

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
Certain to vote	(10) 8867	4385	4482	420	824	1335	1668	1758	2841	2480	2646	1680	1722	2748	1245	1390	1507	455	
		52%	53%	51%	26%	35%	47%	54%	62%	67%	62%	53%	45%	48%	68%	56%	60%	57%	51%
	(9) 1010	504	506	62	169	189	181	167	242	260	325	192	195	282	141	179	134	61	
		6%	6%	6%	4%	7%	7%	6%	6%	6%	7%	6%	5%	5%	7%	6%	8%	5%	7%
	(8) 1496	675	821	142	201	290	278	241	341	336	470	319	325	358	226	260	250	103	
		9%	8%	9%	9%	8%	10%	9%	9%	8%	8%	9%	9%	9%	10%	11%	9%	12%	
	(7) 885	452	433	155	183	152	143	119	133	188	242	254	173	196	145	121	173	53	
		5%	5%	5%	10%	8%	5%	5%	4%	3%	5%	5%	7%	5%	5%	7%	5%	6%	
	(6) 503	234	269	80	108	83	75	59	99	93	126	125	128	94	82	85	97	22	
		3%	3%	3%	5%	5%	3%	2%	2%	2%	3%	3%	4%	2%	4%	4%	4%	3%	
	(5) 1259	539	721	197	241	243	226	138	212	215	365	317	298	220	187	157	246	90	
		7%	7%	8%	12%	10%	9%	7%	5%	5%	5%	7%	8%	8%	5%	8%	7%	9%	10%
	(4) 348	174	174	83	68	62	54	47	34	61	128	79	71	44	62	46	71	24	
		2%	2%	2%	5%	3%	2%	2%	1%	2%	3%	2%	2%	1%	3%	2%	3%	3%	
	(3) 519	247	272	119	128	94	87	54	36	85	171	147	96	82	85	50	107	45	
		3%	3%	3%	7%	5%	3%	3%	2%	1%	2%	3%	4%	3%	2%	4%	2%	4%	5%
	(2) 301	150	151	75	70	58	51	24	24	61	73	94	60	29	39	30	53	32	
		2%	2%	2%	5%	3%	2%	2%	1%	1%	2%	1%	3%	2%	1%	2%	1%	2%	4%
Definitely would not vote	(1) 1756	891	865	278	388	337	306	205	239	213	472	517	464	-	-	-	-	-	
		10%	11%	10%	17%	16%	12%	10%	7%	6%	5%	9%	14%	13%	-	-	-	-	
Refused	17	11	7	2	4	3	1	1	5	1	3	3	4	-	-	-	-	-	
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	-	-	
Don't know	41	18	23	-	1	2	6	5	26	4	6	9	18	-	-	-	-	-	
	*	*	*	-	*	*	*	*	1%	*	*	*	1%	-	-	-	-	-	
Mean	7.70	7.72	7.69	5.94	6.59	7.43	7.82	8.35	8.67	8.42	7.78	7.16	7.42	8.98	8.39	8.68	8.34	8.10	
Standard deviation	3.12	3.15	3.09	3.32	3.39	3.21	3.08	2.76	2.50	2.63	3.05	3.34	3.27	1.84	2.28	2.03	2.33	2.49	

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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	Other
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884
Standard error	0.02	0.04	0.03	0.11	0.08	0.06	0.06	0.05	0.03	0.03	0.05	0.07	0.05	0.03	0.05	0.04	0.05	0.09

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Base: All respondents

	Total	Vote Type								2010 Vote			Held By		
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem	
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002	
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034	
Certain to vote	(10) 8867	567	126	2154	794	525	309	1148	373	3179	653	2994	1037	7830	
		52%	80%	62%	80%	50%	73%	71%	71%	65%	76%	65%	67%	53%	52%
	(9) 1010	28	15	175	104	49	49	146	41	246	59	386	125	885	
		6%	4%	8%	6%	7%	7%	11%	9%	7%	6%	6%	9%	6%	6%
	(8) 1496	41	29	188	161	54	37	154	66	314	109	403	190	1306	
		9%	6%	14%	7%	10%	8%	8%	10%	11%	7%	11%	9%	10%	9%
	(7) 885	18	12	64	118	35	20	66	27	127	47	198	112	773	
		5%	2%	6%	2%	7%	5%	5%	4%	5%	3%	5%	4%	6%	5%
	(6) 503	10	3	31	68	9	7	32	11	59	27	76	64	439	
		3%	1%	2%	1%	4%	1%	2%	2%	2%	1%	3%	2%	3%	3%
	(5) 1259	22	10	68	161	24	16	50	26	134	54	185	133	1127	
		7%	3%	5%	3%	10%	3%	4%	3%	5%	3%	5%	4%	7%	7%
	(4) 348	3	3	9	55	10	-	14	9	20	12	51	32	316	
		2%	*	2%	*	3%	1%	-	1%	2%	*	1%	2%	2%	
	(3) 519	10	2	12	82	11	1	6	14	36	10	44	54	464	
		3%	1%	1%	*	5%	1%	*	*	2%	1%	1%	3%	3%	
	(2) 301	11	2	6	35	1	-	5	5	23	9	32	37	263	
		2%	2%	1%	*	2%	*	-	*	1%	1%	1%	2%	2%	
Definitely would not vote	(1) 1756	-	-	-	-	-	-	-	-	60	21	68	175	1581	
		10%	-	-	-	-	-	-	-	1%	2%	2%	9%	11%	
Refused	17	-	-	-	-	-	-	-	-	2	-	1	4	13	
	*	-	-	-	-	-	-	-	-	*	-	*	*	*	
Don't know	41	-	-	-	-	-	-	-	-	7	2	7	5	36	
	*	-	-	-	-	-	-	-	-	*	*	*	*	*	
Mean	7.70	9.30	8.91	9.48	8.07	9.21	9.33	9.26	8.92	9.22	8.80	8.99	7.85	7.69	
Standard deviation	3.12	1.70	1.78	1.26	2.43	1.61	1.29	1.44	1.89	1.78	2.11	1.94	3.00	3.13	

Lord Ashcroft

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Base: All respondents

	Total	Vote Type								2010 Vote			Held By	
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
Standard error	0.02	0.06	0.12	0.02	0.07	0.06	0.06	0.04	0.08	0.03	0.05	0.03	0.07	0.03

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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	Other
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884
Conservative	4054	1972	2082	268	447	618	723	707	1285	1238	1230	779	685	4054	-	-	-	-
		24%	24%	17%	19%	22%	24%	25%	30%	31%	24%	21%	19%	100%	-	-	-	-
Labour	2211	1097	1114	298	399	433	368	297	413	551	644	454	482	-	2211	-	-	-
		13%	13%	18%	17%	15%	12%	11%	10%	14%	13%	12%	14%	-	100%	-	-	-
Liberal Democrat	2317	1030	1287	153	308	398	429	390	636	623	723	407	502	-	-	2317	-	-
		14%	12%	9%	13%	14%	14%	14%	15%	16%	14%	11%	14%	-	-	100%	-	-
The UK Independence Party (UKIP)	2638	1499	1139	207	285	398	532	542	668	415	732	809	603	-	-	-	2638	-
		16%	18%	13%	13%	14%	17%	19%	16%	10%	15%	22%	17%	-	-	-	100%	-
The Green Party	691	337	353	115	143	133	134	101	62	207	249	111	101	-	-	-	-	691
		4%	4%	7%	6%	5%	4%	4%	1%	5%	5%	3%	3%	-	-	-	-	78%
The British National Party (BNP)	38	25	13	3	19	5	5	1	4	6	7	13	12	-	-	-	-	38
		*	*	*	1%	*	*	*	*	*	*	*	*	-	-	-	-	4%
Some other party	155	93	62	9	20	45	30	23	28	44	53	29	26	-	-	-	-	155
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	18%
Would not vote	1756	891	865	278	388	337	306	205	239	213	472	517	464	-	-	-	-	-
		10%	11%	10%	17%	16%	12%	10%	7%	6%	5%	9%	14%	13%	-	-	-	-
Refused	992	462	530	33	54	120	158	181	436	217	274	154	234	-	-	-	-	-
		6%	6%	6%	2%	2%	4%	5%	6%	10%	5%	5%	4%	7%	-	-	-	-
Don't know	2151	873	1278	247	322	359	387	371	461	483	645	462	444	-	-	-	-	-
		13%	11%	15%	15%	13%	13%	13%	11%	12%	13%	12%	13%	-	-	-	-	-

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	Total	Vote Type								2010 Vote			Held By	
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
Conservative	4054 24%	-	-	2707 100%	-	-	438 100%	-	-	2707 64%	49 5%	438 10%	473 24%	3581 24%
Labour	2211 13%	-	92 45%	-	1578 100%	719 100%	-	-	-	92 2%	633 63%	719 16%	363 18%	1849 12%
Liberal Democrat	2317 14%	-	111 55%	-	-	-	-	1621 100%	-	111 3%	43 4%	1621 36%	250 13%	2068 14%
The UK Independence Party (UKIP)	2638 16%	711 100%	-	-	-	-	-	-	572 100%	711 17%	126 13%	572 13%	241 12%	2397 16%
The Green Party	691 4%	-	-	-	-	-	-	-	-	32 1%	26 3%	285 6%	89 5%	602 4%
The British National Party (BNP)	38 *	-	-	-	-	-	-	-	-	1 *	1 *	1 *	5 *	33 *
Some other party	155 1%	-	-	-	-	-	-	-	-	21 *	9 1%	51 1%	9 *	146 1%
Would not vote	1756 10%	-	-	-	-	-	-	-	-	60 1%	21 2%	68 2%	175 9%	1581 11%
Refused	992 6%	-	-	-	-	-	-	-	-	141 3%	21 2%	124 3%	119 6%	873 6%
Don't know	2151 13%	-	-	-	-	-	-	-	-	331 8%	73 7%	564 13%	245 12%	1905 13%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

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

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

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

	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	Other
Unweighted base	9046	4305	4740	301	675	1233	1659	1796	3368	3822	1855	1173	1950	3441	1661	1638	1774	532
Weighted base	8513	4295	4218	543	975	1374	1600	1577	2429	2327	2557	1727	1662	3060	1484	1652	1753	564
Conservative	3060	1482	1579	149	304	446	541	565	1050	975	927	555	520	3060	-	-	-	-
	36%	34%	37%	28%	31%	32%	34%	36%	43%	42%	36%	32%	31%	100%	-	-	-	-
Labour	1484	755	729	158	227	293	270	222	312	414	435	287	302	-	1484	-	-	-
	17%	18%	17%	29%	23%	21%	17%	14%	13%	18%	17%	17%	18%	-	100%	-	-	-
Liberal Democrat	1652	754	898	82	185	271	305	305	501	470	517	269	351	-	-	1652	-	-
	19%	18%	21%	15%	19%	20%	19%	19%	21%	20%	20%	16%	21%	-	-	100%	-	-
The UK Independence Party (UKIP)	1753	1021	732	86	150	245	370	398	499	296	480	519	404	-	-	-	1753	-
	21%	24%	17%	16%	15%	18%	23%	25%	21%	13%	19%	30%	24%	-	-	-	100%	-
The Green Party	454	216	238	66	91	91	91	70	43	140	164	76	62	-	-	-	-	454
	5%	5%	6%	12%	9%	7%	6%	4%	2%	6%	6%	4%	4%	-	-	-	-	80%
The British National Party (BNP)	20	13	6	*	8	5	4	*	4	3	4	4	8	-	-	-	-	20
	*	*	*	*	1%	*	*	*	*	*	*	*	*	-	-	-	-	3%
Some other party	90	54	36	1	11	25	19	17	18	29	30	16	14	-	-	-	-	90
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	16%

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

	Vote Type									2010 Vote			Held By	
	Con	Con	Con	Lab	LD	LD	LD	LD	LD	Con	Lab	LibDem	Con	LibDem
	defec-	defec-			defec-	defec-		defec-						
Total	tors	tors	Loyal-	to Lab	to Con	loyal-	tors	to	UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	9046	606	156	2612	876	510	345	1286	380	3410	1044	2757	1103	7943
Weighted base	8513	572	152	2240	990	567	352	1290	428	2999	679	2893	1011	7501
Conservative	3060	-	-	2240	-	-	352	-	-	2240	37	352	353	2708
	36%	-	-	100%	-	-	100%	-	-	75%	5%	12%	35%	36%
Labour	1484	-	68	-	990	567	-	-	-	68	494	567	248	1236
	17%	-	45%	-	100%	100%	-	-	-	2%	73%	20%	24%	16%
Liberal Democrat	1652	-	84	-	-	-	-	1290	-	84	30	1290	186	1466
	19%	-	55%	-	-	-	-	100%	-	3%	4%	45%	18%	20%
The UK Independence Party (UKIP)	1753	572	-	-	-	-	-	-	428	572	94	428	158	1595
	21%	100%	-	-	-	-	-	-	100%	19%	14%	15%	16%	21%
The Green Party	454	-	-	-	-	-	-	-	-	22	17	219	60	393
	5%	-	-	-	-	-	-	-	-	1%	2%	8%	6%	5%
The British National Party (BNP)	20	-	-	-	-	-	-	-	-	1	*	1	2	17
	*	-	-	-	-	-	-	-	-	*	*	*	*	*
Some other party	90	-	-	-	-	-	-	-	-	13	7	36	5	86
	1%	-	-	-	-	-	-	-	-	*	1%	1%	*	1%

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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	36%
Labour	17%
Liberal Democrat	20%
UKIP	20%
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	Other
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Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884
Conservative	3721 22%	1862 22%	1858 21%	260 16%	384 16%	544 19%	634 21%	662 23%	1233 29%	1115 28%	1121 22%	723 19%	653 18%	3196 79%	49 2%	47 2%	159 6%	24 3%
Labour	1877 11%	950 11%	928 11%	271 17%	359 15%	325 11%	315 10%	247 9%	359 8%	435 11%	538 11%	416 11%	420 12%	40 1%	1586 72%	39 2%	42 2%	57 6%
Liberal Democrat	3995 23%	1716 21%	2279 26%	267 17%	506 21%	756 27%	736 24%	711 25%	1013 24%	1089 27%	1233 25%	746 20%	821 23%	526 13%	408 18%	2127 92%	232 9%	157 18%
The UK Independence Party (UKIP)	2360 14%	1374 17%	985 11%	195 12%	280 12%	339 12%	498 16%	463 16%	582 14%	372 9%	634 13%	722 19%	551 16%	99 2%	44 2%	21 1%	2058 78%	34 4%
The Green Party	576 3%	297 4%	280 3%	91 6%	119 5%	99 3%	114 4%	86 3%	65 2%	172 4%	210 4%	102 3%	74 2%	20 *	35 2%	19 1%	13 *	444 50%
The British National Party (BNP)	27 *	16 *	11 *	5 *	9 *	5 *	4 *	2 *	4 *	2 *	5 *	12 *	9 *	3 *	1 *	- -	1 *	18 2%
Some other party	163 1%	87 1%	76 1%	14 1%	24 1%	40 1%	29 1%	30 1%	26 1%	38 1%	47 1%	38 1%	35 1%	17 *	13 1%	3 *	15 1%	83 9%
Would not vote	1756 10%	891 11%	865 10%	278 17%	388 16%	337 12%	306 10%	205 7%	239 6%	213 5%	472 9%	517 14%	464 13%	- -	- -	- -	- -	- -
Refused	668 4%	314 4%	353 4%	19 1%	34 1%	80 3%	116 4%	125 4%	284 7%	159 4%	187 4%	83 2%	146 4%	2 *	3 *	2 *	1 *	2 *
Don't know	1860 11%	771 9%	1089 12%	212 13%	283 12%	322 11%	322 10%	288 10%	426 10%	402 10%	582 12%	376 10%	380 11%	151 4%	73 3%	60 3%	116 4%	64 7%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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			Held By	
		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	LD defec- tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
Conservative	3721 22%	98 14%	21 10%	2261 84%	39 2%	13 2%	266 61%	16 1%	16 3%	2506 60%	60 6%	345 8%	462 23%	3259 22%
Labour	1877 11%	8 1%	58 29%	11 *	1092 69%	446 62%	6 1%	15 1%	9 2%	88 2%	541 54%	510 11%	349 18%	1529 10%
Liberal Democrat	3995 23%	41 6%	106 52%	261 10%	324 21%	203 28%	132 30%	1536 95%	109 19%	470 11%	151 15%	2314 52%	395 20%	3600 24%
The UK Independence Party (UKIP)	2360 14%	527 74%	7 3%	66 2%	30 2%	13 2%	11 3%	7 *	406 71%	629 15%	115 12%	452 10%	199 10%	2161 14%
The Green Party	576 3%	6 1%	2 1%	13 *	28 2%	23 3%	-	17 1%	-	44 1%	21 2%	244 5%	67 3%	509 3%
The British National Party (BNP)	27 *	1 *	-	-	-	-	2 1%	-	-	3 *	1 *	4 *	1 *	26 *
Some other party	163 1%	3 *	3 1%	9 *	10 1%	2 *	3 1%	2 *	7 1%	28 1%	11 1%	53 1%	6 *	157 1%
Would not vote	1756 10%	-	-	-	-	-	-	-	-	60 1%	21 2%	68 2%	175 9%	1581 11%
Refused	668 4%	-	-	2 *	2 *	1 *	-	-	-	59 1%	8 1%	54 1%	84 4%	584 4%
Don't know	1860 11%	27 4%	7 3%	84 3%	53 3%	17 2%	17 4%	29 2%	26 4%	320 8%	73 7%	399 9%	230 12%	1630 11%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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	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	Other
Unweighted base	9464	4462	5002	307	701	1269	1724	1905	3546	3980	1937	1231	2056	3329	1611	1610	1700	499
Weighted base	8909	4455	4454	558	1011	1423	1671	1669	2565	2420	2669	1814	1755	2956	1442	1622	1686	531
Conservative	2816	1407	1410	143	268	388	480	527	1007	874	855	521	493	2458	30	35	117	15
	32%	32%	32%	26%	27%	27%	29%	32%	39%	36%	32%	29%	28%	83%	2%	2%	7%	3%
Labour	1204	629	575	131	193	209	219	182	269	312	343	256	256	22	1042	20	28	38
	14%	14%	13%	23%	19%	15%	13%	11%	10%	13%	13%	14%	15%	1%	72%	1%	2%	7%
Liberal Democrat	2831	1234	1597	151	318	524	524	528	782	822	881	488	566	375	298	1540	154	113
	32%	28%	36%	27%	31%	37%	31%	32%	30%	34%	33%	27%	32%	13%	21%	95%	9%	21%
The UK Independence Party (UKIP)	1556	933	623	77	133	210	346	351	437	266	419	455	362	76	31	10	1367	16
	17%	21%	14%	14%	13%	15%	21%	21%	17%	11%	16%	25%	21%	3%	2%	1%	81%	3%
The Green Party	387	189	198	51	82	68	82	57	46	120	141	67	48	10	31	15	7	294
	4%	4%	4%	9%	8%	5%	5%	3%	2%	5%	5%	4%	3%	*	2%	1%	*	55%
The British National Party (BNP)	14	9	5	2	3	3	3	1	3	1	4	4	6	*	1	-	1	9
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	2%
Some other party	102	54	47	4	14	22	18	23	20	26	28	23	24	13	10	2	11	46
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	9%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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

	Vote Type									2010 Vote			Held By	
	Con	Con		LD	LD		LD			Con	Lab	LibDem	Con	LibDem
	defec- tors to UKIP	defec- tors to LD/ Lab	Con Loyal- ists	Lab join- ers to Lab	LD defec- tors to Con	LD defec- tors loyal- ists	LD defec- tors to UKIP							
Unweighted base	9464	579	152	2539	847	496	333	1268	365	3490	1059	2939	1140	8324
Weighted base	8909	551	148	2176	961	553	338	1270	414	3070	689	3069	1049	7861
Conservative	2816	80	18	1888	23	10	217	13	12	2082	45	279	349	2467
	32%	15%	12%	87%	2%	2%	64%	1%	3%	68%	6%	9%	33%	31%
Labour	1204	7	40	9	657	348	5	11	7	63	415	397	230	973
	14%	1%	27%	*	68%	63%	1%	1%	2%	2%	60%	13%	22%	12%
Liberal Democrat	2831	31	80	209	230	162	103	1225	82	366	117	1827	293	2538
	32%	6%	54%	10%	24%	29%	31%	96%	20%	12%	17%	60%	28%	32%
The UK Independence Party (UKIP)	1556	426	6	54	19	10	10	5	306	505	88	340	128	1428
	17%	77%	4%	2%	2%	2%	3%	*	74%	16%	13%	11%	12%	18%
The Green Party	387	4	1	9	25	20	-	14	-	31	15	186	46	341
	4%	1%	1%	*	3%	4%	-	1%	-	1%	2%	6%	4%	4%
The British National Party (BNP)	14	1	-	-	-	-	*	-	-	2	1	*	1	13
	*	*	-	-	-	-	*	-	-	*	*	*	*	*
Some other party	102	3	3	8	8	2	3	2	6	21	8	39	2	99
	1%	*	2%	*	1%	*	1%	*	1%	1%	1%	1%	*	1%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 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	32%
Labour	13%
Liberal Democrat	32%
UKIP	17%
Green	4%
Other	1%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
I would not vote UKIP	9861	4568	5293	970	1460	1741	1769	1525	2382	2710	3018	1838	1947	2893	1776	1866	-	727	
		58%	55%	61%	60%	61%	61%	58%	54%	56%	68%	60%	49%	55%	71%	80%	81%	-	82%
I would not vote Labour	9381	4651	4730	643	1121	1452	1762	1705	2675	2152	2773	2131	1996	3269	-	1261	2050	452	
		55%	56%	54%	40%	47%	51%	57%	60%	63%	54%	55%	57%	56%	81%	-	54%	78%	51%
I would not vote Liberal Democrat	8143	4408	3735	734	1131	1301	1494	1392	2075	1791	2365	1946	1757	2456	1233	-	1910	458	
		48%	53%	43%	46%	47%	46%	49%	49%	49%	45%	47%	52%	49%	61%	56%	-	72%	52%
I would not vote Conservative	7584	3790	3794	733	1165	1343	1471	1226	1631	1559	2144	1810	1789	-	1745	1382	1660	679	
		45%	46%	43%	45%	49%	47%	48%	44%	39%	39%	43%	48%	50%	-	79%	60%	63%	77%
None of these - I would potentially vote for all of them	1384	696	688	198	238	239	237	173	294	258	410	337	287	175	114	141	149	27	
		8%	8%	8%	12%	10%	8%	8%	6%	7%	6%	8%	9%	8%	4%	5%	6%	6%	3%
Don't know	353	137	215	45	51	55	44	38	116	67	87	67	87	11	10	5	5	1	
		2%	2%	2%	3%	2%	1%	1%	3%	2%	2%	2%	2%	*	*	*	*	*	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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**

	Vote Type									2010 Vote			Held By	
	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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
I would not vote UKIP	9861 58%	-	158 78%	1924 71%	1265 80%	617 86%	331 76%	1356 84%	-	2348 56%	694 69%	3074 69%	1251 64%	8609 57%
I would not vote Labour	9381 55%	638 90%	75 37%	2364 87%	-	-	309 70%	916 57%	411 72%	3459 82%	123 12%	2141 48%	905 46%	8477 56%
I would not vote Liberal Democrat	8143 48%	593 83%	57 28%	1829 68%	825 52%	369 51%	165 38%	-	338 59%	2773 66%	607 61%	1211 27%	955 49%	7188 48%
I would not vote Conservative	7584 45%	296 42%	82 40%	-	1213 77%	626 87%	-	1069 66%	426 74%	484 12%	765 76%	2764 62%	846 43%	6738 45%
None of these - I would potentially vote for all of them	1384 8%	21 3%	14 7%	87 3%	87 6%	18 3%	20 5%	65 4%	24 4%	187 4%	52 5%	196 4%	152 8%	1231 8%
Don't know	353 2%	1 *	-	3 *	8 1%	3 *	1 *	1 *	-	15 *	3 *	20 *	45 2%	307 2%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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	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	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
NET: Well	10956	5812	5144	966	1439	1751	1917	1850	3016	2914	3288	2300	2053	3531	1260	1667	1443	464	
		64%	70%	59%	60%	60%	61%	62%	66%	71%	73%	65%	62%	58%	87%	57%	72%	55%	53%
Very well	(4) 784	535	250	69	84	117	114	127	272	204	196	155	183	361	81	70	78	23	
		5%	6%	3%	4%	4%	4%	5%	6%	5%	4%	4%	5%	9%	4%	3%	3%	3%	
Quite well	(3) 10172	5278	4894	897	1355	1633	1802	1723	2744	2710	3092	2145	1870	3171	1178	1597	1365	441	
		60%	64%	56%	56%	57%	57%	59%	61%	65%	68%	61%	57%	53%	78%	53%	69%	52%	50%
Quite badly	(2) 4411	1763	2648	501	710	861	840	717	774	851	1322	1059	1013	418	773	527	858	312	
		26%	21%	30%	31%	30%	30%	27%	25%	18%	21%	26%	28%	29%	10%	35%	23%	33%	35%
Very badly	(1) 1087	493	595	105	187	171	230	167	227	151	275	277	319	56	133	70	281	82	
		6%	6%	7%	7%	8%	6%	7%	6%	5%	4%	5%	7%	9%	1%	6%	3%	11%	9%
NET: Badly	5498	2255	3243	606	896	1032	1070	883	1000	1002	1597	1336	1332	474	906	596	1138	394	
		32%	27%	37%	38%	38%	36%	35%	31%	24%	25%	32%	36%	37%	12%	41%	26%	43%	45%
Don't know	549	211	338	40	50	65	88	85	215	81	143	100	168	49	46	53	57	25	
		3%	3%	4%	2%	2%	2%	3%	3%	5%	2%	3%	3%	5%	1%	2%	2%	2%	3%
Mean	2.65	2.73	2.57	2.59	2.57	2.61	2.60	2.66	2.76	2.76	2.66	2.60	2.57	2.96	2.56	2.74	2.48	2.47	
Standard deviation	0.68	0.67	0.67	0.68	0.69	0.67	0.69	0.66	0.66	0.60	0.65	0.69	0.74	0.50	0.67	0.56	0.73	0.70	
Standard error	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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			Held By	
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
NET: Well	10956 64%	465 65%	145 71%	2419 89%	898 57%	398 55%	370 84%	1199 74%	328 57%	3441 82%	562 56%	2932 66%	1292 66%	9665 64%
Very well	(4) 784 5%	36 5%	4 2%	278 10%	54 3%	15 2%	24 6%	51 3%	16 3%	335 8%	36 4%	142 3%	85 4%	699 5%
Quite well	(3) 10172 60%	429 60%	140 69%	2141 79%	843 53%	383 53%	345 79%	1149 71%	312 55%	3106 74%	526 52%	2790 63%	1206 61%	8966 60%
Quite badly	(2) 4411 26%	172 24%	47 23%	229 8%	559 35%	264 37%	56 13%	344 21%	190 33%	562 13%	336 33%	1198 27%	506 26%	3905 26%
Very badly	(1) 1087 6%	62 9%	10 5%	27 1%	93 6%	49 7%	4 1%	40 2%	40 7%	122 3%	79 8%	201 5%	107 5%	980 7%
NET: Badly	5498 32%	234 33%	57 28%	256 9%	651 41%	313 43%	61 14%	385 24%	230 40%	684 16%	415 41%	1399 31%	613 31%	4885 32%
Don't know	549 3%	12 2%	2 1%	33 1%	29 2%	8 1%	8 2%	37 2%	14 2%	82 2%	26 3%	114 3%	64 3%	485 3%
Mean	2.65	2.63	2.69	3.00	2.55	2.51	2.91	2.76	2.54	2.89	2.53	2.66	2.67	2.64
Standard deviation	0.68	0.72	0.60	0.48	0.66	0.66	0.47	0.54	0.67	0.57	0.70	0.62	0.65	0.68
Standard error	0.01	0.03	0.04	0.01	0.02	0.03	0.02	0.01	0.03	0.01	0.02	0.01	0.01	0.01

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
NET: Well	11082	5805	5277	1139	1527	1769	1803	1808	3016	2983	3332	2329	2018	3470	1296	1633	1449	465	
		65%	70%	60%	71%	64%	62%	59%	64%	71%	75%	66%	62%	57%	86%	59%	70%	55%	53%
Very well	(4) 939	605	335	98	158	129	115	133	306	255	239	201	203	358	95	109	123	25	
		6%	7%	4%	6%	7%	5%	4%	5%	7%	6%	5%	5%	6%	9%	4%	5%	5%	3%
Quite well	(3) 10143	5200	4943	1042	1369	1640	1687	1675	2709	2729	3093	2128	1815	3112	1202	1524	1326	440	
		60%	63%	57%	65%	57%	58%	55%	59%	64%	68%	62%	57%	51%	77%	54%	66%	50%	50%
Quite badly	(2) 4275	1771	2504	341	671	830	911	756	764	788	1301	1045	988	451	743	548	846	306	
		25%	21%	29%	21%	28%	29%	30%	27%	18%	20%	26%	28%	28%	11%	34%	24%	32%	35%
Very badly	(1) 1114	481	632	90	141	193	291	178	217	138	274	269	380	61	141	79	292	83	
		7%	6%	7%	6%	6%	7%	9%	6%	5%	3%	5%	7%	11%	2%	6%	3%	11%	9%
NET: Badly	5388	2253	3136	431	812	1022	1202	934	981	926	1575	1314	1369	513	883	627	1137	390	
		32%	27%	36%	27%	34%	36%	39%	33%	23%	31%	35%	39%	13%	40%	27%	43%	44%	
Don't know	532	221	311	42	47	55	69	76	234	88	121	93	167	71	32	57	52	30	
		3%	3%	4%	3%	2%	2%	2%	3%	6%	2%	2%	2%	5%	2%	1%	2%	2%	3%
Mean	2.66	2.74	2.59	2.73	2.66	2.61	2.54	2.64	2.78	2.79	2.67	2.62	2.54	2.95	2.57	2.74	2.49	2.48	
Standard deviation	0.69	0.68	0.69	0.66	0.69	0.68	0.72	0.68	0.66	0.60	0.66	0.70	0.77	0.51	0.68	0.60	0.76	0.71	
Standard error	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.03	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Vote Type								2010 Vote			Held By	
		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	LD defec- tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
NET: Well	11082 65%	450 63%	132 65%	2388 88%	943 60%	415 58%	360 82%	1173 72%	311 54%	3370 80%	561 56%	2883 65%	1305 66%	9777 65%
Very well	(4) 939 6%	37 5%	8 4%	286 11%	67 4%	24 3%	16 4%	78 5%	20 3%	360 9%	44 4%	175 4%	128 6%	812 5%
Quite well	(3) 10143 60%	413 58%	124 61%	2102 78%	876 55%	391 54%	345 79%	1095 68%	291 51%	3011 72%	517 52%	2708 61%	1178 60%	8965 60%
Quite badly	(2) 4275 25%	194 27%	61 30%	237 9%	518 33%	251 35%	64 15%	365 22%	199 35%	622 15%	336 34%	1227 28%	480 24%	3795 25%
Very badly	(1) 1114 7%	54 8%	9 4%	36 1%	93 6%	44 6%	7 2%	48 3%	50 9%	126 3%	92 9%	222 5%	114 6%	999 7%
NET: Badly	5388 32%	248 35%	70 34%	273 10%	611 39%	294 41%	71 16%	413 25%	248 43%	748 18%	429 43%	1449 33%	594 30%	4794 32%
Don't know	532 3%	13 2%	2 1%	46 2%	24 2%	10 1%	7 2%	35 2%	13 2%	89 2%	13 1%	112 3%	69 4%	463 3%
Mean	2.66	2.62	2.65	2.99	2.59	2.56	2.86	2.76	2.50	2.88	2.52	2.65	2.69	2.66
Standard deviation	0.69	0.71	0.63	0.50	0.67	0.66	0.48	0.59	0.71	0.59	0.73	0.64	0.68	0.69
Standard error	0.01	0.03	0.04	0.01	0.02	0.03	0.02	0.01	0.03	0.01	0.02	0.01	0.02	0.01

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

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	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
I am satisfied with the job David Cameron is doing overall as Prime Minister	5890	2948	2941	541	840	947	942	927	1682	1514	1759	1255	1161	2709	358	723	539	127	
		35%	36%	34%	34%	35%	33%	31%	33%	40%	38%	35%	34%	33%	67%	16%	31%	20%	14%
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	5594	2618	2976	555	711	995	1087	971	1266	1300	1690	1323	1083	1267	368	829	1324	297	
		33%	32%	34%	34%	30%	35%	35%	34%	30%	33%	34%	35%	30%	31%	17%	36%	50%	34%
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.	3632	1818	1814	366	592	619	672	604	773	856	1051	751	859	51	1412	581	502	359	
		21%	22%	21%	23%	25%	22%	22%	21%	18%	21%	21%	20%	24%	1%	64%	25%	19%	41%
Refused	498	265	233	14	54	72	92	86	175	96	137	79	113	4	11	25	60	27	
		3%	3%	3%	1%	2%	3%	3%	3%	4%	2%	3%	2%	3%	*	1%	1%	2%	3%
Don't know	1389	630	760	136	189	214	282	229	336	231	392	328	339	22	62	159	214	74	
		8%	8%	9%	8%	8%	9%	8%	8%	6%	8%	9%	10%	1%	3%	7%	8%	8%	

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 11

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

	Total	Vote Type								2010 Vote			Held By	
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
I am satisfied with the job David Cameron is doing overall as Prime Minister	5890 35%	174 24%	72 36%	1923 71%	271 17%	53 7%	237 54%	481 30%	106 18%	2408 57%	171 17%	1082 24%	672 34%	5218 35%
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	5594 33%	448 63%	68 34%	755 28%	289 18%	79 11%	189 43%	562 35%	260 45%	1529 36%	181 18%	1466 33%	607 31%	4987 33%
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.	3632 21%	47 7%	57 28%	20 1%	960 61%	562 78%	10 2%	439 27%	147 26%	153 4%	597 60%	1495 34%	462 23%	3169 21%
Refused	498 3%	13 2%	1 *	3 *	8 *	3 *	1 *	24 1%	21 4%	30 1%	11 1%	87 2%	48 2%	450 3%
Don't know	1389 8%	29 4%	6 3%	8 *	50 3%	21 3%	- -	117 7%	39 7%	88 2%	42 4%	314 7%	180 9%	1210 8%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

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	Other
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884
The Conservatives	4245	2150	2095	237	504	782	934	822	950	1223	1345	858	665	1304	484	573	607	231
	25%	26%	24%	15%	21%	27%	30%	29%	22%	31%	27%	23%	19%	32%	22%	25%	23%	26%
The Liberal Democrat	3803	1894	1909	218	450	650	723	730	1023	1043	1134	720	749	851	515	869	488	208
	22%	23%	22%	14%	19%	23%	24%	26%	24%	26%	23%	19%	21%	21%	23%	38%	19%	24%
The UK Independence Party (UKIP)	1271	689	583	153	242	241	187	167	278	304	358	313	239	240	148	157	363	57
	7%	8%	7%	9%	10%	8%	6%	6%	7%	8%	7%	8%	7%	6%	7%	7%	14%	6%
Labour	1132	564	568	141	218	228	176	155	212	262	337	260	226	202	260	148	149	60
	7%	7%	7%	9%	9%	8%	6%	5%	5%	7%	7%	7%	6%	5%	12%	6%	6%	7%
None of them	9872	4742	5130	1120	1496	1596	1649	1498	2499	2062	2900	2257	2244	2245	1282	1112	1557	526
	58%	57%	59%	69%	63%	56%	54%	53%	59%	52%	58%	60%	63%	55%	58%	48%	59%	59%
Don't know	231	94	137	33	50	37	41	29	39	47	56	59	45	35	15	14	38	3
	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 2014

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			Held By	
		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	LD defec-tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
The Conservatives	4245 25%	196 28%	49 24%	929 34%	351 22%	208 29%	156 36%	437 27%	149 26%	1342 32%	223 22%	1268 29%	406 21%	3838 26%
The Liberal Democrat	3803 22%	165 23%	50 25%	581 21%	369 23%	214 30%	112 26%	684 42%	126 22%	928 22%	227 23%	1434 32%	533 27%	3271 22%
The UK Independence Party (UKIP)	1271 7%	91 13%	16 8%	152 6%	107 7%	53 7%	27 6%	100 6%	60 11%	289 7%	71 7%	296 7%	109 6%	1163 8%
Labour	1132 7%	29 4%	17 8%	135 5%	173 11%	75 10%	16 4%	93 6%	23 4%	206 5%	123 12%	259 6%	183 9%	950 6%
None of them	9872 58%	387 54%	115 57%	1462 54%	917 58%	359 50%	213 49%	709 44%	329 58%	2309 55%	585 58%	2180 49%	1137 58%	8735 58%
Don't know	231 1%	5 1%	-	19 1%	11 1%	3 *	3 1%	8 *	2 *	27 1%	5 *	34 1%	30 2%	201 1%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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	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	Other	
Unweighted base	17003	7743	9260	842	1595	2454	3100	3151	5825	6409	3518	2380	4008	4422	2326	2236	2546	814	
Weighted base	17003	8279	8724	1612	2385	2847	3074	2818	4231	3997	5028	3736	3553	4054	2211	2317	2638	884	
A Conservative government	5665	2898	2768	395	556	847	999	1041	1813	1517	1715	1194	1066	3357	46	173	1020	92	
		33%	35%	32%	25%	23%	30%	33%	37%	43%	38%	34%	32%	30%	83%	2%	7%	39%	10%
A Labour government	3493	1764	1728	483	618	621	621	511	635	736	970	838	832	49	1626	220	522	280	
		21%	21%	20%	30%	26%	22%	20%	18%	15%	18%	19%	22%	23%	1%	74%	9%	20%	32%
A coalition between the Conservatives and the Liberal Democrats	2877	1300	1578	233	422	507	540	486	687	697	891	647	549	575	56	964	404	146	
		17%	16%	18%	14%	18%	18%	17%	16%	17%	18%	17%	15%	14%	3%	42%	15%	17%	
A coalition between Labour and the Liberal Democrats	2385	1175	1210	242	388	442	447	395	465	596	730	477	498	23	450	842	263	263	
		14%	14%	14%	15%	16%	16%	15%	14%	11%	15%	15%	13%	14%	1%	20%	36%	10%	30%
Don't know	2583	1142	1440	258	402	428	467	385	632	451	723	580	608	49	34	118	429	103	
		15%	14%	17%	16%	17%	15%	15%	14%	15%	11%	14%	16%	17%	1%	2%	5%	16%	12%

Conservative/Liberal Democrat Marginal Constituencies

CATI Fieldwork : 31st July-6th September 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			Held By		
		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	LD defec- tors to UKIP	Con	Lab	LibDem	Con	LibDem
Unweighted base	17003	750	207	3126	1337	635	422	1597	506	4736	1522	4213	2001	15002
Weighted base	17003	711	203	2707	1578	719	438	1621	572	4207	1002	4444	1969	15034
A Conservative government	5665 33%	483 68%	40 20%	2370 88%	34 2%	10 1%	292 67%	103 6%	140 24%	3206 76%	69 7%	673 15%	608 31%	5057 34%
A Labour government	3493 21%	48 7%	69 34%	14 1%	1106 70%	505 70%	9 2%	148 9%	116 20%	161 4%	680 68%	1011 23%	461 23%	3031 20%
A coalition between the Conservatives and the Liberal Democrats	2877 17%	88 12%	61 30%	293 11%	51 3%	15 2%	122 28%	680 42%	115 20%	539 13%	42 4%	1161 26%	285 14%	2593 17%
A coalition between Labour and the Liberal Democrats	2385 14%	14 2%	29 14%	7 *	363 23%	183 25%	8 2%	612 38%	120 21%	69 2%	154 15%	1207 27%	326 17%	2059 14%
Don't know	2583 15%	79 11%	4 2%	24 1%	24 2%	7 1%	7 2%	79 5%	81 14%	233 6%	58 6%	392 9%	288 15%	2294 15%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17003	17003
Weighted base	17003	17003
Male	7743 46%	8279 49%
Female	9260 54%	8724 51%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

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	17003	17003
Weighted base	17003	17003
18-24	842 5%	1612 9%
25-34	1595 9%	2385 14%
35-44	2454 14%	2847 17%
45-54	3100 18%	3074 18%
55-64	3151 19%	2818 17%
65 or older	5825 34%	4231 25%
Refused	36 *	36 *

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17003	17003
Weighted base	17003	17003
A	2038 12%	1258 7%
B	4371 26%	2739 16%
C1	3518 21%	5028 30%
C2	2380 14%	3736 22%
D	1374 8%	1455 9%
E	2634 15%	2098 12%
Refused	688 4%	688 4%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

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	17003	17003
Weighted base	17003	17003
Conservative	4736 28%	4207 25%
Labour	1522 9%	1002 6%
Liberal Democrats	4213 25%	4444 26%
Another party	752 4%	632 4%
Did not vote	4277 25%	5333 31%
Refused	800 5%	679 4%
Don't know	703 4%	705 4%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17003	17003
Weighted base	17003	17003
Berwick-upon-tweed	1000 6%	1002 6%
Eastbourne	1000 6%	1008 6%
Taunton Deane	1000 6%	1001 6%
Torbay	1001 6%	1010 6%
Solihull	1000 6%	959 6%
Mid Dorset and North Poole	1000 6%	976 6%
Wells	1000 6%	981 6%
St Austell and Newquay	1000 6%	1064 6%
Somerton and Frome	1000 6%	1016 6%
Sutton and Cheam	1000 6%	992 6%
St Ives	1000 6%	988 6%
Chippenham	1000 6%	979 6%
Cheadle	1000 6%	948 6%
North Cornwall	1000 6%	1067 6%
Eastleigh	1001 6%	1041 6%
Watford	1001 6%	1010 6%

Lord Ashcroft

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Weighted base	17003	17003
Oxford West and Abingdon	1000 6%	959 6%

Conservative/Liberal Democrat Marginal Constituencies
CATI Fieldwork : 31st July-6th September 2014

Absolutes/col percents

Table 19
Held by
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	17003	17003
Weighted base	17003	17003
Conservatives	2001 12%	1969 12%
Liberal Democrats	15002 88%	15034 88%