

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Absolutely certain to vote	(10) 632 63%	301 62%	331 64%	45 47%	92 55%	111 59%	120 67%	108 74%	155 68%	182 71%	195 62%	88 60%	166 58%	143 68%	163 64%	75 59%	251 60%	-
	(9) 52 5%	23 5%	29 6%	6 6%	8 5%	8 4%	12 6%	8 6%	11 5%	14 6%	19 6%	8 6%	11 4%	10 5%	8 3%	8 6%	26 6%	-
	(8) 74 7%	39 8%	35 7%	12 12%	15 9%	14 7%	11 6%	7 5%	15 7%	15 6%	27 9%	10 7%	22 8%	14 7%	18 7%	10 8%	32 8%	-
	(7) 45 4%	24 5%	22 4%	3 3%	9 5%	10 5%	7 4%	9 6%	8 4%	9 4%	15 5%	9 6%	12 4%	10 5%	13 5%	6 4%	16 4%	-
	(6) 25 3%	16 3%	9 2%	3 3%	5 3%	6 3%	5 3%	1 1%	5 2%	6 2%	4 1%	5 3%	11 4%	4 2%	10 4%	1 1%	10 2%	-
	(5) 57 6%	28 6%	30 6%	13 14%	8 5%	15 8%	5 3%	4 3%	12 5%	11 4%	20 6%	9 6%	18 6%	11 5%	18 7%	6 5%	22 5%	-
	(4) 12 1%	5 1%	7 1%	1 1%	6 4%	1 1%	1 1%	- -	3 1%	1 *	3 1%	2 2%	6 2%	2 1%	3 1%	3 2%	5 1%	-
	(3) 21 2%	11 2%	10 2%	2 2%	8 5%	4 2%	4 2%	1 1%	2 1%	3 1%	9 3%	2 2%	6 2%	3 1%	4 1%	3 2%	12 3%	-
	(2) 12 1%	7 1%	5 1%	- -	1 *	5 2%	3 2%	2 2%	2 1%	2 1%	2 1%	1 *	8 3%	1 1%	2 1%	2 2%	7 2%	-
Definitely would not vote	(1) 67 7%	32 7%	34 7%	9 9%	14 9%	13 7%	13 7%	5 3%	13 6%	12 5%	19 6%	12 8%	24 8%	8 4%	14 6%	12 10%	32 8%	-
Refused	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -
Don't know	6 1%	3 1%	3 1%	2 2%	1 1%	* *	- -	1 1%	2 1%	* *	2 *	1 *	4 1%	- -	- -	2 2%	4 1%	-
Mean	8.36	8.29	8.42	7.69	7.90	8.10	8.50	9.01	8.65	8.83	8.41	8.21	7.95	8.74	8.42	8.08	8.21	-
Standard deviation	2.75	2.77	2.73	2.95	3.00	2.88	2.76	2.21	2.55	2.39	2.67	2.84	3.02	2.36	2.63	3.05	2.89	-
Standard error	0.07	0.11	0.10	0.32	0.24	0.19	0.16	0.13	0.13	0.10	0.15	0.19	0.15	0.14	0.14	0.23	0.11	-

Prepared by Populus



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**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

	Total	Voting Intention				Vote in 2010			Marginal Cluster			
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Absolutely certain to vote	(10) 632 63%	231 77%	110 70%	120 65%	129 57%	247 81%	67 70%	192 70%	-	-	632 63%	-
	(9) 52 5%	20 7%	7 5%	14 8%	10 4%	14 5%	8 8%	17 6%	-	-	52 5%	-
	(8) 74 7%	18 6%	14 9%	18 10%	16 7%	14 5%	4 5%	25 9%	-	-	74 7%	-
	(7) 45 4%	11 4%	7 4%	9 5%	15 7%	8 3%	4 4%	13 5%	-	-	45 4%	-
	(6) 25 3%	4 1%	2 2%	7 4%	9 4%	3 1%	2 2%	9 3%	-	-	25 3%	-
	(5) 57 6%	11 4%	11 7%	11 6%	18 8%	7 2%	3 3%	10 4%	-	-	57 6%	-
	(4) 12 1%	3 1%	2 1%	4 2%	3 1%	2 1%	* 1%	3 1%	-	-	12 1%	-
	(3) 21 2%	3 1%	2 1%	2 1%	12 5%	* *	1 1%	2 1%	-	-	21 2%	-
	(2) 12 1%	1 *	3 2%	* *	6 3%	1 *	1 1%	3 1%	-	-	12 1%	-
Definitely would not vote	(1) 67 7%	- -	- -	- -	- -	8 3%	4 4%	2 1%	-	-	67 7%	-
Refused	1 *	- -	- -	- -	1 1%	- -	- -	- -	-	-	1 *	-
Don't know	6 1%	- -	- -	- -	6 3%	1 *	1 1%	* *	-	-	6 1%	-
Mean	8.36	9.33	8.95	8.92	8.33	9.33	8.90	9.06	-	-	8.36	-
Standard deviation	2.75	1.50	1.95	1.81	2.44	1.83	2.32	1.81	-	-	2.75	-
Standard error	0.07	0.07	0.13	0.11	0.14	0.09	0.18	0.09	-	-	0.07	-

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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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Conservative	301 30%	147 30%	154 30%	23 24%	51 30%	37 19%	50 28%	56 38%	85 37%	89 35%	87 28%	47 32%	78 27%	71 34%	69 27%	34 27%	127 30%	-
Labour	158 16%	78 16%	81 16%	19 20%	24 14%	41 22%	26 15%	17 12%	31 14%	42 17%	46 14%	25 17%	45 16%	34 16%	41 16%	24 18%	60 14%	-
Liberal Democrat	186 18%	90 18%	96 19%	24 25%	27 16%	41 22%	33 18%	29 20%	32 14%	48 19%	67 21%	22 15%	49 17%	40 19%	45 18%	20 16%	81 19%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 *	1 *	2 *	-	1 *	1 1%	-	1 1%	-	1 *	1 *	* *	1 *	-	-	-	3 1%	-
The UK Independence Party	19 2%	15 3%	4 1%	2 2%	4 3%	4 2%	2 1%	3 2%	3 1%	5 2%	7 2%	4 2%	4 1%	5 2%	5 2%	* *	9 2%	-
The Green Party	28 3%	13 3%	15 3%	2 2%	9 5%	4 2%	3 2%	5 3%	4 2%	9 4%	5 2%	3 2%	10 3%	4 2%	8 3%	3 3%	12 3%	-
The British National Party	8 1%	7 1%	2 *	3 4%	1 1%	2 1%	* *	-	1 1%	2 1%	5 2%	1 *	1 *	-	2 1%	2 2%	4 1%	-
Some other party	9 1%	6 1%	3 1%	1 1%	2 1%	2 1%	3 2%	1 *	1 *	3 1%	2 1%	1 1%	3 1%	1 1%	3 1%	-	5 1%	-
Would not vote	67 7%	32 7%	34 7%	9 9%	14 9%	13 7%	13 7%	5 3%	13 6%	12 5%	19 6%	12 8%	24 8%	8 4%	14 6%	12 10%	32 8%	-
Refused	78 8%	40 8%	37 7%	3 3%	9 6%	13 7%	19 11%	9 6%	24 11%	16 6%	26 8%	9 6%	27 9%	20 10%	17 7%	8 6%	33 8%	-
Don't know	148 15%	60 12%	88 17%	10 10%	24 15%	31 16%	31 17%	20 14%	32 14%	28 11%	50 16%	24 16%	47 16%	24 11%	50 20%	23 18%	51 12%	-

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

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	1500	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Conservative	301 30%	301 100%	-	-	-	242 80%	4 5%	11 4%	-	-	301 30%	-
Labour	158 16%	-	158 100%	-	-	3 1%	70 73%	42 15%	-	-	158 16%	-
Liberal Democrat	186 18%	-	-	186 100%	-	8 2%	* *	151 55%	-	-	186 18%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 *	-	-	-	-	-	-	-	-	-	3 *	-
The UK Independence Party	19 2%	-	-	-	-	5 2%	-	1 *	-	-	19 2%	-
The Green Party	28 3%	-	-	-	-	1 *	1 1%	13 5%	-	-	28 3%	-
The British National Party	8 1%	-	-	-	-	1 *	1 1%	-	-	-	8 1%	-
Some other party	9 1%	-	-	-	-	1 *	1 1%	1 1%	-	-	9 1%	-
Would not vote	67 7%	-	-	-	-	8 3%	4 4%	2 1%	-	-	67 7%	-
Refused	78 8%	-	-	-	78 34%	6 2%	3 3%	9 3%	-	-	78 8%	-
Don't know	148 15%	-	-	-	148 66%	29 10%	12 12%	45 16%	-	-	148 15%	-

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Table 3

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

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

**Base: All respondents expressing an intention to vote**

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

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	843	392	451	46	89	126	168	186	228	351	170	118	203	183	185	96	379	-
Weighted base	545	268	277	49	89	97	93	91	126	160	169	78	138	123	129	65	227	-
Conservative	243 45%	117 44%	126 45%	17 34%	40 45%	29 30%	42 45%	45 49%	70 56%	75 47%	68 40%	39 50%	60 44%	58 47%	56 43%	27 41%	102 45%	-
Labour	119 22%	58 22%	61 22%	12 25%	18 20%	31 32%	21 22%	15 16%	22 18%	33 21%	35 21%	17 22%	34 25%	27 22%	30 23%	18 28%	43 19%	-
Liberal Democrat	138 25%	66 25%	72 26%	15 31%	20 22%	28 29%	25 27%	25 27%	25 20%	39 24%	52 31%	15 20%	32 23%	30 25%	33 25%	16 24%	60 26%	-
Plaid Cymru	2 *	1 *	2 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 *	1 1%	* *	1 1%	- -	- -	- -	2 1%	-
The UK Independence Party	14 3%	11 4%	3 1%	* 1%	4 4%	3 3%	1 1%	2 3%	3 2%	3 2%	5 3%	2 3%	3 2%	4 4%	2 1%	* 1%	7 3%	-
The Green Party	19 4%	9 3%	10 4%	2 4%	6 7%	2 2%	2 2%	3 3%	4 3%	6 4%	4 3%	3 3%	6 4%	3 3%	5 4%	3 4%	8 4%	-
The British National Party	4 1%	3 1%	2 1%	2 4%	* *	1 1%	* *	- -	1 1%	2 1%	2 1%	* 1%	* *	- -	1 1%	1 2%	2 1%	-
Some other party	6 1%	3 1%	2 1%	1 1%	1 1%	1 1%	2 2%	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%	* *	2 2%	- -	3 1%	-

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**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**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	843	381	186	208	-	342	108	273	-	-	843	-
Weighted base	545	243	119	138	-	219	63	175	-	-	545	-
Conservative	243 45%	243 100%	-	-	-	204 93%	4 6%	9 5%	-	-	243 45%	-
Labour	119 22%	-	119 100%	-	-	3 1%	57 89%	35 20%	-	-	119 22%	-
Liberal Democrat	138 25%	-	-	138 100%	-	6 3%	* *	120 69%	-	-	138 25%	-
Plaid Cymru	2 *	-	-	-	-	-	-	-	-	-	2 *	-
The UK Independence Party	14 3%	-	-	-	-	4 2%	-	1 *	-	-	14 3%	-
The Green Party	19 4%	-	-	-	-	1 *	1 2%	9 5%	-	-	19 4%	-
The British National Party	4 1%	-	-	-	-	* *	1 2%	-	-	-	4 1%	-
Some other party	6 1%	-	-	-	-	1 *	1 1%	1 1%	-	-	6 1%	-

**Marginals Poll - July 2010 - Con/LD**  
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Absolutes/col percents

Table 4  
**Adjusted Voting Intention**

	<u>Total</u>
Total	576
Conservative	257 45%
Labour	124 21%
Liberal Democrat/ Liberal	150 26%
Scottish National Party/SNP	- -
Plaid Cymru	2 *
Other	43 7%

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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	655	292	363	30	57	119	146	145	158	245	140	94	176	126	142	85	302	-
Weighted base	416	194	222	31	57	93	81	68	86	108	135	58	115	80	100	54	182	-
More likely	57 14%	26 13%	32 14%	7 22%	10 18%	11 12%	13 16%	5 8%	11 13%	14 13%	21 15%	8 14%	14 12%	8 10%	17 17%	5 9%	28 15%	-
No difference	226 54%	107 55%	120 54%	13 43%	29 51%	55 59%	44 54%	35 52%	50 58%	60 56%	72 53%	31 54%	63 55%	54 68%	42 42%	27 50%	103 56%	-
Less likely	121 29%	56 29%	64 29%	11 35%	16 28%	25 27%	23 28%	25 37%	21 25%	32 30%	39 29%	17 30%	32 28%	16 20%	38 38%	20 36%	47 26%	-
Don't know	12 3%	6 3%	6 3%	- -	2 3%	3 3%	1 2%	2 4%	3 4%	1 1%	3 3%	1 2%	6 5%	1 2%	3 3%	3 5%	4 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	655	27	193	230	121	-	163	425	-	-	655	-
Weighted base	416	18	116	152	77	-	96	276	-	-	416	-
More likely	57 14%	10 55%	6 5%	24 16%	12 15%	-	8 9%	42 15%	-	-	57 14%	-
No difference	226 54%	7 36%	51 44%	101 67%	39 50%	-	41 43%	162 59%	-	-	226 54%	-
Less likely	121 29%	1 7%	59 50%	23 15%	22 29%	-	43 45%	64 23%	-	-	121 29%	-
Don't know	12 3%	* 2%	1 1%	4 3%	4 6%	-	4 4%	8 3%	-	-	12 3%	-

## Marginals Poll - July 2010 - Con/LD

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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	695	325	370	29	66	95	132	156	217	269	139	104	183	141	164	85	305	-
Weighted base	444	219	224	32	67	71	76	77	120	121	136	66	121	95	109	59	180	-
More likely	50 11%	28 13%	22 10%	5 16%	12 17%	8 11%	9 12%	8 10%	8 7%	23 19%	15 11%	3 5%	8 7%	10 10%	14 12%	7 11%	20 11%	-
No difference	283 64%	134 61%	149 66%	20 62%	40 60%	45 64%	51 67%	47 61%	79 66%	72 60%	89 66%	47 71%	75 62%	64 67%	69 63%	34 58%	117 65%	-
Less likely	97 22%	50 23%	46 21%	6 20%	10 14%	18 25%	15 20%	20 26%	28 24%	22 18%	28 21%	15 22%	32 26%	19 20%	24 22%	14 23%	39 22%	-
Don't know	14 3%	6 3%	8 3%	1 2%	6 9%	1 1%	1 1%	2 3%	4 3%	3 3%	3 2%	1 2%	6 5%	3 3%	2 2%	5 8%	4 2%	-

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Absolutes/col percents

Table 6

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

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

	Total	Voting Intention			Vote in 2010			Marginal Cluster				
		Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	695	389	128	12	89	465	163	-	-	-	695	-
Weighted base	444	249	77	8	58	304	96	-	-	-	444	-
More likely	50 11%	30 12%	2 3%	4 56%	6 10%	41 13%	5 5%	-	-	-	50 11%	-
No difference	283 64%	188 75%	31 40%	3 44%	31 55%	217 72%	41 43%	-	-	-	283 64%	-
Less likely	97 22%	24 10%	43 56%	-	16 28%	37 12%	45 47%	-	-	-	97 22%	-
Don't know	14 3%	7 3%	1 1%	-	4 8%	9 3%	5 5%	-	-	-	14 3%	-

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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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
NET: Well	692 69%	344 70%	348 67%	68 71%	120 72%	118 63%	119 66%	101 69%	165 72%	182 72%	222 70%	95 65%	193 67%	155 74%	167 66%	81 63%	290 70%	-
Very well	(4) 118 12%	67 14%	51 10%	8 9%	19 12%	16 9%	16 9%	25 17%	33 14%	35 14%	41 13%	10 7%	31 11%	26 13%	25 10%	18 14%	49 12%	-
Quite well	(3) 574 57%	277 57%	297 57%	60 62%	101 61%	102 54%	103 57%	77 52%	132 58%	147 58%	181 57%	85 58%	161 56%	129 62%	142 56%	63 49%	240 58%	-
Quite badly	(2) 145 14%	62 13%	82 16%	12 13%	20 12%	33 17%	35 19%	20 14%	25 11%	36 14%	39 12%	27 18%	43 15%	27 13%	40 16%	18 14%	60 14%	-
Very badly	(1) 66 7%	37 8%	29 6%	1 1%	11 7%	16 8%	12 7%	12 8%	14 6%	15 6%	17 5%	11 8%	23 8%	9 4%	19 8%	13 10%	26 6%	-
NET: Badly	211 21%	100 20%	111 22%	13 14%	32 19%	48 26%	47 26%	33 22%	39 17%	51 20%	56 18%	38 26%	66 23%	35 17%	59 23%	31 24%	86 21%	-
Don't know	103 10%	45 9%	57 11%	14 15%	15 9%	22 12%	14 8%	12 8%	24 11%	21 8%	37 12%	14 10%	30 10%	18 9%	28 11%	16 13%	41 10%	-
Mean	2.82	2.84	2.80	2.92	2.84	2.72	2.74	2.85	2.90	2.87	2.88	2.71	2.78	2.90	2.76	2.77	2.84	-
Standard deviation	0.74	0.78	0.71	0.56	0.73	0.77	0.74	0.83	0.74	0.74	0.72	0.73	0.77	0.68	0.76	0.86	0.73	-
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.07	0.03	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
NET: Well	692 69%	278 92%	55 35%	150 81%	147 65%	274 90%	38 39%	186 67%	-	-	692 69%	-
Very well	(4) 118 12%	68 23%	2 1%	25 14%	15 7%	67 22%	2 2%	26 9%	-	-	118 12%	-
Quite well	(3) 574 57%	210 70%	54 34%	125 67%	132 58%	208 68%	36 37%	161 58%	-	-	574 57%	-
Quite badly	(2) 145 14%	8 3%	57 36%	20 11%	29 13%	12 4%	31 32%	45 16%	-	-	145 14%	-
Very badly	(1) 66 7%	- -	30 19%	4 2%	10 4%	2 1%	17 18%	20 7%	-	-	66 7%	-
NET: Badly	211 21%	8 3%	87 55%	24 13%	39 17%	14 5%	49 50%	65 23%	-	-	211 21%	-
Don't know	103 10%	15 5%	16 10%	12 6%	40 18%	15 5%	10 11%	25 9%	-	-	103 10%	-
Mean	2.82	3.21	2.19	2.98	2.82	3.18	2.26	2.77	-	-	2.82	-
Standard deviation	0.74	0.47	0.78	0.59	0.65	0.52	0.80	0.74	-	-	0.74	-
Standard error	0.02	0.02	0.05	0.04	0.04	0.02	0.07	0.04	-	-	0.02	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Better	259 26%	130 26%	129 25%	18 19%	39 23%	38 20%	50 28%	49 33%	65 28%	83 33%	80 25%	26 18%	69 24%	53 25%	69 27%	33 26%	103 25%	-
About the same	600 60%	287 59%	312 60%	67 70%	107 64%	116 62%	102 57%	75 51%	132 58%	139 55%	190 60%	100 68%	171 59%	130 62%	142 56%	77 60%	252 61%	-
Worse	97 10%	51 10%	46 9%	4 5%	12 7%	29 15%	18 10%	16 11%	18 8%	22 8%	30 10%	16 11%	29 10%	17 8%	30 12%	12 9%	38 9%	-
Refused	1 *	1 *	-	-	-	-	-	*	*	*	-	-	*	-	-	-	1 *	-
Don't know	49 5%	20 4%	29 6%	7 7%	8 5%	5 3%	11 6%	6 4%	12 5%	10 4%	15 5%	5 3%	19 7%	9 4%	12 5%	6 5%	21 5%	-

**Marginals Poll - July 2010 - Con/LD**  
**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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Better	259 26%	120 40%	10 6%	61 33%	47 21%	129 42%	7 7%	71 26%	-	-	259 26%	-
About the same	600 60%	162 54%	102 64%	109 59%	144 64%	150 50%	68 71%	167 60%	-	-	600 60%	-
Worse	97 10%	9 3%	39 25%	11 6%	16 7%	15 5%	16 17%	32 12%	-	-	97 10%	-
Refused	1 *	-	-	-	1 *	* *	-	-	-	-	1 *	-
Don't know	49 5%	10 3%	7 5%	5 3%	19 8%	10 3%	5 5%	6 2%	-	-	49 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
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	183 18%	83 17%	99 19%	20 21%	24 15%	39 21%	37 21%	25 17%	37 16%	40 16%	52 16%	27 18%	63 22%	37 18%	48 19%	23 18%	75 18%	-
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	533 53%	260 53%	273 53%	48 50%	106 64%	99 53%	94 52%	75 51%	110 48%	144 57%	171 54%	73 50%	145 50%	118 57%	138 54%	75 58%	202 48%	-
The Liberal Democrats have had a significant influence and the government's agenda is very different from what would have happened if the Conservatives were in government on their own	239 24%	129 26%	110 21%	22 23%	23 14%	44 23%	44 24%	40 27%	66 29%	59 23%	83 26%	35 24%	61 21%	47 23%	54 21%	25 20%	113 27%	-
Refused	4 *	2 *	1 *	- -	1 *	2 1%	- -	* *	1 *	1 *	- -	2 1%	1 *	- -	1 1%	1 1%	1 *	-
Don't know	48 5%	14 3%	34 7%	6 6%	12 7%	5 3%	5 3%	6 4%	14 6%	10 4%	9 3%	10 7%	19 7%	6 3%	11 4%	4 3%	26 6%	-



## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
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	183 18%	33 11%	66 42%	18 10%	30 13%	29 10%	39 40%	47 17%	-	-	183 18%	-
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	533 53%	179 60%	68 43%	98 53%	130 57%	188 62%	39 41%	149 54%	-	-	533 53%	-
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	239 24%	77 26%	20 13%	67 36%	46 21%	74 24%	13 14%	74 27%	-	-	239 24%	-
Refused	4 *	1 *	-	* *	1 *	1 *	-	1 *	-	-	4 *	-
Don't know	48 5%	10 3%	4 2%	2 1%	19 8%	12 4%	5 5%	5 2%	-	-	48 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
More	109 11%	44 9%	64 12%	11 11%	15 9%	19 10%	19 11%	12 8%	34 15%	21 8%	26 8%	17 12%	44 15%	17 8%	24 9%	9 7%	58 14%	-
About the same	320 32%	156 32%	164 32%	32 34%	50 30%	55 29%	59 33%	45 30%	79 35%	75 29%	106 34%	45 30%	95 33%	67 32%	80 31%	36 28%	137 33%	-
Less	511 51%	266 54%	245 47%	46 48%	94 56%	103 54%	93 52%	81 55%	94 41%	149 59%	160 51%	76 51%	125 43%	111 53%	131 52%	75 59%	193 46%	-
Refused	2 *	* *	1 *	- -	- -	- -	1 *	- -	1 *	* *	- -	- -	1 *	1 1%	- -	- -	* *	- -
Don't know	65 6%	23 5%	42 8%	7 8%	8 5%	12 7%	8 4%	9 6%	20 9%	9 3%	23 7%	9 6%	23 8%	12 6%	19 8%	7 6%	27 6%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
More	109 11%	43 14%	6 4%	23 12%	22 10%	42 14%	4 4%	25 9%	-	-	109 11%	-
About the same	320 32%	86 28%	43 27%	62 33%	79 35%	84 28%	35 36%	81 29%	-	-	320 32%	-
Less	511 51%	154 51%	105 66%	92 50%	101 45%	159 52%	56 58%	156 57%	-	-	511 51%	-
Refused	2 *	* *	- -	1 1%	- -	* *	- -	1 *	-	-	2 *	-
Don't know	65 6%	18 6%	5 3%	7 4%	23 10%	19 6%	2 2%	12 4%	-	-	65 6%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	633 63%	325 67%	308 60%	50 52%	99 59%	120 64%	110 61%	98 67%	156 69%	162 64%	210 66%	83 56%	179 62%	142 68%	170 67%	73 57%	248 60%	-
Avoidable and unnecessary	347 35%	153 31%	194 38%	44 46%	63 38%	65 34%	67 37%	45 31%	64 28%	87 34%	100 32%	62 42%	99 34%	64 31%	79 31%	50 39%	153 37%	-
Refused	1 *	1 *	-	-	-	1 *	* *	* *	-	1 *	-	-	-	* *	* *	-	1 *	-
Don't know	24 2%	9 2%	15 3%	2 2%	4 3%	3 2%	4 2%	4 3%	8 3%	4 2%	6 2%	3 2%	11 4%	2 1%	4 2%	5 4%	14 3%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	633 63%	230 76%	77 48%	119 64%	138 61%	239 79%	44 45%	167 60%	-	-	633 63%	-
Avoidable and unnecessary	347 35%	67 22%	78 49%	60 32%	80 35%	60 20%	49 51%	100 36%	-	-	347 35%	-
Refused	1 *	* *	- -	* *	- -	- -	- -	* *	-	-	1 *	-
Don't know	24 2%	4 1%	4 3%	7 4%	8 4%	5 2%	3 3%	9 3%	-	-	24 2%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	765 76%	380 78%	385 75%	65 68%	126 76%	142 75%	136 75%	116 79%	180 79%	201 79%	252 80%	107 73%	204 71%	162 78%	195 77%	88 69%	319 77%	-
Avoidable and unnecessary	200 20%	98 20%	101 20%	28 29%	37 22%	42 22%	38 21%	23 16%	31 14%	44 17%	58 18%	37 25%	60 21%	38 18%	47 18%	33 26%	82 20%	-
Refused	2 *	1 *	1 *	- -	- -	- -	* *	1 *	1 *	1 *	- -	- -	1 *	2 1%	* *	- -	- -	- -
Don't know	39 4%	9 2%	30 6%	3 3%	3 2%	5 3%	6 3%	7 5%	16 7%	8 3%	5 2%	2 1%	23 8%	7 3%	11 4%	7 5%	15 4%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	765 76%	261 87%	90 57%	151 81%	175 78%	266 88%	56 58%	213 77%	-	-	765 76%	-
Avoidable and unnecessary	200 20%	33 11%	61 39%	30 16%	35 16%	32 10%	35 36%	51 19%	-	-	200 20%	-
Refused	2 *	1 *	- -	- -	1 *	1 *	- -	1 *	-	-	2 *	-
Don't know	39 4%	6 2%	7 5%	5 3%	15 7%	5 2%	6 6%	11 4%	-	-	39 4%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	661 66%	313 64%	348 67%	50 52%	90 54%	120 64%	116 64%	114 78%	171 75%	165 65%	207 66%	95 65%	193 67%	130 62%	167 66%	78 61%	286 69%	-
Avoidable and unnecessary	296 29%	160 33%	137 26%	41 43%	69 41%	60 32%	59 33%	25 17%	42 18%	79 31%	92 29%	48 33%	76 26%	68 33%	74 29%	43 34%	111 27%	-
Refused	1 *	* *	1 *	1 1%	- -	- -	* *	- -	- -	* *	- -	1 1%	- -	- -	1 1%	- -	- -	- -
Don't know	47 5%	16 3%	31 6%	3 3%	8 5%	9 5%	5 3%	7 5%	15 7%	9 4%	16 5%	3 2%	19 7%	10 5%	11 4%	7 6%	19 5%	-



## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	661 66%	234 78%	73 46%	123 66%	149 66%	234 77%	47 49%	180 65%	-	-	661 66%	-
Avoidable and unnecessary	296 29%	56 19%	78 49%	52 28%	62 28%	60 20%	44 46%	82 30%	-	-	296 29%	-
Refused	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-
Don't know	47 5%	9 3%	7 5%	10 6%	14 6%	10 3%	5 6%	14 5%	-	-	47 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	545 54%	263 54%	282 55%	41 43%	88 53%	94 50%	101 56%	90 62%	131 58%	141 55%	171 54%	75 51%	158 55%	108 52%	131 52%	68 54%	237 57%	-
Avoidable and unnecessary	399 40%	202 41%	197 38%	50 52%	69 41%	90 48%	73 40%	45 31%	72 31%	101 40%	122 39%	64 44%	111 39%	86 41%	106 42%	52 41%	155 37%	-
Refused	1 *	1 *	1 *	- -	- -	- -	* *	- -	1 *	1 *	- -	- -	1 *	1 *	* *	- -	* *	-
Don't know	60 6%	24 5%	37 7%	4 4%	10 6%	5 3%	7 4%	11 7%	24 11%	11 4%	22 7%	8 6%	18 6%	14 7%	16 6%	7 6%	24 6%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	545 54%	204 68%	55 34%	105 57%	117 52%	214 70%	41 43%	143 52%	-	-	545 54%	-
Avoidable and unnecessary	399 40%	80 27%	96 60%	67 36%	91 40%	76 25%	51 53%	115 42%	-	-	399 40%	-
Refused	1 *	1 *	-	1 *	-	* *	-	1 *	-	-	1 *	-
Don't know	60 6%	17 6%	8 5%	13 7%	18 8%	13 4%	5 5%	18 7%	-	-	60 6%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	620 62%	313 64%	307 59%	44 46%	99 60%	120 64%	117 65%	97 66%	143 63%	161 63%	204 65%	87 59%	168 58%	135 65%	151 60%	73 57%	260 63%	-
Avoidable and unnecessary	291 29%	141 29%	150 29%	42 44%	52 31%	53 28%	49 27%	38 26%	55 24%	77 30%	83 26%	41 28%	89 31%	56 27%	78 31%	40 32%	117 28%	-
Refused	2 *	2 *	- -	- -	- -	1 *	* *	- -	1 *	1 1%	- -	- -	1 *	1 *	* *	- -	1 *	-
Don't know	93 9%	33 7%	60 12%	9 9%	15 9%	15 8%	14 8%	11 8%	29 13%	15 6%	28 9%	19 13%	31 11%	17 8%	24 9%	15 12%	38 9%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	620 62%	196 65%	81 51%	134 72%	134 59%	206 68%	50 51%	191 69%	-	-	620 62%	-
Avoidable and unnecessary	291 29%	83 28%	59 37%	40 21%	65 29%	72 24%	34 36%	60 22%	-	-	291 29%	-
Refused	2 *	1 *	-	-	-	1 *	-	-	-	-	2 *	-
Don't know	93 9%	21 7%	19 12%	13 7%	27 12%	25 8%	12 13%	25 9%	-	-	93 9%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	833 83%	399 82%	434 84%	69 72%	138 83%	156 83%	150 83%	126 86%	194 85%	216 85%	270 86%	116 79%	230 80%	173 83%	202 80%	103 81%	355 85%	-
Avoidable and unnecessary	140 14%	78 16%	63 12%	18 18%	25 15%	30 16%	26 14%	16 11%	26 11%	32 12%	41 13%	24 16%	44 15%	28 14%	43 17%	20 16%	49 12%	-
Refused	3 *	2 *	1 *	1 1%	1 1%	- -	* *	* *	- -	1 *	- -	1 1%	1 *	- -	1 1%	* *	1 *	-
Don't know	29 3%	11 2%	19 4%	8 8%	1 1%	3 1%	5 3%	4 3%	9 4%	6 2%	5 1%	6 4%	13 5%	8 4%	7 3%	4 3%	11 3%	-

**Marginals Poll - July 2010 - Con/LD**  
**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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	833 83%	269 89%	112 71%	155 84%	192 85%	276 91%	64 67%	233 84%	-	-	833 83%	-
Avoidable and unnecessary	140 14%	27 9%	39 25%	25 13%	27 12%	24 8%	28 29%	34 12%	-	-	140 14%	-
Refused	3 *	1 *	* *	- -	- -	- -	* *	- -	-	-	3 *	-
Don't know	29 3%	4 1%	7 4%	6 3%	7 3%	4 1%	4 4%	9 3%	-	-	29 3%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Unavoidable and necessary	425 42%	226 46%	198 38%	41 42%	71 43%	69 36%	73 40%	63 43%	109 48%	112 44%	133 42%	61 42%	119 41%	98 47%	100 39%	48 38%	178 43%	-
Avoidable and unnecessary	499 50%	232 47%	267 52%	50 52%	80 48%	105 56%	99 55%	73 50%	92 40%	121 48%	157 50%	78 53%	143 49%	94 45%	136 54%	66 52%	202 49%	-
Refused	4 *	2 *	2 *	2 2%	- -	- -	- -	1 1%	2 1%	1 *	3 1%	1 *	1 *	* *	3 1%	- -	1 *	-
Don't know	78 8%	29 6%	49 10%	4 4%	15 9%	15 8%	9 5%	9 6%	25 11%	20 8%	24 8%	8 5%	26 9%	16 8%	14 6%	13 10%	35 8%	-



## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Unavoidable and necessary	425 42%	181 60%	32 20%	79 42%	81 36%	180 59%	23 24%	92 33%	-	-	425 42%	-
Avoidable and unnecessary	499 50%	100 33%	117 74%	93 50%	112 50%	102 34%	69 72%	163 59%	-	-	499 50%	-
Refused	4 *	1 *	-	-	3 1%	3 1%	-	1 *	-	-	4 *	-
Don't know	78 8%	19 6%	10 6%	14 8%	30 13%	20 6%	4 4%	20 7%	-	-	78 8%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	531 53%	256 52%	275 53%	45 47%	89 53%	91 48%	99 55%	82 56%	125 55%	142 56%	175 55%	67 46%	147 51%	105 50%	138 54%	64 50%	224 54%	-
It's a coalition of convenience that doesn't really represent anything new or different	432 43%	220 45%	211 41%	48 50%	69 41%	92 49%	79 44%	59 40%	85 37%	105 41%	129 41%	76 52%	122 42%	93 44%	106 42%	58 45%	175 42%	-
Refused	5 *	2 *	3 1%	-	1 1%	1 *	* *	1 *	2 1%	1 *	1 *	1 *	2 1%	1 1%	* *	3 2%	-	-
Don't know	38 4%	11 2%	27 5%	3 3%	8 5%	5 3%	2 1%	4 3%	16 7%	6 3%	11 3%	3 2%	18 6%	9 4%	9 4%	3 2%	17 4%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
The coalition of Lib Dems and Conservatives represents the beginning of a new type of politics	531 53%	205 68%	34 21%	128 69%	120 53%	211 69%	25 26%	159 57%	-	-	531 53%	-
It's a coalition of convenience that doesn't really represent anything new or different	432 43%	83 27%	121 76%	54 29%	89 39%	81 27%	67 69%	107 39%	-	-	432 43%	-
Refused	5 *	3 1%	-	-	2 1%	2 1%	-	1 *	-	-	5 *	-
Don't know	38 4%	10 3%	3 2%	4 2%	15 7%	10 3%	4 4%	9 3%	-	-	38 4%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
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	680 68%	334 68%	346 67%	63 66%	112 67%	121 64%	122 67%	109 74%	154 67%	176 69%	226 72%	96 65%	181 63%	149 72%	174 69%	81 63%	276 66%	-
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	297 30%	142 29%	156 30%	31 32%	48 29%	65 34%	56 31%	35 24%	62 27%	73 29%	84 27%	48 33%	92 32%	55 27%	70 28%	46 36%	126 30%	-
Refused	1 *	-	1 *	-	-	-	-	1 *	1 *	1 *	-	-	1 *	1 *	-	* *	* *	-
Don't know	27 3%	13 3%	14 3%	2 2%	7 4%	3 2%	2 1%	3 2%	11 5%	4 2%	5 2%	3 2%	15 5%	3 2%	9 4%	1 1%	14 3%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
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	680 68%	272 90%	49 31%	135 73%	148 65%	269 88%	29 30%	175 63%	-	-	680 68%	-
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	297 30%	24 8%	106 67%	46 25%	68 30%	28 9%	64 66%	94 34%	-	-	297 30%	-
Refused	1 *	-	-	-	1 1%	1 *	-	1 *	-	-	1 *	-
Don't know	27 3%	5 2%	4 2%	4 2%	9 4%	6 2%	3 3%	7 2%	-	-	27 3%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	376 37%	201 41%	175 34%	36 37%	65 39%	66 35%	59 33%	62 43%	88 38%	111 43%	126 40%	47 32%	93 32%	83 40%	96 38%	47 37%	151 36%	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	581 58%	268 55%	313 61%	58 61%	91 54%	122 65%	114 63%	81 55%	115 50%	135 53%	182 58%	94 64%	170 59%	116 56%	145 57%	76 60%	243 59%	-
Refused	1 *	1 *	-	-	-	-	*	-	1 *	*	-	-	1 *	1 *	*	-	-	-
Don't know	48 5%	20 4%	28 5%	2 2%	11 7%	* *	6 4%	3 2%	25 11%	9 3%	7 2%	7 5%	25 9%	9 4%	12 5%	5 4%	22 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
The effects of the tax rises and spending cuts to deal with the deficit are being spread fairly	376 37%	180 60%	22 14%	68 36%	73 32%	177 58%	10 11%	84 31%	-	-	376 37%	-
Ordinary hardworking people are unfairly bearing the brunt of the tax rises and spending cuts to deal with the deficit	581 58%	105 35%	131 83%	112 60%	135 60%	110 36%	81 84%	183 66%	-	-	581 58%	-
Refused	1 *	1 *	-	-	-	1 *	-	-	-	-	1 *	-
Don't know	48 5%	15 5%	5 3%	6 3%	18 8%	16 5%	5 5%	9 3%	-	-	48 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	506 50%	252 51%	254 49%	44 46%	82 50%	75 40%	88 49%	78 53%	139 61%	136 53%	168 53%	62 42%	140 49%	116 56%	125 49%	58 45%	207 50%	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	447 44%	212 43%	235 46%	46 48%	71 43%	109 58%	85 47%	61 42%	75 33%	105 41%	130 41%	80 54%	132 46%	85 41%	114 45%	64 50%	185 44%	-
Refused	5 1%	3 1%	2 *	1 1%	2 1%	- -	1 *	1 *	* *	1 *	1 *	2 1%	2 1%	- -	2 1%	2 2%	2 *	- -
Don't know	47 5%	22 5%	25 5%	5 5%	10 6%	5 3%	7 4%	7 5%	13 6%	12 5%	17 5%	4 3%	13 5%	7 4%	13 5%	4 3%	22 5%	-



## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
The way that David Cameron and the Conservatives have behaved since the election shows that the Conservative Party really has changed for the better	506 50%	237 79%	23 14%	98 53%	103 46%	240 79%	16 16%	121 44%	-	-	506 50%	-
Nothing has happened since the election to suggest that the Conservative Party has really changed for the better	447 44%	50 17%	132 83%	83 45%	100 44%	50 16%	78 81%	146 53%	-	-	447 44%	-
Refused	5 1%	* *	* *	1 1%	2 1%	* *	- -	2 1%	-	-	5 1%	-
Don't know	47 5%	13 4%	3 2%	4 2%	20 9%	13 4%	3 3%	9 3%	-	-	47 5%	-

## Marginals Poll - July 2010 - Con/LD

### 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	781	350	431	39	77	113	176	168	208	325	164	111	181	170	179	89	342	-
Weighted base	507	240	267	43	78	86	100	84	115	148	163	75	121	113	124	61	208	-
Conservative	278	136	142	21	42	36	52	50	77	80	83	44	71	64	69	33	112	-
	55%	57%	53%	49%	55%	42%	52%	59%	67%	54%	51%	59%	59%	57%	55%	54%	54%	-
Liberal Democrat	229	104	125	22	35	50	49	34	39	68	81	30	50	49	56	28	96	-
	45%	43%	47%	51%	45%	58%	48%	41%	33%	46%	49%	41%	41%	43%	45%	46%	46%	-

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

Absolutes/col percents

Table 22

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

	Voting Intention					Vote in 2010			Marginal Cluster			
	Total	Con- ser- vative	Labour	Lib- eral Demo- crat	Dk/ Refuse	Con- ser- vative	Labour	Lib- eral Demo- crat	Con/ Lab	Lab/ Con	Con/LD	LD/Con
Unweighted base	781	368	87	203	91	357	50	274	-	-	781	-
Weighted base	507	234	56	135	59	231	27	177	-	-	507	-
Conservative	278	230	7	6	28	220	8	14	-	-	278	-
	55%	98%	12%	5%	48%	95%	28%	8%	-	-	55%	-
Liberal Democrat	229	5	50	129	31	11	20	163	-	-	229	-
	45%	2%	88%	95%	52%	5%	72%	92%	-	-	45%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Conservative	333 33%	162 33%	171 33%	24 25%	49 29%	42 22%	63 35%	61 42%	94 41%	90 35%	102 32%	49 33%	93 32%	78 37%	81 32%	40 32%	134 32%	-
Labour	161 16%	81 16%	81 16%	15 16%	26 15%	42 22%	28 15%	17 12%	34 15%	47 18%	40 13%	25 17%	49 17%	34 16%	45 18%	24 18%	59 14%	-
Liberal Democrat	231 23%	107 22%	124 24%	26 27%	38 23%	49 26%	45 25%	34 23%	40 17%	59 23%	85 27%	32 22%	55 19%	50 24%	56 22%	24 19%	101 24%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 *	1 *	2 *	-	1 *	1 1%	-	1 1%	-	1 *	1 *	* *	1 *	-	-	-	3 1%	-
The UK Independence Party	16 2%	11 2%	4 1%	2 2%	3 2%	4 2%	4 2%	2 2%	1 1%	2 1%	7 2%	6 4%	1 *	1 *	4 2%	1 1%	10 2%	-
The Green Party	28 3%	14 3%	14 3%	3 3%	9 5%	5 3%	6 3%	4 3%	2 1%	11 4%	6 2%	3 2%	7 3%	5 2%	7 3%	3 3%	12 3%	-
The British National Party	11 1%	7 1%	4 1%	5 5%	1 1%	2 1%	* *	-	2 1%	3 1%	6 2%	1 1%	1 *	-	4 1%	2 2%	5 1%	-
Some other party	10 1%	8 2%	2 *	2 2%	1 1%	3 2%	2 1%	1 *	1 *	1 *	3 1%	2 1%	4 1%	1 *	4 2%	-	5 1%	-
Would not vote	67 7%	32 7%	34 7%	9 9%	14 9%	13 7%	13 7%	5 3%	13 6%	12 5%	19 6%	12 8%	24 8%	8 4%	14 6%	12 10%	32 8%	-
Refused	61 6%	35 7%	27 5%	3 3%	8 5%	14 7%	14 8%	7 5%	15 7%	16 6%	21 7%	7 4%	18 6%	19 9%	16 6%	6 5%	20 5%	-
Don't know	85 8%	32 7%	53 10%	7 8%	17 10%	14 7%	7 4%	14 10%	26 12%	14 6%	26 8%	10 7%	35 12%	13 6%	23 9%	15 12%	34 8%	-

## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Conservative	333 33%	278 92%	2 1%	10 5%	38 17%	255 84%	6 6%	17 6%	-	-	333 33%	-
Labour	161 16%	1 *	143 90%	5 3%	10 5%	4 1%	69 72%	42 15%	-	-	161 16%	-
Liberal Democrat	231 23%	7 2%	8 5%	168 90%	44 19%	13 4%	3 3%	179 65%	-	-	231 23%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 *	-	-	-	-	-	-	-	-	-	3 *	-
The UK Independence Party	16 2%	3 1%	1 1%	-	2 1%	3 1%	1 1%	1 *	-	-	16 2%	-
The Green Party	28 3%	2 *	2 1%	1 1%	3 2%	3 1%	2 2%	13 5%	-	-	28 3%	-
The British National Party	11 1%	2 1%	-	-	-	-	1 1%	-	-	-	11 1%	-
Some other party	10 1%	-	-	-	2 1%	-	-	2 1%	-	-	10 1%	-
Would not vote	67 7%	-	-	-	-	8 3%	4 4%	2 1%	-	-	67 7%	-
Refused	61 6%	1 *	* *	* *	59 26%	2 1%	3 3%	2 1%	-	-	61 6%	-
Don't know	85 8%	8 3%	3 2%	2 1%	68 30%	14 5%	9 9%	18 6%	-	-	85 8%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Conservative	105 10%	57 12%	48 9%	17 17%	22 13%	26 14%	14 8%	10 7%	17 8%	32 12%	30 10%	19 13%	24 8%	19 9%	26 10%	15 12%	45 11%	-
Labour	111 11%	55 11%	56 11%	18 19%	18 11%	18 9%	23 13%	19 13%	16 7%	26 10%	47 15%	13 9%	26 9%	17 8%	32 13%	12 10%	50 12%	-
Liberal Democrat	284 28%	133 27%	150 29%	21 22%	48 29%	52 28%	58 32%	45 31%	60 26%	85 33%	84 27%	44 30%	70 24%	63 30%	69 27%	39 30%	113 27%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	1 *	* *	-	-	* *	* *	* *	-	* *	* *	* *	-	-	-	-	1 *	-
The UK Independence Party	24 2%	13 3%	12 2%	5 5%	2 1%	4 2%	2 1%	3 2%	8 4%	6 2%	7 2%	2 1%	10 3%	4 2%	7 3%	1 1%	12 3%	-
The Green Party	56 6%	24 5%	32 6%	3 3%	15 9%	10 5%	11 6%	12 8%	5 2%	17 7%	24 8%	5 4%	10 4%	11 5%	19 7%	8 6%	19 5%	-
The British National Party	3 *	3 1%	-	-	2 1%	-	-	* *	1 *	* *	2 1%	1 *	-	2 1%	-	-	1 *	-
An other party	10 1%	10 2%	-	-	2 1%	4 2%	2 1%	1 *	1 1%	1 *	3 1%	2 2%	3 1%	3 1%	2 1%	1 1%	3 1%	-
Would not give a second preference	181 18%	88 18%	93 18%	12 13%	15 9%	33 17%	31 17%	28 19%	62 27%	40 16%	49 16%	28 19%	63 22%	46 22%	42 16%	13 10%	79 19%	-
Would not vote	67 7%	32 7%	34 7%	9 9%	14 9%	13 7%	13 7%	5 3%	13 6%	12 5%	19 6%	12 8%	24 8%	8 4%	14 6%	12 10%	32 8%	-
Refused	64 6%	35 7%	30 6%	3 3%	8 5%	13 7%	15 8%	8 5%	18 8%	16 6%	23 7%	7 4%	19 6%	19 9%	17 7%	6 5%	22 5%	-
Don't know	100 10%	39 8%	62 12%	9 9%	20 12%	16 9%	12 7%	16 11%	27 12%	19 7%	28 9%	14 10%	40 14%	17 8%	25 10%	19 15%	39 9%	-

## Marginals Poll - July 2010 - Con/LD

### 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**

	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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Conservative	105 10%	9 3%	12 8%	62 33%	15 6%	13 4%	3 3%	64 23%	-	-	105 10%	-
Labour	111 11%	22 7%	9 6%	50 27%	18 8%	13 4%	8 9%	59 21%	-	-	111 11%	-
Liberal Democrat	284 28%	164 55%	61 38%	13 7%	29 13%	159 52%	24 25%	41 15%	-	-	284 28%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	* *	1 *	-	-	-	1 *	-	-	1 *	-
The UK Independence Party	24 2%	9 3%	4 2%	3 2%	3 1%	9 3%	3 3%	3 1%	-	-	24 2%	-
The Green Party	56 6%	6 2%	18 12%	23 12%	5 2%	7 2%	9 9%	33 12%	-	-	56 6%	-
The British National Party	3 *	-	-	-	-	2 1%	-	-	-	-	3 *	-
An other party	10 1%	-	5 3%	1 *	1 *	1 *	4 4%	1 *	-	-	10 1%	-
Would not give a second preference	181 18%	76 25%	43 27%	28 15%	25 11%	70 23%	27 28%	47 17%	-	-	181 18%	-
Would not vote	67 7%	-	-	-	-	8 3%	4 4%	2 1%	-	-	67 7%	-
Refused	64 6%	2 1%	1 *	1 1%	60 26%	5 2%	3 3%	3 1%	-	-	64 6%	-
Don't know	100 10%	13 4%	6 4%	4 2%	70 31%	17 6%	11 12%	22 8%	-	-	100 10%	-

## Marginals Poll - July 2010 - Con/LD

### 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	694	806	86	161	236	313	295	409	552	308	221	419	300	358	181	661	-
Weighted base	1006	489	517	96	166	189	181	146	228	254	316	147	289	208	254	128	416	-
Conservative	58 6%	26 5%	32 6%	9 9%	10 6%	10 5%	12 7%	10 7%	7 3%	19 7%	18 6%	6 4%	15 5%	9 4%	11 4%	9 7%	29 7%	-
Labour	93 9%	46 9%	48 9%	13 14%	22 14%	21 11%	13 7%	11 8%	13 6%	28 11%	32 10%	14 10%	20 7%	24 12%	23 9%	11 8%	35 8%	-
Liberal Democrat	50 5%	28 6%	22 4%	7 7%	17 10%	8 4%	10 6%	6 4%	2 1%	14 6%	21 7%	7 5%	8 3%	11 5%	14 5%	5 4%	21 5%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 *	2 *	1 *	-	-	1 1%	* *	* *	* *	1 *	-	1 1%	1 *	-	-	-	2 1%	-
The UK Independence Party	33 3%	17 3%	17 3%	-	6 4%	7 4%	8 4%	7 5%	6 3%	9 4%	7 2%	7 4%	11 4%	2 1%	7 3%	7 5%	17 4%	-
The Green Party	59 6%	31 6%	28 5%	7 7%	8 5%	12 6%	11 6%	9 6%	12 5%	15 6%	26 8%	8 6%	10 3%	12 6%	18 7%	7 5%	22 5%	-
The British National Party	8 1%	6 1%	2 *	1 1%	-	4 2%	1 *	1 *	1 1%	-	3 1%	3 2%	3 1%	1 *	6 2%	-	1 *	-
An other party	9 1%	7 1%	2 *	1 1%	1 *	1 *	3 2%	1 1%	2 1%	2 1%	3 1%	2 1%	3 1%	2 1%	-	1 *	6 2%	-
Would not give a second preference	181 18%	88 18%	93 18%	12 13%	15 9%	33 17%	31 17%	28 19%	62 27%	40 16%	49 16%	28 19%	63 22%	46 22%	42 16%	13 10%	79 19%	-
Would not give a third preference	249 25%	114 23%	135 26%	21 22%	40 24%	42 22%	46 26%	41 28%	59 26%	69 27%	78 25%	36 24%	66 23%	52 25%	61 24%	35 27%	102 25%	-
Would not vote	67 7%	32 7%	34 7%	9 9%	14 9%	13 7%	13 7%	5 3%	13 6%	12 5%	19 6%	12 8%	24 8%	8 4%	14 6%	12 10%	32 8%	-
Refused	67 7%	36 7%	30 6%	3 3%	8 5%	13 7%	17 9%	8 5%	18 8%	17 7%	24 8%	7 4%	20 7%	19 9%	18 7%	6 5%	24 6%	-
Don't know	129 13%	56 12%	73 14%	13 14%	24 15%	24 13%	15 9%	20 14%	32 14%	29 11%	37 12%	18 12%	46 16%	22 10%	39 15%	24 18%	45 11%	-



## Marginals Poll - July 2010 - Con/LD

### 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	466	242	272	331	465	163	425	-	-	1500	-
Weighted base	1006	301	158	186	226	304	96	276	-	-	1006	-
Conservative	58 6%	2 1%	22 14%	24 13%	8 4%	3 1%	10 10%	29 11%	-	-	58 6%	-
Labour	93 9%	41 14%	2 1%	34 18%	12 5%	37 12%	1 2%	38 14%	-	-	93 9%	-
Liberal Democrat	50 5%	22 7%	14 9%	1 *	2 1%	16 5%	8 8%	9 3%	-	-	50 5%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 *	1 *	* *	* *	-	1 *	* *	1 *	-	-	2 *	-
The UK Independence Party	33 3%	20 7%	2 1%	5 3%	4 2%	20 7%	1 1%	6 2%	-	-	33 3%	-
The Green Party	59 6%	15 5%	12 8%	20 11%	8 4%	15 5%	6 6%	27 10%	-	-	59 6%	-
The British National Party	8 1%	3 1%	2 1%	2 1%	1 1%	2 1%	-	1 *	-	-	8 1%	-
An other party	9 1%	2 1%	3 2%	1 1%	2 1%	2 1%	* *	3 1%	-	-	9 1%	-
Would not give a second preference	181 18%	76 25%	43 27%	28 15%	25 11%	70 23%	27 28%	47 17%	-	-	181 18%	-
Would not give a third preference	249 25%	95 31%	48 31%	55 30%	29 13%	96 32%	23 24%	77 28%	-	-	249 25%	-
Would not vote	67 7%	-	-	-	-	8 3%	4 4%	2 1%	-	-	67 7%	-
Refused	67 7%	3 1%	2 1%	2 1%	60 26%	5 2%	3 3%	5 2%	-	-	67 7%	-
Don't know	129 13%	21 7%	11 7%	13 7%	75 33%	27 9%	13 14%	31 11%	-	-	129 13%	-

**Marginals Poll - July 2010 - Con/LD**  
**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	1006
18 - 24	86 6%	96 10%
25 - 34	161 11%	166 17%
35 - 44	236 16%	189 19%
45 - 54	313 21%	181 18%
55 - 64	295 20%	146 15%
65+	409 27%	228 23%

**Marginals Poll - July 2010 - Con/LD**  
**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	1006
Male	694 46%	489 49%
Female	806 54%	517 51%

**Marginals Poll - July 2010 - Con/LD**  
**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	1006
A	220 15%	97 10%
B	332 22%	157 16%
C1	308 21%	316 31%
C2	221 15%	147 15%
D	123 8%	101 10%
E	296 20%	187 19%

**Marginals Poll - July 2010 - Con/LD**  
**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	1006
Conservative	465 31%	304 30%
Labour	163 11%	96 10%
Liberal Democrat	425 28%	276 27%
Plaid Cymru	9 1%	4 *
Another party	58 4%	39 4%
Did not vote	244 16%	198 20%
Refused	136 9%	88 9%