

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Absolutely certain to vote	(10) 3587 60%	1751 60%	1837 60%	263 40%	573 52%	671 59%	653 64%	575 70%	851 67%	942 71%	1093 61%	470 51%	1082 55%	743 60%	1018 58%	864 60%	883 61%	80 69%
	(9) 334 6%	163 6%	171 6%	54 8%	72 7%	55 5%	54 5%	35 4%	64 5%	58 4%	130 7%	54 6%	91 5%	65 5%	112 6%	73 5%	78 5%	6 5%
	(8) 468 8%	235 8%	233 8%	54 8%	90 8%	105 9%	74 7%	53 6%	93 7%	90 7%	135 7%	89 10%	154 8%	101 8%	134 8%	105 7%	118 8%	10 9%
	(7) 263 4%	109 4%	154 5%	50 8%	65 6%	48 4%	36 4%	29 4%	34 3%	49 4%	107 6%	37 4%	70 4%	75 6%	67 4%	67 5%	52 4%	2 2%
	(6) 140 2%	75 3%	65 2%	31 5%	24 2%	27 2%	21 2%	14 2%	23 2%	26 2%	31 2%	18 2%	65 3%	43 4%	45 3%	21 1%	30 2%	1 1%
	(5) 381 6%	160 5%	221 7%	64 10%	88 8%	71 6%	52 5%	33 4%	73 6%	53 4%	103 6%	79 9%	146 7%	74 6%	127 7%	104 7%	74 5%	3 2%
	(4) 74 1%	34 1%	40 1%	17 3%	18 2%	15 1%	8 1%	7 1%	9 1%	7 1%	25 1%	16 2%	26 1%	19 2%	12 1%	23 2%	20 1%	- -
	(3) 115 2%	54 2%	61 2%	30 4%	29 3%	25 2%	13 1%	4 1%	14 1%	18 1%	30 2%	21 2%	45 2%	17 1%	36 2%	30 2%	30 2%	2 2%
	(2) 63 1%	30 1%	33 1%	10 2%	12 1%	11 1%	15 1%	9 1%	7 1%	6 *	17 1%	10 1%	30 2%	11 1%	25 1%	6 *	20 1%	1 1%
Definitely would not vote	(1) 532 9%	283 10%	249 8%	85 13%	122 11%	101 9%	91 9%	55 7%	79 6%	69 5%	125 7%	110 12%	228 12%	82 7%	163 9%	142 10%	135 9%	11 9%
Refused	7 *	1 *	5 *	- -	1 *	1 *	1 *	1 *	2 *	- -	3 *	1 *	2 *	2 *	2 *	2 *	- -	- -
Don't know	38 1%	22 1%	15 1%	2 *	9 1%	4 *	6 1%	5 1%	13 1%	3 *	8 *	8 1%	18 1%	8 1%	10 1%	11 1%	9 1%	- -
Mean	8.14	8.12	8.16	7.09	7.73	8.11	8.30	8.67	8.62	8.79	8.34	7.65	7.75	8.30	8.05	8.07	8.15	8.53
Standard deviation	2.93	2.99	2.88	3.23	3.12	2.94	2.91	2.62	2.59	2.43	2.72	3.19	3.20	2.70	2.99	3.00	2.98	2.86
Standard error	0.04	0.06	0.05	0.17	0.12	0.09	0.08	0.08	0.07	0.05	0.08	0.11	0.08	0.08	0.08	0.08	0.07	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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Absolutely certain to vote	(10) 3587 60%	1168 74%	980 69%	490 62%	702 57%	1180 76%	868 72%	719 67%	1192 59%	1141 58%	632 63%	623 62%
	(9) 334 6%	97 6%	96 7%	67 9%	60 5%	89 6%	73 6%	71 7%	131 6%	102 5%	52 5%	50 5%
	(8) 468 8%	123 8%	112 8%	89 11%	109 9%	113 7%	85 7%	116 11%	144 7%	155 8%	74 7%	94 9%
	(7) 263 4%	50 3%	62 4%	48 6%	85 7%	42 3%	47 4%	58 5%	98 5%	80 4%	45 4%	40 4%
	(6) 140 2%	31 2%	36 3%	18 2%	44 4%	17 1%	28 2%	22 2%	42 2%	52 3%	25 3%	21 2%
	(5) 381 6%	87 5%	94 7%	43 5%	108 9%	61 4%	43 4%	41 4%	136 7%	138 7%	57 6%	50 5%
	(4) 74 1%	7 *	17 1%	12 2%	24 2%	7 *	8 1%	13 1%	30 1%	22 1%	12 1%	10 1%
	(3) 115 2%	16 1%	15 1%	17 2%	41 3%	4 *	9 1%	11 1%	51 3%	30 2%	21 2%	13 1%
	(2) 63 1%	8 1%	18 1%	6 1%	19 2%	5 *	7 1%	6 1%	14 1%	23 1%	12 1%	13 1%
Definitely would not vote	(1) 532 9%	- -	- -	- -	- -	39 3%	26 2%	19 2%	168 8%	217 11%	67 7%	81 8%
Refused	7 *	- -	- -	- -	7 1%	- -	- -	- -	2 *	1 *	1 *	2 *
Don't know	38 1%	- -	- -	- -	38 3%	4 *	11 1%	2 *	16 1%	11 1%	6 1%	5 *
Mean	8.14	9.20	8.97	8.84	8.47	9.18	9.07	8.94	8.14	7.94	8.36	8.31
Standard deviation	2.93	1.63	1.87	1.89	2.23	1.91	1.96	1.96	2.90	3.09	2.75	2.83
Standard error	0.04	0.04	0.05	0.06	0.06	0.05	0.06	0.05	0.08	0.08	0.07	0.07

Prepared by Populus



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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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Conservative	1586 26%	793 27%	792 26%	133 20%	264 24%	272 24%	255 25%	233 28%	429 34%	404 31%	494 27%	243 27%	445 23%	321 26%	477 27%	373 26%	386 27%	29 25%
Labour	1430 24%	689 24%	741 24%	159 24%	295 27%	298 26%	219 21%	182 22%	277 22%	333 25%	411 23%	180 20%	507 26%	291 23%	435 25%	417 29%	273 19%	14 12%
Liberal Democrat	791 13%	359 12%	432 14%	123 19%	149 14%	147 13%	140 14%	104 13%	127 10%	214 16%	267 15%	109 12%	201 10%	208 17%	173 10%	153 11%	238 16%	18 16%
SNP	16 *	7 *	9 *	- -	5 *	1 *	2 *	4 *	4 *	3 *	5 *	2 *	5 *	- -	- -	- -	- -	16 14%
Plaid Cymru	26 *	18 1%	9 *	2 *	9 1%	6 1%	2 *	2 *	6 *	5 *	2 *	9 1%	11 1%	- -	- -	- -	26 2%	- -
The UK Independence Party	103 2%	77 3%	26 1%	14 2%	13 1%	17 1%	20 2%	18 2%	21 2%	14 1%	33 2%	25 3%	31 2%	17 1%	33 2%	17 1%	36 2%	- -
The Green Party	154 3%	80 3%	73 2%	12 2%	37 3%	46 4%	25 2%	20 2%	13 1%	37 3%	64 4%	11 1%	42 2%	37 3%	51 3%	36 2%	28 2%	2 1%
The British National Party	72 1%	52 2%	21 1%	21 3%	15 1%	11 1%	8 1%	8 1%	8 1%	7 1%	16 1%	20 2%	29 1%	7 1%	35 2%	18 1%	11 1%	2 1%
Some other party	59 1%	36 1%	22 1%	5 1%	3 *	21 2%	13 1%	5 1%	11 1%	10 1%	21 1%	4 *	24 1%	18 1%	12 1%	13 1%	16 1%	- -
Would not vote	532 9%	283 10%	249 8%	85 13%	122 11%	101 9%	91 9%	55 7%	79 6%	69 5%	125 7%	110 12%	228 12%	82 7%	163 9%	142 10%	135 9%	11 9%
Refused	422 7%	194 7%	228 7%	19 3%	51 5%	71 6%	88 9%	74 9%	120 9%	85 6%	142 8%	54 6%	141 7%	86 7%	130 7%	98 7%	101 7%	7 6%
Don't know	812 14%	332 11%	480 16%	86 13%	140 13%	145 13%	160 16%	116 14%	166 13%	143 11%	226 13%	148 16%	295 15%	172 14%	242 14%	182 13%	197 14%	19 16%

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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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Conservative	1586 26%	1586 100%	-	-	-	1290 83%	26 2%	61 6%	538 27%	462 23%	301 30%	284 28%
Labour	1430 24%	-	1430 100%	-	-	13 1%	960 80%	160 15%	558 28%	570 29%	158 16%	144 14%
Liberal Democrat	791 13%	-	-	791 100%	-	26 2%	22 2%	583 54%	196 10%	193 10%	186 18%	216 22%
SNP	16 *	-	-	-	-	1 *	-	1 *	-	-	-	16 2%
Plaid Cymru	26 *	-	-	-	-	-	2 *	* *	1 *	21 1%	3 *	1 *
The UK Independence Party	103 2%	-	-	-	-	8 *	7 1%	8 1%	28 1%	38 2%	19 2%	18 2%
The Green Party	154 3%	-	-	-	-	14 1%	13 1%	36 3%	59 3%	55 3%	28 3%	11 1%
The British National Party	72 1%	-	-	-	-	7 *	4 *	5 1%	30 2%	26 1%	8 1%	7 1%
Some other party	59 1%	-	-	-	-	5 *	4 *	7 1%	17 1%	22 1%	9 1%	9 1%
Would not vote	532 9%	-	-	-	-	39 3%	26 2%	19 2%	168 8%	217 11%	67 7%	81 8%
Refused	422 7%	-	-	-	422 34%	27 2%	24 2%	22 2%	133 7%	130 7%	78 8%	81 8%
Don't know	812 14%	-	-	-	812 66%	130 8%	116 10%	177 16%	295 15%	238 12%	148 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	3307	1537	1770	166	364	547	660	667	903	1282	694	451	879	688	805	685	1024	106
Weighted base	3179	1583	1596	297	566	610	537	463	705	813	993	429	944	671	895	767	780	67
Conservative	1245 39%	622 39%	623 39%	91 31%	197 35%	209 34%	207 39%	191 41%	351 50%	333 41%	391 39%	182 43%	339 36%	252 38%	372 42%	294 38%	304 39%	23 35%
Labour	1077 34%	517 33%	560 35%	102 34%	218 39%	223 37%	171 32%	151 33%	211 30%	261 32%	306 31%	127 30%	383 41%	215 32%	316 35%	321 42%	213 27%	12 19%
Liberal Democrat	581 18%	269 17%	312 20%	80 27%	101 18%	111 18%	112 21%	83 18%	95 14%	162 20%	202 20%	81 19%	137 14%	153 23%	126 14%	106 14%	181 23%	15 23%
SNP	13 *	5 *	8 *	- -	4 1%	1 *	2 *	3 1%	4 1%	2 *	4 *	2 1%	4 *	- -	- -	- -	- -	13 20%
Plaid Cymru	21 1%	15 1%	6 *	1 *	7 1%	5 1%	2 *	1 *	5 1%	4 *	2 *	6 1%	9 1%	- -	- -	- -	21 3%	- -
The UK Independence Party	69 2%	53 3%	16 1%	5 2%	10 2%	14 2%	12 2%	13 3%	15 2%	9 1%	27 3%	16 4%	16 2%	14 2%	20 2%	9 1%	26 3%	- -
The Green Party	94 3%	54 3%	41 3%	6 2%	19 3%	29 5%	17 3%	13 3%	10 1%	27 3%	39 4%	5 1%	23 2%	22 3%	32 4%	22 3%	17 2%	1 2%
The British National Party	42 1%	27 2%	15 1%	10 3%	8 1%	7 1%	5 1%	6 1%	6 1%	7 1%	10 1%	9 2%	17 2%	2 *	21 2%	11 1%	7 1%	1 2%
Some other party	36 1%	21 1%	15 1%	2 1%	2 *	11 2%	9 2%	3 1%	8 1%	8 1%	12 1%	1 *	16 2%	12 2%	8 1%	5 1%	11 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	3307	1374	1008	666	-	1240	770	812	821	803	843	840
Weighted base	3179	1245	1077	581	-	1119	833	672	1066	1022	545	545
Conservative	1245	1245	-	-	-	1067	18	46	422	353	243	228
	39%	100%	-	-	-	95%	2%	7%	40%	34%	45%	42%
Labour	1077	-	1077	-	-	10	773	130	421	427	119	110
	34%	-	100%	-	-	1%	93%	19%	40%	42%	22%	20%
Liberal Democrat	581	-	-	581	-	19	20	456	141	139	138	162
	18%	-	-	100%	-	2%	2%	68%	13%	14%	25%	30%
SNP	13	-	-	-	-	1	-	1	-	-	-	13
	*	-	-	-	-	*	-	*	-	-	-	2%
Plaid Cymru	21	-	-	-	-	-	2	*	1	17	2	1
	1%	-	-	-	-	-	*	*	*	2%	*	*
The UK Independence Party	69	-	-	-	-	6	6	6	19	24	14	12
	2%	-	-	-	-	1%	1%	1%	2%	2%	3%	2%
The Green Party	94	-	-	-	-	7	10	26	32	36	19	7
	3%	-	-	-	-	1%	1%	4%	3%	3%	4%	1%
The British National Party	42	-	-	-	-	5	2	2	19	14	4	4
	1%	-	-	-	-	*	*	*	2%	1%	1%	1%
Some other party	36	-	-	-	-	4	4	5	10	14	6	6
	1%	-	-	-	-	*	*	1%	1%	1%	1%	1%

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Table 4
Adjusted Voting Intention

	<u>Total</u>
Total	3330
Conservative	1303 39%
Labour	1124 34%
Liberal Democrat/ Liberal	628 19%
Scottish National Party/SNP	13 *
Plaid Cymru	21 1%
Other	242 7%

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Table 5

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

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

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2639	1176	1463	140	290	457	567	536	649	952	539	370	778	535	642	552	823	87
Weighted base	2565	1220	1345	241	464	503	462	380	516	618	761	342	844	535	730	605	639	56
More likely	259 10%	126 10%	132 10%	24 10%	47 10%	55 11%	50 11%	33 9%	50 10%	74 12%	75 10%	30 9%	80 9%	53 10%	77 11%	49 8%	74 12%	5 9%
No difference	1391 54%	683 56%	708 53%	142 59%	247 53%	264 53%	254 55%	219 58%	265 51%	338 55%	423 56%	186 54%	445 53%	287 54%	400 55%	301 50%	368 58%	36 64%
Less likely	847 33%	391 32%	456 34%	71 29%	157 34%	175 35%	146 32%	115 30%	183 36%	195 32%	246 32%	122 36%	284 34%	177 33%	239 33%	235 39%	182 29%	14 25%
Refused	3 *	1 *	2 *	- -	- -	- -	- -	- -	3 1%	- -	1 *	- -	2 *	- -	- -	1 *	1 *	- -
Don't know	65 3%	18 2%	47 3%	4 2%	13 3%	9 2%	12 3%	13 3%	15 3%	11 2%	16 2%	4 1%	34 4%	18 3%	14 2%	18 3%	14 2%	1 2%

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Table 5

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

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

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	2639	104	1087	718	408	-	1101	1280	666	660	655	658
Weighted base	2565	102	1135	608	387	-	1204	1078	860	853	416	436
More likely	259 10%	64 62%	30 3%	88 14%	44 11%	-	63 5%	153 14%	74 9%	75 9%	57 14%	53 12%
No difference	1391 54%	36 35%	553 49%	405 67%	220 57%	-	601 50%	622 58%	445 52%	468 55%	226 54%	252 58%
Less likely	847 33%	2 2%	529 47%	103 17%	99 26%	-	504 42%	277 26%	308 36%	297 35%	121 29%	122 28%
Refused	3 *	- -	1 *	1 *	- -	-	-	3 *	1 *	-	-	1 *
Don't know	65 3%	1 1%	23 2%	11 2%	23 6%	-	36 3%	23 2%	31 4%	14 2%	12 3%	7 2%

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Table 6

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

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

	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	3060	1406	1654	127	302	488	574	636	933	1093	617	441	909	595	819	688	872	86
Weighted base	3049	1496	1553	248	511	573	487	477	754	709	892	439	1009	603	927	787	676	55
More likely	291 10%	151 10%	140 9%	25 10%	60 12%	59 10%	60 12%	37 8%	50 7%	99 14%	102 11%	28 6%	63 6%	63 10%	87 9%	66 8%	74 11%	2 4%
No difference	1902 62%	925 62%	977 63%	165 66%	309 60%	353 62%	295 61%	303 64%	477 63%	422 59%	541 61%	307 70%	632 63%	354 59%	582 63%	490 62%	437 65%	38 69%
Less likely	799 26%	404 27%	395 25%	57 23%	125 24%	155 27%	126 26%	127 27%	209 28%	181 25%	235 26%	100 23%	284 28%	173 29%	242 26%	216 27%	155 23%	14 25%
Refused	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -
Don't know	56 2%	15 1%	41 3%	1 *	17 3%	6 1%	5 1%	10 2%	17 2%	8 1%	14 2%	4 1%	30 3%	13 2%	16 2%	16 2%	10 2%	1 2%

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Table 6

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

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

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	3060	1452	901	57	347	1701	1101	-	884	841	695	640
Weighted base	3049	1331	989	52	345	1562	1204	-	1150	1053	444	402
More likely	291 10%	166 12%	45 5%	25 47%	29 8%	196 13%	70 6%	-	112 10%	91 9%	50 11%	39 10%
No difference	1902 62%	989 74%	492 50%	20 38%	205 59%	1130 72%	604 50%	-	708 62%	650 62%	283 64%	261 65%
Less likely	799 26%	159 12%	442 45%	3 6%	91 26%	209 13%	502 42%	-	307 27%	300 28%	97 22%	95 24%
Refused	* *	- -	- -	* 1%	- -	- -	- -	-	- -	- -	- -	* *
Don't know	56 2%	17 1%	11 1%	4 8%	21 6%	26 2%	28 2%	-	23 2%	12 1%	14 3%	7 2%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 7

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

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
NET: Well	3652 61%	1831 63%	1821 59%	403 61%	677 61%	654 58%	603 59%	520 64%	794 63%	879 66%	1121 62%	553 60%	1098 56%	773 62%	1038 59%	817 56%	949 66%	75 64%
Very well	(4) 540 9%	307 11%	232 8%	47 7%	75 7%	71 6%	93 9%	105 13%	147 12%	148 11%	175 10%	66 7%	151 8%	114 9%	146 8%	118 8%	152 10%	10 8%
Quite well	(3) 3112 52%	1524 52%	1589 52%	356 54%	602 55%	583 51%	510 50%	415 51%	647 51%	732 55%	946 52%	487 53%	947 48%	659 53%	892 51%	700 48%	797 55%	65 56%
Quite badly	(2) 1124 19%	518 18%	606 20%	143 22%	192 17%	255 22%	206 20%	134 16%	194 15%	219 17%	369 20%	168 18%	368 19%	232 19%	351 20%	285 20%	237 16%	18 16%
Very badly	(1) 591 10%	307 11%	284 9%	38 6%	93 8%	108 10%	115 11%	91 11%	147 12%	101 8%	139 8%	95 10%	257 13%	101 8%	168 10%	185 13%	128 9%	10 9%
NET: Badly	1715 29%	825 28%	890 29%	180 27%	285 26%	363 32%	321 31%	225 27%	341 27%	320 24%	507 28%	263 29%	624 32%	333 27%	520 30%	469 32%	365 25%	28 24%
Don't know	636 11%	263 9%	373 12%	77 12%	141 13%	118 10%	100 10%	74 9%	127 10%	124 9%	177 10%	99 11%	236 12%	134 11%	192 11%	162 11%	135 9%	13 11%
Mean	2.67	2.69	2.65	2.71	2.69	2.61	2.63	2.72	2.70	2.77	2.71	2.64	2.58	2.71	2.65	2.58	2.74	2.72
Standard deviation	0.80	0.82	0.78	0.71	0.75	0.77	0.83	0.85	0.85	0.77	0.77	0.79	0.85	0.77	0.79	0.84	0.79	0.77
Standard error	0.01	0.02	0.01	0.04	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.06

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
NET: Well	3652 61%	1459 92%	450 31%	602 76%	741 60%	1400 90%	419 35%	724 67%	1184 59%	1092 55%	692 69%	683 68%
Very well	(4) 540 9%	341 22%	16 1%	77 10%	75 6%	311 20%	23 2%	82 8%	169 8%	143 7%	118 12%	109 11%
Quite well	(3) 3112 52%	1118 71%	434 30%	525 66%	666 54%	1089 70%	395 33%	642 60%	1015 50%	949 48%	574 57%	574 57%
Quite badly	(2) 1124 19%	56 4%	528 37%	117 15%	191 15%	74 5%	406 34%	204 19%	408 20%	409 21%	145 14%	162 16%
Very badly	(1) 591 10%	9 1%	313 22%	18 2%	87 7%	22 1%	255 21%	68 6%	202 10%	252 13%	66 7%	70 7%
NET: Badly	1715 29%	66 4%	841 59%	135 17%	278 22%	96 6%	660 55%	272 25%	610 30%	661 34%	211 21%	233 23%
Don't know	636 11%	61 4%	140 10%	53 7%	215 17%	66 4%	125 10%	83 8%	229 11%	218 11%	103 10%	86 9%
Mean	2.67	3.17	2.12	2.90	2.72	3.13	2.17	2.74	2.64	2.56	2.82	2.79
Standard deviation	0.80	0.50	0.78	0.59	0.72	0.55	0.81	0.70	0.80	0.84	0.74	0.75
Standard error	0.01	0.01	0.02	0.02	0.02	0.01	0.03	0.02	0.02	0.02	0.02	0.02

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Better	1303 22%	696 24%	607 20%	139 21%	194 18%	219 19%	238 23%	222 27%	292 23%	358 27%	421 23%	163 18%	362 18%	265 21%	403 23%	282 19%	331 23%	22 19%
About the same	3697 62%	1724 59%	1972 64%	432 65%	711 64%	721 64%	612 60%	459 56%	762 60%	785 59%	1101 61%	595 65%	1216 62%	748 60%	1058 60%	911 63%	903 62%	77 66%
Worse	755 13%	395 14%	360 12%	59 9%	145 13%	160 14%	136 13%	108 13%	147 12%	140 11%	219 12%	118 13%	279 14%	165 13%	219 13%	205 14%	155 11%	11 10%
Refused	6 *	2 *	4 *	- -	2 *	- -	1 *	* *	3 *	2 *	- -	- -	4 *	1 *	2 *	- -	2 *	1 *
Don't know	242 4%	101 3%	142 5%	30 5%	52 5%	34 3%	38 4%	29 4%	59 5%	40 3%	66 4%	39 4%	97 5%	60 5%	68 4%	51 3%	58 4%	6 5%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Better	1303 22%	623 39%	104 7%	237 30%	226 18%	573 37%	125 10%	277 26%	431 21%	379 19%	259 26%	234 23%
About the same	3697 62%	881 56%	911 64%	471 60%	815 66%	881 56%	767 64%	635 59%	1253 62%	1211 61%	600 60%	633 63%
Worse	755 13%	53 3%	372 26%	67 8%	109 9%	73 5%	268 22%	140 13%	254 13%	301 15%	97 10%	102 10%
Refused	6 *	1 *	- -	1 *	3 *	* *	- -	1 *	1 *	2 *	1 *	2 *
Don't know	242 4%	28 2%	43 3%	15 2%	82 7%	34 2%	45 4%	25 2%	84 4%	78 4%	49 5%	31 3%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	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	1393 23%	672 23%	721 23%	160 24%	277 25%	284 25%	234 23%	165 20%	274 22%	240 18%	391 22%	241 26%	522 27%	296 24%	435 25%	342 24%	293 20%	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	3053 51%	1465 50%	1588 51%	333 50%	597 54%	582 51%	530 52%	416 51%	595 47%	742 56%	984 54%	437 48%	890 45%	648 52%	851 49%	752 52%	739 51%	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	1287 21%	681 23%	606 20%	129 20%	165 15%	234 21%	224 22%	214 26%	322 26%	303 23%	361 20%	193 21%	430 22%	247 20%	376 21%	292 20%	352 24%	20 17%
Refused	10 *	3 *	7 *	- -	4 *	2 *	1 *	* *	2 *	4 *	3 *	2 *	1 *	2 *	4 *	3 *	1 *	- -
Don't know	260 4%	98 3%	163 5%	38 6%	61 5%	33 3%	36 3%	25 3%	68 5%	35 3%	68 4%	43 5%	115 6%	47 4%	85 5%	59 4%	64 4%	6 5%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	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	1393 23%	151 9%	581 41%	123 16%	233 19%	162 10%	457 38%	204 19%	475 23%	547 28%	183 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	3053 51%	950 60%	646 45%	415 53%	642 52%	918 59%	550 46%	594 55%	1028 51%	947 48%	533 53%	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	1287 21%	449 28%	161 11%	240 30%	267 22%	441 28%	152 13%	261 24%	446 22%	372 19%	239 24%	230 23%
Refused	10 *	3 *	- -	* *	5 *	2 *	- -	1 *	3 *	2 *	4 *	1 *
Don't know	260 4%	33 2%	42 3%	13 2%	87 7%	39 3%	46 4%	17 2%	71 4%	104 5%	48 5%	37 4%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
More	637 11%	293 10%	344 11%	94 14%	105 9%	92 8%	82 8%	81 10%	183 15%	104 8%	179 10%	106 12%	248 13%	132 11%	192 11%	133 9%	168 12%	13 11%
About the same	2156 36%	1009 35%	1146 37%	269 41%	378 34%	396 35%	346 34%	302 37%	465 37%	427 32%	607 34%	370 40%	751 38%	453 36%	623 36%	522 36%	517 36%	41 35%
Less	2858 48%	1480 51%	1378 45%	257 39%	561 51%	586 52%	554 54%	398 49%	502 40%	739 56%	912 51%	392 43%	815 42%	590 48%	815 47%	728 50%	669 46%	57 49%
Refused	9 *	5 *	4 *	- -	1 *	1 *	1 *	1 *	5 *	2 *	1 *	- -	5 *	6 *	1 *	- -	2 *	- -
Don't know	344 6%	132 5%	211 7%	41 6%	60 5%	60 5%	40 4%	37 4%	107 8%	52 4%	106 6%	47 5%	139 7%	60 5%	119 7%	66 5%	92 6%	6 5%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
More	637 11%	220 14%	79 6%	87 11%	150 12%	215 14%	61 5%	95 9%	197 10%	217 11%	109 11%	115 11%
About the same	2156 36%	500 32%	469 33%	306 39%	462 37%	502 32%	413 34%	380 35%	720 36%	758 38%	320 32%	357 36%
Less	2858 48%	783 49%	844 59%	365 46%	499 40%	760 49%	691 57%	551 51%	991 49%	892 45%	511 51%	464 46%
Refused	9 *	2 *	- -	2 *	3 *	2 *	- -	3 *	4 *	1 *	2 *	2 *
Don't know	344 6%	80 5%	39 3%	30 4%	120 10%	84 5%	39 3%	49 5%	112 6%	102 5%	65 6%	65 6%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	3332 56%	1728 59%	1604 52%	321 49%	539 49%	662 58%	587 57%	456 56%	767 61%	805 61%	1029 57%	469 51%	1029 53%	664 54%	987 56%	764 53%	851 59%	66 57%
Avoidable and unnecessary	2504 42%	1120 38%	1384 45%	315 48%	534 48%	450 40%	417 41%	333 41%	455 36%	485 37%	724 40%	423 46%	872 45%	543 44%	711 41%	648 45%	554 38%	48 41%
Refused	5 *	2 *	3 *	- -	1 *	2 *	* *	1 *	- -	3 *	1 *	- -	- -	1 *	3 *	- -	1 *	- -
Don't know	162 3%	68 2%	94 3%	25 4%	30 3%	20 2%	19 2%	29 4%	39 3%	31 2%	51 3%	23 3%	57 3%	32 3%	49 3%	36 2%	44 3%	2 2%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	3332 56%	1171 74%	598 42%	473 60%	644 52%	1167 75%	498 41%	650 60%	1066 53%	1037 53%	633 63%	597 60%
Avoidable and unnecessary	2504 42%	391 25%	793 55%	298 38%	535 43%	367 24%	665 55%	402 37%	890 44%	883 45%	347 35%	384 38%
Refused	5 *	1 *	- -	2 *	1 *	- -	- -	2 *	2 *	- -	1 *	2 *
Don't know	162 3%	22 1%	39 3%	18 2%	54 4%	28 2%	41 3%	24 2%	66 3%	52 3%	24 2%	20 2%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	4118 69%	2054 70%	2064 67%	394 60%	728 66%	784 69%	721 70%	603 74%	888 70%	986 75%	1296 72%	620 68%	1216 62%	829 67%	1194 68%	966 67%	1045 72%	84 72%
Avoidable and unnecessary	1560 26%	751 26%	809 26%	223 34%	318 29%	303 27%	256 25%	176 21%	285 23%	285 22%	421 23%	257 28%	597 31%	345 28%	443 25%	409 28%	338 23%	25 22%
Refused	11 *	5 *	6 *	- -	3 *	2 *	2 *	2 *	2 *	4 *	3 *	2 *	2 *	4 *	2 *	4 *	1 *	- -
Don't know	313 5%	108 4%	205 7%	43 7%	55 5%	45 4%	45 4%	38 5%	87 7%	48 4%	86 5%	36 4%	142 7%	63 5%	110 6%	69 5%	64 4%	7 6%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	4118 69%	1363 86%	716 50%	598 76%	844 68%	1331 85%	639 53%	780 72%	1353 67%	1276 65%	765 76%	724 72%
Avoidable and unnecessary	1560 26%	174 11%	621 43%	172 22%	283 23%	182 12%	482 40%	252 23%	532 26%	597 30%	200 20%	231 23%
Refused	11 *	1 *	3 *	- -	6 *	2 *	1 *	1 *	3 *	5 *	2 *	1 *
Don't know	313 5%	48 3%	90 6%	22 3%	102 8%	46 3%	83 7%	44 4%	136 7%	93 5%	39 4%	46 5%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	3800 63%	1888 65%	1912 62%	347 53%	616 56%	727 64%	632 62%	592 72%	887 70%	837 63%	1136 63%	573 63%	1254 64%	759 61%	1122 64%	891 62%	955 66%	73 63%
Avoidable and unnecessary	1930 32%	912 31%	1018 33%	282 43%	444 40%	365 32%	354 35%	189 23%	296 23%	447 34%	595 33%	310 34%	578 30%	427 34%	537 31%	493 34%	434 30%	39 33%
Refused	11 *	9 *	2 *	1 *	2 *	3 *	1 *	3 *	1 *	2 *	3 *	3 *	4 *	4 *	3 *	- -	4 *	- -
Don't know	262 4%	110 4%	152 5%	31 5%	42 4%	40 3%	36 4%	35 4%	78 6%	38 3%	72 4%	29 3%	122 6%	50 4%	88 5%	64 4%	55 4%	5 4%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	3800 63%	1278 81%	727 51%	504 64%	746 60%	1247 80%	643 53%	688 64%	1294 64%	1178 60%	661 66%	668 67%
Avoidable and unnecessary	1930 32%	262 17%	660 46%	256 32%	391 32%	264 17%	518 43%	348 32%	625 31%	710 36%	296 29%	298 30%
Refused	11 *	1 *	1 *	1 *	5 *	- -	* *	1 *	5 *	3 *	1 *	2 *
Don't know	262 4%	44 3%	42 3%	30 4%	93 8%	50 3%	43 4%	41 4%	100 5%	80 4%	47 5%	35 3%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	3029 50%	1493 51%	1536 50%	279 42%	480 43%	575 51%	536 52%	459 56%	700 55%	706 53%	926 51%	448 49%	950 49%	606 49%	897 51%	698 48%	769 53%	58 50%
Avoidable and unnecessary	2628 44%	1281 44%	1348 44%	354 54%	563 51%	530 47%	438 43%	306 37%	437 35%	555 42%	777 43%	414 45%	882 45%	559 45%	749 43%	665 46%	604 42%	52 45%
Refused	8 *	2 *	6 *	- -	- -	- -	2 *	3 *	3 *	4 *	1 *	- -	3 *	1 *	4 *	2 *	1 *	- -
Don't know	338 6%	143 5%	195 6%	27 4%	61 5%	30 3%	48 5%	51 6%	122 10%	59 4%	102 6%	53 6%	123 6%	74 6%	100 6%	84 6%	74 5%	6 5%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	3029 50%	1092 69%	490 34%	404 51%	603 49%	1074 69%	430 36%	546 51%	1001 49%	953 48%	545 54%	530 53%
Avoidable and unnecessary	2628 44%	404 25%	880 62%	346 44%	532 43%	407 26%	707 59%	482 45%	914 45%	899 46%	399 40%	417 42%
Refused	8 *	1 *	3 *	1 *	4 *	* *	3 *	1 *	2 *	5 *	1 *	- -
Don't know	338 6%	89 6%	56 4%	40 5%	96 8%	80 5%	64 5%	49 5%	107 5%	115 6%	60 6%	55 6%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	3397 57%	1755 60%	1642 53%	320 49%	525 48%	717 63%	584 57%	521 64%	731 58%	835 63%	1047 58%	528 58%	988 50%	684 55%	1006 58%	779 54%	857 59%	71 61%
Avoidable and unnecessary	1991 33%	937 32%	1054 34%	256 39%	457 41%	329 29%	352 34%	227 28%	370 29%	390 29%	577 32%	305 33%	720 37%	429 35%	555 32%	511 35%	460 32%	35 30%
Refused	9 *	5 *	4 *	- -	2 *	1 *	2 *	1 *	3 *	2 *	2 *	1 *	4 *	1 *	3 *	2 *	3 *	- -
Don't know	606 10%	222 8%	384 12%	84 13%	120 11%	89 8%	86 8%	70 9%	158 12%	97 7%	180 10%	82 9%	247 13%	126 10%	185 11%	155 11%	129 9%	11 9%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	3397 57%	1044 66%	719 50%	505 64%	656 53%	1030 66%	626 52%	717 67%	1145 57%	1040 53%	620 62%	592 59%
Avoidable and unnecessary	1991 33%	422 27%	568 40%	233 29%	393 32%	409 26%	436 36%	280 26%	638 32%	742 38%	291 29%	320 32%
Refused	9 *	4 *	- -	- -	4 *	4 *	- -	1 *	2 *	4 *	2 *	1 *
Don't know	606 10%	115 7%	144 10%	53 7%	180 15%	118 8%	142 12%	80 7%	238 12%	185 9%	93 9%	89 9%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	4725 79%	2291 79%	2434 79%	469 71%	872 79%	922 81%	817 80%	666 81%	979 78%	1090 82%	1474 82%	712 78%	1448 74%	933 75%	1366 78%	1153 80%	1180 81%	93 80%
Avoidable and unnecessary	1081 18%	543 19%	538 17%	163 25%	194 18%	194 17%	171 17%	132 16%	225 18%	202 15%	284 16%	171 19%	423 22%	269 22%	319 18%	248 17%	223 15%	21 18%
Refused	11 *	4 *	7 *	1 *	2 *	- -	* *	3 *	4 *	2 *	2 *	2 *	5 *	1 *	5 *	1 *	4 *	- -
Don't know	187 3%	80 3%	106 3%	26 4%	35 3%	18 2%	35 3%	18 2%	53 4%	29 2%	46 3%	30 3%	81 4%	37 3%	60 3%	45 3%	42 3%	2 2%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	4725 79%	1396 88%	1026 72%	622 79%	971 79%	1363 87%	877 73%	865 80%	1639 81%	1445 73%	833 83%	808 81%
Avoidable and unnecessary	1081 18%	144 9%	361 25%	149 19%	214 17%	158 10%	282 23%	189 18%	323 16%	454 23%	140 14%	163 16%
Refused	11 *	3 *	3 *	2 *	1 *	2 *	3 *	2 *	1 *	4 *	3 *	3 *
Don't know	187 3%	42 3%	40 3%	18 2%	48 4%	39 3%	43 4%	22 2%	61 3%	68 3%	29 3%	28 3%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Unavoidable and necessary	2258 38%	1169 40%	1089 35%	218 33%	387 35%	399 35%	385 38%	325 40%	543 43%	539 41%	624 35%	345 38%	750 38%	471 38%	613 35%	557 38%	572 39%	45 39%
Avoidable and unnecessary	3298 55%	1563 54%	1735 56%	407 62%	629 57%	663 58%	581 57%	434 53%	583 46%	697 53%	1021 57%	519 57%	1061 54%	678 55%	989 56%	795 55%	774 53%	63 55%
Refused	12 *	7 *	6 *	2 *	5 *	- -	1 *	2 *	3 *	4 *	6 *	2 *	1 *	2 *	7 *	2 *	1 *	- -
Don't know	434 7%	180 6%	254 8%	34 5%	83 8%	72 6%	56 5%	58 7%	132 10%	85 6%	155 9%	49 5%	146 7%	89 7%	142 8%	94 6%	102 7%	8 7%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Unavoidable and necessary	2258 38%	861 54%	310 22%	314 40%	434 35%	846 54%	299 25%	382 35%	709 35%	729 37%	425 42%	396 40%
Avoidable and unnecessary	3298 55%	584 37%	1065 74%	428 54%	655 53%	575 37%	850 71%	630 58%	1162 57%	1112 56%	499 50%	526 52%
Refused	12 *	1 *	- -	2 *	9 1%	3 *	- -	2 *	3 *	3 *	4 *	2 *
Don't know	434 7%	140 9%	55 4%	47 6%	136 11%	137 9%	55 5%	64 6%	150 7%	128 6%	78 8%	79 8%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	2885 48%	1399 48%	1486 48%	323 49%	503 46%	541 48%	502 49%	424 52%	591 47%	674 51%	909 50%	403 44%	899 46%	624 50%	804 46%	669 46%	725 50%	62 54%
It's a coalition of convenience that doesn't really represent anything new or different	2881 48%	1423 49%	1458 47%	309 47%	548 50%	569 50%	486 47%	370 45%	600 48%	618 47%	820 45%	479 52%	964 49%	566 46%	868 50%	726 50%	674 47%	47 41%
Refused	16 *	6 *	10 *	- -	5 *	3 *	3 *	1 *	5 *	2 *	4 *	4 *	6 *	3 *	1 *	9 1%	3 *	- -
Don't know	221 4%	91 3%	130 4%	28 4%	48 4%	22 2%	33 3%	24 3%	66 5%	30 2%	72 4%	30 3%	89 5%	47 4%	77 4%	44 3%	47 3%	6 6%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	2885 48%	1102 69%	344 24%	518 66%	586 48%	1052 67%	329 27%	597 55%	923 46%	890 45%	531 53%	541 54%
It's a coalition of convenience that doesn't really represent anything new or different	2881 48%	432 27%	1038 73%	258 33%	565 46%	465 30%	828 69%	441 41%	1030 51%	989 50%	432 43%	430 43%
Refused	16 *	5 *	4 *	1 *	6 *	4 *	4 *	3 *	1 *	7 *	5 *	3 *
Don't know	221 4%	46 3%	44 3%	14 2%	77 6%	41 3%	43 4%	37 3%	70 3%	85 4%	38 4%	28 3%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	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	3532 59%	1780 61%	1752 57%	351 53%	573 52%	680 60%	609 59%	524 64%	796 63%	833 63%	1110 61%	531 58%	1058 54%	737 59%	1023 58%	818 57%	880 61%	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	2313 39%	1065 36%	1249 40%	297 45%	507 46%	440 39%	381 37%	272 33%	417 33%	462 35%	650 36%	366 40%	836 43%	466 38%	682 39%	589 41%	536 37%	40 34%
Refused	4 *	1 *	3 *	- -	- -	1 *	2 *	1 *	1 *	3 *	1 *	- -	1 *	2 *	1 *	1 *	* *	- -
Don't know	153 3%	73 2%	80 3%	13 2%	24 2%	14 1%	32 3%	22 3%	48 4%	26 2%	44 2%	19 2%	63 3%	35 3%	44 2%	40 3%	32 2%	2 2%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	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	3532 59%	1345 85%	412 29%	554 70%	754 61%	1324 85%	386 32%	672 62%	1131 56%	1079 55%	680 68%	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	2313 39%	222 14%	991 69%	224 28%	428 35%	216 14%	796 66%	383 36%	832 41%	845 43%	297 30%	339 34%
Refused	4 *	- -	1 *	1 *	2 *	1 *	1 *	2 *	1 *	1 *	1 *	1 *
Don't know	153 3%	19 1%	26 2%	13 2%	50 4%	20 1%	22 2%	21 2%	60 3%	46 2%	27 3%	19 2%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	1932 32%	1050 36%	882 29%	212 32%	321 29%	370 33%	312 31%	274 33%	443 35%	518 39%	605 34%	265 29%	543 28%	408 33%	559 32%	452 31%	477 33%	36 31%
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	3840 64%	1771 61%	2069 67%	437 66%	745 67%	734 65%	681 66%	517 63%	728 58%	769 58%	1130 63%	621 68%	1321 67%	788 64%	1116 64%	944 65%	916 63%	77 66%
Refused	11 *	10 *	2 *	- -	2 *	- -	2 *	4 *	3 *	3 *	3 *	3 *	3 *	8 1%	3 *	1 *	1 *	- -
Don't know	219 4%	87 3%	132 4%	12 2%	36 3%	31 3%	29 3%	25 3%	88 7%	35 3%	68 4%	26 3%	91 5%	37 3%	72 4%	52 4%	56 4%	3 2%

Marginals Poll - July 2010

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

	<u>Voting Intention</u>					<u>Vote in 2010</u>			<u>Marginal Cluster</u>			
	<u>Total</u>	<u>Con- ser- vative</u>	<u>Labour</u>	<u>Lib- eral Demo- crat</u>	<u>Dk/ Refuse</u>	<u>Con- ser- vative</u>	<u>Labour</u>	<u>Lib- eral Demo- crat</u>	<u>Con/ Lab</u>	<u>Lab/ Con</u>	<u>Con/LD</u>	<u>LD/Con</u>
Unweighted base	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	1932 32%	881 56%	189 13%	276 35%	350 28%	846 54%	192 16%	326 30%	621 31%	599 30%	376 37%	336 34%
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	3840 64%	647 41%	1211 85%	487 62%	806 65%	657 42%	978 81%	718 67%	1321 65%	1308 66%	581 58%	631 63%
Refused	11 *	3 *	1 *	4 *	3 *	3 *	- -	2 *	5 *	3 *	1 *	3 *
Don't know	219 4%	54 3%	30 2%	24 3%	75 6%	57 4%	35 3%	32 3%	77 4%	61 3%	48 5%	33 3%

Marginals Poll - July 2010

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	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	2576 43%	1303 45%	1273 41%	268 41%	422 38%	460 41%	427 42%	378 46%	621 49%	622 47%	819 45%	359 39%	776 40%	554 45%	733 42%	581 40%	657 45%	51 44%
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	3117 52%	1488 51%	1628 53%	363 55%	620 56%	636 56%	542 53%	392 48%	564 45%	647 49%	901 50%	517 56%	1052 54%	628 51%	902 52%	810 56%	715 49%	62 54%
Refused	25 *	10 *	15 *	1 *	8 1%	4 *	4 *	4 *	4 *	7 1%	2 *	8 1%	8 *	4 *	14 1%	2 *	5 *	- -
Don't know	285 5%	117 4%	168 5%	28 4%	54 5%	34 3%	50 5%	45 5%	73 6%	47 4%	84 5%	31 3%	123 6%	54 4%	100 6%	55 4%	73 5%	2 2%

Marginals Poll - July 2010

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	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	2576 43%	1235 78%	196 14%	378 48%	476 39%	1177 75%	206 17%	442 41%	830 41%	762 39%	506 50%	478 48%
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	3117 52%	295 19%	1202 84%	396 50%	619 50%	314 20%	960 80%	598 55%	1083 53%	1105 56%	447 44%	482 48%
Refused	25 *	5 *	1 *	1 *	14 1%	4 *	1 *	2 *	11 1%	7 *	5 1%	2 *
Don't know	285 5%	50 3%	31 2%	16 2%	125 10%	66 4%	37 3%	37 3%	101 5%	96 5%	47 5%	41 4%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 22

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Conservative	1769 29%	895 31%	875 28%	149 23%	274 25%	316 28%	289 28%	269 33%	472 37%	430 32%	559 31%	267 29%	513 26%	354 29%	515 29%	429 30%	437 30%	34 29%
Labour	1522 25%	725 25%	797 26%	165 25%	316 29%	314 28%	246 24%	193 24%	288 23%	348 26%	426 24%	202 22%	546 28%	304 25%	473 27%	442 31%	289 20%	14 12%
Liberal Democrat	986 16%	450 15%	536 17%	145 22%	190 17%	168 15%	185 18%	128 16%	170 13%	262 20%	323 18%	142 15%	259 13%	248 20%	230 13%	197 14%	289 20%	22 19%
SNP	16 *	8 *	9 *	- -	5 *	1 *	1 *	4 1%	4 *	3 *	5 *	3 *	5 *	- -	- -	- -	- -	16 14%
Plaid Cymru	29 *	17 1%	13 *	2 *	9 1%	6 1%	2 *	3 *	7 1%	5 *	3 *	9 1%	13 1%	- -	- -	- -	29 2%	- -
The UK Independence Party	105 2%	76 3%	29 1%	9 1%	10 1%	20 2%	23 2%	18 2%	25 2%	11 1%	29 2%	30 3%	35 2%	17 1%	35 2%	15 1%	37 3%	1 1%
The Green Party	166 3%	89 3%	77 2%	16 2%	41 4%	47 4%	30 3%	22 3%	9 1%	41 3%	67 4%	10 1%	49 2%	45 4%	50 3%	39 3%	32 2%	1 1%
The British National Party	66 1%	45 2%	21 1%	24 4%	9 1%	8 1%	8 1%	7 1%	10 1%	8 1%	15 1%	17 2%	27 1%	6 *	32 2%	17 1%	11 1%	1 1%
Some other party	38 1%	24 1%	13 *	4 1%	4 *	8 1%	11 1%	6 1%	5 *	5 *	14 1%	5 1%	14 1%	6 1%	13 1%	7 *	11 1%	1 1%
Would not vote	532 9%	283 10%	249 8%	85 13%	122 11%	101 9%	91 9%	55 7%	79 6%	69 5%	125 7%	110 12%	228 12%	82 7%	163 9%	142 10%	135 9%	11 9%
Refused	336 6%	163 6%	173 6%	11 2%	40 4%	67 6%	72 7%	59 7%	87 7%	73 6%	109 6%	46 5%	108 5%	74 6%	110 6%	66 5%	78 5%	8 7%
Don't know	437 7%	144 5%	293 9%	49 7%	85 8%	76 7%	66 6%	55 7%	106 8%	70 5%	131 7%	74 8%	162 8%	105 8%	128 7%	95 7%	100 7%	9 8%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 22

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Conservative	1769 29%	1489 94%	20 1%	36 5%	192 16%	1356 87%	46 4%	74 7%	603 30%	511 26%	333 33%	322 32%
Labour	1522 25%	17 1%	1310 92%	30 4%	143 12%	38 2%	965 80%	166 15%	612 30%	593 30%	161 16%	155 15%
Liberal Democrat	986 16%	36 2%	42 3%	692 88%	186 15%	41 3%	41 3%	683 63%	264 13%	248 13%	231 23%	243 24%
SNP	16 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	16 2%
Plaid Cymru	29 *	- -	2 *	- -	2 *	- -	2 *	1 *	1 *	23 1%	3 *	2 *
The UK Independence Party	105 2%	7 *	6 *	1 *	14 1%	9 1%	12 1%	6 1%	35 2%	35 2%	16 2%	20 2%
The Green Party	166 3%	3 *	11 1%	10 1%	17 1%	13 1%	18 1%	42 4%	53 3%	74 4%	28 3%	11 1%
The British National Party	66 1%	2 *	1 *	- -	4 *	4 *	5 *	4 *	28 1%	24 1%	11 1%	4 *
Some other party	38 1%	2 *	1 *	2 *	8 1%	3 *	1 *	8 1%	9 *	13 1%	10 1%	7 1%
Would not vote	532 9%	- -	- -	- -	- -	39 3%	26 2%	19 2%	168 8%	217 11%	67 7%	81 8%
Refused	336 6%	5 *	11 1%	4 1%	313 25%	8 1%	9 1%	11 1%	105 5%	106 5%	61 6%	64 6%
Don't know	437 7%	25 2%	27 2%	14 2%	354 29%	49 3%	79 7%	66 6%	148 7%	127 6%	85 8%	77 8%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 23

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Conservative	570 10%	269 9%	302 10%	67 10%	115 10%	132 12%	97 9%	71 9%	89 7%	151 11%	171 9%	90 10%	158 8%	117 9%	171 10%	127 9%	144 10%	12 10%
Labour	592 10%	312 11%	280 9%	104 16%	133 12%	110 10%	87 9%	78 9%	80 6%	154 12%	201 11%	80 9%	157 8%	127 10%	174 10%	141 10%	137 9%	14 12%
Liberal Democrat	1709 28%	833 29%	876 28%	175 27%	302 27%	342 30%	304 30%	232 28%	353 28%	420 32%	571 32%	231 25%	487 25%	336 27%	487 28%	457 32%	404 28%	25 22%
SNP	11 *	5 *	6 *	- -	1 *	3 *	2 *	2 *	3 *	4 *	2 *	1 *	4 *	- -	- -	- -	- -	11 9%
Plaid Cymru	39 1%	18 1%	21 1%	2 *	9 1%	9 1%	5 *	5 1%	9 1%	11 1%	14 1%	3 *	11 1%	- -	- -	- -	39 3%	- -
The UK Independence Party	149 2%	92 3%	58 2%	16 2%	26 2%	23 2%	21 2%	26 3%	37 3%	30 2%	46 3%	18 2%	55 3%	26 2%	51 3%	35 2%	37 3%	- -
The Green Party	234 4%	138 5%	96 3%	18 3%	59 5%	45 4%	47 5%	32 4%	33 3%	69 5%	79 4%	27 3%	59 3%	69 6%	61 3%	55 4%	46 3%	3 3%
The British National Party	44 1%	26 1%	18 1%	9 1%	8 1%	13 1%	3 *	4 *	7 1%	3 *	11 1%	11 1%	20 1%	6 *	15 1%	12 1%	10 1%	1 1%
An other party	42 1%	33 1%	9 *	5 1%	8 1%	13 1%	9 1%	3 *	4 *	6 *	10 1%	10 1%	16 1%	11 1%	10 1%	11 1%	9 1%	1 1%
Would not give a second preference	1186 20%	536 18%	650 21%	105 16%	165 15%	181 16%	198 19%	180 22%	356 28%	235 18%	297 16%	192 21%	462 24%	255 21%	341 19%	280 19%	289 20%	21 18%
Would not vote	532 9%	283 10%	249 8%	85 13%	122 11%	101 9%	91 9%	55 7%	79 6%	69 5%	125 7%	110 12%	228 12%	82 7%	163 9%	142 10%	135 9%	11 9%
Refused	355 6%	177 6%	178 6%	13 2%	42 4%	65 6%	75 7%	67 8%	92 7%	77 6%	113 6%	50 5%	115 6%	75 6%	116 7%	71 5%	83 6%	10 8%
Don't know	539 9%	197 7%	342 11%	59 9%	113 10%	97 9%	83 8%	66 8%	121 10%	94 7%	166 9%	92 10%	187 10%	136 11%	161 9%	115 8%	118 8%	9 8%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 23

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Conservative	570 10%	45 3%	108 8%	274 35%	98 8%	67 4%	75 6%	269 25%	208 10%	153 8%	105 10%	104 10%
Labour	592 10%	126 8%	67 5%	229 29%	92 7%	95 6%	78 6%	248 23%	190 9%	186 9%	111 11%	105 10%
Liberal Democrat	1709 28%	847 53%	539 38%	69 9%	149 12%	781 50%	363 30%	197 18%	611 30%	526 27%	284 28%	288 29%
SNP	11 *	4 *	3 *	2 *	1 *	4 *	2 *	4 *	- -	- -	- -	11 1%
Plaid Cymru	39 1%	4 *	26 2%	3 *	3 *	4 *	25 2%	5 *	9 *	24 1%	1 *	4 *
The UK Independence Party	149 2%	72 5%	23 2%	10 1%	11 1%	66 4%	21 2%	19 2%	56 3%	49 2%	24 2%	20 2%
The Green Party	234 4%	17 1%	131 9%	51 7%	22 2%	21 1%	104 9%	72 7%	73 4%	72 4%	56 6%	33 3%
The British National Party	44 1%	9 1%	9 1%	3 *	4 *	13 1%	9 1%	5 *	19 1%	15 1%	3 *	8 1%
An other party	42 1%	10 1%	15 1%	4 1%	3 *	13 1%	8 1%	6 1%	15 1%	7 *	10 1%	11 1%
Would not give a second preference	1186 20%	385 24%	432 30%	112 14%	166 13%	370 24%	370 31%	134 12%	369 18%	463 23%	181 18%	174 17%
Would not vote	532 9%	- -	- -	- -	- -	39 3%	26 2%	19 2%	168 8%	217 11%	67 7%	81 8%
Refused	355 6%	11 1%	17 1%	6 1%	315 25%	14 1%	15 1%	15 1%	111 5%	107 5%	64 6%	73 7%
Don't know	539 9%	56 4%	60 4%	27 3%	371 30%	75 5%	108 9%	85 8%	195 10%	153 8%	100 10%	91 9%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 24

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	6003	2730	3273	361	696	993	1215	1140	1598	2051	1247	910	1795	1198	1525	1262	1836	182
Weighted base	6003	2919	3084	660	1104	1135	1024	819	1262	1324	1806	915	1958	1240	1750	1448	1449	116
Conservative	432 7%	212 7%	220 7%	67 10%	97 9%	80 7%	67 7%	51 6%	69 6%	98 7%	146 8%	53 6%	134 7%	81 7%	126 7%	128 9%	92 6%	5 5%
Labour	515 9%	253 9%	261 8%	83 13%	85 8%	105 9%	92 9%	72 9%	78 6%	119 9%	202 11%	77 8%	117 6%	106 9%	144 8%	134 9%	119 8%	11 10%
Liberal Democrat	332 6%	171 6%	161 5%	26 4%	105 9%	73 6%	44 4%	51 6%	34 3%	96 7%	97 5%	53 6%	86 4%	74 6%	109 6%	74 5%	68 5%	7 6%
SNP	11 *	6 *	5 *	- -	1 *	3 *	2 *	2 *	3 *	1 *	4 *	2 *	4 *	- -	- -	- -	- -	11 9%
Plaid Cymru	17 *	10 *	8 *	- -	2 *	3 *	5 *	5 1%	4 *	4 *	2 *	4 *	8 *	- -	- -	- -	17 1%	- -
The UK Independence Party	126 2%	74 3%	52 2%	7 1%	16 1%	27 2%	22 2%	18 2%	35 3%	34 3%	32 2%	23 2%	36 2%	12 1%	41 2%	35 2%	36 2%	2 1%
The Green Party	345 6%	180 6%	164 5%	35 5%	63 6%	84 7%	64 6%	43 5%	55 4%	106 8%	127 7%	33 4%	78 4%	81 7%	87 5%	86 6%	89 6%	1 1%
The British National Party	47 1%	31 1%	15 1%	1 *	24 2%	8 1%	4 *	5 1%	5 *	2 *	9 *	11 1%	25 1%	7 1%	16 1%	15 1%	9 1%	- -
An other party	69 1%	48 2%	21 1%	3 *	7 1%	18 2%	18 2%	10 1%	13 1%	22 2%	16 1%	9 1%	21 1%	13 1%	21 1%	13 1%	21 1%	1 *
Would not give a second preference	1186 20%	536 18%	650 21%	105 16%	165 15%	181 16%	198 19%	180 22%	356 28%	235 18%	297 16%	192 21%	462 24%	255 21%	341 19%	280 19%	289 20%	21 18%
Would not give a third preference	1331 22%	647 22%	684 22%	146 22%	225 20%	263 23%	223 22%	177 22%	298 24%	328 25%	410 23%	179 20%	413 21%	290 23%	375 21%	309 21%	330 23%	26 23%
Would not vote	532 9%	283 10%	249 8%	85 13%	122 11%	101 9%	91 9%	55 7%	79 6%	69 5%	125 7%	110 12%	228 12%	82 7%	163 9%	142 10%	135 9%	11 9%
Refused	373 6%	186 6%	187 6%	16 2%	46 4%	66 6%	80 8%	71 9%	93 7%	81 6%	118 7%	52 6%	122 6%	78 6%	120 7%	76 5%	88 6%	10 9%
Don't know	692 12%	283 10%	408 13%	85 13%	146 13%	124 11%	115 11%	82 10%	139 11%	130 10%	221 12%	117 13%	224 11%	160 13%	209 12%	156 11%	157 11%	10 9%

Marginals Poll - July 2010

Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 24

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	6003	1703	1308	880	1274	1701	1101	1280	1500	1503	1500	1500
Weighted base	6003	1586	1430	791	1234	1562	1204	1078	2024	1971	1006	1002
Conservative	432 7%	2 *	206 14%	124 16%	58 5%	10 1%	157 13%	150 14%	168 8%	139 7%	58 6%	67 7%
Labour	515 9%	253 16%	4 *	162 20%	63 5%	228 15%	13 1%	175 16%	193 10%	143 7%	93 9%	85 8%
Liberal Democrat	332 6%	120 8%	124 9%	6 1%	36 3%	105 7%	107 9%	27 2%	135 7%	115 6%	50 5%	32 3%
SNP	11 *	4 *	2 *	4 *	2 *	3 *	1 *	4 *	- -	- -	- -	11 1%
Plaid Cymru	17 *	7 *	4 *	3 *	3 *	7 *	4 *	4 *	1 *	13 1%	2 *	1 *
The UK Independence Party	126 2%	82 5%	14 1%	10 1%	11 1%	78 5%	10 1%	22 2%	39 2%	33 2%	33 3%	21 2%
The Green Party	345 6%	99 6%	111 8%	83 10%	32 3%	89 6%	70 6%	117 11%	124 6%	98 5%	59 6%	63 6%
The British National Party	47 1%	18 1%	7 1%	6 1%	5 *	10 1%	8 1%	8 1%	18 1%	12 1%	8 1%	8 1%
An other party	69 1%	15 1%	23 2%	14 2%	7 1%	14 1%	20 2%	19 2%	29 1%	17 1%	9 1%	14 1%
Would not give a second preference	1186 20%	385 24%	432 30%	112 14%	166 13%	370 24%	370 31%	134 12%	369 18%	463 23%	181 18%	174 17%
Would not give a third preference	1331 22%	466 29%	396 28%	201 25%	143 12%	448 29%	279 23%	261 24%	411 20%	423 21%	249 25%	248 25%
Would not vote	532 9%	- -	- -	- -	- -	39 3%	26 2%	19 2%	168 8%	217 11%	67 7%	81 8%
Refused	373 6%	17 1%	21 1%	11 1%	317 26%	22 1%	15 1%	21 2%	116 6%	110 6%	67 7%	79 8%
Don't know	692 12%	119 8%	87 6%	57 7%	393 32%	137 9%	127 11%	117 11%	254 13%	190 10%	129 13%	119 12%

Marginals Poll - July 2010
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 25

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	6003	6003
Weighted base	6003	6003
18 - 24	361 6%	660 11%
25 - 34	696 12%	1104 18%
35 - 44	993 17%	1135 19%
45 - 54	1215 20%	1024 17%
55 - 64	1140 19%	819 14%
65+	1598 27%	1262 21%

Marginals Poll - July 2010
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 26
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	6003	6003
Weighted base	6003	6003
Male	2730 45%	2919 49%
Female	3273 55%	3084 51%

Marginals Poll - July 2010
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 27

SEG**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	6003	6003
Weighted base	6003	6003
A	639 11%	388 6%
B	1412 24%	936 16%
C1	1247 21%	1806 30%
C2	910 15%	915 15%
D	581 10%	784 13%
E	1214 20%	1174 20%

Marginals Poll - July 2010
Fieldwork : July 9th-13th 2010

Absolutes/col percents

Table 28

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	6003	6003
Weighted base	6003	6003
Conservative	1701 28%	1562 26%
Labour	1101 18%	1204 20%
Liberal Democrat	1280 21%	1078 18%
SNP	23 *	17 *
Plaid Cymru	24 *	23 *
Another party	211 4%	243 4%
Did not vote	1077 18%	1333 22%
Refused	586 10%	543 9%