%	26%	27%	35%	34%	32%	28%	25%	85%	10%	23%	17%	63%	10%	20%	30%	31%	30%	27%	27%	30%	29%
Away from	6224	3014	3210	741	1093	1149	1140	956	1131	1169	1713	973	2155	208	2412	319	728	712	1871	770	974	544	1561	605	1017	753	770
	64%	63%	65%	64%	66%	67%	67%	66%	58%	60%	61%	67%	69%	12%	88%	72%	81%	32%	87%	75%	65%	60%	63%	67%	67%	63%	64%
Don't know	640	300	341	82	93	97	114	112	135	121	197	67	204	61	61	20	23	121	74	49	82	78	169	48	97	84	82
	7%	6%	7%	7%	6%	6%	7%	8%	7%	6%	7%	5%	6%	3%	2%	5%	3%	5%	3%	5%	5%	9%	7%	5%	6%	7%	7%
<b><u>the Liberal Democrats</u></b>																											
Towards	2003	877	1126	296	389	382	328	271	333	443	596	294	587	435	396	346	97	449	307	375	312	183	522	185	315	262	224
	21%	18%	23%	26%	23%	22%	19%	19%	17%	23%	21%	20%	19%	25%	14%	79%	11%	20%	14%	36%	21%	20%	21%	21%	21%	22%	19%
Away from	6908	3537	3371	752	1154	1225	1231	1051	1476	1359	1965	1070	2302	1218	2211	80	781	1641	1749	604	1076	629	1748	653	1100	843	860
	71%	74%	68%	65%	69%	71%	72%	72%	75%	70%	70%	74%	73%	70%	81%	18%	87%	73%	81%	59%	72%	70%	71%	73%	72%	70%	72%
Don't know	784	355	429	109	118	119	147	131	152	150	237	86	257	97	129	14	23	161	101	50	113	88	198	60	113	95	117
	8%	7%	9%	9%	7%	7%	9%	9%	8%	8%	8%	6%	8%	6%	5%	3%	3%	7%	5%	5%	8%	10%	8%	7%	7%	8%	10%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 34

**Q.11 Would you say you were moving towards or away from...?****Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b>UKIP</b>																											
Towards	2768	1521	1247	286	383	422	560	461	641	488	767	525	889	450	378	79	865	829	424	240	451	206	705	243	431	369	362
	29%	32%	25%	25%	23%	24%	33%	32%	33%	25%	27%	36%	28%	26%	14%	18%	96%	37%	20%	30%	23%	29%	27%	28%	31%	30%	
Away from	5954	2850	3104	737	1100	1150	992	845	1118	1309	1796	793	1862	1192	2166	331	26	1260	1586	717	906	592	1529	568	951	717	690
	61%	60%	63%	64%	66%	67%	58%	58%	57%	67%	64%	55%	59%	68%	79%	75%	3%	56%	74%	70%	60%	66%	62%	63%	62%	60%	57%
Don't know	974	399	575	134	177	155	153	148	202	155	235	131	396	108	192	30	10	162	148	71	142	102	234	87	145	114	149
	10%	8%	12%	12%	11%	9%	9%	10%	10%	8%	8%	9%	13%	6%	7%	7%	1%	7%	7%	9%	11%	9%	10%	10%	10%	12%	

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 35

**Q.12a I'd like to ask about how much contact you have had from the main political parties over the last few months.  
Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Knocked on your door**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b>The Labour Party</b>																											
Yes	1178	595	584	140	202	222	225	159	229	206	308	180	452	150	558	38	88	205	454	113	181	108	271	110	163	187	160
	12%	12%	12%	12%	12%	13%	13%	11%	12%	11%	11%	12%	14%	9%	20%	9%	10%	9%	21%	11%	12%	12%	11%	12%	11%	16%	13%
No	8150	4005	4144	958	1392	1437	1426	1248	1662	1653	2385	1230	2585	1516	2082	380	798	1967	1626	869	1309	778	1900	784	1355	997	1026
	84%	84%	84%	83%	84%	83%	84%	86%	85%	85%	85%	85%	82%	87%	76%	86%	89%	87%	75%	85%	87%	86%	77%	87%	89%	83%	85%
Don't know	367	169	198	59	66	68	55	46	70	93	105	40	110	84	96	22	16	79	77	46	10	15	297	4	9	17	15
	4%	4%	4%	5%	4%	4%	3%	3%	4%	5%	4%	3%	3%	5%	4%	5%	2%	4%	4%	4%	1%	2%	12%	*	1%	1%	
<b>The Conservative Party</b>																											
Yes	828	426	402	86	140	141	137	128	195	159	238	129	270	248	232	30	81	294	182	65	115	65	242	53	112	128	113
	9%	9%	8%	7%	8%	8%	8%	9%	10%	8%	9%	9%	9%	14%	8%	7%	9%	13%	8%	6%	8%	7%	10%	6%	7%	11%	9%
No	8493	4172	4322	1010	1458	1514	1512	1279	1692	1701	2452	1280	2765	1416	2408	388	805	1876	1899	918	1380	815	1923	838	1408	1057	1071
	88%	87%	88%	87%	88%	88%	89%	88%	86%	87%	88%	88%	88%	81%	88%	88%	89%	83%	88%	89%	92%	91%	78%	93%	92%	88%	89%
Don't know	374	171	203	61	62	71	56	46	75	93	109	40	111	86	96	22	14	82	76	46	5	19	303	7	8	15	16
	4%	4%	4%	5%	4%	4%	3%	3%	4%	5%	4%	3%	4%	5%	4%	5%	2%	4%	4%	4%	*	2%	12%	1%	1%	1%	1%
<b>The Liberal Democrats</b>																											
Yes	458	231	227	74	58	87	97	61	81	86	115	86	152	69	150	38	46	95	101	72	75	38	121	69	69	62	23
	5%	5%	5%	6%	3%	5%	6%	4%	4%	4%	4%	6%	5%	4%	5%	9%	5%	4%	5%	7%	5%	4%	5%	8%	5%	5%	2%
No	8867	4370	4497	1023	1535	1569	1557	1347	1807	1772	2579	1322	2885	1596	2484	380	840	2077	1974	910	1420	844	2044	824	1448	1125	1163
	91%	92%	91%	88%	92%	91%	91%	93%	92%	91%	92%	91%	92%	91%	91%	86%	93%	92%	91%	88%	95%	94%	83%	92%	95%	94%	97%
Don't know	370	168	202	59	67	71	52	45	73	94	105	41	109	85	103	22	15	80	82	47	6	18	303	5	11	13	15
	4%	4%	4%	5%	4%	4%	3%	3%	4%	5%	4%	3%	3%	5%	4%	5%	2%	4%	4%	5%	*	2%	12%	1%	1%	1%	1%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 36

**Q.12b I'd like to ask about how much contact you have had from the main political parties over the last few months.  
Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Telephoned you**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b>The Labour Party</b>																											
Yes	299	163	136	32	31	44	53	56	82	58	67	40	124	22	191	6	13	38	156	24	41	26	66	26	55	35	50
	3%	3%	3%	3%	2%	3%	3%	4%	4%	3%	2%	3%	4%	1%	7%	1%	1%	2%	7%	2%	3%	3%	3%	3%	4%	3%	4%
No	9066	4451	4615	1068	1570	1625	1605	1360	1808	1808	2634	1382	2925	1644	2460	419	874	2136	1930	961	1458	863	2107	871	1462	1164	1140
	94%	93%	94%	92%	95%	94%	94%	94%	92%	93%	94%	95%	93%	94%	90%	95%	97%	95%	89%	93%	97%	96%	85%	97%	96%	97%	95%
Don't know	330	155	175	57	59	57	47	37	71	86	98	28	97	84	85	15	14	78	71	43	1	11	295	1	10	1	11
	3%	3%	4%	5%	4%	3%	3%	3%	4%	4%	4%	2%	3%	5%	3%	3%	2%	3%	3%	4%	*	1%	12%	*	1%	*	1%
<b>The Conservative Party</b>																											
Yes	195	108	87	13	18	24	31	30	78	37	46	30	70	74	42	-	19	98	28	12	29	16	55	7	26	42	21
	2%	2%	2%	1%	1%	1%	2%	2%	4%	2%	2%	2%	2%	4%	2%	-	2%	4%	1%	1%	2%	2%	2%	1%	2%	4%	2%
No	9168	4503	4665	1085	1585	1643	1629	1386	1811	1827	2651	1390	2983	1593	2607	425	867	2076	2055	974	1468	872	2119	890	1496	1157	1166
	95%	94%	95%	94%	95%	95%	96%	95%	92%	94%	95%	96%	95%	91%	95%	97%	96%	92%	95%	95%	98%	97%	86%	99%	98%	96%	97%
Don't know	332	158	174	58	58	60	46	37	72	88	101	30	93	83	88	15	15	78	74	43	3	12	293	1	7	1	14
	3%	3%	4%	5%	3%	3%	3%	3%	4%	5%	4%	2%	3%	5%	3%	3%	2%	3%	3%	4%	*	1%	12%	*	*	*	1%
<b>The Liberal Democrats</b>																											
Yes	100	50	50	25	14	17	11	9	23	12	25	18	40	12	35	14	5	10	14	25	13	8	22	14	28	10	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	*	1%	2%	1%	1%	1%	2%	2%	1%	*
No	9273	4566	4708	1081	1590	1649	1649	1408	1867	1853	2679	1404	3014	1658	2614	411	882	2166	2072	960	1485	882	2157	881	1494	1186	1189
	96%	96%	96%	93%	96%	96%	97%	97%	95%	95%	96%	97%	96%	95%	96%	93%	98%	96%	96%	93%	99%	98%	87%	98%	98%	99%	99%
Don't know	322	154	168	51	56	60	45	36	71	87	94	28	92	80	88	15	14	75	72	43	3	10	289	3	6	4	7
	3%	3%	3%	4%	3%	4%	3%	3%	4%	4%	3%	2%	3%	5%	3%	3%	2%	3%	3%	4%	*	1%	12%	*	*	*	1%

**Lord Ashcroft**

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 37

**Q.12c I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Delivered leaflets or newspapers to your home**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
Yes	3467	1783	1684	396	621	664	634	513	630	678	975	553	1153	562	1244	146	287	731	1014	338	627	241	798	291	526	470	514
	36%	37%	34%	34%	37%	38%	37%	35%	32%	35%	35%	38%	37%	32%	45%	33%	32%	32%	47%	33%	42%	27%	32%	32%	34%	39%	43%
No	5784	2785	3000	707	956	984	994	884	1238	1170	1687	855	1858	1096	1394	270	589	1428	1060	632	851	635	1360	587	974	715	662
	60%	58%	61%	61%	58%	57%	58%	61%	63%	60%	60%	59%	59%	63%	51%	61%	65%	63%	49%	61%	57%	71%	55%	65%	64%	60%	55%
Don't know	444	202	242	54	83	78	77	57	92	104	137	42	135	93	98	24	25	92	84	59	22	24	310	20	28	16	24
	5%	4%	5%	5%	5%	4%	5%	4%	5%	5%	5%	3%	4%	5%	4%	5%	3%	4%	4%	6%	1%	3%	13%	2%	2%	1%	2%
<b><u>The Conservative Party</u></b>																											
Yes	3233	1674	1559	322	506	598	579	531	689	727	963	499	939	754	899	161	305	956	744	361	547	239	795	314	478	422	438
	33%	35%	32%	28%	30%	35%	34%	37%	35%	37%	34%	34%	30%	43%	33%	37%	34%	42%	34%	35%	36%	27%	32%	35%	31%	35%	36%
No	5996	2877	3119	777	1063	1049	1051	861	1177	1120	1697	909	2052	903	1725	257	571	1203	1323	617	934	637	1358	565	1018	758	728
	62%	60%	63%	67%	64%	61%	62%	59%	60%	57%	61%	63%	65%	52%	63%	58%	63%	53%	61%	60%	62%	71%	55%	63%	67%	63%	61%
Don't know	465	219	247	57	92	80	75	61	95	105	139	42	155	94	112	22	25	92	90	51	19	24	315	19	32	20	35
	5%	5%	5%	5%	6%	5%	4%	4%	5%	5%	5%	3%	5%	5%	4%	5%	3%	4%	4%	5%	1%	3%	13%	2%	2%	2%	3%
<b><u>The Liberal Democrats</u></b>																											
Yes	2162	1078	1084	218	342	423	418	341	412	467	617	349	647	407	598	172	169	477	490	303	425	151	489	286	314	265	231
	22%	23%	22%	19%	21%	24%	25%	23%	21%	24%	22%	24%	21%	23%	22%	39%	19%	21%	23%	29%	28%	17%	20%	32%	21%	22%	19%
No	7047	3451	3595	874	1227	1217	1200	1054	1452	1374	2023	1058	2355	1248	2023	248	701	1673	1573	667	1049	727	1645	592	1181	908	944
	73%	72%	73%	76%	74%	70%	70%	73%	74%	70%	72%	73%	75%	71%	74%	56%	78%	74%	73%	65%	70%	81%	67%	66%	77%	76%	79%
Don't know	487	240	247	65	91	87	86	58	97	111	159	43	144	95	115	20	31	101	94	58	26	22	333	20	33	26	26
	5%	5%	5%	6%	5%	5%	5%	4%	5%	6%	6%	3%	5%	5%	4%	5%	3%	5%	4%	6%	2%	2%	14%	2%	2%	2%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 38

**Q.12d I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Sent you a personally addressed letter**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b><u>The Labour Party</u></b>																											
Yes	1095	564	531	107	182	196	222	168	216	211	297	177	372	136	549	28	79	193	462	91	157	123	222	85	166	134	208
	11%	12%	11%	9%	11%	11%	13%	12%	11%	11%	11%	12%	12%	8%	20%	6%	9%	9%	21%	9%	10%	14%	9%	9%	11%	11%	17%
No	8156	3996	4159	990	1414	1439	1414	1214	1658	1633	2361	1225	2651	1521	2079	388	797	1967	1599	878	1315	758	1930	795	1346	1043	968
	84%	84%	84%	86%	85%	83%	83%	84%	85%	84%	84%	85%	84%	87%	76%	88%	88%	87%	74%	85%	88%	84%	78%	89%	88%	87%	81%
Don't know	444	209	235	60	65	91	70	71	87	109	140	48	123	93	108	25	25	92	97	59	28	20	316	18	16	23	25
	5%	4%	5%	5%	4%	5%	4%	5%	4%	6%	5%	3%	4%	5%	4%	6%	3%	4%	4%	6%	2%	2%	13%	2%	1%	2%	2%
<b><u>The Conservative Party</u></b>																											
Yes	1450	742	709	93	136	254	266	275	418	342	451	234	377	444	327	56	182	604	291	146	197	113	322	144	245	204	224
	15%	16%	14%	8%	8%	15%	16%	19%	21%	18%	16%	16%	12%	25%	12%	13%	20%	27%	13%	14%	13%	13%	13%	16%	16%	17%	19%
No	7805	3827	3978	1013	1464	1381	1368	1109	1450	1504	2215	1169	2643	1208	2310	363	693	1552	1772	827	1276	766	1831	736	1267	974	955
	81%	80%	81%	88%	88%	80%	80%	76%	74%	77%	79%	81%	84%	69%	84%	83%	77%	69%	82%	80%	85%	85%	74%	82%	83%	81%	79%
Don't know	440	200	239	51	61	92	72	69	93	106	133	46	126	98	99	21	26	96	94	56	26	21	315	18	15	22	22
	5%	4%	5%	4%	4%	5%	4%	5%	5%	5%	5%	3%	4%	6%	4%	5%	3%	4%	4%	5%	2%	2%	13%	2%	1%	2%	2%
<b><u>The Liberal Democrats</u></b>																											
Yes	438	216	222	55	59	77	86	68	90	87	111	67	150	67	129	54	44	87	97	84	97	51	71	57	82	47	33
	5%	5%	5%	5%	4%	4%	5%	5%	5%	4%	4%	5%	5%	4%	5%	12%	5%	4%	5%	8%	6%	6%	3%	6%	5%	4%	3%
No	8822	4353	4469	1053	1537	1558	1549	1318	1780	1761	2552	1334	2869	1595	2508	367	831	2073	1966	892	1378	827	2078	824	1431	1137	1147
	91%	91%	91%	91%	93%	90%	91%	91%	91%	90%	91%	92%	91%	91%	92%	83%	92%	92%	91%	87%	92%	92%	84%	92%	94%	95%	96%
Don't know	434	200	234	49	64	91	70	67	91	104	136	48	127	88	99	20	26	92	95	54	25	22	319	17	15	16	21
	4%	4%	5%	4%	4%	5%	4%	5%	5%	5%	5%	3%	4%	5%	4%	4%	3%	4%	4%	5%	2%	2%	13%	2%	1%	1%	2%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 39

**Q.12e I'd like to ask about how much contact you have had from the main political parties over the last few months.**

**Can you remember whether the Conservatives/ Labour/ the Liberal Democrats have...?**

**Held street stalls or similar in the local area**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
<b>The Labour Party</b>																											
Yes	941	499	441	124	161	185	164	117	188	182	250	136	342	136	438	43	67	187	352	84	158	114	179	83	137	131	139
	10%	10%	9%	11%	10%	11%	10%	8%	10%	9%	9%	9%	11%	8%	16%	10%	7%	8%	16%	8%	11%	13%	7%	9%	9%	11%	12%
No	7903	3884	4019	924	1375	1358	1408	1224	1588	1566	2322	1205	2550	1443	2084	371	788	1880	1624	863	1244	724	1877	765	1308	1001	984
	82%	81%	82%	80%	83%	79%	83%	84%	81%	80%	83%	83%	81%	82%	76%	84%	87%	83%	75%	84%	83%	80%	76%	85%	86%	83%	82%
Don't know	852	386	465	108	124	183	133	113	185	204	226	109	255	172	214	27	46	185	182	82	99	62	412	50	83	68	78
	9%	8%	9%	9%	7%	11%	8%	8%	9%	10%	8%	8%	8%	10%	8%	6%	5%	8%	8%	8%	7%	7%	17%	6%	5%	6%	7%
<b>The Conservative Party</b>																											
Yes	649	341	308	83	94	127	104	92	149	145	160	130	187	191	168	40	48	243	130	64	102	62	149	38	137	79	83
	7%	7%	6%	7%	6%	7%	6%	6%	8%	7%	6%	9%	6%	11%	6%	9%	5%	11%	6%	6%	7%	7%	6%	4%	9%	7%	7%
No	8166	4019	4147	971	1426	1420	1465	1249	1609	1605	2403	1206	2687	1371	2347	366	804	1813	1840	884	1299	768	1902	798	1309	1049	1041
	84%	84%	84%	84%	86%	82%	86%	86%	82%	82%	86%	83%	85%	78%	86%	83%	89%	81%	85%	86%	87%	85%	77%	89%	86%	87%	87%
Don't know	880	409	471	103	140	180	137	112	202	202	235	113	272	188	222	34	49	196	187	80	99	70	418	62	83	72	76
	9%	9%	10%	9%	8%	10%	8%	8%	10%	10%	8%	8%	9%	11%	8%	8%	5%	9%	9%	8%	7%	8%	17%	7%	5%	6%	6%
<b>The Liberal Democrats</b>																											
Yes	397	205	192	52	60	81	73	52	77	74	92	76	137	63	124	40	32	85	96	71	80	49	86	52	58	46	27
	4%	4%	4%	5%	4%	5%	4%	4%	4%	4%	3%	5%	4%	4%	5%	9%	4%	4%	4%	7%	5%	5%	3%	6%	4%	4%	2%
No	8420	4166	4255	988	1466	1459	1505	1288	1687	1671	2467	1262	2753	1505	2384	368	821	1971	1876	872	1319	785	1966	790	1385	1078	1096
	87%	87%	86%	85%	88%	85%	88%	89%	86%	86%	88%	87%	87%	86%	87%	84%	91%	88%	87%	85%	88%	87%	80%	88%	91%	90%	91%
Don't know	877	398	479	117	134	186	127	113	196	207	241	111	256	183	228	33	48	196	185	86	100	65	416	56	85	76	79
	9%	8%	10%	10%	8%	11%	7%	8%	10%	11%	9%	8%	8%	10%	8%	7%	5%	9%	9%	8%	7%	7%	17%	6%	6%	6%	7%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 40  
Constituency  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Sherwood	301	153	148	36	43	39	60	60	63	44	89	53	108	55	76	7	34	67	67	18	301	-	-	-	-	-	-
	3%	3%	3%	3%	3%	2%	4%	4%	3%	2%	3%	4%	3%	3%	3%	2%	4%	3%	3%	2%	20%	-	-	-	-	-	-
Broxtowe	278	146	132	24	37	48	53	41	73	60	64	56	90	47	80	16	21	62	67	34	278	-	-	-	-	-	-
	3%	3%	3%	2%	2%	3%	3%	3%	4%	3%	2%	4%	3%	3%	3%	4%	2%	3%	3%	3%	19%	-	-	-	-	-	-
Amber Valley	290	142	148	30	34	49	47	55	73	49	91	41	104	52	96	10	25	67	83	26	290	-	-	-	-	-	-
	3%	3%	3%	3%	2%	3%	3%	4%	4%	3%	3%	3%	3%	3%	4%	2%	3%	3%	4%	3%	19%	-	-	-	-	-	-
Lincoln	323	152	170	53	67	56	64	33	50	63	70	46	131	50	78	20	43	69	46	44	323	-	-	-	-	-	-
	3%	3%	3%	5%	4%	3%	4%	2%	3%	3%	3%	3%	4%	3%	3%	4%	5%	3%	2%	4%	22%	-	-	-	-	-	-
Northampton North	308	140	168	50	57	68	35	41	58	61	94	53	91	65	89	22	23	74	63	43	308	-	-	-	-	-	-
	3%	3%	3%	4%	3%	4%	2%	3%	3%	3%	3%	4%	3%	4%	3%	5%	3%	3%	3%	4%	21%	-	-	-	-	-	-
Hendon	286	134	152	41	69	43	52	28	52	70	102	33	62	63	90	12	20	79	63	23	-	286	-	-	-	-	-
	3%	3%	3%	4%	4%	2%	3%	2%	3%	4%	4%	2%	2%	4%	3%	3%	2%	4%	3%	2%	-	32%	-	-	-	-	-
Brentford and Isleworth	278	135	143	34	59	56	50	39	40	83	87	22	70	49	75	23	17	62	58	47	-	278	-	-	-	-	-
	3%	3%	3%	3%	4%	3%	3%	3%	2%	4%	3%	1%	2%	3%	3%	5%	2%	3%	3%	5%	-	31%	-	-	-	-	-
Enfield North	336	171	165	36	88	82	47	40	42	73	97	45	108	54	134	14	28	84	94	26	-	336	-	-	-	-	-
	3%	4%	3%	3%	5%	5%	3%	3%	2%	4%	3%	3%	3%	3%	5%	3%	3%	4%	4%	3%	-	37%	-	-	-	-	-
Weaver Vale	283	132	151	21	32	58	56	51	65	69	85	43	75	58	82	15	20	73	56	40	-	-	-	283	-	-	-
	3%	3%	3%	2%	2%	3%	3%	4%	3%	4%	3%	3%	2%	3%	3%	4%	2%	3%	3%	4%	-	-	-	32%	-	-	-
Warrington South	285	145	139	26	43	51	56	47	61	79	79	34	89	50	96	9	19	62	84	45	-	-	-	285	-	-	-
	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%	2%	2%	3%	4%	4%	-	-	-	32%	-	-	-
Bedford	330	158	173	44	76	58	61	41	49	71	93	43	116	54	106	20	31	80	63	44	-	-	-	330	-	-	-
	3%	3%	4%	4%	5%	3%	4%	3%	2%	4%	3%	3%	4%	3%	4%	5%	3%	4%	3%	4%	-	-	-	37%	-	-	-
Dewsbury	296	144	152	35	45	56	55	47	59	73	57	59	100	58	84	11	25	70	63	31	-	-	-	-	296	-	-
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	4%	3%	3%	3%	2%	3%	3%	3%	3%	-	-	-	-	19%	-	-
Pudsey	316	141	176	36	60	54	51	48	67	62	99	41	104	39	79	16	28	60	73	39	-	-	-	-	316	-	-
	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	4%	3%	3%	3%	4%	-	-	-	-	21%	-	-
Bury North	269	130	139	17	49	29	45	58	70	74	73	34	82	56	80	7	33	75	60	31	-	-	-	-	269	-	-
	3%	3%	3%	1%	3%	2%	3%	4%	4%	4%	3%	2%	3%	3%	3%	2%	4%	3%	3%	3%	-	-	-	-	18%	-	-

Lord Ashcroft

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 40  
Constituency  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Stockton South	321	153	168	39	47	72	71	31	60	65	88	52	104	44	108	17	32	81	87	38	-	-	-	-	321	-	-
	3%	3%	3%	3%	3%	4%	4%	2%	3%	3%	3%	4%	3%	3%	4%	4%	4%	4%	4%	4%	-	-	-	-	21%	-	-
Carlisle	326	179	147	44	48	63	46	64	57	55	98	59	109	66	91	12	26	76	65	28	-	-	-	-	326	-	-
	3%	4%	3%	4%	3%	4%	3%	4%	3%	3%	4%	4%	3%	4%	3%	3%	3%	3%	3%	3%	-	-	-	-	21%	-	-
Lancaster and Fleetwood	289	138	151	45	31	34	52	53	74	60	76	33	103	56	81	18	25	79	72	28	-	-	-	-	-	289	-
	3%	3%	3%	4%	2%	2%	3%	4%	4%	3%	3%	2%	3%	3%	3%	4%	3%	4%	3%	3%	-	-	-	-	-	24%	-
Waveney	304	154	150	32	37	61	50	39	83	44	76	59	112	54	72	9	32	64	66	27	-	-	-	-	-	304	-
	3%	3%	3%	3%	2%	4%	3%	3%	4%	2%	3%	4%	4%	3%	3%	2%	4%	3%	3%	3%	-	-	-	-	-	25%	-
Morecambe and Lunesdale	304	144	160	33	58	46	43	44	80	45	103	51	94	49	99	15	27	64	83	30	-	-	-	-	-	304	-
	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	4%	4%	3%	3%	4%	3%	3%	3%	4%	3%	-	-	-	-	-	25%	-
Hastings and Rye	302	149	153	44	33	46	57	59	63	47	87	50	103	53	69	12	35	74	57	24	-	-	-	-	-	302	-
	3%	3%	3%	4%	2%	3%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	-	-	-	-	-	25%	-
Stroud	272	140	131	17	31	43	58	52	67	69	83	43	68	47	70	14	21	66	67	32	-	-	272	-	-	-	-
	3%	3%	3%	1%	2%	3%	3%	4%	3%	4%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	-	-	11%	-	-	-	-
Thurrock	342	197	144	44	85	61	55	47	48	51	90	53	122	59	67	11	52	73	68	14	-	-	342	-	-	-	-
	4%	4%	3%	4%	5%	4%	3%	3%	2%	3%	3%	4%	4%	3%	2%	3%	6%	3%	3%	1%	-	-	14%	-	-	-	-
Plymouth Sutton and Devonport	352	177	175	59	77	57	58	51	51	48	115	34	145	58	99	24	43	59	65	34	-	-	352	-	-	-	-
	4%	4%	4%	5%	5%	3%	3%	3%	3%	2%	4%	2%	5%	3%	4%	5%	5%	3%	3%	3%	-	-	14%	-	-	-	-
Brighton Kemptown	288	133	155	44	40	50	54	29	71	63	98	41	76	60	75	12	28	61	62	26	-	-	288	-	-	-	-
	3%	3%	3%	4%	2%	3%	3%	2%	4%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%	-	-	12%	-	-	-	-
Hove	298	137	161	32	50	66	58	37	53	60	108	44	80	51	84	10	15	62	62	34	-	-	298	-	-	-	-
	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%	2%	3%	3%	3%	-	-	12%	-	-	-	-
Ipswich	316	162	154	40	43	65	72	51	44	57	107	43	101	63	80	17	31	77	56	33	-	-	316	-	-	-	-
	3%	3%	3%	3%	3%	4%	4%	4%	2%	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%	3%	-	-	13%	-	-	-	-
Gloucester	318	154	164	32	82	50	45	49	56	63	85	62	98	61	75	16	34	70	55	49	-	-	318	-	-	-	-
	3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	5%	-	-	13%	-	-	-	-
Cardiff North	282	141	142	38	51	53	41	34	64	78	89	25	79	71	77	15	13	65	68	40	-	-	282	-	-	-	-
	3%	3%	3%	3%	3%	3%	2%	2%	3%	4%	3%	2%	3%	4%	3%	3%	1%	3%	3%	4%	-	-	11%	-	-	-	-
North Warwickshire	295	163	131	23	52	48	57	48	65	53	83	59	92	48	83	11	48	70	83	25	-	-	-	-	-	295	-
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%	5%	3%	4%	2%	-	-	-	-	-	-	25%

Lord Ashcroft

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 40  
**Constituency**  
**Base: All respondents**

	Gender		Age							SEG				Voting Intention				2010 Vote			Constituency Type							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands	
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201	
Wolverhampton South West	301	158	143	42	43	59	47	41	69	59	68	50	109	57	89	8	26	72	66	24	-	-	-	-	-	-	-	301
	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	2%	-	-	-	-	-	-	-	25%
Halesowen and Rowley Regis	308	135	173	35	58	47	60	44	63	56	89	46	107	54	91	8	24	76	74	26	-	-	-	-	-	-	-	308
	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	-	-	-	-	-	-	-	26%
Nuneaton	298	131	168	31	36	60	48	53	69	50	77	46	112	48	82	10	24	76	61	26	-	-	-	-	-	-	-	298
	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	-	-	-	-	-	-	-	25%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 41  
**Constituency Type (Demographic)**  
**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Central Midlands	1500	733	767	192	238	259	260	229	318	277	408	248	524	269	419	75	145	338	326	166	1500	-	-	-	-	-	-
	15%	15%	16%	17%	14%	15%	15%	16%	16%	14%	15%	17%	17%	15%	15%	17%	16%	15%	15%	16%	100%	-	-	-	-	-	-
London	900	440	460	111	217	180	149	107	134	226	285	99	239	166	298	49	65	225	215	96	-	900	-	-	-	-	-
	9%	9%	9%	10%	13%	10%	9%	7%	7%	12%	10%	7%	8%	9%	11%	11%	7%	10%	10%	9%	-	100%	-	-	-	-	-
New Towns	898	435	463	92	151	167	173	139	175	219	258	120	280	162	283	45	70	215	202	128	-	-	-	898	-	-	-
	9%	9%	9%	8%	9%	10%	10%	10%	9%	11%	9%	8%	9%	9%	10%	10%	8%	10%	9%	12%	-	-	-	100%	-	-	-
North	1528	747	781	170	249	274	267	247	313	328	415	245	499	264	443	63	144	363	348	168	-	-	-	-	1528	-	-
	16%	16%	16%	15%	15%	16%	16%	17%	16%	17%	15%	17%	16%	15%	16%	14%	16%	16%	16%	16%	-	-	-	-	100%	-	-
Seaside towns	1200	586	614	153	159	187	202	194	301	196	342	193	413	212	321	55	118	282	279	109	-	-	-	-	-	1200	-
	12%	12%	12%	13%	10%	11%	12%	13%	15%	10%	12%	13%	13%	12%	12%	12%	13%	13%	13%	11%	-	-	-	-	-	100%	-
South - rural	272	140	131	17	31	43	58	52	67	69	83	43	68	47	70	14	21	66	67	32	-	-	272	-	-	-	-
	3%	3%	3%	1%	2%	3%	3%	4%	3%	4%	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	-	-	11%	-	-	-	-
South - urban	2196	1101	1095	290	427	401	383	297	388	419	693	301	702	423	557	104	215	467	436	229	-	-	2196	-	-	-	-
	23%	23%	22%	25%	26%	23%	22%	20%	20%	21%	25%	21%	22%	24%	20%	24%	24%	21%	20%	22%	-	-	89%	-	-	-	-
West Midlands	1201	587	614	131	189	215	212	186	266	218	316	201	420	207	345	36	122	294	285	101	-	-	-	-	-	-	1201
	12%	12%	12%	11%	11%	12%	12%	13%	14%	11%	11%	14%	13%	12%	13%	8%	14%	13%	13%	10%	-	-	-	-	-	-	100%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 42  
**Constituency Type (Political)**  
**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	Lon- don	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Lib Dem	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Labour	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Central Midlands	1500	733	767	192	238	259	260	229	318	277	408	248	524	269	419	75	145	338	326	166	1500	-	-	-	-	-	-
	15%	15%	16%	17%	14%	15%	15%	16%	16%	14%	15%	17%	17%	15%	15%	17%	16%	15%	15%	16%	100%	-	-	-	-	-	-
London	900	440	460	111	217	180	149	107	134	226	285	99	239	166	298	49	65	225	215	96	-	900	-	-	-	-	-
	9%	9%	9%	10%	13%	10%	9%	7%	7%	12%	10%	7%	8%	9%	11%	11%	7%	10%	10%	9%	-	100%	-	-	-	-	-
Misc South	2468	1241	1227	307	458	445	441	350	455	489	775	344	770	471	627	118	236	533	503	261	-	-	2468	-	-	-	-
	25%	26%	25%	27%	28%	26%	26%	24%	23%	25%	28%	24%	24%	27%	23%	27%	26%	24%	23%	25%	-	-	100%	-	-	-	-
New Towns	898	435	463	92	151	167	173	139	175	219	258	120	280	162	283	45	70	215	202	128	-	-	-	898	-	-	-
	9%	9%	9%	8%	9%	10%	10%	10%	9%	11%	9%	8%	9%	9%	10%	10%	8%	10%	9%	12%	-	-	-	100%	-	-	-
North - Urban	1528	747	781	170	249	274	267	247	313	328	415	245	499	264	443	63	144	363	348	168	-	-	-	-	1528	-	-
	16%	16%	16%	15%	15%	16%	16%	17%	16%	17%	15%	17%	16%	15%	16%	14%	16%	16%	16%	16%	-	-	-	-	100%	-	-
Seaside Towns	1200	586	614	153	159	187	202	194	301	196	342	193	413	212	321	55	118	282	279	109	-	-	-	-	-	1200	-
	12%	12%	12%	13%	10%	11%	12%	13%	15%	10%	12%	13%	13%	12%	12%	12%	13%	13%	13%	11%	-	-	-	-	-	100%	-
West Midlands	1201	587	614	131	189	215	212	186	266	218	316	201	420	207	345	36	122	294	285	101	-	-	-	-	-	-	1201
	12%	12%	12%	11%	11%	12%	12%	13%	14%	11%	11%	14%	13%	12%	13%	8%	14%	13%	13%	10%	-	-	-	-	-	-	100%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 43

**Age****Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
18-24	1157	619	537	1157	-	-	-	-	-	217	393	182	284	198	391	74	42	104	130	103	192	111	307	92	170	153	131
	12%	13%	11%	100%	-	-	-	-	-	11%	14%	13%	9%	11%	14%	17%	5%	5%	6%	10%	13%	12%	12%	10%	11%	13%	11%
25-34	1660	806	854	-	1660	-	-	-	-	374	530	251	456	244	550	89	107	289	316	224	238	217	458	151	249	159	189
	17%	17%	17%	-	100%	-	-	-	-	19%	19%	17%	15%	14%	20%	20%	12%	13%	15%	22%	16%	24%	19%	17%	16%	13%	16%
35-44	1726	821	905	-	-	1726	-	-	-	468	518	255	430	296	510	68	113	378	393	230	259	180	445	167	274	187	215
	18%	17%	18%	-	-	100%	-	-	-	24%	19%	18%	14%	17%	19%	15%	13%	17%	18%	22%	17%	20%	18%	19%	18%	16%	18%
45-54	1705	897	809	-	-	-	1705	-	-	358	510	315	459	272	460	76	190	387	438	187	260	149	441	173	267	202	212
	18%	19%	16%	-	-	-	100%	-	-	18%	18%	22%	15%	16%	17%	17%	21%	17%	20%	18%	17%	17%	18%	19%	18%	17%	18%
55-64	1453	687	766	-	-	-	-	1453	-	273	435	210	502	264	378	57	187	372	373	137	229	107	350	139	247	194	186
	15%	14%	16%	-	-	-	-	100%	-	14%	16%	14%	16%	15%	14%	13%	21%	17%	17%	13%	15%	12%	14%	16%	16%	16%	16%
65 or older	1961	924	1037	-	-	-	-	-	1961	258	403	233	1004	470	446	75	257	710	504	145	318	134	455	175	313	301	266
	20%	19%	21%	-	-	-	-	-	100%	13%	14%	16%	32%	27%	16%	17%	28%	32%	23%	14%	21%	15%	18%	19%	20%	25%	22%
Refused	32	14	18	-	-	-	-	-	-	4	11	4	9	6	1	-	6	10	3	3	4	2	13	1	7	3	2
	*	*	*	-	-	-	-	-	-	*	*	*	*	*	*	-	1%	*	*	*	*	*	1%	*	*	*	*

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 44  
Gender  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Town	North Urban	Sea- side Town	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Male	4769	4769	-	619	806	821	897	687	924	1051	1340	799	1421	942	1329	199	562	1181	1042	473	733	440	1241	435	747	586	587
	49%	100%	-	54%	49%	48%	53%	47%	47%	54%	48%	55%	45%	54%	49%	45%	62%	52%	48%	46%	49%	49%	50%	48%	49%	49%	49%
Female	4926	-	4926	537	854	905	809	766	1037	901	1459	650	1725	808	1407	241	340	1070	1116	555	767	460	1227	463	781	614	614
	51%	-	100%	46%	51%	52%	47%	53%	53%	46%	52%	45%	55%	46%	51%	55%	38%	48%	52%	54%	51%	51%	50%	52%	51%	51%	51%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 45  
SEG  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
NET: AB	1952	1051	901	217	374	468	358	273	258	1952	-	-	-	464	547	122	149	555	424	321	277	226	489	219	328	196	218
	20%	22%	18%	19%	23%	27%	21%	19%	13%	100%	-	-	-	27%	20%	28%	17%	25%	20%	31%	18%	25%	20%	24%	21%	16%	18%
A	611	340	270	80	84	139	115	95	96	611	-	-	-	162	177	32	39	192	126	101	86	63	152	70	110	64	66
	6%	7%	5%	7%	5%	8%	7%	7%	5%	31%	-	-	-	9%	6%	7%	4%	9%	6%	10%	6%	7%	6%	8%	7%	5%	6%
B	1341	710	631	137	289	328	243	178	161	1341	-	-	-	302	369	89	110	363	298	220	191	163	337	149	218	132	152
	14%	15%	13%	12%	17%	19%	14%	12%	8%	69%	-	-	-	17%	13%	20%	12%	16%	14%	21%	13%	18%	14%	17%	14%	11%	13%
C1	2799	1340	1459	393	530	518	510	435	403	-	2799	-	-	583	765	131	259	707	567	315	408	285	775	258	415	342	316
	29%	28%	30%	34%	32%	30%	30%	30%	21%	-	100%	-	-	33%	28%	30%	29%	31%	26%	31%	27%	32%	31%	29%	27%	29%	26%
C2	1449	799	650	182	251	255	315	210	233	-	-	1449	-	238	379	59	190	325	313	125	248	99	344	120	245	193	201
	15%	17%	13%	16%	15%	15%	18%	14%	12%	-	-	100%	-	14%	14%	14%	21%	14%	14%	12%	17%	11%	14%	13%	16%	16%	17%
D	1480	712	768	213	323	286	273	213	168	-	-	-	1480	165	473	50	135	230	360	127	248	115	369	144	236	171	197
	15%	15%	16%	18%	19%	17%	16%	15%	9%	-	-	-	47%	9%	17%	11%	15%	10%	17%	12%	17%	13%	15%	16%	15%	14%	16%
E	1666	709	956	71	134	145	187	289	836	-	-	-	1666	257	487	68	139	369	426	120	276	124	401	136	264	241	224
	17%	15%	19%	6%	8%	8%	11%	20%	43%	-	-	-	53%	15%	18%	15%	15%	16%	20%	12%	18%	14%	16%	15%	17%	20%	19%
NET: DE	3146	1421	1725	284	456	430	459	502	1004	-	-	-	3146	423	959	118	274	599	786	247	524	239	770	280	499	413	420
	32%	30%	35%	25%	27%	25%	27%	35%	51%	-	-	-	100%	24%	35%	27%	30%	27%	36%	24%	35%	27%	31%	31%	33%	34%	35%
Refused	349	158	191	81	50	55	63	33	62	-	-	-	-	43	86	10	30	65	67	20	44	51	89	21	41	56	46
	4%	3%	4%	7%	3%	3%	4%	2%	3%	-	-	-	-	2%	3%	2%	3%	3%	3%	2%	3%	6%	4%	2%	3%	5%	4%



## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 46

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Working full time - working 30 hours per week or more	3904	2431	1473	417	974	979	998	469	56	1107	1334	681	675	732	1070	193	380	880	839	479	618	388	1021	380	588	432	476
	40%	51%	30%	36%	59%	57%	58%	32%	3%	57%	48%	47%	21%	42%	39%	44%	42%	39%	39%	47%	41%	43%	41%	42%	39%	36%	40%
Working part time - working between 8 and 29 hours per week	1514	409	1104	258	289	369	290	239	66	298	513	300	369	263	491	66	113	322	325	185	208	156	410	130	248	183	178
	16%	9%	22%	22%	17%	21%	17%	16%	3%	15%	18%	21%	12%	15%	18%	15%	13%	14%	15%	18%	14%	17%	17%	14%	16%	15%	15%
Not working but seeking work or temporarily unemployed or sick	817	455	362	194	164	150	176	124	9	76	163	79	455	81	281	27	47	93	177	73	119	82	226	70	107	99	114
	8%	10%	7%	17%	10%	9%	10%	9%	*	4%	6%	5%	14%	5%	10%	6%	5%	4%	8%	7%	8%	9%	9%	8%	7%	8%	10%
Not working and not seeking work	529	271	258	216	80	77	73	78	6	68	134	47	256	76	165	43	26	48	88	55	82	61	130	47	97	62	50
	5%	6%	5%	19%	5%	4%	4%	5%	*	3%	5%	3%	8%	4%	6%	10%	3%	2%	4%	5%	5%	7%	5%	5%	6%	5%	4%
Retired on a state pension only	1166	424	742	3	6	5	24	209	913	36	79	51	982	230	296	46	133	350	324	70	190	77	268	105	181	175	170
	12%	9%	15%	*	*	*	1%	14%	47%	2%	3%	3%	31%	13%	11%	10%	15%	16%	15%	7%	13%	9%	11%	12%	12%	15%	14%
Retired with a private pension	1213	660	553	5	4	8	43	289	858	299	452	209	227	315	266	47	165	457	301	116	206	82	273	113	215	185	138
	13%	14%	11%	*	*	*	3%	20%	44%	15%	16%	14%	7%	18%	10%	11%	18%	20%	14%	11%	14%	9%	11%	13%	14%	15%	11%
House person, housewife, househusband, etc.	412	49	364	32	134	117	80	35	11	59	100	74	161	36	119	15	28	72	72	36	62	30	100	43	71	42	63
	4%	1%	7%	3%	8%	7%	5%	2%	1%	3%	4%	5%	5%	2%	4%	3%	3%	3%	3%	4%	4%	3%	4%	5%	5%	4%	5%
Refused	140	70	70	31	10	21	22	11	42	9	23	8	20	17	48	3	9	29	32	13	15	23	40	11	20	20	11
	1%	1%	1%	3%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	2%	1%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 47  
Is the house or flat in which you live...?  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Cent- ral Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Owned outright - without mortgage	2992	1436	1556	197	172	197	392	735	1282	613	869	431	1001	649	715	123	356	950	701	298	472	206	668	277	565	421	383
	31%	30%	32%	17%	10%	11%	23%	51%	65%	31%	31%	30%	32%	37%	26%	28%	39%	42%	32%	29%	31%	23%	27%	31%	37%	35%	32%
Owned with a mortgage or loan	3291	1674	1617	383	692	909	809	356	136	990	1104	577	541	695	911	164	293	813	718	420	530	311	846	295	531	367	411
	34%	35%	33%	33%	42%	53%	47%	25%	7%	51%	39%	40%	17%	40%	33%	37%	32%	36%	33%	41%	35%	35%	34%	33%	35%	31%	34%
Rented from the council	1083	500	584	151	189	200	164	147	231	57	191	120	695	105	386	33	80	148	289	57	183	126	325	70	137	77	165
	11%	10%	12%	13%	11%	12%	10%	10%	12%	3%	7%	8%	22%	6%	14%	7%	9%	7%	13%	6%	12%	14%	13%	8%	9%	6%	14%
Rented from a housing association	615	270	345	82	113	117	99	85	119	44	140	66	347	55	244	28	44	63	169	51	85	69	123	100	100	78	59
	6%	6%	7%	7%	7%	7%	6%	6%	6%	2%	5%	5%	11%	3%	9%	6%	5%	3%	8%	5%	6%	8%	5%	11%	7%	6%	5%
Rented from someone else	1290	659	632	221	425	272	187	97	86	201	421	200	430	175	369	70	95	187	214	157	173	137	394	116	145	203	122
	13%	14%	13%	19%	26%	16%	11%	7%	4%	10%	15%	14%	14%	10%	13%	16%	11%	8%	10%	15%	12%	15%	16%	13%	9%	17%	10%
Rent free	123	69	54	33	28	5	11	12	34	21	25	24	48	31	25	10	14	35	18	15	25	7	28	15	17	17	15
	1%	1%	1%	3%	2%	*	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Refused	301	162	139	88	42	27	45	21	73	25	50	31	84	40	87	13	19	55	48	31	33	44	83	25	34	37	46
	3%	3%	3%	8%	3%	2%	3%	1%	4%	1%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	5%	3%	3%	2%	3%	4%

## Marginals Poll 2013 - Labour Battleground

### CATI Fieldwork : 1st August-5th September 2013

Absolutes/col percents

Table 48  
Which of the following best describes your marital status?  
Base: All respondents

	Gender			Age						SEG				Voting Intention				2010 Vote			Constituency Type						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con- ser- vative	Labour	Lib- eral Demo- crat	UKIP	Con- ser- vative	Labour	Lib- eral Demo- crat	Central Mid- lands	London	Misc South	New Towns	North Urban	Sea- side Towns	West Mid- lands
Unweighted base	9607	4324	5283	547	1028	1436	1896	1839	2831	3592	1925	1337	2405	1862	2612	445	971	2484	2343	1064	1500	900	2406	900	1500	1200	1201
Weighted base	9695	4769	4926	1157	1660	1726	1705	1453	1961	1952	2799	1449	3146	1750	2736	440	901	2251	2157	1029	1500	900	2468	898	1528	1200	1201
Single	2510 26%	1415 30%	1095 22%	890 77%	549 33%	375 22%	329 19%	184 13%	181 9%	429 22%	773 28%	313 22%	887 28%	391 22%	823 30%	128 29%	164 18%	358 16%	462 21%	226 22%	337 22%	304 34%	662 27%	231 26%	354 23%	321 27%	300 25%
Married	3970 41%	2018 42%	1952 40%	74 6%	628 38%	873 51%	832 49%	773 53%	771 39%	1047 54%	1150 41%	713 49%	967 31%	751 43%	1026 38%	157 36%	480 53%	1131 50%	957 44%	432 42%	632 42%	348 39%	932 38%	389 43%	691 45%	479 40%	498 41%
Civil Partnership	155 2%	95 2%	60 1%	22 2%	37 2%	36 2%	32 2%	17 1%	11 1%	27 1%	51 2%	32 2%	42 1%	28 2%	46 2%	5 1%	10 1%	32 1%	24 1%	15 1%	20 1%	7 1%	62 3%	11 1%	20 1%	17 1%	18 1%
Cohabiting	914 9%	466 10%	448 9%	110 9%	333 20%	217 13%	155 9%	63 4%	37 2%	204 10%	269 10%	185 13%	242 8%	147 8%	251 9%	50 11%	65 7%	156 7%	184 9%	153 15%	178 12%	64 7%	271 11%	64 7%	137 9%	91 8%	109 9%
Widowed	861 9%	253 5%	607 12%	- -	5 *	12 1%	39 2%	144 10%	658 34%	78 4%	182 6%	69 5%	512 16%	225 13%	216 8%	35 8%	71 8%	288 13%	238 11%	62 6%	147 10%	53 6%	203 8%	71 8%	146 10%	124 10%	117 10%
Separated	215 2%	94 2%	121 2%	1 *	37 2%	57 3%	63 4%	29 2%	28 1%	36 2%	79 3%	20 1%	74 2%	39 2%	71 3%	9 2%	14 2%	49 2%	52 2%	21 2%	29 2%	27 3%	45 2%	25 3%	24 2%	30 2%	36 3%
Divorced	799 8%	312 7%	487 10%	1 *	39 2%	114 7%	213 12%	218 15%	214 11%	105 5%	236 8%	90 6%	351 11%	140 8%	210 8%	50 11%	81 9%	186 8%	176 8%	84 8%	123 8%	63 7%	206 8%	83 9%	121 8%	113 9%	91 8%
Refused	272 3%	117 2%	155 3%	58 5%	33 2%	43 3%	43 3%	26 2%	62 3%	26 1%	58 2%	28 2%	71 2%	32 2%	93 3%	7 2%	17 2%	50 2%	64 3%	37 4%	33 2%	34 4%	87 4%	24 3%	35 2%	26 2%	32 3%