

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Absolutely certain to vote	(10) 1141	548	593	84	202	224	194	180	256	280	317	152	391	230	327	389	196	-
	58%	57%	59%	35%	52%	60%	60%	69%	65%	70%	56%	50%	56%	59%	54%	58%	62%	-
(9)	102	52	49	25	16	21	15	8	16	17	40	17	28	18	41	30	12	-
	5%	5%	5%	10%	4%	6%	4%	3%	4%	4%	7%	5%	4%	5%	7%	5%	4%	-
(8)	155	77	78	16	36	32	25	16	30	29	41	30	54	32	45	51	27	-
	8%	8%	8%	7%	9%	9%	8%	6%	8%	7%	7%	10%	8%	8%	7%	8%	9%	-
(7)	80	36	44	17	18	9	15	7	15	13	27	8	32	18	20	34	8	-
	4%	4%	4%	7%	5%	2%	4%	3%	4%	3%	5%	2%	5%	5%	3%	5%	3%	-
(6)	52	31	21	13	8	7	9	5	9	9	16	5	21	14	21	12	5	-
	3%	3%	2%	5%	2%	2%	3%	2%	2%	2%	3%	2%	3%	4%	3%	2%	1%	-
(5)	138	55	82	22	36	20	22	13	25	20	37	25	55	21	52	49	15	-
	7%	6%	8%	9%	9%	6%	7%	5%	6%	5%	7%	8%	8%	5%	9%	7%	5%	-
(4)	22	12	10	9	2	4	3	1	3	-	7	6	8	7	3	7	4	-
	1%	1%	1%	4%	1%	1%	1%	*	1%	-	1%	2%	1%	2%	1%	1%	1%	-
(3)	30	15	16	11	8	3	4	*	4	6	7	7	10	7	5	12	6	-
	2%	2%	2%	5%	2%	1%	1%	*	1%	1%	1%	2%	1%	2%	1%	2%	2%	-
(2)	23	6	18	3	8	4	4	4	-	1	4	7	11	3	14	1	6	-
	1%	1%	2%	1%	2%	1%	1%	2%	-	*	1%	2%	2%	1%	2%	*	2%	-
Definitely would not vote	(1) 217	117	100	38	46	45	34	25	29	22	64	44	87	31	73	78	35	-
	11%	12%	10%	16%	12%	12%	10%	10%	7%	5%	11%	14%	12%	8%	12%	12%	11%	-
Refused	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-
Don't know	11	9	2	-	3	1	2	1	3	1	3	4	3	4	2	3	2	-
	1%	1%	*	-	1%	*	1%	1%	1%	*	1%	1%	*	1%	*	*	1%	-
Mean	7.94	7.91	7.98	6.79	7.62	8.03	8.04	8.42	8.49	8.74	7.94	7.39	7.73	8.18	7.74	7.95	8.04	-
Standard deviation	3.09	3.14	3.05	3.35	3.22	3.14	3.04	2.93	2.68	2.47	3.08	3.39	3.21	2.86	3.20	3.10	3.14	-
Standard error	0.08	0.12	0.11	0.34	0.25	0.20	0.18	0.17	0.13	0.12	0.17	0.22	0.15	0.18	0.15	0.14	0.19	-

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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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Absolutely certain to vote	(10) 1141 58%	331 72%	387 68%	109 57%	218 59%	330 75%	357 70%	154 63%	-	1141 58%	-	-
	(9) 102 5%	21 5%	40 7%	18 9%	16 4%	23 5%	34 7%	19 8%	-	102 5%	-	-
	(8) 155 8%	40 9%	39 7%	29 15%	33 9%	39 9%	35 7%	32 13%	-	155 8%	-	-
	(7) 80 4%	9 2%	27 5%	15 8%	29 8%	8 2%	24 5%	15 6%	-	80 4%	-	-
	(6) 52 3%	19 4%	22 4%	5 2%	5 1%	8 2%	14 3%	5 2%	-	52 3%	-	-
	(5) 138 7%	34 7%	35 6%	11 5%	38 10%	23 5%	22 4%	5 2%	-	138 7%	-	-
	(4) 22 1%	-	7 1%	2 1%	7 2%	-	3 1%	4 1%	-	22 1%	-	-
	(3) 30 2%	5 1%	8 1%	3 1%	7 2%	3 1%	2 *	2 1%	-	30 2%	-	-
	(2) 23 1%	4 1%	5 1%	2 1%	3 1%	2 *	2 *	1 *	-	23 1%	-	-
Definitely would not vote	(1) 217 11%	-	-	-	-	7 2%	14 3%	5 2%	-	217 11%	-	-
Refused	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-
Don't know	11 1%	-	-	-	11 3%	-	6 1%	1 *	-	11 1%	-	-
Mean	7.94	9.06	8.95	8.76	8.61	9.16	8.99	8.91	-	7.94	-	-
Standard deviation	3.09	1.79	1.87	1.82	2.08	1.82	2.02	1.96	-	3.09	-	-
Standard error	0.08	0.09	0.09	0.15	0.12	0.09	0.10	0.14	-	0.08	-	-

Prepared by Populus

## Marginals Poll - July 2010 - Lab/Con

### Fieldwork : July 9th-13th 2010

Absolutes/col percents

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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Conservative	462 23%	224 23%	238 24%	45 19%	94 24%	76 20%	74 23%	64 25%	110 28%	119 30%	130 23%	74 24%	138 20%	95 25%	155 26%	148 22%	64 20%	-
Labour	570 29%	286 30%	284 28%	65 27%	121 31%	102 27%	88 27%	73 28%	121 31%	124 31%	147 26%	63 21%	235 33%	110 28%	168 28%	204 31%	88 28%	-
Liberal Democrat	193 10%	76 8%	117 12%	31 13%	52 14%	30 8%	33 10%	24 9%	23 6%	52 13%	70 12%	21 7%	50 7%	53 14%	42 7%	62 9%	37 12%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	21 1%	14 1%	7 1%	1 1%	8 2%	4 1%	2 1%	* *	5 1%	3 1%	1 *	7 2%	10 1%	-	-	-	21 7%	-
The UK Independence Party	38 2%	25 3%	13 1%	7 3%	2 1%	6 2%	8 2%	7 3%	7 2%	4 1%	8 1%	14 5%	12 2%	5 1%	15 2%	13 2%	5 2%	-
The Green Party	55 3%	28 3%	27 3%	3 1%	9 2%	18 5%	12 4%	9 4%	4 1%	10 2%	25 4%	2 1%	19 3%	10 3%	24 4%	16 2%	5 2%	-
The British National Party	26 1%	18 2%	8 1%	10 4%	3 1%	3 1%	5 2%	3 1%	2 1%	2 1%	7 1%	10 3%	8 1%	3 1%	11 2%	10 1%	3 1%	-
Some other party	22 1%	12 1%	10 1%	2 1%	1 *	11 3%	3 1%	1 *	4 1%	4 1%	9 2%	1 *	9 1%	4 1%	9 1%	7 1%	3 1%	-
Would not vote	217 11%	117 12%	100 10%	38 16%	46 12%	45 12%	34 10%	25 10%	29 7%	22 5%	64 11%	44 14%	87 12%	31 8%	73 12%	78 12%	35 11%	-
Refused	130 7%	59 6%	71 7%	8 4%	11 3%	23 6%	25 8%	22 8%	40 10%	23 6%	38 7%	23 8%	46 7%	20 5%	41 7%	56 8%	13 4%	-
Don't know	238 12%	99 10%	139 14%	27 11%	37 10%	54 15%	42 13%	32 12%	45 12%	36 9%	66 12%	46 15%	90 13%	56 15%	66 11%	73 11%	43 14%	-

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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	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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Conservative	462 23%	462 100%	-	-	-	369 83%	14 3%	15 6%	-	462 23%	-	-
Labour	570 29%	-	570 100%	-	-	3 1%	417 81%	41 17%	-	570 29%	-	-
Liberal Democrat	193 10%	-	-	193 100%	-	7 2%	6 1%	131 54%	-	193 10%	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	21 1%	-	-	-	-	-	2 *	-	-	21 1%	-	-
The UK Independence Party	38 2%	-	-	-	-	1 *	6 1%	4 2%	-	38 2%	-	-
The Green Party	55 3%	-	-	-	-	11 2%	5 1%	6 2%	-	55 3%	-	-
The British National Party	26 1%	-	-	-	-	-	1 *	3 1%	-	26 1%	-	-
Some other party	22 1%	-	-	-	-	3 1%	1 *	2 1%	-	22 1%	-	-
Would not vote	217 11%	-	-	-	-	7 2%	14 3%	5 2%	-	217 11%	-	-
Refused	130 7%	-	-	-	130 35%	8 2%	6 1%	2 1%	-	130 7%	-	-
Don't know	238 12%	-	-	-	238 65%	33 8%	40 8%	34 14%	-	238 12%	-	-

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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	803	364	439	45	89	130	156	167	217	267	187	110	238	150	231	267	155	-
Weighted base	1022	504	518	104	200	194	167	145	212	247	296	130	350	202	303	342	175	-
Conservative	353 34%	167 33%	185 36%	33 32%	63 31%	59 31%	55 33%	53 37%	89 42%	96 39%	104 35%	51 39%	102 29%	73 36%	116 38%	111 32%	52 30%	-
Labour	427 42%	214 42%	213 41%	42 41%	85 42%	80 41%	71 42%	61 42%	88 42%	94 38%	108 37%	45 35%	179 51%	78 39%	120 40%	161 47%	68 39%	-
Liberal Democrat	139 14%	56 11%	83 16%	22 21%	33 16%	23 12%	26 15%	18 12%	18 9%	39 16%	49 17%	16 12%	35 10%	38 19%	29 10%	44 13%	28 16%	-
Plaid Cymru	17 2%	12 2%	4 1%	* *	7 3%	3 2%	2 1%	* *	5 2%	2 1%	1 *	5 4%	9 3%	- -	- -	- -	17 9%	-
The UK Independence Party	24 2%	16 3%	8 1%	2 1%	2 1%	5 3%	4 2%	6 4%	6 3%	3 1%	7 2%	10 8%	4 1%	4 2%	10 3%	7 2%	3 1%	-
The Green Party	36 3%	22 4%	14 3%	* *	8 4%	13 7%	7 4%	5 3%	2 1%	8 3%	19 6%	* *	9 3%	7 4%	16 5%	10 3%	3 2%	-
The British National Party	14 1%	10 2%	4 1%	4 4%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	4 1%	3 2%	6 2%	* *	5 2%	6 2%	2 1%	-
Some other party	14 1%	7 1%	7 1%	* *	1 1%	8 4%	1 1%	1 1%	2 1%	3 1%	4 1%	* *	7 2%	2 1%	6 2%	4 1%	2 1%	-

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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**

	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	803	298	324	110	-	272	280	124	-	803	-	-
Weighted base	1022	353	427	139	-	315	359	155	-	1022	-	-
Conservative	353 34%	353 100%	-	-	-	301 95%	10 3%	9 6%	-	353 34%	-	-
Labour	427 42%	-	427 100%	-	-	3 1%	331 92%	34 22%	-	427 42%	-	-
Liberal Democrat	139 14%	-	-	139 100%	-	4 1%	6 2%	101 65%	-	139 14%	-	-
Plaid Cymru	17 2%	-	-	-	-	-	2 *	-	-	17 2%	-	-
The UK Independence Party	24 2%	-	-	-	-	1 *	5 1%	2 2%	-	24 2%	-	-
The Green Party	36 3%	-	-	-	-	5 1%	4 1%	5 3%	-	36 3%	-	-
The British National Party	14 1%	-	-	-	-	-	* *	1 1%	-	14 1%	-	-
Some other party	14 1%	-	-	-	-	2 1%	1 *	2 1%	-	14 1%	-	-

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

Absolutes/col percents

Table 4  
**Adjusted Voting Intention**

	<u>Total</u>
Total	1062
Conservative	370 35%
Labour	441 42%
Liberal Democrat/ Liberal	148 14%
Scottish National Party/SNP	- -
Plaid Cymru	17 2%
Other	86 8%

## Marginals Poll - July 2010 - Lab/Con

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Absolutes/col percents

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	660	290	370	37	73	115	133	140	162	200	146	99	215	118	185	222	135	-
Weighted base	853	408	446	80	170	173	139	128	163	188	238	115	313	167	243	287	156	-
More likely	75 9%	37 9%	37 8%	4 5%	18 10%	22 13%	11 8%	9 7%	10 6%	19 10%	21 9%	8 7%	27 9%	15 9%	24 10%	22 8%	14 9%	-
No difference	468 55%	236 58%	232 52%	51 64%	84 49%	85 49%	77 56%	79 61%	92 56%	100 53%	134 56%	65 57%	169 54%	87 52%	142 58%	150 52%	90 58%	-
Less likely	297 35%	132 32%	165 37%	25 31%	66 39%	66 38%	48 35%	37 29%	55 34%	66 35%	80 34%	41 36%	110 35%	62 37%	74 30%	110 38%	50 32%	-
Don't know	14 2%	3 1%	12 3%	- -	2 1%	- -	2 1%	4 3%	6 4%	3 2%	3 1%	1 1%	7 2%	3 2%	4 1%	6 2%	2 1%	-

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Absolutes/col percents

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	660	23	361	113	77	-	398	196	-	660	-	-
Weighted base	853	33	464	139	98	-	512	243	-	853	-	-
More likely	75 9%	16 48%	10 2%	19 14%	13 13%	-	26 5%	35 14%	-	75 9%	-	-
No difference	468 55%	16 49%	233 50%	93 67%	61 62%	-	265 52%	141 58%	-	468 55%	-	-
Less likely	297 35%	1 2%	213 46%	27 19%	20 21%	-	210 41%	66 27%	-	297 35%	-	-
Don't know	14 2%	-	8 2%	-	5 5%	-	11 2%	1 1%	-	14 2%	-	-

## Marginals Poll - July 2010 - Lab/Con

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Absolutes/col percents

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	841	370	471	41	79	129	157	180	255	270	171	128	272	158	244	280	159	-
Weighted base	1053	508	545	98	184	198	164	161	248	239	273	151	389	208	311	361	172	-
More likely	91 9%	48 9%	42 8%	7 7%	23 12%	17 8%	22 13%	8 5%	16 6%	35 15%	26 10%	9 6%	21 5%	20 10%	22 7%	30 8%	19 11%	-
No difference	650 62%	311 61%	339 62%	69 71%	107 58%	127 64%	90 55%	104 64%	152 61%	142 59%	163 60%	111 74%	234 60%	120 57%	196 63%	224 62%	111 65%	-
Less likely	300 28%	145 29%	155 28%	22 23%	51 28%	53 27%	51 31%	48 29%	75 30%	60 25%	82 30%	29 19%	128 33%	65 31%	92 30%	104 29%	39 23%	-
Don't know	12 1%	4 1%	9 2%	- -	2 1%	2 1%	1 1%	2 1%	5 2%	2 1%	2 1%	2 1%	6 2%	4 2%	2 1%	3 1%	3 2%	-

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Absolutes/col percents

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	841	327	332	15	86	377	398	-	-	841	-	-
Weighted base	1053	387	426	16	104	443	512	-	-	1053	-	-
More likely	91 9%	46 12%	16 4%	9 59%	10 10%	53 12%	28 5%	-	-	91 9%	-	-
No difference	650 62%	280 72%	228 53%	5 35%	66 63%	315 71%	272 53%	-	-	650 62%	-	-
Less likely	300 28%	61 16%	176 41%	1 6%	24 23%	74 17%	201 39%	-	-	300 28%	-	-
Don't know	12 1%	* *	6 1%	- -	4 4%	* *	11 2%	-	-	12 1%	-	-

## Marginals Poll - July 2010 - Lab/Con

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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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
NET: Well	1092 55%	534 56%	559 55%	136 57%	225 58%	182 49%	175 54%	154 59%	220 56%	255 64%	312 55%	169 55%	356 51%	208 54%	334 55%	358 54%	193 61%	-
Very well	(4) 143 7%	74 8%	70 7%	15 6%	20 5%	15 4%	30 9%	24 9%	39 10%	34 9%	44 8%	18 6%	47 7%	34 9%	38 6%	44 7%	27 9%	-
Quite well	(3) 949 48%	460 48%	489 48%	122 51%	205 53%	167 45%	145 45%	130 50%	181 46%	221 55%	268 47%	151 50%	309 44%	174 45%	296 49%	314 47%	165 52%	-
Quite badly	(2) 409 21%	204 21%	205 20%	57 24%	79 21%	104 28%	67 21%	42 16%	60 15%	72 18%	137 24%	62 20%	139 20%	91 23%	129 21%	139 21%	51 16%	-
Very badly	(1) 252 13%	136 14%	116 11%	15 6%	34 9%	42 11%	50 15%	39 15%	72 18%	35 9%	52 9%	40 13%	125 18%	42 11%	73 12%	96 14%	41 13%	-
NET: Badly	661 34%	341 36%	320 32%	72 30%	113 29%	145 39%	118 36%	81 31%	132 34%	106 27%	189 33%	102 33%	264 38%	133 34%	201 33%	235 35%	92 29%	-
Don't know	218 11%	83 9%	134 13%	30 13%	46 12%	45 12%	33 10%	26 10%	38 10%	37 9%	63 11%	34 11%	83 12%	45 12%	68 11%	73 11%	32 10%	-
Mean	2.56	2.54	2.58	2.65	2.62	2.47	2.53	2.59	2.53	2.70	2.61	2.54	2.45	2.58	2.56	2.52	2.63	-
Standard deviation	0.84	0.85	0.82	0.72	0.75	0.77	0.89	0.89	0.94	0.77	0.79	0.82	0.90	0.83	0.81	0.85	0.85	-
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.05	0.04	0.04	0.05	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
NET: Well	1092 55%	422 91%	166 29%	144 75%	210 57%	396 89%	168 33%	165 68%	-	1092 55%	-	-
Very well	(4) 143 7%	98 21%	6 1%	14 7%	15 4%	81 18%	13 3%	12 5%	-	143 7%	-	-
Quite well	(3) 949 48%	324 70%	160 28%	130 68%	195 53%	315 71%	155 30%	153 63%	-	949 48%	-	-
Quite badly	(2) 409 21%	17 4%	214 38%	29 15%	62 17%	18 4%	172 34%	49 20%	-	409 21%	-	-
Very badly	(1) 252 13%	6 1%	138 24%	5 3%	33 9%	9 2%	123 24%	12 5%	-	252 13%	-	-
NET: Badly	661 34%	23 5%	352 62%	34 18%	95 26%	27 6%	296 58%	61 25%	-	661 34%	-	-
Don't know	218 11%	17 4%	52 9%	14 7%	62 17%	20 4%	48 9%	18 7%	-	218 11%	-	-
Mean	2.56	3.15	2.06	2.86	2.63	3.11	2.12	2.73	-	2.56	-	-
Standard deviation	0.84	0.54	0.79	0.58	0.74	0.56	0.84	0.64	-	0.84	-	-
Standard error	0.02	0.03	0.04	0.05	0.05	0.03	0.04	0.05	-	0.02	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Better	379 19%	200 21%	179 18%	49 21%	68 18%	66 18%	61 19%	63 24%	72 18%	89 22%	126 22%	54 18%	111 16%	76 20%	120 20%	115 17%	68 21%	-
About the same	1211 61%	555 58%	656 65%	152 64%	237 62%	234 63%	195 60%	147 56%	246 63%	258 65%	339 60%	187 61%	427 61%	231 60%	367 61%	425 64%	188 59%	-
Worse	301 15%	168 18%	133 13%	23 10%	71 18%	56 15%	58 18%	41 16%	53 14%	43 11%	73 13%	49 16%	137 19%	56 14%	93 15%	103 15%	50 16%	-
Refused	2 *	- -	2 *	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -
Don't know	78 4%	35 4%	43 4%	14 6%	9 2%	16 4%	11 3%	10 4%	18 5%	8 2%	27 5%	15 5%	27 4%	23 6%	22 4%	23 3%	10 3%	-

**Marginals Poll - July 2010 - Lab/Con**  
**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**

	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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Better	379 19%	178 39%	43 8%	57 30%	59 16%	146 33%	54 10%	71 29%	-	379 19%	-	-
About the same	1211 61%	262 57%	359 63%	114 59%	244 67%	268 61%	316 62%	135 56%	-	1211 61%	-	-
Worse	301 15%	14 3%	156 27%	19 10%	36 10%	18 4%	130 25%	35 14%	-	301 15%	-	-
Refused	2 *	- -	- -	1 1%	1 *	- -	- -	1 *	-	2 *	-	-
Don't know	78 4%	8 2%	13 2%	1 *	27 7%	11 2%	13 3%	1 1%	-	78 4%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
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	547 28%	261 27%	286 28%	63 26%	115 30%	107 29%	88 27%	59 23%	114 29%	78 20%	138 25%	104 34%	226 32%	111 29%	188 31%	171 26%	76 24%	-
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	947 48%	474 49%	473 47%	122 51%	193 50%	179 48%	152 47%	134 51%	166 43%	218 55%	298 53%	131 43%	300 43%	201 52%	261 43%	331 50%	154 49%	-
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	372 19%	183 19%	189 19%	36 15%	49 13%	70 19%	72 22%	59 23%	85 22%	92 23%	94 17%	56 18%	130 19%	57 15%	112 19%	131 20%	71 23%	-
Refused	2 *	-	2 *	-	2 1%	-	-	-	-	-	2 *	-	-	-	-	2 *	-	-
Don't know	104 5%	40 4%	64 6%	17 7%	24 6%	15 4%	14 4%	8 3%	25 6%	11 3%	32 6%	14 5%	47 7%	17 4%	41 7%	31 5%	14 5%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
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	547 28%	55 12%	248 43%	50 26%	68 18%	61 14%	202 39%	60 25%	-	547 28%	-	-
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	947 48%	283 61%	238 42%	87 45%	184 50%	249 56%	227 44%	124 51%	-	947 48%	-	-
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	372 19%	114 25%	62 11%	54 28%	84 23%	119 27%	59 11%	58 24%	-	372 19%	-	-
Refused	2 *	-	-	-	2 1%	-	-	-	-	2 *	-	-
Don't know	104 5%	11 2%	22 4%	2 1%	30 8%	13 3%	25 5%	1 *	-	104 5%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
More	217 11%	104 11%	113 11%	27 11%	43 11%	30 8%	29 9%	32 12%	56 14%	33 8%	60 11%	34 11%	89 13%	41 11%	74 12%	72 11%	30 9%	-
About the same	758 38%	347 36%	411 41%	110 46%	129 33%	140 38%	116 36%	106 41%	158 40%	124 31%	206 36%	136 44%	293 42%	151 39%	234 39%	255 38%	119 37%	-
Less	892 45%	468 49%	425 42%	90 38%	199 52%	182 49%	164 50%	112 43%	146 37%	224 56%	263 47%	120 39%	285 41%	175 45%	257 43%	305 46%	155 49%	-
Refused	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-
Don't know	102 5%	39 4%	63 6%	12 5%	14 4%	19 5%	17 5%	11 4%	30 8%	17 4%	36 6%	15 5%	35 5%	20 5%	38 6%	33 5%	11 4%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
More	217 11%	61 13%	30 5%	28 15%	52 14%	56 13%	28 5%	21 8%	-	217 11%	-	-
About the same	758 38%	147 32%	211 37%	78 41%	143 39%	151 34%	189 37%	94 38%	-	758 38%	-	-
Less	892 45%	235 51%	317 56%	79 41%	134 37%	216 49%	281 55%	118 49%	-	892 45%	-	-
Refused	1 *	-	-	1 1%	-	-	-	1 *	-	1 *	-	-
Don't know	102 5%	20 4%	12 2%	5 3%	38 10%	20 4%	15 3%	9 4%	-	102 5%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	1037 53%	541 56%	496 49%	124 52%	185 48%	209 56%	178 55%	125 48%	215 55%	230 58%	298 53%	151 50%	358 51%	207 54%	317 53%	339 51%	174 55%	-
Avoidable and unnecessary	883 45%	395 41%	488 48%	105 44%	194 50%	155 42%	141 43%	127 49%	161 41%	160 40%	250 44%	148 49%	324 46%	171 44%	263 44%	315 47%	134 42%	-
Don't know	52 3%	22 2%	30 3%	9 4%	5 1%	8 2%	7 2%	8 3%	14 4%	9 2%	16 3%	6 2%	21 3%	9 2%	23 4%	12 2%	8 3%	-

**Marginals Poll - July 2010 - Lab/Con**  
**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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	1037 53%	316 68%	241 42%	113 59%	187 51%	330 75%	205 40%	144 59%	-	1037 53%	-	-
Avoidable and unnecessary	883 45%	142 31%	316 55%	77 40%	163 44%	104 24%	290 57%	96 39%	-	883 45%	-	-
Don't know	52 3%	4 1%	13 2%	3 1%	18 5%	8 2%	17 3%	4 1%	-	52 3%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	1276 65%	643 67%	633 62%	140 59%	248 65%	243 65%	211 65%	179 69%	256 65%	289 72%	376 67%	195 64%	417 59%	239 62%	387 64%	442 66%	209 66%	-
Avoidable and unnecessary	597 30%	280 29%	318 31%	78 33%	118 31%	121 32%	96 30%	72 28%	112 29%	98 25%	156 28%	98 32%	245 35%	120 31%	183 30%	197 30%	97 31%	-
Refused	5 *	2 *	3 *	- -	2 1%	- -	2 1%	- -	1 *	1 *	2 *	2 1%	- -	1 *	1 *	3 *	- -	- -
Don't know	93 5%	33 3%	60 6%	20 8%	16 4%	8 2%	17 5%	9 4%	22 6%	11 3%	30 5%	10 3%	42 6%	26 7%	33 5%	24 4%	10 3%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	1276 65%	390 84%	283 50%	137 71%	239 65%	376 85%	263 51%	164 68%	-	1276 65%	-	-
Avoidable and unnecessary	597 30%	64 14%	256 45%	50 26%	96 26%	57 13%	217 42%	74 30%	-	597 30%	-	-
Refused	5 *	-	-	-	4 1%	-	-	1 *	-	5 *	-	-
Don't know	93 5%	8 2%	31 5%	5 3%	28 8%	10 2%	32 6%	4 2%	-	93 5%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	1178 60%	587 61%	591 58%	119 50%	212 55%	227 61%	185 57%	186 71%	249 64%	255 64%	318 56%	173 57%	431 61%	231 60%	362 60%	396 60%	188 60%	-
Avoidable and unnecessary	710 36%	336 35%	375 37%	111 47%	161 42%	133 36%	128 39%	63 24%	114 29%	133 33%	224 40%	123 40%	231 33%	146 38%	206 34%	244 37%	114 36%	-
Refused	3 *	2 *	1 *	- -	- -	2 1%	1 *	- -	- -	1 *	- -	- -	2 *	- -	1 *	- -	2 1%	-
Don't know	80 4%	33 3%	47 5%	8 3%	12 3%	9 2%	12 4%	11 4%	28 7%	10 2%	23 4%	9 3%	39 5%	9 2%	34 6%	26 4%	11 4%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	1178 60%	364 79%	281 49%	129 67%	206 56%	348 79%	260 51%	158 65%	-	1178 60%	-	-
Avoidable and unnecessary	710 36%	89 19%	277 49%	61 31%	128 35%	83 19%	234 46%	79 32%	-	710 36%	-	-
Refused	3 *	-	-	-	1 *	-	-	-	-	3 *	-	-
Don't know	80 4%	9 2%	12 2%	3 2%	32 9%	12 3%	18 3%	6 3%	-	80 4%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	953 48%	473 49%	479 47%	98 41%	174 45%	179 48%	165 51%	141 54%	195 50%	197 49%	294 52%	144 47%	318 45%	176 46%	311 52%	314 47%	151 48%	-
Avoidable and unnecessary	899 46%	439 46%	460 45%	131 55%	197 51%	181 49%	136 42%	103 39%	152 39%	186 47%	238 42%	145 48%	329 47%	183 47%	259 43%	307 46%	150 47%	-
Refused	5 *	- -	5 *	- -	- -	- -	1 *	2 1%	2 *	1 *	1 *	- -	2 *	- -	2 *	2 *	1 *	-
Don't know	115 6%	46 5%	69 7%	9 4%	14 4%	12 3%	24 8%	14 6%	42 11%	15 4%	31 6%	16 5%	53 8%	27 7%	31 5%	43 7%	14 4%	-

**Marginals Poll - July 2010 - Lab/Con**  
**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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	953 48%	307 66%	205 36%	105 54%	162 44%	296 67%	174 34%	131 54%	-	953 48%	-	-
Avoidable and unnecessary	899 46%	134 29%	338 59%	82 42%	174 47%	125 28%	307 60%	104 43%	-	899 46%	-	-
Refused	5 *	- -	2 *	- -	2 1%	- -	2 *	- -	-	5 *	-	-
Don't know	115 6%	22 5%	24 4%	6 3%	29 8%	22 5%	29 6%	8 3%	-	115 6%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	1040 53%	540 56%	501 49%	103 43%	178 46%	227 61%	166 51%	164 63%	203 52%	246 62%	302 54%	166 54%	326 46%	200 52%	334 55%	338 51%	167 53%	-
Avoidable and unnecessary	742 38%	350 37%	393 39%	100 42%	175 45%	112 30%	130 40%	82 31%	144 37%	123 31%	201 36%	117 38%	301 43%	152 39%	206 34%	259 39%	126 40%	-
Refused	4 *	- -	4 *	- -	2 1%	- -	- -	- -	2 *	- -	2 *	1 *	1 *	- -	1 *	2 *	1 *	-
Don't know	185 9%	69 7%	116 11%	35 15%	30 8%	32 9%	30 9%	15 6%	43 11%	29 7%	59 10%	21 7%	75 11%	34 9%	63 10%	66 10%	22 7%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	1040 53%	290 63%	273 48%	114 59%	181 49%	281 64%	245 48%	161 66%	-	1040 53%	-	-
Avoidable and unnecessary	742 38%	142 31%	243 43%	72 37%	129 35%	131 30%	213 42%	74 30%	-	742 38%	-	-
Refused	4 *	1 *	-	-	3 1%	2 *	-	-	-	4 *	-	-
Don't know	185 9%	29 6%	54 10%	7 3%	54 15%	29 6%	54 11%	8 3%	-	185 9%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	1445 73%	706 74%	740 73%	150 63%	294 77%	284 76%	250 77%	196 75%	270 69%	325 81%	414 73%	232 76%	474 67%	259 67%	440 73%	510 77%	236 75%	-
Avoidable and unnecessary	454 23%	225 23%	230 23%	78 33%	76 20%	82 22%	62 19%	58 22%	98 25%	65 16%	129 23%	62 20%	199 28%	120 31%	128 21%	134 20%	72 23%	-
Refused	4 *	- -	4 *	- -	- -	- -	- -	1 1%	2 1%	- -	1 *	- -	3 *	- -	1 *	1 *	1 *	-
Don't know	68 3%	27 3%	40 4%	10 4%	14 4%	6 2%	13 4%	5 2%	20 5%	9 2%	20 4%	11 4%	27 4%	7 2%	33 5%	21 3%	7 2%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	1445 73%	398 86%	385 68%	151 78%	259 70%	370 84%	351 68%	196 81%	-	1445 73%	-	-
Avoidable and unnecessary	454 23%	53 11%	166 29%	37 19%	91 25%	61 14%	139 27%	45 19%	-	454 23%	-	-
Refused	4 *	1 *	2 *	- -	- -	1 *	2 *	- -	-	4 *	-	-
Don't know	68 3%	10 2%	16 3%	4 2%	17 5%	10 2%	20 4%	2 1%	-	68 3%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Unavoidable and necessary	729 37%	371 39%	358 35%	78 33%	136 35%	131 35%	121 37%	98 38%	164 42%	157 39%	190 34%	110 36%	272 39%	134 35%	203 34%	259 39%	133 42%	-
Avoidable and unnecessary	1112 56%	530 55%	582 57%	139 59%	218 57%	225 61%	190 58%	149 57%	191 49%	219 55%	326 58%	177 58%	391 56%	229 59%	354 59%	359 54%	170 54%	-
Refused	3 *	- -	3 *	- -	2 1%	- -	1 *	- -	- -	1 *	2 *	- -	- -	- -	1 *	2 *	- -	- -
Don't know	128 6%	57 6%	71 7%	21 9%	28 7%	16 4%	14 4%	14 5%	35 9%	22 5%	47 8%	19 6%	41 6%	24 6%	45 8%	45 7%	13 4%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Unavoidable and necessary	729 37%	249 54%	123 22%	92 48%	124 34%	231 52%	134 26%	106 43%	-	729 37%	-	-
Avoidable and unnecessary	1112 56%	183 40%	418 73%	96 50%	206 56%	177 40%	346 68%	134 55%	-	1112 56%	-	-
Refused	3 *	-	-	-	3 1%	-	-	-	-	3 *	-	-
Don't know	128 6%	31 7%	28 5%	5 3%	34 9%	34 8%	32 6%	4 2%	-	128 6%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	890 45%	428 45%	463 46%	105 44%	169 44%	168 45%	153 47%	126 48%	170 43%	192 48%	256 45%	121 40%	322 46%	184 48%	246 41%	319 48%	140 44%	-
It's a coalition of convenience that doesn't really represent anything new or different	989 50%	485 51%	504 50%	117 49%	197 51%	194 52%	159 49%	126 48%	197 50%	196 49%	272 48%	171 56%	350 50%	181 47%	327 54%	318 48%	163 52%	-
Refused	7 *	1 *	6 1%	-	2 1%	2 1%	1 *	-	2 1%	1 *	3 1%	-	3 *	-	-	6 1%	1 *	-
Don't know	85 4%	44 5%	41 4%	16 7%	17 4%	8 2%	13 4%	9 4%	22 6%	10 3%	33 6%	14 4%	28 4%	21 5%	30 5%	22 3%	12 4%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	890 45%	324 70%	150 26%	125 65%	167 45%	304 69%	145 28%	130 53%	-	890 45%	-	-
It's a coalition of convenience that doesn't really represent anything new or different	989 50%	125 27%	397 70%	61 32%	172 47%	123 28%	345 67%	104 43%	-	989 50%	-	-
Refused	7 *	- -	4 1%	1 1%	2 1%	- -	4 1%	1 *	-	7 *	-	-
Don't know	85 4%	13 3%	19 3%	5 3%	27 7%	16 4%	19 4%	9 4%	-	85 4%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
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	1079 55%	530 55%	549 54%	128 54%	186 48%	205 55%	175 54%	157 60%	228 58%	244 61%	308 55%	171 56%	356 51%	204 53%	319 53%	390 59%	166 53%	-
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	845 43%	405 42%	440 43%	102 43%	193 50%	165 44%	138 42%	99 38%	147 38%	149 37%	238 42%	128 42%	330 47%	169 44%	271 45%	260 39%	145 46%	-
Refused	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-
Don't know	46 2%	22 2%	24 2%	8 4%	5 1%	1 *	11 4%	4 2%	15 4%	6 1%	18 3%	5 2%	17 2%	13 3%	13 2%	16 2%	5 2%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
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	1079 55%	378 82%	170 30%	140 73%	215 58%	371 84%	174 34%	146 60%	-	1079 55%	-	-
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	845 43%	81 18%	391 69%	51 27%	140 38%	68 15%	333 65%	94 39%	-	845 43%	-	-
Refused	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-
Don't know	46 2%	3 1%	8 1%	1 1%	12 3%	4 1%	6 1%	3 1%	-	46 2%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	599 30%	306 32%	293 29%	80 34%	104 27%	107 29%	102 31%	81 31%	124 32%	150 38%	171 30%	83 27%	195 28%	116 30%	183 30%	212 32%	89 28%	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	1308 66%	623 65%	685 68%	158 66%	269 70%	248 67%	215 66%	173 66%	245 63%	241 60%	369 65%	214 70%	484 69%	256 66%	396 66%	435 65%	221 70%	-
Refused	3 *	2 *	1 *	-	-	-	1 *	2 1%	-	1 *	-	-	2 *	2 1%	1 *	-	-	-
Don't know	61 3%	26 3%	35 3%	-	11 3%	16 4%	8 2%	4 2%	22 6%	6 2%	24 4%	8 3%	23 3%	12 3%	24 4%	19 3%	6 2%	-

## Marginals Poll - July 2010 - Lab/Con

### 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**

	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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	599 30%	242 52%	73 13%	73 38%	106 29%	227 51%	91 18%	76 31%	-	599 30%	-	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	1308 66%	207 45%	493 87%	115 60%	235 64%	200 45%	411 80%	162 66%	-	1308 66%	-	-
Refused	3 *	-	-	-	2 1%	-	-	1 *	-	3 *	-	-
Don't know	61 3%	13 3%	3 1%	4 2%	24 7%	16 4%	11 2%	5 2%	-	61 3%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	762 39%	361 38%	401 40%	80 34%	137 36%	136 36%	130 40%	115 44%	164 42%	180 45%	228 40%	100 33%	254 36%	168 44%	218 36%	256 38%	120 38%	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	1105 56%	563 59%	542 53%	143 60%	228 59%	223 60%	182 56%	132 51%	198 51%	206 52%	308 55%	192 63%	400 57%	199 52%	339 56%	384 58%	182 58%	-
Refused	7 *	2 *	5 1%	- -	2 1%	3 1%	1 *	2 1%	- -	3 1%	- -	3 1%	1 *	1 *	6 1%	- -	1 *	- -
Don't know	96 5%	32 3%	65 6%	15 6%	17 5%	10 3%	13 4%	12 4%	29 7%	10 2%	28 5%	10 3%	48 7%	18 5%	40 7%	26 4%	13 4%	- -

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	762 39%	367 79%	83 15%	88 46%	126 34%	342 77%	92 18%	89 37%	-	762 39%	-	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	1105 56%	85 18%	467 82%	103 53%	202 55%	83 19%	400 78%	147 61%	-	1105 56%	-	-
Refused	7 *	1 *	1 *	- -	3 1%	1 *	1 *	- -	-	7 *	-	-
Don't know	96 5%	9 2%	19 3%	2 1%	35 10%	16 4%	18 4%	7 3%	-	96 5%	-	-

**Marginals Poll - July 2010 - Lab/Con**  
**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	800	366	434	45	84	126	150	171	223	271	181	108	241	144	227	275	154	-
Weighted base	1008	505	503	105	191	190	158	150	214	245	290	126	347	193	294	353	168	-
Conservative	470	234	236	45	70	86	76	73	120	130	137	63	139	90	150	150	79	-
	47%	46%	47%	43%	36%	46%	48%	49%	56%	53%	47%	50%	40%	47%	51%	43%	47%	-
Labour	538	271	267	60	121	103	83	77	94	115	153	62	208	102	144	203	89	-
	53%	54%	53%	57%	64%	54%	52%	51%	44%	47%	53%	50%	60%	53%	49%	57%	53%	-

**Marginals Poll - July 2010 - Lab/Con**  
**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**

	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	800	292	313	73	81	293	278	103	-	800	-	-
Weighted base	1008	342	412	99	94	336	355	134	-	1008	-	-
Conservative	470 47%	332 97%	4 1%	50 50%	57 61%	322 96%	18 5%	55 41%	-	470 47%	-	-
Labour	538 53%	10 3%	408 99%	49 50%	37 39%	14 4%	337 95%	79 59%	-	538 53%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Conservative	511 26%	258 27%	253 25%	48 20%	85 22%	88 24%	82 25%	78 30%	130 33%	136 34%	137 24%	83 27%	154 22%	103 27%	165 27%	165 25%	78 25%	-
Labour	593 30%	293 31%	300 30%	70 29%	120 31%	112 30%	93 29%	81 31%	116 30%	118 30%	152 27%	71 23%	253 36%	111 29%	176 29%	214 32%	92 29%	-
Liberal Democrat	248 13%	108 11%	140 14%	42 18%	68 18%	36 10%	39 12%	28 11%	36 9%	59 15%	94 17%	29 9%	66 9%	68 18%	54 9%	86 13%	39 12%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	23 1%	13 1%	10 1%	1 1%	8 2%	4 1%	2 1%	1 1%	7 2%	3 1%	2 *	7 2%	11 2%	-	-	-	23 7%	-
The UK Independence Party	35 2%	22 2%	12 1%	3 1%	2 1%	7 2%	10 3%	6 2%	7 2%	4 1%	7 1%	13 4%	11 2%	4 1%	16 3%	10 1%	6 2%	-
The Green Party	74 4%	36 4%	38 4%	4 2%	17 5%	25 7%	14 4%	9 3%	4 1%	15 4%	27 5%	5 2%	28 4%	15 4%	27 5%	23 3%	10 3%	-
The British National Party	24 1%	17 2%	7 1%	10 4%	3 1%	3 1%	3 1%	3 1%	2 1%	2 1%	7 1%	8 3%	6 1%	3 1%	10 2%	8 1%	3 1%	-
Some other party	13 1%	7 1%	6 1%	-	2 1%	3 1%	3 1%	2 1%	2 1%	2 *	4 1%	1 *	6 1%	2 1%	7 1%	3 *	-	-
Would not vote	217 11%	117 12%	100 10%	38 16%	46 12%	45 12%	34 10%	25 10%	29 7%	22 5%	64 11%	44 14%	87 12%	31 8%	73 12%	78 12%	35 11%	-
Refused	106 5%	48 5%	58 6%	8 4%	9 2%	21 6%	24 7%	17 7%	27 7%	20 5%	26 5%	20 7%	40 6%	19 5%	35 6%	37 5%	16 5%	-
Don't know	127 6%	39 4%	88 9%	13 5%	23 6%	28 7%	23 7%	10 4%	31 8%	18 5%	43 8%	25 8%	41 6%	31 8%	40 7%	41 6%	15 5%	-

## Marginals Poll - July 2010 - Lab/Con

### 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**

	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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Conservative	511 26%	433 94%	6 1%	5 2%	60 16%	392 88%	23 5%	13 5%	-	511 26%	-	-
Labour	593 30%	10 2%	526 92%	7 4%	47 13%	14 3%	402 79%	42 17%	-	593 30%	-	-
Liberal Democrat	248 13%	8 2%	11 2%	169 88%	44 12%	4 1%	16 3%	151 62%	-	248 13%	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	23 1%	-	2 *	-	2 *	-	2 *	-	-	23 1%	-	-
The UK Independence Party	35 2%	-	3 1%	-	4 1%	1 *	8 2%	3 1%	-	35 2%	-	-
The Green Party	74 4%	-	6 1%	5 3%	11 3%	8 2%	11 2%	11 5%	-	74 4%	-	-
The British National Party	24 1%	-	-	-	-	-	1 *	1 1%	-	24 1%	-	-
Some other party	13 1%	2 *	1 *	2 1%	2 *	2 1%	1 *	3 1%	-	13 1%	-	-
Would not vote	217 11%	-	-	-	-	7 2%	14 3%	5 2%	-	217 11%	-	-
Refused	106 5%	2 *	3 1%	1 1%	98 27%	1 *	3 1%	-	-	106 5%	-	-
Don't know	127 6%	7 1%	12 2%	3 2%	100 27%	14 3%	32 6%	13 5%	-	127 6%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Conservative	153 8%	67 7%	86 9%	20 9%	33 9%	38 10%	23 7%	23 9%	16 4%	31 8%	53 9%	20 6%	49 7%	32 8%	52 9%	49 7%	19 6%	-
Labour	186 9%	102 11%	84 8%	37 15%	58 15%	25 7%	20 6%	22 8%	25 6%	50 13%	62 11%	30 10%	43 6%	40 10%	48 8%	72 11%	26 8%	-
Liberal Democrat	526 27%	260 27%	266 26%	60 25%	93 24%	112 30%	84 26%	72 28%	105 27%	126 32%	153 27%	70 23%	176 25%	97 25%	150 25%	201 30%	78 25%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	24 1%	10 1%	14 1%	2 1%	5 1%	6 2%	2 1%	1 1%	8 2%	6 2%	8 1%	1 *	9 1%	-	-	-	24 8%	-
The UK Independence Party	49 2%	33 3%	16 2%	10 4%	11 3%	7 2%	3 1%	13 5%	6 1%	8 2%	18 3%	4 1%	18 3%	13 3%	16 3%	15 2%	4 1%	-
The Green Party	72 4%	53 5%	20 2%	4 2%	27 7%	14 4%	12 4%	7 3%	9 2%	20 5%	23 4%	8 3%	21 3%	23 6%	18 3%	24 4%	8 3%	-
The British National Party	15 1%	7 1%	8 1%	3 1%	-	6 2%	2 1%	-	3 1%	-	2 *	3 1%	10 1%	-	6 1%	5 1%	4 1%	-
An other party	7 *	6 1%	1 *	2 1%	2 1%	2 1%	1 *	-	-	1 *	-	4 1%	2 *	-	2 *	3 *	2 1%	-
Would not give a second preference	463 23%	201 21%	263 26%	35 15%	72 19%	63 17%	94 29%	69 27%	130 33%	86 22%	100 18%	75 25%	203 29%	88 23%	154 25%	138 21%	84 27%	-
Would not vote	217 11%	117 12%	100 10%	38 16%	46 12%	45 12%	34 10%	25 10%	29 7%	22 5%	64 11%	44 14%	87 12%	31 8%	73 12%	78 12%	35 11%	-
Refused	107 5%	51 5%	56 6%	8 4%	9 2%	20 5%	25 8%	18 7%	27 7%	21 5%	26 5%	20 7%	39 6%	17 5%	35 6%	39 6%	16 5%	-
Don't know	153 8%	53 6%	100 10%	19 8%	28 7%	35 9%	28 9%	10 4%	34 9%	28 7%	54 10%	26 9%	44 6%	45 12%	49 8%	42 6%	17 5%	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Conservative	153 8%	10 2%	37 7%	63 33%	30 8%	15 3%	24 5%	59 24%	-	153 8%	-	-
Labour	186 9%	59 13%	20 4%	59 31%	22 6%	45 10%	35 7%	56 23%	-	186 9%	-	-
Liberal Democrat	526 27%	219 47%	204 36%	16 8%	45 12%	203 46%	147 29%	47 19%	-	526 27%	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	24 1%	2 *	17 3%	2 1%	3 1%	2 *	17 3%	2 1%	-	24 1%	-	-
The UK Independence Party	49 2%	21 5%	11 2%	3 1%	1 *	16 4%	9 2%	6 3%	-	49 2%	-	-
The Green Party	72 4%	2 *	53 9%	9 5%	6 2%	4 1%	38 7%	14 6%	-	72 4%	-	-
The British National Party	15 1%	2 1%	5 1%	-	2 1%	2 1%	6 1%	2 1%	-	15 1%	-	-
An other party	7 *	2 1%	2 *	-	-	2 1%	1 *	-	-	7 *	-	-
Would not give a second preference	463 23%	129 28%	195 34%	32 16%	60 16%	125 28%	180 35%	30 12%	-	463 23%	-	-
Would not vote	217 11%	-	-	-	-	7 2%	14 3%	5 2%	-	217 11%	-	-
Refused	107 5%	2 *	3 1%	3 1%	95 26%	1 *	2 *	2 1%	-	107 5%	-	-
Don't know	153 8%	14 3%	21 4%	7 4%	103 28%	21 5%	39 8%	19 8%	-	153 8%	-	-

## Marginals Poll - July 2010 - Lab/Con

### 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	1503	667	836	98	171	241	299	295	399	436	341	247	479	268	451	511	273	-
Weighted base	1971	958	1013	238	384	372	326	261	391	399	564	305	703	386	603	666	316	-
Conservative	139 7%	75 8%	63 6%	22 9%	39 10%	25 7%	16 5%	13 5%	24 6%	28 7%	47 8%	21 7%	44 6%	15 4%	39 6%	65 10%	19 6%	-
Labour	143 7%	69 7%	74 7%	18 7%	33 9%	33 9%	17 5%	20 8%	22 6%	26 6%	59 10%	16 5%	42 6%	25 6%	40 7%	56 8%	22 7%	-
Liberal Democrat	115 6%	58 6%	56 6%	12 5%	47 12%	14 4%	10 3%	22 9%	8 2%	36 9%	32 6%	21 7%	26 4%	30 8%	27 4%	37 6%	20 6%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	13 1%	7 1%	5 1%	-	2 *	1 *	4 1%	4 1%	2 1%	2 1%	2 *	2 *	7 1%	-	-	-	13 4%	-
The UK Independence Party	33 2%	25 3%	7 1%	5 2%	3 1%	10 3%	3 1%	4 2%	7 2%	6 2%	3 1%	10 3%	13 2%	5 1%	12 2%	15 2%	1 *	-
The Green Party	98 5%	48 5%	50 5%	11 5%	24 6%	19 5%	14 4%	13 5%	17 4%	27 7%	33 6%	7 2%	31 4%	32 8%	20 3%	34 5%	12 4%	-
The British National Party	12 1%	6 1%	7 1%	-	11 3%	-	-	1 1%	-	-	-	-	12 2%	5 1%	-	7 1%	-	-
An other party	17 1%	13 1%	4 *	-	2 *	4 1%	5 1%	4 2%	3 1%	7 2%	4 1%	1 *	5 1%	3 1%	7 1%	3 *	4 1%	-
Would not give a second preference	463 23%	201 21%	263 26%	35 15%	72 19%	63 17%	94 29%	69 27%	130 33%	86 22%	100 18%	75 25%	203 29%	88 23%	154 25%	138 21%	84 27%	-
Would not give a third preference	423 21%	215 22%	208 20%	58 24%	63 16%	96 26%	70 22%	52 20%	83 21%	99 25%	126 22%	57 19%	140 20%	86 22%	131 22%	139 21%	66 21%	-
Would not vote	217 11%	117 12%	100 10%	38 16%	46 12%	45 12%	34 10%	25 10%	29 7%	22 5%	64 11%	44 14%	87 12%	31 8%	73 12%	78 12%	35 11%	-
Refused	110 6%	52 5%	58 6%	10 4%	9 2%	20 5%	25 8%	20 8%	27 7%	23 6%	26 5%	20 7%	41 6%	17 5%	37 6%	40 6%	16 5%	-
Don't know	190 10%	72 8%	117 12%	28 12%	35 9%	41 11%	35 11%	12 4%	38 10%	37 9%	69 12%	31 10%	53 8%	50 13%	63 10%	54 8%	24 7%	-

## Marginals Poll - July 2010 - Lab/Con

### Fieldwork : July 9th-13th 2010

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	1503	379	427	148	297	377	398	196	-	1503	-	-
Weighted base	1971	462	570	193	367	443	512	243	-	1971	-	-
Conservative	139 7%	-	69 12%	31 16%	18 5%	3 1%	61 12%	35 14%	-	139 7%	-	-
Labour	143 7%	67 15%	2 *	35 18%	21 6%	60 14%	5 1%	44 18%	-	143 7%	-	-
Liberal Democrat	115 6%	45 10%	50 9%	1 1%	10 3%	38 9%	43 8%	6 2%	-	115 6%	-	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	13 1%	5 1%	4 1%	2 1%	2 *	5 1%	3 *	3 1%	-	13 1%	-	-
The UK Independence Party	33 2%	22 5%	6 1%	1 *	2 1%	19 4%	6 1%	4 2%	-	33 2%	-	-
The Green Party	98 5%	22 5%	37 6%	24 13%	9 3%	22 5%	27 5%	30 12%	-	98 5%	-	-
The British National Party	12 1%	5 1%	4 1%	-	3 1%	-	4 1%	-	-	12 1%	-	-
An other party	17 1%	5 1%	5 1%	2 1%	1 *	4 1%	5 1%	4 2%	-	17 1%	-	-
Would not give a second preference	463 23%	129 28%	195 34%	32 16%	60 16%	125 28%	180 35%	30 12%	-	463 23%	-	-
Would not give a third preference	423 21%	129 28%	164 29%	45 23%	40 11%	118 27%	121 24%	53 22%	-	423 21%	-	-
Would not vote	217 11%	-	-	-	-	7 2%	14 3%	5 2%	-	217 11%	-	-
Refused	110 6%	2 1%	5 1%	4 2%	95 26%	3 1%	2 *	2 1%	-	110 6%	-	-
Don't know	190 10%	32 7%	28 5%	15 8%	105 29%	40 9%	43 8%	27 11%	-	190 10%	-	-

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

Absolutes/col percents

Table 26

**Age****Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1971
18 - 24	98 7%	238 12%
25 - 34	171 11%	384 20%
35 - 44	241 16%	372 19%
45 - 54	299 20%	326 17%
55 - 64	295 20%	261 13%
65+	399 27%	391 20%

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

Absolutes/col percents

Table 27  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1971
Male	667 44%	958 49%
Female	836 56%	1013 51%

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

Absolutes/col percents

Table 28

**SEG****Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1971
A	95 6%	85 4%
B	341 23%	314 16%
C1	341 23%	564 29%
C2	247 16%	305 15%
D	172 11%	307 16%
E	307 20%	396 20%

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

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	1503	1503
Weighted base	1503	1971
Conservative	377 25%	443 22%
Labour	398 26%	512 26%
Liberal Democrat	196 13%	243 12%
Plaid Cymru	12 1%	17 1%
Another party	54 4%	82 4%
Did not vote	317 21%	494 25%
Refused	149 10%	181 9%