

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

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 if there was another general election?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Absolutely certain to vote	(10) 1192	598	593	94	195	221	220	185	277	313	380	144	355	220	468	356	148	-
	59%	61%	57%	43%	51%	57%	64%	68%	67%	71%	63%	46%	53%	56%	58%	61%	61%	-
(9)	131	58	73	15	38	18	20	14	26	18	49	21	43	25	60	29	16	-
	6%	6%	7%	7%	10%	5%	6%	5%	6%	4%	8%	7%	6%	6%	7%	5%	7%	-
(8)	144	77	67	13	20	37	24	21	28	31	31	40	43	23	64	40	17	-
	7%	8%	6%	6%	5%	10%	7%	8%	7%	7%	5%	13%	6%	6%	8%	7%	7%	-
(7)	98	32	66	21	27	23	10	10	8	19	45	14	19	36	32	25	5	-
	5%	3%	6%	9%	7%	6%	3%	4%	2%	4%	7%	4%	3%	9%	4%	4%	2%	-
(6)	42	18	24	11	8	8	4	5	6	7	4	5	25	23	11	4	5	-
	2%	2%	2%	5%	2%	2%	1%	2%	2%	2%	1%	2%	4%	6%	1%	1%	2%	-
(5)	136	55	80	20	29	30	20	12	23	13	39	33	51	24	51	44	16	-
	7%	6%	8%	9%	8%	8%	6%	4%	6%	3%	6%	11%	8%	6%	6%	8%	6%	-
(4)	30	12	18	2	10	6	4	5	3	6	9	4	10	8	6	13	3	-
	1%	1%	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	-
(3)	51	24	27	13	9	17	3	2	7	8	11	7	25	5	28	14	5	-
	3%	2%	3%	6%	2%	4%	1%	1%	2%	2%	2%	2%	4%	1%	3%	2%	2%	-
(2)	14	10	4	3	-	2	5	1	3	1	6	1	6	2	9	2	2	-
	1%	1%	*	1%	-	1%	1%	*	1%	*	1%	*	1%	1%	1%	*	1%	-
Definitely would not vote	(1) 168	92	76	29	46	28	29	13	22	25	26	38	79	22	71	48	26	-
	8%	9%	7%	13%	12%	7%	9%	5%	5%	6%	4%	12%	12%	6%	9%	8%	11%	-
Refused	2	-	2	-	-	-	1	-	1	-	1	-	1	-	1	1	-	-
	*	-	*	-	-	-	*	-	*	-	*	-	*	-	*	*	-	-
Don't know	16	7	8	-	3	1	4	1	7	2	3	3	8	2	6	6	1	-
	1%	1%	1%	-	1%	*	1%	*	2%	*	1%	1%	1%	1%	1%	1%	1%	-
Mean	8.14	8.15	8.14	7.13	7.71	8.04	8.34	8.74	8.66	8.75	8.55	7.54	7.66	8.23	8.09	8.19	8.08	-
Standard deviation	2.90	2.98	2.82	3.26	3.14	2.86	2.89	2.42	2.56	2.48	2.49	3.14	3.23	2.61	2.97	2.90	3.09	-
Standard error	0.08	0.11	0.10	0.34	0.23	0.17	0.17	0.15	0.14	0.11	0.14	0.21	0.16	0.16	0.12	0.14	0.23	-

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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 if there was another general election?

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Absolutely certain to vote	(10) 1192	394	382	121	223	395	382	172	1192	-	-	-
	59%	73%	69%	62%	52%	73%	74%	68%	59%	-	-	-
	(9) 131	37	41	17	30	33	29	15	131	-	-	-
	6%	7%	7%	9%	7%	6%	6%	6%	6%	-	-	-
	(8) 144	38	42	18	41	37	37	22	144	-	-	-
	7%	7%	8%	9%	10%	7%	7%	9%	7%	-	-	-
	(7) 98	20	24	13	29	22	17	20	98	-	-	-
	5%	4%	4%	6%	7%	4%	3%	8%	5%	-	-	-
	(6) 42	7	9	1	20	5	10	1	42	-	-	-
	2%	1%	2%	1%	5%	1%	2%	1%	2%	-	-	-
	(5) 136	31	40	15	37	24	17	10	136	-	-	-
	7%	6%	7%	8%	9%	5%	3%	4%	7%	-	-	-
	(4) 30	2	8	4	8	5	4	4	30	-	-	-
	1%	*	1%	2%	2%	1%	1%	1%	1%	-	-	-
	(3) 51	7	4	8	18	1	7	5	51	-	-	-
	3%	1%	1%	4%	4%	*	1%	2%	3%	-	-	-
	(2) 14	3	7	-	4	3	3	-	14	-	-	-
	1%	1%	1%	-	1%	1%	1%	-	1%	-	-	-
Definitely would not vote	(1) 168	-	-	-	-	15	6	4	168	-	-	-
	8%	-	-	-	-	3%	1%	2%	8%	-	-	-
Refused	2	-	-	-	2	-	-	-	2	-	-	-
	*	-	-	-	1%	-	-	-	*	-	-	-
Don't know	16	-	-	-	16	3	5	-	16	-	-	-
	1%	-	-	-	4%	1%	1%	-	1%	-	-	-
Mean	8.14	9.19	8.98	8.75	8.37	9.06	9.16	8.94	8.14	-	-	-
Standard deviation	2.90	1.66	1.87	2.02	2.22	2.03	1.83	1.97	2.90	-	-	-
Standard error	0.08	0.08	0.09	0.17	0.13	0.10	0.09	0.14	0.08	-	-	-

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Table 2

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

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Conservative	538 27%	278 28%	259 25%	43 19%	81 21%	106 27%	89 26%	69 26%	151 37%	126 28%	176 29%	87 28%	149 22%	77 20%	229 28%	170 29%	62 26%	-
Labour	558 28%	255 26%	302 29%	57 26%	126 33%	126 32%	83 24%	76 28%	89 22%	134 30%	169 28%	72 23%	184 28%	117 30%	207 26%	173 30%	60 25%	-
Liberal Democrat	196 10%	91 9%	104 10%	37 17%	32 8%	39 10%	31 9%	24 9%	33 8%	53 12%	62 10%	29 9%	52 8%	52 13%	66 8%	54 9%	24 10%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	-
The UK Independence Party	28 1%	22 2%	6 1%	4 2%	1 *	2 1%	6 2%	5 2%	9 2%	3 1%	10 2%	2 1%	13 2%	2 1%	13 2%	4 1%	9 4%	-
The Green Party	59 3%	33 3%	26 3%	7 3%	16 4%	20 5%	9 2%	4 2%	3 1%	13 3%	32 5%	5 2%	10 2%	20 5%	18 2%	16 3%	6 2%	-
The British National Party	30 2%	22 2%	8 1%	6 3%	10 3%	5 1%	2 *	4 1%	5 1%	3 1%	4 1%	8 2%	15 2%	4 1%	21 3%	6 1%	-	-
Some other party	17 1%	11 1%	6 1%	-	-	7 2%	4 1%	2 1%	5 1%	2 *	6 1%	1 *	9 1%	9 2%	-	6 1%	2 1%	-
Would not vote	168 8%	92 9%	76 7%	29 13%	46 12%	28 7%	29 9%	13 5%	22 5%	25 6%	26 4%	38 12%	79 12%	22 6%	71 9%	48 8%	26 11%	-
Refused	133 7%	56 6%	77 7%	4 2%	19 5%	19 5%	32 9%	30 11%	30 7%	28 6%	53 9%	13 4%	41 6%	25 6%	64 8%	28 5%	17 7%	-
Don't know	295 15%	122 12%	173 17%	36 16%	53 14%	38 10%	59 17%	44 16%	65 16%	56 13%	68 11%	57 18%	114 17%	63 16%	118 15%	78 13%	35 15%	-

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

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Conservative	538 27%	538 100%	-	-	-	446 82%	6 1%	21 8%	538 27%	-	-	-
Labour	558 28%	-	558 100%	-	-	5 1%	411 80%	25 10%	558 28%	-	-	-
Liberal Democrat	196 10%	-	-	196 100%	-	7 1%	12 2%	129 51%	196 10%	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	1 *	-	-	-
The UK Independence Party	28 1%	-	-	-	-	2 *	-	3 1%	28 1%	-	-	-
The Green Party	59 3%	-	-	-	-	2 *	7 1%	11 5%	59 3%	-	-	-
The British National Party	30 2%	-	-	-	-	6 1%	2 *	2 1%	30 2%	-	-	-
Some other party	17 1%	-	-	-	-	1 *	2 *	2 1%	17 1%	-	-	-
Would not vote	168 8%	-	-	-	-	15 3%	6 1%	4 2%	168 8%	-	-	-
Refused	133 7%	-	-	-	133 31%	8 2%	16 3%	5 2%	133 7%	-	-	-
Don't know	295 15%	-	-	-	295 69%	50 9%	54 11%	51 20%	295 15%	-	-	-

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Table 3

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 if there was another general election?

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

Base: All respondents expressing an intention to vote

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

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	821	401	420	37	99	152	166	155	212	324	176	113	208	150	320	255	96	-
Weighted base	1066	537	528	95	194	217	179	148	234	264	342	146	313	207	411	320	127	-
Conservative	422 40%	222 41%	200 38%	28 29%	63 32%	77 35%	75 42%	56 38%	124 53%	103 39%	140 41%	66 45%	113 36%	60 29%	179 44%	138 43%	45 35%	-
Labour	421 40%	192 36%	229 43%	36 38%	97 50%	89 41%	64 36%	64 43%	72 31%	109 41%	124 36%	51 35%	138 44%	87 42%	151 37%	132 41%	51 40%	-
Liberal Democrat	141 13%	69 13%	72 14%	22 23%	23 12%	30 14%	25 14%	18 12%	23 10%	36 14%	49 14%	24 16%	32 10%	39 19%	48 12%	35 11%	18 14%	-
Plaid Cymru	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	1 1%	-
The UK Independence Party	19 2%	16 3%	3 1%	3 3%	1 *	2 1%	5 3%	2 1%	6 3%	2 1%	9 2%	1 *	8 3%	2 1%	7 2%	2 1%	7 6%	-
The Green Party	32 3%	19 4%	13 3%	4 4%	4 2%	11 5%	6 4%	4 3%	3 1%	9 3%	14 4%	2 1%	7 2%	10 5%	10 3%	10 3%	3 2%	-
The British National Party	19 2%	11 2%	7 1%	2 2%	5 3%	4 2%	1 1%	3 2%	3 1%	3 1%	4 1%	3 2%	9 3%	2 1%	14 3%	3 1%	-	-
Some other party	10 1%	7 1%	3 1%	-	-	2 1%	4 2%	1 *	4 2%	2 1%	3 1%	* *	6 2%	7 3%	-	1 *	2 2%	-

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

Base: All respondents expressing an intention to vote

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

	Voting Intention					Vote in 2010			Marginal Cluster			
	Total	Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	821	334	324	107	-	302	285	120	821	-	-	-
Weighted base	1066	422	421	141	-	382	354	150	1066	-	-	-
Conservative	422 40%	422 100%	-	-	-	368 96%	3 1%	19 12%	422 40%	-	-	-
Labour	421 40%	-	421 100%	-	-	3 1%	334 94%	20 13%	421 40%	-	-	-
Liberal Democrat	141 13%	-	-	141 100%	-	5 1%	11 3%	100 67%	141 13%	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	1 *	-	-	-
The UK Independence Party	19 2%	-	-	-	-	1 *	-	2 1%	19 2%	-	-	-
The Green Party	32 3%	-	-	-	-	1 *	4 1%	8 6%	32 3%	-	-	-
The British National Party	19 2%	-	-	-	-	4 1%	1 *	* *	19 2%	-	-	-
Some other party	10 1%	-	-	-	-	1 *	1 *	1 1%	10 1%	-	-	-

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Table 4
Adjusted Voting Intention

	<u>Total</u>
Total	1122
Conservative	441 39%
Labour	445 40%
Liberal Democrat/ Liberal	154 14%
Scottish National Party/SNP	- -
Plaid Cymru	1 *
Other	81 7%

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Table 5

Q.4a Has the way that David Cameron and the Conservatives conducted themselves since the election made you more likely to vote Conservative in the future or less likely to vote Conservative in the future, or made no real difference?

Base: All respondents who didn't vote Conservative (excl refused)

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	666	318	348	36	86	125	143	125	151	265	128	91	182	128	255	200	83	-
Weighted base	860	418	441	86	164	166	155	119	169	217	243	112	288	174	342	237	107	-
More likely	74 9%	36 9%	38 9%	8 9%	8 5%	14 8%	15 10%	12 10%	17 10%	28 13%	16 7%	8 7%	22 8%	13 8%	28 8%	20 8%	12 11%	-
No difference	445 52%	226 54%	219 50%	45 52%	90 55%	83 50%	90 58%	66 55%	71 42%	115 53%	124 51%	58 52%	148 51%	82 47%	189 55%	113 48%	61 57%	-
Less likely	308 36%	148 35%	160 36%	30 35%	58 35%	64 39%	44 28%	35 30%	77 46%	71 33%	96 39%	43 39%	99 34%	67 39%	119 35%	93 39%	30 28%	-
Refused	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	1 *	-	-	1 1%	-	-
Don't know	31 4%	8 2%	23 5%	4 4%	8 5%	5 3%	5 4%	6 5%	2 1%	4 2%	7 3%	3 2%	18 6%	12 7%	6 2%	9 4%	4 3%	-

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Table 5

Q.4a Has the way that David Cameron and the Conservatives conducted themselves since the election made you more likely to vote Conservative in the future or less likely to vote Conservative in the future, or made no real difference?

Base: All respondents who didn't vote Conservative (excl refused)

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	666	27	347	115	108	-	404	204	666	-	-	-
Weighted base	860	33	440	142	142	-	516	253	860	-	-	-
More likely	74 9%	25 74%	12 3%	21 15%	12 8%	-	24 5%	38 15%	74 9%	-	-	-
No difference	445 52%	9 26%	212 48%	86 60%	78 55%	-	250 48%	132 52%	445 52%	-	-	-
Less likely	308 36%	-	204 46%	28 20%	40 28%	-	222 43%	72 28%	308 36%	-	-	-
Refused	1 *	-	-	1 1%	-	-	-	1 1%	1 *	-	-	-
Don't know	31 4%	-	12 3%	5 4%	12 9%	-	20 4%	9 4%	31 4%	-	-	-

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Table 6

Q.4b Has the way that Nick Clegg and the Liberal Democrats conducted themselves since the election made you more likely to vote Liberal Democrat in the future or less likely to vote Liberal Democrat in the future, or made no real difference?

Base: All respondents who didn't vote Liberal Democrat (excl refused)

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	884	416	468	35	100	155	173	176	245	322	187	133	242	153	356	269	106	-
Weighted base	1150	560	590	92	204	225	184	174	271	259	350	172	370	208	468	337	138	-
More likely	112 10%	56 10%	57 10%	9 10%	19 9%	24 11%	23 13%	18 10%	19 7%	28 11%	46 13%	12 7%	25 7%	25 12%	47 10%	29 9%	12 9%	-
No difference	708 62%	346 62%	361 61%	59 65%	126 62%	133 59%	116 63%	106 61%	167 62%	153 59%	201 57%	117 68%	237 64%	114 55%	295 63%	212 63%	86 63%	-
Less likely	307 27%	155 28%	152 26%	23 25%	50 24%	66 29%	43 24%	45 26%	80 30%	76 30%	94 27%	43 25%	94 25%	63 30%	116 25%	88 26%	40 29%	-
Don't know	23 2%	4 1%	20 3%	- -	9 4%	2 1%	1 1%	6 3%	6 2%	1 *	9 3%	- -	13 4%	6 3%	10 2%	7 2%	- -	- -

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Table 6

Q.4b Has the way that Nick Clegg and the Liberal Democrats conducted themselves since the election made you more likely to vote Liberal Democrat in the future or less likely to vote Liberal Democrat in the future, or made no real difference?

Base: All respondents who didn't vote Liberal Democrat (excl refused)

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	884	361	330	15	107	422	404	-	884	-	-	-
Weighted base	1150	458	420	20	144	543	516	-	1150	-	-	-
More likely	112	65	24	6	11	74	32	-	112	-	-	-
	10%	14%	6%	32%	8%	14%	6%	-	10%	-	-	-
No difference	708	343	201	8	85	399	250	-	708	-	-	-
	62%	75%	48%	40%	59%	73%	48%	-	62%	-	-	-
Less likely	307	44	192	2	37	59	222	-	307	-	-	-
	27%	10%	46%	8%	26%	11%	43%	-	27%	-	-	-
Don't know	23	6	3	4	10	11	12	-	23	-	-	-
	2%	1%	1%	20%	7%	2%	2%	-	2%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 7

Q.6 Please say how well or badly you think the Conservative/Liberal Democrat coalition government is doing so far?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
NET: Well	1184 59%	614 62%	570 55%	134 60%	219 57%	232 59%	189 55%	165 61%	246 60%	275 62%	367 61%	189 61%	354 53%	229 59%	477 59%	333 57%	144 59%	-
Very well	(4) 8%	112 11%	58 6%	16 7%	22 6%	22 6%	30 9%	39 14%	41 10%	46 10%	53 9%	30 10%	40 6%	21 5%	71 9%	52 9%	25 10%	-
Quite well	(3) 50%	503 51%	512 49%	117 53%	198 51%	210 54%	159 46%	126 47%	205 50%	229 52%	313 52%	159 51%	314 47%	208 53%	406 50%	281 48%	119 49%	-
Quite badly	(2) 20%	172 18%	235 23%	48 22%	68 18%	85 22%	77 22%	50 19%	79 19%	82 18%	127 21%	59 19%	139 21%	77 20%	170 21%	113 19%	47 19%	-
Very badly	(1) 10%	99 10%	103 10%	19 9%	36 9%	38 10%	38 11%	29 11%	43 10%	35 8%	55 9%	29 9%	83 12%	33 9%	72 9%	69 12%	27 11%	-
NET: Badly	610 30%	272 28%	338 33%	67 30%	104 27%	122 31%	115 33%	79 29%	123 30%	117 26%	183 30%	88 28%	222 33%	111 28%	243 30%	183 31%	74 30%	-
Don't know	229 11%	99 10%	131 13%	21 10%	61 16%	37 9%	41 12%	26 10%	43 11%	50 11%	56 9%	34 11%	90 14%	51 13%	87 11%	67 11%	25 10%	-
Mean	2.64	2.71	2.58	2.65	2.63	2.61	2.60	2.72	2.66	2.73	2.66	2.68	2.54	2.64	2.66	2.61	2.65	-
Standard deviation	0.80	0.83	0.77	0.76	0.77	0.76	0.83	0.87	0.83	0.78	0.79	0.80	0.82	0.74	0.79	0.84	0.84	-
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.04	0.05	0.03	0.04	0.07	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 7

Q.6 Please say how well or badly you think the Conservative/Liberal Democrat coalition government is doing so far?

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
NET: Well	1184 59%	494 92%	182 33%	139 71%	245 57%	483 89%	184 36%	163 64%	1184 59%	-	-	-
Very well	(4) 169 8%	110 20%	7 1%	15 8%	27 6%	105 19%	6 1%	16 7%	169 8%	-	-	-
Quite well	(3) 1015 50%	384 71%	175 31%	123 63%	218 51%	378 70%	177 34%	146 58%	1015 50%	-	-	-
Quite badly	(2) 408 20%	23 4%	203 36%	35 18%	73 17%	31 6%	171 33%	56 22%	408 20%	-	-	-
Very badly	(1) 202 10%	2 *	111 20%	6 3%	32 7%	9 2%	98 19%	17 7%	202 10%	-	-	-
NET: Badly	610 30%	26 5%	315 56%	41 21%	105 24%	40 7%	270 52%	73 29%	610 30%	-	-	-
Don't know	229 11%	19 3%	61 11%	16 8%	78 18%	20 4%	63 12%	17 7%	229 11%	-	-	-
Mean	2.64	3.16	2.15	2.83	2.69	3.11	2.20	2.69	2.64	-	-	-
Standard deviation	0.80	0.50	0.78	0.62	0.75	0.56	0.79	0.70	0.80	-	-	-
Standard error	0.02	0.02	0.04	0.05	0.05	0.03	0.04	0.05	0.02	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 8

Q.7 Is the coalition government so far doing better than you had expected, or worse than you expected, or about the same as you had expected?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Better	431 21%	237 24%	194 19%	51 23%	53 14%	78 20%	84 24%	72 27%	94 23%	113 26%	140 23%	54 17%	123 18%	78 20%	188 23%	118 20%	47 19%	-
About the same	1253 62%	598 61%	655 63%	136 61%	254 66%	252 64%	206 60%	156 58%	249 61%	260 59%	365 60%	206 66%	422 63%	231 59%	499 62%	363 62%	160 66%	-
Worse	254 13%	118 12%	136 13%	26 12%	48 12%	52 13%	43 13%	34 13%	50 12%	52 12%	83 14%	36 12%	83 13%	62 16%	86 11%	84 14%	23 9%	-
Refused	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-
Don't know	84 4%	32 3%	53 5%	9 4%	29 8%	9 2%	11 3%	8 3%	18 4%	16 4%	17 3%	15 5%	37 6%	20 5%	32 4%	18 3%	14 6%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 8

Q.7 Is the coalition government so far doing better than you had expected, or worse than you expected, or about the same as you had expected?

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Better	431 21%	214 40%	40 7%	62 32%	80 19%	197 36%	52 10%	70 28%	431 21%	-	-	-
About the same	1253 62%	297 55%	361 65%	109 56%	282 66%	310 57%	331 64%	140 55%	1253 62%	-	-	-
Worse	254 13%	21 4%	137 25%	21 11%	40 9%	29 5%	108 21%	33 13%	254 13%	-	-	-
Refused	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-
Don't know	84 4%	5 1%	19 3%	4 2%	25 6%	8 1%	25 5%	10 4%	84 4%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 9

Q.8 Thinking about what the coalition government has done so far and what you have heard about its future plans, which of the following is closest to your view?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
The Liberal Democrats have had virtually no influence and the government's agenda is more or less the same as if the Conservatives were in government on their own	475 23%	232 24%	244 23%	58 26%	97 25%	104 27%	79 23%	60 22%	78 19%	85 19%	147 24%	81 26%	162 24%	107 27%	181 22%	132 23%	55 23%	-
The Liberal Democrats have had some influence but the government's agenda is mostly what we'd have had if the Conservatives were in government on their own	1028 51%	479 49%	549 53%	107 48%	207 54%	196 50%	184 53%	131 48%	202 49%	253 57%	321 53%	151 49%	302 45%	188 48%	413 51%	305 52%	121 50%	-
The Liberal Democrats have had a significant influence and the government's agenda is very different from what would have happened if the Conservatives were in government on their own	446 22%	244 25%	202 19%	48 22%	60 16%	83 21%	71 21%	75 28%	110 27%	92 21%	119 20%	65 21%	169 25%	81 21%	183 23%	124 21%	59 24%	-
Refused	3 *	- -	3 *	- -	1 *	- -	1 *	- -	2 *	2 1%	1 *	- -	- -	1 *	2 *	- -	- -	- -
Don't know	71 4%	30 3%	41 4%	10 4%	19 5%	8 2%	10 3%	5 2%	19 5%	9 2%	17 3%	14 4%	32 5%	14 3%	27 3%	22 4%	9 4%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 9

Q.8 Thinking about what the coalition government has done so far and what you have heard about its future plans, which of the following is closest to your view?

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
The Liberal Democrats have had virtually no influence and the government's agenda is more or less the same as if the Conservatives were in government on their own	475 23%	40 8%	213 38%	23 12%	100 23%	50 9%	178 35%	43 17%	475 23%	-	-	-
The Liberal Democrats have had some influence but the government's agenda is mostly what we'd have had if the Conservatives were in government on their own	1028 51%	317 59%	265 48%	113 58%	212 50%	321 59%	252 49%	150 59%	1028 51%	-	-	-
The Liberal Democrats have had a significant influence and the government's agenda is very different from what would have happened if the Conservatives were in government on their own	446 22%	172 32%	66 12%	56 29%	87 20%	165 30%	73 14%	56 22%	446 22%	-	-	-
Refused	3 *	2 *	-	-	2 *	1 *	-	-	3 *	-	-	-
Don't know	71 4%	6 1%	14 2%	4 2%	27 6%	6 1%	13 2%	4 2%	71 4%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 10

Q.9 If we had a Labour government instead of the Conservative-Lib Dem coalition, do you think that they would be cutting public spending more or less than the coalition government is proposing - or by about the same amount?

Base: All respondents

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
More	197 10%	91 9%	106 10%	40 18%	38 10%	20 5%	21 6%	22 8%	55 13%	31 7%	61 10%	35 11%	70 11%	43 11%	85 11%	43 7%	26 11%	-
About the same	720 36%	334 34%	385 37%	79 36%	127 33%	149 38%	114 33%	104 38%	146 35%	152 34%	185 31%	126 41%	256 38%	135 35%	280 35%	209 36%	96 39%	-
Less	991 49%	512 52%	479 46%	90 41%	194 50%	207 53%	198 57%	132 49%	170 41%	241 54%	329 54%	136 44%	285 43%	194 50%	386 48%	309 53%	102 42%	-
Refused	4 *	3 *	1 *	- -	- -	1 *	- -	1 1%	2 *	1 *	1 *	- -	2 *	3 1%	1 *	- -	- -	- -
Don't know	112 6%	45 5%	67 6%	12 5%	26 7%	13 3%	11 3%	11 4%	39 10%	16 4%	29 5%	14 4%	52 8%	16 4%	55 7%	22 4%	20 8%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 10

Q.9 If we had a Labour government instead of the Conservative-Lib Dem coalition, do you think that they would be cutting public spending more or less than the coalition government is proposing - or by about the same amount?

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
More	197 10%	64 12%	35 6%	16 8%	57 13%	70 13%	28 5%	22 9%	197 10%	-	-	-
About the same	720 36%	183 34%	171 31%	80 41%	162 38%	184 34%	163 32%	104 41%	720 36%	-	-	-
Less	991 49%	260 48%	339 61%	96 49%	171 40%	257 47%	310 60%	117 46%	991 49%	-	-	-
Refused	4 *	1 *	-	-	2 *	1 *	-	-	4 *	-	-	-
Don't know	112 6%	29 5%	13 2%	4 2%	37 9%	31 6%	15 3%	10 4%	112 6%	-	-	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 11

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

An increase in the rate of VAT from 17.5% to 20%, taking effect in January

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1066 53%	551 56%	515 50%	97 44%	172 45%	227 58%	189 55%	143 53%	239 58%	260 59%	323 53%	160 51%	322 48%	174 44%	445 55%	306 52%	141 58%	-
Avoidable and unnecessary	890 44%	404 41%	487 47%	114 51%	194 51%	159 41%	150 43%	112 41%	162 39%	167 38%	256 42%	141 45%	325 49%	197 51%	340 42%	260 45%	93 38%	-
Refused	2 *	1 *	1 *	- -	1 *	- -	- -	1 *	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -
Don't know	66 3%	29 3%	37 4%	11 5%	17 5%	6 1%	6 2%	15 5%	11 3%	12 3%	25 4%	10 3%	18 3%	20 5%	19 2%	17 3%	9 4%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 11

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

An increase in the rate of VAT from 17.5% to 20%, taking effect in January

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1066 53%	403 75%	222 40%	106 54%	206 48%	384 71%	215 42%	160 63%	1066 53%	-	-	-
Avoidable and unnecessary	890 44%	125 23%	320 57%	83 42%	197 46%	149 28%	283 55%	88 35%	890 44%	-	-	-
Refused	2 *	1 *	-	-	1 *	-	-	-	2 *	-	-	-
Don't know	66 3%	9 2%	15 3%	7 3%	24 6%	10 2%	18 3%	5 2%	66 3%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 12

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A major review of public spending with the aim of reducing what most government departments spend by 25% or more

Base: All respondents

	Sex		Age					Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1353 67%	676 69%	677 65%	128 58%	234 61%	261 67%	249 72%	201 74%	280 68%	325 73%	416 69%	213 69%	399 60%	240 61%	556 69%	384 66%	173 71%	-
Avoidable and unnecessary	532 26%	257 26%	274 26%	77 35%	118 31%	107 27%	80 23%	53 20%	96 23%	98 22%	148 24%	80 26%	206 31%	128 33%	187 23%	162 28%	54 22%	-
Refused	3 *	2 *	1 *	- -	1 *	1 *	- -	1 *	- -	2 1%	- -	- -	1 *	1 *	1 *	1 *	- -	- -
Don't know	136 7%	49 5%	87 8%	17 8%	31 8%	22 6%	15 4%	15 5%	35 9%	17 4%	41 7%	17 6%	60 9%	21 5%	63 8%	35 6%	16 7%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 12

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A major review of public spending with the aim of reducing what most government departments spend by 25% or more

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1353 67%	466 87%	275 49%	144 73%	276 64%	452 83%	274 53%	182 72%	1353 67%	-	-	-
Avoidable and unnecessary	532 26%	51 9%	235 42%	45 23%	110 26%	72 13%	198 38%	57 23%	532 26%	-	-	-
Refused	3 *	- -	3 1%	- -	- -	- -	1 *	- -	3 *	- -	- -	- -
Don't know	136 7%	21 4%	44 8%	7 3%	42 10%	19 4%	43 8%	14 5%	136 7%	- -	- -	- -

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 13

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A pay freeze for the next two years for everyone employed in the public sector and earning more than £21,000

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1294 64%	646 66%	648 62%	121 54%	221 58%	258 66%	215 62%	188 70%	291 71%	268 61%	387 64%	215 69%	423 64%	237 61%	535 66%	365 63%	157 64%	-
Avoidable and unnecessary	625 31%	287 29%	338 33%	86 39%	143 37%	117 30%	116 34%	66 24%	97 23%	160 36%	189 31%	81 26%	195 29%	131 34%	232 29%	187 32%	74 30%	-
Refused	5 *	5 *	-	-	2 *	-	-	3 1%	-	-	2 *	2 1%	1 *	3 1%	-	-	2 1%	-
Don't know	100 5%	47 5%	53 5%	15 7%	18 5%	17 4%	14 4%	13 5%	24 6%	14 3%	28 5%	13 4%	46 7%	19 5%	40 5%	30 5%	11 4%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 13

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A pay freeze for the next two years for everyone employed in the public sector and earning more than £21,000

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1294 64%	443 82%	297 53%	113 58%	258 60%	436 80%	291 56%	159 63%	1294 64%	-	-	-
Avoidable and unnecessary	625 31%	76 14%	240 43%	69 35%	134 31%	86 16%	209 41%	83 33%	625 31%	-	-	-
Refused	5 *	- -	1 *	- -	4 1%	- -	- -	- -	5 *	-	-	-
Don't know	100 5%	18 3%	20 4%	13 7%	33 8%	21 4%	16 3%	11 4%	100 5%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 14

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A freeze in the value of Child Benefit for the next five years

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1001 49%	494 50%	507 49%	96 43%	142 37%	213 55%	170 49%	134 50%	245 60%	240 54%	282 47%	155 50%	324 49%	192 49%	410 51%	273 47%	126 52%	-
Avoidable and unnecessary	914 45%	446 45%	468 45%	119 54%	214 56%	171 44%	161 47%	114 42%	135 33%	180 41%	288 48%	136 44%	310 47%	178 46%	350 43%	277 48%	108 45%	-
Refused	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	-
Don't know	107 5%	44 4%	63 6%	7 3%	28 7%	7 2%	12 4%	21 8%	32 8%	20 5%	35 6%	20 7%	32 5%	21 5%	45 6%	32 6%	9 4%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 14

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A freeze in the value of Child Benefit for the next five years

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1001 49%	383 71%	180 32%	87 44%	215 50%	375 69%	186 36%	117 46%	1001 49%	-	-	-
Avoidable and unnecessary	914 45%	126 23%	356 64%	96 49%	179 42%	141 26%	300 58%	125 50%	914 45%	-	-	-
Refused	2 *	- -	1 *	- -	1 *	- -	1 *	- -	2 *	-	-	-
Don't know	107 5%	29 5%	21 4%	13 7%	33 8%	27 5%	30 6%	10 4%	107 5%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 15

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

An increase in capital gains tax from 18% to 28%

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1145 57%	600 61%	545 52%	121 54%	167 44%	260 66%	194 56%	164 61%	239 58%	287 65%	338 56%	192 62%	328 49%	207 53%	473 59%	325 56%	141 58%	-
Avoidable and unnecessary	638 32%	285 29%	353 34%	71 32%	156 41%	107 27%	119 35%	73 27%	111 27%	119 27%	196 32%	91 29%	232 35%	135 34%	243 30%	189 32%	71 29%	-
Refused	2 *	2 *	- -	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	1 *	- -	2 *	- -	- -	- -
Don't know	238 12%	97 10%	141 14%	30 14%	61 16%	24 6%	30 9%	32 12%	61 15%	35 8%	71 12%	28 9%	105 16%	49 13%	89 11%	69 12%	31 13%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 15

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

An increase in capital gains tax from 18% to 28%

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1145 57%	365 68%	292 52%	117 60%	225 52%	359 66%	295 57%	168 66%	1145 57%	-	-	-
Avoidable and unnecessary	638 32%	125 23%	203 36%	60 31%	132 31%	139 26%	151 29%	62 24%	638 32%	-	-	-
Refused	2 *	1 *	- -	- -	1 *	1 *	- -	- -	2 *	-	-	-
Don't know	238 12%	46 8%	62 11%	19 10%	71 17%	44 8%	70 13%	23 9%	238 12%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 16

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A review to make sure that everyone receiving incapacity benefit is really eligible to do so

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	1639 81%	800 81%	839 81%	175 79%	307 80%	324 83%	274 80%	225 83%	333 81%	361 82%	509 84%	247 79%	522 78%	296 76%	659 82%	483 83%	202 83%	-
Avoidable and unnecessary	323 16%	155 16%	168 16%	39 18%	66 17%	62 16%	56 16%	38 14%	62 15%	72 16%	80 13%	57 18%	114 17%	77 20%	129 16%	82 14%	34 14%	-
Refused	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-	-	-	-	1 *	-	-	-
Don't know	61 3%	29 3%	32 3%	8 3%	11 3%	6 1%	14 4%	6 2%	16 4%	9 2%	16 3%	7 2%	29 4%	17 4%	18 2%	18 3%	8 3%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 16

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

A review to make sure that everyone receiving incapacity benefit is really eligible to do so

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	1639 81%	481 89%	420 75%	147 75%	348 81%	481 88%	403 78%	196 78%	1639 81%	-	-	-
Avoidable and unnecessary	323 16%	37 7%	123 22%	47 24%	59 14%	47 9%	95 18%	52 21%	323 16%	-	-	-
Refused	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-
Don't know	61 3%	20 4%	14 3%	2 1%	20 5%	16 3%	18 4%	5 2%	61 3%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 17

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

The scrapping of a £700 million schools building programme

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Unavoidable and necessary	709 35%	346 35%	363 35%	54 25%	122 32%	136 35%	127 37%	101 37%	168 41%	166 38%	186 31%	121 39%	236 35%	140 36%	279 35%	223 38%	68 28%	-
Avoidable and unnecessary	1162 57%	568 58%	594 57%	162 73%	236 61%	230 59%	196 57%	142 53%	195 48%	249 56%	362 60%	176 57%	374 56%	222 57%	453 56%	330 57%	156 64%	-
Refused	3 *	3 *	1 *	- -	2 *	- -	1 *	1 *	- -	1 *	- -	2 1%	- -	2 *	1 *	- -	- -	- -
Don't know	150 7%	68 7%	82 8%	6 3%	24 6%	25 6%	21 6%	26 10%	48 12%	25 6%	58 10%	12 4%	56 8%	27 7%	73 9%	30 5%	20 8%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 17

Q.10 From what you know, do you think that the following measures announced by the coalition are unavoidable and necessary or avoidable and unnecessary?

The scrapping of a £700 million schools building programme

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Unavoidable and necessary	709 35%	273 51%	124 22%	69 35%	149 35%	284 52%	124 24%	87 34%	709 35%	-	-	-
Avoidable and unnecessary	1162 57%	208 39%	419 75%	114 58%	225 53%	206 38%	376 73%	145 57%	1162 57%	-	-	-
Refused	3 *	-	-	-	3 1%	-	-	-	3 *	-	-	-
Don't know	150 7%	58 11%	14 2%	12 6%	51 12%	53 10%	16 3%	21 8%	150 7%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 18

Q.11a I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics

or

It's a coalition of convenience that doesn't really represent anything new or different

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	923 46%	457 46%	466 45%	111 50%	173 45%	188 48%	148 43%	132 49%	172 42%	211 48%	292 48%	144 46%	276 41%	193 49%	377 47%	253 43%	100 41%	-
It's a coalition of convenience that doesn't really represent anything new or different	1030 51%	501 51%	529 51%	103 46%	197 51%	196 50%	179 52%	132 49%	224 54%	220 50%	292 48%	157 51%	361 54%	184 47%	398 49%	313 54%	135 55%	-
Refused	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-
Don't know	70 3%	25 3%	45 4%	9 4%	15 4%	6 2%	17 5%	6 2%	16 4%	11 3%	21 4%	9 3%	29 4%	13 3%	32 4%	17 3%	9 4%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 18

Q.11a I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics

or

It's a coalition of convenience that doesn't really represent anything new or different

Base: All respondents

	<u>Voting Intention</u>					<u>Vote in 2010</u>			<u>Marginal Cluster</u>			
	Total	Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	923 46%	364 68%	125 22%	131 67%	190 44%	351 65%	133 26%	146 58%	923 46%	-	-	-
It's a coalition of convenience that doesn't really represent anything new or different	1030 51%	159 30%	417 75%	62 31%	212 50%	185 34%	364 71%	96 38%	1030 51%	-	-	-
Refused	1 *	1 *	-	-	-	1 *	-	-	1 *	-	-	-
Don't know	70 3%	13 2%	16 3%	4 2%	26 6%	6 1%	18 4%	11 4%	70 3%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 19

Q.11b I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

It is right to start cutting back on public spending now because the longer we put off dealing with the deficit the greater the cost of sorting it out or

It is a mistake to start cutting back on public spending now because the economy has not recovered enough yet and cuts could push us back into recession

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
It is right to start cutting back on public spending now because the longer we put off dealing with the deficit the greater the cost of sorting it out	1131 56%	586 59%	545 52%	102 46%	183 48%	230 59%	193 56%	163 61%	259 63%	260 59%	349 58%	174 56%	348 52%	209 54%	478 59%	308 53%	135 56%	-
It is a mistake to start cutting back on public spending now because the economy has not recovered enough yet and cuts could push us back into recession	832 41%	370 38%	461 44%	120 54%	191 50%	153 39%	136 39%	94 35%	138 34%	169 38%	238 39%	128 41%	297 45%	168 43%	307 38%	255 44%	102 42%	-
Refused	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-
Don't know	60 3%	29 3%	31 3%	-	10 3%	8 2%	16 5%	13 5%	14 3%	12 3%	18 3%	9 3%	21 3%	13 3%	21 3%	19 3%	6 3%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 19

Q.11b I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

It is right to start cutting back on public spending now because the longer we put off dealing with the deficit the greater the cost of sorting it out
or

It is a mistake to start cutting back on public spending now because the economy has not recovered enough yet and cuts could push us back into recession

Base: All respondents

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
It is right to start cutting back on public spending now because the longer we put off dealing with the deficit the greater the cost of sorting it out	1131 56%	449 83%	155 28%	129 66%	253 59%	445 82%	157 30%	161 64%	1131 56%	-	-	-
It is a mistake to start cutting back on public spending now because the economy has not recovered enough yet and cuts could push us back into recession	832 41%	82 15%	390 70%	62 32%	154 36%	92 17%	348 67%	84 33%	832 41%	-	-	-
Refused	1 *	-	1 *	-	-	-	1 *	-	1 *	-	-	-
Don't know	60 3%	7 1%	12 2%	5 2%	22 5%	7 1%	10 2%	8 3%	60 3%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 20

Q.11c I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly

or

Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	621 31%	352 36%	269 26%	66 30%	105 27%	131 34%	92 27%	79 29%	149 36%	158 36%	188 31%	96 31%	179 27%	120 31%	253 31%	170 29%	78 32%	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	1321 65%	599 61%	722 69%	149 67%	267 70%	250 64%	240 70%	178 66%	236 57%	269 61%	388 64%	207 67%	457 69%	257 66%	522 65%	386 66%	155 64%	-
Refused	5 *	5 *	-	-	2 1%	-	1 *	2 1%	-	1 *	2 *	2 1%	-	4 1%	1 *	-	-	-
Don't know	77 4%	29 3%	48 5%	7 3%	10 3%	10 3%	12 4%	11 4%	27 6%	14 3%	28 5%	6 2%	30 4%	9 2%	31 4%	27 5%	10 4%	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 20

Q.11c I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly

or

Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	621 31%	298 55%	78 14%	67 34%	102 24%	291 54%	81 16%	81 32%	621 31%	-	-	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	1321 65%	223 42%	461 83%	118 60%	301 70%	239 44%	418 81%	159 63%	1321 65%	-	-	-
Refused	5 *	2 *	1 *	2 1%	-	2 *	-	-	5 *	-	-	-
Don't know	77 4%	15 3%	17 3%	9 4%	25 6%	12 2%	17 3%	13 5%	77 4%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 21

Q.11d I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better or

Nothing has happened since the election to suggest that the Conservative Party has really changed for the better

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	830 41%	454 46%	376 36%	101 45%	136 36%	158 40%	126 37%	118 44%	190 46%	190 43%	253 42%	134 43%	252 38%	146 37%	353 44%	236 41%	94 39%	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	1083 53%	482 49%	601 58%	114 52%	225 59%	217 56%	190 55%	133 49%	203 49%	230 52%	323 53%	163 52%	367 55%	223 57%	402 50%	323 55%	134 55%	-
Refused	11 1%	4 *	7 1%	- -	3 1%	2 *	3 1%	1 *	3 1%	3 1%	1 *	4 1%	3 *	2 1%	7 1%	- -	2 1%	-
Don't know	101 5%	45 5%	56 5%	7 3%	20 5%	14 4%	26 7%	19 7%	16 4%	19 4%	27 5%	10 3%	44 7%	20 5%	44 5%	24 4%	13 5%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 21

Q.11d I am going to read out some pairs of statements. Please say in each case which statement you agree with more, even if neither statement represents exactly what you think?

The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better or

Nothing has happened since the election to suggest that the Conservative Party has really changed for the better

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	830 41%	413 77%	74 13%	86 44%	148 35%	389 72%	89 17%	104 41%	830 41%	-	-	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	1083 53%	105 20%	475 85%	105 53%	222 52%	130 24%	413 80%	136 54%	1083 53%	-	-	-
Refused	11 1%	3 1%	-	-	8 2%	2 *	-	-	11 1%	-	-	-
Don't know	101 5%	16 3%	8 2%	6 3%	51 12%	22 4%	15 3%	13 5%	101 5%	-	-	-

Marginals Poll - July 2010 - Con/Lab
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 22

Q.12/13/14 Adjusted Voting Intention**Base: All respondents expressing an intention to vote**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	867	419	448	42	104	152	184	166	219	346	186	120	216	150	342	272	103	-
Weighted base	1116	559	558	103	203	217	197	157	238	283	358	154	322	208	436	339	133	-
Conservative	567	300	267	47	87	100	107	80	146	136	196	86	148	88	232	179	69	-
	51%	54%	48%	45%	43%	46%	54%	51%	61%	48%	55%	56%	46%	42%	53%	53%	51%	-
Labour	549	258	291	56	116	117	91	77	92	146	162	68	174	120	205	160	65	-
	49%	46%	52%	55%	57%	54%	46%	49%	39%	52%	45%	44%	54%	58%	47%	47%	49%	-

Marginals Poll - July 2010 - Con/Lab
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Absolutes/col percents

Table 22

Q.12/13/14 Adjusted Voting Intention**Base: All respondents expressing an intention to vote**

	Voting Intention					Vote in 2010			Marginal Cluster			
	Total	Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	867	327	317	91	96	323	303	126	867	-	-	-
Weighted base	1116	414	413	118	118	410	374	156	1116	-	-	-
Conservative	567 51%	408 99%	7 2%	64 54%	64 54%	398 97%	10 3%	80 52%	567 51%	-	-	-
Labour	549 49%	6 1%	406 98%	54 46%	54 46%	12 3%	364 97%	75 48%	549 49%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 23

Q.12 Now, I'd like you to imagine that this 'alternative vote' electoral system has been adopted, enabling people to express second, third and subsequent preferences on the ballot paper if they want to do so. If there was a general election tomorrow, using that voting system, which party would you give your first preference to?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Conservative	603 30%	315 32%	288 28%	50 22%	98 25%	122 31%	95 28%	81 30%	157 38%	130 30%	201 33%	95 31%	176 26%	90 23%	243 30%	201 34%	69 28%	-
Labour	612 30%	277 28%	335 32%	62 28%	141 37%	133 34%	97 28%	77 29%	102 25%	143 32%	185 31%	88 28%	196 29%	128 33%	233 29%	184 32%	67 28%	-
Liberal Democrat	264 13%	123 12%	141 14%	42 19%	43 11%	47 12%	54 16%	31 12%	47 11%	78 18%	69 11%	41 13%	76 11%	62 16%	97 12%	69 12%	35 15%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	-
The UK Independence Party	35 2%	27 3%	8 1%	4 2%	1 *	4 1%	6 2%	6 2%	13 3%	2 *	10 2%	6 2%	17 3%	7 2%	14 2%	4 1%	10 4%	-
The Green Party	53 3%	34 3%	19 2%	9 4%	13 3%	15 4%	7 2%	7 2%	1 *	12 3%	30 5%	1 *	10 1%	20 5%	15 2%	12 2%	5 2%	-
The British National Party	28 1%	18 2%	9 1%	6 3%	5 1%	2 1%	4 1%	3 1%	7 2%	3 1%	2 *	4 1%	18 3%	2 *	18 2%	6 1%	1 1%	-
Some other party	9 *	5 1%	3 *	-	-	2 *	3 1%	4 1%	-	2 *	3 1%	1 *	3 *	2 *	2 *	3 1%	2 1%	-
Would not vote	168 8%	92 9%	76 7%	29 13%	46 12%	28 7%	29 9%	13 5%	22 5%	25 6%	26 4%	38 12%	79 12%	22 6%	71 9%	48 8%	26 11%	-
Refused	105 5%	51 5%	54 5%	-	11 3%	17 4%	26 7%	24 9%	26 6%	23 5%	44 7%	11 3%	28 4%	21 5%	53 7%	19 3%	12 5%	-
Don't know	148 7%	43 4%	105 10%	22 10%	25 7%	19 5%	23 7%	23 9%	36 9%	23 5%	35 6%	26 8%	63 9%	36 9%	61 8%	36 6%	15 6%	-

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Absolutes/col percents

Table 23

Q.12 Now, I'd like you to imagine that this 'alternative vote' electoral system has been adopted, enabling people to express second, third and subsequent preferences on the ballot paper if they want to do so. If there was a general election tomorrow, using that voting system, which party would you give your first preference to?

Base: All respondents

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Conservative	603 30%	503 94%	10 2%	13 7%	64 15%	466 86%	14 3%	20 8%	603 30%	-	-	-
Labour	612 30%	5 1%	514 92%	8 4%	70 16%	16 3%	431 84%	28 11%	612 30%	-	-	-
Liberal Democrat	264 13%	17 3%	14 2%	164 84%	64 15%	19 3%	19 4%	164 65%	264 13%	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	1 *	-	-	-
The UK Independence Party	35 2%	3 *	2 *	1 *	6 1%	4 1%	3 1%	2 1%	35 2%	-	-	-
The Green Party	53 3%	1 *	2 *	3 1%	2 *	3 *	5 1%	13 5%	53 3%	-	-	-
The British National Party	28 1%	-	1 *	-	3 1%	4 1%	2 *	2 1%	28 1%	-	-	-
Some other party	9 *	-	1 *	-	4 1%	-	1 *	3 1%	9 *	-	-	-
Would not vote	168 8%	-	-	-	-	15 3%	6 1%	4 2%	168 8%	-	-	-
Refused	105 5%	2 *	4 1%	1 1%	96 22%	4 1%	3 1%	3 1%	105 5%	-	-	-
Don't know	148 7%	8 1%	10 2%	5 3%	121 28%	13 2%	34 7%	14 6%	148 7%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 24

Q.13 Now which party would you give your second preference to?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Conservative	208 10%	97 10%	111 11%	21 9%	44 12%	49 12%	41 12%	23 9%	30 7%	58 13%	61 10%	34 11%	55 8%	39 10%	85 11%	54 9%	31 13%	-
Labour	190 9%	99 10%	91 9%	26 12%	38 10%	53 14%	26 8%	22 8%	25 6%	53 12%	52 9%	20 6%	65 10%	43 11%	81 10%	50 9%	16 7%	-
Liberal Democrat	611 30%	304 31%	307 30%	68 31%	115 30%	119 30%	109 32%	77 29%	123 30%	138 31%	220 36%	86 28%	167 25%	109 28%	239 30%	194 33%	69 28%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 *	5 1%	4 *	-	3 1%	2 1%	2 1%	2 1%	-	4 1%	4 1%	1 *	-	-	-	-	9 4%	-
The UK Independence Party	56 3%	35 4%	21 2%	-	9 2%	8 2%	15 4%	6 2%	18 4%	12 3%	15 3%	8 3%	21 3%	2 *	26 3%	17 3%	11 4%	-
The Green Party	73 4%	41 4%	32 3%	6 3%	14 4%	17 4%	18 5%	8 3%	11 3%	22 5%	25 4%	11 4%	15 2%	27 7%	18 2%	23 4%	4 2%	-
The British National Party	19 1%	10 1%	9 1%	3 1%	6 2%	4 1%	-	4 1%	3 1%	1 *	4 1%	5 2%	9 1%	2 1%	9 1%	5 1%	1 1%	-
An other party	15 1%	10 1%	5 *	-	2 1%	6 2%	3 1%	1 *	2 *	2 *	3 1%	1 *	8 1%	3 1%	5 1%	7 1%	-	-
Would not give a second preference	369 18%	170 17%	199 19%	45 20%	55 14%	61 16%	48 14%	54 20%	105 26%	74 17%	97 16%	60 19%	138 21%	75 19%	136 17%	114 20%	43 18%	-
Would not vote	168 8%	92 9%	76 7%	29 13%	46 12%	28 7%	29 9%	13 5%	22 5%	25 6%	26 4%	38 12%	79 12%	22 6%	71 9%	48 8%	26 11%	-
Refused	111 5%	55 6%	56 5%	-	11 3%	17 4%	27 8%	28 10%	26 6%	22 5%	44 7%	12 4%	33 5%	22 6%	55 7%	21 4%	13 5%	-
Don't know	195 10%	67 7%	128 12%	25 11%	41 11%	27 7%	26 7%	30 11%	47 11%	31 7%	54 9%	35 11%	76 11%	47 12%	81 10%	48 8%	20 8%	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 24

Q.13 Now which party would you give your second preference to?**Base: All respondents**

	Total	Voting Intention				Vote in 2010				Marginal Cluster		
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Conservative	208 10%	20 4%	50 9%	77 39%	43 10%	32 6%	43 8%	79 31%	208 10%	-	-	-
Labour	190 9%	38 7%	28 5%	57 29%	36 8%	33 6%	31 6%	63 25%	190 9%	-	-	-
Liberal Democrat	611 30%	297 55%	211 38%	21 11%	50 12%	272 50%	165 32%	55 22%	611 30%	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	9 *	2 *	7 1%	-	-	2 *	6 1%	-	9 *	-	-	-
The UK Independence Party	56 3%	32 6%	8 1%	-	6 1%	32 6%	8 2%	4 2%	56 3%	-	-	-
The Green Party	73 4%	4 1%	50 9%	6 3%	9 2%	4 1%	53 10%	4 2%	73 4%	-	-	-
The British National Party	19 1%	5 1%	1 *	3 1%	2 1%	7 1%	2 *	3 1%	19 1%	-	-	-
An other party	15 1%	5 1%	5 1%	-	1 *	7 1%	2 *	1 1%	15 1%	-	-	-
Would not give a second preference	369 18%	109 20%	161 29%	23 12%	53 12%	111 21%	144 28%	19 8%	369 18%	-	-	-
Would not vote	168 8%	-	-	-	-	15 3%	6 1%	4 2%	168 8%	-	-	-
Refused	111 5%	3 1%	9 2%	1 1%	97 23%	4 1%	7 1%	3 1%	111 5%	-	-	-
Don't know	195 10%	22 4%	28 5%	8 4%	131 31%	24 4%	50 10%	19 7%	195 10%	-	-	-

Marginals Poll - July 2010 - Con/Lab

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 25

Q.14 Would you give a third preference?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1500	710	790	93	190	271	309	274	363	527	315	232	426	271	599	450	180	-
Weighted base	2024	985	1039	222	384	391	345	270	411	442	605	311	666	391	807	583	243	-
Conservative	168 8%	75 8%	93 9%	29 13%	35 9%	33 8%	29 8%	19 7%	24 6%	36 8%	57 9%	17 5%	58 9%	42 11%	67 8%	47 8%	12 5%	-
Labour	193 10%	101 10%	93 9%	39 18%	20 5%	35 9%	41 12%	31 11%	28 7%	42 10%	81 13%	33 11%	37 6%	33 8%	72 9%	62 11%	27 11%	-
Liberal Democrat	135 7%	65 7%	70 7%	2 1%	37 10%	45 11%	20 6%	13 5%	19 5%	40 9%	34 6%	20 6%	41 6%	27 7%	67 8%	26 5%	15 6%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-
The UK Independence Party	39 2%	21 2%	18 2%	-	6 2%	7 2%	6 2%	5 2%	16 4%	13 3%	18 3%	3 1%	5 1%	3 1%	19 2%	13 2%	4 2%	-
The Green Party	124 6%	68 7%	56 5%	9 4%	18 5%	38 10%	26 8%	14 5%	18 4%	43 10%	43 7%	12 4%	27 4%	23 6%	38 5%	44 7%	21 9%	-
The British National Party	18 1%	13 1%	5 1%	-	10 3%	3 1%	2 1%	1 *	2 *	1 *	3 1%	8 2%	6 1%	-	10 1%	6 1%	2 1%	-
An other party	29 1%	21 2%	7 1%	-	3 1%	12 3%	8 2%	2 1%	4 1%	8 2%	6 1%	4 1%	10 1%	3 1%	13 2%	9 2%	4 2%	-
Would not give a second preference	369 18%	170 17%	199 19%	45 20%	55 14%	61 16%	48 14%	54 20%	105 26%	74 17%	97 16%	60 19%	138 21%	75 19%	136 17%	114 20%	43 18%	-
Would not give a third preference	411 20%	205 21%	206 20%	34 16%	88 23%	77 20%	66 19%	52 19%	94 23%	94 21%	125 21%	55 18%	137 21%	87 22%	160 20%	120 21%	45 18%	-
Would not vote	168 8%	92 9%	76 7%	29 13%	46 12%	28 7%	29 9%	13 5%	22 5%	25 6%	26 4%	38 12%	79 12%	22 6%	71 9%	48 8%	26 11%	-
Refused	116 6%	57 6%	59 6%	-	14 4%	18 5%	29 8%	29 11%	26 6%	23 5%	45 7%	13 4%	35 5%	23 6%	56 7%	25 4%	13 5%	-
Don't know	254 13%	99 10%	155 15%	34 15%	53 14%	35 9%	42 12%	37 14%	52 13%	42 9%	70 12%	47 15%	95 14%	53 14%	99 12%	71 12%	31 13%	-

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Absolutes/col percents

Table 25

Q.14 Would you give a third preference?**Base: All respondents**

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	416	416	147	327	422	404	204	1500	-	-	-
Weighted base	2024	538	558	196	428	543	516	253	2024	-	-	-
Conservative	168 8%	-	92 16%	39 20%	22 5%	2 *	81 16%	44 17%	168 8%	-	-	-
Labour	193 10%	107 20%	1 *	56 29%	21 5%	96 18%	7 1%	54 22%	193 10%	-	-	-
Liberal Democrat	135 7%	42 8%	48 9%	4 2%	20 5%	43 8%	50 10%	4 2%	135 7%	-	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	1 *	-	1 *	-	1 *	-	-	-
The UK Independence Party	39 2%	26 5%	5 1%	2 1%	4 1%	24 4%	2 *	8 3%	39 2%	-	-	-
The Green Party	124 6%	48 9%	45 8%	15 8%	11 3%	41 8%	30 6%	29 11%	124 6%	-	-	-
The British National Party	18 1%	9 2%	1 *	4 2%	-	6 1%	3 1%	7 3%	18 1%	-	-	-
An other party	29 1%	4 1%	13 2%	4 2%	3 1%	4 1%	13 2%	6 2%	29 1%	-	-	-
Would not give a second preference	369 18%	109 20%	161 29%	23 12%	53 12%	111 21%	144 28%	19 8%	369 18%	-	-	-
Would not give a third preference	411 20%	142 26%	143 26%	34 17%	52 12%	145 27%	112 22%	47 19%	411 20%	-	-	-
Would not vote	168 8%	-	-	-	-	15 3%	6 1%	4 2%	168 8%	-	-	-
Refused	116 6%	5 1%	10 2%	2 1%	97 23%	6 1%	7 1%	5 2%	116 6%	-	-	-
Don't know	254 13%	45 8%	41 7%	13 7%	144 34%	50 9%	62 12%	26 10%	254 13%	-	-	-

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Absolutes/col percents

Table 26

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	2024
18 - 24	93 6%	222 11%
25 - 34	190 13%	384 19%
35 - 44	271 18%	391 19%
45 - 54	309 21%	345 17%
55 - 64	274 18%	270 13%
65+	363 24%	411 20%

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Absolutes/col percents

Table 27

Gender**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	2024
Male	710 47%	985 49%
Female	790 53%	1039 51%

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Absolutes/col percents

Table 28

SEG**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	2024
A	154 10%	131 6%
B	373 25%	311 15%
C1	315 21%	605 30%
C2	232 15%	311 15%
D	158 11%	279 14%
E	268 18%	386 19%

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Absolutes/col percents

Table 29

Q.3 At the recent general election in May, many people didn't vote. Did you vote in that election, or did you not vote?

Q.3a Could you tell me which party you voted for in the recent general election?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1500	1500
Weighted base	1500	2024
Conservative	422 28%	543 27%
Labour	404 27%	516 25%
Liberal Democrat	204 14%	253 12%
Plaid Cymru	2 *	2 *
Another party	56 4%	89 4%
Did not vote	268 18%	440 22%
Refused	144 10%	181 9%