

## ITV News – Lib Dem South West Seats Poll

	2010 Result	2015 voting intention
Con	39.5%	44%
Lab	6.1%	13%
Lib Dem	48.1%	26%
UKIP	4.0%	10%
Other	2.3%	6%

*\*Results may not sum to 100% due to rounding.*

**Methodology Note:** ComRes interviewed 1,005 adults living in the fourteen parliamentary constituencies in the South West of England which are currently held by the Liberal Democrats. Fieldwork took place by telephone between 10<sup>th</sup> and 12<sup>th</sup> April 2015. Each constituency is represented in the sample equally, with data weighted to be demographically representative of all adults living in these constituencies. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: [andrew.hawkins@comres.co.uk](mailto:andrew.hawkins@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)

## ITV Battleground Lib Dem SW Strongholds

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	294	142	152	50	109	136	68	101	61	64	128	90	77
	29%	29%	30%	21%	32%	32%	30%	34%	25%	27%	30%	31%	27%
Labour	64	30	35	15	19	31	9	19	16	20	23	18	23
	6%	6%	7%	6%	5%	7%	4%	6%	7%	8%	5%	6%	8%
Liberal Democrat	341	167	174	56	108	177	89	105	79	68	154	94	92
	34%	34%	34%	24%	32%	41%	40%	35%	32%	29%	36%	33%	32%
Some other party	51	25	26	7	18	26	5	12	15	19	27	8	16
	5%	5%	5%	3%	5%	6%	2%	4%	6%	8%	6%	3%	6%
Did not vote	196	96	100	103	67	26	37	55	56	47	70	59	66
	19%	20%	19%	44%	20%	6%	17%	18%	23%	20%	16%	21%	23%
Don't remember	28	12	16	3	14	11	5	2	13	8	15	11	3
	3%	2%	3%	1%	4%	3%	2%	1%	5%	3%	3%	4%	1%
Refused	30	17	13	3	8	20	11	6	4	9	13	7	10
	3%	4%	2%	1%	2%	5%	5%	2%	2%	4%	3%	2%	4%

### ITV Battleground Lib Dem SW Strongholds

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	294	245	3	12	17	3	294	-	-
	29%	68%	3%	5%	19%	6%	100%	-	-
Labour	64	9	34	5	6	4	-	64	-
	6%	2%	31%	2%	7%	7%	-	100%	-
Liberal Democrat	341	48	46	176	23	20	-	-	341
	34%	13%	43%	79%	26%	42%	-	-	100%
Some other party	51	6	4	7	22	6	-	-	-
	5%	2%	4%	3%	25%	12%	-	-	-
Did not vote	196	41	20	19	17	14	-	-	-
	19%	11%	19%	9%	18%	29%	-	-	-
Don't remember	28	8	1	4	2	-	-	-	-
	3%	2%	1%	2%	3%	-	-	-	-
Refused	30	3	-	2	2	2	-	-	-
	3%	1%	-	1%	3%	4%	-	-	-

### ITV Battleground Lib Dem SW Strongholds

**Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.**

Base: All respondents

		GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
		Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total		1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total		1005	489	516	237	342	426	225	300	244	236	431	287	287
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	53 5%	20 4%	32 6%	28 12%	18 5%	7 2%	9 4%	15 5%	14 6%	15 6%	19 4%	20 7%	14 5%
2	(2)	13 1%	4 1%	9 2%	2 1%	8 2%	3 1%	- -	2 1%	- -	10 4%	8 2%	3 1%	2 1%
3	(3)	11 1%	6 1%	5 1%	1 *	6 2%	5 1%	2 1%	2 1%	2 1%	5 2%	8 2%	2 1%	1 *
4	(4)	5 1%	1 *	4 1%	4 2%	2 *	- -	1 *	3 1%	2 1%	- -	1 *	3 1%	2 1%
5	(5)	36 4%	9 2%	27 5%	14 6%	10 3%	13 3%	10 4%	6 2%	11 5%	9 4%	13 3%	13 4%	10 4%
6	(6)	21 2%	12 2%	9 2%	9 4%	7 2%	4 1%	3 1%	6 2%	7 3%	4 2%	14 3%	4 1%	3 1%
7	(7)	24 2%	12 2%	12 2%	4 2%	14 4%	6 1%	3 1%	4 1%	10 4%	8 3%	11 2%	6 2%	8 3%
8	(8)	61 6%	35 7%	26 5%	21 9%	25 7%	15 3%	7 3%	16 5%	25 10%	14 6%	22 5%	14 5%	25 9%
9	(9)	72 7%	45 9%	27 5%	23 10%	25 7%	24 6%	19 8%	21 7%	21 8%	11 5%	31 7%	20 7%	21 7%
10 - Absolutely certain to vote	(10)	700 70%	344 70%	356 69%	131 55%	223 65%	346 81%	173 77%	220 73%	151 62%	156 66%	304 71%	199 69%	197 69%
Don't know		9 1%	3 1%	6 1%	1 1%	3 1%	4 1%	- -	4 2%	2 1%	3 1%	1 *	4 1%	5 2%
Mean score		8.78	8.97	8.60	7.99	8.60	9.36	9.12	8.98	8.62	8.36	8.78	8.66	8.89
Standard deviation		2.48	2.22	2.69	3.07	2.60	1.76	2.13	2.34	2.44	2.91	2.46	2.67	2.29
Standard error		.08	.10	.12	.21	.14	.08	.14	.13	.16	.21	.12	.16	.14

### ITV Battleground Lib Dem SW Strongholds

**Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.**

Base: All respondents

		VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
		Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total		1005	378	107	220	88	47	314	74	326
Weighted Total		1005	361	108	224	90	49	294	64	341
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	53	-	-	-	-	-	2	-	1
		5%	-	-	-	-	-	1%	-	*
2	(2)	13	-	-	-	-	-	1	2	2
		1%	-	-	-	-	-	*	3%	1%
3	(3)	11	-	-	-	-	-	-	1	1
		1%	-	-	-	-	-	-	2%	*
4	(4)	5	-	-	-	-	-	-	1	2
		1%	-	-	-	-	-	-	1%	*
5	(5)	36	6	4	15	5	-	1	1	14
		4%	2%	3%	7%	6%	-	*	2%	4%
6	(6)	21	6	4	2	5	-	4	5	4
		2%	2%	4%	1%	5%	-	1%	7%	1%
7	(7)	24	5	2	8	2	1	3	-	11
		2%	1%	2%	3%	2%	3%	1%	-	3%
8	(8)	61	30	3	12	6	4	18	6	12
		6%	8%	3%	5%	7%	7%	6%	9%	4%
9	(9)	72	27	7	25	1	4	20	5	27
		7%	8%	6%	11%	1%	9%	7%	7%	8%
10 - Absolutely certain to vote	(10)	700	286	89	162	71	39	244	42	265
		70%	79%	82%	72%	79%	81%	83%	65%	78%
Don't know		9	-	-	-	-	-	2	3	1
		1%	-	-	-	-	-	1%	4%	*
Mean score		8.78	9.57	9.51	9.30	9.29	9.68	9.61	8.90	9.37
Standard deviation		2.48	1.01	1.25	1.42	1.52	.74	1.18	2.04	1.53
Standard error		.08	.05	.12	.10	.16	.11	.07	.24	.08

### ITV Battleground Lib Dem SW Strongholds

**Q3. Please now think specifically about your own constituency, the issues it faces, the local MP and the different candidates. At the General Election coming up in May, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

Base: All likely to vote

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	924	464	460	190	308	426	227	317	207	173	395	266	263
Weighted Total	914	456	459	202	305	407	214	273	225	203	394	255	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	314	158	157	65	111	139	81	99	74	60	135	95	84
	34%	35%	34%	32%	36%	34%	38%	36%	33%	29%	34%	37%	32%
Labour	77	46	31	33	16	29	15	19	19	23	34	20	22
	8%	10%	7%	16%	5%	7%	7%	7%	8%	12%	9%	8%	8%
Liberal Democrat	189	81	107	26	56	106	49	60	35	45	81	58	50
	21%	18%	23%	13%	19%	26%	23%	22%	15%	22%	21%	23%	19%
UKIP	77	44	34	20	23	34	8	19	31	19	28	21	28
	8%	10%	7%	10%	8%	8%	4%	7%	14%	9%	7%	8%	11%
Green	43	27	16	17	20	6	16	11	8	8	14	8	20
	5%	6%	4%	9%	6%	1%	7%	4%	3%	4%	4%	3%	8%
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	10	5	5	3	2	4	1	3	5	1	4	4	1
	1%	1%	1%	1%	1%	1%	*	1%	2%	*	1%	2%	*
Refused	28	16	12	2	7	19	6	7	5	10	15	4	9
	3%	4%	3%	1%	2%	5%	3%	3%	2%	5%	4%	1%	4%
Don't know	176	79	97	36	70	70	36	55	49	36	82	45	50
	19%	17%	21%	18%	23%	17%	17%	20%	22%	18%	21%	18%	19%

### ITV Battleground Lib Dem SW Strongholds

**Q3. Please now think specifically about your own constituency, the issues it faces, the local MP and the different candidates. At the General Election coming up in May, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

Base: All likely to vote

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	924	378	107	220	88	47	309	67	320
Weighted Total	914	361	108	224	90	49	290	58	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	314	314	-	-	-	-	227	7	36
	34%	87%	-	-	-	-	78%	12%	11%
Labour	77	-	77	-	-	-	3	26	33
	8%	-	71%	-	-	-	1%	45%	10%
Liberal Democrat	189	-	-	189	-	-	11	5	152
	21%	-	-	84%	-	-	4%	8%	45%
UKIP	77	-	-	-	77	-	15	6	20
	8%	-	-	-	86%	-	5%	11%	6%
Green	43	-	-	-	-	43	3	3	20
	5%	-	-	-	-	88%	1%	5%	6%
BNP	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Some other party	10	-	-	-	-	-	3	-	4
	1%	-	-	-	-	-	1%	-	1%
Refused	28	5	-	2	1	-	1	-	3
	3%	1%	-	1%	1%	-	*	-	1%
Don't know	176	42	31	34	12	6	28	11	67
	19%	12%	29%	15%	13%	12%	10%	19%	20%

### ITV Battleground Lib Dem SW Strongholds

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

Base: All unlikely to vote or unsure who they would vote for at the General election

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	294	139	155	71	109	114	58	102	68	66	134	78	82
Weighted Total	296	130	166	74	114	108	54	88	73	80	133	80	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	37	18	19	12	11	14	4	11	10	12	18	8	11
	13%	14%	11%	16%	9%	13%	8%	12%	13%	15%	13%	10%	13%
Labour	23	8	16	9	6	8	3	8	7	5	7	6	10
	8%	6%	9%	13%	5%	7%	6%	9%	9%	6%	5%	8%	13%
Liberal Democrat	20	4	16	1	10	9	5	3	9	4	10	5	6
	7%	3%	10%	2%	9%	9%	9%	3%	12%	5%	8%	6%	7%
UKIP	23	8	15	9	7	7	2	6	9	6	12	7	4
	8%	6%	9%	13%	6%	6%	4%	7%	12%	8%	9%	9%	4%
Green	11	5	6	4	4	3	-	4	2	4	2	6	2
	4%	4%	3%	6%	3%	2%	-	5%	3%	5%	2%	7%	3%
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7	4	3	2	3	2	2	2	1	3	2	-	5
	2%	3%	2%	3%	3%	2%	3%	2%	1%	4%	2%	-	6%
Refused	35	19	16	6	12	18	8	10	4	13	21	6	9
	12%	15%	9%	8%	10%	16%	15%	11%	5%	17%	15%	7%	10%
Don't know	139	62	77	30	61	48	30	45	32	32	61	42	36
	47%	48%	46%	40%	54%	44%	55%	51%	44%	40%	46%	53%	44%



### ITV Battleground Lib Dem SW Strongholds

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

Base: All unlikely to vote or unsure who they would vote for at the General election

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	294	49	31	37	14	7	39	20	75
Weighted Total	296	47	31	36	12	6	34	17	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	37	22	-	-	-	-	12	3	3
	13%	48%	-	-	-	-	36%	16%	4%
Labour	23	-	13	-	-	-	-	6	3
	8%	-	41%	-	-	-	-	36%	4%
Liberal Democrat	20	-	-	18	-	-	1	-	12
	7%	-	-	50%	-	-	2%	-	15%
UKIP	23	-	-	-	10	-	1	1	5
	8%	-	-	-	80%	-	4%	6%	7%
Green	11	-	-	-	-	3	-	-	2
	4%	-	-	-	-	58%	-	-	2%
BNP	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Some other party	7	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Refused	35	2	1	2	-	-	-	1	2
	12%	4%	4%	5%	-	-	-	7%	2%
Don't know	139	23	17	16	2	2	19	6	51
	47%	48%	55%	45%	20%	42%	57%	35%	66%

### ITV Battleground Lib Dem SW Strongholds

#### Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP or another party?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	323	152	171	58	108	157	80	102	76	65	137	101	85
	32%	31%	33%	24%	32%	37%	35%	34%	31%	28%	32%	35%	30%
Labour	159	95	65	36	50	73	34	46	37	43	71	48	41
	16%	19%	13%	15%	15%	17%	15%	15%	15%	18%	16%	17%	14%
Liberal Democrat	147	62	85	19	52	76	35	48	34	30	60	40	48
	15%	13%	17%	8%	15%	18%	15%	16%	14%	13%	14%	14%	17%
UKIP	54	27	27	17	17	20	6	17	19	12	18	19	18
	5%	6%	5%	7%	5%	5%	3%	6%	8%	5%	4%	6%	6%
Green	43	19	24	14	19	10	15	9	5	14	14	11	18
	4%	4%	5%	6%	6%	2%	7%	3%	2%	6%	3%	4%	6%
BNP	2	2	-	-	2	-	-	1	-	1	2	-	-
	*	*	-	-	*	-	-	*	-	*	*	-	-
Some other party	15	9	6	4	6	6	3	3	5	4	9	1	4
	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	*	1%
Refused	36	20	16	4	13	19	10	10	7	9	14	11	12
	4%	4%	3%	2%	4%	5%	4%	3%	3%	4%	3%	4%	4%
Don't know	225	103	121	84	76	65	43	63	60	59	106	56	62
	22%	21%	24%	36%	22%	15%	19%	21%	25%	25%	25%	20%	22%

### ITV Battleground Lib Dem SW Strongholds

#### Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP or another party?

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	323	282	1	16	14	-	231	5	39
	32%	78%	1%	7%	15%	-	78%	8%	11%
Labour	159	8	89	33	4	6	3	38	76
	16%	2%	83%	15%	4%	13%	1%	59%	22%
Liberal Democrat	147	14	3	119	5	3	9	5	117
	15%	4%	3%	53%	6%	5%	3%	7%	34%
UKIP	54	7	-	-	41	-	12	2	7
	5%	2%	-	-	46%	-	4%	4%	2%
Green	43	1	1	4	-	30	3	4	13
	4%	*	1%	2%	-	61%	1%	6%	4%
BNP	2	1	-	-	1	-	-	-	-
	*	*	-	-	1%	-	-	-	-
Some other party	15	2	1	3	-	-	3	*	4
	1%	1%	1%	1%	-	-	1%	*	1%
Refused	36	3	2	3	2	2	1	1	12
	4%	1%	2%	2%	3%	4%	*	1%	3%
Don't know	225	44	11	46	23	8	33	9	73
	22%	12%	10%	20%	26%	17%	11%	15%	21%

## ITV Battleground Lib Dem SW Strongholds

### Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	851	425	426	180	276	395	210	295	190	156	359	247	245
Weighted Total	689	342	347	127	225	337	167	216	156	151	299	195	195
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	306	150	156	53	107	146	79	98	66	62	138	90	78
	44%	44%	45%	42%	47%	43%	47%	46%	43%	41%	46%	46%	40%
Labour	89	50	40	26	22	41	18	26	22	24	41	22	26
	13%	15%	11%	21%	10%	12%	11%	12%	14%	16%	14%	11%	13%
Liberal Democrat	181	77	105	18	58	105	47	58	33	43	79	53	49
	26%	22%	30%	14%	26%	31%	28%	27%	21%	28%	26%	27%	25%
UKIP	67	39	28	15	18	33	9	20	24	14	24	19	24
	10%	11%	8%	12%	8%	10%	6%	9%	15%	9%	8%	10%	12%
Green	37	23	14	13	18	6	13	9	7	8	13	8	16
	5%	7%	4%	10%	8%	2%	8%	4%	4%	5%	4%	4%	8%
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9	4	5	2	2	5	*	4	4	*	4	4	1
	1%	1%	1%	2%	1%	1%	*	2%	3%	*	1%	2%	*

## ITV Battleground Lib Dem SW Strongholds

### Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	851	378	107	220	88	47	302	66	305
Weighted Total	689	306	89	181	67	37	263	50	276
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	306	306	-	-	-	-	227	7	43
	44%	100%	-	-	-	-	87%	13%	16%
Labour	89	-	89	-	-	-	3	32	43
	13%	-	100%	-	-	-	1%	63%	15%
Liberal Democrat	181	-	-	181	-	-	11	4	152
	26%	-	-	100%	-	-	4%	8%	55%
UKIP	67	-	-	-	67	-	16	4	18
	10%	-	-	-	100%	-	6%	9%	7%
Green	37	-	-	-	-	37	3	4	17
	5%	-	-	-	-	100%	1%	7%	6%
BNP	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other	9	-	-	-	-	-	3	-	3
	1%	-	-	-	-	-	1%	-	1%

### ITV Battleground Lib Dem SW Strongholds

**Q6. Thinking about the reasons why you might choose who to vote for. Which of the following statements comes closest to your view.**

Base: All likely to vote

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	924	464	460	190	308	426	227	317	207	173	395	266	263
Weighted Total	914	456	459	202	305	407	214	273	225	203	394	255	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I will be voting for the candidate I like best, not just the party	225	108	117	44	68	113	45	68	58	53	91	69	66
	25%	24%	26%	22%	22%	28%	21%	25%	26%	26%	23%	27%	25%
I will be voting for the party I like best, not just the individual candidate	656	333	322	155	230	271	160	200	160	135	279	182	195
	72%	73%	70%	77%	75%	67%	75%	73%	71%	67%	71%	71%	74%
Don't know	34	15	19	3	7	23	9	5	6	14	24	5	4
	4%	3%	4%	2%	2%	6%	4%	2%	3%	7%	6%	2%	2%

### ITV Battleground Lib Dem SW Strongholds

**Q6. Thinking about the reasons why you might choose who to vote for. Which of the following statements comes closest to your view.**

Base: All likely to vote

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	924	378	107	220	88	47	309	67	320
Weighted Total	914	361	108	224	90	49	290	58	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%
I will be voting for the candidate I like best, not just the party	225	55	14	117	11	8	45	7	115
	25%	15%	13%	52%	12%	16%	16%	12%	34%
I will be voting for the party I like best, not just the individual candidate	656	292	91	99	75	38	238	50	204
	72%	81%	85%	44%	84%	77%	82%	87%	61%
Don't know	34	14	2	8	4	3	7	1	15
	4%	4%	2%	4%	4%	6%	2%	1%	5%

### ITV Battleground Lib Dem SW Strongholds

**Q7\_1. The General Election may result in a hung parliament with no party having enough MPs to form a government on their own. For each of the following sets of statements, please tell me which comes closest to your opinion about what the Liberal Democrats should do in the event of a hung parliament?**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They should try and form a government with whichever party has the most MPs in parliament	406	177	229	109	141	156	99	126	89	92	158	124	124
	40%	36%	44%	46%	41%	37%	44%	42%	37%	39%	37%	43%	43%
They should be allowed to try and form a government with whichever they prefer	443	240	204	108	159	176	97	131	119	96	200	121	123
	44%	49%	39%	46%	46%	41%	43%	44%	49%	41%	46%	42%	43%
Don't know	156	72	83	20	42	94	30	43	35	48	73	42	41
	15%	15%	16%	8%	12%	22%	13%	14%	15%	20%	17%	15%	14%



### ITV Battleground Lib Dem SW Strongholds

**Q7\_1. The General Election may result in a hung parliament with no party having enough MPs to form a government on their own. For each of the following sets of statements, please tell me which comes closest to your opinion about what the Liberal Democrats should do in the event of a hung parliament?**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
They should try and form a government with whichever party has the most MPs in parliament	406	189	33	92	34	7	153	19	121
	40%	52%	30%	41%	38%	15%	52%	30%	35%
They should be allowed to try and form a government with whichever they prefer	443	122	53	116	37	34	99	32	177
	44%	34%	49%	52%	42%	69%	33%	50%	52%
Don't know	156	50	22	17	18	8	43	13	43
	15%	14%	21%	7%	20%	16%	15%	20%	13%

### ITV Battleground Lib Dem SW Strongholds

**Q7\_2. The General Election may result in a hung parliament with no party having enough MPs to form a government on their own. For each of the following sets of statements, please tell me which comes closest to your opinion about what the Liberal Democrats should do in the event of a hung parliament?**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They should try and form a formal coalition government	471	246	225	112	185	174	122	152	109	89	208	124	139
	47%	50%	44%	47%	54%	41%	54%	51%	44%	38%	48%	43%	49%
They should support the party of government without joining them in a formal coalition	229	90	140	60	59	111	47	67	57	57	89	72	68
	23%	18%	27%	25%	17%	26%	21%	23%	23%	24%	21%	25%	24%
They should stay out of government	202	118	84	49	71	83	42	54	62	44	99	57	46
	20%	24%	16%	21%	21%	19%	19%	18%	25%	19%	23%	20%	16%
Don't know	102	36	67	17	28	58	14	26	17	46	35	35	33
	10%	7%	13%	7%	8%	14%	6%	9%	7%	19%	8%	12%	12%

### ITV Battleground Lib Dem SW Strongholds

**Q7\_2. The General Election may result in a hung parliament with no party having enough MPs to form a government on their own. For each of the following sets of statements, please tell me which comes closest to your opinion about what the Liberal Democrats should do in the event of a hung parliament?**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
They should try and form a formal coalition government	471	174	40	148	27	23	143	26	189
	47%	48%	37%	66%	30%	46%	48%	40%	56%
They should support the party of government without joining them in a formal coalition	229	78	30	48	23	8	64	13	77
	23%	22%	28%	21%	26%	17%	22%	20%	22%
They should stay out of government	202	80	25	15	32	12	64	13	46
	20%	22%	23%	7%	36%	25%	22%	20%	14%
Don't know	102	29	13	13	7	6	24	12	29
	10%	8%	12%	6%	8%	12%	8%	19%	8%

## ITV Battleground Lib Dem SW Strongholds

### Q8\_SUM Do you agree or disagree with the following statements? - SUMMARY TABLE

Base: All respondents

	I am voting for a specific local candidate rather than the party they represent	The Liberal Democrats have become irrelevant	It was a mistake for the Liberal Democrats to go into Coalition with the Conservatives in 2010	Nick Clegg puts me off voting for the Liberal Democrats	The Liberal Democrats were right to go into Coalition with the Conservatives in 2010	The Liberal Democrats can be a force for good in British politics
Unweighted Total	1005	1005	1005	1005	1005	1005
Weighted Total	1005	1005	1005	1005	1005	1005
	100%	100%	100%	100%	100%	100%
Agree	291	318	367	293	634	662
	29%	32%	37%	29%	63%	66%
Disagree	660	635	583	650	305	270
	66%	63%	58%	65%	30%	27%
Don't know	54	51	55	62	66	73
	5%	5%	5%	6%	7%	7%

### ITV Battleground Lib Dem SW Strongholds

**Q8\_1. Do you agree or disagree with the following statements? - I am voting for a specific local candidate rather than the party they represent**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	291	122	169	69	91	131	53	86	73	78	115	84	91
	29%	25%	33%	29%	27%	31%	24%	29%	30%	33%	27%	29%	32%
Disagree	660	343	317	156	234	270	163	199	158	141	294	185	181
	66%	70%	62%	66%	68%	63%	72%	66%	65%	60%	68%	65%	63%
Don't know	54	25	29	12	17	25	9	15	13	17	21	18	15
	5%	5%	6%	5%	5%	6%	4%	5%	5%	7%	5%	6%	5%

### ITV Battleground Lib Dem SW Strongholds

**Q8\_1. Do you agree or disagree with the following statements? - I am voting for a specific local candidate rather than the party they represent**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	291	64	26	122	14	10	51	22	122
	29%	18%	24%	55%	16%	21%	17%	33%	36%
Disagree	660	280	77	95	75	33	232	41	203
	66%	78%	71%	42%	83%	68%	79%	64%	60%
Don't know	54	17	5	7	1	5	12	1	15
	5%	5%	5%	3%	1%	11%	4%	2%	4%

## ITV Battleground Lib Dem SW Strongholds

### Q8\_2. Do you agree or disagree with the following statements? - The Liberal Democrats have become irrelevant

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	318	168	150	73	89	156	64	84	83	87	142	93	83
	32%	34%	29%	31%	26%	37%	28%	28%	34%	37%	33%	33%	29%
Disagree	635	300	335	152	236	248	151	197	156	131	273	175	187
	63%	61%	65%	64%	69%	58%	67%	66%	64%	56%	63%	61%	65%
Don't know	51	21	31	12	17	23	10	18	5	18	16	18	17
	5%	4%	6%	5%	5%	5%	4%	6%	2%	8%	4%	6%	6%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_2. Do you agree or disagree with the following statements? - The Liberal Democrats have become irrelevant

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	318	141	36	24	47	15	115	28	71
	32%	39%	33%	11%	53%	31%	39%	44%	21%
Disagree	635	206	68	193	41	33	171	31	258
	63%	57%	63%	86%	46%	68%	58%	48%	76%
Don't know	51	14	4	7	1	1	8	5	12
	5%	4%	4%	3%	1%	1%	3%	8%	4%



### ITV Battleground Lib Dem SW Strongholds

**Q8\_3. Do you agree or disagree with the following statements? - It was a mistake for the Liberal Democrats to go into Coalition with the Conservatives in 2010**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	367	175	193	87	112	168	77	100	105	85	168	95	104
	37%	36%	37%	37%	33%	39%	34%	33%	43%	36%	39%	33%	36%
Disagree	583	295	288	130	212	240	141	183	128	131	244	175	164
	58%	60%	56%	55%	62%	56%	63%	61%	52%	55%	57%	61%	57%
Don't know	55	20	35	20	17	18	7	17	11	20	18	17	20
	5%	4%	7%	8%	5%	4%	3%	6%	5%	8%	4%	6%	7%

### ITV Battleground Lib Dem SW Strongholds

**Q8\_3. Do you agree or disagree with the following statements? - It was a mistake for the Liberal Democrats to go into Coalition with the Conservatives in 2010**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	367	85	74	59	43	25	71	40	130
	37%	24%	68%	26%	48%	51%	24%	62%	38%
Disagree	583	261	30	162	43	23	212	21	206
	58%	72%	28%	72%	48%	48%	72%	32%	61%
Don't know	55	15	4	3	3	1	11	4	4
	5%	4%	4%	2%	3%	1%	4%	6%	1%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_4. Do you agree or disagree with the following statements? - Nick Clegg puts me off voting for the Liberal Democrats

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	293	142	151	83	81	129	65	77	82	69	133	87	74
	29%	29%	29%	35%	24%	30%	29%	26%	34%	29%	31%	30%	26%
Disagree	650	317	334	143	245	263	147	202	154	147	271	177	202
	65%	65%	65%	60%	72%	62%	65%	67%	63%	62%	63%	62%	70%
Don't know	62	31	31	12	16	34	13	20	8	20	27	23	11
	6%	6%	6%	5%	5%	8%	6%	7%	3%	9%	6%	8%	4%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_4. Do you agree or disagree with the following statements? - Nick Clegg puts me off voting for the Liberal Democrats

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	293	98	50	30	42	15	81	21	82
	29%	27%	47%	13%	47%	30%	28%	33%	24%
Disagree	650	241	56	184	45	34	193	40	246
	65%	67%	52%	82%	50%	70%	66%	62%	72%
Don't know	62	22	2	11	2	-	20	3	12
	6%	6%	2%	5%	3%	-	7%	5%	4%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_5. Do you agree or disagree with the following statements? - The Liberal Democrats were right to go into Coalition with the Conservatives in 2010

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	634	321	313	138	234	262	161	197	146	131	267	183	183
	63%	65%	61%	58%	68%	61%	71%	66%	60%	55%	62%	64%	64%
Disagree	305	147	158	75	87	143	60	82	84	79	141	83	81
	30%	30%	31%	32%	25%	34%	27%	27%	34%	33%	33%	29%	28%
Don't know	66	22	44	24	21	21	4	21	15	26	22	21	22
	7%	4%	9%	10%	6%	5%	2%	7%	6%	11%	5%	7%	8%

### ITV Battleground Lib Dem SW Strongholds

**Q8\_5. Do you agree or disagree with the following statements? - The Liberal Democrats were right to go into Coalition with the Conservatives in 2010**

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	634	288	29	162	48	26	234	20	222
	63%	80%	27%	72%	54%	54%	79%	31%	65%
Disagree	305	59	73	53	37	18	49	37	109
	30%	16%	67%	24%	41%	37%	17%	58%	32%
Don't know	66	14	6	9	5	4	12	7	10
	7%	4%	6%	4%	5%	9%	4%	11%	3%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_6. Do you agree or disagree with the following statements? - The Liberal Democrats can be a force for good in British politics

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				LIB DEM LEAD OVER CON (2010)			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	<5%	5-10%	>10%
Unweighted Total	1005	499	506	221	339	445	236	345	224	200	430	291	284
Weighted Total	1005	489	516	237	342	426	225	300	244	236	431	287	287
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	662	334	328	168	215	278	162	202	151	146	282	187	193
	66%	68%	64%	71%	63%	65%	72%	67%	62%	62%	65%	65%	67%
Disagree	270	131	138	48	100	121	52	77	79	62	123	76	72
	27%	27%	27%	20%	29%	28%	23%	26%	32%	26%	28%	26%	25%
Don't know	73	24	49	21	26	26	11	21	14	28	26	25	23
	7%	5%	9%	9%	8%	6%	5%	7%	6%	12%	6%	9%	8%

### ITV Battleground Lib Dem SW Strongholds

#### Q8\_6. Do you agree or disagree with the following statements? - The Liberal Democrats can be a force for good in British politics

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1005	378	107	220	88	47	314	74	326
Weighted Total	1005	361	108	224	90	49	294	64	341
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	662	203	72	211	42	37	153	37	296
	66%	56%	66%	94%	47%	77%	52%	57%	87%
Disagree	270	130	30	10	45	8	118	20	40
	27%	36%	27%	4%	50%	17%	40%	31%	12%
Don't know	73	28	7	4	3	3	23	7	4
	7%	8%	6%	2%	3%	6%	8%	12%	1%



### ITV Battleground Lib Dem SW Strongholds

**Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?**

Base: All respondents

	Unweighted	Weighted
Unweighted Total	1005	1005
Weighted Total	1005	1005
	100%	100%
Conservative	314	294
	31%	29%
Labour	74	64
	7%	6%
Liberal Democrat	326	341
	32%	34%
Some other party	59	51
	6%	5%
Did not vote	171	196
	17%	19%
Don't remember	28	28
	3%	3%
Refused	33	30
	3%	3%