

# ITV News / ComRes Marginal Seats Political Poll

## METHODOLOGY NOTE

ComRes interviewed online a representative sample of 1,000 GB adults living in the 40 most marginal constituencies where the Conservatives and Labour shared first and second place between them at the last General Election in 2010. Of these 40 constituencies, 25 currently have a Conservative MP and 15 currently have a Labour MP. Each constituency is represented in the sample equally, with results weighted to be representative of all adults in all 40 constituencies as a whole. Data were also weighted by past vote recall. Fieldwork took place from 18<sup>th</sup> and 26<sup>th</sup> September 2014. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

The ComRes Battlebus is a battlegrounds omnibus survey of 1,000 voters in the 40 most marginal Labour-Conservative constituencies. For more information on future waves of the Battlebus please contact Adam Ludlow on [adam.ludlow@comres.co.uk](mailto:adam.ludlow@comres.co.uk).

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q1 Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP			Marginality		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
Conservative	282	170	112	11	30	42	40	59	99	83	82	55	61	179	103	91	88	56	47
	28%	35%	22%	9%	18%	23%	23%	40%	49%	39%	27%	26%	23%	29%	27%	26%	32%	28%	27%
Labour	282	144	138	37	50	47	68	34	44	51	80	66	85	165	116	103	62	62	55
	28%	29%	27%	30%	29%	26%	39%	23%	22%	24%	26%	31%	31%	26%	31%	30%	23%	31%	31%
Liberal Democrat	133	65	68	5	23	40	16	20	29	39	51	24	20	94	39	55	39	25	14
	13%	13%	13%	4%	14%	22%	9%	14%	14%	18%	17%	11%	7%	15%	10%	16%	14%	13%	8%
Some other party (please write in which party)	59	32	28	3	9	5	14	12	17	11	20	12	16	45	15	21	24	7	7
	6%	6%	5%	2%	5%	3%	8%	8%	8%	5%	7%	6%	6%	7%	4%	6%	9%	4%	4%
Did not vote	190	63	127	60	48	31	26	15	10	21	54	40	75	108	82	66	43	40	41
	19%	13%	25%	48%	28%	17%	15%	10%	5%	10%	18%	19%	28%	17%	22%	19%	15%	20%	24%
Don't remember	34	12	22	8	9	9	4	0	3	5	11	9	8	20	14	6	14	6	8
	3%	2%	4%	7%	5%	5%	2%	0%	1%	2%	4%	4%	3%	3%	4%	2%	5%	3%	5%
Prefer not to say	19	6	13	-	3	5	5	6	1	2	4	7	6	14	6	8	6	3	3
	2%	1%	3%	-	1%	3%	3%	4%	0%	1%	1%	3%	2%	2%	2%	2%	2%	1%	2%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q1 Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
Conservative	282	196	14	3	50	1	282	-	-	106	91	33	33	18
	28%	80%	4%	7%	35%	1%	100%	-	-	28%	30%	22%	33%	24%
Labour	282	15	228	5	14	5	-	282	-	112	79	38	31	22
	28%	6%	69%	11%	10%	11%	-	100%	-	30%	26%	25%	31%	30%
Liberal Democrat	133	12	44	32	19	7	-	-	133	47	37	25	14	10
	13%	5%	13%	71%	13%	17%	-	-	100%	13%	12%	17%	14%	13%
Some other party (please write in which party)	59	3	3	-	37	11	-	-	-	18	15	14	4	8
	6%	1%	1%	-	26%	27%	-	-	-	5%	5%	10%	4%	11%
Did not vote	190	17	38	2	13	13	-	-	-	77	54	33	12	15
	19%	7%	12%	5%	9%	31%	-	-	-	20%	18%	22%	12%	20%
Don't remember	34	1	1	3	7	4	-	-	-	7	20	3	5	-
	3%	0%	0%	6%	5%	10%	-	-	-	2%	7%	2%	5%	-
Prefer not to say	19	-	3	-	4	1	-	-	-	10	4	3	1	2
	2%	-	1%	-	3%	3%	-	-	-	3%	1%	2%	1%	2%

## Online Fieldwork: 18th - 26th September 2014

Absolutes/col percents

Q2 If there were a General Election tomorrow, how likely would you be to vote?

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
10 - Absolutely certain to vote	535	305	230	46	62	81	105	91	150	140	171	97	127	344	191	188	156	107	84
	54%	62%	45%	37%	36%	45%	61%	62%	74%	66%	56%	45%	47%	55%	51%	54%	57%	54%	48%
9	114	52	62	8	22	24	18	16	26	19	32	30	33	82	32	44	38	18	14
	11%	11%	12%	6%	13%	13%	10%	11%	13%	9%	11%	14%	12%	13%	9%	13%	14%	9%	8%
8	90	46	44	5	25	25	12	12	11	12	26	29	24	56	34	30	27	16	18
	9%	9%	9%	4%	15%	14%	7%	8%	5%	6%	8%	14%	9%	9%	9%	8%	10%	8%	10%
7	60	20	39	10	14	10	12	6	8	10	18	19	13	32	28	17	15	16	11
	6%	4%	8%	8%	8%	5%	7%	4%	4%	5%	6%	9%	5%	5%	7%	5%	5%	8%	7%
6	39	15	24	8	12	8	5	5	1	7	12	10	10	23	16	16	7	6	9
	4%	3%	5%	7%	7%	5%	3%	3%	1%	3%	4%	5%	4%	4%	4%	5%	3%	3%	5%
5	47	17	30	22	9	6	2	6	2	10	13	5	19	27	20	17	10	13	7
	5%	3%	6%	18%	5%	3%	1%	4%	1%	5%	4%	2%	7%	4%	5%	5%	4%	7%	4%
4	12	2	10	3	4	3	2	-	-	1	4	2	5	10	2	8	1	2	0
	1%	0%	2%	2%	3%	1%	1%	-	-	0%	1%	1%	2%	2%	1%	2%	0%	1%	0%
3	13	6	7	-	6	2	4	1	-	-	3	5	5	5	8	3	2	4	5
	1%	1%	1%	-	3%	1%	2%	1%	-	-	1%	2%	2%	1%	2%	1%	1%	2%	3%
2	21	7	15	2	6	5	4	5	-	4	2	9	6	9	12	7	3	7	5
	2%	1%	3%	2%	3%	3%	2%	3%	-	2%	1%	4%	2%	1%	3%	2%	1%	4%	3%
1 - Certain not to vote	39	12	27	11	9	7	6	3	3	9	12	4	13	23	16	15	9	8	8
	4%	2%	5%	9%	5%	4%	3%	2%	1%	4%	4%	2%	5%	4%	4%	4%	3%	4%	5%
Dont Know	28	8	21	9	3	8	5	2	2	1	10	4	14	13	16	5	7	3	13
	3%	2%	4%	7%	2%	5%	3%	1%	1%	1%	3%	2%	5%	2%	4%	1%	3%	1%	8%
Prefer not to say	1	1	-	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-
	0%	0%	-	-	-	1%	-	-	-	-	-	-	0%	0%	-	0%	-	-	-

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q2 If there were a General Election tomorrow, how likely would you be to vote?

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP			Marginality		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
Mean	8.40	8.83	7.99	7.18	7.61	8.24	8.68	8.74	9.44	8.74	8.55	8.26	8.08	8.55	8.16	8.38	8.76	8.19	8.13
Standard deviation	2.47	2.13	2.70	2.98	2.74	2.48	2.36	2.27	1.35	2.38	2.36	2.39	2.68	2.35	2.65	2.49	2.14	2.64	2.67
Standard error	0.16	0.19	0.24	0.54	0.41	0.37	0.36	0.37	0.19	0.32	0.27	0.32	0.33	0.19	0.27	0.26	0.26	0.37	0.41

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q2 If there were a General Election tomorrow, how likely would you be to vote?

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
10 - Absolutely certain to vote	535	156	207	22	96	22	187	176	86	214	143	88	44	45
	54%	64%	63%	48%	68%	52%	66%	62%	64%	57%	48%	59%	44%	60%
9	114	31	33	6	22	8	38	32	14	40	44	13	15	3
	11%	13%	10%	14%	15%	19%	13%	11%	10%	11%	15%	8%	15%	5%
8	90	24	32	11	5	8	19	22	14	25	26	16	17	7
	9%	10%	10%	24%	3%	18%	7%	8%	11%	7%	9%	10%	17%	9%
7	60	18	20	5	9	-	15	18	8	26	21	4	6	3
	6%	7%	6%	11%	7%	-	5%	6%	6%	7%	7%	3%	6%	4%
6	39	10	14	-	6	2	8	11	5	10	15	3	4	8
	4%	4%	4%	-	4%	5%	3%	4%	4%	3%	5%	2%	4%	10%
5	47	4	24	1	4	2	5	16	1	16	16	6	6	3
	5%	2%	7%	2%	3%	6%	2%	6%	1%	4%	5%	4%	6%	4%
4	12	-	-	-	-	-	1	2	3	5	1	5	0	1
	1%	-	-	-	-	-	0%	1%	2%	1%	0%	3%	0%	1%
3	13	-	-	-	-	-	1	-	1	7	2	2	3	-
	1%	-	-	-	-	-	1%	-	0%	2%	1%	1%	3%	-
2	21	-	-	-	-	-	1	3	-	7	10	2	-	2
	2%	-	-	-	-	-	0%	1%	-	2%	3%	1%	-	3%
1 - Certain not to vote	39	-	-	-	-	-	-	1	-	10	16	7	5	1
	4%	-	-	-	-	-	-	0%	-	3%	5%	5%	5%	1%
Dont Know	28	-	-	-	-	-	7	2	0	16	6	4	1	1
	3%	-	-	-	-	-	2%	1%	0%	4%	2%	3%	1%	2%
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0%	-	-	-	-	-	-	-	-	-	-	1%	-	-

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q2 If there were a General Election tomorrow, how likely would you be to vote?

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
Mean	8.40	9.20	8.99	8.95	9.27	8.95	9.26	8.93	9.10	8.58	8.16	8.50	8.22	8.58
Standard deviation	2.47	1.29	1.58	1.20	1.33	1.44	1.40	1.78	1.52	2.35	2.64	2.54	2.42	2.22
Standard error	0.16	0.16	0.17	0.35	0.22	0.44	0.17	0.21	0.26	0.24	0.30	0.41	0.48	0.51

## ComRes Battlebus

### Online Fieldwork: 18th - 26th September 2014

Absolutes/col percents

Q3 If there were a UK General Election tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party?

Base: All respondents 5-10 likely to vote

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	893	422	471	37	111	168	176	176	225	252	296	155	190	568	325	311	257	177	148
Weighted base	886	456	430	99	143	153	154	136	199	197	272	189	228	565	321	312	253	177	144
Conservative	223	132	91	16	27	34	29	47	70	68	72	45	38	144	79	74	70	48	31
	25%	29%	21%	16%	19%	22%	19%	34%	35%	35%	27%	24%	17%	26%	25%	24%	28%	27%	21%
Labour	287	138	150	54	63	42	56	33	39	44	99	62	83	180	107	108	72	54	53
	32%	30%	35%	55%	44%	28%	36%	24%	20%	22%	36%	33%	36%	32%	33%	35%	29%	30%	37%
Liberal Democrat	36	23	13	-	6	12	6	5	7	13	12	7	4	27	9	18	9	4	5
	4%	5%	3%	-	4%	8%	4%	3%	4%	7%	5%	4%	2%	5%	3%	6%	4%	2%	3%
UKIP	127	76	51	6	8	21	24	24	43	24	34	30	38	80	47	37	43	30	18
	14%	17%	12%	6%	6%	14%	16%	18%	21%	12%	13%	16%	17%	14%	15%	12%	17%	17%	12%
Green	34	17	17	2	6	9	8	5	4	5	10	10	9	26	9	21	5	4	4
	4%	4%	4%	2%	4%	6%	5%	4%	2%	2%	4%	5%	4%	5%	3%	7%	2%	2%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-
	0%	0%	-	-	-	-	-	-	1%	-	-	-	1%	0%	-	-	0%	-	-
BNP	4	2	2	-	2	-	2	-	-	-	2	2	-	4	-	2	2	-	-
	0%	0%	1%	-	2%	-	1%	-	-	-	1%	1%	-	1%	-	1%	1%	-	-
Other	5	4	1	-	-	-	2	1	2	2	-	1	2	4	1	1	3	1	-
	1%	1%	0%	-	-	-	1%	1%	1%	1%	-	0%	1%	1%	0%	0%	1%	0%	-
Prefer not to say	16	7	9	-	1	4	3	4	4	3	5	4	4	9	6	6	3	4	2
	2%	1%	2%	-	1%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Don't know	152	55	97	21	30	31	24	18	29	37	37	28	49	89	63	45	43	32	31
	17%	12%	23%	21%	21%	20%	16%	13%	15%	19%	14%	15%	22%	16%	20%	14%	17%	18%	22%



## ComRes Battlebus

### Online Fieldwork: 18th - 26th September 2014

Absolutes/col percents

Q3 If there were a UK General Election tomorrow, would you vote Conservative, Labour, Liberal Democrat or for some other party?

Base: All respondents 5-10 likely to vote

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	893	294	290	44	147	39	336	255	132	333	255	141	92	72
Weighted base	886	244	331	45	143	42	271	274	129	330	265	129	91	70
Conservative	223	223	-	-	-	-	181	14	11	86	64	29	28	17
	25%	92%	-	-	-	-	67%	5%	9%	26%	24%	22%	30%	24%
Labour	287	-	287	-	-	-	10	205	35	116	82	38	30	21
	32%	-	87%	-	-	-	4%	75%	27%	35%	31%	29%	33%	30%
Liberal Democrat	36	-	-	36	-	-	3	4	28	8	13	7	4	5
	4%	-	-	80%	-	-	1%	1%	21%	2%	5%	5%	4%	7%
UKIP	127	-	-	-	127	-	44	13	18	46	41	25	6	9
	14%	-	-	-	89%	-	16%	5%	14%	14%	15%	20%	7%	12%
Green	34	-	-	-	-	34	1	4	6	10	5	15	2	2
	4%	-	-	-	-	83%	0%	1%	4%	3%	2%	12%	2%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	-	-	-	-	-	-	2%
BNP	4	-	-	-	-	-	-	-	-	-	2	-	2	-
	0%	-	-	-	-	-	-	-	-	-	1%	-	2%	-
Other	5	-	-	-	-	-	-	-	1	3	-	-	1	1
	1%	-	-	-	-	-	-	-	1%	1%	-	-	1%	1%
Prefer not to say	16	2	3	1	2	-	2	2	1	7	3	3	1	2
	2%	1%	1%	3%	1%	-	1%	1%	1%	2%	1%	2%	1%	3%
Don't know	152	19	40	8	14	7	31	33	30	55	55	13	17	13
	17%	8%	12%	17%	10%	17%	11%	12%	23%	17%	21%	10%	19%	18%

## ComRes Battlebus

### Online Fieldwork: 18th - 26th September 2014

Absolutes/col percents

**Q4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party?**

**Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	285	86	199	17	50	71	58	46	43	69	83	49	84	165	120	97	68	59	61
Weighted base	282	97	185	46	59	61	46	33	37	56	73	55	97	158	124	89	69	59	65
Conservative	15	5	10	-	1	2	5	5	2	4	5	3	3	8	7	3	4	4	3
	5%	5%	5%	-	1%	3%	11%	16%	6%	7%	7%	5%	4%	5%	6%	4%	6%	7%	4%
Labour	35	10	25	9	5	7	7	3	4	6	6	8	14	11	23	7	4	14	10
	12%	10%	14%	19%	8%	11%	15%	10%	12%	11%	8%	15%	15%	7%	19%	8%	6%	23%	15%
Liberal Democrat	8	3	5	2	1	1	1	1	1	3	3	2	-	8	-	4	3	-	-
	3%	3%	3%	4%	2%	2%	2%	4%	2%	5%	4%	4%	-	5%	-	5%	5%	-	-
UKIP	18	7	11	2	3	4	2	4	3	4	1	3	9	9	9	3	6	4	4
	6%	7%	6%	4%	5%	7%	4%	12%	9%	7%	2%	6%	10%	6%	7%	3%	9%	7%	7%
Green	8	4	4	3	2	3	-	-	1	2	5	-	1	5	3	2	3	1	2
	3%	4%	2%	7%	3%	4%	-	-	1%	3%	7%	-	1%	3%	2%	3%	4%	1%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-	1	-	-
	0%	1%	-	-	-	2%	-	-	-	-	-	-	1%	1%	-	-	2%	-	-
BNP	6	3	3	3	-	1	1	1	-	1	-	1	4	-	6	-	-	2	4
	2%	3%	1%	7%	-	2%	2%	2%	-	1%	-	2%	4%	-	5%	-	-	3%	6%
Other	6	4	3	-	3	1	2	-	1	1	2	2	2	2	4	1	1	2	2
	2%	4%	1%	-	4%	1%	5%	-	2%	2%	3%	3%	2%	1%	3%	1%	2%	4%	3%
Prefer not to say	19	9	11	-	1	6	6	3	3	3	6	3	7	13	6	8	6	3	3
	7%	9%	6%	-	2%	9%	14%	10%	8%	5%	9%	6%	7%	9%	5%	9%	8%	5%	4%
Don't know	166	51	115	27	44	35	22	15	22	33	44	33	56	99	67	61	39	30	37
	59%	53%	62%	60%	74%	58%	48%	46%	60%	59%	61%	60%	57%	63%	54%	68%	56%	50%	57%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Q4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat or for some other party?**

**Base: All respondents saying 1-4 DK Ref for likely to vote or who say DK/Ref at Q3**

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	285	33	42	9	17	6	61	44	40	112	88	39	28	18
Weighted base	282	21	44	9	16	7	44	42	35	106	93	36	27	20
Conservative	15	7	-	-	-	-	7	1	0	3	8	1	3	-
	5%	36%	-	-	-	-	15%	3%	1%	3%	9%	2%	13%	-
Labour	35	-	20	-	-	-	4	15	2	15	15	-	1	3
	12%	-	45%	-	-	-	9%	36%	6%	14%	16%	-	5%	16%
Liberal Democrat	8	-	-	4	-	-	-	1	2	2	2	2	-	2
	3%	-	-	41%	-	-	-	2%	7%	2%	2%	5%	-	10%
UKIP	18	-	-	-	10	-	5	3	1	7	5	1	3	1
	6%	-	-	-	65%	-	11%	7%	3%	7%	6%	4%	13%	3%
Green	8	-	-	-	-	6	-	1	1	4	3	-	1	-
	3%	-	-	-	-	84%	-	1%	4%	4%	3%	-	2%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0%	-	-	-	-	-	-	-	4%	-	-	-	-	7%
BNP	6	-	-	-	-	-	4	1	-	4	2	-	-	-
	2%	-	-	-	-	-	10%	3%	-	4%	2%	-	-	-
Other	6	-	-	-	-	-	1	-	-	1	5	1	-	-
	2%	-	-	-	-	-	2%	-	-	1%	5%	2%	-	-
Prefer not to say	19	2	4	1	-	-	1	3	1	6	4	6	1	3
	7%	8%	9%	13%	-	-	2%	6%	3%	6%	4%	16%	2%	16%
Don't know	166	12	20	4	6	1	22	17	25	64	49	26	18	10
	59%	56%	46%	46%	35%	16%	51%	41%	71%	60%	53%	71%	65%	48%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Q5 Generally speaking, do you think of yourself as...?**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
Conservative	245	154	91	10	21	38	41	52	84	80	77	42	46	159	86	84	75	54	32
	24%	31%	18%	8%	12%	21%	23%	35%	41%	38%	25%	20%	17%	25%	23%	24%	27%	27%	19%
Labour	328	153	175	60	60	56	65	38	48	60	101	71	96	193	134	115	78	68	67
	33%	31%	34%	48%	35%	31%	37%	26%	23%	28%	33%	33%	35%	31%	36%	33%	28%	34%	38%
Liberal Democrat	62	30	32	7	9	10	4	9	22	22	18	15	7	45	16	29	16	12	5
	6%	6%	6%	6%	5%	6%	2%	6%	11%	10%	6%	7%	2%	7%	4%	8%	6%	6%	3%
UKIP	97	47	50	3	15	15	18	18	28	16	21	30	30	60	37	24	36	21	17
	10%	10%	10%	2%	9%	9%	10%	12%	14%	7%	7%	14%	11%	10%	10%	7%	13%	10%	9%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3	3	-	-	-	1	-	-	1	-	-	-	3	3	-	-	3	-	-
	0%	1%	-	-	-	1%	-	-	1%	-	-	-	1%	0%	-	-	1%	-	-
Other	69	43	27	6	21	9	20	9	5	12	21	17	18	48	21	25	23	9	13
	7%	9%	5%	5%	12%	5%	11%	6%	2%	6%	7%	8%	7%	8%	6%	7%	8%	4%	7%
Don't know	182	57	125	38	45	46	20	17	16	21	58	35	68	107	75	68	39	35	40
	18%	12%	25%	31%	26%	26%	11%	11%	8%	10%	19%	17%	25%	17%	20%	19%	14%	17%	23%
Prefer not to say	15	6	9	-	-	3	6	5	1	2	7	2	5	10	5	5	5	3	2
	2%	1%	2%	-	-	2%	4%	3%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Q5 Generally speaking, do you think of yourself as...?

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
Conservative	245	197	3	4	31	3	205	7	7	96	79	31	28	11
	24%	81%	1%	9%	21%	6%	73%	3%	5%	26%	26%	21%	28%	15%
Labour	328	10	285	6	10	4	10	234	34	131	100	46	28	22
	33%	4%	86%	12%	7%	11%	3%	83%	25%	35%	33%	30%	28%	30%
Liberal Democrat	62	7	7	31	8	3	8	3	42	17	20	11	6	7
	6%	3%	2%	70%	6%	6%	3%	1%	32%	4%	7%	8%	6%	10%
UKIP	97	6	2	-	78	-	26	10	10	36	33	17	5	6
	10%	2%	1%	-	55%	-	9%	3%	8%	9%	11%	11%	5%	8%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3	-	-	-	-	-	-	-	1	-	-	-	-	3
	0%	-	-	-	-	-	-	-	1%	-	-	-	-	3%
Other	69	5	6	-	7	27	6	8	5	25	17	12	6	9
	7%	2%	2%	-	5%	66%	2%	3%	4%	7%	6%	8%	6%	12%
Don't know	182	19	27	3	8	4	26	18	31	66	48	30	24	14
	18%	8%	8%	7%	6%	11%	9%	6%	23%	17%	16%	20%	24%	19%
Prefer not to say	15	1	-	1	1	-	1	2	2	5	3	3	2	3
	2%	0%	-	2%	0%	-	0%	1%	2%	1%	1%	2%	2%	3%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Q3/4/5 Voting Intention (Turnout weighted)**

**Base: All respondents expressing a voting intention and saying 5-10 likelihood to vote**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	830	407	423	33	98	152	161	168	218	237	275	146	172	531	299	288	243	164	135
Weighted base	766	417	349	92	111	121	130	121	191	177	236	163	190	497	269	269	227	150	119
Conservative	228	134	95	18	24	30	29	50	77	74	69	45	39	148	80	75	72	49	32
	30%	32%	27%	20%	22%	25%	22%	42%	40%	42%	29%	28%	20%	30%	30%	28%	32%	32%	27%
Labour	314	154	160	58	63	44	62	38	49	50	102	67	95	194	120	113	81	61	59
	41%	37%	46%	63%	57%	36%	47%	31%	26%	28%	43%	41%	50%	39%	45%	42%	35%	40%	50%
Liberal Democrat	42	25	17	3	7	14	5	4	10	20	13	6	3	33	9	18	15	5	4
	6%	6%	5%	3%	6%	12%	3%	3%	5%	11%	6%	4%	2%	7%	3%	7%	7%	4%	3%
UKIP	132	77	55	8	9	19	24	24	48	26	33	31	42	82	50	37	44	31	19
	17%	19%	16%	9%	8%	16%	18%	20%	25%	14%	14%	19%	22%	16%	19%	14%	20%	21%	16%
Green	35	17	17	5	4	11	8	3	4	6	13	10	6	28	7	20	7	3	4
	5%	4%	5%	6%	4%	9%	6%	2%	2%	3%	6%	6%	3%	6%	3%	8%	3%	2%	4%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2	2	-	-	-	1	-	-	1	-	-	-	2	2	-	-	2	-	-
	0%	1%	-	-	-	1%	-	-	1%	-	-	-	1%	0%	-	-	1%	-	-
BNP	5	2	3	-	2	1	2	-	-	-	2	3	0	4	1	2	2	1	0
	1%	1%	1%	-	2%	1%	1%	-	-	-	1%	2%	0%	1%	0%	1%	1%	1%	0%
Other	7	6	2	-	2	-	2	2	2	2	2	1	3	7	1	2	4	1	0
	1%	1%	1%	-	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	0%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Q3/4/5 Voting Intention (Turnout weighted)****Base: All respondents expressing a voting intention and saying 5-10 likelihood to vote**

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	830	294	290	44	147	39	328	247	116	313	236	132	85	64
Weighted base	766	228	314	42	132	35	256	261	111	288	229	113	77	58
Conservative	228	228	-	-	-	-	190	13	12	85	69	29	28	17
	30%	100%	-	-	-	-	74%	5%	11%	30%	30%	26%	36%	29%
Labour	314	-	314	-	-	-	13	224	41	134	90	38	30	22
	41%	-	100%	-	-	-	5%	86%	37%	46%	39%	34%	39%	38%
Liberal Democrat	42	-	-	42	-	-	3	5	30	8	16	8	6	5
	6%	-	-	100%	-	-	1%	2%	27%	3%	7%	7%	8%	8%
UKIP	132	-	-	-	132	-	48	14	18	47	45	24	7	9
	17%	-	-	-	100%	-	19%	5%	16%	16%	20%	21%	9%	15%
Green	35	-	-	-	-	35	1	4	7	12	5	13	3	2
	5%	-	-	-	-	100%	0%	1%	7%	4%	2%	12%	4%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2	-	-	-	-	-	-	-	1	-	-	-	-	2
	0%	-	-	-	-	-	-	-	1%	-	-	-	-	4%
BNP	5	-	-	-	-	-	0	1	-	0	3	-	2	-
	1%	-	-	-	-	-	0%	0%	-	0%	1%	-	3%	-
Other	7	-	-	-	-	-	1	-	2	3	1	1	1	2
	1%	-	-	-	-	-	1%	-	2%	1%	1%	1%	1%	3%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Table 7**  
**QC6 For each of the following pairs of statements please state which comes closest to your opinion**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
I would consider voting UKIP at the General Election next year	333	198	135	19	36	63	69	57	90	58	86	87	101	217	116	114	104	70	46
	33%	40%	26%	15%	21%	35%	40%	39%	44%	27%	29%	41%	37%	35%	31%	32%	38%	35%	26%
I'd never consider voting UKIP	509	243	266	73	99	91	82	65	98	134	178	91	106	318	190	186	132	103	87
	51%	49%	52%	58%	58%	51%	48%	45%	48%	63%	59%	43%	39%	51%	51%	53%	48%	52%	50%
Don't Know	158	50	108	33	37	26	22	24	16	20	39	35	64	89	69	50	39	27	41
	16%	10%	21%	26%	21%	14%	13%	16%	8%	9%	13%	16%	24%	14%	18%	14%	14%	14%	24%



**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 7 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
I would consider voting UKIP at the General Election next year	333	74	61	7	140	7	114	75	34	132	107	43	26	25
	33%	30%	18%	16%	98%	17%	40%	27%	26%	35%	36%	29%	26%	33%
I'd never consider voting UKIP	509	143	232	32	1	32	139	179	88	169	149	82	64	44
	51%	59%	70%	72%	1%	76%	49%	63%	66%	45%	50%	55%	64%	59%
Don't Know	158	27	38	5	1	3	29	28	11	74	44	24	10	6
	16%	11%	11%	12%	1%	6%	10%	10%	8%	20%	15%	16%	10%	9%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Table 8**  
**QC6 For each of the following pairs of statements please state which comes closest to your opinion**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
David Cameron has been a good Prime Minister	414	219	195	41	63	65	71	75	100	108	131	80	96	268	146	145	123	83	64
	41%	45%	38%	33%	37%	36%	41%	51%	49%	51%	43%	37%	35%	43%	39%	41%	45%	41%	36%
Cameron has been a bad Prime Minister	431	208	223	57	68	84	84	61	77	80	123	99	128	265	166	152	112	82	84
	43%	42%	44%	45%	40%	47%	48%	42%	38%	38%	40%	47%	47%	42%	44%	43%	41%	41%	48%
Don't Know	155	64	91	28	41	30	19	11	27	24	50	34	48	93	63	53	40	35	28
	16%	13%	18%	22%	24%	17%	11%	8%	13%	11%	16%	16%	18%	15%	17%	15%	14%	18%	16%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 8 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
David Cameron has been a good Prime Minister	414	206	68	25	50	12	206	75	49	139	136	58	44	37
	41%	84%	21%	55%	35%	28%	73%	27%	37%	37%	45%	39%	44%	50%
Cameron has been a bad Prime Minister	431	25	220	17	80	24	54	173	65	175	121	69	43	23
	43%	10%	67%	38%	56%	57%	19%	61%	49%	47%	40%	46%	43%	30%
Don't Know	155	13	42	3	13	6	22	34	19	61	43	23	13	15
	16%	5%	13%	7%	9%	15%	8%	12%	14%	16%	14%	16%	13%	20%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Table 9**  
**QC6 For each of the following pairs of statements please state which comes closest to your opinion**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
Ed Miliband puts me off voting for Labour	591	330	262	48	82	109	96	104	152	160	195	108	128	387	204	211	176	114	90
	59%	67%	51%	38%	48%	61%	56%	71%	75%	75%	64%	51%	47%	62%	55%	60%	64%	57%	51%
Ed Miliband encourages me to vote Labour	181	79	102	38	35	28	30	21	28	24	37	57	62	109	72	59	50	37	35
	18%	16%	20%	31%	21%	15%	18%	14%	14%	11%	12%	27%	23%	17%	19%	17%	18%	19%	20%
Don't Know	228	82	146	39	54	43	47	21	23	28	71	47	82	129	98	80	50	48	50
	23%	17%	29%	31%	32%	24%	27%	15%	12%	13%	23%	22%	30%	21%	26%	23%	18%	24%	29%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 9 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
Ed Miliband puts me off voting for Labour	591	211	124	32	117	27	236	122	90	220	164	91	70	47
	59%	87%	38%	72%	82%	65%	84%	43%	68%	59%	55%	61%	70%	63%
Ed Miliband encourages me to vote Labour	181	10	139	3	13	6	18	106	21	75	58	25	9	15
	18%	4%	42%	6%	9%	13%	6%	38%	16%	20%	19%	17%	9%	20%
Don't Know	228	23	67	10	14	9	29	54	22	80	79	34	22	13
	23%	9%	20%	21%	10%	22%	10%	19%	16%	21%	26%	23%	22%	18%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 10

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
I'd vote for UKIP if I thought they could win in my constituency	304	180	124	20	29	57	64	50	84	60	75	81	88	190	114	85	105	68	46
	30%	37%	24%	16%	17%	32%	37%	34%	41%	28%	25%	38%	32%	30%	30%	24%	38%	34%	27%
I'd never vote for UKIP, even if they could win in my constituency	509	250	259	69	98	92	85	68	97	133	181	91	104	322	187	195	127	100	87
	51%	51%	51%	55%	57%	51%	49%	46%	47%	62%	60%	43%	38%	51%	50%	56%	46%	50%	50%
Don't Know	187	61	126	36	45	31	24	29	23	20	47	41	79	113	74	70	43	32	42
	19%	13%	25%	29%	26%	17%	14%	19%	11%	9%	15%	19%	29%	18%	20%	20%	16%	16%	24%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 10 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
I'd vote for UKIP if I thought they could win in my constituency	304	66	58	9	137	4	105	72	34	115	106	38	26	19
	30%	27%	17%	21%	96%	9%	37%	25%	25%	31%	35%	25%	26%	26%
I'd never vote for UKIP, even if they could win in my constituency	509	144	229	29	1	35	137	173	89	172	141	85	65	45
	51%	59%	69%	65%	1%	83%	49%	61%	67%	46%	47%	57%	65%	60%
Don't Know	187	34	45	6	5	3	39	37	10	88	53	27	9	10
	19%	14%	14%	14%	3%	7%	14%	13%	8%	23%	18%	18%	9%	14%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

**Table 11**  
**QC6 For each of the following pairs of statements please state which comes closest to your opinion**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
I'd rather have David Cameron than Ed Miliband as Prime Minister	456	248	208	32	57	84	75	81	127	135	142	90	90	297	159	152	145	99	60
	46%	51%	41%	25%	33%	47%	43%	55%	62%	64%	47%	42%	33%	48%	42%	43%	53%	50%	34%
I'd rather have Ed Miliband than David Cameron as Prime Minister	330	165	165	52	61	54	72	41	50	52	104	73	102	210	120	123	87	61	60
	33%	34%	32%	42%	35%	30%	41%	28%	25%	24%	34%	35%	37%	34%	32%	35%	32%	30%	34%
Don't Know	213	78	135	41	54	41	27	25	26	26	58	50	80	118	96	75	42	40	55
	21%	16%	27%	33%	31%	23%	15%	17%	13%	12%	19%	23%	30%	19%	26%	21%	15%	20%	32%



**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 11 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
I'd rather have David Cameron than Ed Miliband as Prime Minister	456	223	43	28	90	12	236	59	55	159	137	63	54	43
	46%	91%	13%	62%	63%	29%	84%	21%	41%	42%	46%	42%	54%	57%
I'd rather have Ed Miliband than David Cameron as Prime Minister	330	19	238	11	24	14	26	189	47	137	93	53	26	21
	33%	8%	72%	24%	17%	35%	9%	67%	36%	36%	31%	36%	26%	28%
Don't Know	213	2	50	6	29	15	20	34	31	79	70	34	20	11
	21%	1%	15%	14%	20%	37%	7%	12%	23%	21%	23%	23%	20%	14%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 12

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
I'd rather have a Labour government than a Conservative government	441	211	230	59	78	88	91	55	70	78	131	106	126	268	172	153	116	92	81
	44%	43%	45%	47%	45%	49%	52%	37%	35%	37%	43%	50%	46%	43%	46%	44%	42%	46%	46%
I'd rather have a Conservative government than a Labour government	371	207	164	26	44	57	56	70	118	111	115	72	73	241	130	132	109	78	51
	37%	42%	32%	21%	26%	32%	32%	48%	58%	52%	38%	34%	27%	39%	35%	38%	40%	39%	29%
Don't Know	188	73	115	39	50	35	27	22	15	24	57	35	73	115	73	65	50	30	43
	19%	15%	23%	32%	29%	19%	15%	15%	7%	11%	19%	16%	27%	18%	19%	19%	18%	15%	24%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 12 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
I'd rather have a Labour government than a Conservative government	441	17	292	18	42	25	27	238	71	166	137	61	40	36
	44%	7%	88%	39%	29%	60%	9%	84%	53%	44%	46%	41%	40%	48%
I'd rather have a Conservative government than a Labour government	371	218	21	17	74	5	232	32	40	140	105	55	43	28
	37%	89%	6%	38%	52%	13%	82%	11%	30%	37%	35%	37%	43%	37%
Don't Know	188	9	18	10	27	11	24	12	23	69	58	33	17	11
	19%	4%	5%	23%	19%	27%	8%	4%	17%	19%	19%	22%	17%	15%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 13

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
If there is another Coalition after the next election I'd prefer the Liberal Democrats to be in government as the junior partner	416	209	206	56	76	78	67	59	80	110	153	72	81	258	157	149	109	86	71
	42%	43%	41%	45%	44%	44%	38%	40%	39%	52%	50%	34%	30%	41%	42%	43%	40%	43%	41%
If there is another Coalition after the next election I'd prefer UKIP to be in government as the junior partner	346	208	139	26	42	53	71	61	93	67	91	88	100	221	125	115	106	72	53
	35%	42%	27%	21%	24%	29%	41%	42%	46%	32%	30%	41%	37%	35%	33%	33%	38%	36%	30%
Don't Know	238	74	164	42	54	48	35	27	30	34	59	53	91	146	92	86	60	41	51
	24%	15%	32%	34%	32%	27%	20%	19%	15%	16%	20%	25%	34%	23%	25%	24%	22%	21%	29%

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Absolutes/col percents

Table 13 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
If there is another Coalition after the next election I'd prefer the Liberal Democrats to be in government as the junior partner	416 42%	116 47%	184 56%	34 75%	6 4%	28 67%	110 39%	134 48%	87 65%	151 40%	122 41%	66 44%	49 49%	27 36%
If there is another Coalition after the next election I'd prefer UKIP to be in government as the junior partner	346 35%	98 40%	81 24%	9 19%	123 86%	6 14%	132 47%	86 31%	30 23%	124 33%	110 37%	52 35%	28 28%	31 42%
Don't Know	238 24%	30 12%	67 20%	3 6%	13 9%	8 19%	40 14%	62 22%	16 12%	99 26%	68 23%	32 21%	23 23%	16 22%

**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 14

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Gender		Age						Social Grade				Current MP		Marginality			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser vative	Labour	Con 2%-4%	Con < 2%	Lab < 2%	Lab 2% -4%
Unweighted base	1,000	452	548	46	137	200	198	190	229	266	330	176	228	628	372	352	276	198	174
Weighted base	1,000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
Boris Johnson would make a good Prime Minister	324	159	165	31	50	58	59	54	72	80	106	64	74	221	103	119	102	63	40
	32%	32%	32%	24%	29%	32%	34%	37%	35%	38%	35%	30%	27%	35%	27%	34%	37%	31%	23%
Boris Johnson would make a bad Prime Minister	435	235	200	54	72	79	78	64	87	97	136	98	104	263	172	143	120	94	78
	43%	48%	39%	44%	42%	44%	45%	43%	43%	46%	45%	46%	38%	42%	46%	41%	44%	47%	45%
Don't Know	241	97	144	40	49	43	36	29	44	35	62	51	94	141	100	88	53	43	57
	24%	20%	28%	32%	29%	24%	21%	20%	22%	17%	20%	24%	35%	23%	27%	25%	19%	22%	33%

**ComRes Battlebus**  
**Online Fieldwork: 18th - 26th September 2014**

Absolutes/col percents

Table 14 Cont'd

QC6 For each of the following pairs of statements please state which comes closest to your opinion

Base: All respondents

	Total	Voting Intention					Past vote - General Election 2010			Region				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted base	1,000	294	290	44	147	39	348	261	137	380	283	159	101	77
Weighted base	1,000	244	331	45	143	42	282	282	133	375	300	150	100	75
Boris Johnson would make a good Prime Minister	324	104	73	22	62	16	119	73	48	110	103	47	38	26
	32%	43%	22%	49%	43%	39%	42%	26%	36%	29%	34%	31%	38%	34%
Boris Johnson would make a bad Prime Minister	435	93	195	19	56	21	103	159	70	162	123	70	43	37
	43%	38%	59%	43%	39%	50%	36%	56%	52%	43%	41%	47%	43%	49%
Don't Know	241	47	64	4	25	5	60	49	16	103	74	33	19	12
	24%	19%	19%	8%	17%	11%	21%	18%	12%	28%	25%	22%	19%	17%