

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 1

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76	
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89	
Certain to vote	(10) 3904	1991	1913	290	461	651	722	712	1056	923	1206	702	948	991	1280	156	625	160	38	
		49%	50%	47%	26%	35%	46%	52%	60%	67%	57%	52%	43%	44%	62%	60%	52%	57%	49%	43%
	(9) 448	237	212	58	67	79	86	88	70	103	139	80	113	103	141	20	51	39	4	
		6%	6%	5%	5%	5%	6%	6%	7%	4%	6%	6%	5%	5%	6%	7%	7%	5%	12%	5%
	(8) 728	330	397	102	129	163	128	87	120	154	187	142	216	179	209	39	104	33	6	
		9%	8%	10%	9%	10%	12%	9%	7%	8%	10%	8%	9%	10%	11%	10%	13%	9%	10%	7%
	(7) 410	197	212	97	98	73	59	45	38	75	135	107	85	83	134	18	60	23	2	
		5%	5%	5%	9%	7%	5%	4%	4%	2%	5%	6%	7%	4%	5%	6%	6%	5%	7%	2%
	(6) 264	133	131	60	67	35	45	29	27	58	65	51	77	46	89	11	40	6	9	
		3%	3%	3%	5%	5%	3%	3%	2%	2%	4%	3%	3%	4%	3%	4%	4%	4%	2%	10%
	(5) 698	308	390	129	152	143	96	84	94	101	195	152	217	107	173	34	128	27	15	
		9%	8%	10%	12%	12%	10%	7%	7%	6%	6%	8%	9%	10%	7%	8%	11%	12%	8%	16%
	(4) 164	74	91	44	31	34	30	13	13	32	56	31	43	25	38	9	30	10	3	
		2%	2%	2%	4%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	3%	3%	3%	4%
	(3) 231	125	106	66	48	44	34	25	14	44	62	51	66	51	40	10	35	21	5	
		3%	3%	3%	6%	4%	3%	2%	2%	1%	3%	3%	3%	3%	2%	3%	3%	3%	6%	6%
	(2) 152	82	70	50	37	19	22	11	12	26	47	30	41	14	29	2	21	9	7	
		2%	2%	2%	5%	3%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	3%	7%
Definitely would not vote	(1) 966	466	500	205	224	162	170	86	118	100	226	264	315	-	-	-	-	-	-	
		12%	12%	12%	19%	17%	11%	12%	7%	7%	6%	10%	16%	15%	-	-	-	-	-	
Refused	7	3	4	-	-	1	1	-	4	-	-	1	4	-	-	-	-	-	-	
	*	*	*	-	-	*	*	-	*	-	-	*	*	-	-	-	-	-	-	
Don't know	32	10	22	-	1	7	-	7	16	1	7	4	14	-	-	-	-	-	-	
	*	*	1%	-	*	*	-	1%	1%	*	*	*	1%	-	-	-	-	-	-	
Mean	7.46	7.53	7.40	5.99	6.59	7.44	7.63	8.27	8.50	8.15	7.70	7.01	7.13	8.72	8.63	8.32	8.33	8.13	7.33	
Standard deviation	3.22	3.22	3.22	3.37	3.38	3.16	3.21	2.79	2.73	2.78	3.09	3.42	3.36	2.04	2.07	2.20	2.33	2.46	2.82	

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
Standard error	0.04	0.05	0.05	0.16	0.11	0.09	0.08	0.07	0.06	0.05	0.07	0.10	0.08	0.05	0.04	0.13	0.07	0.14	0.32

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Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
Certain to vote	(10) 3904 49%	210 77%	91 66%	780 75%	420 43%	141 66%	72 66%	102 65%	1225 71%	1134 69%	520 60%
	(9) 448 6%	9 3%	11 8%	66 6%	70 7%	18 8%	13 12%	15 9%	105 6%	100 6%	84 10%
	(8) 728 9%	20 7%	13 10%	112 11%	117 12%	21 10%	10 9%	16 10%	165 10%	145 9%	89 10%
	(7) 410 5%	9 3%	8 6%	27 3%	96 10%	13 6%	6 6%	6 4%	62 4%	54 3%	57 6%
	(6) 264 3%	4 1%	6 5%	14 1%	58 6%	9 4%	1 1%	2 1%	32 2%	49 3%	19 2%
	(5) 698 9%	15 6%	7 5%	28 3%	130 13%	6 3%	7 6%	8 5%	74 4%	79 5%	58 7%
	(4) 164 2%	1 *	1 1%	* *	32 3%	2 1%	- -	5 3%	5 *	20 1%	12 1%
	(3) 231 3%	2 1%	- -	7 1%	30 3%	2 1%	1 1%	2 1%	16 1%	15 1%	9 1%
	(2) 152 2%	1 1%	- -	1 *	26 3%	1 *	- -	1 1%	4 *	6 *	4 *
Definitely would not vote	(1) 966 12%	- -	- -	- -	- -	- -	- -	- -	29 2%	28 2%	18 2%
Refused	7 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	32 *	- -	- -	- -	- -	- -	- -	- -	4 *	6 *	4 *
Mean	7.46	9.26	9.07	9.39	7.87	9.09	9.14	8.95	9.09	8.98	8.71
Standard deviation	3.22	1.60	1.56	1.29	2.35	1.59	1.53	1.86	1.85	1.97	2.09

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	Total	Vote Type							2010 Vote		
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Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
Standard error	0.04	0.09	0.14	0.04	0.08	0.12	0.15	0.15	0.04	0.05	0.07

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Table 2

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

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
Conservative	1599	796	803	159	212	276	264	267	417	435	537	286	299	1599	-	-	-	-	-
	20%	20%	20%	14%	16%	20%	19%	23%	26%	27%	23%	18%	14%	100%	-	-	-	-	-
Labour	2133	1061	1072	322	395	411	342	295	367	439	611	407	633	-	2133	-	-	-	-
	27%	27%	26%	29%	30%	29%	25%	25%	23%	27%	26%	25%	30%	-	100%	-	-	-	-
Liberal Democrat	299	123	175	46	52	55	53	45	48	77	86	42	80	-	-	299	-	-	-
	4%	3%	4%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1093	640	453	116	119	173	246	225	214	160	290	279	331	-	-	-	1093	-	-
	14%	16%	11%	11%	9%	12%	18%	19%	14%	10%	12%	17%	15%	-	-	-	100%	-	-
The Green Party	329	151	178	75	63	67	65	34	26	87	109	54	68	-	-	-	-	329	-
	4%	4%	4%	7%	5%	5%	5%	3%	2%	5%	5%	3%	3%	-	-	-	-	100%	-
The British National Party (BNP)	19	14	5	4	5	3	4	2	1	4	5	2	7	-	-	-	-	-	19
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-	-	22%
Some other party	69	41	29	11	15	14	13	11	6	12	22	8	24	-	-	-	-	-	69
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	78%
Would not vote	966	466	500	205	224	162	170	86	118	100	226	264	315	-	-	-	-	-	-
	12%	12%	12%	19%	17%	11%	12%	7%	7%	6%	10%	16%	15%	-	-	-	-	-	-
Refused	458	240	217	24	42	57	71	76	181	86	117	78	129	-	-	-	-	-	-
	6%	6%	5%	2%	3%	4%	5%	6%	11%	5%	5%	5%	6%	-	-	-	-	-	-
Don't know	1039	424	615	140	188	194	164	145	206	214	321	195	254	-	-	-	-	-	-
	13%	11%	15%	13%	14%	14%	12%	12%	13%	13%	14%	12%	12%	-	-	-	-	-	-

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Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
Conservative	1599	-	-	1036	-	-	109	-	1036	51	109
	20%	-	-	100%	-	-	100%	-	60%	3%	12%
Labour	2133	-	122	-	979	212	-	-	122	1154	212
	27%	-	89%	-	100%	100%	-	-	7%	71%	24%
Liberal Democrat	299	-	15	-	-	-	-	156	15	23	156
	4%	-	11%	-	-	-	-	100%	1%	1%	18%
The UK Independence Party (UKIP)	1093	272	-	-	-	-	-	-	272	155	105
	14%	100%	-	-	-	-	-	-	16%	9%	12%
The Green Party	329	-	-	-	-	-	-	-	25	36	87
	4%	-	-	-	-	-	-	-	1%	2%	10%
The British National Party (BNP)	19	-	-	-	-	-	-	-	1	2	-
	*	-	-	-	-	-	-	-	*	*	-
Some other party	69	-	-	-	-	-	-	-	3	13	10
	1%	-	-	-	-	-	-	-	*	1%	1%
Would not vote	966	-	-	-	-	-	-	-	29	28	18
	12%	-	-	-	-	-	-	-	2%	2%	2%
Refused	458	-	-	-	-	-	-	-	66	39	24
	6%	-	-	-	-	-	-	-	4%	2%	3%
Don't know	1039	-	-	-	-	-	-	-	152	137	153
	13%	-	-	-	-	-	-	-	9%	8%	18%

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

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

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

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	4098	1968	2130	166	395	615	781	844	1290	1608	905	542	944	1373	1556	191	732	204	42
Weighted base	3823	1969	1854	391	534	682	701	661	848	881	1172	726	951	1149	1498	196	722	212	47
Conservative	1149	575	574	72	136	193	200	204	341	319	393	198	215	1149	-	-	-	-	-
	30%	29%	31%	19%	25%	28%	28%	31%	40%	36%	34%	27%	23%	100%	-	-	-	-	-
Labour	1498	750	748	195	255	280	251	228	289	322	451	274	424	-	1498	-	-	-	-
	39%	38%	40%	50%	48%	41%	36%	35%	34%	37%	38%	38%	45%	-	100%	-	-	-	-
Liberal Democrat	196	86	110	24	35	37	35	33	33	53	59	31	47	-	-	196	-	-	-
	5%	4%	6%	6%	6%	5%	5%	5%	4%	6%	5%	4%	5%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	722	428	293	54	61	114	166	163	162	111	187	189	213	-	-	-	722	-	-
	19%	22%	16%	14%	11%	17%	24%	25%	19%	13%	16%	26%	22%	-	-	-	100%	-	-
The Green Party	212	98	114	38	37	51	42	25	19	68	69	29	37	-	-	-	-	212	-
	6%	5%	6%	10%	7%	7%	6%	4%	2%	8%	6%	4%	4%	-	-	-	-	100%	-
The British National Party (BNP)	12	11	1	*	5	2	2	1	*	2	3	2	4	-	-	-	-	-	12
	*	1%	*	*	1%	*	*	*	*	*	*	*	*	-	-	-	-	-	25%
Some other party	35	22	13	6	7	6	7	6	4	7	10	4	11	-	-	-	-	-	35
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	75%

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

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

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	4098	251	100	1065	475	136	79	118	1437	1304	471
Weighted base	3823	216	105	844	580	163	85	118	1182	1121	513
Conservative	1149	-	-	844	-	-	85	-	844	38	85
	30%	-	-	100%	-	-	100%	-	71%	3%	17%
Labour	1498	-	93	-	580	163	-	-	93	918	163
	39%	-	89%	-	100%	100%	-	-	8%	82%	32%
Liberal Democrat	196	-	11	-	-	-	-	118	11	18	118
	5%	-	11%	-	-	-	-	100%	1%	2%	23%
The UK Independence Party (UKIP)	722	216	-	-	-	-	-	-	216	117	73
	19%	100%	-	-	-	-	-	-	18%	10%	14%
The Green Party	212	-	-	-	-	-	-	-	17	25	68
	6%	-	-	-	-	-	-	-	1%	2%	13%
The British National Party (BNP)	12	-	-	-	-	-	-	-	*	1	-
	*	-	-	-	-	-	-	-	*	*	-
Some other party	35	-	-	-	-	-	-	-	1	5	7
	1%	-	-	-	-	-	-	-	*	*	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	31%
Labour	39%
Liberal Democrat	6%
UKIP	18%
Green	5%
Other	1%

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Table 5

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
Conservative	1652	823	830	177	211	289	268	268	437	437	551	279	345	1373	50	18	50	10	7
	21%	21%	20%	16%	16%	21%	19%	23%	28%	27%	24%	17%	16%	86%	2%	6%	5%	3%	8%
Labour	2277	1117	1159	321	407	428	373	327	419	469	636	447	671	66	1914	20	61	49	8
	28%	28%	29%	29%	31%	30%	27%	28%	26%	29%	27%	28%	31%	4%	90%	7%	6%	15%	9%
Liberal Democrat	446	186	260	55	85	81	85	67	73	119	144	69	99	54	53	238	13	17	7
	6%	5%	6%	5%	6%	6%	6%	6%	5%	7%	6%	4%	5%	3%	2%	80%	1%	5%	8%
The UK Independence Party (UKIP)	1036	605	431	126	120	165	217	209	198	137	287	254	320	35	20	1	911	8	2
	13%	15%	11%	11%	9%	12%	16%	18%	13%	8%	12%	16%	15%	2%	1%	*	83%	2%	3%
The Green Party	295	139	157	61	49	55	67	41	22	92	85	50	60	8	23	7	7	217	5
	4%	4%	4%	6%	4%	4%	5%	3%	1%	6%	4%	3%	3%	1%	1%	2%	1%	66%	5%
The British National Party (BNP)	23	13	10	3	5	5	4	3	2	3	6	3	9	2	-	-	3	-	15
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	*	-	17%
Some other party	74	46	28	7	22	14	8	12	12	15	18	19	20	3	6	*	6	1	35
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	*	39%
Would not vote	966	466	500	205	224	162	170	86	118	100	226	264	315	-	-	-	-	-	-
	12%	12%	12%	19%	17%	11%	12%	7%	7%	6%	10%	16%	15%	-	-	-	-	-	-
Refused	331	181	150	17	32	47	48	52	128	66	80	55	89	-	6	1	2	1	-
	4%	5%	4%	2%	2%	3%	3%	4%	8%	4%	3%	3%	4%	-	*	*	*	*	-
Don't know	904	382	523	129	160	166	153	121	173	179	291	174	211	57	60	13	39	26	10
	11%	10%	13%	12%	12%	12%	11%	10%	11%	11%	13%	11%	10%	4%	3%	5%	4%	8%	11%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
Conservative	1652 21%	34 13%	7 5%	925 89%	30 3%	9 4%	90 82%	8 5%	1044 61%	62 4%	122 14%
Labour	2277 28%	11 4%	103 75%	20 2%	837 85%	169 80%	6 6%	4 3%	143 8%	1191 73%	220 25%
Liberal Democrat	446 6%	3 1%	15 11%	28 3%	37 4%	16 7%	7 6%	133 85%	56 3%	40 2%	197 23%
The UK Independence Party (UKIP)	1036 13%	215 79%	2 2%	26 2%	7 1%	- -	1 1%	1 1%	257 15%	148 9%	92 10%
The Green Party	295 4%	- -	1 1%	4 *	16 2%	7 3%	1 1%	5 3%	25 1%	28 2%	82 9%
The British National Party (BNP)	23 *	- -	- -	2 *	- -	- -	- -	- -	3 *	1 *	2 *
Some other party	74 1%	- -	* *	2 *	2 *	- -	- -	- -	4 *	17 1%	8 1%
Would not vote	966 12%	- -	- -	- -	- -	- -	- -	- -	29 2%	28 2%	18 2%
Refused	331 4%	- -	- -	- -	6 1%	- -	- -	- -	21 1%	15 1%	15 2%
Don't know	904 11%	9 3%	8 6%	29 3%	44 4%	11 5%	4 4%	6 4%	138 8%	107 7%	118 14%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 6

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

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

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

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

	Gender		Age						SEG				Voting Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	4307	2045	2262	168	401	643	808	891	1390	1685	942	563	1003	1325	1524	182	707	190	38
Weighted base	3987	2031	1956	394	542	710	727	695	914	920	1214	746	1004	1114	1458	187	698	197	42
Conservative	1175	590	585	83	131	202	200	203	354	318	399	187	245	994	32	11	35	5	4
	29%	29%	30%	21%	24%	28%	27%	29%	39%	35%	33%	25%	24%	89%	2%	6%	5%	2%	9%
Labour	1587	792	795	188	261	290	274	247	327	341	460	303	447	45	1357	14	36	35	3
	40%	39%	41%	48%	48%	41%	38%	36%	36%	37%	38%	41%	45%	4%	93%	8%	5%	18%	8%
Liberal Democrat	289	121	168	30	46	52	58	50	53	85	95	45	55	40	35	156	7	12	2
	7%	6%	9%	8%	8%	7%	8%	7%	6%	9%	8%	6%	5%	4%	2%	83%	1%	6%	6%
The UK Independence Party (UKIP)	687	407	280	58	61	111	146	157	153	97	187	174	204	25	15	1	609	2	2
	17%	20%	14%	15%	11%	16%	20%	23%	17%	11%	15%	23%	20%	2%	1%	*	87%	1%	5%
The Green Party	193	88	105	33	29	44	41	30	17	70	56	26	35	5	15	5	5	144	2
	5%	4%	5%	8%	5%	6%	6%	4%	2%	8%	5%	3%	4%	*	1%	3%	1%	73%	5%
The British National Party (BNP)	14	10	4	*	5	4	3	1	1	2	5	2	4	1	-	-	2	-	10
	*	*	*	*	1%	1%	*	*	*	*	*	*	*	*	-	-	*	-	24%
Some other party	42	24	18	1	10	8	5	8	10	7	11	9	13	2	4	*	4	1	18
	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	*	44%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 6

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

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

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

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

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	4307	244	96	1033	456	131	75	115	1497	1351	507
Weighted base	3987	210	98	823	551	156	81	114	1229	1159	543
Conservative	1175	26	5	758	18	8	68	5	847	45	94
	29%	12%	5%	92%	3%	5%	84%	5%	69%	4%	17%
Labour	1587	8	79	15	494	133	5	4	108	942	173
	40%	4%	81%	2%	90%	85%	6%	3%	9%	81%	32%
Liberal Democrat	289	2	11	24	24	10	6	102	44	28	146
	7%	1%	11%	3%	4%	7%	7%	89%	4%	2%	27%
The UK Independence Party (UKIP)	687	174	2	20	5	-	1	1	206	114	64
	17%	83%	2%	2%	1%	-	2%	*	17%	10%	12%
The Green Party	193	-	1	3	11	4	1	3	18	20	60
	5%	-	1%	*	2%	3%	1%	3%	1%	2%	11%
The British National Party (BNP)	14	-	-	1	-	-	-	-	1	*	2
	*	-	-	*	-	-	-	-	*	*	*
Some other party	42	-	*	2	*	-	-	-	4	9	6
	1%	-	*	*	*	-	-	-	*	1%	1%

Conservative Held Extras - Conservative/Labour Marginal Constituencies
CATI Fieldwork : 11th July - 11th August 2014

Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	30%
Labour	40%
Liberal Democrat	8%
UKIP	17%
Green	5%
Other	1%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 8

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
I would not vote Liberal Democrat	5022	2661	2360	652	759	867	915	778	1042	931	1451	1065	1412	1077	1517	-	888	188	58
		63%	67%	59%	58%	61%	66%	66%	66%	58%	62%	66%	66%	67%	71%	-	81%	57%	65%
I would not vote UKIP	4753	2262	2491	714	858	866	765	631	910	1114	1444	857	1195	1121	1702	244	-	282	57
		59%	57%	65%	65%	61%	55%	53%	57%	69%	62%	53%	56%	70%	80%	82%	-	86%	64%
I would not vote Conservative	4017	2034	1983	574	667	739	752	605	676	714	1066	852	1236	-	1667	156	750	248	58
		50%	51%	52%	51%	52%	54%	51%	43%	44%	46%	53%	58%	-	78%	52%	69%	76%	65%
I would not vote Labour	3325	1750	1575	398	461	544	636	558	722	657	949	720	874	1156	-	159	764	139	56
		42%	44%	36%	35%	39%	46%	47%	46%	41%	41%	45%	41%	72%	-	53%	70%	42%	63%
None of these - I would potentially vote for all of them	698	337	361	120	140	125	93	89	129	107	192	155	204	86	107	22	70	8	6
		9%	9%	11%	11%	9%	7%	7%	8%	7%	8%	10%	10%	5%	5%	7%	6%	2%	7%
Don't know	178	74	103	23	33	18	24	24	53	20	36	38	54	5	10	1	2	-	-
		2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%	3%	*	*	*	*	-	-

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 8

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
I would not vote Liberal Democrat	5022	236	98	756	631	125	50	-	1255	1196	364
	63%	87%	71%	73%	64%	59%	46%	-	73%	73%	42%
I would not vote UKIP	4753	-	114	723	778	184	86	124	974	1158	623
	59%	-	83%	70%	79%	87%	79%	79%	57%	71%	71%
I would not vote Conservative	4017	112	83	-	681	160	-	92	253	1278	498
	50%	41%	60%	-	70%	76%	-	59%	15%	78%	57%
I would not vote Labour	3325	229	11	823	-	-	74	99	1211	143	340
	42%	84%	8%	79%	-	-	68%	63%	70%	9%	39%
None of these - I would potentially vote for all of them	698	12	5	42	72	5	2	11	88	66	42
	9%	5%	4%	4%	7%	2%	2%	7%	5%	4%	5%
Don't know	178	-	-	2	8	-	-	1	7	8	8
	2%	-	-	*	1%	-	-	1%	*	*	1%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76	
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89	
NET: Well	4650	2538	2112	641	696	783	777	740	1005	1095	1436	889	1057	1368	1141	207	513	162	38	
		58%	64%	52%	58%	53%	55%	56%	62%	64%	68%	62%	55%	49%	86%	54%	69%	47%	49%	42%
Very well	(4) 332	220	112	53	53	42	50	51	83	79	77	79	78	129	61	14	27	6	2	
		4%	6%	3%	5%	4%	3%	4%	4%	5%	5%	3%	5%	4%	8%	3%	5%	2%	2%	2%
Quite well	(3) 4318	2319	2000	589	642	741	727	689	922	1016	1359	811	979	1239	1080	193	486	156	36	
		54%	59%	49%	53%	49%	53%	52%	58%	58%	63%	58%	50%	46%	77%	51%	65%	44%	48%	41%
Quite badly	(2) 2463	1021	1442	370	471	470	466	335	346	427	704	525	726	195	789	77	435	124	32	
		31%	26%	36%	34%	36%	33%	33%	28%	22%	26%	30%	32%	34%	12%	37%	26%	40%	38%	36%
Very badly	(1) 667	314	352	78	117	125	125	86	135	62	129	166	273	20	155	10	128	31	18	
		8%	8%	9%	7%	9%	9%	9%	7%	9%	4%	6%	10%	13%	1%	7%	3%	12%	9%	20%
NET: Badly	3130	1336	1795	448	588	595	591	421	482	489	833	691	998	215	944	87	563	155	50	
		39%	34%	44%	41%	45%	42%	42%	35%	30%	30%	36%	43%	47%	13%	44%	29%	51%	47%	56%
Don't know	225	83	142	12	31	33	24	25	96	33	55	34	85	17	48	4	18	11	1	
		3%	2%	4%	1%	2%	2%	2%	2%	6%	2%	2%	2%	4%	1%	2%	2%	2%	3%	1%
Mean	2.55	2.63	2.48	2.57	2.49	2.51	2.51	2.61	2.64	2.70	2.61	2.51	2.42	2.93	2.50	2.71	2.38	2.43	2.24	
Standard deviation	0.71	0.71	0.70	0.70	0.72	0.70	0.71	0.69	0.72	0.62	0.65	0.75	0.77	0.50	0.68	0.61	0.72	0.69	0.80	
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.01	0.04	0.02	0.04	0.09	

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
NET: Well	4650 58%	182 67%	89 65%	922 89%	547 56%	124 58%	83 76%	117 75%	1369 79%	829 51%	562 64%
Very well	(4) 332 4%	9 3%	7 5%	94 9%	35 4%	9 4%	4 4%	4 3%	118 7%	39 2%	26 3%
Quite well	(3) 4318 54%	173 64%	82 60%	828 80%	512 52%	115 54%	79 73%	112 72%	1251 73%	790 48%	536 61%
Quite badly	(2) 2463 31%	70 26%	40 29%	92 9%	357 36%	74 35%	23 21%	32 21%	271 16%	615 38%	252 29%
Very badly	(1) 667 8%	18 7%	4 3%	7 1%	58 6%	11 5%	3 2%	4 3%	51 3%	147 9%	46 5%
NET: Badly	3130 39%	88 32%	44 32%	99 10%	415 42%	86 40%	26 24%	37 23%	322 19%	762 47%	298 34%
Don't know	225 3%	2 1%	4 3%	15 1%	17 2%	2 1%	- -	3 2%	31 2%	45 3%	15 2%
Mean	2.55	2.64	2.69	2.99	2.54	2.58	2.78	2.76	2.85	2.45	2.63
Standard deviation	0.71	0.66	0.62	0.46	0.67	0.66	0.55	0.54	0.57	0.69	0.63
Standard error	0.01	0.04	0.06	0.01	0.02	0.05	0.06	0.04	0.01	0.02	0.02

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76	
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89	
NET: Well	4909	2646	2263	759	779	815	774	749	1026	1152	1520	964	1088	1385	1211	220	542	186	42	
		61%	67%	56%	69%	59%	58%	56%	63%	65%	71%	65%	60%	51%	87%	57%	74%	50%	57%	48%
Very well	(4) 445	297	148	83	76	57	57	54	118	113	106	100	105	142	90	20	49	8	4	
		6%	8%	4%	8%	6%	4%	5%	7%	7%	5%	6%	5%	9%	4%	7%	5%	2%	5%	
Quite well	(3) 4464	2348	2115	676	703	758	716	695	908	1039	1414	864	983	1243	1121	200	492	179	38	
		56%	59%	52%	61%	53%	54%	51%	59%	57%	64%	61%	54%	46%	78%	53%	67%	45%	54%	43%
Quite badly	(2) 2198	927	1271	256	401	432	458	312	336	369	604	479	680	179	717	65	394	104	30	
		27%	23%	31%	23%	30%	31%	33%	26%	21%	23%	26%	30%	32%	11%	34%	22%	36%	32%	34%
Very badly	(1) 658	296	362	61	111	127	128	99	129	66	145	139	276	20	159	8	135	30	15	
		8%	7%	9%	6%	8%	9%	8%	8%	4%	6%	9%	13%	1%	7%	3%	12%	9%	17%	
NET: Badly	2855	1223	1632	317	512	559	586	411	465	435	749	618	956	199	876	73	529	135	45	
		36%	31%	40%	29%	39%	40%	42%	35%	29%	27%	32%	38%	45%	12%	41%	25%	48%	41%	50%
Don't know	241	88	153	26	24	37	32	26	91	30	55	32	96	15	46	5	23	8	2	
		3%	2%	4%	2%	2%	3%	2%	2%	6%	2%	2%	2%	5%	1%	2%	2%	2%	2%	2%
Mean	2.60	2.68	2.53	2.73	2.58	2.54	2.52	2.61	2.68	2.76	2.65	2.58	2.45	2.95	2.55	2.79	2.43	2.51	2.37	
Standard deviation	0.72	0.72	0.71	0.68	0.73	0.72	0.72	0.71	0.74	0.64	0.67	0.74	0.79	0.50	0.70	0.60	0.77	0.70	0.82	
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.04	0.02	0.04	0.10	

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
NET: Well	4909 61%	171 63%	84 61%	926 89%	569 58%	126 60%	90 82%	116 74%	1357 79%	891 54%	578 66%
Very well	(4) 445 6%	11 4%	9 6%	101 10%	35 4%	5 2%	2 2%	11 7%	136 8%	76 5%	35 4%
Quite well	(3) 4464 56%	161 59%	75 55%	825 80%	534 55%	121 57%	88 80%	105 67%	1221 71%	815 50%	543 62%
Quite badly	(2) 2198 27%	76 28%	43 31%	90 9%	316 32%	71 34%	17 16%	32 20%	281 16%	563 34%	231 26%
Very badly	(1) 658 8%	20 7%	6 4%	9 1%	69 7%	11 5%	1 1%	5 3%	50 3%	141 9%	46 5%
NET: Badly	2855 36%	95 35%	49 36%	99 10%	385 39%	82 39%	18 17%	36 23%	331 19%	704 43%	277 32%
Don't know	241 3%	6 2%	4 3%	11 1%	24 2%	4 2%	1 1%	4 3%	34 2%	41 2%	19 2%
Mean	2.60	2.61	2.65	2.99	2.56	2.58	2.84	2.80	2.85	2.52	2.66
Standard deviation	0.72	0.68	0.67	0.47	0.68	0.63	0.44	0.60	0.59	0.72	0.64
Standard error	0.01	0.04	0.06	0.01	0.02	0.05	0.04	0.05	0.01	0.02	0.02

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
I am satisfied with the job David Cameron is doing overall as Prime Minister	2336 29%	1200 30%	1136 28%	324 29%	382 29%	377 27%	350 25%	345 29%	554 35%	509 31%	708 30%	455 28%	567 26%	1045 65%	287 13%	106 36%	183 17%	42 13%	17 19%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	2284 29%	1120 28%	1165 29%	295 27%	360 27%	427 30%	454 33%	360 30%	386 24%	496 31%	721 31%	499 31%	511 24%	502 31%	355 17%	116 39%	530 48%	91 28%	23 25%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	2444 31%	1196 30%	1248 31%	388 35%	411 31%	461 33%	426 31%	330 28%	426 27%	474 29%	668 29%	458 28%	769 36%	38 2%	1402 66%	58 20%	264 24%	157 48%	34 38%
Refused	253 3%	120 3%	133 3%	11 1%	29 2%	30 2%	45 3%	48 4%	84 5%	39 2%	66 3%	44 3%	70 3%	4 *	15 1%	5 2%	27 2%	4 1%	6 7%
Don't know	688 9%	321 8%	367 9%	83 8%	133 10%	116 8%	116 8%	103 9%	132 8%	100 6%	160 7%	158 10%	223 10%	11 1%	73 3%	13 4%	91 8%	35 11%	10 11%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Vote Type								2010 Vote		
	Total	Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
I am satisfied with the job David Cameron is doing overall as Prime Minister	2336 29%	67 25%	23 17%	716 69%	150 15%	13 6%	61 56%	60 38%	914 53%	246 15%	191 22%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	2284 29%	177 65%	37 27%	304 29%	203 21%	52 24%	42 38%	58 37%	645 37%	270 16%	306 35%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	2444 31%	20 7%	71 52%	8 1%	579 59%	144 68%	6 6%	27 17%	118 7%	1002 61%	312 36%
Refused	253 3%	2 1%	-	3 *	10 1%	-	-	4 3%	9 1%	18 1%	12 1%
Don't know	688 9%	6 2%	6 5%	5 1%	38 4%	3 1%	-	8 5%	34 2%	101 6%	54 6%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 12

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
The Conservatives	1320	663	658	130	218	229	232	203	307	355	385	245	304	372	334	47	170	50	12
		16%	17%	16%	12%	17%	16%	17%	19%	22%	17%	15%	14%	23%	16%	16%	16%	15%	13%
Labour	1304	661	644	177	266	227	233	177	223	252	356	278	376	178	529	39	161	45	17
		16%	17%	16%	20%	16%	17%	15%	14%	16%	15%	17%	18%	11%	25%	13%	15%	14%	19%
The UK Independence Party (UKIP)	900	537	363	177	188	146	145	117	128	199	241	195	237	140	246	26	206	44	16
		11%	14%	9%	16%	14%	10%	10%	8%	12%	10%	12%	11%	9%	12%	9%	19%	13%	18%
The Liberal Democrat	642	340	302	68	123	107	132	88	120	158	204	121	136	132	163	48	82	26	9
		8%	9%	7%	6%	9%	8%	10%	7%	8%	10%	9%	8%	6%	8%	8%	16%	8%	10%
None of them	5401	2619	2781	756	859	968	931	806	1068	1017	1585	1124	1459	1072	1345	198	694	210	60
		67%	66%	69%	69%	65%	69%	67%	68%	67%	63%	68%	70%	68%	67%	66%	63%	64%	68%
Don't know	134	61	73	29	24	14	28	14	26	25	36	32	25	23	19	2	17	13	2
		2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	4%	2%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 12

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
The Conservatives	1320 16%	65 24%	27 20%	256 25%	141 14%	37 18%	26 24%	24 16%	415 24%	269 16%	134 15%
Labour	1304 16%	31 12%	33 24%	117 11%	207 21%	40 19%	8 7%	15 10%	210 12%	402 25%	126 14%
The UK Independence Party (UKIP)	900 11%	46 17%	23 17%	90 9%	115 12%	24 11%	7 7%	10 6%	189 11%	196 12%	92 10%
The Liberal Democrat	642 8%	17 6%	14 10%	87 8%	82 8%	29 14%	9 8%	27 17%	144 8%	121 7%	109 12%
None of them	5401 67%	166 61%	81 59%	681 66%	650 66%	133 63%	74 68%	102 65%	1110 64%	1023 63%	569 65%
Don't know	134 2%	3 1%	-	13 1%	15 1%	7 3%	1 1%	2 1%	23 1%	13 1%	17 2%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	8005	3657	4348	454	940	1227	1511	1498	2359	2835	1708	1138	2015	1820	2114	285	1057	293	76
Weighted base	8005	3957	4048	1102	1315	1411	1392	1187	1583	1617	2324	1615	2140	1599	2133	299	1093	329	89
A Labour government	2909	1441	1467	441	541	569	482	382	491	494	820	611	899	22	1749	16	348	133	33
		36%	36%	40%	41%	40%	35%	32%	31%	31%	35%	38%	42%	1%	82%	5%	32%	40%	37%
A Conservative government	2194	1152	1042	246	263	361	392	364	565	541	680	419	482	1317	46	31	323	43	8
		27%	29%	22%	20%	26%	28%	31%	36%	33%	29%	26%	23%	82%	2%	10%	30%	13%	10%
A coalition between Labour and the Liberal Democrats	861	396	465	130	146	175	166	117	128	203	229	165	237	11	280	121	111	85	13
		11%	10%	12%	11%	12%	12%	10%	8%	13%	10%	10%	11%	1%	13%	41%	10%	26%	15%
A coalition between the Conservatives and the Liberal Democrats	811	426	386	122	138	136	128	138	149	183	270	163	164	232	30	123	120	33	15
		10%	11%	10%	11%	10%	9%	12%	9%	11%	12%	10%	8%	15%	1%	41%	11%	10%	17%
Don't know	1231	542	689	163	227	171	224	186	250	196	326	256	358	17	29	9	192	35	19
		15%	14%	17%	15%	17%	12%	16%	16%	12%	14%	16%	17%	1%	1%	3%	18%	11%	22%

Conservative Held Extras - Conservative/Labour Marginal Constituencies

CATI Fieldwork : 11th July - 11th August 2014

Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?**Base: All respondents**

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/ Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD Loyal-ists	Con	Lab	LibDem
Unweighted base	8005	313	131	1290	780	175	98	158	2069	1872	794
Weighted base	8005	272	137	1036	979	212	109	156	1722	1636	874
A Labour government	2909 36%	17 6%	97 70%	5 *	745 76%	149 70%	- -	3 2%	144 8%	1239 76%	261 30%
A Conservative government	2194 27%	176 65%	9 6%	909 88%	32 3%	4 2%	71 65%	12 8%	1232 72%	80 5%	133 15%
A coalition between Labour and the Liberal Democrats	861 11%	12 4%	14 10%	3 *	158 16%	50 23%	2 2%	64 41%	42 2%	192 12%	212 24%
A coalition between the Conservatives and the Liberal Democrats	811 10%	39 14%	13 10%	113 11%	25 3%	8 4%	36 33%	74 47%	208 12%	41 2%	182 21%
Don't know	1231 15%	28 10%	4 3%	6 1%	19 2%	1 *	- -	4 3%	94 5%	85 5%	86 10%

Conservative Held Extras - Conservative/Labour Marginal Constituencies
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8005	8005
Weighted base	8005	8005
Male	3657 46%	3957 49%
Female	4348 54%	4048 51%

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Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8005	8005
Weighted base	8005	8005
18-24	454 6%	1102 14%
25-34	940 12%	1315 16%
35-44	1227 15%	1411 18%
45-54	1511 19%	1392 17%
55-64	1498 19%	1187 15%
65 or older	2359 29%	1583 20%
Refused	16 *	16 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8005	8005
Weighted base	8005	8005
A	872 11%	493 6%
B	1963 25%	1124 14%
C1	1708 21%	2324 29%
C2	1138 14%	1615 20%
D	796 10%	1014 13%
E	1219 15%	1126 14%
Refused	309 4%	309 4%

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Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
 Could you tell me which party you voted for at the last general election back in May 2010?**

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8005	8005
Weighted base	8005	8005
Conservative	2069 26%	1722 22%
Labour	1872 23%	1636 20%
Liberal Democrats	794 10%	874 11%
Another party	337 4%	343 4%
Did not vote	2210 28%	2784 35%
Refused	391 5%	316 4%
Don't know	332 4%	330 4%

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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	8005	8005
Weighted base	8005	8005
Carlisle	1001 13%	1006 13%
Stroud	1000 12%	937 12%
Weaver Vale	1001 13%	931 12%
Lincoln	1000 12%	1041 13%
Plymouth Sutton	1003 13%	1060 13%
Dewsbury	1000 12%	1023 13%
Warrington South	1000 12%	922 12%
Bedford	1000 12%	1085 14%