

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115	
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121	
Certain to vote	(10)	5835	2950	2885	352	788	1089	1116	1012	1463	1461	1812	1011	1352	1619	1887	200	944	220	54
		53%	55%	52%	28%	38%	53%	58%	65%	69%	63%	54%	47%	50%	68%	62%	49%	61%	52%	45%
	(9)	639	334	304	55	125	134	139	75	109	175	196	122	119	142	204	48	89	35	10
		6%	6%	5%	4%	6%	6%	7%	5%	5%	8%	6%	6%	4%	6%	7%	12%	6%	8%	8%
	(8)	978	466	512	142	207	189	170	116	151	192	310	195	233	232	296	42	123	55	13
		9%	9%	9%	11%	10%	9%	9%	7%	7%	8%	9%	9%	9%	10%	10%	10%	8%	13%	11%
	(7)	576	296	280	123	144	125	61	59	62	94	169	139	145	126	181	31	90	22	8
		5%	5%	5%	10%	7%	6%	3%	4%	3%	4%	5%	6%	5%	5%	6%	8%	6%	5%	7%
	(6)	314	140	174	69	74	53	51	25	42	53	96	74	79	60	111	13	50	13	3
		3%	3%	3%	5%	4%	3%	3%	2%	2%	2%	3%	3%	3%	3%	4%	3%	3%	3%	2%
	(5)	852	353	500	155	215	153	127	90	109	107	250	205	249	123	229	40	139	40	15
		8%	7%	9%	12%	10%	7%	7%	6%	5%	5%	7%	9%	9%	5%	7%	10%	9%	9%	13%
	(4)	168	63	105	45	32	38	24	17	12	31	40	32	53	34	51	10	22	8	3
		2%	1%	2%	4%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	3%
	(3)	274	141	133	72	77	51	36	23	16	38	87	76	58	27	64	11	53	21	8
		2%	3%	2%	6%	4%	2%	2%	1%	1%	2%	3%	3%	2%	1%	2%	3%	3%	5%	7%
	(2)	210	109	102	58	54	38	34	15	11	23	65	51	56	17	44	13	27	12	6
		2%	2%	2%	5%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	3%	2%	3%	5%
Definitely would not vote	(1)	1124	546	579	196	338	187	157	119	125	126	299	263	362	-	-	-	-	-	-
		10%	10%	10%	15%	16%	9%	8%	8%	6%	5%	9%	12%	13%	-	-	-	-	-	-
Refused		5	4	1	-	2	1	-	-	2	1	2	-	1	-	-	-	-	-	-
		*	*	*	-	*	*	-	-	*	*	*	-	*	-	-	-	-	-	-
Don't know		27	8	18	-	1	4	6	2	13	1	4	4	12	-	-	-	-	-	-
		*	*	*	-	*	*	*	*	1%	*	*	*	*	-	-	-	-	-	-
Mean		7.76	7.85	7.68	6.24	6.81	7.84	8.13	8.40	8.71	8.54	7.89	7.35	7.41	9.01	8.68	8.24	8.56	8.23	7.70
Standard deviation		3.09	3.08	3.11	3.27	3.40	3.01	2.91	2.79	2.51	2.56	3.01	3.23	3.29	1.78	2.06	2.31	2.22	2.37	2.69

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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	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
Standard error	0.03	0.04	0.04	0.12	0.09	0.07	0.06	0.06	0.05	0.04	0.06	0.09	0.07	0.03	0.04	0.12	0.06	0.12	0.25

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	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	11002	517	171	1934	1168	263	107	208	3055	2649	968	
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133	
Certain to vote	(10)	5835 53%	357 77%	103 58%	1266 79%	619 44%	231 73%	84 67%	142 63%	1950 74%	1713 72%	726 64%
	(9)	639 6%	28 6%	26 15%	93 6%	106 8%	25 8%	12 9%	29 13%	178 7%	145 6%	100 9%
	(8)	978 9%	35 7%	14 8%	120 7%	165 12%	24 8%	24 19%	29 13%	209 8%	200 8%	135 12%
	(7)	576 5%	14 3%	14 8%	53 3%	120 9%	13 4%	3 3%	5 2%	106 4%	95 4%	51 4%
	(6)	314 3%	9 2%	5 3%	22 1%	82 6%	8 2%	1 1%	4 2%	44 2%	53 2%	25 2%
	(5)	852 8%	18 4%	13 8%	33 2%	162 12%	5 1%	-	10 4%	90 3%	107 4%	36 3%
	(4)	168 2%	1 *	-	8 1%	46 3%	-	-	2 1%	13 *	8 *	10 1%
	(3)	274 2%	1 *	1 *	3 *	58 4%	8 2%	1 1%	-	9 *	22 1%	17 2%
	(2)	210 2%	-	1 1%	2 *	39 3%	1 *	1 1%	4 2%	10 *	7 *	10 1%
Definitely would not vote	(1)	1124 10%	-	-	-	-	-	-	-	23 1%	35 1%	20 2%
Refused		5 *	-	-	-	-	-	-	-	-	-	1 *
Don't know		27 *	-	-	-	-	-	-	-	2 *	2 *	2 *
Mean		7.76	9.41	8.87	9.48	7.90	9.28	9.29	9.05	9.25	9.10	8.90
Standard deviation		3.09	1.31	1.73	1.21	2.40	1.54	1.27	1.68	1.61	1.84	2.00

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Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
Standard error	0.03	0.06	0.13	0.03	0.07	0.09	0.12	0.12	0.03	0.04	0.06

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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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
Conservative	2379 22%	1196 22%	1183 21%	179 14%	356 17%	459 22%	409 21%	348 22%	624 29%	670 29%	750 23%	414 19%	481 18%	2379 100%	-	-	-	-	-
Labour	3067 28%	1451 27%	1616 29%	414 33%	644 31%	610 30%	494 26%	420 27%	482 23%	693 30%	938 28%	540 25%	785 29%	-	3067 100%	-	-	-	-
Liberal Democrat	409 4%	208 4%	202 4%	51 4%	95 5%	77 4%	78 4%	52 3%	55 3%	109 5%	127 4%	70 3%	89 3%	-	-	409 100%	-	-	-
The UK Independence Party (UKIP)	1538 14%	878 16%	660 12%	130 10%	200 10%	236 11%	353 18%	275 18%	342 16%	220 10%	409 12%	423 19%	438 16%	-	-	-	1538 100%	-	-
The Green Party	427 4%	229 4%	198 4%	63 5%	100 5%	106 5%	88 5%	41 3%	27 1%	104 5%	164 5%	73 3%	73 3%	-	-	-	-	427 100%	-
The British National Party (BNP)	27 *	15 *	12 *	3 *	11 1%	5 *	4 *	4 *	1 *	2 *	8 *	4 *	11 *	-	-	-	-	-	27 22%
Some other party	94 1%	56 1%	38 1%	9 1%	19 1%	14 1%	25 1%	11 1%	14 1%	20 1%	25 1%	19 1%	28 1%	-	-	-	-	-	94 78%
Would not vote	1124 10%	546 10%	579 10%	196 15%	338 16%	187 9%	157 8%	119 8%	125 6%	126 5%	299 9%	263 12%	362 13%	-	-	-	-	-	-
Refused	554 5%	277 5%	278 5%	13 1%	64 3%	78 4%	98 5%	93 6%	202 10%	104 5%	167 5%	87 4%	134 5%	-	-	-	-	-	-
Don't know	1382 13%	554 10%	828 15%	208 16%	231 11%	291 14%	214 11%	189 12%	243 11%	254 11%	444 13%	278 13%	319 12%	-	-	-	-	-	-

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	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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
Conservative	2379 22%	-	-	1600 100%	-	-	126 100%	-	1600 61%	91 4%	126 11%
Labour	3067 28%	-	162 91%	-	1399 100%	314 100%	-	-	162 6%	1669 70%	314 28%
Liberal Democrat	409 4%	-	16 9%	-	-	-	-	226 100%	16 1%	17 1%	226 20%
The UK Independence Party (UKIP)	1538 14%	462 100%	-	-	-	-	-	-	462 18%	255 11%	122 11%
The Green Party	427 4%	-	-	-	-	-	-	-	23 1%	62 3%	124 11%
The British National Party (BNP)	27 *	-	-	-	-	-	-	-	5 *	2 *	-
Some other party	94 1%	-	-	-	-	-	-	-	12 *	22 1%	11 1%
Would not vote	1124 10%	-	-	-	-	-	-	-	23 1%	35 1%	20 2%
Refused	554 5%	-	-	-	-	-	-	-	66 2%	49 2%	20 2%
Don't know	1382 13%	-	-	-	-	-	-	-	266 10%	186 8%	169 15%

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Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	6080	2934	3147	306	618	901	1247	1189	1809	2650	1249	716	1301	2089	2277	256	1117	271	71
Weighted base	5670	2919	2751	476	895	1078	1085	896	1229	1398	1742	1048	1320	1801	2183	267	1068	280	71
Conservative	1801	916	885	115	236	338	321	282	506	525	565	309	356	1801	-	-	-	-	-
		32%	31%	32%	24%	26%	31%	30%	31%	41%	38%	32%	29%	27%	100%	-	-	-	-
Labour	2183	1052	1131	226	412	450	374	336	382	538	683	351	545	-	2183	-	-	-	-
		38%	36%	41%	48%	46%	42%	34%	38%	31%	39%	39%	34%	41%	-	100%	-	-	-
Liberal Democrat	267	143	124	28	50	50	57	39	42	80	80	44	54	-	-	267	-	-	-
		5%	5%	5%	6%	6%	5%	5%	4%	3%	6%	5%	4%	4%	-	-	100%	-	-
The UK Independence Party (UKIP)	1068	615	453	68	115	158	257	200	270	163	286	289	301	-	-	-	1068	-	-
		19%	21%	16%	14%	13%	15%	24%	22%	12%	16%	28%	23%	-	-	-	100%	-	-
The Green Party	280	150	129	31	67	71	60	28	20	76	107	47	41	-	-	-	-	280	-
		5%	5%	5%	6%	7%	7%	6%	3%	2%	5%	6%	4%	3%	-	-	-	-	100%
The British National Party (BNP)	17	10	7	2	6	4	1	3	1	2	5	2	7	-	-	-	-	-	17
		*	*	*	*	1%	*	*	*	*	*	*	1%	-	-	-	-	-	24%
Some other party	54	32	23	6	10	7	15	7	8	13	17	6	17	-	-	-	-	-	54
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	76%

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	Total	Vote Type							2010 Vote		
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Unweighted base	6080	424	132	1617	737	215	86	163	2203	1913	612
Weighted base	5670	376	131	1321	840	251	101	174	1855	1684	718
Conservative	1801	-	-	1321	-	-	101	-	1321	70	101
	32%	-	-	100%	-	-	100%	-	71%	4%	14%
Labour	2183	-	121	-	840	251	-	-	121	1343	251
	38%	-	92%	-	100%	100%	-	-	7%	80%	35%
Liberal Democrat	267	-	10	-	-	-	-	174	10	10	174
	5%	-	8%	-	-	-	-	100%	1%	1%	24%
The UK Independence Party (UKIP)	1068	376	-	-	-	-	-	-	376	196	91
	19%	100%	-	-	-	-	-	-	20%	12%	13%
The Green Party	280	-	-	-	-	-	-	-	16	48	94
	5%	-	-	-	-	-	-	-	1%	3%	13%
The British National Party (BNP)	17	-	-	-	-	-	-	-	3	2	-
	*	-	-	-	-	-	-	-	*	*	-
Some other party	54	-	-	-	-	-	-	-	7	16	7
	1%	-	-	-	-	-	-	-	*	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	32%
Labour	38%
Liberal Democrat	5%
UKIP	18%
Green	5%
Other	1%

Conservative Held/Labour Marginal Constituencies

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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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
Conservative	2573	1263	1310	180	390	473	458	375	691	708	811	453	529	2125	69	20	125	18	12
	23%	23%	23%	14%	19%	23%	24%	24%	33%	31%	24%	21%	19%	89%	2%	5%	8%	4%	10%
Labour	3236	1536	1700	439	635	652	528	447	534	713	990	572	851	72	2775	35	81	42	16
	29%	28%	30%	35%	31%	32%	28%	29%	25%	31%	30%	26%	31%	3%	90%	9%	5%	10%	13%
Liberal Democrat	504	248	256	67	111	92	95	61	76	128	171	86	103	31	47	311	24	26	6
	5%	5%	5%	5%	5%	4%	5%	4%	4%	6%	5%	4%	4%	1%	2%	76%	2%	6%	5%
The UK Independence Party (UKIP)	1437	831	606	141	207	227	308	247	305	202	366	420	399	42	39	8	1245	6	16
	13%	15%	11%	11%	10%	11%	16%	16%	14%	9%	11%	19%	15%	2%	1%	2%	81%	2%	13%
The Green Party	440	240	200	62	101	120	86	46	23	107	182	82	64	15	57	9	3	311	1
	4%	4%	4%	5%	5%	6%	4%	3%	1%	5%	5%	4%	2%	1%	2%	2%	*	73%	1%
The British National Party (BNP)	29	18	11	5	10	3	4	4	3	4	7	8	9	1	4	3	2	-	14
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	-	12%
Some other party	75	49	26	8	12	15	20	8	11	16	20	15	21	5	5	3	3	3	36
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	*	1%	30%
Would not vote	1124	546	579	196	338	187	157	119	125	126	299	263	362	-	-	-	-	-	-
	10%	10%	10%	15%	16%	9%	8%	8%	6%	5%	9%	12%	13%	-	-	-	-	-	-
Refused	381	196	185	12	42	60	70	69	124	70	124	60	81	2	*	-	1	-	1
	3%	4%	3%	1%	2%	3%	4%	4%	6%	3%	4%	3%	3%	*	*	-	*	-	1%
Don't know	1203	481	722	158	212	233	194	178	222	229	359	212	301	86	71	20	53	20	18
	11%	9%	13%	12%	10%	11%	10%	11%	11%	10%	11%	10%	11%	4%	2%	5%	3%	5%	15%

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	Total	Vote Type							2010 Vote		
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Unweighted base	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
Conservative	2573 23%	78 17%	10 6%	1489 93%	46 3%	11 3%	88 70%	9 4%	1695 64%	124 5%	136 12%
Labour	3236 29%	10 2%	145 82%	23 1%	1214 87%	263 84%	10 8%	14 6%	191 7%	1716 72%	334 29%
Liberal Democrat	504 5%	4 1%	12 7%	14 1%	32 2%	14 5%	10 8%	188 83%	39 1%	39 2%	259 23%
The UK Independence Party (UKIP)	1437 13%	356 77%	3 2%	25 2%	24 2%	3 1%	2 2%	3 1%	399 15%	224 9%	108 10%
The Green Party	440 4%	1 *	1 *	4 *	35 3%	13 4%	8 6%	3 1%	22 1%	67 3%	120 11%
The British National Party (BNP)	29 *	- -	- -	- -	2 *	- -	- -	- -	3 *	4 *	- -
Some other party	75 1%	- -	- -	2 *	2 *	- -	2 2%	1 *	10 *	9 *	11 1%
Would not vote	1124 10%	- -	- -	- -	- -	- -	- -	- -	23 1%	35 1%	20 2%
Refused	381 3%	- -	- -	1 *	- -	- -	- -	- -	32 1%	16 1%	7 1%
Don't know	1203 11%	14 3%	7 4%	41 3%	42 3%	10 3%	5 4%	9 4%	219 8%	154 6%	136 12%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	6318	3028	3291	314	639	938	1280	1226	1911	2742	1305	747	1353	2026	2229	242	1073	258	64
Weighted base	5893	3011	2882	493	929	1126	1112	924	1300	1444	1818	1095	1368	1748	2139	255	1035	269	62
Conservative	1942	967	976	112	261	350	353	303	558	559	612	335	386	1627	46	15	95	13	8
	33%	32%	34%	23%	28%	31%	32%	33%	43%	39%	34%	31%	28%	93%	2%	6%	9%	5%	13%
Labour	2288	1106	1183	237	405	471	392	358	425	552	707	371	589	49	1992	22	57	29	11
	39%	37%	41%	48%	44%	42%	35%	39%	33%	38%	39%	34%	43%	3%	93%	8%	5%	11%	17%
Liberal Democrat	337	179	158	38	64	61	73	44	56	97	112	51	65	22	32	208	17	15	4
	6%	6%	5%	8%	7%	5%	7%	5%	4%	7%	6%	5%	5%	1%	1%	82%	2%	6%	6%
The UK Independence Party (UKIP)	974	570	404	69	117	148	224	179	235	148	245	279	272	32	23	5	862	3	9
	17%	19%	14%	14%	13%	13%	20%	19%	18%	10%	13%	25%	20%	2%	1%	2%	83%	1%	14%
The Green Party	294	153	140	30	68	83	61	32	16	76	127	49	38	13	40	3	1	208	1
	5%	5%	5%	6%	7%	7%	5%	4%	1%	5%	7%	4%	3%	1%	2%	1%	*	77%	2%
The British National Party (BNP)	20	13	8	4	7	2	2	3	2	2	6	5	6	1	4	2	1	-	10
	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*	1%	*	-	17%
Some other party	37	24	13	3	7	9	7	5	7	10	10	5	11	4	2	1	*	1	19
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	1%	*	*	*	*	*	31%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	6318	410	127	1576	717	209	82	157	2267	1966	644
Weighted base	5893	365	127	1289	818	243	97	167	1915	1730	748
Conservative	1942	64	7	1235	27	10	70	7	1395	93	107
	33%	17%	5%	96%	3%	4%	72%	4%	73%	5%	14%
Labour	2288	8	111	17	732	210	9	9	146	1375	260
	39%	2%	87%	1%	90%	86%	9%	5%	8%	80%	35%
Liberal Democrat	337	3	7	11	20	10	8	148	27	28	200
	6%	1%	6%	1%	2%	4%	8%	88%	1%	2%	27%
The UK Independence Party (UKIP)	974	290	3	20	13	2	2	2	324	169	81
	17%	79%	2%	2%	2%	1%	2%	1%	17%	10%	11%
The Green Party	294	1	*	4	23	12	7	1	15	53	91
	5%	*	*	*	3%	5%	7%	1%	1%	3%	12%
The British National Party (BNP)	20	-	-	-	2	-	-	-	2	4	-
	*	-	-	-	*	-	-	-	*	*	-
Some other party	37	-	-	2	*	-	2	*	5	8	9
	1%	-	-	*	*	-	2%	*	*	*	1%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	33%
Labour	39%
Liberal Democrat	6%
UKIP	16%
Green	5%
Other	1%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
I would not vote Liberal Democrat	6987 64%	3574 66%	3413 61%	712 56%	1233 60%	1280 62%	1267 66%	1039 67%	1444 68%	1440 63%	2072 62%	1422 65%	1793 66%	1696 71%	2157 70%	- -	1259 82%	251 59%	90 75%
I would not vote UKIP	6536 59%	3111 58%	3425 61%	761 60%	1297 63%	1348 65%	1110 58%	888 57%	1120 53%	1611 70%	2114 63%	1133 52%	1423 52%	1679 71%	2484 81%	326 80%	- -	379 89%	72 59%
I would not vote Conservative	5370 49%	2667 49%	2703 48%	672 53%	1054 51%	1025 50%	966 50%	800 51%	846 40%	989 43%	1595 48%	1118 51%	1458 54%	- -	2385 78%	251 61%	990 64%	339 79%	79 65%
I would not vote Labour	4525 41%	2378 44%	2147 38%	414 33%	735 36%	776 38%	843 44%	687 44%	1056 50%	900 39%	1328 40%	994 46%	1140 42%	1734 73%	- -	197 48%	1129 73%	185 43%	75 62%
None of these - I would potentially vote for all of them	1002 9%	468 9%	533 10%	162 13%	233 11%	165 8%	144 8%	130 8%	164 8%	146 6%	307 9%	210 10%	260 10%	132 6%	164 5%	18 4%	84 5%	11 3%	7 6%
Don't know	211 2%	96 2%	114 2%	33 3%	38 2%	24 1%	21 1%	20 1%	71 3%	30 1%	51 2%	28 1%	71 3%	8 *	10 *	2 *	7 *	4 1%	1 1%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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		
	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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
I would not vote Liberal Democrat	6987 64%	418 91%	124 69%	1230 77%	917 66%	222 71%	60 48%	-	1986 75%	1728 72%	493 44%
I would not vote UKIP	6536 59%	-	142 80%	1140 71%	1111 79%	287 91%	97 77%	192 85%	1480 56%	1683 70%	854 75%
I would not vote Conservative	5370 49%	192 42%	101 57%	-	983 70%	257 82%	-	156 69%	360 14%	1841 77%	709 63%
I would not vote Labour	4525 41%	406 88%	10 6%	1304 81%	-	-	80 64%	116 51%	1904 72%	229 10%	409 36%
None of these - I would potentially vote for all of them	1002 9%	18 4%	12 6%	56 3%	100 7%	7 2%	5 4%	5 2%	149 6%	113 5%	49 4%
Don't know	211 2%	1 *	-	3 *	5 *	1 *	1 1%	-	10 *	10 *	4 *

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	Green	Other
Unweighted base	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
NET: Well	6600	3592	3008	744	1189	1228	1121	920	1387	1568	2079	1252	1457	1972	1716	287	803	215	43
	60%	66%	54%	59%	58%	60%	58%	59%	66%	68%	62%	58%	54%	83%	56%	70%	52%	50%	36%
Very well	(4) 551	367	184	61	103	106	74	64	140	115	152	107	143	198	136	18	51	7	7
	5%	7%	3%	5%	5%	5%	4%	4%	7%	5%	5%	5%	5%	8%	4%	4%	3%	2%	6%
Quite well	(3) 6049	3225	2825	683	1087	1122	1047	856	1247	1453	1927	1146	1314	1774	1580	269	751	207	36
	55%	60%	50%	54%	53%	54%	55%	55%	59%	63%	58%	53%	48%	75%	51%	66%	49%	49%	30%
Quite badly	(2) 3170	1293	1877	393	662	611	609	456	432	587	966	672	804	309	1027	98	547	182	47
	29%	24%	34%	31%	32%	30%	32%	29%	20%	26%	29%	31%	30%	13%	33%	24%	36%	43%	39%
Very badly	(1) 805	344	461	93	154	162	131	121	141	86	175	182	324	36	233	18	156	21	22
	7%	6%	8%	7%	7%	8%	7%	8%	7%	4%	5%	8%	12%	2%	8%	4%	10%	5%	18%
NET: Badly	3975	1636	2339	486	816	773	740	577	573	673	1141	853	1128	345	1260	115	704	203	69
	36%	30%	42%	38%	40%	37%	39%	37%	27%	29%	34%	39%	41%	14%	41%	28%	46%	48%	57%
Don't know	427	180	247	37	53	61	59	56	154	61	110	66	136	62	92	7	31	9	9
	4%	3%	4%	3%	3%	3%	3%	4%	7%	3%	3%	3%	5%	3%	3%	2%	2%	2%	8%
Mean	2.60	2.69	2.51	2.58	2.57	2.59	2.57	2.58	2.71	2.71	2.64	2.56	2.49	2.92	2.54	2.72	2.46	2.48	2.26
Standard deviation	0.70	0.70	0.70	0.70	0.71	0.71	0.68	0.70	0.70	0.62	0.66	0.72	0.78	0.52	0.70	0.62	0.72	0.62	0.85
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.03	0.02	0.03	0.08

Conservative Held/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	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	11002	517	171	1934	1168	263	107	208	3055	2649	968	
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133	
NET: Well	6600 60%	298 65%	109 61%	1370 86%	799 57%	182 58%	93 74%	158 70%	2034 77%	1287 54%	704 62%	
Very well	(4) 5%	551 4%	20 3%	150 9%	48 3%	4 1%	9 8%	3 1%	193 7%	107 4%	26 2%	
Quite well	(3) 55%	6049 60%	278 58%	104 76%	1220 54%	751 57%	179 66%	83 69%	155 69%	1841 70%	1179 49%	678 60%
Quite badly	(2) 29%	3170 26%	121 30%	53 10%	165 32%	453 37%	117 24%	31 24%	55 24%	433 16%	833 35%	357 31%
Very badly	(1) 7%	805 6%	28 7%	13 1%	16 8%	110 2%	7 1%	1 5%	10 3%	75 8%	186 4%	43 4%
NET: Badly	3975 36%	149 32%	65 37%	181 11%	563 40%	124 39%	32 25%	65 29%	508 19%	1019 43%	399 35%	
Don't know	427 4%	15 3%	4 2%	49 3%	37 3%	8 3%	1 1%	2 1%	91 3%	82 3%	29 3%	
Mean	2.60	2.65	2.58	2.97	2.54	2.58	2.81	2.68	2.85	2.52	2.62	
Standard deviation	0.70	0.67	0.67	0.49	0.69	0.56	0.57	0.58	0.58	0.71	0.60	
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.06	0.04	0.01	0.01	0.02	

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 2014

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other
Unweighted base	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
NET: Well	6882	3683	3199	871	1271	1265	1112	935	1418	1650	2166	1330	1471	1981	1817	292	832	256	52
	63%	68%	57%	69%	62%	61%	58%	60%	67%	72%	65%	61%	54%	83%	59%	71%	54%	60%	43%
Very well	(4) 635	407	228	81	117	122	79	79	153	146	171	128	146	200	183	23	70	15	7
	6%	8%	4%	6%	6%	6%	4%	5%	7%	6%	5%	6%	5%	8%	6%	6%	5%	4%	6%
Quite well	(3) 6248	3277	2971	790	1154	1143	1032	856	1265	1504	1995	1202	1325	1781	1634	269	762	240	45
	57%	61%	53%	62%	56%	55%	54%	55%	60%	65%	60%	55%	49%	75%	53%	66%	50%	56%	37%
Quite badly	(2) 2891	1190	1701	289	598	557	603	421	414	516	861	617	774	291	952	86	508	128	37
	26%	22%	30%	23%	29%	27%	31%	27%	20%	22%	26%	28%	28%	12%	31%	21%	33%	30%	31%
Very badly	(1) 828	368	461	72	133	192	153	139	137	86	207	167	331	50	223	19	160	31	27
	8%	7%	8%	6%	6%	9%	8%	9%	6%	4%	6%	8%	12%	2%	7%	5%	10%	7%	22%
NET: Badly	3719	1558	2161	361	731	750	756	560	551	603	1068	784	1105	341	1175	105	668	160	64
	34%	29%	39%	28%	36%	36%	39%	36%	26%	26%	32%	36%	41%	14%	38%	26%	43%	37%	53%
Don't know	400	167	233	36	56	48	52	58	146	50	96	58	144	57	76	12	37	12	5
	4%	3%	4%	3%	3%	2%	3%	4%	7%	2%	3%	3%	5%	2%	2%	3%	2%	3%	4%
Mean	2.63	2.71	2.55	2.71	2.63	2.59	2.56	2.59	2.73	2.76	2.66	2.61	2.50	2.92	2.59	2.75	2.49	2.58	2.28
Standard deviation	0.71	0.71	0.71	0.67	0.70	0.74	0.70	0.73	0.70	0.62	0.68	0.72	0.79	0.54	0.72	0.64	0.75	0.69	0.89
Standard error	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.03	0.02	0.04	0.08

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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		
		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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
NET: Well	6882 63%	293 64%	112 63%	1375 86%	840 60%	188 60%	92 73%	157 70%	2034 77%	1375 58%	709 63%
Very well	(4) 6%	31 7%	7 4%	153 10%	85 6%	11 4%	7 6%	9 4%	209 8%	126 5%	37 3%
Quite well	(3) 57%	262 57%	105 59%	1222 76%	756 54%	177 56%	85 67%	149 66%	1825 69%	1249 52%	673 59%
Quite badly	(2) 26%	122 26%	51 29%	152 9%	434 31%	105 34%	31 24%	47 21%	425 16%	739 31%	329 29%
Very badly	(1) 8%	33 7%	11 6%	27 2%	92 7%	17 5%	1 1%	15 7%	89 3%	199 8%	63 6%
NET: Badly	3719 34%	155 34%	62 35%	179 11%	525 38%	123 39%	32 25%	63 28%	514 20%	939 39%	392 35%
Don't know	400 4%	13 3%	4 2%	46 3%	33 2%	4 1%	1 1%	5 2%	85 3%	74 3%	31 3%
Mean	2.63	2.65	2.62	2.97	2.61	2.58	2.79	2.68	2.85	2.56	2.62
Standard deviation	0.71	0.72	0.67	0.51	0.70	0.65	0.55	0.66	0.60	0.73	0.65
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.05	0.05	0.01	0.01	0.02

Conservative Held/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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115	
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121	
I am satisfied with the job David Cameron is doing overall as Prime Minister	3480	1779	1701	442	660	597	543	438	792	764	1068	669	851	1567	532	146	310	54	23	
		32%	33%	30%	35%	32%	29%	28%	28%	37%	33%	32%	31%	31%	66%	17%	36%	20%	13%	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	3124	1493	1631	378	565	586	582	449	556	691	958	697	659	735	430	146	725	115	45	
		28%	28%	29%	30%	27%	28%	30%	29%	26%	30%	29%	32%	24%	31%	14%	36%	47%	27%	37%
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.	3195	1561	1633	353	622	653	581	474	508	663	982	581	864	51	1994	90	340	193	31	
		29%	29%	29%	28%	30%	32%	30%	31%	24%	29%	30%	27%	32%	2%	65%	22%	22%	45%	26%
Refused	285	154	131	15	29	64	50	48	77	57	86	38	71	3	7	2	46	13	6	
		3%	3%	2%	1%	1%	3%	3%	3%	4%	2%	3%	2%	3%	*	*	*	3%	3%	5%
Don't know	918	421	497	80	182	162	164	143	182	128	235	186	276	23	104	25	117	52	17	
		8%	8%	9%	6%	9%	8%	9%	9%	9%	6%	7%	9%	10%	1%	3%	6%	8%	12%	14%

Conservative Held/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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
I am satisfied with the job David Cameron is doing overall as Prime Minister	3480 32%	105 23%	46 26%	1099 69%	288 21%	34 11%	72 57%	72 32%	1415 54%	400 17%	258 23%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	3124 28%	297 64%	39 22%	472 29%	263 19%	44 14%	51 41%	87 38%	973 37%	367 15%	354 31%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	3195 29%	34 7%	90 51%	16 1%	797 57%	228 73%	3 3%	50 22%	159 6%	1464 61%	426 38%
Refused	285 3%	7 2%	-	2 *	2 *	1 *	-	1 *	18 1%	22 1%	13 1%
Don't know	918 8%	19 4%	2 1%	11 1%	48 3%	8 3%	-	16 7%	69 3%	135 6%	82 7%

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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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121
The Conservatives	2266	1201	1065	178	312	435	465	399	471	594	743	383	455	670	555	77	306	107	25
	21%	22%	19%	14%	15%	21%	24%	26%	22%	26%	22%	18%	17%	28%	18%	19%	20%	25%	21%
Labour	1723	888	835	219	311	335	303	249	303	382	459	343	468	297	702	44	218	72	24
	16%	16%	15%	17%	15%	16%	16%	16%	14%	17%	14%	16%	17%	13%	23%	11%	14%	17%	20%
The UK Independence Party (UKIP)	729	407	322	125	163	131	117	82	107	158	220	139	173	137	183	27	190	25	12
	7%	8%	6%	10%	8%	6%	6%	5%	5%	7%	7%	6%	6%	6%	6%	6%	12%	6%	10%
The Liberal Democrat	467	238	230	51	120	98	69	52	77	92	157	75	116	86	134	38	58	21	9
	4%	4%	4%	4%	6%	5%	4%	3%	4%	4%	5%	3%	4%	4%	4%	9%	4%	5%	7%
None of them	7257	3488	3769	894	1429	1342	1226	961	1388	1400	2195	1477	1857	1482	1934	279	1001	262	73
	66%	64%	67%	71%	69%	65%	64%	62%	66%	61%	66%	68%	68%	62%	63%	68%	65%	61%	60%
Don't know	147	50	98	9	41	28	31	19	19	25	43	29	37	36	30	4	12	6	2
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

Conservative Held/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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
The Conservatives	2266 21%	131 28%	34 19%	485 30%	228 16%	75 24%	32 26%	52 23%	754 29%	470 20%	266 24%
Labour	1723 16%	54 12%	29 16%	190 12%	270 19%	60 19%	17 14%	30 13%	320 12%	547 23%	169 15%
The UK Independence Party (UKIP)	729 7%	43 9%	5 3%	76 5%	84 6%	22 7%	8 7%	16 7%	139 5%	147 6%	92 8%
The Liberal Democrat	467 4%	13 3%	3 2%	51 3%	71 5%	18 6%	5 4%	22 10%	82 3%	91 4%	76 7%
None of them	7257 66%	285 62%	126 71%	976 61%	931 67%	185 59%	81 65%	138 61%	1646 63%	1475 62%	697 62%
Don't know	147 1%	2 *	* *	15 1%	17 1%	2 1%	1 1%	1 *	19 1%	22 1%	7 1%

Conservative Held/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	11002	5077	5925	785	1339	1668	2141	1993	3050	4265	2310	1404	2545	2676	3044	371	1537	394	115	
Weighted base	11002	5409	5593	1268	2058	2062	1920	1553	2115	2302	3329	2172	2720	2379	3067	409	1538	427	121	
A Labour government	3818	1831	1988	523	818	737	651	513	576	732	1149	742	1060	49	2442	32	438	162	34	
		35%	34%	36%	41%	40%	36%	34%	33%	27%	32%	35%	34%	39%	2%	80%	8%	28%	38%	28%
A Conservative government	3202	1633	1569	258	468	536	584	483	865	770	951	649	720	1949	69	22	538	30	22	
		29%	30%	28%	20%	23%	26%	30%	31%	41%	33%	29%	30%	26%	82%	2%	5%	35%	7%	18%
A coalition between Labour and the Liberal Democrats	1300	676	624	202	265	279	219	180	151	325	426	240	271	28	460	173	147	143	22	
		12%	12%	11%	16%	13%	14%	11%	12%	7%	14%	13%	11%	10%	1%	15%	42%	10%	33%	18%
A coalition between the Conservatives and the Liberal Democrats	1035	535	500	118	201	205	201	140	167	232	369	184	218	319	48	167	153	49	14	
		9%	10%	9%	9%	10%	10%	9%	8%	10%	11%	8%	8%	13%	2%	41%	10%	11%	11%	
Don't know	1647	734	913	167	307	305	266	238	356	243	434	356	452	34	49	15	262	43	30	
		15%	14%	16%	13%	15%	14%	15%	17%	11%	13%	16%	17%	1%	2%	4%	17%	10%	25%	

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 10th September - 3rd October 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	11002	517	171	1934	1168	263	107	208	3055	2649	968
Weighted base	11002	462	178	1600	1399	314	126	226	2633	2388	1133
A Labour government	3818 35%	44 9%	134 75%	18 1%	1031 74%	223 71%	-	13 6%	222 8%	1753 73%	338 30%
A Conservative government	3202 29%	306 66%	10 6%	1388 87%	40 3%	5 1%	77 61%	8 4%	1884 72%	152 6%	146 13%
A coalition between Labour and the Liberal Democrats	1300 12%	12 3%	17 10%	10 1%	268 19%	84 27%	5 4%	109 48%	60 2%	298 12%	341 30%
A coalition between the Conservatives and the Liberal Democrats	1035 9%	46 10%	13 7%	166 10%	30 2%	1 *	43 34%	89 39%	278 11%	61 3%	210 18%
Don't know	1647 15%	54 12%	4 2%	18 1%	30 2%	1 *	1 1%	7 3%	189 7%	124 5%	98 9%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
Male	5077 46%	5409 49%
Female	5925 54%	5593 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	11002	11002
Weighted base	11002	11002
18-24	785 7%	1268 12%
25-34	1339 12%	2058 19%
35-44	1668 15%	2062 19%
45-54	2141 19%	1920 17%
55-64	1993 18%	1553 14%
65 or older	3050 28%	2115 19%
Refused	26 *	26 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
A	1298 12%	685 6%
B	2967 27%	1618 15%
C1	2310 21%	3329 30%
C2	1404 13%	2172 20%
D	1017 9%	1296 12%
E	1528 14%	1424 13%
Refused	478 4%	478 4%

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 17

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

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
Conservative	3055 28%	2633 24%
Labour	2649 24%	2388 22%
Liberal Democrats	968 9%	1133 10%
Another party	593 5%	467 4%
Did not vote	2827 26%	3525 32%
Refused	470 4%	407 4%
Don't know	440 4%	449 4%

Conservative Held/Labour Marginal Constituencies
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Absolutes/col percents

Table 18
Constituency
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	11002	11002
Weighted base	11002	11002
Brentford & Isleworth	1001 9%	993 9%
Brighton Kemptown	1000 9%	983 9%
Corby	1000 9%	978 9%
Enfield North	1000 9%	1004 9%
Gloucester	1000 9%	1076 10%
Halesowen & Rowley Regis	1000 9%	1030 9%
Hastings & Rye	1001 9%	960 9%
Hove	1000 9%	970 9%
Ipswich	1000 9%	1032 9%
Nuneaton	1000 9%	1037 9%
Pudsey	1000 9%	940 9%