

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Absolutely certain to vote	(10) 623 62%	303 62%	319 62%	39 37%	85 51%	115 63%	119 69%	102 72%	163 70%	168 73%	200 62%	86 56%	169 56%	151 59%	60 69%	44 61%	289 61%	80 69%
	(9) 50 5%	29 6%	20 4%	8 8%	10 6%	7 4%	8 5%	4 3%	11 5%	10 4%	22 7%	8 5%	9 3%	12 5%	3 3%	5 7%	24 5%	6 5%
	(8) 94 9%	42 9%	52 10%	12 12%	19 11%	22 12%	13 8%	8 6%	20 9%	15 7%	36 11%	9 6%	35 11%	31 12%	7 8%	4 6%	42 9%	10 9%
	(7) 40 4%	17 4%	22 4%	9 9%	11 7%	7 4%	5 3%	4 3%	3 1%	8 3%	19 6%	7 5%	6 2%	11 4%	1 1%	2 3%	23 5%	2 2%
	(6) 21 2%	10 2%	11 2%	4 4%	3 2%	6 3%	3 2%	2 2%	3 1%	4 2%	7 2%	3 2%	7 2%	2 1%	3 3%	4 5%	11 2%	1 1%
	(5) 50 5%	21 4%	29 6%	8 8%	14 9%	5 3%	5 3%	4 3%	13 6%	9 4%	7 2%	12 8%	22 7%	17 7%	6 6%	5 6%	20 4%	3 2%
	(4) 10 1%	5 1%	5 1%	5 5%	- -	3 2%	1 *	1 1%	- -	* *	6 2%	4 2%	1 *	2 1%	- -	- -	8 2%	- -
	(3) 13 1%	5 1%	8 2%	4 3%	4 3%	2 1%	1 1%	1 1%	1 1%	2 1%	2 1%	4 3%	5 2%	2 1%	- -	2 3%	7 1%	2 2%
	(2) 13 1%	7 1%	6 1%	4 4%	3 2%	- -	3 2%	1 1%	2 1%	2 1%	5 1%	1 1%	5 2%	4 2%	1 1%	1 2%	6 1%	1 1%
Definitely would not vote	(1) 81 8%	42 9%	39 8%	10 9%	15 9%	15 8%	15 9%	11 8%	15 6%	10 5%	16 5%	16 11%	39 13%	20 8%	5 5%	4 6%	42 9%	11 9%
Refused	2 *	1 *	1 *	- -	1 1%	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	1 *	1 2%	- -	- -	- -
Don't know	5 *	3 1%	2 *	- -	2 1%	1 1%	- -	1 1%	* *	1 *	- -	1 *	3 1%	1 *	1 1%	* 1%	2 *	- -
Mean	8.31	8.31	8.31	7.15	7.83	8.41	8.52	8.64	8.73	8.91	8.60	7.82	7.78	8.24	8.75	8.30	8.21	8.53
Standard deviation	2.83	2.88	2.79	3.10	3.00	2.73	2.82	2.76	2.54	2.33	2.46	3.14	3.24	2.82	2.46	2.77	2.90	2.86
Standard error	0.07	0.11	0.10	0.34	0.23	0.17	0.16	0.17	0.12	0.10	0.15	0.22	0.15	0.15	0.23	0.25	0.11	0.21

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**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	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Absolutely certain to vote	(10) 623 62%	212 74%	100 70%	139 64%	131 62%	208 77%	62 77%	201 66%	-	-	-	623 62%
	(9) 50 5%	18 6%	7 5%	19 9%	4 2%	19 7%	1 2%	20 7%	-	-	-	50 5%
	(8) 94 9%	27 10%	17 12%	24 11%	20 9%	23 9%	9 11%	37 12%	-	-	-	94 9%
	(7) 40 4%	10 3%	4 3%	11 5%	11 5%	4 1%	2 3%	11 3%	-	-	-	40 4%
	(6) 21 2%	2 1%	3 2%	5 2%	10 5%	2 1%	2 3%	7 2%	-	-	-	21 2%
	(5) 50 5%	12 4%	8 5%	7 3%	15 7%	6 2%	1 1%	16 5%	-	-	-	50 5%
	(4) 10 1%	2 1%	1 *	2 1%	6 3%	1 *	-	3 1%	-	-	-	10 1%
	(3) 13 1%	1 *	1 1%	5 2%	4 2%	* *	-	2 1%	-	-	-	13 1%
	(2) 13 1%	-	3 2%	4 2%	6 3%	-	1 1%	2 1%	-	-	-	13 1%
Definitely would not vote	(1) 81 8%	-	-	-	-	9 3%	2 3%	7 2%	-	-	-	81 8%
Refused	2 *	-	-	-	2 1%	-	-	-	-	-	-	2 *
Don't know	5 *	-	-	-	5 2%	-	-	1 *	-	-	-	5 *
Mean	8.31	9.33	9.03	8.91	8.55	9.26	9.22	8.86	-	-	-	8.31
Standard deviation	2.83	1.40	1.84	1.91	2.26	1.86	1.85	2.07	-	-	-	2.83
Standard error	0.07	0.07	0.12	0.11	0.13	0.09	0.16	0.10	-	-	-	0.07

## Marginals Poll - July 2010 - LD/Con

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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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Conservative	284 28%	144 30%	140 27%	21 20%	38 23%	54 29%	43 25%	44 31%	84 36%	71 31%	100 31%	34 22%	80 27%	78 31%	24 27%	21 29%	133 28%	29 25%
Labour	144 14%	70 14%	74 14%	19 18%	25 15%	29 16%	21 12%	15 11%	35 15%	32 14%	50 16%	20 13%	42 14%	30 12%	19 22%	16 22%	65 14%	14 12%
Liberal Democrat	216 22%	101 21%	115 22%	32 30%	38 23%	37 20%	44 25%	27 19%	39 17%	61 27%	68 21%	36 24%	51 17%	64 25%	20 24%	17 24%	97 20%	18 16%
SNP	16 2%	7 1%	9 2%	- -	5 3%	1 *	2 1%	4 3%	4 2%	3 1%	5 2%	2 2%	5 2%	- -	- -	- -	- -	16 14%
Plaid Cymru	1 *	1 *	* *	1 1%	- -	- -	- -	* *	* *	* *	- -	1 1%	- -	- -	- -	- -	1 *	- -
The UK Independence Party	18 2%	15 3%	3 1%	1 1%	5 3%	4 2%	4 2%	3 2%	1 1%	3 1%	8 2%	6 4%	3 1%	5 2%	* *	* *	12 3%	- -
The Green Party	11 1%	6 1%	6 1%	- -	3 2%	3 2%	2 1%	1 1%	2 1%	5 2%	2 1%	1 1%	3 1%	3 1%	1 1%	- -	6 1%	2 1%
The British National Party	7 1%	4 1%	3 *	1 1%	2 1%	1 *	1 1%	2 1%	- -	- -	- -	2 1%	5 2%	- -	1 1%	- -	5 1%	2 1%
Some other party	9 1%	6 1%	3 1%	2 2%	- -	1 1%	3 2%	1 1%	2 1%	2 1%	4 1%	2 1%	2 1%	3 1%	- -	- -	6 1%	- -
Would not vote	81 8%	42 9%	39 8%	10 9%	15 9%	15 8%	15 9%	11 8%	15 6%	10 5%	16 5%	16 11%	39 13%	20 8%	5 5%	4 6%	42 9%	11 9%
Refused	81 8%	39 8%	42 8%	3 3%	12 7%	16 9%	11 6%	13 9%	26 11%	19 8%	26 8%	10 6%	27 9%	21 8%	8 10%	6 8%	39 8%	7 6%
Don't know	132 13%	51 11%	80 16%	14 13%	25 15%	23 12%	27 16%	20 14%	24 10%	23 10%	42 13%	22 15%	44 15%	29 11%	9 10%	7 10%	68 14%	19 16%

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	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	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Conservative	284 28%	284 100%	-	-	-	232 85%	2 2%	14 4%	-	-	-	284 28%
Labour	144 14%	-	144 100%	-	-	2 1%	62 77%	51 17%	-	-	-	144 14%
Liberal Democrat	216 22%	-	-	216 100%	-	4 2%	3 4%	171 56%	-	-	-	216 22%
SNP	16 2%	-	-	-	-	1 *	-	1 *	-	-	-	16 2%
Plaid Cymru	1 *	-	-	-	-	-	-	* *	-	-	-	1 *
The UK Independence Party	18 2%	-	-	-	-	* *	1 1%	1 *	-	-	-	18 2%
The Green Party	11 1%	-	-	-	-	-	-	6 2%	-	-	-	11 1%
The British National Party	7 1%	-	-	-	-	1 *	-	1 *	-	-	-	7 1%
Some other party	9 1%	-	-	-	-	* *	-	1 *	-	-	-	9 1%
Would not vote	81 8%	-	-	-	-	9 3%	2 3%	7 2%	-	-	-	81 8%
Refused	81 8%	-	-	-	81 38%	5 2%	-	6 2%	-	-	-	81 8%
Don't know	132 13%	-	-	-	132 62%	17 6%	10 12%	46 15%	-	-	-	132 13%

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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	840	380	460	38	87	140	170	159	246	339	161	110	229	205	68	68	394	106
Weighted base	545	274	272	49	83	103	98	80	133	141	186	75	143	137	52	39	251	67
Conservative	228 42%	116 43%	112 41%	13 26%	31 37%	44 43%	36 36%	37 47%	68 51%	60 42%	79 43%	27 35%	63 44%	61 44%	21 40%	18 46%	106 42%	23 35%
Labour	110 20%	53 19%	57 21%	12 24%	19 22%	22 22%	16 17%	12 16%	29 22%	25 18%	40 21%	14 18%	32 22%	23 17%	14 28%	9 24%	51 20%	12 19%
Liberal Democrat	162 30%	78 28%	85 31%	21 42%	25 30%	29 28%	37 38%	22 27%	29 22%	48 34%	52 28%	25 33%	37 26%	46 33%	15 29%	12 30%	75 30%	15 23%
SNP	13 2%	5 2%	8 3%	- -	4 5%	1 1%	2 2%	3 4%	4 3%	2 2%	4 2%	2 3%	4 3%	- -	- -	- -	- -	13 20%
Plaid Cymru	1 *	1 *	* *	1 1%	- -	- -	- -	* *	* *	* *	- -	1 1%	- -	- -	- -	- -	1 1%	- -
The UK Independence Party	12 2%	10 4%	2 1%	* *	3 4%	4 3%	3 3%	2 3%	1 *	2 1%	7 4%	3 4%	1 1%	3 2%	* *	* *	9 4%	- -
The Green Party	7 1%	4 1%	3 1%	- -	1 1%	2 2%	1 1%	1 2%	1 1%	4 3%	1 1%	1 1%	1 1%	2 1%	1 1%	- -	3 1%	1 2%
The British National Party	4 1%	2 1%	2 1%	1 3%	* *	1 1%	1 1%	1 1%	- -	- -	- -	2 3%	2 2%	- -	1 1%	- -	2 1%	1 2%
Some other party	6 1%	4 1%	3 1%	1 3%	- -	* *	2 2%	1 1%	2 1%	1 1%	3 1%	* 1%	2 1%	3 2%	- -	- -	3 1%	- -

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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**

	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	840	361	174	241	-	324	97	295	-	-	-	840
Weighted base	545	228	110	162	-	202	56	193	-	-	-	545
Conservative	228 42%	228 100%	-	-	-	195 96%	1 3%	9 5%	-	-	-	228 42%
Labour	110 20%	-	110 100%	-	-	1 1%	51 91%	41 21%	-	-	-	110 20%
Liberal Democrat	162 30%	-	-	162 100%	-	4 2%	3 5%	135 70%	-	-	-	162 30%
SNP	13 2%	-	-	-	-	1 1%	-	1 *	-	-	-	13 2%
Plaid Cymru	1 *	-	-	-	-	-	-	* *	-	-	-	1 *
The UK Independence Party	12 2%	-	-	-	-	* *	1 2%	1 *	-	-	-	12 2%
The Green Party	7 1%	-	-	-	-	-	-	4 2%	-	-	-	7 1%
The British National Party	4 1%	-	-	-	-	1 *	-	1 *	-	-	-	4 1%
Some other party	6 1%	-	-	-	-	* *	-	1 *	-	-	-	6 1%

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Absolutes/col percents

Table 4  
**Adjusted Voting Intention**

	<u>Total</u>
Total	569
Conservative	237 42%
Labour	114 20%
Liberal Democrat/ Liberal	173 30%
Scottish National Party/SNP	13 2%
Plaid Cymru	1 *
Other	31 5%

## Marginals Poll - July 2010 - LD/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	658	276	382	37	74	98	145	126	178	242	125	86	205	163	60	45	303	87
Weighted base	436	200	236	44	72	70	87	64	98	106	145	58	127	114	45	27	194	56
More likely	53 12%	28 14%	26 11%	6 13%	11 15%	8 12%	11 12%	6 10%	11 12%	13 13%	18 12%	5 9%	17 13%	16 14%	9 19%	3 11%	21 11%	5 9%
No difference	252 58%	115 57%	137 58%	33 73%	44 60%	42 60%	42 49%	39 61%	53 54%	63 59%	93 64%	32 56%	65 51%	65 57%	27 60%	11 40%	114 59%	36 64%
Less likely	122 28%	55 28%	67 28%	5 12%	18 25%	20 28%	31 36%	18 28%	30 30%	27 26%	32 22%	20 35%	43 33%	32 28%	9 20%	12 46%	55 28%	14 25%
Refused	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 *	- -	- -	- -	1 1%	- -
Don't know	7 2%	2 1%	6 2%	1 1%	- -	* 1%	3 3%	1 1%	3 3%	3 2%	2 1%	- -	3 2%	1 1%	* 1%	1 3%	3 2%	1 2%



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**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	658	27	186	260	102	-	136	455	-	-	-	658
Weighted base	436	18	115	176	70	-	80	306	-	-	-	436
More likely	53 12%	13 74%	3 2%	24 14%	8 12%	-	5 6%	38 12%	-	-	-	53 12%
No difference	252 58%	4 21%	57 50%	125 71%	43 61%	-	45 56%	187 61%	-	-	-	252 58%
Less likely	122 28%	-	53 46%	25 14%	17 24%	-	30 37%	75 25%	-	-	-	122 28%
Refused	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *
Don't know	7 2%	1 5%	1 1%	2 1%	2 3%	-	1 1%	4 1%	-	-	-	7 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)**

	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	640	295	345	22	57	109	112	124	216	232	120	76	212	143	55	54	302	86
Weighted base	402	208	194	27	55	79	63	64	114	91	133	50	128	92	38	31	186	55
More likely	39 10%	20 9%	19 10%	5 17%	6 12%	10 13%	6 10%	4 6%	7 6%	13 14%	14 11%	4 7%	8 6%	8 9%	5 13%	* 2%	23 12%	2 4%
No difference	261 65%	133 64%	128 66%	16 61%	35 64%	48 60%	38 61%	45 70%	78 69%	55 60%	88 66%	32 65%	86 67%	57 62%	23 59%	20 65%	123 66%	38 69%
Less likely	95 24%	54 26%	42 21%	6 22%	14 25%	19 24%	16 25%	15 23%	26 23%	22 24%	31 23%	13 26%	30 23%	26 28%	10 25%	10 31%	37 20%	14 25%
Refused	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -
Don't know	7 2%	2 1%	5 3%	- -	- -	2 2%	3 4%	- -	3 2%	2 2%	- -	1 2%	4 3%	1 1%	1 3%	1 2%	3 2%	1 2%

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**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	640	375	111	15	65	437	136	-	-	-	-	640
Weighted base	402	237	66	9	40	272	80	-	-	-	-	402
More likely	39 10%	26 11%	2 4%	5 52%	3 6%	29 11%	5 7%	-	-	-	-	39 10%
No difference	261 65%	178 75%	33 50%	3 35%	22 56%	199 73%	40 50%	-	-	-	-	261 65%
Less likely	95 24%	30 12%	30 46%	1 8%	13 33%	39 14%	34 42%	-	-	-	-	95 24%
Refused	* *	- -	- -	* 5%	- -	- -	- -	-	-	-	-	* *
Don't know	7 2%	4 2%	* *	- -	2 5%	5 2%	1 1%	-	-	-	-	7 2%

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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	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
NET: Well	683 68%	339 70%	345 67%	65 62%	114 67%	122 67%	120 69%	99 70%	163 71%	168 73%	220 68%	101 66%	195 65%	181 71%	60 69%	45 63%	322 68%	75 64%
Very well	(4) 109 11%	55 11%	54 11%	8 8%	15 9%	19 10%	16 9%	17 12%	35 15%	33 14%	36 11%	9 6%	32 11%	34 13%	13 15%	3 5%	49 10%	10 8%
Quite well	(3) 574 57%	284 58%	290 56%	57 55%	99 59%	104 57%	104 60%	82 58%	128 55%	135 59%	184 57%	92 61%	163 54%	147 58%	47 54%	42 58%	273 58%	65 56%
Quite badly	(2) 162 16%	79 16%	84 16%	26 25%	25 15%	34 18%	27 16%	21 15%	30 13%	30 13%	66 21%	20 13%	47 15%	38 15%	12 14%	14 20%	80 17%	18 16%
Very badly	(1) 70 7%	34 7%	37 7%	2 2%	11 7%	13 7%	15 8%	11 8%	18 8%	16 7%	14 4%	14 10%	26 9%	16 6%	4 5%	6 9%	34 7%	10 9%
NET: Badly	233 23%	113 23%	120 23%	28 27%	36 21%	47 25%	42 24%	33 23%	48 21%	46 20%	80 25%	35 23%	72 24%	54 21%	17 19%	21 29%	113 24%	28 24%
Don't know	86 9%	35 7%	51 10%	11 11%	19 11%	14 8%	12 7%	10 7%	21 9%	15 7%	21 7%	17 11%	33 11%	20 8%	10 12%	6 8%	37 8%	13 11%
Mean	2.79	2.80	2.78	2.76	2.78	2.76	2.75	2.80	2.86	2.86	2.81	2.70	2.75	2.85	2.89	2.64	2.78	2.72
Standard deviation	0.75	0.75	0.75	0.64	0.72	0.75	0.76	0.77	0.79	0.76	0.70	0.74	0.79	0.75	0.74	0.73	0.75	0.77
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.07	0.07	0.03	0.06

**Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
NET: Well	683 68%	265 93%	47 32%	169 78%	138 65%	247 91%	29 36%	209 68%	-	-	-	683 68%
Very well	(4) 109 11%	66 23%	2 1%	22 10%	17 8%	59 22%	2 3%	28 9%	-	-	-	109 11%
Quite well	(3) 574 57%	199 70%	45 31%	146 68%	121 57%	189 69%	27 34%	182 59%	-	-	-	574 57%
Quite badly	(2) 162 16%	8 3%	54 37%	33 15%	27 13%	12 4%	31 39%	54 18%	-	-	-	162 16%
Very badly	(1) 70 7%	1 *	33 23%	3 1%	12 6%	3 1%	16 19%	20 6%	-	-	-	70 7%
NET: Badly	233 23%	9 3%	87 60%	37 17%	39 18%	15 5%	47 58%	74 24%	-	-	-	233 23%
Don't know	86 9%	10 4%	11 7%	11 5%	35 17%	10 4%	4 6%	23 7%	-	-	-	86 9%
Mean	2.79	3.20	2.12	2.91	2.81	3.16	2.21	2.77	-	-	-	2.79
Standard deviation	0.75	0.49	0.79	0.57	0.70	0.54	0.80	0.72	-	-	-	0.75
Standard error	0.02	0.02	0.05	0.03	0.04	0.03	0.07	0.03	-	-	-	0.02

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Better	234 23%	130 27%	104 20%	21 20%	34 20%	38 21%	43 25%	38 27%	61 26%	73 32%	74 23%	28 19%	59 20%	59 23%	26 30%	15 21%	113 24%	22 19%
About the same	633 63%	284 58%	349 68%	78 74%	113 67%	120 65%	108 63%	81 57%	134 58%	128 56%	207 65%	102 67%	196 65%	157 62%	49 57%	47 65%	303 64%	77 66%
Worse	102 10%	58 12%	45 9%	6 5%	14 8%	23 12%	17 10%	18 13%	25 11%	23 10%	32 10%	17 11%	30 10%	30 12%	10 11%	7 10%	44 9%	11 10%
Refused	2 *	1 *	1 *	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	2 1%	1 *	- -	- -	1 *	1 *
Don't know	31 3%	14 3%	17 3%	1 1%	6 4%	4 2%	5 3%	5 3%	11 5%	6 2%	7 2%	5 3%	14 5%	8 3%	2 2%	3 4%	13 3%	6 5%

**Marginals Poll - July 2010 - LD/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**

	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	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Better	234 23%	110 39%	11 8%	56 26%	40 19%	102 37%	12 15%	66 22%	-	-	-	234 23%
About the same	633 63%	160 56%	89 62%	139 64%	145 68%	152 56%	52 65%	193 63%	-	-	-	633 63%
Worse	102 10%	9 3%	40 28%	16 7%	16 8%	12 4%	14 17%	40 13%	-	-	-	102 10%
Refused	2 *	-	-	-	1 1%	-	-	-	-	-	-	2 *
Don't know	31 3%	5 2%	3 2%	5 2%	11 5%	6 2%	2 3%	7 2%	-	-	-	31 3%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
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	189 19%	96 20%	92 18%	19 18%	41 24%	34 18%	30 17%	21 14%	45 19%	36 16%	53 17%	29 19%	70 23%	41 16%	17 20%	17 23%	87 18%	27 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	546 54%	252 52%	293 57%	56 54%	90 54%	108 59%	100 58%	76 54%	116 50%	127 55%	194 60%	81 53%	143 48%	141 55%	39 45%	42 58%	262 55%	63 54%
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	230 23%	125 26%	106 20%	24 23%	32 19%	37 20%	37 21%	40 28%	60 26%	60 26%	64 20%	36 24%	70 23%	62 24%	26 30%	12 17%	110 23%	20 17%
Refused	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -
Don't know	37 4%	13 3%	24 5%	6 5%	5 3%	5 3%	7 4%	5 4%	11 5%	5 2%	10 3%	6 4%	17 6%	10 4%	5 6%	2 2%	15 3%	6 5%



## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
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	189 19%	22 8%	54 38%	31 14%	36 17%	22 8%	38 47%	54 18%	-	-	-	189 19%
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	546 54%	170 60%	74 52%	117 54%	116 55%	160 59%	32 40%	172 56%	-	-	-	546 54%
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	230 23%	86 30%	13 9%	62 29%	49 23%	82 30%	7 9%	73 24%	-	-	-	230 23%
Refused	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *
Don't know	37 4%	6 2%	3 2%	5 2%	11 5%	8 3%	4 4%	7 2%	-	-	-	37 4%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
More	115 11%	54 11%	61 12%	16 16%	9 5%	23 12%	13 8%	15 10%	39 17%	18 8%	33 10%	19 13%	44 15%	31 12%	9 10%	8 11%	54 11%	13 11%
About the same	357 36%	172 35%	186 36%	47 45%	72 43%	51 28%	57 33%	48 34%	82 35%	75 33%	110 34%	64 42%	108 36%	100 39%	30 35%	21 29%	166 35%	41 35%
Less	464 46%	234 48%	230 45%	31 30%	74 44%	94 51%	99 58%	73 52%	92 40%	125 54%	160 50%	60 40%	119 40%	110 43%	41 47%	38 53%	219 46%	57 49%
Refused	2 *	2 *	-	-	1 *	-	-	-	1 1%	1 *	-	-	1 *	1 1%	-	-	1 *	-
Don't know	65 6%	25 5%	39 8%	10 9%	13 8%	15 8%	4 2%	5 4%	18 8%	10 4%	17 5%	9 6%	28 9%	13 5%	7 8%	5 7%	34 7%	6 5%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
More	115 11%	52 18%	8 5%	20 9%	19 9%	47 17%	2 3%	26 9%	-	-	-	115 11%
About the same	357 36%	85 30%	44 31%	86 40%	77 36%	84 31%	27 34%	102 33%	-	-	-	357 36%
Less	464 46%	135 47%	83 57%	97 45%	92 43%	128 47%	44 54%	160 52%	-	-	-	464 46%
Refused	2 *	-	-	-	2 1%	-	-	1 *	-	-	-	2 *
Don't know	65 6%	12 4%	9 6%	13 6%	22 10%	13 5%	7 9%	18 6%	-	-	-	65 6%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	597 60%	311 64%	286 55%	50 48%	83 49%	107 58%	111 64%	90 63%	156 68%	153 67%	199 62%	76 50%	170 56%	142 56%	55 64%	46 65%	287 61%	66 57%
Avoidable and unnecessary	384 38%	168 35%	215 42%	52 50%	82 49%	72 39%	60 35%	49 35%	68 30%	71 31%	117 37%	72 47%	123 41%	111 44%	28 32%	24 33%	174 37%	48 41%
Refused	2 *	- -	2 *	- -	- -	2 1%	- -	- -	- -	* *	1 *	- -	- -	* *	1 1%	- -	- -	- -
Don't know	20 2%	8 2%	13 2%	3 3%	3 2%	3 2%	2 1%	3 2%	7 3%	5 2%	4 1%	4 3%	7 2%	2 1%	3 3%	2 3%	12 3%	2 2%

**Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	597 60%	222 78%	59 41%	135 62%	113 53%	213 78%	34 43%	179 59%	-	-	-	597 60%
Avoidable and unnecessary	384 38%	57 20%	79 55%	78 36%	95 45%	54 20%	43 54%	119 39%	-	-	-	384 38%
Refused	2 *	- -	- -	1 1%	* *	- -	- -	2 1%	-	-	-	2 *
Don't know	20 2%	5 2%	6 4%	2 1%	4 2%	5 2%	3 3%	6 2%	-	-	-	20 2%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	724 72%	355 73%	369 72%	61 58%	120 71%	139 76%	125 72%	108 76%	172 74%	172 75%	252 78%	104 69%	196 65%	188 74%	56 65%	51 72%	344 73%	84 72%
Avoidable and unnecessary	231 23%	116 24%	116 22%	40 39%	45 27%	34 18%	41 24%	27 19%	45 19%	45 20%	58 18%	41 27%	87 29%	58 23%	27 31%	17 24%	104 22%	25 22%
Refused	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Don't know	46 5%	16 3%	29 6%	4 3%	4 2%	10 5%	7 4%	7 5%	15 6%	12 5%	10 3%	7 4%	17 6%	9 3%	3 4%	3 5%	23 5%	7 6%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	724 72%	246 86%	69 48%	166 77%	154 72%	237 87%	46 58%	221 72%	-	-	-	724 72%
Avoidable and unnecessary	231 23%	26 9%	68 47%	46 21%	41 19%	22 8%	32 40%	70 23%	-	-	-	231 23%
Refused	1 *	-	-	-	1 1%	1 *	-	-	-	-	-	1 *
Don't know	46 5%	12 4%	8 5%	4 2%	17 8%	12 5%	2 2%	15 5%	-	-	-	46 5%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	668 67%	343 70%	325 63%	57 55%	93 55%	122 67%	117 68%	103 73%	175 76%	148 65%	224 70%	89 58%	207 69%	161 63%	57 66%	52 72%	324 69%	73 63%
Avoidable and unnecessary	298 30%	129 27%	169 33%	43 42%	71 42%	55 30%	51 29%	34 24%	43 19%	75 33%	90 28%	59 39%	75 25%	82 32%	24 28%	19 26%	135 28%	39 33%
Refused	2 *	1 *	1 *	- -	- -	* *	* *	- -	1 *	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -
Don't know	35 3%	14 3%	21 4%	4 4%	4 2%	6 3%	5 3%	4 3%	12 5%	5 2%	6 2%	5 3%	19 6%	11 4%	4 4%	1 2%	14 3%	5 4%



## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	668 67%	237 83%	75 52%	138 64%	132 62%	228 84%	45 56%	191 62%	-	-	-	668 67%
Avoidable and unnecessary	298 30%	40 14%	65 45%	74 34%	66 31%	36 13%	31 39%	104 34%	-	-	-	298 30%
Refused	2 *	- -	* *	1 1%	* *	- -	* *	1 *	-	-	-	2 *
Don't know	35 3%	7 2%	4 3%	3 2%	14 7%	8 3%	4 5%	10 3%	-	-	-	35 3%

**Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	530 53%	263 54%	267 52%	43 41%	75 45%	89 49%	101 58%	94 66%	129 56%	128 56%	179 56%	74 49%	150 50%	130 51%	44 51%	43 59%	255 54%	58 50%
Avoidable and unnecessary	417 42%	194 40%	223 43%	54 52%	84 50%	88 48%	68 39%	43 31%	79 34%	88 39%	129 40%	69 46%	131 43%	112 44%	34 39%	29 40%	190 40%	52 45%
Don't know	55 6%	30 6%	26 5%	7 7%	9 5%	6 3%	5 3%	5 3%	24 10%	13 6%	13 4%	9 6%	20 7%	12 5%	9 10%	* 1%	28 6%	6 5%

**Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	530 53%	199 70%	52 36%	107 49%	109 51%	189 70%	29 37%	155 51%	-	-	-	530 53%
Avoidable and unnecessary	417 42%	64 22%	90 62%	101 47%	88 41%	65 24%	50 62%	138 45%	-	-	-	417 42%
Don't know	55 6%	22 8%	3 2%	8 4%	16 8%	18 7%	1 1%	12 4%	-	-	-	55 6%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	592 59%	302 62%	290 56%	52 50%	80 48%	110 60%	107 62%	96 68%	146 63%	140 61%	202 63%	83 55%	166 55%	142 56%	48 55%	43 60%	288 61%	71 61%
Avoidable and unnecessary	320 32%	161 33%	159 31%	42 41%	74 44%	56 30%	54 31%	33 24%	61 26%	70 31%	96 30%	56 37%	98 33%	87 34%	29 34%	23 31%	147 31%	35 30%
Refused	1 *	* *	1 *	- -	- -	- -	- -	1 *	* *	* *	- -	- -	1 *	- -	- -	- -	1 *	- -
Don't know	89 9%	23 5%	66 13%	10 9%	14 8%	18 10%	12 7%	12 8%	24 10%	18 8%	22 7%	14 9%	36 12%	26 10%	10 11%	6 8%	37 8%	11 9%

**Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	592 59%	193 68%	73 50%	141 65%	116 55%	185 68%	37 46%	197 64%	-	-	-	592 59%
Avoidable and unnecessary	320 32%	71 25%	63 44%	61 28%	67 32%	67 25%	37 46%	85 28%	-	-	-	320 32%
Refused	1 *	-	-	-	1 *	-	-	1 *	-	-	-	1 *
Don't know	89 9%	20 7%	9 6%	15 7%	28 13%	20 7%	6 8%	24 8%	-	-	-	89 9%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	808 81%	386 79%	422 82%	74 71%	133 79%	158 86%	142 82%	118 83%	182 79%	188 82%	281 88%	117 77%	222 74%	205 80%	66 76%	57 80%	387 82%	93 80%
Avoidable and unnecessary	163 16%	86 18%	77 15%	29 27%	27 16%	21 11%	27 16%	20 14%	39 17%	34 15%	34 10%	29 19%	66 22%	44 17%	19 21%	12 16%	68 14%	21 18%
Refused	3 *	2 *	2 *	- -	1 *	- -	- -	1 *	2 1%	1 *	1 *	* *	1 *	1 *	1 1%	- -	2 *	- -
Don't know	28 3%	13 3%	15 3%	1 1%	8 5%	4 2%	3 2%	3 2%	8 3%	6 2%	5 2%	6 4%	12 4%	5 2%	1 2%	3 4%	16 3%	2 2%

**Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	808 81%	248 87%	109 75%	168 78%	172 81%	236 87%	59 74%	240 78%	-	-	-	808 81%
Avoidable and unnecessary	163 16%	28 10%	32 22%	40 18%	37 17%	27 10%	20 25%	58 19%	-	-	-	163 16%
Refused	3 *	1 *	* *	2 1%	1 *	1 *	- -	2 1%	-	-	-	3 *
Don't know	28 3%	8 3%	3 2%	7 3%	3 1%	9 3%	1 1%	6 2%	-	-	-	28 3%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Unavoidable and necessary	396 40%	226 46%	170 33%	45 43%	58 34%	64 35%	64 37%	63 44%	102 44%	103 45%	116 36%	53 35%	124 41%	100 39%	30 35%	28 39%	193 41%	45 39%
Avoidable and unnecessary	526 52%	233 48%	293 57%	56 54%	95 56%	103 56%	97 56%	70 49%	105 45%	108 47%	177 55%	88 58%	153 51%	133 52%	46 53%	39 54%	245 52%	63 55%
Refused	2 *	2 *	- -	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	2 2%	- -	- -	- -
Don't know	79 8%	26 5%	53 10%	3 3%	15 9%	16 9%	12 7%	9 6%	24 10%	17 8%	27 8%	11 7%	24 8%	22 9%	8 10%	5 7%	35 7%	8 7%



## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Unavoidable and necessary	396 40%	159 56%	30 21%	74 34%	80 38%	151 56%	18 22%	98 32%	-	-	-	396 40%
Avoidable and unnecessary	526 52%	94 33%	111 77%	125 58%	112 53%	90 33%	59 74%	188 61%	-	-	-	526 52%
Refused	2 *	-	-	2 1%	-	-	-	1 *	-	-	-	2 *
Don't know	79 8%	32 11%	3 2%	16 7%	21 10%	30 11%	3 4%	19 6%	-	-	-	79 8%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	541 54%	258 53%	283 55%	62 60%	74 44%	94 51%	103 59%	85 60%	125 54%	130 57%	186 58%	72 47%	154 51%	142 56%	42 49%	34 47%	261 55%	62 54%
It's a coalition of convenience that doesn't really represent anything new or different	430 43%	216 44%	214 41%	41 40%	86 51%	86 47%	69 40%	53 37%	94 41%	96 42%	128 40%	75 49%	131 44%	109 43%	38 43%	36 50%	201 42%	47 41%
Refused	3 *	2 *	1 *	- -	1 1%	- -	1 *	* *	1 *	* *	- -	2 1%	1 *	1 *	* *	- -	2 *	- -
Don't know	28 3%	10 2%	18 3%	1 1%	8 5%	3 2%	* *	4 3%	12 5%	2 1%	7 2%	4 3%	15 5%	4 1%	6 7%	2 3%	10 2%	6 6%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	541 54%	208 73%	35 24%	135 62%	110 52%	187 69%	26 32%	163 53%	-	-	-	541 54%
It's a coalition of convenience that doesn't really represent anything new or different	430 43%	65 23%	104 72%	81 37%	92 43%	76 28%	53 66%	135 44%	-	-	-	430 43%
Refused	3 *	1 *	-	-	2 1%	1 *	-	*	-	-	-	3 *
Don't know	28 3%	10 4%	6 4%	1 1%	9 4%	9 3%	2 2%	8 2%	-	-	-	28 3%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
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	643 64%	330 68%	312 61%	57 55%	92 55%	124 68%	119 69%	96 67%	154 67%	153 67%	228 71%	89 59%	172 57%	174 68%	53 61%	40 56%	302 64%	74 64%
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	339 34%	148 30%	192 37%	45 43%	74 44%	57 31%	50 29%	44 31%	69 30%	71 31%	89 28%	61 40%	117 39%	74 29%	33 38%	29 40%	164 35%	40 34%
Refused	1 *	1 *	* *	- -	- -	* *	1 1%	- -	- -	* *	1 *	- -	- -	1 1%	- -	- -	- -	- -
Don't know	19 2%	8 2%	11 2%	2 2%	2 1%	2 1%	2 1%	3 2%	8 3%	4 2%	3 1%	1 1%	11 3%	6 2%	1 1%	3 4%	7 2%	2 2%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
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	643 64%	246 86%	38 26%	149 69%	138 65%	240 88%	26 32%	190 62%	-	-	-	643 64%
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	339 34%	35 12%	104 72%	64 29%	67 31%	29 11%	52 64%	111 36%	-	-	-	339 34%
Refused	1 *	-	-	1 *	* *	-	-	1 *	-	-	-	1 *
Don't know	19 2%	3 1%	2 2%	2 1%	8 4%	3 1%	3 4%	3 1%	-	-	-	19 2%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	336 34%	191 39%	145 28%	30 29%	47 28%	66 36%	59 34%	51 36%	83 36%	99 43%	120 37%	40 26%	76 25%	90 35%	27 31%	23 32%	160 34%	36 31%
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	631 63%	282 58%	349 68%	71 68%	118 70%	114 62%	112 65%	85 60%	132 57%	124 54%	191 59%	106 70%	210 70%	158 62%	53 62%	47 66%	296 62%	77 66%
Refused	3 *	2 *	1 *	- -	- -	- -	1 *	- -	2 1%	- -	1 *	1 *	1 *	1 *	1 1%	1 1%	1 *	- -
Don't know	33 3%	12 2%	21 4%	3 3%	4 3%	4 2%	2 1%	5 4%	14 6%	6 3%	9 3%	5 3%	13 4%	6 3%	5 6%	1 2%	17 4%	3 2%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	336 34%	161 57%	15 10%	68 32%	69 32%	151 55%	10 12%	85 28%	-	-	-	336 34%
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	631 63%	111 39%	126 87%	143 66%	136 64%	107 39%	68 84%	214 70%	-	-	-	631 63%
Refused	3 *	1 *	-	1 1%	1 *	1 *	-	1 *	-	-	-	3 *
Don't know	33 3%	11 4%	4 3%	5 2%	7 3%	13 5%	3 4%	5 2%	-	-	-	33 3%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	478 48%	236 49%	242 47%	43 41%	66 39%	91 50%	83 48%	68 48%	127 55%	116 51%	170 53%	63 41%	130 43%	124 49%	37 42%	31 43%	235 50%	51 44%
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	482 48%	232 48%	250 49%	60 57%	96 57%	88 48%	85 49%	66 46%	88 38%	106 47%	140 44%	83 54%	153 51%	121 48%	47 54%	38 54%	213 45%	62 54%
Refused	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	* *	- -	1 *	1 *	1 *	* *	- -	1 *	- -
Don't know	41 4%	18 4%	23 4%	2 2%	7 4%	5 3%	4 2%	8 5%	16 7%	6 2%	11 4%	6 4%	17 6%	9 4%	3 3%	2 3%	24 5%	2 2%



## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	478 48%	217 76%	16 11%	106 49%	99 46%	205 75%	9 11%	128 42%	-	-	-	478 48%
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	482 48%	54 19%	127 88%	106 49%	96 45%	51 19%	69 86%	169 55%	-	-	-	482 48%
Refused	2 *	2 1%	-	-	1 *	2 1%	-	-	-	-	-	2 *
Don't know	41 4%	12 4%	1 1%	4 2%	18 9%	15 5%	2 2%	8 3%	-	-	-	41 4%

**Marginals Poll - July 2010 - LD/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	353	447	37	84	128	158	158	236	334	154	100	212	189	64	68	388	90
Weighted base	519	254	265	47	79	95	93	80	126	138	178	68	134	129	47	39	249	55
Conservative	268	136	132	15	34	54	42	44	79	65	96	33	74	67	22	21	128	30
	52%	54%	50%	31%	43%	57%	46%	56%	62%	47%	54%	49%	55%	52%	47%	53%	51%	55%
Liberal Democrat	251	118	134	32	45	41	50	35	47	73	82	35	61	62	25	18	121	25
	48%	46%	50%	69%	57%	43%	54%	44%	38%	53%	46%	51%	45%	48%	53%	47%	49%	45%

**Marginals Poll - July 2010 - LD/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**

	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	800	358	92	234	84	341	51	293	-	-	-	800
Weighted base	519	226	62	159	50	212	30	194	-	-	-	519
Conservative	268	222	7	7	24	207	6	19	-	-	-	268
	52%	98%	12%	4%	47%	97%	19%	10%	-	-	-	52%
Liberal Democrat	251	4	54	152	27	5	24	175	-	-	-	251
	48%	2%	88%	96%	53%	3%	81%	90%	-	-	-	48%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Conservative	322 32%	160 33%	162 31%	27 26%	41 25%	64 35%	49 29%	48 34%	92 40%	73 32%	119 37%	40 26%	90 30%	82 32%	26 30%	23 32%	156 33%	34 29%
Labour	155 15%	74 15%	81 16%	17 17%	29 17%	28 15%	28 16%	18 13%	35 15%	41 18%	49 15%	18 12%	48 16%	32 12%	19 22%	20 28%	71 15%	14 12%
Liberal Democrat	243 24%	113 23%	131 25%	36 34%	41 24%	37 20%	48 28%	34 24%	48 21%	66 29%	75 23%	40 26%	63 21%	67 26%	24 27%	17 24%	113 24%	22 19%
SNP	16 2%	8 2%	9 2%	- -	5 3%	1 1%	1 1%	4 3%	4 2%	3 1%	5 2%	3 2%	5 2%	- -	- -	- -	- -	16 14%
Plaid Cymru	2 *	2 *	* *	1 1%	- -	- -	* *	* *	* *	* *	- -	1 1%	* *	- -	- -	- -	2 *	- -
The UK Independence Party	20 2%	16 3%	4 1%	1 1%	3 2%	5 3%	3 2%	3 2%	4 2%	2 1%	6 2%	6 4%	6 2%	6 2%	2 2%	* *	11 2%	1 1%
The Green Party	11 1%	5 1%	6 1%	- -	2 1%	2 1%	2 1%	2 1%	2 1%	3 1%	3 1%	1 1%	4 1%	5 2%	1 1%	- -	5 1%	1 1%
The British National Party	4 *	3 1%	1 *	3 3%	- -	- -	1 *	1 *	- -	- -	- -	3 2%	1 *	1 *	- -	- -	2 *	1 1%
Some other party	7 1%	5 1%	2 *	2 2%	- -	- -	3 2%	- -	2 1%	1 *	4 1%	2 1%	* *	2 1%	- -	- -	4 1%	1 1%
Would not vote	81 8%	42 9%	39 8%	10 9%	15 9%	15 8%	15 9%	11 8%	15 6%	10 5%	16 5%	16 11%	39 13%	20 8%	5 5%	4 6%	42 9%	11 9%
Refused	64 6%	30 6%	34 7%	- -	12 7%	15 8%	8 5%	11 8%	18 8%	15 7%	18 6%	9 6%	22 7%	14 6%	6 7%	5 7%	31 7%	8 7%
Don't know	77 8%	30 6%	47 9%	7 7%	19 11%	16 9%	13 8%	8 6%	13 5%	15 7%	26 8%	13 9%	23 8%	25 10%	4 5%	2 3%	36 8%	9 8%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Conservative	322 32%	275 97%	3 2%	9 4%	31 14%	243 89%	3 4%	24 8%	-	-	-	322 32%
Labour	155 15%	1 *	127 88%	10 5%	15 7%	3 1%	63 78%	54 18%	-	-	-	155 15%
Liberal Democrat	243 24%	4 1%	9 6%	191 88%	34 16%	5 2%	4 5%	189 62%	-	-	-	243 24%
SNP	16 2%	-	-	-	1 1%	1 *	-	1 *	-	-	-	16 2%
Plaid Cymru	2 *	-	-	-	-	-	-	1 *	-	-	-	2 *
The UK Independence Party	20 2%	1 *	-	-	2 1%	1 *	1 1%	-	-	-	-	20 2%
The Green Party	11 1%	-	-	1 *	2 1%	-	* *	4 1%	-	-	-	11 1%
The British National Party	4 *	-	-	-	1 1%	1 *	1 1%	1 *	-	-	-	4 *
Some other party	7 1%	-	-	* *	1 1%	* *	- -	- -	-	-	-	7 1%
Would not vote	81 8%	-	-	-	-	9 3%	2 3%	7 2%	-	-	-	81 8%
Refused	64 6%	1 *	2 2%	1 *	59 28%	2 1%	1 1%	5 2%	-	-	-	64 6%
Don't know	77 8%	2 1%	2 1%	4 2%	66 31%	8 3%	5 7%	21 7%	-	-	-	77 8%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Conservative	104 10%	48 10%	56 11%	9 9%	16 9%	19 11%	20 12%	15 10%	25 11%	31 13%	27 8%	17 11%	29 10%	27 10%	9 10%	8 12%	49 10%	12 10%
Labour	105 10%	56 11%	50 10%	23 22%	19 11%	14 8%	18 11%	15 10%	15 7%	25 11%	41 13%	17 11%	23 8%	28 11%	12 14%	7 10%	44 9%	14 12%
Liberal Democrat	288 29%	135 28%	153 30%	26 25%	46 28%	59 32%	53 31%	38 27%	65 28%	71 31%	113 35%	30 20%	73 24%	67 26%	29 34%	23 31%	144 30%	25 22%
SNP	11 1%	5 1%	6 1%	- -	1 1%	3 2%	2 1%	2 1%	3 1%	4 2%	2 1%	1 *	4 1%	- -	- -	- -	- -	11 9%
Plaid Cymru	4 *	2 *	2 *	- -	1 1%	1 *	1 1%	* *	1 1%	1 *	1 *	1 *	1 *	- -	- -	- -	4 1%	- -
The UK Independence Party	20 2%	11 2%	9 2%	1 1%	3 2%	5 2%	2 1%	4 3%	5 2%	4 2%	6 2%	5 3%	6 2%	7 3%	2 2%	2 2%	10 2%	- -
The Green Party	33 3%	20 4%	12 2%	5 5%	4 2%	4 2%	7 4%	5 3%	7 3%	11 5%	7 2%	3 2%	12 4%	8 3%	6 7%	* 1%	15 3%	3 3%
The British National Party	8 1%	7 1%	1 *	3 3%	1 *	3 1%	1 1%	- -	1 *	1 *	3 1%	3 2%	1 *	2 1%	- -	1 2%	4 1%	1 1%
An other party	11 1%	7 1%	4 1%	3 3%	2 1%	1 1%	3 2%	1 1%	1 *	2 1%	4 1%	2 2%	2 1%	6 2%	- -	- -	5 1%	1 1%
Would not give a second preference	174 17%	79 16%	95 18%	13 13%	22 13%	25 14%	25 14%	28 20%	60 26%	35 15%	51 16%	30 19%	59 20%	46 18%	9 11%	15 21%	82 17%	21 18%
Would not vote	81 8%	42 9%	39 8%	10 9%	15 9%	15 8%	15 9%	11 8%	15 6%	10 5%	16 5%	16 11%	39 13%	20 8%	5 5%	4 6%	42 9%	11 9%
Refused	73 7%	36 7%	37 7%	2 2%	14 8%	15 8%	9 5%	13 9%	20 9%	17 8%	20 6%	12 8%	24 8%	17 7%	8 10%	5 8%	32 7%	10 8%
Don't know	91 9%	38 8%	52 10%	7 7%	23 14%	19 11%	17 10%	10 7%	13 6%	16 7%	30 9%	17 11%	27 9%	27 11%	6 7%	6 8%	42 9%	9 8%

## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Conservative	104 10%	6 2%	8 6%	72 33%	11 5%	8 3%	5 7%	67 22%	-	-	-	104 10%
Labour	105 10%	7 2%	10 7%	63 29%	16 7%	4 2%	5 6%	70 23%	-	-	-	105 10%
Liberal Democrat	288 29%	167 59%	63 44%	18 8%	25 12%	147 54%	26 33%	55 18%	-	-	-	288 29%
SNP	11 1%	4 1%	3 2%	2 1%	1 *	4 1%	2 2%	4 1%	-	-	-	11 1%
Plaid Cymru	4 *	- -	1 1%	1 *	1 *	- -	1 1%	2 1%	-	-	-	4 *
The UK Independence Party	20 2%	10 4%	1 1%	4 2%	1 1%	10 4%	* *	5 2%	-	-	-	20 2%
The Green Party	33 3%	5 2%	9 6%	13 6%	2 1%	5 2%	4 5%	22 7%	-	-	-	33 3%
The British National Party	8 1%	1 *	3 2%	- -	- -	1 *	1 1%	- -	-	-	-	8 1%
An other party	11 1%	3 1%	3 2%	4 2%	- -	3 1%	2 2%	4 1%	-	-	-	11 1%
Would not give a second preference	174 17%	70 25%	34 23%	29 13%	28 13%	64 24%	20 25%	38 12%	-	-	-	174 17%
Would not vote	81 8%	- -	- -	- -	- -	9 3%	2 3%	7 2%	-	-	-	81 8%
Refused	73 7%	3 1%	4 3%	2 1%	63 29%	5 2%	3 4%	8 2%	-	-	-	73 7%
Don't know	91 9%	8 3%	4 3%	9 4%	67 31%	12 5%	8 10%	24 8%	-	-	-	91 9%

## Marginals Poll - July 2010 - LD/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	1500	659	841	84	174	245	294	276	427	536	283	210	471	359	117	120	722	182
Weighted base	1002	487	516	105	169	183	173	142	232	229	321	152	300	255	86	72	473	116
Conservative	67 7%	35 7%	33 6%	7 7%	14 8%	12 7%	10 6%	9 6%	14 6%	15 7%	25 8%	9 6%	18 6%	14 6%	8 10%	8 10%	32 7%	5 5%
Labour	85 8%	38 8%	47 9%	12 12%	10 6%	16 9%	22 13%	9 6%	16 7%	23 10%	30 9%	14 9%	18 6%	24 10%	9 10%	5 8%	35 7%	11 10%
Liberal Democrat	32 3%	19 4%	13 2%	5 5%	3 2%	6 3%	4 2%	9 6%	5 2%	5 2%	9 3%	6 4%	11 4%	6 3%	1 2%	5 7%	12 3%	7 6%
SNP	11 1%	6 1%	5 1%	- -	1 1%	3 2%	2 1%	2 1%	3 1%	1 *	4 1%	2 1%	4 1%	- -	- -	- -	- -	11 9%
Plaid Cymru	1 *	1 *	1 *	- -	- -	1 *	* *	* *	* *	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -
The UK Independence Party	21 2%	11 2%	10 2%	2 2%	1 *	3 2%	6 4%	2 1%	7 3%	6 3%	5 2%	2 2%	7 2%	2 1%	3 3%	1 2%	13 3%	2 1%
The Green Party	63 6%	33 7%	30 6%	8 7%	13 8%	15 8%	13 8%	7 5%	7 3%	20 9%	25 8%	7 4%	10 3%	15 6%	11 12%	2 2%	34 7%	1 1%
The British National Party	8 1%	7 1%	1 *	- -	3 2%	* *	1 1%	2 1%	1 1%	* *	3 1%	* *	4 1%	1 1%	- -	1 1%	6 1%	- -
An other party	14 1%	7 2%	7 1%	2 2%	1 1%	1 1%	2 1%	3 2%	4 2%	5 2%	4 1%	2 1%	4 1%	5 2%	1 1%	* *	7 1%	1 *
Would not give a second preference	174 17%	79 16%	95 18%	13 13%	22 13%	25 14%	25 14%	28 20%	60 26%	35 15%	51 16%	30 19%	59 20%	46 18%	9 11%	15 21%	82 17%	21 18%
Would not give a third preference	248 25%	113 23%	135 26%	32 31%	34 20%	47 26%	40 23%	32 22%	62 27%	67 29%	81 25%	30 20%	70 23%	66 26%	23 26%	17 23%	116 25%	26 23%
Would not vote	81 8%	42 9%	39 8%	10 9%	15 9%	15 8%	15 9%	11 8%	15 6%	10 5%	16 5%	16 11%	39 13%	20 8%	5 5%	4 6%	42 9%	11 9%
Refused	79 8%	40 8%	39 8%	3 3%	16 10%	15 8%	9 5%	13 9%	21 9%	18 8%	22 7%	12 8%	27 9%	18 7%	8 10%	6 8%	36 8%	10 9%
Don't know	119 12%	56 11%	63 12%	10 9%	34 20%	23 13%	23 13%	14 10%	16 7%	23 10%	45 14%	21 14%	30 10%	36 14%	8 9%	8 11%	57 12%	10 9%



## Marginals Poll - July 2010 - LD/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	1500	442	223	313	319	437	136	455	-	-	-	1500
Weighted base	1002	284	144	216	213	272	80	306	-	-	-	1002
Conservative	67 7%	-	23 16%	31 14%	10 5%	2 1%	5 7%	42 14%	-	-	-	67 7%
Labour	85 8%	37 13%	-	36 17%	10 5%	35 13%	* *	38 13%	-	-	-	85 8%
Liberal Democrat	32 3%	10 4%	11 8%	-	4 2%	9 3%	7 8%	8 3%	-	-	-	32 3%
SNP	11 1%	4 1%	2 1%	4 2%	2 1%	3 1%	1 1%	4 1%	-	-	-	11 1%
Plaid Cymru	1 *	1 *	* *	* *	-	1 *	-	1 *	-	-	-	1 *
The UK Independence Party	21 2%	15 5%	2 1%	2 1%	1 *	15 6%	* 1%	4 1%	-	-	-	21 2%
The Green Party	63 6%	14 5%	16 11%	23 11%	3 2%	11 4%	7 9%	31 10%	-	-	-	63 6%
The British National Party	8 1%	1 *	* *	* *	-	2 1%	1 1%	* *	-	-	-	8 1%
An other party	14 1%	4 1%	2 1%	6 3%	1 *	4 2%	2 2%	7 2%	-	-	-	14 1%
Would not give a second preference	174 17%	70 25%	34 23%	29 13%	28 13%	64 24%	20 25%	38 12%	-	-	-	174 17%
Would not give a third preference	248 25%	101 35%	41 29%	67 31%	22 10%	89 33%	22 28%	84 27%	-	-	-	248 25%
Would not vote	81 8%	-	-	-	-	9 3%	2 3%	7 2%	-	-	-	81 8%
Refused	79 8%	6 2%	4 3%	2 1%	65 31%	8 3%	3 4%	10 3%	-	-	-	79 8%
Don't know	119 12%	21 7%	8 5%	16 7%	69 32%	20 7%	9 11%	33 11%	-	-	-	119 12%

**Marginals Poll - July 2010 - LD/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	1500	1500
Weighted base	1500	1002
18 - 24	84 6%	105 10%
25 - 34	174 12%	169 17%
35 - 44	245 16%	183 18%
45 - 54	294 20%	173 17%
55 - 64	276 18%	142 14%
65+	427 28%	232 23%

**Marginals Poll - July 2010 - LD/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	1500	1500
Weighted base	1500	1002
Male	659 44%	487 49%
Female	841 56%	516 51%

**Marginals Poll - July 2010 - LD/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	1500	1500
Weighted base	1500	1002
A	170 11%	75 7%
B	366 24%	154 15%
C1	283 19%	321 32%
C2	210 14%	152 15%
D	128 9%	97 10%
E	343 23%	203 20%

**Marginals Poll - July 2010 - LD/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	1500	1500
Weighted base	1500	1002
Conservative	437 29%	272 27%
Labour	136 9%	80 8%
Liberal Democrat	455 30%	306 31%
SNP	23 2%	17 2%
Plaid Cymru	1 *	* *
Another party	43 3%	32 3%
Did not vote	248 17%	202 20%
Refused	157 10%	93 9%