

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 2nd-27th 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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
Certain to vote	(10) 6395	3207	3189	423	723	1059	1251	1187	1718	1523	1938	1228	1497	1697	1807	227	1255	199	47
		53%	52%	29%	38%	50%	59%	66%	68%	63%	54%	49%	50%	68%	61%	54%	61%	51%	32%
	(9) 665	357	308	86	103	120	117	107	131	130	235	125	144	142	190	40	120	31	12
		6%	5%	6%	5%	6%	6%	6%	5%	5%	6%	5%	5%	6%	6%	9%	6%	8%	8%
	(8) 1049	494	554	136	191	225	171	130	196	216	324	208	267	255	272	47	194	42	16
		9%	9%	9%	10%	11%	8%	7%	8%	9%	9%	8%	9%	10%	9%	11%	9%	11%	11%
	(7) 649	314	335	130	145	116	107	68	79	126	193	146	164	118	205	34	121	27	20
		5%	5%	9%	8%	5%	5%	4%	3%	5%	5%	6%	5%	5%	7%	8%	6%	7%	13%
	(6) 341	150	191	89	67	64	45	31	46	69	99	89	76	63	92	17	64	14	15
		3%	3%	6%	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	3%	4%	3%	4%	10%
	(5) 989	434	555	183	198	197	150	110	150	116	273	248	307	154	219	27	194	31	31
		8%	9%	12%	10%	9%	7%	6%	6%	5%	8%	10%	10%	6%	7%	6%	9%	8%	21%
	(4) 192	86	105	48	61	27	22	10	24	34	51	47	49	28	63	13	28	10	1
		2%	2%	3%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	1%	3%	1%
	(3) 289	124	165	74	78	56	39	18	23	38	101	75	65	36	70	11	61	18	5
		2%	3%	5%	4%	3%	2%	1%	1%	2%	3%	3%	2%	1%	2%	2%	3%	5%	4%
	(2) 192	94	99	37	55	41	25	14	20	27	62	41	46	18	37	6	32	15	3
		2%	2%	2%	3%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	4%	2%
Definitely would not vote	(1) 1203	591	612	265	296	218	181	110	131	147	338	316	334	-	-	-	-	-	-
		10%	10%	18%	15%	10%	9%	6%	5%	6%	9%	13%	11%	-	-	-	-	-	-
Refused	6	4	2	-	1	1	-	1	3	1	1	-	3	-	-	-	-	-	-
	*	*	*	-	*	*	-	*	*	*	*	-	*	-	-	-	-	-	-
Don't know	38	20	19	-	7	1	4	8	18	1	4	5	23	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	1%	*	*	*	1%	-	-	-	-	-	-
Mean	7.78	7.86	7.70	6.26	6.77	7.64	8.13	8.58	8.68	8.43	7.85	7.40	7.58	8.97	8.65	8.48	8.58	8.16	7.43
Standard deviation	3.07	3.06	3.08	3.34	3.37	3.09	2.91	2.59	2.49	2.64	3.03	3.24	3.15	1.83	2.08	2.12	2.17	2.45	2.27

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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
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
Standard error	0.03	0.04	0.04	0.13	0.09	0.07	0.06	0.05	0.04	0.04	0.06	0.08	0.06	0.03	0.04	0.11	0.05	0.13	0.21

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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	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
Certain to vote	(10) 6395	417	103	1345	514	190	88	165	2122	1783	769
	53%	76%	66%	80%	40%	65%	70%	69%	74%	72%	64%
	(9) 665	36	12	92	107	30	12	21	172	133	102
	6%	7%	8%	5%	8%	10%	9%	9%	6%	5%	8%
	(8) 1049	44	14	132	157	31	9	30	233	192	126
	9%	8%	9%	8%	12%	10%	7%	12%	8%	8%	10%
	(7) 649	20	7	42	136	18	6	12	98	107	78
	5%	4%	4%	3%	11%	6%	4%	5%	3%	4%	6%
	(6) 341	7	8	20	70	4	6	3	45	47	26
	3%	1%	5%	1%	5%	1%	4%	1%	2%	2%	2%
	(5) 989	19	6	42	164	9	3	6	96	118	49
	8%	3%	4%	3%	13%	3%	2%	3%	3%	5%	4%
	(4) 192	4	3	3	49	5	2	*	14	23	11
	2%	1%	2%	*	4%	2%	2%	*	*	1%	1%
	(3) 289	1	3	8	58	6	-	-	20	35	12
	2%	*	2%	*	5%	2%	-	-	1%	1%	1%
	(2) 192	4	-	2	31	1	1	-	15	7	9
	2%	1%	-	*	2%	*	1%	-	1%	*	1%
Definitely would not vote	(1) 1203	-	-	-	-	-	-	-	47	34	18
	10%	-	-	-	-	-	-	-	2%	1%	1%
Refused	6	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Don't know	38	-	-	-	-	-	-	-	4	4	1
	*	-	-	-	-	-	-	-	*	*	*
Mean	7.78	9.33	8.99	9.49	7.76	9.03	9.16	9.31	9.17	9.05	8.90
Standard deviation	3.07	1.47	1.76	1.23	2.39	1.71	1.60	1.23	1.82	1.91	1.94

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Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
Standard error	0.03	0.06	0.14	0.03	0.08	0.11	0.15	0.08	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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
Conservative	2511	1258	1253	237	326	425	441	385	694	694	803	449	500	2511	-	-	-	-	-
	21%	21%	20%	16%	17%	20%	21%	21%	27%	29%	22%	18%	17%	100%	-	-	-	-	-
Labour	2955	1469	1486	404	566	521	511	402	547	610	891	578	802	-	2955	-	-	-	-
	25%	25%	24%	28%	29%	24%	24%	22%	22%	25%	25%	23%	27%	-	100%	-	-	-	-
Liberal Democrat	422	199	224	47	78	87	77	56	76	106	163	53	89	-	-	422	-	-	-
	4%	3%	4%	3%	4%	4%	4%	3%	3%	4%	4%	2%	3%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	2068	1174	895	174	246	358	425	415	443	291	529	609	576	-	-	-	2068	-	-
	17%	20%	15%	12%	13%	17%	20%	23%	17%	12%	15%	24%	19%	-	-	-	100%	-	-
The Green Party	386	177	209	57	89	95	63	51	29	109	143	53	70	-	-	-	-	386	-
	3%	3%	3%	4%	5%	4%	3%	3%	1%	4%	4%	2%	2%	-	-	-	-	100%	-
The British National Party (BNP)	56	42	14	17	12	15	6	1	5	3	15	23	12	-	-	-	-	-	56
	*	1%	*	1%	1%	1%	*	*	*	*	*	1%	*	-	-	-	-	-	37%
Some other party	94	43	51	17	16	25	11	16	9	14	33	15	25	-	-	-	-	-	94
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	63%
Would not vote	1203	591	612	265	296	218	181	110	131	147	338	316	334	-	-	-	-	-	-
	10%	10%	10%	18%	15%	10%	9%	6%	5%	6%	9%	13%	11%	-	-	-	-	-	-
Refused	768	360	409	28	51	103	139	141	290	153	198	125	218	-	-	-	-	-	-
	6%	6%	7%	2%	3%	5%	7%	8%	11%	6%	5%	5%	7%	-	-	-	-	-	-
Don't know	1543	563	981	223	245	278	258	216	314	299	506	305	348	-	-	-	-	-	-
	13%	10%	16%	15%	13%	13%	12%	12%	12%	12%	14%	12%	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	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
Conservative	2511 21%	-	-	1685 100%	-	-	127 100%	-	1685 59%	89 4%	127 11%
Labour	2955 25%	-	131 84%	-	1286 100%	294 100%	-	-	131 5%	1669 67%	294 24%
Liberal Democrat	422 4%	-	24 16%	-	-	-	-	237 100%	24 1%	29 1%	237 20%
The UK Independence Party (UKIP)	2068 17%	552 100%	-	-	-	-	-	-	552 19%	287 12%	179 15%
The Green Party	386 3%	-	-	-	-	-	-	-	24 1%	74 3%	114 10%
The British National Party (BNP)	56 *	-	-	-	-	-	-	-	-	4 *	-
Some other party	94 1%	-	-	-	-	-	-	-	10 *	14 1%	12 1%
Would not vote	1203 10%	-	-	-	-	-	-	-	47 2%	34 1%	18 1%
Refused	768 6%	-	-	-	-	-	-	-	101 4%	53 2%	30 3%
Don't know	1543 13%	-	-	-	-	-	-	-	292 10%	230 9%	190 16%

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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	Green	Other
Unweighted base	6430	3088	3342	254	580	921	1193	1342	2126	2648	1323	853	1453	2229	2189	277	1429	243	64
Weighted base	6033	3135	2897	544	810	1062	1145	1038	1419	1393	1851	1209	1427	1886	2090	289	1440	249	78
Conservative	1886	948	938	140	226	306	340	310	562	539	606	322	372	1886	-	-	-	-	-
	31%	30%	32%	26%	28%	29%	30%	30%	40%	39%	33%	27%	26%	100%	-	-	-	-	-
Labour	2090	1055	1035	234	334	383	388	317	431	468	635	386	550	-	2090	-	-	-	-
	35%	34%	36%	43%	41%	36%	34%	31%	30%	34%	34%	32%	39%	-	100%	-	-	-	-
Liberal Democrat	289	140	149	26	49	61	55	42	55	79	117	32	55	-	-	289	-	-	-
	5%	4%	5%	5%	6%	6%	5%	4%	4%	6%	6%	3%	4%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	1440	836	604	92	142	232	307	320	339	221	378	420	386	-	-	-	1440	-	-
	24%	27%	21%	17%	18%	22%	27%	31%	24%	16%	20%	35%	27%	-	-	-	100%	-	-
The Green Party	249	110	139	37	49	57	45	39	21	76	87	33	46	-	-	-	-	249	-
	4%	4%	5%	7%	6%	5%	4%	4%	2%	5%	5%	3%	3%	-	-	-	-	100%	-
The British National Party (BNP)	27	19	8	6	3	10	3	1	4	2	8	9	5	-	-	-	-	-	27
	*	1%	*	1%	*	1%	*	*	*	*	*	1%	*	-	-	-	-	-	34%
Some other party	51	27	24	9	7	13	7	8	6	9	19	8	12	-	-	-	-	-	51
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	66%

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

	Vote Type							2010 Vote			
	Con	Con	Con	Lab	LD	LD	LD	Con	Lab	LibDem	
	defec-	defec-									Loyal-
Total	tors	tors	ists	join-	tors	tors	ists				
	to	to		ers	to	to					
	UKIP	LD/			Lab	Con					
		Lab									
Unweighted base	6430	510	114	1746	599	180	96	178	2393	2005	647
Weighted base	6033	444	117	1395	745	225	99	191	1980	1715	737
Conservative	1886	-	-	1395	-	-	99	-	1395	69	99
	31%	-	-	100%	-	-	100%	-	70%	4%	13%
Labour	2090	-	100	-	745	225	-	-	100	1345	225
	35%	-	85%	-	100%	100%	-	-	5%	78%	30%
Liberal Democrat	289	-	17	-	-	-	-	191	17	20	191
	5%	-	15%	-	-	-	-	100%	1%	1%	26%
The UK Independence Party (UKIP)	1440	444	-	-	-	-	-	-	444	214	133
	24%	100%	-	-	-	-	-	-	22%	12%	18%
The Green Party	249	-	-	-	-	-	-	-	17	57	83
	4%	-	-	-	-	-	-	-	1%	3%	11%
The British National Party (BNP)	27	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	*	-
Some other party	51	-	-	-	-	-	-	-	7	9	6
	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	35%
Liberal Democrat	5%
UKIP	23%
Green	4%
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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
Conservative	2716 23%	1358 23%	1358 22%	233 16%	345 18%	439 21%	487 23%	425 24%	782 31%	733 30%	897 25%	466 18%	560 19%	2240 89%	63 2%	31 7%	144 7%	13 3%	8 5%
Labour	3214 27%	1545 26%	1669 27%	437 30%	566 29%	598 28%	551 26%	454 25%	603 24%	646 27%	972 27%	642 25%	865 29%	71 3%	2719 92%	25 6%	99 5%	53 14%	16 11%
Liberal Democrat	491 4%	221 4%	271 4%	52 4%	85 4%	102 5%	81 4%	82 5%	91 4%	122 5%	191 5%	65 3%	104 3%	41 2%	33 1%	321 76%	18 1%	17 4%	6 4%
The UK Independence Party (UKIP)	1832 15%	1074 18%	758 12%	176 12%	249 13%	307 14%	368 17%	348 19%	376 15%	261 11%	449 12%	564 22%	494 17%	49 2%	27 1%	7 2%	1657 80%	3 1%	21 14%
The Green Party	337 3%	164 3%	174 3%	58 4%	67 3%	80 4%	51 2%	48 3%	33 1%	98 4%	117 3%	49 2%	64 2%	6 *	17 1%	9 2%	6 *	256 66%	2 1%
The British National Party (BNP)	46 *	32 1%	13 *	10 1%	9 *	14 1%	4 *	2 *	7 *	4 *	11 *	17 1%	11 *	1 *	3 *	-	7 *	1 *	32 22%
Some other party	82 1%	36 1%	46 1%	14 1%	10 1%	28 1%	10 *	13 1%	7 *	15 1%	25 1%	14 1%	21 1%	2 *	6 *	-	8 *	-	50 33%
Would not vote	1203 10%	591 10%	612 10%	265 18%	296 15%	218 10%	181 9%	110 6%	131 5%	147 6%	338 9%	316 13%	334 11%	-	-	-	-	-	-
Refused	558 5%	275 5%	283 5%	22 2%	45 2%	75 4%	109 5%	97 5%	196 8%	113 5%	147 4%	91 4%	150 5%	3 *	1 *	2 *	1 *	4 1%	-
Don't know	1528 13%	580 10%	949 15%	201 14%	252 13%	265 12%	270 13%	216 12%	314 12%	289 12%	472 13%	302 12%	372 12%	98 4%	87 3%	28 7%	128 6%	40 10%	14 9%

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Table 5

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

Base: All respondents

	Total	Vote Type							2010 Vote		
		Con defec- tors to UKIP	Con defec- tors to LD/ Lab	Con Loyal- ists	Lab join- ers	LD defec- tors to Lab	LD defec- tors to Con	LD loyal- ists	Con	Lab	LibDem
Unweighted base	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
Conservative	2716 23%	83 15%	15 10%	1551 92%	44 3%	10 3%	106 84%	12 5%	1751 61%	122 5%	150 12%
Labour	3214 27%	5 1%	113 73%	15 1%	1134 88%	259 88%	10 8%	9 4%	163 6%	1757 71%	328 27%
Liberal Democrat	491 4%	2 *	17 11%	21 1%	24 2%	13 4%	4 3%	194 82%	41 1%	40 2%	246 20%
The UK Independence Party (UKIP)	1832 15%	426 77%	- -	33 2%	17 1%	- -	1 1%	2 1%	476 17%	220 9%	147 12%
The Green Party	337 3%	- -	- -	5 *	10 1%	4 1%	- -	5 2%	20 1%	59 2%	104 9%
The British National Party (BNP)	46 *	- -	- -	1 *	2 *	- -	- -	- -	2 *	7 *	- -
Some other party	82 1%	2 *	- -	2 *	5 *	1 *	- -	- -	18 1%	11 *	10 1%
Would not vote	1203 10%	- -	- -	- -	- -	- -	- -	- -	47 2%	34 1%	18 1%
Refused	558 5%	- -	- -	1 *	1 *	- -	- -	2 1%	45 2%	20 1%	16 1%
Don't know	1528 13%	34 6%	10 6%	56 3%	49 4%	7 2%	6 5%	13 5%	303 11%	215 9%	182 15%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 2nd-27th 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	6620	3149	3471	258	584	940	1221	1379	2225	2715	1371	871	1504	2158	2134	260	1349	222	59
Weighted base	6192	3192	3000	559	811	1086	1165	1069	1487	1424	1912	1235	1466	1827	2037	272	1363	224	73
Conservative	2035	1028	1007	144	230	316	373	337	629	567	668	337	419	1710	37	21	101	7	4
	33%	32%	34%	26%	28%	29%	32%	32%	42%	40%	35%	27%	29%	94%	2%	8%	7%	3%	6%
Labour	2245	1108	1137	248	333	421	416	356	468	488	689	421	592	44	1942	18	67	38	7
	36%	35%	38%	44%	41%	39%	36%	33%	31%	34%	36%	34%	40%	2%	95%	7%	5%	17%	9%
Liberal Democrat	335	149	186	27	55	70	59	59	65	88	138	38	66	28	24	223	12	10	4
	5%	5%	6%	5%	7%	6%	5%	6%	4%	6%	7%	3%	4%	2%	1%	82%	1%	5%	5%
The UK Independence Party (UKIP)	1278	759	519	93	146	205	268	271	290	197	324	388	330	36	15	4	1170	2	11
	21%	24%	17%	17%	18%	19%	23%	25%	20%	14%	17%	31%	23%	2%	1%	1%	86%	1%	15%
The Green Party	225	106	119	36	38	51	38	37	25	71	72	35	42	6	12	6	4	166	2
	4%	3%	4%	6%	5%	5%	3%	3%	2%	5%	4%	3%	3%	*	1%	2%	*	74%	2%
The British National Party (BNP)	27	19	9	5	4	8	3	1	6	3	8	7	6	1	2	-	4	1	18
	*	1%	*	1%	*	1%	*	*	*	*	*	1%	*	*	*	-	*	*	24%
Some other party	47	24	23	8	6	15	7	7	5	10	11	9	12	2	5	-	5	-	28
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	-	*	-	39%

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 6

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

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

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

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

	Vote Type							2010 Vote			
	Total	Con defec-tors to UKIP	Con defec-tors to LD/Lab	Con Loyal-ists	Lab join-ers	LD defec-tors to Lab	LD defec-tors to Con	LD loyal-ists	Con	Lab	LibDem
Unweighted base	6620	483	107	1700	579	177	90	166	2446	2048	667
Weighted base	6192	421	109	1357	721	219	94	180	2020	1745	756
Conservative	2035	64	11	1295	23	7	84	10	1449	89	114
	33%	15%	10%	95%	3%	3%	90%	6%	72%	5%	15%
Labour	2245	4	86	11	660	197	6	7	123	1404	246
	36%	1%	78%	1%	92%	90%	6%	4%	6%	80%	33%
Liberal Democrat	335	2	13	18	17	11	3	157	33	29	196
	5%	*	12%	1%	2%	5%	3%	87%	2%	2%	26%
The UK Independence Party (UKIP)	1278	349	-	25	8	-	1	1	387	165	114
	21%	83%	-	2%	1%	-	1%	1%	19%	9%	15%
The Green Party	225	-	-	5	6	4	-	5	15	46	80
	4%	-	-	*	1%	2%	-	3%	1%	3%	11%
The British National Party (BNP)	27	-	-	1	2	-	-	-	2	4	-
	*	-	-	*	*	-	-	-	*	*	-
Some other party	47	2	-	2	4	1	-	-	12	8	5
	1%	*	-	*	1%	1%	-	-	1%	*	1%

Conservative Held/Labour Marginal Constituencies
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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	33%
Labour	36%
Liberal Democrat	6%
UKIP	20%
Green	3%
Other	1%

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 8

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention							
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other		
Unweighted base	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113		
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150		
I would not vote	7563	3921	3642	873	1135	1268	1374	1194	1697	1496	2197	1673	1961	1806	2115	-	1692	212	105		
Liberal Democrat		63%	67%	59%	59%	60%	65%	67%	67%	62%	61%	66%	66%	72%	72%	-	82%	55%	70%		
I would not vote UKIP	6475	3060	3415	838	1144	1187	1073	887	1331	1567	2106	1105	1488	1719	2325	328	-	345	79		
		54%	52%	56%	57%	59%	56%	51%	49%	52%	65%	58%	44%	50%	68%	79%	78%	-	89%	53%	
I would not vote	5733	2879	2854	715	987	1046	1063	873	1030	1009	1661	1308	1553	-	2327	221	1316	286	117		
Conservative		48%	49%	47%	49%	51%	49%	50%	49%	41%	42%	46%	52%	52%	-	79%	52%	64%	74%	78%	
I would not vote Labour	5225	2665	2561	510	716	883	980	860	1261	1062	1572	1155	1258	1898	-	203	1500	161	82		
		44%	45%	42%	35%	37%	42%	46%	48%	50%	44%	43%	46%	42%	76%	-	48%	72%	42%	54%	
None of these - I would potentially vote for all of them	1172	535	637	188	201	212	174	160	229	180	333	272	310	124	137	25	135	9	11		
		10%	9%	10%	13%	10%	10%	8%	9%	9%	7%	9%	11%	10%	5%	5%	6%	7%	2%	7%	
Don't know	271	128	143	42	46	38	40	35	64	42	67	61	67	9	11	2	12	3	-		
		2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	*	*	*	1%	1%	-

Conservative Held/Labour Marginal Constituencies

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Absolutes/col percents

Table 8

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

Base: All respondents

	Vote Type								2010 Vote		
	Total	Con defectors to UKIP	Con defectors to LD/ Lab	Con Loyalists	Lab joiners	LD defectors to Lab	LD defectors to Con	LD loyalists	Con	Lab	LibDem
Unweighted base	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
I would not vote Liberal Democrat	7563 63%	496 90%	97 62%	1299 77%	833 65%	171 58%	53 42%	-	2158 75%	1829 74%	452 38%
I would not vote UKIP	6475 54%	-	116 75%	1156 69%	950 74%	253 86%	97 77%	199 84%	1496 52%	1708 69%	808 67%
I would not vote Conservative	5733 48%	247 45%	79 51%	-	895 70%	232 79%	-	126 53%	426 15%	1937 78%	676 56%
I would not vote Labour	5225 44%	491 89%	16 10%	1404 83%	-	-	91 72%	125 53%	2141 75%	254 10%	481 40%
None of these - I would potentially vote for all of them	1172 10%	15 3%	11 7%	58 3%	87 7%	4 1%	5 4%	7 3%	152 5%	112 5%	71 6%
Don't know	271 2%	1 *	-	6 *	8 1%	2 1%	-	2 1%	17 1%	9 *	8 1%

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	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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
NET: Well	6670	3583	3087	870	1016	1142	1099	983	1545	1506	2041	1367	1514	2092	1469	276	990	183	57
	56%	61%	50%	59%	53%	54%	52%	55%	61%	62%	56%	54%	51%	83%	50%	65%	48%	47%	38%
Very well	(4) 479	304	175	61	76	81	65	53	142	79	119	88	156	183	94	14	68	2	7
	4%	5%	3%	4%	4%	4%	3%	3%	6%	3%	3%	3%	5%	7%	3%	3%	3%	*	5%
Quite well	(3) 6191	3279	2912	810	940	1061	1034	930	1403	1427	1922	1279	1358	1909	1376	263	922	181	50
	52%	56%	47%	55%	49%	50%	49%	52%	55%	59%	53%	51%	46%	76%	47%	62%	45%	47%	33%
Quite badly	(2) 3833	1650	2183	440	667	732	764	608	613	722	1185	860	953	319	1155	127	792	156	59
	32%	28%	36%	30%	35%	34%	36%	34%	24%	30%	33%	34%	32%	13%	39%	30%	38%	40%	39%
Very badly	(1) 1008	460	548	119	179	190	190	143	180	119	261	224	349	43	232	13	232	29	30
	8%	8%	9%	8%	9%	9%	9%	8%	7%	5%	7%	9%	12%	2%	8%	3%	11%	7%	20%
NET: Badly	4841	2110	2731	559	846	922	954	751	793	841	1446	1084	1303	361	1387	140	1024	185	88
	40%	36%	45%	38%	44%	43%	45%	42%	31%	35%	40%	43%	44%	14%	47%	33%	50%	48%	59%
Don't know	496	181	316	40	64	62	59	60	200	79	131	75	158	57	99	5	55	18	5
	4%	3%	5%	3%	3%	3%	3%	3%	8%	3%	4%	3%	5%	2%	3%	1%	3%	5%	3%
Mean	2.53	2.60	2.47	2.57	2.49	2.50	2.47	2.52	2.64	2.62	2.54	2.50	2.47	2.91	2.47	2.66	2.41	2.43	2.24
Standard deviation	0.71	0.71	0.71	0.71	0.72	0.72	0.71	0.69	0.71	0.64	0.68	0.71	0.78	0.52	0.69	0.59	0.73	0.64	0.83
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01	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	12008	624	149	2091	992	228	118	223	3404	2867	1044	
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201	
NET: Well	6670 56%	352 64%	89 57%	1439 85%	676 53%	148 50%	102 80%	162 68%	2150 75%	1205 49%	683 57%	
Very well	(4) 4%	479 3%	18 3%	5 3%	128 8%	32 2%	- -	5 4%	6 2%	168 6%	78 3%	17 1%
Quite well	(3) 52%	6191 60%	334 54%	84 78%	1311 50%	644 50%	148 77%	97 66%	156 69%	1982 45%	1127 55%	666
Quite badly	(2) 32%	3833 28%	154 36%	55 11%	179 39%	505 44%	131 44%	22 17%	65 28%	526 18%	950 38%	435 36%
Very badly	(1) 8%	1008 6%	34 5%	8 1%	22 1%	67 5%	12 4%	1 1%	8 3%	99 3%	238 10%	60 5%
NET: Badly	4841 40%	188 34%	63 41%	200 12%	572 44%	142 48%	22 18%	73 31%	626 22%	1188 48%	494 41%	
Don't know	496 4%	13 2%	3 2%	46 3%	38 3%	3 1%	2 2%	2 1%	90 3%	91 4%	23 2%	
Mean	2.53	2.62	2.56	2.94	2.51	2.47	2.85	2.68	2.80	2.44	2.54	
Standard deviation	0.71	0.65	0.64	0.49	0.64	0.58	0.47	0.58	0.59	0.71	0.62	
Standard error	0.01	0.03	0.05	0.01	0.02	0.04	0.04	0.04	0.01	0.01	0.02	

Conservative Held/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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
NET: Well	7146 60%	3775 64%	3372 55%	1007 69%	1142 59%	1184 56%	1150 54%	1031 57%	1617 64%	1667 69%	2184 60%	1481 59%	1544 52%	2109 84%	1638 55%	304 72%	1056 51%	212 55%	61 41%
Very well	(4) 5%	370 6%	224 4%	89 6%	115 6%	84 4%	76 4%	60 3%	164 6%	123 5%	157 4%	102 4%	178 6%	200 8%	126 4%	22 5%	83 4%	9 2%	10 7%
Quite well	(3) 55%	3405 58%	3148 51%	918 62%	1027 53%	1100 52%	1073 51%	971 54%	1453 57%	1544 64%	2027 56%	1379 55%	1366 46%	1908 76%	1512 51%	283 67%	973 47%	203 53%	51 34%
Quite badly	(2) 29%	1498 25%	1955 32%	334 23%	599 31%	690 32%	700 33%	552 31%	566 22%	587 24%	1080 30%	777 31%	912 31%	297 12%	999 34%	91 21%	748 36%	139 36%	59 39%
Very badly	(1) 8%	420 7%	502 8%	99 7%	138 7%	184 9%	199 9%	140 8%	157 6%	105 4%	244 7%	189 7%	343 12%	38 2%	226 8%	17 4%	209 10%	26 7%	27 18%
NET: Badly	4376 36%	1918 33%	2457 40%	432 29%	737 38%	874 41%	899 43%	693 39%	723 28%	692 29%	1325 37%	966 38%	1255 42%	336 13%	1225 41%	108 25%	957 46%	166 43%	86 58%
Don't know	486 4%	181 3%	305 5%	30 2%	46 2%	68 3%	63 3%	70 4%	198 8%	67 3%	109 3%	79 3%	176 6%	67 3%	93 3%	11 2%	56 3%	8 2%	2 1%
Mean	2.59	2.65	2.53	2.69	2.60	2.53	2.50	2.55	2.69	2.71	2.60	2.57	2.49	2.93	2.54	2.75	2.46	2.52	2.30
Standard deviation	0.71	0.71	0.71	0.69	0.71	0.71	0.72	0.69	0.70	0.63	0.69	0.70	0.79	0.51	0.70	0.61	0.73	0.66	0.85
Standard error	0.01	0.01	0.01	0.03	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.03	0.02	0.04	0.08

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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	12008	624	149	2091	992	228	118	223	3404	2867	1044	
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201	
NET: Well	7146 60%	352 64%	99 64%	1462 87%	733 57%	162 55%	104 82%	181 76%	2184 76%	1333 54%	738 61%	
Very well	(4) 5%	593 5%	28 5%	8 5%	140 8%	58 5%	8 3%	5 4%	12 5%	208 7%	87 4%	38 3%
Quite well	(3) 55%	6553 55%	324 59%	91 59%	1322 78%	675 52%	154 52%	99 78%	169 71%	1977 69%	1245 50%	700 58%
Quite badly	(2) 29%	3453 29%	152 28%	42 27%	160 9%	440 34%	107 36%	16 13%	43 18%	498 17%	844 34%	354 29%
Very badly	(1) 8%	922 8%	33 6%	10 6%	19 1%	82 6%	22 7%	4 3%	8 3%	85 3%	217 9%	80 7%
NET: Badly	4376 36%	185 33%	52 33%	178 11%	523 41%	129 44%	20 16%	51 22%	584 20%	1061 43%	435 36%	
Don't know	486 4%	15 3%	5 3%	45 3%	30 2%	3 1%	3 3%	5 2%	98 3%	90 4%	28 2%	
Mean	2.59	2.65	2.64	2.97	2.56	2.51	2.85	2.80	2.83	2.50	2.59	
Standard deviation	0.71	0.67	0.68	0.48	0.69	0.68	0.51	0.58	0.59	0.71	0.67	
Standard error	0.01	0.03	0.06	0.01	0.02	0.05	0.05	0.04	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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
I am satisfied with the job David Cameron is doing overall as Prime Minister	3623 30%	1876 32%	1747 28%	435 30%	594 31%	563 26%	592 28%	513 29%	916 36%	799 33%	1145 32%	745 29%	806 27%	1657 66%	423 14%	133 32%	386 19%	60 16%	19 13%
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	3519 29%	1690 29%	1829 30%	396 27%	563 29%	696 33%	657 31%	522 29%	680 27%	781 32%	1073 30%	795 31%	766 26%	798 32%	466 16%	159 38%	994 48%	99 26%	47 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.	3296 27%	1620 28%	1676 27%	486 33%	552 29%	568 27%	569 27%	527 29%	589 23%	622 26%	982 27%	655 26%	950 32%	29 1%	1912 65%	105 25%	446 22%	165 43%	53 35%
Refused	429 4%	224 4%	205 3%	25 2%	34 2%	74 3%	86 4%	75 4%	124 5%	77 3%	116 3%	76 3%	100 3%	6 *	13 *	7 2%	53 3%	10 3%	12 8%
Don't know	1141 10%	464 8%	677 11%	127 9%	183 9%	225 11%	207 10%	157 9%	228 9%	147 6%	302 8%	255 10%	352 12%	20 1%	141 5%	17 4%	190 9%	53 14%	19 13%

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	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	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
I am satisfied with the job David Cameron is doing overall as Prime Minister	3623 30%	138 25%	20 13%	1158 69%	228 18%	33 11%	76 60%	81 34%	1495 52%	358 14%	297 25%
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	3519 29%	353 64%	45 29%	501 30%	288 22%	50 17%	46 36%	99 42%	1102 38%	410 17%	395 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.	3296 27%	33 6%	84 54%	13 1%	691 54%	200 68%	4 3%	46 20%	178 6%	1511 61%	401 33%
Refused	429 4%	4 1%	-	3 *	8 1%	1 *	1 1%	4 2%	15 1%	31 1%	24 2%
Don't know	1141 10%	24 4%	6 4%	11 1%	72 6%	10 4%	-	7 3%	76 3%	175 7%	85 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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150
The Conservatives	2641	1336	1304	204	333	469	513	469	638	685	881	458	531	765	651	103	429	84	21
	22%	23%	21%	14%	17%	22%	24%	26%	25%	28%	24%	18%	18%	30%	22%	24%	21%	22%	14%
Labour	1671	831	840	179	309	296	282	264	333	362	500	333	432	268	656	45	238	59	21
	14%	14%	14%	12%	16%	14%	13%	15%	13%	15%	14%	13%	15%	11%	22%	11%	12%	15%	14%
The UK Independence Party (UKIP)	914	508	406	121	198	165	136	140	152	195	284	182	220	156	212	27	264	34	15
	8%	9%	7%	8%	10%	8%	6%	8%	6%	8%	8%	7%	7%	6%	7%	6%	13%	9%	10%
The Liberal Democrat	522	265	257	44	82	110	81	94	110	119	135	108	143	102	129	40	88	21	8
	4%	5%	4%	3%	4%	5%	4%	5%	4%	5%	4%	4%	5%	4%	4%	9%	4%	5%	6%
None of them	7722	3711	4011	1045	1278	1363	1340	1062	1609	1429	2254	1721	2008	1506	1752	277	1334	240	104
	64%	63%	65%	71%	66%	64%	63%	59%	63%	59%	62%	68%	68%	60%	59%	66%	65%	62%	69%
Don't know	206	89	118	38	35	55	35	21	21	28	61	43	49	36	34	1	21	8	4
	2%	2%	2%	3%	2%	3%	2%	1%	1%	1%	2%	2%	2%	1%	1%	*	1%	2%	3%

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	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
The Conservatives	2641 22%	163 29%	29 18%	549 33%	232 18%	79 27%	45 36%	65 27%	867 30%	602 24%	308 26%
Labour	1671 14%	65 12%	22 14%	163 10%	232 18%	50 17%	19 15%	27 11%	311 11%	570 23%	171 14%
The UK Independence Party (UKIP)	914 8%	88 16%	8 5%	91 5%	92 7%	16 5%	5 4%	13 6%	216 8%	179 7%	87 7%
The Liberal Democrat	522 4%	26 5%	8 5%	58 3%	54 4%	11 4%	10 8%	23 10%	110 4%	105 4%	75 6%
None of them	7722 64%	316 57%	110 71%	1005 60%	836 65%	172 58%	68 54%	147 62%	1725 60%	1422 57%	731 61%
Don't know	206 2%	1 *	- -	23 1%	14 1%	1 *	* *	1 *	32 1%	23 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	12008	5403	6605	672	1334	1765	2164	2274	3755	4483	2470	1677	2915	2866	2930	396	1969	356	113	
Weighted base	12008	5874	6134	1469	1925	2126	2112	1794	2538	2427	3618	2526	2975	2511	2955	422	2068	386	150	
A Labour government	3896	1906	1990	598	730	681	677	539	664	656	1133	859	1132	31	2380	31	517	147	56	
		32%	32%	32%	41%	38%	32%	32%	30%	26%	27%	31%	34%	38%	1%	81%	7%	25%	38%	37%
A Conservative government	3423	1770	1653	315	417	572	618	536	961	839	1067	701	721	2021	58	30	657	23	23	
		29%	30%	27%	21%	22%	27%	29%	30%	38%	35%	30%	28%	24%	80%	2%	7%	32%	6%	16%
A coalition between the Conservatives and the Liberal Democrats	1327	675	652	159	226	230	231	212	265	312	466	265	252	389	35	180	279	61	10	
		11%	11%	11%	11%	12%	11%	11%	12%	10%	13%	13%	11%	8%	15%	1%	43%	13%	16%	6%
A coalition between Labour and the Liberal Democrats	1254	601	653	138	233	269	225	186	200	286	410	257	274	26	427	160	176	120	32	
		10%	10%	11%	9%	12%	13%	11%	10%	8%	12%	11%	10%	9%	1%	14%	38%	9%	31%	22%
Don't know	2108	923	1186	259	320	374	362	320	447	333	542	443	596	45	56	22	439	36	29	
		18%	16%	19%	18%	17%	18%	17%	18%	18%	14%	15%	18%	20%	2%	2%	5%	21%	9%	19%

Conservative Held/Labour Marginal Constituencies

CATI Fieldwork : 2nd-27th 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

	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	12008	624	149	2091	992	228	118	223	3404	2867	1044
Weighted base	12008	552	155	1685	1286	294	127	237	2866	2484	1201
A Labour government	3896 32%	35 6%	106 68%	7 *	959 75%	194 66%	1 1%	10 4%	199 7%	1771 71%	314 26%
A Conservative government	3423 29%	346 63%	13 8%	1438 85%	35 3%	2 1%	74 59%	7 3%	1985 69%	139 6%	137 11%
A coalition between the Conservatives and the Liberal Democrats	1327 11%	83 15%	16 10%	206 12%	25 2%	2 1%	40 32%	123 52%	377 13%	63 3%	282 23%
A coalition between Labour and the Liberal Democrats	1254 10%	15 3%	15 10%	7 *	234 18%	91 31%	7 6%	87 37%	68 2%	338 14%	328 27%
Don't know	2108 18%	73 13%	5 3%	26 2%	33 3%	5 2%	4 3%	10 4%	238 8%	173 7%	140 12%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	12008	12008
Weighted base	12008	12008
Male	5403 45%	5874 49%
Female	6605 55%	6134 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	12008	12008
Weighted base	12008	12008
18-24	672 6%	1469 12%
25-34	1334 11%	1925 16%
35-44	1765 15%	2126 18%
45-54	2164 18%	2112 18%
55-64	2274 19%	1794 15%
65 or older	3755 31%	2538 21%
Refused	44 *	44 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	12008	12008
Weighted base	12008	12008
A	1426 12%	767 6%
B	3057 25%	1659 14%
C1	2470 21%	3618 30%
C2	1677 14%	2526 21%
D	1040 9%	1304 11%
E	1875 16%	1671 14%
Refused	463 4%	463 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	12008	12008
Weighted base	12008	12008
Conservative	3404 28%	2866 24%
Labour	2867 24%	2484 21%
Liberal Democrats	1044 9%	1201 10%
Another party	526 4%	556 5%
Did not vote	2964 25%	3807 32%
Refused	663 6%	544 5%
Don't know	540 4%	550 5%

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	12008	12008
Weighted base	12008	12008
Blackpool North and Cleveleys	1000 8%	979 8%
Bury North	1004 8%	991 8%
Cannock Chase	1000 8%	1103 9%
City of Chester	1000 8%	951 8%
Croydon Central	1000 8%	1029 9%
Erewash	1003 8%	1032 9%
Keighley	1000 8%	1008 8%
Kingswood	1001 8%	1010 8%
Loughborough	1000 8%	1025 9%
Northampton North	1000 8%	1025 9%
Wirral West	1000 8%	863 7%
Worcester	1000 8%	990 8%