



ComRes Marginal Seats Political Poll

METHODOLOGY NOTE

ComRes interviewed online a representative sample of 1,008 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 18th and 25th June 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.

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

ComRes Battlebus
Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 1
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Conservative	290	163	127	11	63	48	46	41	81	72	78	81	60	198	93	102	96	53	40
	29%	33%	25%	17%	27%	26%	26%	28%	40%	34%	26%	38%	22%	31%	24%	29%	35%	26%	23%
Labour	291	138	153	12	48	58	63	59	51	71	71	58	92	146	145	81	65	80	66
	29%	28%	30%	19%	20%	32%	36%	40%	25%	33%	23%	27%	33%	23%	38%	23%	24%	40%	37%
Liberal Democrat	137	80	57	6	43	27	18	16	27	33	62	19	24	93	44	57	36	28	16
	14%	16%	11%	10%	18%	15%	10%	11%	13%	15%	20%	9%	9%	15%	12%	16%	13%	14%	9%
Some other party	61	31	30	-	17	8	19	6	12	5	19	16	21	45	17	21	24	3	13
	6%	6%	6%	-	7%	4%	11%	4%	6%	2%	6%	7%	8%	7%	4%	6%	9%	2%	7%
Did not vote	171	63	108	28	44	31	25	17	27	22	58	27	64	115	56	68	47	26	30
	17%	13%	21%	42%	19%	17%	14%	12%	13%	10%	19%	13%	23%	18%	15%	19%	17%	13%	17%
Don't remember	41	14	27	9	16	6	3	4	3	7	13	10	11	19	22	18	1	11	12
	4%	3%	5%	13%	7%	4%	2%	2%	1%	3%	4%	5%	4%	3%	6%	5%	0%	5%	7%
Prefer not to say	16	6	10	-	3	3	1	5	4	4	5	4	2	15	1	8	7	1	-
	2%	1%	2%	-	1%	2%	1%	3%	2%	2%	2%	2%	1%	2%	0%	2%	3%	1%	-

ComRes Battlebus
Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 1 Cont'd
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Conservative	290	198	13	1	47	8	290	-	-	103	88	44	31	24
	29%	74%	4%	2%	34%	15%	100%	-	-	27%	29%	29%	31%	32%
Labour	291	13	221	3	28	12	-	291	-	104	100	39	23	26
	29%	5%	72%	4%	20%	23%	-	100%	-	28%	33%	26%	22%	34%
Liberal Democrat	137	18	26	54	17	9	-	-	137	55	31	29	16	7
	14%	7%	9%	85%	12%	16%	-	-	100%	15%	10%	19%	15%	9%
Some other party	61	6	1	-	24	15	-	-	-	16	16	18	5	7
	6%	2%	0%	-	17%	28%	-	-	-	4%	5%	12%	5%	9%
Did not vote	171	23	33	5	18	7	-	-	-	77	49	20	21	5
	17%	8%	11%	8%	13%	13%	-	-	-	20%	16%	13%	21%	6%
Don't remember	41	8	11	-	4	1	-	-	-	19	11	2	3	5
	4%	3%	4%	-	3%	3%	-	-	-	5%	4%	1%	3%	7%
Prefer not to say	16	1	-	-	-	1	-	-	-	4	7	-	3	2
	2%	0%	-	-	-	1%	-	-	-	1%	2%	-	3%	2%

ComRes Battlebus

Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 2
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
10 - Absolutely certain to vote	501	246	254	18	83	82	99	96	124	116	155	114	116	317	183	176	142	99	85
	50%	50%	50%	27%	35%	45%	56%	65%	60%	54%	51%	53%	42%	50%	49%	50%	51%	49%	48%
9	137	82	55	3	41	28	19	19	28	32	42	34	29	90	47	62	28	34	13
	14%	17%	11%	5%	18%	15%	11%	13%	14%	15%	14%	16%	11%	14%	12%	18%	10%	17%	7%
8	71	41	30	3	18	9	21	8	12	18	16	13	24	36	35	21	15	13	22
	7%	8%	6%	5%	8%	5%	12%	5%	6%	8%	5%	6%	9%	6%	9%	6%	5%	7%	12%
7	76	39	37	9	28	11	11	6	11	16	21	22	18	46	30	24	22	15	15
	8%	8%	7%	14%	12%	6%	6%	4%	6%	7%	7%	10%	6%	7%	8%	7%	8%	8%	8%
6	49	25	24	7	16	16	5	2	3	8	24	2	15	36	13	23	13	6	8
	5%	5%	5%	10%	7%	9%	3%	1%	2%	4%	8%	1%	6%	6%	4%	7%	5%	3%	4%
5	66	26	40	11	26	13	5	5	5	9	21	15	21	38	28	18	19	13	15
	7%	5%	8%	17%	11%	7%	3%	4%	2%	4%	7%	7%	8%	6%	7%	5%	7%	7%	9%
4	20	5	15	5	1	5	4	2	3	4	8	3	5	11	9	8	3	3	6
	2%	1%	3%	7%	0%	3%	2%	1%	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	3%
3	9	6	4	-	3	3	2	1	1	2	5	3	1	8	2	2	6	2	-
	1%	1%	1%	-	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	2%	1%	-
2	18	5	13	6	3	1	2	2	3	2	3	5	7	10	8	1	9	3	5
	2%	1%	3%	10%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	0%	3%	2%	3%
1 - Certain not to vote	42	16	27	3	9	7	6	5	13	4	8	5	26	27	15	10	17	9	6
	4%	3%	5%	5%	4%	4%	4%	4%	6%	2%	3%	2%	10%	4%	4%	3%	6%	5%	3%
Dont know	16	4	12	-	6	6	1	2	2	3	3	-	11	11	5	7	4	4	2
	2%	1%	2%	-	3%	3%	0%	1%	1%	1%	1%	-	4%	2%	1%	2%	1%	2%	1%

ComRes Battlebus
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Absolutes/col percents

Table 2 Cont'd
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Prefer not to say	3	1	2	-	-	1	0	0	1	1	1	-	-	1	2	0	1	0	1
	0%	0%	0%	-	-	1%	0%	0%	0%	1%	0%	-	-	0%	0%	0%	0%	0%	1%
Mean	8.24	8.45	8.03	6.51	7.87	8.13	8.55	8.85	8.60	8.68	8.29	8.50	7.62	8.26	8.20	8.49	7.97	8.31	8.08
Standard deviation	2.51	2.26	2.71	2.84	2.41	2.47	2.33	2.25	2.54	2.05	2.37	2.28	3.00	2.51	2.50	2.19	2.84	2.49	2.50
Standard error	0.16	0.20	0.24	0.69	0.31	0.37	0.35	0.37	0.35	0.28	0.27	0.31	0.36	0.20	0.25	0.23	0.34	0.35	0.37

ComRes Battlebus

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Absolutes/col percents

Table 2 Cont'd
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
10 - Absolutely certain to vote	501	143	183	17	99	36	181	182	58	183	162	75	34	47
	50%	54%	60%	27%	72%	69%	62%	62%	42%	48%	54%	49%	33%	62%
9	137	41	41	22	13	3	41	31	32	48	31	17	29	13
	14%	15%	13%	34%	9%	5%	14%	11%	23%	13%	10%	11%	28%	18%
8	71	27	23	7	9	1	18	26	13	33	21	8	5	2
	7%	10%	7%	12%	6%	2%	6%	9%	10%	9%	7%	6%	5%	3%
7	76	30	31	7	4	1	28	21	7	25	23	13	9	6
	8%	11%	10%	11%	3%	1%	9%	7%	5%	7%	8%	8%	9%	8%
6	49	13	13	3	3	10	7	5	11	22	7	15	5	-
	5%	5%	4%	4%	2%	20%	2%	2%	8%	6%	2%	10%	5%	-
5	66	14	15	8	10	2	4	14	9	21	22	16	5	1
	7%	5%	5%	12%	7%	3%	1%	5%	7%	6%	7%	11%	5%	2%
4	20	-	-	-	-	-	3	5	2	13	2	1	2	1
	2%	-	-	-	-	-	1%	2%	1%	3%	1%	1%	2%	2%
3	9	-	-	-	-	-	3	0	2	3	2	1	4	-
	1%	-	-	-	-	-	1%	0%	2%	1%	1%	0%	4%	-
2	18	-	-	-	-	-	1	4	0	7	9	1	-	-
	2%	-	-	-	-	-	0%	1%	0%	2%	3%	1%	-	-
1 - Certain not to vote	42	-	-	-	-	-	2	3	1	15	18	2	3	4
	4%	-	-	-	-	-	1%	1%	1%	4%	6%	1%	3%	5%
Dont know	16	-	-	-	-	-	2	-	1	6	3	2	5	0
	2%	-	-	-	-	-	1%	-	1%	2%	1%	1%	5%	0%

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Absolutes/col percents

Table 2 Cont'd
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Prefer not to say	3	-	-	-	-	-	-	-	-	1	1	0	0	-
	0%	-	-	-	-	-	-	-	-	0%	0%	0%	0%	-
Mean	8.24	8.86	9.00	8.32	9.23	8.93	9.06	8.87	8.47	8.18	8.16	8.30	8.15	8.85
Standard deviation	2.51	1.52	1.50	1.63	1.48	1.74	1.64	1.94	1.93	2.52	2.74	2.17	2.29	2.25
Standard error	0.16	0.18	0.17	0.40	0.25	0.47	0.19	0.22	0.33	0.26	0.31	0.35	0.46	0.51

ComRes Battlebus
Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 3
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	914	475	439	22	93	112	187	269	231	443	216	98	157	592	322	333	259	172	150
Weighted base	900	459	441	51	212	158	160	136	183	199	278	199	224	562	337	325	238	180	157
Conservative	241	134	107	7	62	37	40	34	61	68	75	52	47	162	80	89	72	41	39
	27%	29%	24%	15%	29%	24%	25%	25%	33%	34%	27%	26%	21%	29%	24%	28%	30%	23%	25%
Labour	265	135	130	7	64	55	48	52	39	59	69	50	87	143	122	95	49	62	60
	29%	29%	30%	14%	30%	35%	30%	38%	21%	30%	25%	25%	39%	25%	36%	29%	20%	35%	38%
Liberal Democrat	41	33	8	5	13	4	3	3	13	7	20	8	5	28	13	20	8	8	5
	5%	7%	2%	9%	6%	3%	2%	2%	7%	4%	7%	4%	2%	5%	4%	6%	3%	5%	3%
UKIP	124	62	62	2	13	14	31	22	42	14	38	43	30	68	57	33	35	38	19
	14%	14%	14%	4%	6%	9%	20%	16%	23%	7%	14%	21%	13%	12%	17%	10%	15%	21%	12%
Green	40	16	24	10	13	4	9	3	1	5	21	4	10	31	9	22	10	6	3
	4%	4%	5%	20%	6%	2%	6%	2%	1%	3%	8%	2%	4%	6%	3%	7%	4%	3%	2%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	0	0	-	-	-	-	0	-	-	0	-	-	-	0	-	-	0	-	-
	0%	0%	-	-	-	-	0%	-	-	0%	-	-	-	0%	-	-	0%	-	-
BNP	14	8	6	5	4	3	-	1	-	-	4	5	4	13	1	5	9	-	1
	2%	2%	1%	10%	2%	2%	-	1%	-	-	2%	3%	2%	2%	0%	1%	4%	-	0%
Other	7	7	0	-	4	-	3	-	-	0	-	2	5	7	0	-	7	0	-
	1%	1%	0%	-	2%	-	2%	-	-	0%	-	1%	2%	1%	0%	-	3%	0%	-
Prefer not to say	21	10	11	3	5	3	3	4	3	3	6	8	4	17	4	10	7	1	2
	2%	2%	2%	6%	2%	2%	2%	3%	2%	2%	2%	4%	2%	3%	1%	3%	3%	1%	2%
Don't know	146	54	92	12	34	38	21	17	24	41	44	27	32	93	53	52	41	23	29
	16%	12%	21%	23%	16%	24%	13%	13%	13%	21%	16%	14%	14%	17%	16%	16%	17%	13%	19%

ComRes Battlebus

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Absolutes/col percents

Table 3 Cont'd

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	914	376	235	64	131	42	404	206	137	355	242	149	93	75
Weighted base	900	267	305	64	138	52	279	279	130	333	267	144	86	70
Conservative	241	241	-	-	-	-	188	12	14	83	78	39	26	16
	27%	90%	-	-	-	-	67%	4%	11%	25%	29%	27%	30%	23%
Labour	265	-	265	-	-	-	9	198	20	98	79	29	30	30
	29%	-	87%	-	-	-	3%	71%	16%	29%	29%	20%	34%	43%
Liberal Democrat	41	-	-	41	-	-	-	0	36	16	10	5	9	1
	5%	-	-	65%	-	-	-	0%	28%	5%	4%	4%	10%	2%
UKIP	124	-	-	-	124	-	42	23	15	50	45	22	1	7
	14%	-	-	-	90%	-	15%	8%	11%	15%	17%	15%	1%	10%
Green	40	-	-	-	-	40	1	10	8	6	6	18	5	5
	4%	-	-	-	-	77%	0%	4%	6%	2%	2%	12%	5%	8%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	0	-	-	-	-	-	-	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	-	-	-	-	-	-	1%
BNP	14	-	-	-	-	-	5	-	-	1	5	3	4	1
	2%	-	-	-	-	-	2%	-	-	0%	2%	2%	4%	1%
Other	7	-	-	-	-	-	-	0	-	1	2	4	-	-
	1%	-	-	-	-	-	-	0%	-	0%	1%	3%	-	-
Prefer not to say	21	0	1	-	2	1	4	-	-	5	7	-	7	2
	2%	0%	0%	-	2%	2%	2%	-	-	2%	3%	-	8%	2%
Don't know	146	26	39	22	12	11	30	36	36	71	36	24	7	7
	16%	10%	13%	35%	8%	21%	11%	13%	28%	21%	13%	17%	8%	11%

ComRes Battlebus

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Absolutes/col percents

Table 4

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	265	102	163	13	28	47	55	66	56	116	64	23	62	175	90	100	75	45	45
Weighted base	274	99	175	29	61	64	39	34	48	60	79	50	86	177	97	90	88	46	51
Conservative	24	6	17	5	2	5	4	4	4	6	8	6	4	18	6	14	3	2	4
	9%	6%	10%	16%	3%	9%	10%	11%	8%	10%	10%	11%	5%	10%	6%	16%	4%	4%	8%
Labour	28	10	18	1	7	5	8	3	3	7	6	2	12	16	12	8	8	7	5
	10%	10%	10%	4%	12%	9%	21%	9%	5%	12%	8%	3%	14%	9%	12%	9%	9%	15%	10%
Liberal Democrat	25	12	12	8	4	3	1	4	5	4	9	5	6	16	9	4	12	7	2
	9%	12%	7%	28%	7%	5%	2%	10%	10%	7%	12%	10%	7%	9%	9%	4%	14%	15%	4%
UKIP	25	13	12	-	5	11	1	3	5	2	6	9	8	18	7	5	13	1	6
	9%	14%	7%	-	9%	17%	2%	8%	11%	4%	8%	18%	9%	10%	7%	5%	15%	3%	12%
Green	13	5	9	-	4	3	1	1	5	2	1	6	5	10	3	6	5	1	2
	5%	5%	5%	-	6%	5%	4%	2%	9%	4%	1%	12%	5%	6%	3%	6%	6%	3%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	0	0	-	-	-	-	-	0	-	0	-	-	-	0	-	-	0	-	-
	0%	0%	-	-	-	-	-	1%	-	0%	-	-	-	0%	-	-	0%	-	-
BNP	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-
	0%	-	0%	-	-	-	-	-	1%	-	1%	-	-	0%	-	1%	-	-	-
Other	3	1	2	-	1	-	0	2	-	1	-	1	1	2	1	1	1	-	1
	1%	1%	1%	-	1%	-	1%	6%	-	2%	-	2%	1%	1%	1%	1%	1%	-	2%
Prefer not to say	26	7	19	7	3	7	2	3	4	5	7	8	6	19	7	14	5	3	3
	9%	7%	11%	24%	4%	11%	4%	10%	8%	9%	8%	15%	7%	11%	7%	15%	6%	8%	7%
Don't know	131	44	86	8	35	28	22	15	23	31	41	14	44	78	52	39	40	25	28
	48%	44%	49%	27%	58%	45%	57%	43%	47%	52%	52%	28%	51%	44%	54%	43%	45%	53%	54%

ComRes Battlebus

Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 4 Cont'd

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	265	35	32	24	12	13	62	34	46	115	66	33	30	21
Weighted base	274	26	40	22	14	12	45	48	43	122	78	32	28	15
Conservative	24	15	-	-	-	-	7	1	3	8	6	4	1	4
	9%	57%	-	-	-	-	15%	3%	8%	7%	8%	14%	3%	26%
Labour	28	-	13	-	-	-	0	12	6	11	9	3	5	-
	10%	-	33%	-	-	-	1%	25%	14%	9%	12%	8%	18%	-
Liberal Democrat	25	-	-	14	-	-	0	-	15	5	11	7	2	-
	9%	-	-	61%	-	-	1%	-	34%	4%	14%	21%	8%	-
UKIP	25	-	-	-	12	-	7	6	3	14	6	4	-	-
	9%	-	-	-	83%	-	16%	11%	7%	12%	8%	13%	-	-
Green	13	-	-	-	-	11	6	2	0	7	1	0	1	3
	5%	-	-	-	-	88%	13%	5%	0%	6%	2%	1%	5%	19%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	0	-	-	-	-	-	-	-	-	-	-	-	-	0
	0%	-	-	-	-	-	-	-	-	-	-	-	-	2%
BNP	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	0%	-	-	-	-	-	-	-	-	-	-	-	2%	-
Other	3	-	-	-	-	-	0	1	-	2	-	1	-	-
	1%	-	-	-	-	-	1%	2%	-	2%	-	2%	-	-
Prefer not to say	26	0	-	-	-	-	1	-	-	11	7	-	6	2
	9%	1%	-	-	-	-	2%	-	-	9%	9%	-	20%	12%
Don't know	131	11	27	9	2	1	24	26	16	63	37	13	12	6
	48%	42%	67%	39%	17%	12%	53%	54%	36%	52%	47%	40%	43%	41%

ComRes Battlebus
Online Fieldwork: 18th - 25th June 2014

Absolutes/col percents

Table 5
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Conservative	270	146	125	6	49	47	53	39	77	78	76	60	56	180	90	100	81	57	33
	27%	29%	24%	9%	21%	26%	30%	26%	38%	36%	25%	28%	21%	29%	24%	28%	29%	28%	19%
Labour	304	161	143	10	72	52	62	57	51	70	84	54	95	161	143	106	55	72	71
	30%	32%	28%	16%	31%	29%	35%	38%	25%	33%	27%	25%	35%	26%	38%	30%	20%	36%	40%
Liberal Democrat	77	44	32	3	25	11	5	11	21	16	31	17	12	46	31	22	24	17	14
	8%	9%	6%	5%	11%	6%	3%	7%	10%	8%	10%	8%	4%	7%	8%	6%	9%	8%	8%
UKIP	81	35	46	1	15	14	17	13	20	4	22	27	27	41	40	18	23	25	14
	8%	7%	9%	2%	6%	8%	10%	9%	10%	2%	7%	13%	10%	7%	10%	5%	8%	12%	8%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	70	37	33	12	17	11	15	8	7	8	21	16	24	61	9	32	30	6	3
	7%	8%	6%	18%	7%	6%	9%	5%	3%	4%	7%	8%	9%	10%	2%	9%	11%	3%	2%
Don't know	180	63	116	26	55	37	21	16	24	32	65	31	53	122	58	64	58	24	34
	18%	13%	23%	40%	24%	21%	12%	11%	12%	15%	21%	14%	19%	19%	15%	18%	21%	12%	19%
Prefer not to say	27	9	18	7	-	9	2	6	4	6	6	8	7	19	9	11	8	1	7
	3%	2%	4%	10%	-	5%	1%	4%	2%	3%	2%	4%	2%	3%	2%	3%	3%	1%	4%

ComRes Battlebus
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Absolutes/col percents

Table 5 Cont'd
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Conservative	270	215	4	1	34	2	209	8	16	95	83	48	26	19
	27%	80%	1%	2%	25%	4%	72%	3%	12%	25%	27%	32%	26%	25%
Labour	304	4	262	3	20	3	9	222	26	121	83	35	31	33
	30%	1%	86%	5%	14%	6%	3%	76%	19%	32%	27%	23%	31%	44%
Liberal Democrat	77	5	9	51	4	1	7	7	52	37	15	13	9	3
	8%	2%	3%	80%	3%	2%	2%	2%	38%	10%	5%	8%	8%	4%
UKIP	81	10	-	0	56	1	25	11	4	32	30	14	-	4
	8%	4%	-	0%	40%	3%	9%	4%	3%	8%	10%	9%	-	5%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	70	1	5	-	3	25	10	9	7	16	19	20	7	7
	7%	0%	2%	-	2%	49%	3%	3%	5%	4%	6%	14%	7%	9%
Don't know	180	29	26	8	21	19	28	33	32	64	65	21	22	7
	18%	11%	8%	12%	15%	37%	10%	11%	23%	17%	22%	14%	22%	10%
Prefer not to say	27	4	-	-	1	-	2	1	1	12	7	-	6	2
	3%	2%	-	-	0%	-	1%	0%	0%	3%	2%	-	6%	3%

ComRes Battlebus
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Absolutes/col percents

Table 7
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	863	458	405	17	86	102	176	255	227	416	205	92	150	555	308	312	243	166	142
Weighted base	795	425	370	35	191	131	147	124	167	174	246	185	190	492	303	286	206	165	138
Conservative	244	141	103	8	61	36	42	32	65	72	71	53	48	166	78	94	72	40	38
	31%	33%	28%	24%	32%	28%	29%	26%	39%	41%	29%	29%	25%	34%	26%	33%	35%	24%	28%
Labour	287	143	144	7	71	59	50	57	44	66	81	57	83	157	131	106	51	63	67
	36%	34%	39%	21%	37%	45%	34%	46%	26%	38%	33%	31%	44%	32%	43%	37%	25%	38%	49%
Liberal Democrat	53	40	14	4	17	7	5	6	13	12	24	9	8	35	19	21	14	13	5
	7%	9%	4%	12%	9%	6%	4%	5%	8%	7%	10%	5%	4%	7%	6%	7%	7%	8%	4%
UKIP	138	66	73	3	16	19	35	24	41	15	43	51	29	76	62	35	41	40	23
	17%	16%	20%	8%	8%	15%	24%	20%	24%	9%	17%	28%	15%	15%	21%	12%	20%	24%	16%
Green	49	19	30	7	17	5	12	3	5	8	22	8	12	37	12	25	12	9	3
	6%	4%	8%	21%	9%	4%	8%	3%	3%	4%	9%	4%	6%	7%	4%	9%	6%	5%	2%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	-	-	-	0	0	-	1	-	-	-	1	-	-	1	-	-
	0%	0%	-	-	-	-	0%	0%	-	0%	-	-	-	0%	-	-	0%	-	-
BNP	14	9	6	5	4	4	0	1	-	-	4	5	5	14	1	4	9	-	1
	2%	2%	2%	14%	2%	3%	0%	1%	-	-	2%	3%	3%	3%	0%	2%	4%	-	1%
Other	7	7	1	-	5	-	3	-	-	1	-	1	6	7	1	0	6	0	0
	1%	2%	0%	-	3%	-	2%	-	-	1%	-	0%	3%	1%	0%	0%	3%	0%	0%

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Absolutes/col percents

Table 7 Cont'd
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	863	376	235	64	131	42	396	204	131	335	227	145	87	69
Weighted base	795	244	287	53	138	49	266	270	117	289	234	134	73	64
Conservative	244	244	-	-	-	-	189	14	16	80	78	42	27	18
	31%	100%	-	-	-	-	71%	5%	14%	28%	33%	31%	36%	28%
Labour	287	-	287	-	-	-	12	215	26	114	80	33	29	31
	36%	-	100%	-	-	-	4%	79%	22%	40%	34%	24%	40%	49%
Liberal Democrat	53	-	-	53	-	-	1	3	47	19	15	7	10	1
	7%	-	-	100%	-	-	0%	1%	40%	7%	6%	6%	14%	2%
UKIP	138	-	-	-	138	-	52	26	19	58	47	25	1	7
	17%	-	-	-	100%	-	20%	9%	16%	20%	20%	19%	1%	11%
Green	49	-	-	-	-	49	7	13	8	15	8	18	2	6
	6%	-	-	-	-	100%	2%	5%	7%	5%	4%	14%	3%	9%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	0%	-	-	-	-	-	-	-	-	-	-	-	-	1%
BNP	14	-	-	-	-	-	5	-	-	1	5	4	4	1
	2%	-	-	-	-	-	2%	-	-	0%	2%	3%	5%	1%
Other	7	-	-	-	-	-	0	0	0	1	1	5	-	0
	1%	-	-	-	-	-	0%	0%	0%	0%	0%	4%	-	0%

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Absolutes/col percents

Table 6
Q6 Thinking about how you will decide which Party to vote for at the General Election next year, which of the following is the most important reason why you will chose to vote for a particular Party?
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
The Party with the leader who will make the best Prime Minister	139	58	81	6	32	24	26	20	31	30	25	35	49	79	60	45	34	36	23
	14%	12%	16%	9%	14%	13%	15%	14%	15%	14%	8%	16%	18%	13%	16%	13%	12%	18%	13%
The Party with the candidate who will make the best MP for my local area	77	45	32	4	12	11	14	17	19	19	33	11	14	52	25	27	25	9	16
	8%	9%	6%	6%	5%	6%	8%	12%	9%	9%	11%	5%	5%	8%	7%	8%	9%	4%	9%
The Party with the best policies on issues important to me	658	333	325	45	141	118	124	95	135	143	214	149	152	418	240	239	179	133	107
	65%	67%	63%	68%	61%	65%	71%	64%	66%	67%	70%	70%	55%	66%	64%	68%	65%	66%	61%
The Party that has the best chance of beating another Party that I don't like	51	28	23	5	16	11	3	7	9	12	13	7	20	24	27	18	7	8	20
	5%	6%	5%	8%	7%	6%	2%	5%	4%	5%	4%	3%	7%	4%	7%	5%	2%	4%	11%
Don't know	82	30	52	6	31	17	8	8	11	11	22	12	38	56	26	24	32	16	10
	8%	6%	10%	9%	13%	10%	5%	6%	5%	5%	7%	5%	14%	9%	7%	7%	12%	8%	6%

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Absolutes/col percents

Table 6 Cont'd

Q6 Thinking about how you will decide which Party to vote for at the General Election next year, which of the following is the most important reason why you will chose to vote for a particular Party?

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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
The Party with the leader who will make the best Prime Minister	139 14%	52 20%	51 17%	8 12%	15 11%	3 5%	49 17%	48 17%	12 9%	55 14%	41 13%	11 8%	17 17%	15 20%
The Party with the candidate who will make the best MP for my local area	77 8%	21 8%	21 7%	14 22%	6 4%	0 0%	24 8%	20 7%	13 9%	31 8%	14 5%	17 11%	12 11%	4 5%
The Party with the best policies on issues important to me	658 65%	178 67%	193 63%	37 58%	112 81%	36 69%	197 68%	193 66%	98 71%	232 61%	219 72%	104 69%	57 57%	46 61%
The Party that has the best chance of beating another Party that I don't like	51 5%	9 3%	27 9%	1 2%	4 3%	7 13%	14 5%	17 6%	7 5%	29 8%	4 1%	5 4%	9 9%	4 5%
Don't know	82 8%	7 3%	14 4%	3 5%	2 2%	7 13%	7 2%	14 5%	7 5%	32 8%	25 8%	13 9%	6 6%	7 9%

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Absolutes/col percents

Table 8
Q7 Please select which of the following words or phrases apply to each Party leader

Base: All respondents

	Total	Party leader			
		David Cameron	Ed Miliband	Nick Clegg	Nigel Farage
Unweighted base	4,032	1,008	1,008	1,008	1,008
Weighted base	4,032	1,008	1,008	1,008	1,008
Out of touch with ordinary people	1415	500	354	384	176
	35%	50%	35%	38%	17%
Intelligent	1154	425	293	256	180
	29%	42%	29%	25%	18%
Weird	925	69	318	135	403
	23%	7%	32%	13%	40%
Competent	731	329	188	100	115
	18%	33%	19%	10%	11%
Can get things done	676	296	176	69	134
	17%	29%	17%	7%	13%
Has the right policies for Britain's future	671	241	207	69	154
	17%	24%	21%	7%	15%
Is the most statesmanlike	617	371	97	82	67
	15%	37%	10%	8%	7%
Trustworthy	541	213	169	68	91
	13%	21%	17%	7%	9%
Comes across as someone like me	477	121	129	83	144
	12%	12%	13%	8%	14%
None of these	1008	177	245	320	265
	25%	18%	24%	32%	26%

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Absolutes/col percents

Table 9
Q7 Please select which of the following words or phrases apply to each Party leader
David Cameron
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Out of touch with ordinary people	500	249	251	22	103	80	99	85	110	99	161	107	132	301	198	172	129	105	93
	50%	50%	49%	34%	44%	44%	57%	57%	53%	46%	53%	50%	48%	48%	53%	49%	47%	52%	53%
Intelligent	425	236	189	21	91	66	73	63	111	110	134	84	98	278	147	157	120	81	67
	42%	48%	37%	32%	39%	37%	42%	42%	54%	51%	44%	39%	36%	44%	39%	45%	43%	40%	38%
Is the most statesmanlike	371	219	153	17	73	56	62	69	93	94	116	79	82	244	127	128	116	72	55
	37%	44%	30%	27%	31%	31%	36%	47%	45%	44%	38%	37%	30%	39%	34%	36%	42%	36%	31%
Competent	329	183	146	10	77	58	48	52	83	93	115	68	52	227	102	131	96	63	39
	33%	37%	28%	14%	33%	32%	28%	35%	40%	44%	38%	32%	19%	36%	27%	37%	35%	31%	22%
Can get things done	296	164	133	14	73	47	46	39	78	79	98	58	61	203	94	120	83	51	42
	29%	33%	26%	21%	31%	26%	26%	26%	38%	37%	32%	27%	22%	32%	25%	34%	30%	26%	24%
Has the right policies for Britain's future	241	140	102	9	48	47	38	37	61	70	77	48	46	160	81	89	72	48	33
	24%	28%	20%	13%	21%	26%	22%	25%	30%	33%	25%	22%	17%	25%	21%	25%	26%	24%	19%
Trustworthy	213	125	87	6	40	31	34	33	69	61	62	39	51	148	64	86	62	36	28
	21%	25%	17%	9%	17%	17%	19%	22%	34%	28%	20%	18%	18%	24%	17%	24%	22%	18%	16%
Comes across as someone like me	121	64	57	9	20	18	17	19	38	36	37	26	22	96	25	52	44	19	7
	12%	13%	11%	14%	8%	10%	10%	13%	18%	17%	12%	12%	8%	15%	7%	15%	16%	9%	4%
Weird	69	26	42	-	19	12	12	11	15	8	14	15	31	32	37	24	9	20	17
	7%	5%	8%	-	8%	7%	7%	8%	7%	4%	5%	7%	11%	5%	10%	7%	3%	10%	10%
None of these	177	74	104	19	54	46	29	15	14	27	46	39	65	103	74	53	51	43	31
	18%	15%	20%	29%	23%	26%	16%	10%	7%	13%	15%	18%	24%	16%	20%	15%	18%	21%	18%

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Absolutes/col percents

Table 9 Cont'd
Q7 Please select which of the following words or phrases apply to each Party leader
David Cameron
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Out of touch with ordinary people	500	66	211	31	87	35	102	200	77	193	144	73	42	49
	50%	25%	69%	49%	63%	67%	35%	69%	56%	51%	48%	48%	42%	64%
Intelligent	425	198	98	25	49	16	200	86	60	163	125	61	41	36
	42%	74%	32%	40%	36%	30%	69%	30%	44%	43%	41%	40%	41%	47%
Is the most statesmanlike	371	168	83	32	50	10	163	77	57	131	131	48	32	29
	37%	63%	27%	51%	36%	20%	56%	27%	42%	35%	43%	32%	32%	39%
Competent	329	185	53	30	29	11	167	49	51	119	98	46	40	25
	33%	69%	17%	48%	21%	21%	57%	17%	37%	32%	32%	31%	39%	33%
Can get things done	296	177	45	30	19	8	153	46	47	105	85	43	33	30
	29%	66%	15%	47%	13%	15%	53%	16%	35%	28%	28%	29%	32%	39%
Has the right policies for Britain's future	241	197	8	10	10	4	165	14	25	82	77	33	30	19
	24%	74%	3%	15%	7%	7%	57%	5%	18%	22%	26%	22%	30%	25%
Trustworthy	213	156	17	14	14	4	137	21	21	77	64	31	26	15
	21%	58%	6%	22%	10%	7%	47%	7%	15%	20%	21%	21%	25%	20%
Comes across as someone like me	121	94	4	10	9	-	84	3	13	36	38	25	17	4
	12%	35%	1%	15%	7%	-	29%	1%	9%	10%	13%	16%	17%	6%
Weird	69	14	35	-	3	-	12	36	3	34	9	9	10	6
	7%	5%	11%	-	2%	-	4%	13%	2%	9%	3%	6%	10%	8%
None of these	177	17	44	7	25	8	19	47	15	68	55	29	17	9
	18%	7%	14%	12%	18%	15%	7%	16%	11%	18%	18%	19%	17%	11%

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Absolutes/col percents

Table 10
Q7 Please select which of the following words or phrases apply to each Party leader
Ed Miliband
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Out of touch with ordinary people	354	184	170	9	103	50	63	50	79	74	119	71	89	230	125	123	107	58	66
	35%	37%	33%	13%	44%	28%	36%	34%	39%	35%	39%	33%	32%	36%	33%	35%	39%	29%	38%
Weird	318	176	142	21	73	60	50	39	75	65	107	70	76	209	109	105	104	56	53
	32%	36%	28%	32%	31%	33%	29%	27%	37%	30%	35%	33%	28%	33%	29%	30%	37%	28%	30%
Intelligent	293	155	138	10	65	47	50	54	67	75	94	64	60	186	107	120	66	51	55
	29%	31%	27%	15%	28%	26%	28%	36%	33%	35%	31%	30%	22%	30%	28%	34%	24%	25%	31%
Has the right policies for Britain's future	207	112	95	12	39	31	43	42	40	44	67	40	56	120	87	84	36	47	40
	21%	23%	18%	18%	17%	17%	25%	28%	20%	21%	22%	19%	20%	19%	23%	24%	13%	23%	23%
Competent	188	93	95	11	40	34	34	41	27	40	58	54	36	103	84	70	34	45	40
	19%	19%	19%	17%	17%	19%	20%	27%	13%	19%	19%	25%	13%	16%	22%	20%	12%	22%	23%
Can get things done	176	91	85	2	41	27	31	40	35	33	51	44	48	98	78	65	33	39	38
	17%	18%	16%	4%	18%	15%	17%	27%	17%	16%	17%	20%	17%	16%	21%	18%	12%	20%	22%
Trustworthy	169	97	72	-	35	25	28	45	37	46	44	36	43	101	68	68	33	35	34
	17%	20%	14%	-	15%	14%	16%	30%	18%	22%	14%	17%	16%	16%	18%	19%	12%	17%	19%
Comes across as someone like me	129	64	66	4	24	29	23	27	21	24	37	34	35	74	55	49	25	30	25
	13%	13%	13%	6%	10%	16%	13%	18%	10%	11%	12%	16%	13%	12%	15%	14%	9%	15%	14%
Is the most statesmanlike	97	45	52	3	33	17	11	15	18	18	24	14	41	50	47	28	22	34	13
	10%	9%	10%	4%	14%	9%	7%	10%	9%	8%	8%	6%	15%	8%	12%	8%	8%	17%	7%
None of these	245	102	143	25	57	53	43	29	38	43	62	56	85	146	99	76	70	62	38
	24%	21%	28%	38%	25%	29%	25%	20%	18%	20%	20%	26%	31%	23%	26%	22%	25%	31%	21%

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Absolutes/col percents

Table 10 Cont'd
Q7 Please select which of the following words or phrases apply to each Party leader
Ed Miliband
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Out of touch with ordinary people	354	138	64	23	60	26	159	59	59	134	104	54	24	38
	35%	52%	21%	35%	43%	50%	55%	20%	43%	35%	34%	36%	24%	51%
Weird	318	146	35	22	58	14	150	47	48	111	104	46	32	26
	32%	54%	12%	35%	42%	27%	52%	16%	35%	29%	34%	30%	31%	34%
Intelligent	293	49	162	24	17	19	52	143	52	104	96	39	28	26
	29%	18%	53%	38%	12%	36%	18%	49%	38%	28%	32%	26%	27%	34%
Has the right policies for Britain's future	207	3	174	9	4	6	10	150	18	85	52	30	23	17
	21%	1%	57%	14%	3%	12%	3%	52%	13%	22%	17%	20%	23%	23%
Competent	188	11	134	16	9	6	17	122	22	73	57	23	16	18
	19%	4%	44%	25%	6%	12%	6%	42%	16%	19%	19%	15%	16%	24%
Can get things done	176	6	147	3	8	5	11	134	12	73	43	18	19	24
	17%	2%	48%	4%	6%	9%	4%	46%	9%	19%	14%	12%	18%	32%
Trustworthy	169	8	140	8	4	5	9	122	19	62	47	20	21	19
	17%	3%	46%	13%	3%	10%	3%	42%	14%	16%	16%	13%	21%	25%
Comes across as someone like me	129	8	109	6	1	2	10	94	6	46	37	16	17	13
	13%	3%	36%	9%	1%	3%	4%	32%	4%	12%	12%	10%	17%	17%
Is the most statesmanlike	97	14	67	7	3	2	15	63	9	34	30	9	17	7
	10%	5%	22%	10%	2%	3%	5%	22%	7%	9%	10%	6%	17%	9%
None of these	245	42	49	9	47	9	45	56	20	99	77	35	22	12
	24%	16%	16%	14%	34%	18%	15%	19%	15%	26%	26%	23%	22%	15%

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Absolutes/col percents

Table 11
Q7 Please select which of the following words or phrases apply to each Party leader
Nick Clegg
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Out of touch with ordinary people	384	194	190	21	87	55	61	72	89	71	119	96	98	247	137	137	110	66	72
	38%	39%	37%	32%	38%	30%	35%	49%	43%	33%	39%	45%	36%	39%	36%	39%	40%	33%	41%
Intelligent	256	132	124	12	73	35	48	37	51	64	83	49	60	162	94	95	67	50	44
	25%	27%	24%	18%	31%	20%	27%	25%	25%	30%	27%	23%	22%	26%	25%	27%	24%	25%	25%
Weird	135	83	52	2	20	25	26	25	37	26	52	16	40	81	54	40	41	34	20
	13%	17%	10%	3%	8%	14%	15%	17%	18%	12%	17%	8%	15%	13%	14%	11%	15%	17%	11%
Competent	100	48	51	10	19	21	15	14	22	29	32	24	15	57	43	41	16	19	24
	10%	10%	10%	15%	8%	12%	8%	9%	11%	14%	11%	11%	5%	9%	11%	12%	6%	9%	13%
Comes across as someone like me	83	42	41	6	22	15	11	12	18	21	29	17	16	49	34	31	18	22	12
	8%	9%	8%	9%	9%	8%	6%	8%	9%	10%	10%	8%	6%	8%	9%	9%	6%	11%	7%
Is the most statesmanlike	82	45	37	4	25	15	8	14	16	20	15	22	25	43	39	24	20	20	19
	8%	9%	7%	6%	11%	8%	4%	10%	8%	9%	5%	10%	9%	7%	10%	7%	7%	10%	11%
Can get things done	69	28	41	7	21	10	10	8	14	12	21	15	21	45	24	23	22	15	9
	7%	6%	8%	10%	9%	5%	6%	6%	7%	6%	7%	7%	8%	7%	6%	7%	8%	7%	5%
Has the right policies for Britain's future	69	43	26	4	22	11	14	5	14	21	17	15	16	42	27	23	19	15	11
	7%	9%	5%	6%	9%	6%	8%	3%	7%	10%	5%	7%	6%	7%	7%	7%	7%	8%	7%
Trustworthy	68	33	35	4	12	6	13	11	21	23	19	18	9	35	33	27	8	16	17
	7%	7%	7%	6%	5%	4%	8%	7%	10%	11%	6%	8%	3%	6%	9%	8%	3%	8%	10%
None of these	320	146	174	31	81	65	56	37	51	64	97	56	103	199	121	110	89	62	59
	32%	29%	34%	47%	35%	36%	32%	25%	25%	30%	32%	26%	38%	32%	32%	31%	32%	31%	33%

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Absolutes/col percents

Table 11 Cont'd
Q7 Please select which of the following words or phrases apply to each Party leader
Nick Clegg
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Out of touch with ordinary people	384	105	109	14	67	29	135	107	48	157	113	47	30	36
	38%	39%	36%	21%	49%	55%	46%	37%	35%	42%	37%	31%	30%	48%
Intelligent	256	74	91	41	14	14	65	80	66	92	79	38	25	22
	25%	28%	30%	65%	10%	27%	22%	27%	48%	24%	26%	25%	25%	28%
Weird	135	30	36	2	35	5	40	47	12	41	46	18	18	11
	13%	11%	12%	3%	25%	10%	14%	16%	9%	11%	15%	12%	18%	15%
Competent	100	39	24	22	5	4	35	20	32	40	28	11	10	10
	10%	14%	8%	34%	3%	8%	12%	7%	23%	11%	9%	7%	10%	13%
Comes across as someone like me	83	24	18	27	5	3	22	12	37	34	23	8	11	6
	8%	9%	6%	42%	4%	7%	8%	4%	27%	9%	8%	6%	11%	8%
Is the most statesmanlike	82	29	16	19	6	6	27	20	27	33	22	9	9	9
	8%	11%	5%	29%	4%	11%	9%	7%	20%	9%	7%	6%	9%	12%
Can get things done	69	22	16	18	8	1	20	17	19	27	19	9	6	9
	7%	8%	5%	28%	6%	3%	7%	6%	14%	7%	6%	6%	6%	11%
Has the right policies for Britain's future	69	22	10	24	3	2	16	11	35	21	24	12	7	4
	7%	8%	3%	37%	2%	4%	6%	4%	26%	6%	8%	8%	7%	6%
Trustworthy	68	36	9	14	2	1	29	8	18	30	11	15	5	7
	7%	13%	3%	23%	2%	2%	10%	3%	13%	8%	4%	10%	5%	10%
None of these	320	65	102	9	36	13	62	97	26	116	101	55	30	18
	32%	24%	33%	14%	26%	26%	21%	33%	19%	31%	33%	37%	30%	23%

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Absolutes/col percents

Table 12
Q7 Please select which of the following words or phrases apply to each Party leader
Nigel Farage
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	1,008	508	500	28	103	129	204	290	254	475	240	105	188	651	357	365	286	190	167
Weighted base	1,008	495	513	66	233	181	175	148	205	214	306	214	274	630	378	353	277	202	176
Weird	403	203	200	23	94	79	62	68	76	95	148	84	76	271	132	176	94	64	68
	40%	41%	39%	35%	40%	44%	36%	46%	37%	44%	48%	39%	28%	43%	35%	50%	34%	32%	39%
Intelligent	180	103	78	4	34	12	39	32	59	36	56	37	52	113	67	51	61	43	24
	18%	21%	15%	7%	15%	7%	22%	22%	29%	17%	18%	17%	19%	18%	18%	15%	22%	21%	14%
Out of touch with ordinary people	176	79	97	19	49	41	29	17	21	40	78	30	28	118	58	68	50	29	29
	17%	16%	19%	29%	21%	23%	17%	11%	10%	19%	26%	14%	10%	19%	15%	19%	18%	15%	16%
Has the right policies for Britain's future	154	82	72	9	18	20	30	22	55	22	50	44	38	87	67	37	50	38	29
	15%	17%	14%	14%	8%	11%	17%	15%	27%	10%	16%	21%	14%	14%	18%	10%	18%	19%	17%
Comes across as someone like me	144	96	48	5	19	17	27	23	52	25	40	27	51	81	63	36	45	40	23
	14%	19%	9%	8%	8%	9%	16%	15%	26%	12%	13%	12%	19%	13%	17%	10%	16%	20%	13%
Can get things done	134	66	68	6	25	17	33	19	34	23	47	27	38	72	62	28	44	30	33
	13%	13%	13%	8%	11%	10%	19%	13%	17%	11%	15%	13%	14%	11%	17%	8%	16%	15%	18%
Competent	115	64	52	3	27	8	20	17	40	19	32	26	38	53	62	31	22	40	22
	11%	13%	10%	5%	12%	5%	11%	11%	19%	9%	11%	12%	14%	8%	16%	9%	8%	20%	12%
Trustworthy	91	53	38	8	7	12	15	17	32	19	26	15	31	52	39	18	34	21	18
	9%	11%	7%	12%	3%	7%	9%	12%	16%	9%	8%	7%	11%	8%	10%	5%	12%	10%	10%
Is the most statesmanlike	67	34	32	3	10	13	16	7	18	9	20	9	28	32	34	15	18	24	10
	7%	7%	6%	5%	4%	7%	9%	5%	9%	4%	7%	4%	10%	5%	9%	4%	6%	12%	6%
None of these	265	112	154	21	64	66	50	30	35	52	63	49	101	161	105	84	77	59	46
	26%	23%	30%	31%	27%	36%	29%	20%	17%	24%	20%	23%	37%	26%	28%	24%	28%	29%	26%

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Absolutes/col percents

Table 12 Cont'd
Q7 Please select which of the following words or phrases apply to each Party leader
Nigel Farage
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	1,008	376	235	64	131	42	418	214	144	393	269	157	107	82
Weighted base	1,008	267	305	64	138	52	290	291	137	378	302	151	101	76
Weird	403	118	159	38	15	24	105	129	78	145	110	56	52	40
	40%	44%	52%	60%	11%	46%	36%	44%	57%	38%	36%	37%	51%	52%
Intelligent	180	49	44	6	58	6	69	49	24	67	63	29	11	12
	18%	18%	14%	10%	42%	12%	24%	17%	18%	18%	21%	19%	10%	16%
Out of touch with ordinary people	176	46	58	16	2	16	42	51	27	59	57	13	23	25
	17%	17%	19%	25%	1%	30%	14%	17%	20%	16%	19%	8%	23%	33%
Has the right policies for Britain's future	154	25	5	7	86	3	59	28	15	69	49	23	5	8
	15%	9%	2%	11%	62%	5%	20%	10%	11%	18%	16%	15%	5%	10%
Comes across as someone like me	144	39	14	0	68	1	55	34	12	61	51	21	1	10
	14%	15%	5%	1%	49%	2%	19%	12%	9%	16%	17%	14%	1%	13%
Can get things done	134	32	30	2	49	1	46	42	6	57	40	27	2	9
	13%	12%	10%	3%	36%	3%	16%	14%	5%	15%	13%	18%	2%	13%
Competent	115	27	16	6	49	3	43	33	10	48	42	16	3	6
	11%	10%	5%	10%	36%	6%	15%	11%	7%	13%	14%	11%	3%	8%
Trustworthy	91	15	9	1	49	-	39	25	5	41	30	12	3	4
	9%	6%	3%	2%	36%	-	13%	8%	4%	11%	10%	8%	3%	5%
Is the most statesmanlike	67	14	18	1	23	0	15	27	1	22	27	11	2	4
	7%	5%	6%	1%	16%	0%	5%	9%	1%	6%	9%	7%	2%	6%
None of these	265	54	78	10	20	12	52	72	30	92	80	50	30	14
	26%	20%	26%	16%	14%	23%	18%	25%	22%	24%	27%	33%	29%	18%

ComRes Battlebus
Online Fieldwork: 18th - 25th May 2014

Weighting table

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

Base: All respondents

	<u>Unweighted</u> Total	<u>Weighted</u> Total
Unweighted base	1,008	1,008
Weighted base	1,008	1,008
Conservative	374	290
	37%	29%
Labour	209	291
	21%	29%
Liberal Democrat	140	137
	14%	14%
Some other party	57	61
	6%	6%
Did not vote	170	171
	17%	17%
Don't remember	41	41
	4%	4%
Refused	16	16
	2%	2%