POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 1

Absolutes/col percents

Q1 Thinking back to the general election held in May 2010, which of the following did you do?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
I voted Liberal Democrat	1096 55%	550 53%	546 57%a	91 60%de	209 42%	173 49%d	198 60%de	295 64%de	562 62%ijk	286 55%jk	99 44%	149 43%	60 36%	60 57%lt	101 49%l	104 59%lnqt	86 55%lt	78 45%	50 54%l	75 61%lnq t	117 45%	222 66%lnpqr t	143 70%lmnopqrt
I voted Labour	586 29%	296 28%	290 30%	44 29%g	237 47%cefg	124 35%fg	73 22%	85 18%	219 24%	160 31%h	73 33%h	132 38%hi	70 42%moprs uv	30 29%uv	74 36%orsuv	41 23%v	43 27%uv	74 43%mop rsuv	19 20%	23 19%	116 44%moprs uv	65 19%	31 15%
I voted for another party	318 16%	198 19%b	120 13%	16 11%	57 11%	53 15%	58 18%cd	81 18%cd	129 14%	70 14%	52 23%hi	66 19%hi	35 21%qt	15 14%	33 16%	31 18%	28 18%	20 12%	24 26%mnqtu v	24 20%t	29 11%	49 15%	30 15%
I voted Conservative	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I did not vote	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 1

Absolutes/col percents

Q1 Thinking back to the general election held in May 2010, which of the following did you do?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
I voted Liberal Democrat	1096 55%	668 55%	428 54%	347 57%z	254 43%	314 50%D	482 77%ACD	154 59%AD	146 30%	237 54%FH	102 25%	435 94%EFHJ	40 20%	5 28%	277 59%FH
I voted Labour	586 29%	309 25%	277 35%w	180 29%	239 41%y	156 25%B	72 12%	73 28%B	285 58%ABC	139 32%GH	286 69%EGHJ	18 4%	11 6%	10 56%	122 26%GH
I voted for another party	318 16%	236 19%x	82 10%	85 14%	92 16%	157 25%BCD	68 11%	34 13%	59 12%	65 15%FG	27 7%G	9 2%	147 74%EFGJ	3 17%	67 14%FG
I voted Conservative	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I did not vote	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 2

Absolutes/col percents

Q2 Before deciding to vote for that party, did you seriously consider voting for a different party instead?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Yes	**2000** *100%*	1044 100%	956 100%	151 100%	503 100%	350 100%	329 100%	461 100%	910 100%	516 100%	224 100%	347 100%	165 100%	105 100%	208 100%	176 100%	157 100%	172 100%	93 100%	122 100%	262 100%	336 100%	204 100%
No	- -	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 2

Absolutes/col percents

Q2 Before deciding to vote for that party, did you seriously consider voting for a different party instead?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	**2000**	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Yes	**2000** **100%**	1213 100%	787 100%	612 100%	585 100%	627 100%	622 100%	261 100%	490 100%	441 100%	415 100%	462 100%	198 100%	18 100%	466 100%
No	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 3

Absolutes/col percents

Q3 Which other party or parties did you seriously consider voting for?

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Conservative	2000 100%	1044 100%	956 100%	151 100%	503 100%	350 100%	329 100%	461 100%	910 100%	516 100%	224 100%	347 100%	165 100%	105 100%	208 100%	176 100%	157 100%	172 100%	93 100%	122 100%	262 100%	336 100%	204 100%
Labour	157 8%	70 7%	87 9%a	21 14%fg	45 9%g	32 9%g	22 7%	23 5%	79 9%j	46 9%j	10 4%	22 6%	11 7%	11 10%	19 9%	14 8%	10 6%	13 8%	14 15%lpstv	7 6%	16 6%	28 8%	14 7%
Liberal Democrats	146 7%	59 6%	87 9%a	15 10%g	49 10%g	34 10%g	20 6%	23 5%	68 7%	38 7%	14 6%	25 7%	10 6%	5 5%	20 10%v	13 7%v	10 6%	15 9%v	8 9%v	6 5%	32 12%lmsuv	21 6%	6 3%
Other	124 6%	66 6%	58 6%	14 9%f	36 7%f	29 8%f	12 4%	26 6%	65 7%	29 6%	12 5%	17 5%	3 2%	10 10%l	14 7%l	15 9%l	7 4%	9 5%	7 8%l	9 7%l	19 7%l	21 6%l	10 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 3

Absolutes/col percents

Q3 Which other party or parties did you seriously consider voting for?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election						Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)		Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490		441	415	462	198	18**	466
Conservative	2000 100%	1213 100%	787 100%	612 100%	585 100%	627 100%	622 100%	261 100%	490 100%		441 100%	415 100%	462 100%	198 100%	18 100%	466 100%
Labour	157 8%	65 5%	92 12%w	30 5%	62 11%y	21 3%	45 7%A	42 16%ABD	49 10%A		8 2%	39 9%E	37 8%E	16 8%E	-	57 12%EG
Liberal Democrats	146 7%	83 7%	63 8%	29 5%	61 10%y	28 4%	29 5%	30 11%AB	59 12%AB		14 3%	62 15%EGJ	7 2%	20 10%EG	1 6%	42 9%EG
Other	124 6%	63 5%	61 8%w	24 4%	43 7%y	22 4%	41 7%A	22 8%A	39 8%A		6 1%	30 7%E	24 5%E	26 13%EFGJ	-	38 8%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 4

Absolutes/col percents

Q5 Have you ever voted Conservative at a general election?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Yes	1213 61%	700 67%b	513 54%	33 22%	222 44%c	202 58%cd	236 72%cde	352 76%cde	573 63%	306 59%	123 55%	210 61%	116 70%mqrtv	55 52%	131 63%	108 61%	94 60%	98 57%	51 55%	84 69%mqr tv	150 57%	208 62%	118 58%
No	787 39%	344 33%	443 46%a	118 78%defg	281 56%efg	148 42%fg	93 28%	109 24%	337 37%	210 41%	101 45%h	137 39%	49 30%	50 48%ls	77 37%	68 39%	63 40%	74 43%ls	42 45%ls	38 31%	112 43%ls	128 38%	86 42%ls

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 4

Absolutes/col percents

Q5 Have you ever voted Conservative at a general election?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Yes	1213 61%	1213 100%x	-	394 64%z	319 55%	464 74%BCD	388 62%CD	133 51%	228 47%	334 76%FGJ	179 43%	280 61%F	148 75%FGJ	9 50%	263 56%F
No	787 39%	-	787 100%w	218 36%	266 45%y	163 26%	234 38%A	128 49%AB	262 53%AB	107 24%	236 57%EGHJ	182 39%EH	50 25%	9 50%	203 44%EH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 5

Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better than I expected	509 25%	291 28%b	218 23%	21 14%	151 30%cel	74 21%	75 23%c	115 25%c	244 27%j	144 28%jk	44 20%	75 22%	74 45%mnopqrstuv	29 28%r	43 21%	35 20%	31 20%	32 19%	14 15%	29 24%	81 31%nopqr	89 26%qr	52 25%r
Worse than I expected	626 31%	302 29%	324 34%a	71 47%dfg	133 26%	132 38%dg	116 35%dg	128 28%	248 27%	169 33%h	81 36%h	127 37%h	42 25%	31 30%	78 38%lsu	61 35%u	48 31%	52 30%	39 42%lsu	32 26%	93 35%lu	88 26%	62 30%
About the same as I expected	865 43%	451 43%	414 43%	59 39%	219 44%	144 41%	138 42%	218 47%	418 46%l	203 39%	99 44%	145 42%	49 30%	45 43%l	87 42%l	80 45%lt	78 50%lt	88 51%lt	40 43%l	61 50%lt	88 34%	159 47%lt	90 44%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
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Table 5

Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better than I expected	**509** **25%**	358 **30%x**	151 19%	331 **54%z**	32 5%	239 **38%CD**	224 **36%CD**	25 **10%D**	21 4%	249 **56%FGHJ**	31 7%	127 **27%FHJ**	22 11%	-	80 **17%FH**
Worse than I expected	**626** **31%**	346 29%	280 **36%w**	48 8%	402 **69%y**	113 **18%B**	80 13%	145 **56%AB**	288 **59%AB**	31 7%	260 **63%EGHJ**	93 **20%E**	93 **47%EGJ**	9 50%	140 **30%EG**
About the same as I expected	**865** **43%**	509 42%	356 45%	233 **38%z**	151 26%	275 **44%CD**	318 **51%ACD**	91 35%	181 37%	161 **37%F**	124 30%	242 **52%EFH**	83 **42%F**	9 50%	246 **53%EFH**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 6

Q7 Thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office Better, worse, or about the same?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better than I expected	572 / 29%	333 32%b	239 25%	26 17%	153 30%c	92 26%c	95 29%c	133 29%c	274 30%j	149 29%j	49 22%	99 29%	83 50%mnopqrstuv	36 34%pqr	64 31%qr	47 27%c	36 23%	27 16%	18 19%	33 27%q	82 31%qr	90 27%q	56 27%q
Worse than I expected	540 / 27%	262 25%	278 29%a	58 38%dg	117 23%	108 31%dg	101 31%dg	106 23%	212 23%	149 29%h	66 29%	112 32%h	36 22%	27 26%	62 30%	53 30%	38 24%	50 29%	34 37%lpu	33 27%	76 29%	77 23%	54 26%
About the same as I expected	888 / 44%	449 43%	439 46%	67 44%	233 46%	150 43%	133 40%	222 48%f	424 47%k	218 42%	109 49%k	136 39%	46 28%	42 40%l	82 39%l	76 43%l	83 53%lmnt	95 55%lmnot	41 44%l	56 46%l	104 40%l	169 50%lnt	94 46%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 6

Q7 Thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office Better, worse, or about the same?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better than I expected	572 29%	391 32%x	181 23%	376 61%z	36 6%	290 46%BCD	219 35%CD	32 12%D	31 6%	271 61%FGHJ	40 10%	137 30%FHJ	37 19%F	-	87 19%F
Worse than I expected	540 27%	303 25%	237 30%w	29 5%	374 64%y	76 12%	72 12%	135 52%AB	257 52%AB	18 4%	227 55%EGHJ	98 21%E	70 35%EGJ	12 67%	115 25%E
About the same as I expected	888 44%	519 43%	369 47%	207 34%	175 30%	261 42%	331 53%ACD	94 36%	202 41%	152 34%	148 36%	227 49%EF	91 46%EF	6 33%	264 57%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 7

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats

Base : All respondents

	On the side of people like me	Wants to help ordinary people get on in life	Willing to take tough decisions for the long term	Shares my values	Competent and capable	Will do what they say	Represents the whole country, not just some types of people	Its heart is in the right place	Stands for fairness	Stands for equal opportunity for all
Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Conservative Party	748 37%	659 33%	1561 78%	773 39%	1231 62%	1216 61%	686 34%	709 35%	653 33%	647 32%
Labour Party	716 36%	1003 50%	457 23%	678 34%	645 32%	603 30%	775 39%	797 40%	763 38%	873 44%
Liberal Democrats	971 49%	1009 50%	514 26%	954 48%	698 35%	543 27%	967 48%	1145 57%	1095 55%	1074 54%

Table 8

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF CONSERVATIVE PARTY

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Willing to take tough decisions for the long term	1561 78%	827 79%	734 77%	102 68%	344 68%	269 77%cd	272 83%cd	401 87%cde	735 81%k	408 79%k	174 78%k	242 70%	112 68%	82 78%	168 81%lc	135 77%	117 75%	122 71%	71 76%	102 84%lqt	194 74%	283 84%lopqt	175 86%lopqrt
Competent and capable	1231 62%	681 65%b	550 58%	80 53%	273 54%	192 55%	212 64%cde	320 69%cde	594 65%k	311 60%	139 62%k	186 54%	97 59%	70 67%t	115 55%	108 61%	99 63%	98 57%	50 54%	85 70%nqrt	141 54%	230 68%lnqrt	138 68%lnqrt
Will do what they say	1216 61%	676 65%b	540 56%	80 53%	272 54%	196 56%	206 63%cd	305 66%cde	583 64%k	315 61%k	131 58%	185 53%	106 64%r	69 66%r	121 58%	101 57%	96 61%r	97 56%	43 46%	81 66%r	151 58%	224 67%noqrt	127 62%r
Shares my values	773 39%	446 43%b	327 34%	40 26%	183 36%c	108 31%	138 42%ce	191 41%ce	363 40%k	205 40%k	89 40%	115 33%	73 44%	40 38%	73 35%	63 36%	53 34%	59 34%	31 33%	60 49%nop qrt	94 36%	147 44%npq	80 39%
On the side of people like me	748 37%	448 43%b	300 31%	45 30%	196 39%ce	101 29%	129 39%ce	168 36%e	364 40%jk	199 39%k	73 33%	111 32%	90 55%mnopq rstuv	35 33%	77 37%	59 34%	45 29%	59 34%	24 26%	50 41%pr	103 39%pr	130 39%pr	76 37%
Its heart is in the right place	709 35%	389 37%	320 33%	35 23%	187 37%ce	98 28%	113 34%c	170 37%ce	310 34%	196 38%	84 38%	117 34%	57 35%	39 37%	73 35%	52 30%	52 33%	57 33%	31 33%	51 42%o	93 35%	132 39%o	72 35%
Represents the whole country, not just some types of people	686 34%	390 37%b	296 31%	41 27%	178 35%e	94 27%	120 36%ce	153 33%	304 33%	184 36%	80 36%	118 34%	69 42%nqr	33 31%	66 32%	56 32%	51 32%	50 29%	27 29%	44 36%	98 37%	125 37%	67 33%
Wants to help ordinary people get on in life	659 33%	387 37%b	272 28%	39 26%	176 35%ce	99 28%	103 31%	144 31%	300 33%	179 35%	69 31%	110 32%	74 45%nopqr tv	36 34%qr	66 32%	53 30%	44 28%	39 23%	20 22%	45 37%qr	87 33%qr	129 38%pqr	66 32%q
Stands for fairness	653 33%	364 35%b	289 30%	32 21%	177 35%ce	93 28%	106 32%c	151 33%c	285 31%	180 35%	76 34%	112 32%	56 34%	34 32%	67 32%	54 31%	49 31%	46 27%	26 28%	48 39%q	85 32%	122 36%q	66 32%
Stands for equal opportunity for all	647 32%	355 34%	292 31%	38 25%	170 34%ce	90 26%	108 33%e	147 32%	279 31%	183 35%	69 31%	115 33%	53 32%	38 36%	63 30%	55 31%	48 31%	55 32%	25 27%	51 42%nrt	82 31%	113 34%	64 31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 8

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF CONSERVATIVE PARTY

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Willing to take tough decisions for the long term	1561 78%	967 80%x	594 75%	539 88%z	370 63%	563 90%BCD	508 82%CD	177 68%	313 64%	392 89%FGJ	234 56%	373 81%F	175 88%FGJ	17 94%	370 79%F
Competent and capable	1231 62%	836 69%x	395 50%	511 83%z	185 32%	527 84%BCD	456 73%CD	93 36%	155 32%	386 88%FGHJ	99 24%	288 62%F	153 77%FGJ	9 50%	296 64%F
Will do what they say	1216 61%	810 67%x	406 52%	511 83%z	201 34%	530 85%BCD	427 69%CD	108 41%D	151 31%	390 88%FGHJ	103 25%	280 61%F	142 72%FGJ	13 72%	288 62%F
Shares my values	773 39%	593 49%x	180 23%	378 62%z	95 16%	417 67%BCD	236 38%CD	40 15%	80 16%	308 70%FGJ	45 11%	118 26%F	123 62%FGJ	5 28%	174 37%FG
On the side of people like me	748 37%	569 47%x	179 23%	380 62%z	83 14%	398 63%BCD	257 41%CD	33 13%	60 12%	313 71%FGHJ	41 10%	131 28%F	105 53%FGJ	5 28%	153 33%F
Its heart is in the right place	709 35%	509 42%x	200 25%	329 54%z	95 16%	351 56%BCD	233 37%CD	51 20%	74 15%	269 61%FGHJ	50 12%	135 29%F	96 48%FGJ	7 39%	152 33%F
Represents the whole country, not just some types of people	686 34%	495 41%x	191 24%	341 56%z	91 16%	369 59%BCD	222 36%CD	33 13%	62 13%	284 64%FGHJ	41 10%	116 25%F	100 51%FGJ	5 28%	140 30%F
Wants to help ordinary people get on in life	659 33%	495 41%x	164 21%	322 53%z	75 13%	338 54%BCD	234 38%CD	33 13%	54 11%	273 62%FGHJ	37 9%	126 27%F	92 46%FGJ	1 6%	130 28%F
Stands for fairness	653 33%	469 39%x	184 23%	330 54%z	79 14%	359 57%BCD	196 32%CD	36 14%	62 13%	284 64%FGHJ	35 8%	102 22%F	93 47%FGJ	5 28%	134 29%FG
Stands for equal opportunity for all	647 32%	479 39%x	168 21%	321 52%z	85 15%	341 54%BCD	210 34%CD	41 16%	55 11%	263 60%FGHJ	41 10%	110 24%F	84 42%FGJ	4 22%	145 31%FG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 9

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF LABOUR PARTY

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Wants to help ordinary people get on in life	1003 50%	499 48%	504 53%a	89 59%fg	285 57%fg	196 56%g	162 49%g	192 42%	462 51%	260 50%	109 49%	170 49%	77 47%	65 62%lorsu v	112 54%u	85 48%	79 50%	93 54%u	44 47%	57 47%	149 57%luv	150 45%	92 45%
Stands for equal opportunity for all	873 44%	469 45%	404 42%	81 54%fg	266 53%fg	178 51%fg	118 36%	166 36%	390 43%	230 45%	93 42%	159 46%	73 44%	60 57%lopsu v	101 49%uv	73 41%	61 39%	78 45%u	42 45%	52 43%	134 51%opuv	122 36%	77 38%
Its heart is in the right place	797 40%	430 41%	367 38%	69 46%fg	253 50%fg	168 48%fg	110 33%	143 31%	333 37%	222 43%h	90 40%	151 44%h	81 49%psuv	50 48%uv	87 42%u	72 41%u	56 36%	72 42%u	36 39%	44 36%	131 50%psuv	98 29%	70 34%
Represents the whole country, not just some types of people	775 39%	401 38%	374 39%	76 50%fg	242 48%fg	165 47%fg	109 33%	141 31%	326 36%	212 41%h	88 39%	147 42%h	64 39%	49 47%suv	81 39%u	66 38%	61 39%	81 47%suv	36 39%	38 31%	133 51%lnopr suv	102 30%	64 31%
Stands for fairness	763 38%	394 38%	369 39%	80 53%fg	254 50%fg	157 45%fg	104 32%	122 26%	321 35%	215 42%h	79 35%	147 42%h	78 47%oruv	49 47%uv	82 39%uv	63 36%	59 38%	72 42%uv	31 33%	44 36%	130 50%noprs uv	97 29%	58 28%
On the side of people like me	716 36%	355 34%	361 38%	66 44%g	226 45%g	153 44%g	114 35%g	114 25%	279 31%	200 39%h	89 40%h	147 42%h	58 35%	48 46%suv	81 39%suv	64 36%u	60 38%u	72 42%suv	36 39%uv	34 28%	114 44%suv	91 27%	58 28%
Shares my values	678 34%	347 33%	331 35%	61 40%fg	243 48%fg	146 42%fg	93 28%g	98 21%	261 29%	189 37%h	87 39%h	139 40%h	73 44%osuv	44 42%suv	77 37%suv	56 32%u	56 36%suv	67 39%suv	30 32%u	28 23%	120 46%oprsu v	74 22%	53 26%
Competent and capable	645 32%	332 32%	313 33%	60 40%fg	224 45%fg	148 42%fg	83 25%	96 21%	258 28%	188 36%h	74 33%	123 35%h	60 36%uv	38 36%uv	75 36%uv	49 28%	56 36%uv	63 37%uv	30 32%	33 27%	118 45%orsuv	77 23%	46 23%
Will do what they say	603 30%	291 28%	312 33%a	60 40%fg	191 38%fg	128 37%fg	88 27%	102 22%	251 28%	166 32%	68 30%	118 34%h	51 31%uv	42 40%uv	66 32%uv	55 31%uv	49 31%uv	60 35%uv	35 38%u	37 30%u	96 37%uv	68 20%	44 22%
Willing to take tough decisions for the long term	457 23%	240 23%	217 23%	39 26%fg	182 36%cefg	96 27%fg	56 17%	61 13%	192 21%	115 22%	51 23%	98 28%hi	57 35%norst uv	28 27%uv	43 21%	39 22%	43 27%uv	47 27%uv	19 20%	27 22%	67 26%uv	55 16%	32 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 9

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF LABOUR PARTY

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Wants to help ordinary people get on in life	**1003** **50%**	503 41%	500 **64%**w	240 39%	407 **70%**y	231 **37%B**	189 30%	167 **64%AB**	416 **85%ABC**	142 32%	374 **90%EGHJ**	158 34%	71 36%	14 78%	244 **52%EGH**
Stands for equal opportunity for all	**873** **44%**	435 36%	438 **56%**w	219 36%	369 **63%**y	184 29%	162 26%	138 **53%AB**	389 **79%ABC**	140 **32%G**	357 **86%EGHJ**	115 25%	60 30%	8 44%	193 **41%EGH**
Its heart is in the right place	**797** **40%**	423 35%	374 **48%**w	204 33%	328 **56%**y	171 27%	149 24%	124 **48%AB**	353 **72%ABC**	136 **31%G**	341 **82%EGHJ**	95 21%	48 24%	6 33%	171 **37%GH**
Represents the whole country, not just some types of people	**775** **39%**	364 30%	411 **52%**w	170 28%	350 **60%**y	147 **23%B**	114 18%	133 **51%AB**	381 **78%ABC**	105 **24%G**	343 **83%EGHJ**	77 17%	46 **23%G**	11 61%	193 **41%EGH**
Stands for fairness	**763** **38%**	371 31%	392 **50%**w	175 29%	353 **60%**y	154 **25%B**	112 18%	124 **48%AB**	373 **76%ABC**	109 **25%G**	358 **86%EGHJ**	70 15%	53 **27%G**	8 44%	165 **35%EGH**
On the side of people like me	**716** **36%**	322 27%	394 **50%**w	129 21%	364 **62%**y	104 17%	90 14%	124 **48%AB**	398 **81%ABC**	68 15%	365 **88%EGHJ**	65 14%	49 **25%EG**	8 44%	161 **35%EGH**
Shares my values	**678** **34%**	301 25%	377 **48%**w	146 24%	327 **56%**y	115 **18%B**	83 13%	113 **43%AB**	367 **75%ABC**	91 **21%G**	347 **84%EGHJ**	39 8%	36 **18%G**	8 44%	157 **34%EGH**
Competent and capable	**645** **32%**	303 25%	342 **43%**w	120 20%	327 **56%**y	99 **16%B**	70 11%	114 **44%AB**	362 **74%ABC**	77 **17%G**	350 **84%EGHJ**	45 10%	30 **15%G**	5 28%	138 **30%EGH**
Will do what they say	**603** **30%**	277 23%	326 **41%**w	91 15%	328 **56%**y	76 12%	69 11%	110 **42%AB**	348 **71%ABC**	46 10%	338 **81%EGHJ**	51 11%	34 **17%EG**	3 17%	131 **28%EGH**
Willing to take tough decisions for the long term	**457** **23%**	218 18%	239 **30%**w	86 14%	236 **40%**y	66 11%	67 11%	88 **34%AB**	236 **48%ABC**	59 **13%G**	244 **59%EGHJ**	37 8%	22 11%	1 6%	94 **20%EGH**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 10

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF LIBERAL DEMOCRATS

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Its heart is in the right place	1145 57%	600 57%	545 57%	86 57%d	240 48%	194 55%d	206 63%d	299 65%de	570 63%jk	298 58%k	115 51%	162 47%	73 44%	63 60%l	102 49%	100 57%l	89 57%l	88 51%	56 60%l	77 63%lnq	144 55%l	214 64%lnqt	139 68%lnopqt
Stands for fairness	1095 55%	581 56%	514 54%	81 54%d	216 43%	169 48%	200 61%d	302 66%cde	542 60%jk	282 55%k	115 51%	154 44%	66 40%	56 53%l	93 45%	94 53%l	93 59%lnt	84 49%	59 63%lnqt	73 60%lnt	125 48%	215 64%lnoqt	137 67%lmnoqt
Stands for equal opportunity for all	1074 54%	566 54%	508 53%	72 48%	213 42%	179 51%d	199 60%cde	292 63%cde	522 57%jk	281 54%k	111 50%	159 46%	69 42%	47 45%	97 47%	91 52%	89 57%l	84 49%	57 61%lmn	77 63%lmn qt	131 50%	213 63%lmnoq	119 58%lmn
Wants to help ordinary people get on in life	1009 50%	514 49%	495 52%	69 46%	204 41%	180 51%d	177 54%d	268 58%cd	514 56%jk	248 48%	102 46%	145 42%	61 37%	51 49%	86 41%	92 52%ln	78 50%l	78 45%	55 59%lnqt	68 56%lnt	112 43%	204 61%lmnpq t	124 61%lmnpqt
On the side of people like me	971 49%	481 46%	490 51%a	69 46%	187 37%	166 47%d	167 51%d	278 60%cde f	482 53%k	249 48%	94 42%	145 42%	50 30%	45 43%l	89 43%l	94 53%lnqt	81 52%lqt	69 40%	50 54%lqt	64 52%lqt	103 39%	193 57%lmnqt	133 65%lmnopqst
Represents the whole country, not just some types of people	967 48%	498 48%	469 49%	65 43%	200 40%	145 41%	171 52%de	273 59%cde f	462 51%k	252 49%	99 44%	153 44%	57 35%	45 43%	89 43%	81 46%l	81 52%lq	70 41%	48 52%l	71 58%lmn oqt	112 43%	189 56%lmnoq	124 61%lmnoqt
Shares my values	954 48%	482 46%	472 49%	75 50%d	197 39%	158 45%	163 50%d	261 57%def	479 53%jk	248 48%jk	84 38%	143 41%	43 26%	42 40%l	89 43%l	86 49%l	77 49%l	74 43%l	47 51%l	64 52%l	113 43%l	191 57%lmnqt	128 63%lmnopqrt
Competent and capable	698 35%	364 35%	334 35%	58 38%	158 31%	122 35%	126 38%d	166 36%	329 36%j	194 38%j	64 29%	111 32%	37 22%	28 27%	70 34%l	67 38%l	48 31%	54 31%	39 42%lm	53 43%lmp q	92 35%l	134 40%lmp	76 37%
Will do what they say	543 27%	273 26%	270 28%	43 28%	109 22%	86 25%	92 28%d	157 34%cde	252 28%	140 27%	59 26%	91 26%	38 23%	20 19%	52 25%	43 24%	34 22%	43 25%	31 33%mp	40 33%mp	64 24%	102 30%mp	76 37%lmnopqt
Willing to take tough decisions for the long term	514 26%	258 25%	256 27%	48 32%d	107 21%	89 25%	83 25%	134 29%d	251 28%	127 25%	50 22%	86 25%	35 21%	21 20%	49 24%	54 31%l	36 23%	40 23%	26 28%	32 26%	60 23%	104 31%lmt	57 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 10

Q8 Please can you say in each case whether, on balance, you think the statement is true : SUMMARY OF LIBERAL DEMOCRATS

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Its heart is in the right place	1145 57%	714 59%	431 55%	362 59%z	263 45%	327 52%D	496 80%ACD	169 65%AD	153 31%	228 52%F	107 26%	407 88%EFHJ	103 52%F	8 44%	292 63%EFH
Stands for fairness	1095 55%	702 58%x	393 50%	338 55%z	244 42%	302 48%D	502 81%ACD	162 62%AD	129 26%	209 47%F	83 20%	414 90%EFHJ	98 49%F	6 33%	285 61%EFH
Stands for equal opportunity for all	1074 54%	694 57%x	380 48%	332 54%z	242 41%	308 49%D	478 77%ACD	151 58%AD	137 28%	214 49%F	85 20%	401 87%EFHJ	98 49%F	6 33%	270 58%EFH
Wants to help ordinary people get on in life	1009 50%	660 54%x	349 44%	310 51%z	206 35%	278 44%D	459 74%ACD	138 53%AD	134 27%	190 43%F	77 19%	390 84%EFHJ	85 43%F	3 17%	264 57%EFH
On the side of people like me	971 49%	612 50%x	359 46%	290 47%z	208 36%	258 41%D	456 73%ACD	148 57%AD	109 22%	176 40%F	59 14%	392 85%EFHJ	74 37%F	5 28%	265 57%EFH
Represents the whole country, not just some types of people	967 48%	640 53%x	327 42%	284 46%z	220 38%	258 41%D	454 73%ACD	143 55%AD	112 23%	178 40%F	69 17%	386 84%EFHJ	87 44%F	5 28%	242 52%EF
Shares my values	954 48%	590 49%	364 46%	276 45%z	231 39%	227 36%D	469 75%ACD	153 59%AD	105 21%	162 37%F	71 17%	408 88%EFHJ	63 32%F	5 28%	245 53%EFH
Competent and capable	698 35%	424 35%	274 35%	195 32%	185 32%	155 25%D	336 54%ACD	119 46%AD	88 18%	118 27%F	56 13%	306 66%EFHJ	45 23%F	4 22%	169 36%EFH
Will do what they say	543 27%	341 28%	202 26%	131 21%	133 23%	109 17%D	288 46%ACD	85 33%AD	61 12%	70 16%F	30 7%	264 57%EFHJ	45 23%EF	2 11%	132 28%EF
Willing to take tough decisions for the long term	514 26%	313 26%	201 26%	136 22%	121 21%	111 18%	248 40%ACD	72 28%AD	83 17%	77 17%F	52 13%	224 48%EFHJ	41 21%F	1 6%	119 26%EF

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 11

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
On the side of people like me

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	971 49%	481 46%	490 51%a	69 46%	187 37%	166 47%d	167 51%d	278 60%cdef	482 53%jk	249 48%	94 42%	145 42%	50 30%	45 43%l	89 43%l	94 53%lnqt	81 52%lqt	69 40%	50 54%lqt	64 52%lqt	103 39%	193 57%lmnqt	133 65%lmnopqst
Conservative Party	748 37%	448 43%b	300 31%	45 30%	196 39%ce	101 29%	129 39%ce	168 36%e	364 40%jk	199 39%k	73 33%	111 32%	90 55%mnopqrstuv	35 33%	77 37%	59 34%	45 29%	59 34%	24 26%	50 41%pr	103 39%pr	130 39%pr	76 37%
Labour Party	716 36%	355 34%	361 38%	66 44%g	226 45%fg	153 44%fg	114 35%g	114 25%	279 31%	200 39%h	89 40%h	147 42%h	58 35%	48 46%suv	81 39%suv	64 36%u	60 38%u	72 42%suv	36 39%u	34 28%	114 44%suv	91 27%	58 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 11

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
On the side of people like me

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	971 49%	612 50%x	359 46%	290 47%z	208 36%	258 41%D	456 73%ACD	148 57%AD	109 22%	176 40%F	59 14%	392 85%EFHJ	74 37%F	5 28%	265 57%EFH
Conservative Party	748 37%	569 47%x	179 23%	380 62%z	83 14%	398 63%BCD	257 41%CD	33 13%	60 12%	313 71%FGHJ	41 10%	131 28%F	105 53%FGJ	5 28%	153 33%F
Labour Party	716 36%	322 27%	394 50%w	129 21%	364 62%y	104 17%	90 14%	124 48%AB	398 81%ABC	68 15%	365 88%EGHJ	65 14%	49 25%EG	8 44%	161 35%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 12

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Wants to help ordinary people get on in life

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	1009 50%	514 49%	495 52%	69 46%	204 41%	180 51%d	177 54%d	268 58%cd	514 56%ijk	248 48%	102 46%	145 42%	61 37%	51 49%	86 41%	92 52%ln	78 50%l	78 45%	55 59%lnqt	68 56%lnt	112 43%	204 61%lmnpqt	124 61%lmnpqt
Labour Party	1003 50%	499 48%	504 53%a	89 59%fg	285 57%fg	196 56%g	162 49%g	192 42%	462 51%	260 50%	109 49%	170 49%	77 47%	65 62%lorsuv	112 54%u	85 48%	79 50%	93 54%u	44 47%	57 47%	149 57%luv	150 45%	92 45%
Conservative Party	659 33%	387 37%b	272 28%	39 26%	176 35%ce	99 28%	103 31%	144 31%	300 33%	179 35%	69 31%	110 32%	74 45%nopqrtv	36 34%qr	66 32%	53 30%	44 28%	39 23%	20 22%	45 37%qr	87 33%qr	129 38%pqr	66 32%q

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 12

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Wants to help ordinary people get on in life

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	1009 50%	660 54%x	349 44%	310 51%z	206 35%	278 44%D	459 74%ACD	138 53%AD	134 27%	190 43%F	77 19%	390 84%EFHJ	85 43%F	3 17%	264 57%EFH
Labour Party	1003 50%	503 41%	500 64%w	240 39%	407 70%y	231 37%B	189 30%	167 64%AB	416 85%ABC	142 32%	374 90%EGHJ	158 34%	71 36%	14 78%	244 52%EGH
Conservative Party	659 33%	495 41%x	164 21%	322 53%z	75 13%	338 54%BCD	234 38%CD	33 13%	54 11%	273 62%FGHJ	37 9%	126 27%F	92 46%FGJ	1 6%	130 28%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 13

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Willing to take tough decisions for the long term

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Conservative Party	1561 78%	827 79%	734 77%	102 68%	344 68%	269 77%cd	272 83%cd	401 87%cde	735 81%k	408 79%k	174 78%k	242 70%	112 68%	82 78%	168 81%lq	135 77%	117 75%	122 71%	71 76%	102 84%lqt	194 74%	283 84%lopqt	175 86%lopqrt
Liberal Democrats	514 26%	258 25%	256 27%	48 32%d	107 21%	89 25%	83 25%	134 29%d	251 28%	127 25%	50 22%	86 25%	35 21%	21 20%	49 24%	54 31%l	36 23%	40 23%	26 28%	32 26%	60 23%	104 31%lmt	57 28%
Labour Party	457 23%	240 23%	217 23%	39 26%fg	182 36%cefg	96 27%fg	56 17%	61 13%	192 21%	115 22%	51 23%	98 28%hi	57 35%norstuv	28 27%uv	43 21%	39 22%	43 27%uv	47 27%uv	19 20%	27 22%	67 26%uv	55 16%	32 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 13

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Willing to take tough decisions for the long term

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Conservative Party	1561 78%	967 80%x	594 75%	539 88%z	370 63%	563 90%BCD	508 82%CD	177 68%	313 64%	392 89%FGJ	234 56%	373 81%F	175 88%FGJ	17 94%	370 79%F
Liberal Democrats	514 26%	313 26%	201 26%	136 22%	121 21%	111 18%	248 40%ACD	72 28%AD	83 17%	77 17%F	52 13%	224 48%EFHJ	41 21%F	1 6%	119 26%EF
Labour Party	457 23%	218 18%	239 30%w	86 14%	236 40%y	66 11%	67 11%	88 34%AB	236 48%ABC	59 13%G	244 59%EGHJ	37 8%	22 11%	1 6%	94 20%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 14

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Shares my values

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	954 48%	482 46%	472 49%	75 50%d	197 39%	158 45%	163 50%d	261 57%def	479 53%jk	248 48%jk	84 38%	143 41%	43 26%	42 40%l	89 43%l	86 49%l	77 49%l	74 43%l	47 51%l	64 52%l	113 43%l	191 57%lmnqt	128 63%lmnopqrt
Conservative Party	773 39%	446 43%b	327 34%	40 26%	183 36%c	108 31%	138 42%ce	191 41%ce	363 40%k	205 40%k	89 40%	115 33%	73 44%	40 38%	73 35%	63 36%	53 34%	59 34%	31 33%	60 49%nop qrt	94 36%	147 44%npq	80 39%
Labour Party	678 34%	347 33%	331 35%	61 40%fg	243 48%fg	146 42%fg	93 28%g	98 21%	261 29%	189 37%h	87 39%h	139 40%h	73 44%osuv	44 42%suv	77 37%suv	56 32%u	56 36%suv	67 39%suv	30 32%u	28 23%	120 46%oprsu v	74 22%	53 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 14

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Shares my values

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	954	590	364	276	231	227	469	153	105	162	71	408	63	5	245
	48%	49%	46%	45%z	39%	36%D	75%ACD	59%AD	21%	37%F	17%	88%EFHJ	32%F	28%	53%EFH
Conservative Party	773	593	180	378	95	417	236	40	80	308	45	118	123	5	174
	39%	49%x	23%	62%z	16%	67%BCD	38%CD	15%	16%	70%FGJ	11%	26%F	62%FGJ	28%	37%FG
Labour Party	678	301	377	146	327	115	83	113	367	91	347	39	36	8	157
	34%	25%	48%w	24%	56%y	18%B	13%	43%AB	75%ABC	21%G	84%EGHJ	8%	18%G	44%	34%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 15

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Competent and capable

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Conservative Party	1231 62%	681 65%b	550 58%	80 53%	273 54%	192 55%	212 64%cde	320 69%cde	594 65%k	311 60%	139 62%k	186 54%	97 59%	70 67%l	115 55%	108 61%	99 63%	98 57%	50 54%	85 70%nqrt	141 54%	230 68%lnqrt	138 68%nqrt
Liberal Democrats	698 35%	364 35%	334 35%	58 38%	158 31%	122 35%	126 38%d	166 36%	329 36%j	194 38%j	64 29%	111 32%	37 22%	28 27%	70 34%l	67 38%l	48 31%	54 31%	39 42%lm	53 43%lmpq	92 35%l	134 40%lmp	76 37%l
Labour Party	645 32%	332 32%	313 33%	60 40%fg	224 45%fg	148 42%fg	83 25%	96 21%	258 28%	188 36%h	74 33%	123 35%h	60 36%uv	38 36%uv	75 36%uv	49 28%	56 36%uv	63 37%uv	30 32%	33 27%	118 45%orsuv	77 23%	46 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 15

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Competent and capable

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Conservative Party	1231 62%	836 69%x	395 50%	511 83%z	185 32%	527 84%BCD	456 73%CD	93 36%	155 32%	386 88%FGHJ	99 24%	288 62%F	153 77%FGJ	9 50%	296 64%F
Liberal Democrats	698 35%	424 35%	274 35%	195 32%	185 32%	155 25%D	336 54%ACD	119 46%AD	88 18%	118 27%F	56 13%	306 66%EFHJ	45 23%F	4 22%	169 36%EFH
Labour Party	645 32%	303 25%	342 43%w	120 20%	327 56%y	99 16%B	70 11%	114 44%AB	362 74%ABC	77 17%G	350 84%EGHJ	45 10%	30 15%G	5 28%	138 30%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 16

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Will do what they say

Base : All respondents

	TOTAL	Gender		Age					SEG				Region									
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Conservative Party	1216 61%	676 65%b	540 56%	80 53%	272 54%	196 56%	206 63%cd	305 66%cde	583 64%k	315 61%k	131 58%	185 53%	106 64%r	69 66%r	121 58%	101 57%	96 61%r	97 56%	43 46%	81 66%r	151 58%	224 67%noqrt	127 62%r
Labour Party	603 30%	291 28%	312 33%a	60 40%fg	191 38%fg	128 37%fg	88 27%	102 22%	251 28%	166 32%	68 30%	118 34%h	51 31%uv	42 40%uv	66 32%uv	55 31%uv	49 31%uv	60 35%uv	35 38%uv	37 30%u	96 37%uv	68 20%	44 22%
Liberal Democrats	543 27%	273 26%	270 28%	43 28%	109 22%	86 25%	92 28%d	157 34%de	252 28%	140 27%	59 26%	91 26%	38 23%	20 19%	52 25%	43 24%	34 22%	43 25%	31 33%mp	40 33%mp	64 24%	102 30%mp	76 37%lmnopqt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 16

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
     Will do what they say

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Conservative Party	1216 61%	810 67%x	406 52%	511 83%z	201 34%	530 85%BCD	427 69%CD	108 41%D	151 31%	390 88%FGHJ	103 25%	280 61%F	142 72%FGJ	13 72%	288 62%F
Labour Party	603 30%	277 23%	326 41%w	91 15%	328 56%y	76 12%	69 11%	110 42%AB	348 71%ABC	46 10%	338 81%EGHJ	51 11%	34 17%EG	3 17%	131 28%EGH
Liberal Democrats	543 27%	341 28%	202 26%	131 21%	133 23%	109 17%D	288 46%ACD	85 33%AD	61 12%	70 16%F	30 7%	264 57%EFHJ	45 23%EF	2 11%	132 28%EF

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 17

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
    Represents the whole country, not just some types of people

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	**2000**	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	967 48%	498 48%	469 49%	65 43%	200 40%	145 41%	171 52%de	273 59%cdef	462 51%k	252 49%	99 44%	153 44%	57 35%	45 43%	89 43%	81 46%l	81 52%lq	70 41%	48 52%l	71 58%lmnoqt	112 43%	189 56%lmnoq	124 61%lmnoqt
Labour Party	775 39%	401 38%	374 39%	76 50%fg	242 48%fg	165 47%fg	109 33%	141 31%	326 36%	212 41%h	88 39%	147 42%h	64 39%	49 47%suv	81 39%u	66 38%	61 39%	81 47%suv	36 39%	38 31%	133 51%lnopr suv	102 30%	64 31%
Conservative Party	686 34%	390 37%b	296 31%	41 27%	178 35%e	94 27%	120 36%ce	153 33%	304 33%	184 36%	80 36%	118 34%	69 42%nqr	33 31%	66 32%	56 32%	51 32%	50 29%	27 29%	44 36%	98 37%	125 37%	67 33%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 17

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Represents the whole country, not just some types of people

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	967	640	327	284	220	258	454	143	112	178	69	386	87	5	242
	48%	53%x	42%	46%z	38%	41%D	73%ACD	55%AD	23%	40%F	17%	84%EFHJ	44%F	28%	52%EF
Labour Party	775	364	411	170	350	147	114	133	381	105	343	77	46	11	193
	39%	30%	52%w	28%	60%y	23%B	18%	51%AB	78%ABC	24%G	83%EGHJ	17%	23%G	61%	41%EGH
Conservative Party	686	495	191	341	91	369	222	33	62	284	41	116	100	5	140
	34%	41%x	24%	56%z	16%	59%BCD	36%CD	13%	13%	64%FGHJ	10%	25%F	51%FGJ	28%	30%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 18

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Its heart is in the right place

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	1145 57%	600 57%	545 57%	86 57%d	240 48%	194 55%d	206 63%d	299 65%de	570 63%jk	298 58%k	115 51%	162 47%	73 44%	63 60%l	102 49%	100 57%l	89 57%l	88 51%	56 60%l	77 63%lnq	144 55%l	214 64%lnqt	139 68%lnopqt
Labour Party	797 40%	430 41%	367 38%	69 46%fg	253 50%fg	168 48%fg	110 33%	143 31%	333 37%	222 43%h	90 40%	151 44%h	81 49%psuv	50 48%uv	87 42%u	72 41%u	56 36%	72 42%u	36 39%	44 36%	131 50%psuv	98 29%	70 34%
Conservative Party	709 35%	389 37%	320 33%	35 23%	187 37%ce	98 28%	113 34%c	170 37%ce	310 34%	196 38%	84 38%	117 34%	57 35%	39 37%	73 35%	52 30%	52 33%	57 33%	31 33%	51 42%o	93 35%	132 39%o	72 35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 18

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Its heart is in the right place

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	1145 57%	714 59%	431 55%	362 59%z	263 45%	327 52%D	496 80%ACD	169 65%AD	153 31%	228 52%F	107 26%	407 88%EFHJ	103 52%F	8 44%	292 63%EFH
Labour Party	797 40%	423 35%	374 48%w	204 33%	328 56%y	171 27%	149 24%	124 48%AB	353 72%ABC	136 31%G	341 82%EGHJ	95 21%	48 24%	6 33%	171 37%GH
Conservative Party	709 35%	509 42%x	200 25%	329 54%z	95 16%	351 56%BCD	233 37%CD	51 20%	74 15%	269 61%FGHJ	50 12%	135 29%F	96 48%FGJ	7 39%	152 33%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 19

Absolutes/col percents

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Stands for fairness

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	1095 55%	581 56%	514 54%	81 54%d	216 43%	169 48%	200 61%de	302 66%cde	542 60%jk	282 55%k	115 51%	154 44%	66 40%	56 53%l	93 45%	94 53%l	93 59%lnt	84 49%	59 63%lnqt	73 60%lnt	125 48%	215 64%lnqt	137 67%lmnoqt
Labour Party	763 38%	394 38%	369 39%	80 53%fg	254 50%fg	157 45%fg	104 32%	122 26%	321 35%	215 42%h	79 35%	147 42%h	78 47%oruv	49 47%uv	82 39%uv	63 36%	59 38%	72 42%uv	31 33%	44 36%	130 50%noprs uv	97 29%	58 28%
Conservative Party	653 33%	364 35%b	289 30%	32 21%	177 35%ce	93 27%	106 32%c	151 33%c	285 31%	180 35%	76 34%	112 32%	56 34%	34 32%	67 32%	54 31%	49 31%	46 27%	26 28%	48 39%q	85 32%	122 36%q	66 32%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 19

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Stands for fairness

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	1095 55%	702 58%x	393 50%	338 55%z	244 42%	302 48%D	502 81%ACD	162 62%AD	129 26%	209 47%F	83 20%	414 90%EFHJ	98 49%F	6 33%	285 61%EFH
Labour Party	763 38%	371 31%	392 50%w	175 29%	353 60%y	154 25%B	112 18%	124 48%AB	373 76%ABC	109 25%G	358 86%EGHJ	70 15%	53 27%G	8 44%	165 35%EGH
Conservative Party	653 33%	469 39%x	184 23%	330 54%z	79 14%	359 57%BCD	196 32%CD	36 14%	62 13%	284 64%FGHJ	35 8%	102 22%F	93 47%FGJ	5 28%	134 29%FG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 20

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
   Stands for equal opportunity for all

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrats	1074 54%	566 54%	508 53%	72 48%	213 42%	179 51%d	199 60%cde	292 63%cde	522 57%jk	281 54%k	111 50%	159 46%	69 42%	47 45%	97 47%	91 52%	89 57%l	84 49%	57 61%lmn qt	77 63%lmn t	131 50%	213 63%lmnoq	119 58%lmn
Labour Party	873 44%	469 45%	404 42%	81 54%fg	266 53%fg	178 51%fg	118 36%	166 36%	390 43%	230 45%	93 42%	159 46%	73 44%	60 57%lopsu v	101 49%uv	73 41%	61 39%	78 45%u	42 45%	52 43%	134 51%opuv	122 36%	77 38%
Conservative Party	647 32%	355 34%	292 31%	38 25%	170 34%ce	90 26%	108 33%e	147 32%	279 31%	183 35%	69 31%	115 33%	53 32%	38 36%	63 30%	55 31%	48 31%	55 32%	25 27%	51 42%nrt	82 31%	113 34%	64 31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 20

Q8 Please can you say in each case whether, on balance, you think the statement is true of the (i) Conservative Party, (ii) the Labour Party, and (iii) the Liberal Democrats
Stands for equal opportunity for all

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrats	1074 54%	694 57%x	380 48%	332 54%z	242 41%	308 49%D	478 77%ACD	151 58%AD	137 28%	214 49%F	85 20%	401 87%EFHJ	98 49%F	6 33%	270 58%EFH
Labour Party	873 44%	435 36%	438 56%w	219 36%	369 63%y	184 29%	162 26%	138 53%AB	389 79%ABC	140 32%G	357 86%EGHJ	115 25%	60 30%	8 44%	193 41%EGH
Conservative Party	647 32%	479 39%x	168 21%	321 52%z	85 15%	341 54%BCD	210 34%CD	41 16%	55 11%	263 60%FGHJ	41 10%	110 24%F	84 42%FGJ	4 22%	145 31%FG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 21

Absolutes/col percents

Q9 Which of the following do you think is the more accurate description of the current coalition government?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
It is a coalition led by the Conservatives in which the Liberal Democrats have a say and some influence	1133 57%	577 55%	556 58%	82 54%	282 56%	191 55%	182 55%	283 61%	565 62%ijk	285 55%j	106 47%	175 50%	84 51%	53 50%	111 53%	102 58%	85 54%	85 49%	50 54%	76 62%q	151 58%	207 62%lmq	129 63%lmnq
It is essentially a Conservative government with some Liberal Democrat window dressing	595 30%	300 29%	295 31%	57 38%g	150 30%	123 35%g	111 34%g	113 25%	217 24%	167 32%h	87 39%h	123 35%h	50 30%	39 37%suv	69 33%uv	57 32%u	48 31%	63 37%suv	34 37%suv	29 24%	78 30%	79 24%	49 24%
It is a true coalition where decisions are made jointly and the Liberal Democrats have a substantial influence	272 14%	167 16%b	105 11%	12 8%	71 14%c	36 10%	36 11%	65 14%c	128 14%	64 12%	31 14%	49 14%	31 19%o	13 12%	28 13%	17 10%	24 15%	24 14%	9 10%	17 14%	33 13%	50 15%	26 13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 21

Q9 Which of the following do you think is the more accurate description of the current coalition government?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
It is a coalition led by the Conservatives in which the Liberal Democrats have a say and some influence	1133 57%	703 58%	430 55%	408 67%z	219 37%	403 64%CD	426 68%CD	116 44%	188 38%	310 70%FHJ	140 34%	307 66%FHJ	98 49%F	7 39%	271 58%FH
It is essentially a Conservative government with some Liberal Democrat window dressing	595 30%	313 26%	282 36%w	86 14%	332 57%y	125 20%B	69 11%	132 51%AB	269 55%AB	55 12%	241 58%EGHJ	75 16%	73 37%EG	10 56%	141 30%EG
It is a true coalition where decisions are made jointly and the Liberal Democrats have a substantial influence	272 14%	197 16%x	75 10%	118 19%z	34 6%	99 16%CD	127 20%ACD	13 5%	33 7%	76 17%FJ	34 8%	80 17%FJ	27 14%F	1 6%	54 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 22

Absolutes/col percents

Q10 If you had to choose, which would you prefer to have at the moment: the current Conservative-LibDem coalition, or a Conservative government with an overall majority?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Conservative-Liberal Democrat coalition	1284 64%	628 60%	656 69%a	101 67%	322 64%	235 67%	200 61%	306 66%	616 68%ijk	321 62%	131 58%	214 62%	108 65%	67 64%	127 61%	114 65%	100 64%	108 63%	63 68%	77 63%	160 61%	229 68%	131 64%
Conservative government with an overall majority	716 36%	416 40%b	300 31%	50 33%	181 36%	115 33%	129 39%	155 34%	294 32%	195 38%h	93 42%h	133 38%h	57 35%	38 36%	81 39%	62 35%	57 36%	64 37%	30 32%	45 37%	102 39%	107 32%	73 36%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 22

Absolutes/col percents

Q10 If you had to choose, which would you prefer to have at the moment: the current Conservative-LibDem coalition, or a Conservative government with an overall majority?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Conservative-Liberal Democrat coalition	1284 64%	732 60%	552 70%w	354 58%	393 67%y	239 38%	560 90%ACD	203 78%AD	282 58%A	220 50%H	270 65%EH	405 88%EFHJ	77 39%	13 72%	299 64%EH
Conservative government with an overall majority	716 36%	481 40%x	235 30%	258 42%z	192 33%	388 62%BCD	62 10%	58 22%B	208 42%BC	221 50%FGJ	145 35%G	57 12%	121 61%EFGJ	5 28%	167 36%G

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 23

Q11. Please can you rate the following people for their performance: SUMMARY

Base : All respondents

	David Cameron, the Prime Minister	Nick Clegg, the Deputy Prime Minister	Ed Miliband, the Labour leader	George Osborne, the Chancellor	Ed Balls, the Shadow Chancellor	Vince Cable, the Business Secretary	William Hague, the Foreign Secretary	Ken Clarke, the Justice Secretary	Theresa May, the Home Secretary	Boris Johnson, the Mayor of London
Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
1-3 (NET)	313 16%	496 25%	814 41%	509 25%	773 39%	465 23%	360 18%	443 22%	442 22%	401 20%
4-7 (NET)	1097 55%	1134 57%	982 49%	1239 62%	1065 53%	1264 63%	1186 59%	1309 65%	1318 66%	1130 57%
8-10 (NET)	590 30%	370 19%	204 10%	252 13%	162 8%	271 14%	454 23%	248 12%	240 12%	469 23%
1 Terrible	99 5%	168 8%	269 13%	154 8%	276 14%	135 7%	106 5%	141 7%	127 6%	145 7%
2	74 4%	147 7%	260 13%	140 7%	221 11%	103 5%	100 5%	124 6%	123 6%	86 4%
3	140 7%	181 9%	285 14%	215 11%	276 14%	227 11%	154 8%	178 9%	192 10%	170 9%
4	132 7%	204 10%	257 13%	255 13%	292 15%	254 13%	198 10%	239 12%	279 14%	216 11%
5	271 14%	313 16%	379 19%	395 20%	374 19%	467 23%	359 18%	480 24%	479 24%	376 19%
6	271 14%	291 15%	198 10%	317 16%	231 12%	282 14%	308 15%	309 15%	309 15%	259 13%
7	423 21%	326 16%	148 7%	272 14%	168 8%	261 13%	321 16%	281 14%	251 13%	279 14%
8	409 20%	242 12%	111 6%	165 8%	81 4%	178 9%	297 15%	163 8%	165 8%	234 12%
9	132 7%	77 4%	65 3%	75 4%	55 3%	65 3%	114 6%	65 3%	60 3%	155 8%
10 Excellent	49 2%	51 3%	28 1%	12 1%	26 1%	28 1%	43 2%	20 1%	15 1%	80 4%
Mean	6.04	5.28	4.27	5.00	4.27	5.09	5.64	5.09	5.04	5.57
Standard Deviation	2.21	2.35	2.29	2.15	2.23	2.11	2.21	2.09	2.04	2.38
Standard Error	0.049	0.053	0.051	0.048	0.050	0.047	0.049	0.047	0.046	0.053

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 24

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF MEANS

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
David Cameron, the Prime Minister	6.04	6.29b	5.78	5.27	6.13ce	5.66	5.92c	6.30cef	6.26jk	6.08k	5.77	5.61	6.59nopqrt	6.16r	5.68	5.72	5.80	6.02	5.51	6.29nor	5.97	6.24nopr	6.27nopr
Nick Clegg, the Deputy Prime Minister	5.28	5.37	5.17	4.73	5.57cef	5.04	5.05	5.36ce	5.43k	5.32k	5.14	4.91	5.63nopqr	5.31	4.89	5.10	5.06	5.05	4.90	5.45n	5.48n	5.39n	5.49nr
Ed Miliband, the Labour leader	4.27	4.13	4.43a	4.67fg	5.34cefg	4.57fg	3.78	3.51	4.12	4.33	4.37	4.54h	5.14mnopqrsuv	4.39rs	4.12	3.98	4.18r	4.34rs	3.59	3.72	4.98mnopqrsuv	4.11r	3.92
George Osborne, the Chancellor	5.00	5.24b	4.73	4.87	5.30cef	4.70	4.53	5.06ef	5.10jk	5.02	4.79	4.83	6.05mnopqrstuv	5.34nopqrsv	4.77	4.78	4.75	4.71	4.65	4.76	5.26nopqrsv	4.98	4.81
Ed Balls, the Shadow Chancellor	4.27	4.23	4.32	4.81fg	5.24cefg	4.48fg	3.73	3.68	4.19	4.29	4.21	4.51h	5.22mnopqrsuv	4.31s	3.95	3.97	4.15s	4.42nors	3.83	3.56	4.91mnopqrsuv	4.10s	4.15s
Vince Cable, the Business Secretary	5.09	5.20b	4.97	4.85	5.41cef	4.69	4.78	5.26ce	5.27jk	5.13jk	4.78	4.78	5.65nopqrstu	5.16r	4.81	4.92	4.79	5.03	4.56	5.08	5.21r	5.07r	5.43nopru
William Hague, the Foreign Secretary	5.64	5.82b	5.44	5.05	5.65ce	5.29	5.43	5.96cdef	5.86jk	5.66jk	5.23	5.29	6.15npqrt	5.68	5.22	5.86nqr	5.43	5.35	5.06	5.70	5.64nr	5.86npqr	5.72nr
Ken Clarke, the Justice Secretary	5.09	5.22b	4.96	4.91	5.40cef	4.98	4.70	5.21f	5.28jk	5.16jk	4.72	4.76	5.98mnopqrstuv	5.16r	4.73	4.95	4.88	5.05r	4.46	5.02	5.26nr	5.12nr	5.14nr
Theresa May, the Home Secretary	5.04	5.22b	4.85	4.89f	5.39cefg	4.85f	4.50	5.10f	5.15jk	5.14jk	4.75	4.79	5.85mnopqrstuv	5.24nr	4.68	4.90	4.89	4.87	4.65	5.15	5.23nr	5.07n	4.85
Boris Johnson, the Mayor of London	5.57	5.83b	5.29	5.66f	5.78ef	5.44	5.18	5.61f	5.67j	5.62	5.32	5.41	6.03nopqr	5.44	4.88	5.40n	5.28	5.09	4.81	5.64nr	6.33mnopqrsuv	5.80nopqr	5.71nqr

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 24

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF MEANS

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
David Cameron, the Prime Minister	6.04	6.24x	5.74	7.52z	4.18	7.00CD	6.87CD	4.80D	4.43	7.60FGHJ	4.35	6.51FHJ	5.45F	3.56	5.97FH
Nick Clegg, the Deputy Prime Minister	5.28	5.49x	4.95	6.32z	3.81	5.56CD	6.59ACD	4.72D	3.54	6.33FHJ	3.66	6.44FHJ	4.07F	3.17	5.16FH
Ed Miliband, the Labour leader	4.27	4.05	4.61w	4.18	4.85y	3.82	3.86	4.59AB	5.21ABC	4.27GH	5.86EGHJ	3.63H	2.79	3.39	4.15GH
George Osborne, the Chancellor	5.00	5.18x	4.72	6.10z	3.74	5.54CD	5.73CD	4.22D	3.78	6.13FGHJ	3.94	5.41FHJ	4.37F	3.28	4.80FH
Ed Balls, the Shadow Chancellor	4.27	4.14	4.49w	4.40	4.50	4.02	4.09	4.49AB	4.72AB	4.48GH	5.26EGHJ	3.83H	2.97	3.39	4.23GH
Vince Cable, the Business Secretary	5.09	5.16	4.98	5.85z	4.17	5.24CD	5.92ACD	4.69D	4.06	5.90FGHJ	4.20	5.58FHJ	3.98	4.61	5.12FH
William Hague, the Foreign Secretary	5.64	5.88x	5.27	6.56z	4.51	6.10CD	6.34ACD	5.02D	4.50	6.48FGHJ	4.50	6.19FHJ	5.14F	4.61	5.57FH
Ken Clarke, the Justice Secretary	5.09	5.23x	4.88	5.85z	4.19	5.22CD	5.77ACD	4.75D	4.25	5.84FHJ	4.37	5.64FHJ	4.07	4.28	4.95FH
Theresa May, the Home Secretary	5.04	5.19x	4.82	5.91z	4.16	5.26CD	5.68ACD	4.57D	4.20	5.81FGHJ	4.29	5.46FHJ	4.31	4.33	4.90FH
Boris Johnson, the Mayor of London	5.57	5.72x	5.35	6.32z	4.90	6.04CD	5.88CD	5.19D	4.80	6.30FGHJ	4.89	5.79FJ	5.40F	3.61	5.43F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 25

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF 1-3

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
David Cameron, the Prime Minister	313 / 16%	142 / 14%	171 / 18%a	40 / 26%defg	82 / 16%g	60 / 17%g	59 / 18%g	51 / 11%	114 / 13%	83 / 16%	43 / 19%h	72 / 21%h	18 / 11%	19 / 18%u	40 / 19%luv	33 / 19%luv	29 / 18%u	24 / 14%	26 / 28%lqsuv	18 / 15%	53 / 20%luv	31 / 9%	22 / 11%
Nick Clegg, the Deputy Prime Minister	496 / 25%	265 / 25%	231 / 24%	47 / 31%d	114 / 23%	90 / 26%	96 / 29%d	111 / 24%	195 / 21%	134 / 26%	61 / 27%	105 / 30%h	39 / 24%	27 / 26%	54 / 26%	43 / 24%	52 / 33%uv	49 / 28%u	27 / 27%	28 / 23%	68 / 25%	67 / 20%	45 / 22%
Ed Miliband, the Labour leader	814 / 41%	476 / 46%b	338 / 35%	51 / 34%d	113 / 22%	116 / 33%d	163 / 50%cde	250 / 54%cde	393 / 43%	204 / 40%	85 / 38%	129 / 37%	52 / 32%	40 / 38%	82 / 39%	74 / 42%lt	59 / 38%	68 / 40%	51 / 55%lmnopqt	64 / 52%lmnpqt	83 / 32%	149 / 44%lt	92 / 45%lt
George Osborne, the Chancellor	509 / 25%	242 / 23%	267 / 28%a	37 / 25%	115 / 23%	96 / 27%	112 / 34%cdeg	115 / 25%	211 / 23%	138 / 27%	63 / 28%	96 / 28%	22 / 13%	27 / 26%l	59 / 28%l	42 / 24%l	44 / 28%l	56 / 33%ltu	35 / 38%lotuv	37 / 30%l	60 / 23%	77 / 23%l	50 / 25%l
Ed Balls, the Shadow Chancellor	773 / 39%	438 / 42%b	335 / 35%	39 / 26%	114 / 23%	112 / 32%d	167 / 51%cde	222 / 48%cde	364 / 40%	196 / 38%	92 / 41%	119 / 34%	47 / 28%	38 / 36%	91 / 44%lqt	69 / 39%l	61 / 39%	58 / 34%	46 / 49%lqt	65 / 53%lmopqtu	80 / 31%	130 / 39%lt	88 / 43%lt
Vince Cable, the Business Secretary	465 / 23%	247 / 24%	218 / 23%	34 / 23%	91 / 18%	88 / 25%d	97 / 29%d	113 / 25%	199 / 22%	119 / 23%	57 / 25%	88 / 25%	33 / 20%	24 / 23%	60 / 29%uv	44 / 25%	41 / 26%	40 / 23%	27 / 29%v	31 / 25%	60 / 23%	69 / 21%	36 / 18%
William Hague, the Foreign Secretary	360 / 18%	178 / 17%	182 / 19%	33 / 22%	82 / 16%	75 / 21%	68 / 21%	74 / 16%	141 / 15%	91 / 18%	53 / 24%h	74 / 21%h	27 / 16%	21 / 20%	54 / 26%lopstuv	22 / 13%	27 / 17%	38 / 22%ou	27 / 29%lopstuv	20 / 16%	46 / 18%	42 / 13%	36 / 18%
Ken Clarke, the Justice Secretary	443 / 22%	242 / 23%	201 / 21%	33 / 22%	93 / 18%	66 / 19%	92 / 28%de	106 / 23%	172 / 19%	112 / 22%	66 / 29%hi	91 / 26%h	21 / 13%	24 / 23%l	57 / 27%lu	38 / 22%l	33 / 21%l	40 / 23%l	33 / 33%loptuv	29 / 24%l	59 / 23%l	66 / 20%	45 / 22%l
Theresa May, the Home Secretary	442 / 22%	222 / 21%	220 / 23%	29 / 19%	94 / 19%	76 / 22%	101 / 31%cdeg	106 / 23%	183 / 20%	113 / 22%	60 / 27%h	85 / 24%	18 / 11%	26 / 25%l	61 / 29%ltu	38 / 22%l	35 / 22%l	45 / 26%l	29 / 31%ltu	25 / 20%l	52 / 20%l	63 / 19%	50 / 25%l
Boris Johnson, the Mayor of London	401 / 20%	196 / 19%	205 / 21%	25 / 17%	89 / 18%	73 / 21%	85 / 26%cdg	87 / 19%	168 / 18%	105 / 20%	51 / 23%	76 / 22%	24 / 15%	23 / 22%	66 / 32%lopstuv	35 / 20%	33 / 21%	49 / 28%ltuv	31 / 33%lopstuv	25 / 20%	36 / 14%	49 / 15%	30 / 15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 25

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF 1-3

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
David Cameron, the Prime Minister	313 / 16%	167 / 14%	146 / 19%w	6 / 1%	241 / 41%y	26 / 4%	30 / 5%	81 / 31%AB	176 / 36%AB	3 / 1%	167 / 40%EGHJ	36 / 8%E	42 / 21%EGJ	11 / 61%	54 / 12%E
Nick Clegg, the Deputy Prime Minister	496 / 25%	274 / 23%	222 / 28%w	64 / 10%	284 / 49%y	126 / 20%B	33 / 5%	81 / 31%AB	256 / 52%ABC	45 / 10%	212 / 51%EGJ	35 / 8%	90 / 45%EGJ	11 / 61%	103 / 22%EG
Ed Miliband, the Labour leader	814 / 41%	562 / 46%x	252 / 32%	265 / 43%z	177 / 30%	314 / 50%CD	294 / 47%CD	89 / 34%D	117 / 24%	193 / 44%F	55 / 13%	230 / 50%FJ	139 / 70%EFGJ	9 / 50%	188 / 40%F
George Osborne, the Chancellor	509 / 25%	291 / 24%	218 / 28%	52 / 8%	291 / 50%y	105 / 17%B	68 / 11%	103 / 39%AB	233 / 48%ABC	41 / 9%	186 / 45%EGHJ	78 / 17%E	68 / 34%EG	11 / 61%	125 / 27%E
Ed Balls, the Shadow Chancellor	773 / 39%	523 / 43%x	250 / 32%	232 / 38%	201 / 34%	278 / 44%CD	262 / 42%CD	88 / 34%	145 / 30%	160 / 36%F	92 / 22%	211 / 46%EFJ	127 / 64%EFGJ	9 / 50%	174 / 37%F
Vince Cable, the Business Secretary	465 / 23%	301 / 25%x	164 / 21%	64 / 10%	230 / 39%y	129 / 21%B	65 / 10%	71 / 27%AB	200 / 41%ABC	49 / 11%	162 / 39%EGJ	68 / 15%	87 / 44%EGJ	5 / 28%	94 / 20%EG
William Hague, the Foreign Secretary	360 / 18%	196 / 16%	164 / 21%w	48 / 8%	196 / 34%y	77 / 12%B	54 / 9%	63 / 24%AB	166 / 34%ABC	35 / 8%	139 / 33%EGJ	51 / 11%	53 / 27%EG	4 / 22%	78 / 17%EG
Ken Clarke, the Justice Secretary	443 / 22%	270 / 22%	173 / 22%	68 / 11%	225 / 38%y	127 / 20%B	69 / 11%	72 / 28%AB	175 / 36%ABC	47 / 11%	144 / 35%EGJ	63 / 14%	89 / 45%EFGJ	6 / 33%	94 / 20%EG
Theresa May, the Home Secretary	442 / 22%	258 / 21%	184 / 23%	57 / 9%	223 / 38%y	117 / 19%B	73 / 12%	74 / 28%AB	178 / 36%ABC	52 / 12%	151 / 36%EGJ	63 / 14%	72 / 36%EGJ	6 / 33%	98 / 21%EG
Boris Johnson, the Mayor of London	401 / 20%	237 / 20%	164 / 21%	78 / 13%	169 / 29%y	104 / 17%	90 / 14%	61 / 23%AB	146 / 30%AB	57 / 13%	128 / 31%EGHJ	81 / 18%	43 / 22%E	9 / 50%	83 / 18%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 26

Q11. Please can you rate the following people for their performance : SUMMARY OF 4-7

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
David Cameron, the Prime Minister	1097 55%	550 53%	547 57%a	79 52%	253 50%	215 61%d	182 55%	269 58%d	515 57%	273 53%	122 54%	186 54%	78 47%	53 50%	119 57%	99 56%	86 55%	107 62%lrt	42 45%	66 54%	128 49%	204 61%lrt	115 56%
Nick Clegg, the Deputy Prime Minister	1134 57%	561 54%	573 60%a	89 59%	262 52%	212 61%d	183 56%	265 57%	547 60%ik	274 53%	124 55%	187 54%	74 45%	59 56%	122 59%l	108 61%lp	78 50%	97 56%l	60 65%lpt	70 57%l	137 52%	212 63%lpt	117 57%l
Ed Miliband, the Labour leader	982 49%	455 44%	527 55%a	83 55%fg	286 57%fg	197 56%fg	146 44%	192 42%	442 49%	254 49%	121 54%	165 48%	73 44%	55 52%	108 52%r	92 52%r	88 56%lrs	85 49%	36 39%	50 41%	166 50%	99 49%
George Osborne, the Chancellor	1239 62%	638 61%	601 63%	103 68%d	285 57%	228 65%d	195 59%	290 63%d	587 65%l	298 58%	144 64%	208 60%	93 56%	54 51%	129 62%	123 70%lmrt	102 65%m	103 60%	49 53%	73 60%	153 58%	221 66%lmr	139 68%lmrt
Ed Balls, the Shadow Chancellor	1065 53%	499 48%	566 59%a	104 69%fg	302 60%fg	212 61%fg	145 44%	221 48%	478 53%	270 52%	120 54%	196 56%	79 48%	62 59%s	104 50%	100 57%s	88 56%s	98 57%s	44 47%	52 43%	141 54%s	195 58%ls	102 50%
Vince Cable, the Business Secretary	1264 63%	625 60%	639 67%a	102 68%g	324 64%g	234 67%g	201 61%	267 58%	578 64%	319 62%	146 65%	220 63%	90 55%	69 66%	128 62%	111 63%	104 66%l	110 64%	61 66%	79 65%	161 61%	222 66%l	129 63%
William Hague, the Foreign Secretary	1186 59%	605 58%	581 61%	104 69%fg	307 61%	222 63%g	193 59%	253 55%	533 59%	313 61%	135 60%	204 59%	79 48%	58 55%	110 53%	106 60%l	104 66%lnr	105 61%l	48 52%	71 58%	162 62%l	220 65%lnr	123 60%l
Ken Clarke, the Justice Secretary	1309 65%	649 62%	660 69%a	111 74%dfg	320 64%	256 73%dfg	211 64%	290 63%	611 67%	340 66%	138 62%	220 63%	103 62%	67 64%	130 63%	117 66%	111 71%t	108 63%	55 59%	78 64%	160 61%	243 72%lnqrt	137 67%
Theresa May, the Home Secretary	1318 66%	666 64%	652 68%a	112 74%dfg	310 62%	249 71%df	208 63%	300 65%	619 68%	334 65%	139 62%	225 65%	106 64%	63 60%	124 60%	124 70%n	111 71%n	108 63%	58 62%	84 69%	166 63%	237 71%mn	137 67%
Boris Johnson, the Mayor of London	1130 57%	552 53%	578 60%a	95 63%	276 55%	205 59%	182 55%	265 57%	527 58%	283 55%	123 55%	196 56%	91 55%	58 55%	113 54%	110 63%rt	94 60%l	92 53%	46 49%	65 53%	124 47%	210 63%rt	127 62%rt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 26

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF 4-7

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
David Cameron, the Prime Minister	**1097** **55%**	646 53%	451 57%	258 42%	313 54%y	321 51%	350 56%	152 58%	274 56%	177 40%	212 51%E	270 58%EF	119 60%EF	6 33%	313 67%EFG
Nick Clegg, the Deputy Prime Minister	**1134** **57%**	675 56%	459 58%	362 59%z	268 46%	374 60%D	394 63%D	148 57%D	218 44%	256 58%FH	179 43%	278 60%FH	92 46%	7 39%	322 69%EFGH
Ed Miliband, the Labour leader	**982** **49%**	529 44%	453 58%w	279 46%	324 55%y	261 42%	287 46%	144 55%AB	290 59%AB	188 43%H	261 63%EGHJ	215 47%H	56 28%	9 50%	253 54%EGH
George Osborne, the Chancellor	**1239** **62%**	730 60%	509 65%w	417 68%z	266 45%	415 66%CD	449 72%ACD	142 54%	233 48%	290 66%F	203 49%	320 69%FH	116 59%F	7 39%	303 65%F
Ed Balls, the Shadow Chancellor	**1065** **53%**	578 48%	487 62%w	311 51%	333 57%y	296 47%	322 52%	154 59%AB	293 60%AB	221 50%H	262 63%EGH	234 51%H	69 35%	9 50%	270 58%EGH
Vince Cable, the Business Secretary	**1264** **63%**	723 60%	541 69%w	429 70%z	318 54%	406 65%D	423 68%D	170 65%D	265 54%	293 66%FH	225 54%	314 68%FH	101 51%	11 61%	320 69%FH
William Hague, the Foreign Secretary	**1186** **59%**	683 56%	503 64%w	343 56%	330 56%	363 58%	376 60%	163 62%	284 58%	250 57%	238 57%	277 60%	108 55%	12 67%	301 65%EFH
Ken Clarke, the Justice Secretary	**1309** **65%**	754 62%	555 71%w	420 69%z	325 56%	409 65%D	444 71%ACD	165 63%	291 59%	305 69%FH	239 58%H	323 70%FH	94 47%	12 67%	336 72%FH
Theresa May, the Home Secretary	**1318** **66%**	779 64%	539 68%w	425 69%z	324 55%	415 66%D	449 72%ACD	167 64%	287 59%	290 66%FH	230 55%	341 74%EFH	112 57%	12 67%	333 71%FH
Boris Johnson, the Mayor of London	**1130** **57%**	662 55%	468 59%w	318 52%	326 56%	326 52%	375 60%A	154 59%	275 56%	222 50%	220 53%	264 57%E	115 58%	8 44%	301 65%EFG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 27

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF 8-10

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
David Cameron, the Prime Minister	590 30%	352 34%b	238 25%	32 21%	168 33%cef	75 21%	88 27%	141 31%ce	281 31%	160 31%	59 26%	89 26%	69 42%nopqrtu	33 31%	49 24%	44 25%	42 27%	41 24%	25 27%	38 31%	81 31%	101 30%	67 33%n
Nick Clegg, the Deputy Prime Minister	370 19%	218 21%b	152 16%	15 10%	127 25%cefg	48 14%	50 15%	85 18%c	168 18%	108 21%	39 17%	55 16%	52 32%mnopqrstuv	19 18%	32 15%	25 14%	27 17%	26 15%	8 9%	24 20%r	59 23%or	56 17%	42 21%r
Ed Miliband, the Labour leader	204 10%	113 11%	91 10%	17 11%fg	104 21%cefg	37 11%fg	20 6%	19 4%	75 8%	58 11%	18 8%	53 15%hj	40 24%mnopqrstuv	10 10%	18 9%	10 6%	10 6%	19 11%	6 6%	8 7%	49 19%mnopqrsuv	21 6%	13 6%
George Osborne, the Chancellor	252 13%	164 16%b	88 9%	11 7%	103 20%cefg	26 7%	22 7%	56 12%ef	112 12%j	80 16%j	17 8%	43 12%	50 30%nopqrstuv	24 23%nopqrsuv	20 10%	11 6%	11 7%	13 8%	9 10%	12 10%	49 19%nopqrsuv	38 11%	15 7%
Ed Balls, the Shadow Chancellor	162 8%	107 10%b	55 6%	8 5%	87 17%cefg	26 7%g	17 5%	18 4%	68 7%	50 10%	12 5%	32 9%	39 24%mnopqrstuv	5 5%	13 6%	7 4%	8 5%	16 9%ou	3 3%	5 4%	41 16%mnoprsuv	11 3%	14 7%
Vince Cable, the Business Secretary	271 14%	172 16%b	99 10%	15 10%	88 17%cef	28 8%	31 9%	81 18%cef	133 15%j	78 15%j	21 9%	39 11%	42 25%mnopqrstu	12 11%	20 10%	21 12%	12 8%	22 13%	5 5%	12 10%	41 16%pr	45 13%r	39 19%nprs
William Hague, the Foreign Secretary	454 23%	261 25%b	193 20%	14 9%	114 23%ce	53 15%	68 21%c	134 29%cdef	236 26%jk	112 22%	36 16%	69 20%	59 36%npqrtuv	26 25%	44 21%	48 27%pq	26 17%	29 17%	18 19%	31 25%	54 21%	74 22%	45 22%
Ken Clarke, the Justice Secretary	248 12%	153 15%b	95 10%	7 5%	90 18%cef	28 8%	26 8%	65 14%cef	127 14%j	64 12%	20 9%	36 10%	41 25%mnopqrstuv	14 13%	21 10%	21 12%	13 8%	24 14%u	7 8%	15 12%	43 16%npru	27 8%	22 11%
Theresa May, the Home Secretary	240 12%	156 15%b	84 9%	10 7%	99 20%cefg	25 7%	20 6%	55 12%ef	108 12%	69 13%	25 11%	37 11%	41 25%nopqrstuv	16 15%p	23 11%	14 8%	11 7%	19 11%	6 6%	13 11%	44 17%opruv	36 11%	17 8%
Boris Johnson, the Mayor of London	469 23%	296 28%b	173 18%	31 21%	138 27%ef	72 21%	62 19%	109 24%	215 24%	128 25%	50 22%	75 22%	50 30%nopqr	24 23%n	29 14%	31 18%	30 19%	31 18%	16 17%	32 26%n	102 39%mnopqrsuv	77 23%n	47 23%n

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 27

Absolutes/col percents

Q11. Please can you rate the following people for their performance : SUMMARY OF 8-10

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
David Cameron, the Prime Minister	590 30%	400 33%x	190 24%	348 57%z	31 5%	280 45%BCD	242 39%CD	28 11%	40 8%	261 59%FGHJ	36 9%	156 34%FHJ	37 19%F	1 6%	99 21%F
Nick Clegg, the Deputy Prime Minister	370 19%	264 22%x	106 13%	186 30%z	33 6%	127 20%CD	195 31%ACD	32 12%D	16 3%	140 32%FHJ	24 6%	149 32%FHJ	16 8%	-	41 9%
Ed Miliband, the Labour leader	204 10%	122 10%	82 10%	68 11%	84 14%	52 8%	41 7%	28 11%B	83 17%ABC	60 14%GHJ	99 24%EGHJ	17 4%	3 2%	-	25 5%H
George Osborne, the Chancellor	252 13%	192 16%x	60 8%	143 23%z	28 5%	107 17%CD	105 17%CD	16 6%	24 5%	110 25%FGHJ	26 6%	64 14%FHJ	14 7%	-	38 8%
Ed Balls, the Shadow Chancellor	162 8%	112 9%x	50 6%	69 11%	51 9%	53 8%	38 6%	19 7%	52 11%B	60 14%GHJ	61 15%GHJ	17 4%	2 1%	-	22 5%H
Vince Cable, the Business Secretary	271 14%	189 16%x	82 10%	119 19%z	37 6%	92 15%CD	134 22%ACD	20 8%	25 5%	99 22%FHJ	28 7%	80 17%FHJ	10 5%	2 11%	52 11%FH
William Hague, the Foreign Secretary	454 23%	334 28%x	120 15%	221 36%z	59 10%	187 30%CD	192 31%CD	35 13%D	40 8%	156 35%FGHJ	38 9%	134 29%FHJ	37 19%F	2 11%	87 19%F
Ken Clarke, the Justice Secretary	248 12%	189 16%x	59 7%	124 20%z	35 6%	91 15%CD	109 18%CD	24 9%D	24 5%	89 20%FHJ	32 8%	76 16%FHJ	15 8%	-	36 8%
Theresa May, the Home Secretary	240 12%	176 15%x	64 8%	130 21%z	38 6%	95 15%CD	100 16%CD	20 8%	25 5%	99 22%FGHJ	34 8%	58 13%FHJ	14 7%	-	35 8%
Boris Johnson, the Mayor of London	469 23%	314 26%x	155 20%	216 35%z	90 15%	197 31%BCD	157 25%CD	46 18%	69 14%	162 37%FGHJ	67 16%	117 25%FJ	40 20%	1 6%	82 18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 28

Absolutes/col percents

Q11. Please can you rate for performance: David Cameron, the Prime Minister

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	313 / 16%	142 / 14%	171 / 18%a	40 / 26%defg	82 / 16%g	60 / 17%g	59 / 18%g	51 / 11%	114 / 13%	83 / 16%	43 / 19%h	72 / 21%h	18 / 11%	19 / 18%u	40 / 19%luv	33 / 19%luv	29 / 18%uv	24 / 14%	26 / 28%lqsuv	18 / 15%	53 / 20%luv	31 / 9%	22 / 11%
4-7 (NET)	1097 / 55%	550 / 53%	547 / 57%a	79 / 52%	253 / 50%	215 / 61%d	182 / 55%	269 / 58%d	515 / 57%	273 / 53%	122 / 54%	186 / 54%	78 / 47%	53 / 50%	119 / 57%	99 / 56%	86 / 55%	107 / 62%lrt	42 / 45%	66 / 54%	128 / 49%	204 / 61%lrt	115 / 56%
8-10 (NET)	590 / 30%	352 / 34%b	238 / 25%	32 / 21%	168 / 33%cef	75 / 21%	88 / 27%	141 / 31%ce	281 / 31%	160 / 31%	59 / 26%	89 / 26%	69 / 42%nopqrtu	33 / 31%	49 / 24%	44 / 25%	42 / 27%	41 / 24%	25 / 27%	38 / 31%	81 / 31%	101 / 30%	67 / 33%n
1 Terrible	99 / 5%	44 / 4%	55 / 6%	19 / 13%defg	20 / 4%	23 / 7%g	19 / 6%	14 / 3%	29 / 3%	18 / 3%	17 / 8%hi	34 / 10%hi	4 / 2%	- / -	22 / 11%lmoqsuv	7 / 4%m	12 / 8%lmu	6 / 3%	7 / 8%mu	4 / 3%	20 / 8%lmu	9 / 3%	8 / 4%m
2	74 / 4%	38 / 4%	36 / 4%	7 / 5%	24 / 5%g	15 / 4%	12 / 4%	9 / 2%	30 / 3%	25 / 5%	8 / 4%	11 / 3%	5 / 3%	6 / 6%	8 / 4%	12 / 7%qu	5 / 3%	4 / 2%	6 / 6%u	3 / 2%	10 / 4%	7 / 2%	8 / 4%
3	140 / 7%	60 / 6%	80 / 8%a	14 / 9%	38 / 8%	22 / 6%	28 / 9%	28 / 6%	55 / 6%	40 / 8%	18 / 8%	27 / 8%	9 / 5%	13 / 12%lnuv	10 / 5%	14 / 8%v	12 / 8%v	14 / 8%v	11 / 14%lnuv	11 / 9%v	23 / 9%v	15 / 4%	6 / 3%
4	132 / 7%	55 / 5%	77 / 8%a	14 / 9%	38 / 8%	21 / 6%	21 / 6%	32 / 7%	54 / 6%	35 / 7%	12 / 5%	31 / 9%	12 / 7%	6 / 6%	16 / 8%	20 / 11%qtv	10 / 6%	6 / 3%	7 / 8%	6 / 5%	13 / 5%	26 / 8%	10 / 5%
5	271 / 14%	121 / 12%	150 / 16%a	18 / 12%	65 / 13%	70 / 20%cdfg	37 / 11%	61 / 13%	109 / 12%	81 / 16%h	33 / 15%	48 / 14%	18 / 11%	12 / 11%	31 / 15%	19 / 11%	26 / 17%	28 / 16%	12 / 11%	12 / 10%	36 / 14%	52 / 15%	27 / 13%
6	271 / 14%	141 / 14%	130 / 14%	18 / 12%	68 / 14%	50 / 14%	50 / 15%	63 / 14%	121 / 13%	63 / 12%	36 / 16%	50 / 14%	16 / 10%	14 / 13%	22 / 11%	26 / 15%	18 / 11%	34 / 20%lnprst	8 / 9%	13 / 11%	31 / 12%	55 / 16%l	34 / 17%
7	423 / 21%	233 / 22%	190 / 20%	29 / 19%	82 / 16%	74 / 21%	74 / 22%d	113 / 25%d	231 / 25%jk	94 / 18%	41 / 18%	57 / 16%	32 / 19%	21 / 20%	50 / 24%	34 / 19%	32 / 20%	39 / 23%	17 / 18%	35 / 29%t	48 / 18%	71 / 21%	44 / 22%
8	409 / 20%	235 / 23%b	174 / 18%	25 / 17%	89 / 18%	67 / 19%	67 / 20%	96 / 21%	203 / 22%	100 / 19%	45 / 20%	60 / 17%	36 / 22%	18 / 17%	32 / 15%	35 / 20%	32 / 20%	32 / 19%	19 / 20%	28 / 23%	44 / 17%	79 / 24%nt	54 / 26%nt
9	132 / 7%	87 / 8%b	45 / 5%	6 / 4%	60 / 12%cefg	5 / 1%	11 / 3%	34 / 7%ef	63 / 7%	34 / 7%	11 / 5%	24 / 7%	30 / 18%nopqrstuv	13 / 12%opqruv	13 / 6%	6 / 3%	6 / 4%	7 / 4%	3 / 3%	7 / 6%	21 / 8%	15 / 4%	11 / 5%
10 Excellent	49 / 2%	30 / 3%	19 / 2%	1 / 1%	19 / 4%e	3 / 1%	10 / 3%e	11 / 2%	15 / 2%	26 / 5%hijk	3 / 1%	5 / 1%	3 / 2%	2 / 2%	4 / 2%	3 / 2%	4 / 3%	2 / 1%	3 / 3%	3 / 2%	16 / 6%lnoquv	7 / 2%	2 / 1%
Mean	6.04	6.29b	5.78	5.27	6.13ce	5.66	5.92c	6.30ce f	6.26jk	6.08k	5.77	5.61	6.59nopqrt	6.16r	5.68	5.72	5.80	6.02	5.51	6.29nor	5.97	6.24nopr	6.27nopr
Standard Deviation	2.21	2.18	2.21	2.46	2.33	2.12	2.24	2.02	2.05	2.27	2.27	2.39	2.16	2.17	2.41	2.21	2.30	1.96	2.49	2.09	2.49	1.93	2.02
Standard Error	0.049	0.067	0.072	0.200	0.104	0.113	0.123	0.094	0.068	0.100	0.152	0.128	0.168	0.211	0.167	0.166	0.184	0.149	0.258	0.190	0.154	0.105	0.141

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 28

Absolutes/col percents

Q11. Please can you rate for performance: David Cameron, the Prime Minister

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	313 16%	167 14%	146 19%w	6 1%	241 41%y	26 4%	30 5%	81 31%AB	176 36%AB	3 1%	167 40%EGHJ	36 8%E	42 21%EGJ	11 61%	54 12%E
4-7 (NET)	1097 55%	646 53%	451 57%	258 42%	313 54%y	321 51%	350 56%	152 58%	274 56%	177 40%	212 51%E	270 58%EF	119 60%EF	6 33%	313 67%EFG
8-10 (NET)	590 30%	400 33%x	190 24%	348 57%z	31 5%	280 45%BCD	242 39%CD	28 11%	40 8%	261 59%FGHJ	36 9%	156 34%FHJ	37 19%F	1 6%	99 21%F
1 Terrible	99 5%	55 5%	44 6%	-	77 13%y	3 *	7 1%	26 10%AB	63 13%AB	-	56 13%EGHJ	14 3%E	14 7%EGJ	4 22%	11 2%E
2	74 4%	38 3%	36 5%	1 *	65 11%y	3 *	4 1%	20 8%AB	47 10%AB	1 *	42 10%EGHJ	5 1%	7 4%EG	4 22%	15 3%EG
3	140 7%	74 6%	66 8%	5 1%	99 17%y	20 3%	19 3%	35 13%AB	66 13%AB	2 *	69 17%EGHJ	17 4%E	21 11%EGJ	4 17%	28 6%E
4	132 7%	74 6%	58 7%	17 3%	75 13%y	25 4%	19 3%	24 9%AB	64 13%AB	17 4%	44 11%EGJ	22 5%	17 9%E	-	32 7%E
5	271 14%	149 12%	122 16%w	37 6%	97 17%y	66 11%	69 11%	53 20%AB	83 17%AB	22 5%	72 17%EG	57 12%E	34 17%E	3 17%	83 18%EG
6	271 14%	165 14%	106 13%	48 8%	88 15%y	75 12%	87 14%	36 14%	73 15%	32 7%	55 13%E	66 14%E	28 14%E	1 6%	89 19%EFG
7	423 21%	258 21%	165 21%	156 25%z	53 9%	155 25%CD	175 28%CD	39 15%	54 11%	106 24%F	41 10%	125 27%F	40 20%F	2 11%	109 23%F
8	409 20%	261 22%	148 19%	221 36%z	22 4%	192 31%CD	165 27%CD	21 8%	31 6%	155 35%FGHJ	22 5%	122 26%FHJ	31 16%F	1 6%	78 17%F
9	132 7%	101 8%x	31 4%	85 14%z	7 1%	59 9%CD	59 9%CD	6 2%	8 2%	70 16%F	12 3%	26 6%F	5 3%	-	19 4%
10 Excellent	49 2%	38 3%x	11 1%	42 7%z	2 *	29 5%CD	18 3%CD	1 *	1 *	36 8%FGHJ	2 *	8 2%	1 1%	-	2 *
Mean	6.04	6.24x	5.74	7.52z	4.18	7.00CD	6.87CD	4.80D	4.43	7.60FGHJ	4.35	6.51FHJ	5.45F	3.56	5.97FH
Standard Deviation	2.21	2.20	2.19	1.42	2.09	1.67	1.67	2.19	2.18	1.46	2.24	1.85	2.16	2.33	1.86
Standard Error	0.049	0.063	0.078	0.057	0.087	0.067	0.067	0.136	0.098	0.069	0.110	0.086	0.154	0.550	0.086

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 29

Absolutes/col percents

Q11. Please can you rate for performance: Nick Clegg, the Deputy Prime Minister

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	496 25%	265 25%	231 24%	47 31%d	114 23%	90 26%	96 29%d	111 24%	195 21%	134 26%	61 27%	105 30%h	39 24%	27 26%	54 26%	43 24%	52 33%uv	49 28%u	25 27%	28 23%	66 25%	68 20%	45 22%
4-7 (NET)	1134 57%	561 54%	573 60%a	89 59%	262 52%	212 61%d	183 56%	265 57%	547 60%ik	274 53%	124 55%	187 54%	74 45%	59 56%	122 59%l	108 61%lp	78 50%	97 56%l	60 65%lpt	70 57%l	137 52%	212 63%lpt	117 57%l
8-10 (NET)	370 19%	218 21%b	152 16%	15 10%	127 25%cefg	48 14%	50 15%	85 18%c	168 18%	108 21%	39 17%	55 16%	52 32%mnopqrstuv	19 18%	32 15%	25 14%	27 17%	26 15%	8 9%	24 20%r	59 23%or	56 17%	42 21%r
1 Terrible	168 8%	76 7%	92 10%	15 10%	42 8%	32 9%	34 10%	31 7%	65 7%	46 9%	21 9%	35 10%	11 7%	6 6%	24 12%u	15 9%	14 9%	17 10%	14 15%lmsu	8 7%	21 8%	22 7%	16 8%
2	147 7%	87 8%	60 6%	12 8%	34 7%	35 10%	23 7%	33 7%	57 6%	41 8%	18 8%	31 9%	17 10%r	9 9%	13 6%	14 8%	13 8%	16 9%	3 3%	10 8%	19 7%	21 6%	12 6%
3	181 9%	102 10%	79 8%	20 13%de	38 8%	23 7%	39 12%de	47 10%	73 8%	47 9%	22 10%	39 11%	11 7%	12 11%	17 8%	14 8%	25 16%lnouv	16 9%	8 9%	10 8%	26 10%	25 7%	17 8%
4	204 10%	100 10%	104 11%	23 15%df	46 9%	37 11%	28 9%	46 10%	87 10%	51 10%	16 7%	49 14%h	12 7%	8 8%	35 17%lmpsuv	23 13%pv	8 5%	17 10%	10 11%	9 7%	34 13%pv	34 10%	14 7%
5	313 16%	149 14%	164 17%	24 16%	79 16%	61 17%	52 16%	66 14%	141 15%	86 17%	43 19%k	43 12%	20 12%	20 19%	37 18%	27 15%	27 17%	27 16%	11 12%	19 16%	31 12%	60 18%t	34 17%
6	291 15%	139 13%	152 16%	16 11%	67 13%	59 17%	47 14%	70 15%	146 16%	64 12%	27 12%	53 15%	21 13%	10 10%	31 15%	31 18%	22 14%	20 12%	21 23%lmqt	18 15%	33 13%	55 16%	29 14%
7	326 16%	173 17%	153 16%	26 17%	70 14%	55 16%	56 17%	83 18%	173 19%ik	73 14%	38 17%	42 12%	21 13%	21 20%n	19 9%	27 15%	21 13%	33 19%n	18 19%n	24 20%n	39 15%	63 19%n	40 20%n
8	242 12%	135 13%	107 11%	11 7%	66 13%	36 10%	37 11%	57 12%	121 13%	55 11%	32 14%	34 10%	38 23%nopqtu	14 13%	19 9%	16 9%	15 10%	18 10%	7 8%	18 15%t	21 8%	44 13%t	32 16%nt
9	77 4%	46 4%	31 3%	3 2%	31 6%cef	8 2%	9 3%	19 4%	35 4%	23 4%	4 2%	15 4%	14 8%ruv	3 3%	9 4%	7 4%	7 4%	7 4%	1 1%	4 3%	11 4%	7 2%	7 3%
10 Excellent	51 3%	37 4%b	14 1%	1 1%	30 6%cefg	4 1%	4 1%	9 2%	12 1%	30 6%hjk	3 1%	6 2%	-	2 2%	4 2%	2 1%	5 3%l	1 1%	-	2 2%	27 10%lmnopqrsuv	5 1%	3 1%
Mean	5.28	5.37	5.17	4.73	5.57cef	5.04	5.05	5.36ce	5.43k	5.32k	5.14	4.91	5.63nopqr	5.31	4.89	5.10	5.06	5.05	4.90	5.45n	5.48n	5.39n	5.49nr
Standard Deviation	2.35	2.41	2.28	2.21	2.52	2.26	2.33	2.29	2.24	2.52	2.32	2.38	2.46	2.28	2.33	2.25	2.44	2.35	2.25	2.29	2.64	2.16	2.29
Standard Error	0.053	0.075	0.074	0.180	0.113	0.121	0.129	0.107	0.074	0.111	0.155	0.128	0.191	0.223	0.162	0.170	0.194	0.179	0.233	0.207	0.163	0.118	0.160

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 29

Absolutes/col percents

Q11. Please can you rate for performance: Nick Clegg, the Deputy Prime Minister

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	496 25%	274 23%	222 28%w	64 10%	284 49%y	126 20%B	33 5%	81 31%AB	256 52%ABC	45 10%	212 51%EGJ	35 8%	90 45%EGJ	11 61%	103 22%EG
4-7 (NET)	1134 57%	675 56%	459 58%	362 59%z	268 46%	374 60%D	394 63%D	148 57%D	218 44%	256 58%FH	179 43%	278 60%FH	92 46%	7 39%	322 69%EFGH
8-10 (NET)	370 19%	264 22%x	106 13%	186 30%z	33 6%	127 20%CD	195 31%ACD	32 12%D	16 3%	140 32%FHJ	24 6%	149 32%FHJ	16 8%	-	41 9%
1 Terrible	168 8%	85 7%	83 11%w	13 2%	109 19%y	30 5%B	6 1%	20 8%B	112 23%ABC	9 2%	98 24%EGHJ	6 1%	30 15%EGJ	5 28%	20 4%G
2	147 7%	84 7%	63 8%	20 3%	84 14%y	39 6%B	11 2%	27 10%AB	70 14%AB	15 3%	59 14%EGJ	8 2%	27 14%EGJ	3 17%	35 8%EG
3	181 9%	105 9%	76 10%	31 5%	91 16%y	57 9%B	16 3%	34 13%B	74 15%AB	21 5%	55 13%EG	21 5%	33 17%EGJ	3 17%	48 10%EG
4	204 10%	123 10%	81 10%	45 7%	81 14%y	70 11%B	38 6%	34 13%B	62 13%B	44 10%	53 13%G	31 7%	22 11%	2 11%	52 11%G
5	313 16%	171 14%	142 18%w	92 15%	85 15%	97 15%	84 14%	51 20%B	81 17%	61 14%	62 15%	59 13%	35 18%	3 17%	93 20%EG
6	291 15%	175 14%	116 15%	103 17%z	61 10%	95 15%D	108 17%D	41 16%D	47 10%	65 15%F	41 10%	84 18%FH	18 9%	-	83 18%FH
7	326 16%	206 17%	120 15%	122 20%z	41 7%	112 18%CD	164 26%ACD	22 8%	28 6%	86 20%FH	23 6%	104 23%FH	17 9%	2 11%	94 20%FH
8	242 12%	168 14%x	74 9%	106 17%z	22 4%	80 13%D	126 20%ACD	23 9%D	13 3%	76 17%FHJ	11 3%	113 24%EFHJ	13 7%F	-	29 6%F
9	77 4%	57 5%x	20 3%	39 6%z	9 2%	21 3%D	46 7%ACD	8 3%D	2 *	30 7%FHJ	11 3%	23 5%HJ	2 1%	-	11 2%
10 Excellent	51 3%	39 3%x	12 2%	41 7%z	2 *	26 4%CD	23 4%CD	1 *	1 *	34 8%FGHJ	2 *	13 3%FJ	1 1%	-	1 *
Mean	5.28	5.49x	4.95	6.32z	3.81	5.56CD	6.59ACD	4.72D	3.54	6.33FHJ	3.66	6.44FHJ	4.07F	3.17	5.16FH
Standard Deviation	2.35	2.36	2.30	2.10	2.16	2.25	1.77	2.15	2.06	2.16	2.24	1.82	2.21	2.01	1.96
Standard Error	0.053	0.068	0.082	0.085	0.089	0.090	0.071	0.133	0.093	0.103	0.110	0.085	0.157	0.473	0.091

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

Table 30

Absolutes/col percents

Q11. Please can you rate for performance: Ed Miliband, the Labour leader

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	814 41%	476 46%b	338 35%	51 34%d	113 22%	116 33%d	163 50%cde	250 54%cde	393 43%	204 40%	85 38%	129 37%	52 32%	40 38%	82 39%	74 42%lt	59 38%	68 40%	51 55%lmnop qt	64 52%lmn pqt	83 32%	149 44%lt	92 45%lt
4-7 (NET)	982 49%	455 44%	527 55%a	83 55%fg	286 57%fg	197 56%fg	146 44%	192 42%	442 49%	254 49%	121 54%	165 48%	73 44%	55 52%	108 52%r	92 52%r	88 56%lrs	85 49%	36 39%	50 41%	130 50%	166 49%	99 49%
8-10 (NET)	204 10%	113 11%	91 10%	17 11%fg	104 21%cefg	37 11%fg	20 6%	19 4%	75 8%	58 11%	18 8%	53 15%hj	40 24%mnopq rsuv	10 10%	18 9%	10 6%	10 6%	19 11%	6 6%	8 7%	49 19%mnopqr suv	21 6%	13 6%
1 Terrible	269 13%	157 15%b	112 12%	16 11%	32 6%	46 13%d	59 18%cd	84 18%cd	129 14%k	74 14%k	32 14%	34 10%	20 12%	10 10%	26 13%	25 14%	28 18%tu	24 14%	19 20%mtu	23 19%mtu	26 10%	33 10%	35 17%tu
2	260 13%	160 15%b	100 10%	14 9%	31 6%	27 8%	53 16%cde	83 18%cde	128 14%	57 11%	23 10%	51 15%	14 8%	15 14%	25 12%	26 15%	15 10%	25 15%	19 19%lptv	22 18%lpt	28 11%	50 15%l	22 11%
3	285 14%	159 15%	126 13%	21 14%	50 10%	43 12%	51 16%d	83 18%d	136 15%	73 14%	30 13%	44 13%	18 11%	15 14%	31 15%	23 13%	16 10%	19 11%	14 15%	19 16%	29 11%	66 20%lpqt	35 17%
4	257 13%	123 12%	134 14%	17 11%	52 10%	46 13%	44 13%	68 15%d	117 13%	67 13%	27 12%	46 13%	13 8%	10 10%	42 20%lmqtu	30 17%lt	22 14%	21 12%	11 12%	15 12%	26 10%	38 11%	29 14%
5	379 19%	168 16%	211 22%a	31 21%	114 23%g	72 21%	59 18%	78 17%	175 19%	100 19%	40 18%	64 18%	24 15%	28 27%l	39 19%	30 17%	33 21%	31 18%	15 16%	20 16%	46 18%	71 21%	42 21%
6	198 10%	92 9%	106 11%	20 13%fg	66 13%fg	44 13%fg	22 7%	30 7%	80 9%	50 10%	32 14%h	36 10%	22 13%s	8 8%	19 9%	22 13%s	20 13%s	18 10%	6 6%	6 5%	27 10%	34 10%	16 8%
7	148 7%	72 7%	76 8%	15 10%g	54 11%fg	35 10%g	21 6%	16 3%	70 8%	37 7%	22 10%	19 5%	14 8%	9 9%	8 4%	10 6%	13 8%	15 9%n	4 4%	9 7%	31 12%noruv	23 7%	12 6%
8	111 6%	64 6%	47 5%	8 5%	53 11%fg	24 7%fg	10 3%	11 2%	40 4%	31 6%	11 5%	29 8%h	20 12%nopqrs uv	7 7%	11 5%	7 4%	4 3%	9 5%	3 3%	2 2%	25 10%opsu	13 4%	10 5%
9	65 3%	36 3%	29 3%	4 3%	42 8%cefg	6 2%	6 2%	5 1%	25 3%j	20 4%j	1 *	19 5%hj	16 10%mnopru v	1 1%	3 1%	3 2%	5 3%v	8 5%ruv	-	5 4%v	18 7%mnoruv	5 1%	1 *
10 Excellent	28 1%	13 1%	15 2%	5 3%g	9 2%	7 2%	4 1%	3 1%	10 1%	7 1%	6 3%	5 1%	4 2%o	2 2%	4 2%	-	1 1%	2 1%	3 3%o	1 1%	6 2%o	3 1%	2 1%
Mean	4.27	4.13	4.43a	4.67fg	5.34cefg	4.57fg	3.78	3.51	4.12	4.33	4.37	4.54l	5.14mnop qrsuv	4.39rs	4.12	3.98	4.18r	4.34rs	3.59	3.72	4.98mnop qrsuv	4.11r	3.92
Standard Deviation	2.29	2.35	2.22	2.32	2.29	2.27	2.19	1.98	2.24	2.33	2.28	2.38	2.64	2.19	2.14	2.07	2.23	2.38	2.27	2.27	2.49	2.05	2.11
Standard Error	0.051	0.073	0.072	0.189	0.102	0.121	0.121	0.092	0.074	0.103	0.153	0.128	0.205	0.214	0.148	0.156	0.178	0.181	0.235	0.205	0.154	0.112	0.148

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 30

Absolutes/col percents

Q11. Please can you rate for performance: Ed Miliband, the Labour leader

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	814 41%	562 46%x	252 32%	265 43%z	177 30%	314 50%CD	294 47%CD	89 34%D	117 24%	193 44%F	55 13%	230 50%FJ	139 70%EFGJ	9 50%	188 40%F
4-7 (NET)	982 49%	529 44%	453 58%w	279 46%	324 55%y	261 42%	287 46%	144 55%AB	290 59%AB	188 43%H	261 63%EGHJ	215 47%H	56 28%	9 50%	253 54%EGH
8-10 (NET)	204 10%	122 10%	82 10%	68 11%	84 14%	52 8%	41 7%	28 11%B	83 17%ABC	60 14%GHJ	99 24%EGHJ	17 4%	3 2%	-	25 5%H
1 Terrible	269 13%	188 15%x	81 10%	99 16%z	53 9%	124 20%BCD	93 15%CD	17 7%	35 7%	69 16%FJ	12 3%	78 17%FJ	63 32%EFGJ	4 22%	43 9%F
2	260 13%	190 16%x	70 9%	83 14%z	55 9%	91 15%D	101 16%D	29 11%	39 8%	59 13%F	14 3%	77 17%F	42 21%EFJ	4 22%	64 14%F
3	285 14%	184 15%	101 13%	83 14%	69 12%	99 16%D	100 16%D	43 16%D	43 9%	65 15%F	29 7%	75 16%F	34 17%F	1 6%	81 17%F
4	257 13%	153 13%	104 13%	75 12%	81 14%	79 13%	85 14%	40 15%	53 11%	52 12%	45 11%	68 15%H	18 9%	1 6%	73 16%FH
5	379 19%	199 16%	180 23%w	108 18%	107 18%	97 15%	122 20%	49 19%	111 23%A	69 16%	90 22%EH	88 19%	26 13%	6 33%	100 21%EH
6	198 10%	105 9%	93 12%w	55 9%	76 13%y	53 8%	52 8%	31 12%	62 13%AB	39 9%H	61 15%EGHJ	45 10%H	8 4%	2 11%	43 9%H
7	148 7%	72 6%	76 10%w	41 7%	60 10%y	32 5%	28 5%	24 9%AB	64 13%AB	28 6%GH	65 16%EGHJ	14 3%	4 2%	-	37 8%GH
8	111 6%	62 5%	49 6%	32 5%	42 7%	23 4%	25 4%	19 7%AB	44 9%AB	27 6%GHJ	56 13%EGHJ	12 3%	2 1%	-	14 3%
9	65 3%	41 3%	24 3%	30 5%	25 4%	24 4%	13 2%	8 3%	20 4%	26 6%GHJ	24 6%GHJ	4 1%	1 1%	-	10 2%
10 Excellent	28 1%	19 2%	9 1%	6 1%	17 3%y	5 1%	3 *	1 *	19 4%ABC	7 2%	19 5%EGHJ	1 *	-	-	1 *
Mean	4.27	4.05	4.61w	4.18	4.85y	3.82	3.86	4.59AB	5.21ABC	4.27GH	5.86EGHJ	3.63H	2.79	3.39	4.15GH
Standard Deviation	2.29	2.33	2.19	2.38	2.34	2.30	2.10	2.10	2.32	2.48	2.12	1.95	1.79	1.88	1.98
Standard Error	0.051	0.067	0.078	0.096	0.097	0.092	0.084	0.130	0.105	0.118	0.104	0.091	0.127	0.444	0.092

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 31

Absolutes/col percents

Q11. Please can you rate for performance: George Osborne, the Chancellor

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	509 25%	242 23%	267 28%a	37 25%	115 23%	96 27%	112 34%cdg	115 25%	211 23%	138 27%	63 28%	96 28%	22 13%	27 26%l	59 28%l	42 24%l	44 28%l	56 33%ltu	35 38%lotuv	37 30%l	60 23%l	77 23%l	50 25%l
4-7 (NET)	1239 62%	638 61%	601 63%	103 68%d	285 57%	228 65%d	195 59%	290 63%d	587 65%l	298 58%	144 64%	208 60%	93 56%	54 51%	129 62%	123 70%lmrt	102 65%m	103 60%	49 53%	73 60%	153 58%	221 66%lmr	139 68%lmrt
8-10 (NET)	252 13%	164 16%b	88 9%	11 7%	103 20%cefg	26 7%	22 7%	56 12%ef	112 12%j	80 16%j	17 8%	43 12%	50 30%nopqrstuv	24 23%nopqrsuv	20 10%	11 6%	11 7%	13 8%	9 10%	12 10%	49 19%nopqrsuv	38 11%	15 7%
1 Terrible	154 8%	66 6%	88 9%a	11 7%	38 8%	35 10%g	35 11%g	28 6%	58 6%	42 8%	18 8%	35 10%h	6 4%	5 5%	25 12%lm	14 8%	15 10%l	14 8%	11 12%l	8 7%	18 7%	24 7%	14 7%
2	140 7%	69 7%	71 7%	13 9%	34 7%	22 6%	30 9%	26 6%	59 6%	38 7%	16 7%	27 8%	4 2%	7 7%	12 6%	13 7%l	14 9%l	20 12%lnru	4 4%	12 10%l	20 8%	17 5%	17 8%l
3	215 11%	107 10%	108 11%	13 9%	43 9%	39 11%	47 14%d	61 13%d	94 10%	58 11%	29 13%	34 10%	12 7%	15 14%	22 11%	15 9%	15 10%	22 13%	20 22%lnoptuv	17 14%	22 8%	36 11%	19 9%
4	255 13%	110 11%	145 15%a	18 12%	62 12%	49 14%	42 13%	57 12%	115 13%	66 13%	23 10%	51 15%	12 7%	8 8%	32 15%l	30 17%lmqr	24 15%l	15 9%	7 8%	14 11%	29 11%	51 15%lmq	33 16%lmqr
5	395 20%	195 19%	200 21%	39 26%df	92 18%	80 23%	58 18%	88 19%	187 21%	95 18%	50 22%	62 18%	35 21%	22 21%	35 17%	36 20%	28 18%	33 19%	16 17%	28 23%	49 19%	74 22%	39 19%
6	317 16%	179 17%	138 14%	24 16%	70 14%	56 16%	51 16%	77 17%	146 16%	71 14%	41 18%	59 17%	26 16%	8 8%	29 14%	34 19%m	21 13%	30 17%m	13 14%	15 12%	44 17%	54 16%m	43 21%ms
7	272 14%	154 15%	118 12%	22 15%	61 12%	43 12%	44 13%	68 15%	139 15%k	66 13%	30 13%	36 10%	20 12%	16 15%	33 16%	23 13%	29 18%	25 15%	13 14%	16 13%	31 12%	42 13%	24 12%
8	165 8%	104 10%b	61 6%	6 4%	59 12%cef	18 5%	15 5%	42 9%cef	73 8%	54 10%	14 6%	24 7%	22 13%nopqrv	21 20%nopqrsuv	13 6%	8 5%	7 4%	8 5%	5 5%	9 7%	32 12%nopqv	28 8%	12 6%
9	75 4%	54 5%b	21 2%	4 3%	38 8%cefg	7 2%	6 2%	13 3%	34 4%	22 4%j	3 1%	16 5%j	26 16%mnopqrstuv	3 3%	5 2%	2 1%	3 2%	4 2%	4 4%	2 2%	14 5%ov	10 3%	2 1%
10 Excellent	12 1%	6 1%	6 1%	1 1%	6 1%	1 *	1 *	1 *	5 1%	4 1%	- -	3 1%	2 1%u	- -	2 1%	1 1%	1 1%	1 1%	- -	1 1%	3 1%u	- -	1 *
Mean	5.00	5.24b	4.73	4.87	5.30cef	4.70	4.53	5.06ef	5.10jk	5.02	4.79	4.83	6.05mnopqrstuv	5.34nopqrsv	4.77	4.78	4.75	4.71	4.65	4.76	5.26nopqrsv	4.98	4.81
Standard Deviation	2.15	2.17	2.10	2.03	2.32	2.04	2.12	2.05	2.09	2.24	2.01	2.24	2.18	2.21	2.23	1.97	2.14	2.14	2.24	2.09	2.25	2.02	1.96
Standard Error	0.048	0.067	0.068	0.165	0.104	0.109	0.117	0.096	0.069	0.099	0.134	0.120	0.170	0.216	0.154	0.148	0.171	0.163	0.232	0.189	0.139	0.110	0.137

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 31

Absolutes/col percents

Q11. Please can you rate for performance: George Osborne, the Chancellor

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	509 25%	291 24%	218 28%	52 8%	291 50%y	105 17%B	68 11%	103 39%AB	233 48%ABC	41 9%	186 45%EGHJ	78 17%E	68 34%EG	11 61%	125 27%EG
4-7 (NET)	1239 62%	730 60%	509 65%w	417 68%z	266 45%	415 66%CD	449 72%ACD	142 54%	233 48%	290 66%F	203 49%	320 69%FH	116 59%F	7 39%	303 65%F
8-10 (NET)	252 13%	192 16%x	60 8%	143 23%z	28 5%	107 17%CD	105 17%CD	16 6%	24 5%	110 25%FGHJ	26 6%	64 14%FHJ	14 7%	-	38 8%
1 Terrible	154 8%	79 7%	75 10%w	8 1%	105 18%y	18 3%	15 2%	30 11%AB	91 19%ABC	5 1%	77 19%EGJ	18 4%E	27 14%EGJ	3 17%	24 5%E
2	140 7%	88 7%	52 7%	18 3%	87 15%y	29 5%	21 3%	36 14%AB	54 11%AB	12 3%	46 11%EG	28 6%E	16 8%E	3 17%	35 8%
3	215 11%	124 10%	91 12%	26 4%	99 17%y	58 9%B	32 5%	37 14%AB	88 18%AB	24 5%	63 15%EG	32 7%	25 13%EG	5 28%	66 14%EG
4	255 13%	147 12%	108 14%	57 9%	84 14%y	79 13%	72 12%	33 13%	71 14%	45 10%	56 13%	51 11%	30 15%	2 11%	71 15%E
5	395 20%	227 19%	168 21%	111 18%	94 16%	120 19%	133 21%	49 19%	93 19%	74 17%	76 18%	98 21%	41 21%	4 22%	102 22%
6	317 16%	182 15%	135 17%	117 19%z	51 9%	102 16%D	133 21%ACD	40 15%D	42 9%	79 18%F	46 11%	92 20%FH	26 13%	-	74 16%F
7	272 14%	174 14%	98 12%	132 22%z	37 6%	114 18%CD	111 18%CD	20 8%	27 6%	92 21%FHJ	25 6%	79 17%FHJ	19 10%	1 6%	56 12%F
8	165 8%	119 10%x	46 6%	88 14%z	17 3%	67 11%CD	67 11%CD	13 5%	18 4%	63 14%FHJ	15 4%	50 11%FHJ	10 5%	-	27 6%
9	75 4%	63 5%x	12 2%	51 8%z	7 1%	36 6%CD	33 5%CD	2 1%	4 1%	41 9%FGHJ	9 2%	11 2%	3 2%	-	11 2%
10 Excellent	12 1%	10 1%	2 *	4 1%	4 1%	4 1%	5 1%	1 *	2 *	6 1%J	2 *	3 1%	1 1%	-	-
Mean	5.00	5.18x	4.72	6.10z	3.74	5.54CD	5.73CD	4.22D	3.78	6.13FGHJ	3.94	5.41FHJ	4.37F	3.28	4.80FH
Standard Deviation	2.15	2.20	2.04	1.84	2.10	2.00	1.85	2.08	2.05	1.90	2.18	1.95	2.13	1.67	1.93
Standard Error	0.048	0.063	0.073	0.074	0.087	0.080	0.074	0.129	0.093	0.090	0.107	0.091	0.151	0.394	0.089

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 32

Absolutes/col percents

Q11. Please can you rate for performance: Ed Balls, the Shadow Chancellor

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	773 39%	438 42%b	335 35%	39 26%	114 23%	112 32%d	167 51%cde	222 48%cde	364 40%	196 38%	92 41%	119 34%	47 28%	38 36%	91 44%lqt	69 39%l	61 39%	58 34%	46 49%lqt	65 53%lmopqtu	80 31%	130 39%lt	88 43%lt
4-7 (NET)	1065 53%	499 48%	566 59%a	104 69%fg	302 60%fg	212 61%fg	145 44%	221 48%	478 53%	270 52%	120 54%	196 56%	79 48%	62 59%s	104 50%	100 57%s	88 56%s	98 57%s	44 47%	52 43%	141 54%s	195 58%ls	102 50%
8-10 (NET)	162 8%	107 10%b	55 6%	8 5%	87 17%cefg	26 7%g	17 5%	18 4%	68 7%	50 10%	12 5%	32 9%	39 24%mnopqrstuv	5 5%	13 6%	7 4%	8 5%	16 9%ou	3 3%	5 4%	41 16%mnoprsuv	11 3%	14 7%
1 Terrible	276 14%	169 16%b	107 11%	9 6%	34 7%	44 13%cd	64 19%cde	85 18%cde	131 14%	79 15%	29 13%	37 11%	19 12%	12 11%	37 18%tu	27 15%	24 15%	21 12%	17 18%u	26 21%lmqtu	28 11%	35 10%	30 15%
2	221 11%	131 13%b	90 9%	12 8%	35 7%	27 8%	38 12%d	65 14%cde	94 10%	62 12%	23 10%	42 12%	13 8%	7 7%	21 10%	21 12%	15 10%	23 13%	11 12%	18 15%	24 9%	46 14%	22 11%
3	276 14%	138 13%	138 14%	18 12%	45 9%	41 12%	65 20%cde	72 16%d	139 15%i	55 11%	40 18%ik	40 12%	15 9%	19 18%lq	33 16%q	21 12%	22 14%	14 8%	18 19%lqt	21 17%lq	28 11%	49 15%q	36 18%lqt
4	292 15%	144 14%	148 15%	21 14%	62 12%	49 14%	47 14%	85 18%d	130 14%	74 14%	25 11%	63 18%	23 14%	14 13%	33 16%	34 19%t	26 17%	28 16%	11 12%	18 15%	29 11%	51 15%	25 12%
5	374 19%	155 15%	219 23%a	39 26%fg	109 22%fg	80 23%fg	47 14%	69 15%	178 20%	96 19%	47 21%	52 15%	21 13%	25 24%l	38 18%	35 20%	28 18%	34 20%	16 17%	18 15%	46 18%	77 23%l	36 18%
6	231 12%	111 11%	120 13%	22 15%	69 14%g	54 15%fg	32 10%	42 9%	111 12%	56 11%	26 12%	38 11%	22 13%s	14 13%	22 11%	20 11%	19 12%	18 10%	11 11%	7 6%	34 13%s	43 13%s	22 11%
7	168 8%	89 9%	79 8%	22 15%efg	62 12%cfg	29 8%	19 6%	25 5%	59 6%	44 9%	22 10%h	43 12%h	13 8%	9 9%	11 5%	11 6%	15 10%	18 10%	7 8%	9 7%	32 12%nou	24 7%	19 9%
8	81 4%	46 4%	35 4%	2 1%	37 7%cfg	15 4%	11 3%	11 2%	34 4%	28 5%	6 3%	13 4%	8 5%r	4 4%	6 3%	5 3%	4 3%	10 6%r	-	4 3%	22 8%nopru	9 3%	9 4%r
9	55 3%	45 4%b	10 1%	1 1%	39 8%cefg	7 2%	4 1%	4 1%	23 3%	16 3%	4 2%	12 3%	23 14%mnopqrstuv	-	5 2%	2 1%	3 2%	5 3%u	-	-	13 5%morsuv	2 1%	2 1%
10 Excellent	26 1%	16 2%	10 1%	5 3%fg	11 2%g	4 1%	2 1%	3 1%	11 1%	6 1%	2 1%	7 2%	8 5%nopqu	1 1%	2 1%	-	1 1%	1 1%	3 3%ou	1 1%	6 2%ou	-	3 1%u
Mean	4.27	4.23	4.32	4.81fg	5.24cefg	4.48fg	3.73	3.68	4.19	4.29	4.21	4.51h	5.22mnopqrsuv	4.31s	3.95	3.97	4.15s	4.42nors	3.83	3.56	4.91mnopqrsuv	4.10s	4.15s
Standard Deviation	2.23	2.39	2.03	2.01	2.28	2.13	2.11	2.03	2.18	2.31	2.12	2.28	2.72	1.98	2.16	1.99	2.13	2.23	2.19	2.09	2.41	1.90	2.20
Standard Error	0.050	0.074	0.066	0.164	0.102	0.114	0.116	0.095	0.072	0.102	0.141	0.123	0.211	0.193	0.150	0.150	0.170	0.170	0.227	0.189	0.149	0.103	0.154

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 32

Absolutes/col percents

Q11. Please can you rate for performance: Ed Balls, the Shadow Chancellor

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	773 39%	523 43%x	250 32%	232 38%	201 34%	278 44%CD	262 42%CD	88 34%	145 30%	160 36%F	92 22%	211 46%EFJ	127 64%EFGJ	9 50%	174 37%F
4-7 (NET)	1065 53%	578 48%	487 62%w	311 51%	333 57%y	296 47%	322 52%	154 59%AB	293 60%AB	221 50%H	262 63%EGH	234 51%H	69 35%	9 50%	270 58%EGH
8-10 (NET)	162 8%	112 9%x	50 6%	69 11%	51 9%	53 8%	38 6%	19 7%	52 11%B	60 14%GHJ	61 15%GHJ	17 4%	2 1%	-	22 5%H
1 Terrible	276 14%	196 16%x	80 10%	97 16%z	63 11%	107 17%CD	96 15%CD	23 9%	50 10%	64 15%FJ	21 5%	73 16%FJ	67 34%EFGJ	4 22%	47 10%F
2	221 11%	155 13%x	66 8%	65 11%	57 10%	82 13%D	72 12%	26 10%	41 8%	54 12%F	24 6%	63 14%F	25 13%F	3 17%	52 11%F
3	276 14%	172 14%	104 13%	70 11%	81 14%	89 14%	94 15%D	39 15%	54 11%	42 10%	47 11%	75 16%EF	35 18%EF	2 11%	75 16%EF
4	292 15%	177 15%	115 15%	81 13%	86 15%	96 15%	88 14%	40 15%	68 14%	72 16%H	53 13%	72 16%	20 10%	3 17%	72 15%
5	374 19%	191 16%	183 23%w	98 16%	119 20%	96 15%	120 19%	51 20%	107 22%A	66 15%	83 20%	85 18%	33 17%	4 22%	103 22%E
6	231 12%	119 10%	112 14%w	79 13%	72 12%	72 11%	61 10%	33 13%	65 13%	46 10%H	70 17%EGH	47 10%H	9 5%	1 6%	58 12%H
7	168 8%	91 8%	77 10%	53 9%	56 10%	32 5%	53 9%A	30 11%A	53 11%A	37 8%H	56 13%EGHJ	30 6%	7 4%	1 6%	37 8%H
8	81 4%	46 4%	35 4%	31 5%	25 4%	22 4%	14 2%	14 5%B	31 6%AB	22 5%H	32 8%GHJ	14 3%H	-	-	13 3%H
9	55 3%	47 4%x	8 1%	29 5%z	13 2%	22 4%	20 3%	4 2%	9 2%	30 7%FGHJ	13 3%G	2 *	2 1%	-	8 2%
10 Excellent	26 1%	19 2%	7 1%	9 1%	13 2%	9 1%	4 1%	1 *	12 2%BC	8 2%GJ	16 4%GHJ	1 *	-	-	1 *
Mean	4.27	4.14	4.49w	4.40	4.50	4.02	4.09	4.49AB	4.72AB	4.48GH	5.26EGHJ	3.83H	2.97	3.39	4.23GH
Standard Deviation	2.23	2.34	2.03	2.41	2.20	2.29	2.18	2.06	2.22	2.48	2.17	1.99	1.90	1.88	1.96
Standard Error	0.050	0.067	0.072	0.097	0.091	0.091	0.087	0.127	0.100	0.118	0.107	0.093	0.135	0.444	0.091

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

Table 33

Absolutes/col percents

Q11. Please can you rate for performance: Vince Cable, the Business Secretary

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	465 / 23%	247 / 24%	218 / 23%	34 / 23%	91 / 18%	88 / 25%d	97 / 29%d	113 / 25%d	199 / 22%	119 / 23%	57 / 25%	88 / 25%	33 / 20%	24 / 23%	60 / 29%uv	44 / 25%	41 / 26%	40 / 23%	27 / 29%v	31 / 25%	60 / 23%	69 / 21%	36 / 18%
4-7 (NET)	1264 / 63%	625 / 60%	639 / 67%a	102 / 68%g	324 / 64%g	234 / 67%g	201 / 61%	267 / 58%	578 / 64%	319 / 62%	146 / 65%	220 / 63%	90 / 55%	69 / 66%	128 / 62%	111 / 63%	104 / 66%l	110 / 64%	61 / 66%	79 / 65%	161 / 61%	222 / 66%l	129 / 63%
8-10 (NET)	271 / 14%	172 / 16%b	99 / 10%	15 / 10%	88 / 17%cef	28 / 8%	31 / 9%	81 / 18%cef	133 / 15%j	78 / 15%j	21 / 9%	39 / 11%	42 / 25%mnopq rstu	12 / 11%	20 / 10%	21 / 12%	12 / 8%	22 / 13%	5 / 5%	12 / 10%	41 / 16%pr	45 / 13%r	39 / 19%nprs
1 Terrible	135 / 7%	76 / 7%	59 / 6%	11 / 7%	23 / 5%	32 / 9%d	33 / 10%dg	26 / 6%	52 / 6%	37 / 7%	16 / 7%	29 / 8%	6 / 4%	5 / 5%	19 / 9%l	16 / 9%l	13 / 8%	14 / 8%	10 / 11%lu	8 / 7%	17 / 6%	17 / 5%	10 / 5%
2	103 / 5%	55 / 5%	48 / 5%	9 / 6%	20 / 4%	21 / 6%	12 / 4%	30 / 7%	44 / 5%	23 / 4%	16 / 7%	20 / 6%	7 / 4%	3 / 3%	12 / 6%	5 / 3%	12 / 8%or	8 / 5%	1 / 1%	7 / 6%	19 / 7%or	19 / 6%	10 / 5%
3	227 / 11%	116 / 11%	111 / 12%	14 / 9%	48 / 10%	35 / 10%	52 / 16%de	57 / 12%	103 / 11%	59 / 11%	25 / 11%	39 / 11%	20 / 12%	16 / 15%v	29 / 14%v	23 / 13%	16 / 10%	18 / 10%	16 / 17%tuv	16 / 13%	24 / 9%	33 / 10%	16 / 8%
4	254 / 13%	131 / 13%	123 / 13%	30 / 20%dfg	58 / 12%	56 / 16%g	38 / 12%	43 / 9%	92 / 10%	69 / 13%	28 / 13%	65 / 19%hi	18 / 11%	12 / 11%	31 / 15%s	25 / 14%	21 / 13%	17 / 10%	16 / 17%s	9 / 7%	29 / 11%	50 / 15%s	26 / 13%
5	467 / 23%	188 / 18%	279 / 29%a	40 / 26%	135 / 27%g	95 / 27%g	70 / 21%	90 / 20%	207 / 23%	117 / 23%	68 / 30%hik	74 / 21%	32 / 19%	25 / 24%	37 / 18%	44 / 25%	40 / 25%	48 / 28%n	21 / 23%	30 / 25%	54 / 21%	90 / 27%n	46 / 23%
6	282 / 14%	159 / 15%	123 / 13%	13 / 9%	57 / 11%	52 / 15%	53 / 16%cd	74 / 16%cd	142 / 16%l	60 / 12%	29 / 13%	51 / 15%	19 / 12%	15 / 14%	31 / 15%	18 / 10%	22 / 14%	29 / 17%	13 / 14%	18 / 15%	41 / 16%	49 / 15%	27 / 13%
7	261 / 13%	147 / 14%	114 / 12%	19 / 13%	74 / 15%e	31 / 9%	40 / 12%	60 / 13%	137 / 15%jk	73 / 14%k	21 / 9%	30 / 9%	21 / 13%	17 / 16%	29 / 14%	24 / 14%	21 / 13%	16 / 9%	11 / 12%	22 / 18%qu	37 / 14%	33 / 10%	30 / 15%
8	178 / 9%	115 / 11%b	63 / 7%	9 / 6%	51 / 10%e	22 / 6%	24 / 7%	56 / 12%cef	82 / 9%	53 / 10%	16 / 7%	27 / 8%	21 / 13%np	9 / 9%	11 / 5%	17 / 10%p	5 / 3%	13 / 8%	5 / 5%	8 / 7%	27 / 10%np	31 / 9%p	31 / 15%npqrsu
9	65 / 3%	43 / 4%b	22 / 2%	2 / 1%	31 / 6%cefg	3 / 1%	4 / 1%	15 / 3%e	34 / 4%	19 / 4%	3 / 1%	9 / 3%	18 / 11%mnopqr stuv	1 / 1%	5 / 2%	1 / 1%	6 / 4%o	6 / 3%	-	2 / 2%	10 / 4%o	12 / 4%o	4 / 2%
10 Excellent	28 / 1%	14 / 1%	14 / 1%	4 / 3%	6 / 1%	3 / 1%	3 / 1%	10 / 2%	17 / 2%	6 / 1%	2 / 1%	3 / 1%	3 / 2%	2 / 2%	4 / 2%	3 / 2%	1 / 1%	3 / 2%	-	2 / 2%	4 / 2%	2 / 1%	4 / 2%
Mean	5.09	5.20b	4.97	4.85	5.41cef	4.69	4.78	5.26cef	5.27jk	5.13jk	4.78	4.78	5.65nopq rstu	5.16r	4.81	4.92	4.79	5.03	4.56	5.08	5.21r	5.07r	5.43nopru
Standard Deviation	2.11	2.21	1.99	2.07	2.08	1.97	2.09	2.20	2.11	2.15	1.98	2.07	2.26	1.99	2.17	2.10	2.07	2.12	1.90	2.08	2.19	1.99	2.10
Standard Error	0.047	0.068	0.064	0.168	0.093	0.105	0.115	0.103	0.070	0.095	0.132	0.111	0.176	0.194	0.151	0.159	0.165	0.161	0.197	0.188	0.135	0.109	0.147

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 33

Absolutes/col percents

Q11. Please can you rate for performance: Vince Cable, the Business Secretary

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	465 23%	301 25%x	164 21%	64 10%	230 39%y	129 21%B	65 10%	71 27%AB	200 41%ABC	49 11%	162 39%EGJ	68 15%	87 44%EGJ	5 28%	94 20%EG
4-7 (NET)	1264 63%	723 60%	541 69%w	429 70%z	318 54%	406 65%D	423 68%D	170 65%D	265 54%	293 66%FH	225 54%	314 68%FH	101 51%	11 61%	320 69%FH
8-10 (NET)	271 14%	189 16%x	82 10%	119 19%z	37 6%	92 15%CD	134 22%ACD	20 8%	25 5%	99 22%FHJ	28 7%	80 17%FHJ	10 5%	2 11%	52 11%FH
1 Terrible	135 7%	81 7%	54 7%	14 2%	77 13%y	30 5%B	11 2%	20 8%B	74 15%ABC	4 1%	56 13%EGJ	20 4%E	33 17%EGJ	3 17%	19 4%E
2	103 5%	74 6%x	29 4%	14 2%	52 9%y	29 5%B	12 2%	19 7%B	43 9%AB	11 2%	35 8%EGJ	13 3%	22 11%EGJ	1 6%	21 5%
3	227 11%	146 12%	81 10%	36 6%	101 17%y	70 11%B	42 7%	32 12%B	83 17%AB	34 8%	71 17%EGJ	35 8%	32 16%EG	1 6%	54 12%EG
4	254 13%	134 11%	120 15%w	69 11%	87 15%	87 14%B	58 9%	41 16%B	68 14%B	50 11%	56 13%	52 11%	30 15%	3 17%	63 14%
5	467 23%	249 21%	218 28%w	136 22%	131 22%	140 22%	149 24%	65 25%	113 23%	98 22%	99 24%H	107 23%	33 17%	4 22%	126 27%H
6	282 14%	177 15%	105 13%	108 18%z	61 10%	92 15%	103 17%D	34 13%	53 11%	69 16%F	42 10%	74 16%F	23 12%	2 11%	72 15%F
7	261 13%	163 13%	98 12%	116 19%z	39 7%	87 14%D	113 18%ACD	30 11%D	31 6%	76 17%FH	28 7%	81 18%FHJ	15 8%	2 11%	59 13%F
8	178 9%	114 9%	64 8%	73 12%z	25 4%	56 9%D	88 14%ACD	15 6%	19 4%	62 14%FHJ	17 4%	56 12%FHJ	6 3%	1 6%	36 8%FH
9	65 3%	55 5%x	10 1%	30 5%z	9 2%	27 4%CD	30 5%CD	4 2%	4 1%	27 6%FGHJ	10 2%	15 3%H	1 1%	1 6%	11 2%
10 Excellent	28 1%	20 2%	8 1%	16 3%z	3 1%	9 1%	16 3%CD	1 *	2 *	10 2%F	1 *	9 2%F	3 1%	-	5 1%
Mean	5.09	5.16	4.98	5.85z	4.17	5.24CD	5.92ACD	4.69D	4.06	5.90FGHJ	4.20	5.58FHJ	3.98	4.61	5.12FH
Standard Deviation	2.11	2.20	1.95	1.91	2.05	2.07	1.89	1.97	2.02	1.91	2.07	2.00	2.14	2.38	1.91
Standard Error	0.047	0.063	0.070	0.077	0.085	0.083	0.076	0.122	0.091	0.091	0.102	0.093	0.152	0.561	0.089

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS

ONLINE Fieldwork : 24th February - 3rd March 2011

Table 34

Absolutes/col percents

Q11. Please can you rate for performance: William Hague, the Foreign Secretary

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	360 18%	178 17%	182 19%	33 22%	82 16%	75 21%	68 21%	74 16%	141 15%	91 18%	53 24%h	74 21%h	27 16%	21 20%	54 26%lopstuv	22 13%	27 17%	38 22%ou	27 29%lopstuv	20 16%	46 18%	42 13%	36 18%
4-7 (NET)	1186 59%	605 58%	581 61%	104 69%fg	307 61%	222 63%g	193 59%	253 55%	533 59%	313 61%	135 60%	204 59%	79 48%	58 55%	110 53%	106 60%l	104 66%lnr	105 61%l	48 52%	71 58%	162 62%l	220 65%lnr	123 60%l
8-10 (NET)	454 23%	261 25%b	193 20%	14 9%	114 23%ce	53 15%	68 21%c	134 29%cdef	236 26%jk	112 22%	36 16%	69 20%	59 36%npqrt uv	26 25%	44 21%	48 27%pq	26 17%	29 17%	18 19%	31 25%	54 21%	74 22%	45 22%
1 Terrible	106 5%	43 4%	63 7%a	11 7%	22 4%	22 6%	22 7%	21 5%	40 4%	24 5%	17 8%	24 7%	7 4%	5 5%	19 9%otu	6 3%	7 4%	16 9%otu	10 11%lotuv	6 5%	11 4%	10 3%	9 4%
2	100 5%	60 6%	40 4%	4 3%	24 5%	23 7%	18 5%	21 5%	41 5%	26 5%	14 6%	19 5%	4 2%	8 8%l	14 7%	5 3%	7 4%	10 6%	4 4%	17 6%	12 4%	12 6%
3	154 8%	75 7%	79 8%	18 12%	36 7%	30 9%	28 9%	32 7%	60 7%	41 8%	22 10%	31 9%	16 10%	8 8%	21 10%	11 6%	13 8%	12 7%	13 14%ostu	7 6%	18 7%	20 6%	15 7%
4	198 10%	89 9%	109 11%a	22 15%	58 12%	33 9%	37 11%	42 9%	72 8%	48 9%	22 10%	56 16%hij	12 7%	8 8%	20 10%	15 9%	21 13%	15 9%	13 14%	12 10%	26 10%	37 11%	19 9%
5	359 18%	155 15%	204 21%a	35 23%g	103 20%g	72 21%g	57 17%	59 13%	160 18%	97 19%	46 21%	56 16%	17 10%	21 20%l	34 16%	42 24%lv	39 25%lnrtv	34 20%	13 14%	27 22%lv	44 17%	62 18%l	26 13%
6	308 15%	159 15%	149 16%	18 12%	69 14%	64 18%	49 15%	81 18%	146 16%	80 16%	33 15%	49 14%	26 16%	9 9%	32 15%	31 18%m	16 10%	22 13%	11 12%	17 14%	39 15%	63 19%mp	42 21%mpq
7	321 16%	202 19%b	119 12%	29 19%	77 15%	53 15%	50 15%	71 15%	155 17%k	88 17%	34 15%	43 12%	24 15%	20 19%o	24 12%	18 10%	28 18%o	34 20%no	11 12%	15 12%	53 20%no	58 17%o	36 18%o
8	297 15%	176 17%b	121 13%	10 7%	75 15%ce	34 10%	50 15%ce	78 17%ce	157 17%j	70 14%	22 10%	48 14%	40 24%npqrt uv	17 16%	33 16%	35 20%pqu	15 10%	16 9%	10 11%	19 16%	38 15%	42 13%	32 16%
9	114 6%	64 6%	50 5%	4 3%	26 5%	16 5%	12 4%	42 9%cdef	61 7%	29 6%	10 4%	14 4%	15 9%nv	6 6%	8 4%	9 5%	8 5%	9 5%	6 6%	8 7%	14 5%	23 7%	8 4%
10 Excellent	43 2%	21 2%	22 2%	- -	13 3%c	3 1%	6 2%	14 3%ce	18 2%	13 3%	4 2%	7 2%	4 2%	3 3%	3 1%	4 2%	3 2%	4 2%	2 2%	4 3%	2 1%	9 3%	5 2%
Mean	5.64	5.82b	5.44	5.05	5.65ce	5.29	5.43	5.96cd ef	5.86jk	5.66jk	5.23	5.29	6.15npqr t	5.68	5.22	5.86nqr	5.43	5.35	5.06	5.70	5.64nr	5.86npqr	5.72nr
Standard Deviation	2.21	2.19	2.21	1.99	2.16	2.14	2.24	2.27	2.16	2.18	2.24	2.25	2.25	2.31	2.36	2.04	2.09	2.34	2.45	2.26	2.13	2.05	2.17
Standard Error	0.049	0.068	0.072	0.162	0.096	0.114	0.123	0.105	0.072	0.096	0.150	0.121	0.175	0.226	0.164	0.154	0.167	0.178	0.254	0.204	0.132	0.112	0.152

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 34

Absolutes/col percents

Q11. Please can you rate for performance: William Hague, the Foreign Secretary

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	360 / 18%	196 / 16%	164 / 21%w	48 / 8%	196 / 34%y	77 / 12%B	54 / 9%	63 / 24%AB	166 / 34%ABC	35 / 8%	139 / 33%EGJ	51 / 11%	53 / 27%EGJ	4 / 22%	78 / 17%EG
4-7 (NET)	1186 / 59%	683 / 56%	503 / 64%w	343 / 56%	330 / 56%	363 / 58%	376 / 60%	163 / 62%	284 / 58%	250 / 57%	238 / 57%	277 / 60%	108 / 55%	12 / 67%	301 / 65%EFH
8-10 (NET)	454 / 23%	334 / 28%x	120 / 15%	221 / 36%z	59 / 10%	187 / 30%CD	192 / 31%CD	35 / 13%D	40 / 8%	156 / 35%FGHJ	38 / 9%	134 / 29%FHJ	37 / 19%F	2 / 11%	87 / 19%F
1 Terrible	106 / 5%	57 / 5%	49 / 6%	6 / 1%	67 / 11%y	20 / 3%B	8 / 1%	16 / 6%AB	62 / 13%ABC	3 / 1%	58 / 14%EGHJ	11 / 2%E	16 / 8%EGJ	2 / 11%	16 / 3%E
2	100 / 5%	55 / 5%	45 / 6%	19 / 3%	53 / 9%y	21 / 3%	13 / 2%	21 / 8%AB	45 / 9%AB	13 / 3%	36 / 9%EGJ	12 / 3%	14 / 7%EG	2 / 11%	23 / 5%
3	154 / 8%	84 / 7%	70 / 9%	23 / 4%	76 / 13%y	36 / 6%	33 / 5%	26 / 10%AB	59 / 12%AB	19 / 4%	45 / 11%EG	28 / 6%	23 / 12%EG	-	39 / 8%E
4	198 / 10%	111 / 9%	87 / 11%	41 / 7%	88 / 15%y	50 / 8%	45 / 7%	40 / 15%AB	63 / 13%AB	37 / 8%	52 / 13%EG	36 / 8%	26 / 13%G	6 / 33%	41 / 9%
5	359 / 18%	189 / 16%	170 / 22%w	87 / 14%	106 / 18%	108 / 17%	105 / 17%	48 / 18%	98 / 20%	60 / 14%	83 / 20%E	74 / 16%	31 / 16%	2 / 11%	109 / 23%EGH
6	308 / 15%	181 / 15%	127 / 16%	82 / 13%	85 / 15%	92 / 15%	109 / 18%	39 / 15%	68 / 14%	69 / 16%	60 / 14%	75 / 16%	21 / 11%	1 / 6%	82 / 18%H
7	321 / 16%	202 / 17%	119 / 15%	133 / 22%z	51 / 9%	113 / 18%D	117 / 19%D	36 / 14%	55 / 11%	84 / 19%F	43 / 10%	92 / 20%FJ	30 / 15%	3 / 17%	69 / 15%F
8	297 / 15%	215 / 18%x	82 / 10%	136 / 22%z	44 / 8%	123 / 20%CD	123 / 20%CD	28 / 11%D	23 / 5%	99 / 22%FHJ	25 / 6%	87 / 19%FJ	26 / 13%F	2 / 11%	58 / 12%F
9	114 / 6%	87 / 7%x	27 / 3%	57 / 9%z	11 / 2%	51 / 8%CD	44 / 7%CD	5 / 2%	14 / 3%	39 / 9%FHJ	12 / 3%	35 / 8%FJ	8 / 4%	-	20 / 4%
10 Excellent	43 / 2%	32 / 3%	11 / 1%	28 / 5%z	4 / 1%	13 / 2%D	25 / 4%ACD	2 / 1%	3 / 1%	18 / 4%F	1 / *	12 / 3%F	3 / 2%	-	9 / 2%F
Mean	5.64	5.88x	5.27	6.56z	4.51	6.10CD	6.34ACD	5.02D	4.50	6.48FGHJ	4.50	6.19FHJ	5.14F	4.61	5.57FH
Standard Deviation	2.21	2.23	2.12	1.96	2.18	2.09	1.93	2.11	2.20	1.95	2.23	2.01	2.33	2.23	2.04
Standard Error	0.049	0.064	0.076	0.079	0.090	0.083	0.078	0.130	0.099	0.093	0.109	0.094	0.166	0.525	0.094

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 35

Absolutes/col percents

Q11. Please can you rate for performance: Ken Clarke, the Justice Secretary

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	443 22%	242 23%	201 21%	33 22%	93 18%	66 19%	92 28%de	106 23%	172 19%	112 22%	66 29%hi	91 26%h	21 13%	24 23%l	57 27%lu	38 22%l	33 21%l	40 23%l	31 33%loptuv	29 24%l	59 23%l	66 20%	45 22%l
4-7 (NET)	1309 65%	649 62%	660 69%a	111 74%dfg	320 64%	256 73%dfg	211 64%	290 63%	611 67%	340 66%	138 62%	220 63%	103 62%	67 64%	130 63%	117 66%	111 71%q	108 63%	55 59%	78 64%	160 61%	243 72%lnqrt	137 67%
8-10 (NET)	248 12%	153 15%b	95 10%	7 5%	90 18%cef	28 8%	26 8%	65 14%cef	127 14%j	64 12%	20 9%	36 10%	41 25%mnopqrstuv	14 13%	21 10%	21 12%	13 8%	24 14%u	7 8%	15 12%	43 16%npru	27 8%	22 11%
1 Terrible	141 7%	73 7%	68 7%	8 5%	25 5%	26 7%	27 8%	37 8%	49 5%	29 6%	28 13%hi	34 10%hi	5 3%	8 8%	21 10%ltu	14 8%l	11 7%	17 10%ltu	11 12%ltu	12 9%l	12 5%	16 5%	15 7%
2	124 6%	77 7%b	47 5%	3 2%	27 5%	14 4%	28 9%ce	32 7%c	57 6%	33 6%	12 5%	22 6%	6 4%	6 6%	15 7%	10 6%	11 7%	12 7%	4 4%	8 7%	21 8%	21 6%	10 5%
3	178 9%	92 9%	86 9%	22 15%deg	41 8%	26 7%	37 11%	37 8%	66 7%	50 10%	26 12%h	35 10%	10 6%	10 10%	21 10%	14 8%	11 7%	11 6%	16 17%lopqsu	10 8%	26 10%	29 9%	20 10%
4	239 12%	110 11%	129 13%a	25 17%g	54 11%	45 13%	49 15%g	47 10%	92 10%	71 14%h	25 11%	51 15%h	12 7%	11 10%	35 17%lq	25 14%lq	23 15%lq	10 6%	15 16%lq	15 12%	30 11%	41 12%q	22 11%
5	480 24%	200 19%	280 29%a	38 25%	136 27%fg	109 31%fg	66 20%	89 19%	240 26%l	106 21%	48 21%	86 25%	30 18%	25 24%	46 22%	52 30%ltv	48 31%ltv	52 30%ltv	18 19%	26 21%	53 20%	90 27%l	40 20%
6	309 15%	159 15%	150 16%	24 16%	55 11%	62 18%d	62 19%d	77 17%d	140 15%	86 17%	36 16%	47 14%	37 22%mnop	12 11%	26 13%	19 11%	20 13%	26 15%	13 14%	20 16%	40 15%	54 16%	42 21%mno
7	281 14%	180 17%b	101 11%	24 16%	75 15%	40 11%	34 10%	77 17%ef	139 15%k	77 15%	29 13%	36 10%	24 15%	19 18%	23 11%	21 12%	20 13%	20 12%	9 10%	17 14%	37 14%	58 17%n	33 16%
8	163 8%	100 10%b	63 7%	3 2%	56 11%cef	21 6%	20 6%	38 8%c	85 9%	39 8%	15 7%	24 7%	22 13%npu	9 9%	9 4%	15 9%	9 6%	19 11%nu	6 6%	11 9%	28 11%nu	17 5%	18 9%
9	65 3%	41 4%	24 3%	4 3%	27 5%ef	4 1%	5 2%	19 4%ef	35 4%	15 3%	2 1%	12 3%	15 9%opqrsuv	4 4%v	10 5%uv	6 3%v	4 3%	3 2%	1 1%	2 2%	13 5%uv	6 2%	1 *
10 Excellent	20 1%	12 1%	8 1%	-	7 1%	3 1%	1 *	8 2%	7 1%	10 2%k	3 1%k	-	4 2%o	1 1%	2 1%	-	-	2 1%	-	2 2%	2 1%	4 1%	3 1%
Mean	5.09	5.22b	4.96	4.91	5.40cef	4.98	4.70	5.21f	5.28jk	5.16jk	4.72	4.76	5.98mnopqrstuv	5.16r	4.73	4.95	4.88	5.05r	4.46	5.02	5.26nr	5.12nr	5.14nr
Standard Deviation	2.09	2.19	1.97	1.78	2.12	1.89	2.02	2.23	2.04	2.09	2.18	2.09	2.07	2.17	2.18	2.04	1.94	2.17	2.04	2.17	2.14	1.92	2.05
Standard Error	0.047	0.068	0.064	0.145	0.094	0.101	0.111	0.104	0.068	0.092	0.146	0.112	0.161	0.211	0.151	0.154	0.155	0.166	0.212	0.197	0.132	0.105	0.144

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 35

Absolutes/col percents

Q11. Please can you rate for performance: Ken Clarke, the Justice Secretary

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	443 22%	270 22%	173 22%	68 11%	225 38%y	127 20%B	69 11%	72 28%AB	175 36%ABC	47 11%	144 35%EGJ	63 14%	89 45%EFGJ	6 33%	94 20%EG
4-7 (NET)	1309 65%	754 62%	555 71%w	420 69%z	325 56%	409 65%D	444 71%ACD	165 63%	291 59%	305 69%FH	239 58%H	323 70%FH	94 47%	12 67%	336 72%FH
8-10 (NET)	248 12%	189 16%x	59 7%	124 20%z	35 6%	91 15%CD	109 18%CD	24 9%D	24 5%	89 20%FHJ	32 8%	76 16%FHJ	15 8%	-	36 8%
1 Terrible	141 7%	79 7%	62 8%	11 2%	79 14%y	34 5%B	14 2%	25 10%AB	68 14%AB	6 1%	56 13%EGJ	15 3%	37 19%EGJ	2 11%	25 5%E
2	124 6%	88 7%x	36 5%	24 4%	63 11%y	44 7%B	15 2%	18 7%B	47 10%B	17 4%	38 9%EG	16 3%	24 12%EGJ	1 6%	28 6%
3	178 9%	103 8%	75 10%	33 5%	83 14%y	49 8%	40 6%	29 11%B	60 12%AB	24 5%	50 12%EG	32 7%	28 14%EGJ	3 17%	41 9%
4	239 12%	137 11%	102 13%	65 11%	80 14%	88 14%B	52 8%	38 15%B	61 12%B	55 12%	54 13%	46 10%	21 11%	3 11%	61 13%
5	480 24%	244 20%	236 30%w	138 23%	130 22%	137 22%	162 26%	57 22%	124 25%	94 21%	100 24%H	107 23%H	30 15%	5 28%	144 31%EFGH
6	309 15%	193 16%	116 15%	101 17%z	70 12%	93 15%	116 19%D	35 13%	65 13%	81 18%F	50 12%	75 16%	26 13%	4 22%	73 16%
7	281 14%	180 15%	101 13%	116 19%z	45 8%	91 15%D	114 18%D	35 13%D	41 8%	75 17%FH	35 8%	95 21%FHJ	17 9%	1 6%	58 12%
8	163 8%	118 10%x	45 6%	76 12%z	26 4%	56 9%D	75 12%CD	16 6%	16 3%	49 11%FHJ	18 4%	58 13%FHJ	9 5%	-	29 6%
9	65 3%	54 4%x	11 1%	33 5%z	7 1%	27 4%D	24 4%D	7 3%	7 1%	28 6%FGHJ	13 3%	14 3%	4 2%	-	6 1%
10 Excellent	20 1%	17 1%x	3 *	15 2%z	2 *	8 1%D	10 2%D	1 *	1 *	12 3%FGJ	1 *	4 1%	2 1%	-	1 *
Mean	5.09	5.23x	4.88	5.85z	4.19	5.22CD	5.77ACD	4.75D	4.25	5.84FHJ	4.37	5.64FHJ	4.07	4.28	4.95FH
Standard Deviation	2.09	2.19	1.91	1.94	2.07	2.11	1.83	2.11	2.05	1.94	2.15	1.90	2.32	1.78	1.83
Standard Error	0.047	0.063	0.068	0.078	0.086	0.084	0.073	0.131	0.092	0.092	0.106	0.088	0.165	0.419	0.085

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 36

Absolutes/col percents

Q11. Please can you rate for performance: Theresa May, the Home Secretary

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	442 22%	222 21%	220 23%	29 19%	94 19%	76 22%	101 31%cdeg	106 23%	183 20%	113 22%	60 27%h	85 24%	18 11%	26 25%l	61 29%ltu	38 22%l	35 22%l	45 26%l	29 31%ltu	25 20%l	52 20%l	63 19%l	50 25%l
4-7 (NET)	1318 66%	666 64%	652 68%a	112 74%dfg	310 62%	249 71%df	208 63%	300 65%	619 68%	334 65%	139 62%	225 65%	106 64%	63 60%	124 60%	124 70%n	111 71%n	108 63%	58 62%	84 69%	166 63%	237 71%mn	137 67%
8-10 (NET)	240 12%	156 15%b	84 9%	10 7%	99 20%cefg	25 7%	20 6%	55 12%ef	108 12%	69 13%	25 11%	37 11%	41 25%nopqrstuv	16 15%p	23 11%	14 8%	11 7%	19 11%	6 6%	13 11%	44 17%opruv	36 11%	17 8%
1 Terrible	127 6%	61 6%	66 7%	12 8%	27 5%	20 6%	33 10%deg	23 5%	49 5%	30 6%	20 9%h	27 8%	3 2%	2 2%	22 11%lmsu	13 7%lm	10 6%l	14 8%lm	9 10%lm	5 4%	18 7%l	16 5%	15 7%lm
2	123 6%	74 7%	49 5%	4 3%	37 7%c	21 6%	21 6%	34 7%c	63 7%	30 6%	13 6%	17 5%	9 5%	11 10%ou	13 6%	6 3%	12 8%	16 9%ou	8 9%	6 5%	16 6%	14 4%	12 6%
3	192 10%	87 8%	105 11%a	13 9%	30 6%	35 10%d	47 14%d	49 11%d	71 8%	53 10%	27 12%h	41 12%h	6 4%	13 12%l	26 13%lt	19 11%l	13 8%	15 9%	12 13%l	14 11%l	18 7%	33 10%l	23 11%l
4	279 14%	138 13%	141 15%	28 19%d	54 11%	50 14%	58 18%d	59 13%	107 12%	71 14%	32 14%	69 20%hi	23 14%	10 10%	31 15%	27 15%	20 13%	17 10%	11 11%	17 14%	36 14%	54 16%	34 17%
5	479 24%	212 20%	267 28%a	43 28%f	126 25%	104 30%fg	65 20%	99 21%	236 26%l	108 21%	56 25%	79 23%	37 22%	24 23%	47 23%	47 27%t	47 30%tv	47 27%t	20 20%	28 23%	49 19%	95 28%tv	39 19%
6	309 15%	152 15%	157 16%	20 13%	75 15%	61 17%	53 16%	68 15%	145 16%	84 16%	32 14%	48 14%	26 16%	11 10%	26 13%	28 16%	23 15%	21 12%	17 17%	20 16%	56 21%mnqu	44 13%	38 19%
7	251 13%	164 16%b	87 9%	21 14%	55 11%	34 10%	32 10%	74 16%def	131 14%jk	71 14%jk	19 8%	29 8%	20 12%	18 17%t	20 10%	22 13%	21 13%	23 13%	13 14%	19 16%	25 10%	44 13%	26 13%
8	165 8%	105 10%b	60 6%	6 4%	59 12%cef	18 5%	16 5%	41 9%cef	74 8%	48 9%	23 10%k	20 6%	19 12%p	10 10%	15 7%	11 6%	7 4%	16 9%	5 5%	10 8%	33 13%opuv	25 7%	14 7%
9	60 3%	43 4%b	17 2%	3 2%	31 6%cefg	6 2%	3 1%	12 3%	29 3%j	15 3%j	1 *	14 4%j	18 11%nopqrstuv	5 5%v	7 3%v	2 1%	2 1%	2 1%	1 1%	2 2%	9 3%v	11 3%v	1 *
10 Excellent	15 1%	8 1%	7 1%	1 1%	9 2%eg	1 *	1 *	2 *	5 1%	6 1%	1 *	3 1%	4 2%u	1 1%	1 *	1 1%	2 1%u	1 1%	-	1 1%	2 1%	-	2 1%
Mean	5.04	5.22b	4.85	4.89f	5.39cefg	4.85f	4.50	5.10f	5.15jk	5.14jk	4.75	4.79	5.85mnopqrstuv	5.24nr	4.68	4.90	4.89	4.87	4.65	5.15	5.23nr	5.07n	4.85
Standard Deviation	2.04	2.13	1.92	1.89	2.19	1.83	1.97	2.03	2.00	2.07	2.03	2.04	2.10	2.11	2.15	1.91	1.94	2.10	2.06	1.92	2.12	1.88	1.99
Standard Error	0.046	0.066	0.062	0.154	0.098	0.098	0.109	0.095	0.066	0.091	0.136	0.110	0.163	0.206	0.149	0.144	0.155	0.160	0.214	0.174	0.131	0.103	0.139

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 36

Absolutes/col percents

Q11. Please can you rate for performance: Theresa May, the Home Secretary

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	442 22%	258 21%	184 23%	57 9%	223 38%y	117 19%B	73 12%	74 28%AB	178 36%ABC	52 12%	151 36%EGJ	63 14%	72 36%EGJ	6 33%	98 21%EG
4-7 (NET)	1318 66%	779 64%	539 68%w	425 69%z	324 55%	415 66%D	449 72%ACD	167 64%	287 59%	290 66%FH	230 55%	341 74%EFH	112 57%	12 67%	333 71%FH
8-10 (NET)	240 12%	176 15%x	64 8%	130 21%z	38 6%	95 15%CD	100 16%CD	20 8%	25 5%	99 22%FGHJ	34 8%	58 13%FHJ	14 7%	-	35 8%
1 Terrible	127 6%	70 6%	57 7%	12 2%	71 12%y	30 5%B	13 2%	20 8%B	64 13%ABC	10 2%	56 13%EGJ	19 4%	21 11%EGJ	2 11%	19 4%
2	123 6%	72 6%	51 6%	14 2%	63 11%y	36 6%B	17 3%	19 7%B	51 10%AB	14 3%	43 10%EGJ	11 2%	23 12%EGJ	2 11%	30 6%EG
3	192 10%	116 10%	76 10%	31 5%	89 15%y	51 8%	43 7%	35 13%AB	63 13%AB	28 6%	52 13%EG	33 7%	28 14%EG	2 11%	49 11%E
4	279 14%	163 13%	116 15%	67 11%	101 17%y	90 14%B	63 10%	42 16%B	84 17%B	56 13%	62 15%	56 12%	33 17%	2 11%	70 15%
5	479 24%	265 22%	214 27%w	146 24%	121 21%	144 23%	165 27%D	72 28%D	98 20%	99 22%	90 22%	113 24%	38 19%	4 22%	135 29%EFH
6	309 15%	180 15%	129 16%	96 16%	70 12%	93 15%	116 19%D	35 13%	65 13%	59 13%	48 12%	94 20%EFH	24 12%	4 22%	80 17%F
7	251 13%	171 14%x	80 10%	116 19%z	32 5%	88 14%CD	105 17%CD	18 7%	40 8%	76 17%FHJ	30 7%	78 17%FHJ	17 9%	2 11%	48 10%
8	165 8%	119 10%x	46 6%	85 14%z	29 5%	67 11%CD	64 10%CD	15 6%	19 4%	63 14%FGHJ	22 5%	43 9%FH	8 4%	-	29 6%
9	60 3%	48 4%x	12 2%	33 5%z	7 1%	26 4%CD	25 4%D	4 2%	5 1%	29 7%FGJ	9 2%	10 2%	6 3%	-	6 1%
10 Excellent	15 1%	9 1%	6 1%	12 2%z	2 *	2 *	11 2%AD	1 *	1 *	7 2%J	3 1%	5 1%J	-	-	-
Mean	5.04	5.19x	4.82	5.91z	4.16	5.26CD	5.68ACD	4.57D	4.20	5.81FGHJ	4.29	5.46FHJ	4.31	4.33	4.90FH
Standard Deviation	2.04	2.09	1.94	1.88	2.01	2.03	1.84	1.92	2.03	1.99	2.16	1.85	2.08	1.94	1.77
Standard Error	0.046	0.060	0.069	0.076	0.083	0.081	0.074	0.119	0.092	0.095	0.106	0.086	0.148	0.457	0.082

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/z - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 37

Absolutes/col percents

Q11. Please can you rate for performance: Boris Johnson, the Mayor of London

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1-3 (NET)	401 20%	196 19%	205 21%	25 17%	89 18%	73 21%	85 26%cdg	87 19%	168 18%	105 20%	51 23%	76 22%	24 15%	23 22%	66 32%lopstuv	35 20%	33 21%	49 28%ltuv	31 33%lopstuv	25 20%	36 14%	49 15%	30 15%
4-7 (NET)	1130 57%	552 53%	578 60%a	95 63%	276 55%	205 59%	182 55%	265 57%	527 58%	283 55%	123 55%	196 56%	91 55%	58 55%	113 54%	110 63%rt	94 60%t	92 53%	46 49%	65 53%	124 47%	210 63%rt	127 62%rt
8-10 (NET)	469 23%	296 28%b	173 18%	31 21%	138 27%ef	72 21%	62 19%	109 24%	215 24%	128 25%	50 22%	75 22%	50 30%nopqr	24 23%n	29 14%	31 18%	30 19%	31 18%	16 17%	32 26%n	102 39%mnopqrsuv	77 23%n	47 23%n
1 Terrible	145 7%	72 7%	73 8%	6 4%	38 8%	22 6%	31 9%c	30 7%	58 6%	38 7%	20 9%	28 8%	11 7%u	9 9%u	26 13%otuv	11 6%u	14 9%tu	19 11%tuv	16 17%lostuv	10 8%u	11 4%	8 2%	10 5%
2	86 4%	50 5%	36 4%	4 3%	19 4%	21 6%	13 4%	22 5%	35 4%	24 5%	8 4%	19 5%	2 1%	7 7%l	9 4%	8 5%	7 4%	12 7%l	6 6%l	3 2%	14 5%l	12 4%	6 3%
3	170 9%	74 7%	96 10%a	15 10%	32 6%	30 9%	41 12%dg	35 8%	75 8%	43 8%	23 10%	29 8%	11 7%	7 7%	31 15%lmptuv	16 9%t	12 8%	18 10%t	9 10%	12 10%t	11 4%	29 9%t	14 7%
4	216 11%	96 9%	120 13%a	19 13%	50 10%	34 10%	43 13%	53 11%	89 10%	56 11%	31 14%	40 12%	19 12%	11 10%	25 12%	20 11%	19 12%	14 8%	12 13%	12 10%	29 11%	32 10%	23 11%
5	376 19%	164 16%	212 22%a	30 20%	104 21%	71 20%	59 18%	78 17%	165 18%	96 19%	43 19%	72 21%	31 19%t	17 16%	36 17%	39 22%t	37 24%t	33 19%t	14 15%	20 16%	31 12%	75 22%t	43 21%t
6	259 13%	137 13%	122 13%	22 15%	48 10%	54 15%d	46 14%d	67 15%d	132 15%j	66 13%	21 9%	40 12%	11 7%	15 14%l	21 10%	26 15%l	20 13%	21 12%	7 8%	19 16%l	27 10%	60 18%lnrt	32 16%l
7	279 14%	155 15%	124 13%	24 16%	74 15%	46 13%	34 10%	67 15%	141 15%	65 13%	28 13%	44 13%	30 18%	15 14%	31 15%	25 14%	18 11%	24 14%	13 14%	14 11%	37 14%	43 13%	29 14%
8	234 12%	140 13%b	94 10%	17 11%	58 12%	43 12%	29 9%	62 13%f	118 13%	49 9%	30 13%	37 11%	18 11%n	15 14%n	11 5%	15 9%	17 11%	18 10%	7 8%	19 16%n	44 17%nor	41 12%n	29 14%n
9	155 8%	101 10%b	54 6%	7 5%	55 11%cefg	20 6%	20 6%	32 7%	70 8%	50 10%	14 6%	21 6%	24 15%mnopqrsuv	7 7%	13 6%	10 6%	8 5%	10 6%	5 5%	6 5%	37 14%mnopqrsuv	22 7%	13 6%
10 Excellent	80 4%	55 5%b	25 3%	7 5%	25 5%	9 3%	13 4%	15 3%	27 3%	29 6%h	6 3%	17 5%	8 5%	2 2%	5 2%	6 3%	5 3%	3 2%	4 4%	7 6%	21 8%mnpquv	14 4%	5 2%
Mean	5.57	5.83b	5.29	5.66f	5.78ef	5.44	5.18	5.61f	5.67j	5.62	5.32	5.41	6.03nopqr	5.44	4.88	5.40n	5.28	5.09	4.81	5.64nr	6.33mnopqrsuv	5.80nopqr	5.71nqr
Standard Deviation	2.38	2.46	2.26	2.17	2.45	2.27	2.41	2.32	2.29	2.47	2.39	2.42	2.42	2.40	2.43	2.24	2.32	2.43	2.67	2.43	2.47	2.10	2.14
Standard Error	0.053	0.076	0.073	0.176	0.109	0.121	0.133	0.108	0.076	0.109	0.159	0.130	0.188	0.234	0.168	0.168	0.185	0.185	0.277	0.220	0.153	0.114	0.150

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 37

Absolutes/col percents

Q11. Please can you rate for performance: Boris Johnson, the Mayor of London

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1-3 (NET)	**401** **20%**	237 20%	164 21%	78 13%	169 **29%**y	104 17%	90 14%	61 **23%AB**	146 **30%AB**	57 13%	128 **31%EGHJ**	81 18%	43 **22%E**	9 50%	83 **18%E**
4-7 (NET)	**1130** **57%**	662 55%	468 **59%**w	318 52%	326 56%	326 52%	375 **60%A**	154 59%	275 56%	222 50%	220 53%	264 **57%E**	115 58%	8 44%	301 **65%EFG**
8-10 (NET)	**469** **23%**	314 **26%**x	155 20%	216 **35%**z	90 15%	197 **31%BCD**	157 **25%CD**	46 18%	69 14%	162 **37%FGHJ**	67 16%	117 **25%FJ**	40 20%	1 6%	82 18%
1 Terrible	**145** **7%**	80 7%	65 8%	20 3%	69 **12%**y	30 5%	24 4%	21 **8%B**	70 **14%ABC**	13 3%	64 **15%EGHJ**	25 5%	14 **7%E**	4 22%	25 5%
2	**86** **4%**	52 4%	34 4%	22 4%	32 5%	28 4%	20 3%	11 4%	27 6%	20 5%	17 4%	18 4%	12 6%	- -	19 4%
3	**170** **9%**	105 9%	65 8%	36 6%	68 **12%**y	46 7%	46 7%	29 11%	49 10%	24 5%	47 **11%E**	38 8%	17 9%	5 28%	39 8%
4	**216** **11%**	122 10%	94 12%	46 8%	88 **15%**y	53 8%	63 10%	33 13%	67 **14%A**	43 10%	49 12%	46 10%	25 13%	4 22%	49 11%
5	**376** **19%**	214 18%	162 21%	104 17%	105 18%	105 17%	125 20%	54 21%	92 19%	73 17%	71 17%	78 17%	40 20%	3 17%	111 **24%EFG**
6	**259** **13%**	156 13%	103 13%	82 13%	58 10%	81 13%	90 **14%D**	39 **15%D**	49 10%	51 12%	46 11%	66 14%	20 10%	1 6%	75 **16%EFH**
7	**279** **14%**	170 14%	109 14%	86 14%	75 13%	87 14%	97 16%	28 11%	67 14%	55 12%	54 13%	74 16%	30 15%	- -	66 14%
8	**234** **12%**	136 11%	98 12%	87 **14%**z	47 8%	83 **13%D**	80 **13%D**	29 11%	42 9%	66 **15%F**	29 7%	62 **13%F**	21 11%	- -	56 **12%F**
9	**155** **8%**	116 **10%**x	39 5%	86 **14%**z	29 5%	75 **12%BCD**	52 **8%CD**	10 4%	18 4%	64 **15%FGHJ**	28 7%	36 **8%HJ**	7 4%	1 6%	19 4%
10 Excellent	**80** **4%**	62 **5%**x	18 2%	43 **7%**z	14 2%	39 **6%CD**	25 **4%D**	7 3%	9 2%	32 **7%FGJ**	10 2%	19 **4%J**	12 **6%FJ**	- -	7 2%
Mean	**5.57**	5.72x	5.35	6.32z	4.90	6.04CD	5.88CD	5.19D	4.80	6.30FGHJ	4.89	5.79FJ	5.40F	3.61	5.43F
Standard Deviation	**2.38**	2.43	2.28	2.32	2.39	2.41	2.19	2.25	2.40	2.37	2.52	2.30	2.40	2.03	2.08
Standard Error	**0.053**	0.070	0.081	0.094	0.099	0.096	0.088	0.140	0.108	0.113	0.124	0.107	0.170	0.479	0.096

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 38

Absolutes/col percents

Q12 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
David Cameron and George Osborne	1482 74%	800 77%b	682 71%	93 62%	352 70%	234 67%	244 74%ce	373 81%cdef	713 78%ijk	372 72%	161 72%	235 68%	123 75%t	77 73%	156 75%t	133 76%t	109 69%	124 72%	67 72%	95 78%t	169 65%	268 80%pt	161 79%pt
Ed Miliband and Ed Balls	518 26%	244 23%	274 29%a	58 38%fg	151 30%g	116 33%fg	85 26%g	88 19%	197 22%	144 28%h	63 28%h	112 32%h	42 25%	28 27%	52 25%	43 24%	48 31%uv	48 28%	26 28%	27 22%	93 35%lnosu v	68 20%	43 21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 38

Absolutes/col percents

Q12 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
David Cameron and George Osborne	1482 74%	965 80%x	517 66%	581 95%z	233 40%	600 96%CD	595 96%CD	127 49%D	160 33%	428 97%FGHJ	97 23%	418 90%FHJ	161 81%F	12 67%	366 79%F
Ed Miliband and Ed Balls	518 26%	248 20%	270 34%w	31 5%	352 60%y	27 4%	27 4%	134 51%AB	330 67%ABC	13 3%	318 77%EGHJ	44 10%E	37 19%EG	6 33%	100 21%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 39

Absolutes/col percents

Q13a Please say whether you regard each of the following as a very high/high/medium/quite low/low priority, bearing in mind that govts cannot make everything a high priority

Base : All respondents

	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Protecting the environment	Dealing with crime	Standing up for Britain in the EU	Reforming welfare to stop scroungers and cut benefit dependency	Controlling immigration	Cutting taxes	Supporting marriage through the tax system	Cutting the size of the state	Scrapping unnecessary rules and regulations
Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
TOP 2 (NET)	1889 94%	1653 83%	1507 75%	1330 67%	891 45%	1580 79%	1312 66%	1573 79%	1419 71%	952 48%	641 32%	770 39%	1244 62%
(5) Very high priority	1373 69%	883 44%	672 34%	514 26%	301 15%	690 35%	698 35%	930 47%	838 42%	394 20%	248 12%	291 15%	538 27%
(4) High priority	516 26%	770 39%	835 42%	816 41%	590 30%	890 45%	614 31%	643 32%	581 29%	558 28%	393 20%	479 24%	706 35%
(3) Medium priority	95 5%	310 16%	425 21%	564 28%	759 38%	367 18%	518 26%	331 17%	413 21%	656 33%	583 29%	785 39%	530 27%
(2) Quite low priority	12 1%	29 1%	59 3%	90 5%	272 14%	47 2%	135 7%	74 4%	134 7%	304 15%	435 22%	343 17%	191 10%
(1) Very low priority	4 *	8 *	9 *	16 1%	78 4%	6 *	35 2%	22 1%	34 2%	88 4%	341 17%	102 5%	35 2%
BOTTOM 2 (NET)	16 1%	37 2%	68 3%	106 5%	350 18%	53 3%	170 9%	96 5%	168 8%	392 20%	776 39%	445 22%	226 11%
Mean	4.62	4.25	4.05	3.86	3.38	4.11	3.90	4.19	4.03	3.43	2.89	3.26	3.76
Standard Deviation	0.62	0.79	0.84	0.88	1.02	0.80	1.01	0.92	1.02	1.10	1.26	1.06	1.01
Standard Error	0.014	0.018	0.019	0.020	0.023	0.018	0.023	0.021	0.023	0.025	0.028	0.024	0.023

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 40

Absolutes/col percents

Q13a Priority rating: SUMMARY OF MEANS

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	4.62	4.61	4.63	4.54	4.55	4.59	4.64	4.69cd e	4.63	4.65	4.63	4.56	4.59	4.69	4.61	4.63	4.57	4.60	4.75lpqt u	4.63	4.60	4.62	4.65
Cutting the deficit and the debt	4.25	4.27	4.21	4.14	4.18	4.19	4.21	4.34cd ef	4.26	4.25	4.26	4.18	4.36noq	4.20	4.19	4.17	4.20	4.17	4.23	4.28	4.21	4.29	4.35noq
Improving the NHS	4.05	3.88	4.23a	4.13	4.09	4.03	4.06	4.00	3.99	4.02	4.17hi	4.19hi	4.04	3.90	4.10	4.01	3.94	4.10m	4.19mp	4.01	4.04	4.05	4.14mp
Improving schools	3.86	3.72	4.01a	3.93g	3.92g	3.94g	3.86g	3.70	3.82	3.84	3.88	3.99hi	3.88	3.87	3.88	3.71	3.73	3.90	3.89	3.74	3.99opsv	3.92op	3.82
Protecting the environment	3.38	3.28	3.49a	3.55fg	3.57efg	3.41g	3.28	3.26	3.35	3.36	3.36	3.52hi	3.41s	3.40	3.21	3.32	3.33	3.56noprsu	3.18	3.14	3.68lmnoprsuv	3.31	3.45nrs
Dealing with crime	4.11	4.05	4.17a	4.00	4.15c	4.13	4.14	4.09	4.01	4.14h	4.14h	4.27hi	4.16su	4.10	4.18suv	4.10	4.18suv	4.09	4.20su	3.96	4.24suv	3.99	4.00
Standing up for Britain in the EU	3.90	3.91	3.90	3.57	3.68	3.89cd	3.99cd	4.02cd e	3.81	3.88	4.10hi	4.06hi	3.99t	4.00t	4.05t	3.97t	3.97t	4.01t	3.85t	3.92t	3.55	3.93t	3.86t
Reforming welfare to stop scroungers and cut benefit dependency	4.19	4.20	4.19	3.96	4.19c	4.14	4.15	4.26c	4.21k	4.24k	4.25k	4.04	4.30t	4.31	4.13	4.30t	4.29t	4.15	4.12	4.12	4.10	4.19	4.19
Controlling immigration	4.03	3.97	4.09a	3.81	3.84	4.03cd	4.11cd	4.16cd	3.86	4.07h	4.34hi	4.19hi	4.10t	4.08t	4.14t	4.07t	4.24st	4.09t	4.00t	3.94t	3.68	4.05t	4.04t
Cutting taxes	3.43	3.34	3.53a	3.63fg	3.71fg	3.57fg	3.35g	3.18	3.26	3.49h	3.67hi	3.65hi	3.54ms	3.24	3.49ms	3.41	3.55msu	3.45	3.75mnoqstuv	3.21	3.48s	3.33	3.39
Supporting marriage through the tax system	2.89	2.92	2.85	2.79	2.95g	2.84	2.86	2.78	2.80	2.86	3.10hi	3.02h	3.18mprtuv	2.77	2.92r	3.01ru	2.76	2.95r	2.60	3.03ru	2.86	2.77	2.87
Cutting the size of the state	3.26	3.32b	3.19	3.02	3.28c	3.24c	3.19	3.26c	3.26	3.18	3.20	3.39ij	3.59mnopqstuv	3.18	3.11	3.35n	3.18	3.15	3.35n	3.15	3.29	3.24	3.25
Scrapping unnecessary rules and regulations	3.76	3.87b	3.64	3.38	3.74ce	3.57	3.80ce	3.89cd e	3.72	3.75	3.81	3.84h	3.85	3.66	3.77	3.69	3.69	3.74	3.86	3.77	3.89mopu	3.67	3.80

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 40

Absolutes/col percents

Q13a Priority rating: SUMMARY OF MEANS

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	4.62	4.61	4.64	4.62	4.58	4.63C	4.63C	4.52	4.66C	4.64	4.60	4.66	4.58	4.11	4.62
Cutting the deficit and the debt	4.25	4.29x	4.18	4.46z	3.92	4.40CD	4.43CD	4.03	3.93	4.50FGHJ	3.89	4.35FJ	4.30F	3.61	4.22F
Improving the NHS	4.05	4.02	4.10w	3.94	4.17y	3.96	3.98	4.20AB	4.18AB	3.98	4.24EGHJ	3.99	3.94	4.00	4.05
Improving schools	3.86	3.82	3.92w	3.73	3.96y	3.76	3.82	3.93A	4.02AB	3.78	4.09EGHJ	3.80	3.72	3.61	3.86
Protecting the environment	3.38	3.37	3.41	3.42	3.38	3.33	3.38	3.55ABD	3.37	3.53GHJ	3.43H	3.35H	2.99	3.22	3.39H
Dealing with crime	4.11	4.10	4.11	4.11	4.14	4.17B	4.00	4.12B	4.15B	4.20GJ	4.17G	3.93	4.20G	3.94	4.10G
Standing up for Britain in the EU	3.90	4.00x	3.75	3.92	3.84	4.09BCD	3.87D	3.82	3.74	3.99FG	3.70	3.81	4.38FGJ	4.22	3.88F
Reforming welfare to stop scroungers and cut benefit dependency	4.19	4.23x	4.13	4.33z	3.99	4.35CD	4.27CD	4.11D	3.93	4.42FGHJ	3.85	4.26F	4.23F	4.33	4.19F
Controlling immigration	4.03	4.06x	3.97	4.08	3.98	4.18BCD	3.94	4.00	3.96	4.14FG	3.89	3.85	4.40EFGJ	4.44	4.04FG
Cutting taxes	3.43	3.36	3.54w	3.28	3.67y	3.35	3.26	3.60AB	3.67AB	3.41G	3.72EGHJ	3.21	3.38	3.44	3.45G
Supporting marriage through the tax system	2.89	2.95x	2.79	2.91	2.92	3.04BD	2.84	2.86	2.76	3.10FGJ	2.87	2.76	3.02GJ	2.61	2.77
Cutting the size of the state	3.26	3.35x	3.11	3.35z	3.12	3.36CD	3.34CD	3.13	3.08	3.44FGJ	3.09	3.19	3.45GJ	3.39	3.21
Scrapping unnecessary rules and regulations	3.76	3.88x	3.58	3.80z	3.66	3.88CD	3.83CD	3.64	3.59	3.92FGJ	3.51	3.75F	4.09EFGJ	3.78	3.71F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 41

Absolutes/col percents

Q13a Priority rating: SUMMARY OF TOP 2

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	1889 94%	984 94%	905 95%	135 89%	467 93%	324 93%	316 96%c	445 97%cde	862 95%k	494 96%k	213 95%	317 91%	154 93%	100 95%	195 94%	164 93%	144 92%	168 98%opt	91 98%t	117 96%	236 90%	325 97%pt	195 96%t
Cutting the deficit and the debt	1653 83%	883 85%b	770 81%	118 78%	414 82%	277 79%	264 80%	400 87%cef	754 83%	431 84%	183 82%	283 82%	149 90%mnopqrt	83 79%	166 80%	140 80%	129 82%	141 82%	74 80%	106 87%	212 84%	282 84%	171 84%
Improving the NHS	1507 75%	700 67%	807 84%a	120 79%g	393 78%g	256 73%	253 77%	328 71%	665 73%	383 74%	175 78%	281 81%hi	123 75%	69 66%	160 77%m	133 76%	110 70%	138 80%mp	77 83%mp	89 73%	196 75%	252 75%	160 78%m
Improving schools	1330 67%	620 59%	710 74%a	104 69%g	350 70%g	241 69%g	221 67%g	275 60%	596 65%	332 64%	149 67%	250 72%hi	110 67%	70 67%	133 64%	111 63%	96 61%	118 69%	59 63%	80 66%	191 73%nopv	235 70%	127 62%
Protecting the environment	891 45%	422 40%	469 49%a	83 55%efg	272 54%efg	156 45%	134 41%	177 38%	391 43%	238 46%	90 40%	172 50%hj	75 45%s	48 46%	76 37%	75 43%	70 45%	88 51%nrs	34 37%	41 34%	145 55%lnopr su	143 43%	96 47%ns
Dealing with crime	1580 79%	797 76%	783 82%a	115 76%	404 80%	278 79%	258 78%	362 79%	681 75%	419 81%h	179 80%	298 86%h	131 79%	84 80%	174 84%suv	143 81%sv	131 83%suv	141 82%sv	75 81%	87 71%	215 82%suv	251 75%	148 73%
Standing up for Britain in the EU	1312 66%	696 67%	616 64%	80 53%	286 57%	221 63%c	227 69%cd	330 72%cde	557 61%	342 66%	162 72%h	249 72%h	119 72%t	75 71%t	145 70%t	118 67%t	111 71%t	121 70%t	57 61%t	81 66%t	128 49%	228 68%t	129 63%t
Reforming welfare to stop scroungers and cut benefit dependency	1573 79%	827 79%	746 78%	105 70%	401 80%c	272 78%	252 77%	365 79%c	714 78%	416 81%	180 80%	262 76%	140 85%nt	83 79%	157 75%	147 84%t	128 82%	136 79%	72 77%	93 76%	194 74%	266 79%	157 77%
Controlling immigration	1419 71%	719 69%	700 73%a	99 66%	325 65%	251 72%d	242 74%d	344 75%cd	582 64%	377 73%h	181 81%hi	277 80%hi	124 75%t	76 72%t	156 75%t	126 72%t	124 79%st	123 72%t	66 67%	82 67%	152 58%	242 72%t	148 73%t
Cutting taxes	952 48%	463 44%	489 51%a	86 57%fg	309 61%efg	190 54%fg	144 44%g	155 34%	367 40%	263 51%h	122 54%h	199 57%h	87 53%ms	41 39%	107 51%ms	79 45%	78 50%	85 49%	50 49%	49 40%	133 51%m	148 44%	95 47%
Supporting marriage through the tax system	641 32%	349 33%	292 31%	44 29%	182 36%g	110 31%	100 30%	121 26%	259 28%	162 31%	85 38%h	135 39%hi	72 44%mnprt uv	33 31%	65 31%	64 36%ru	43 27%	68 40%prt u	22 24%	47 39%pru	76 29%	87 26%	64 31%
Cutting the size of the state	770 39%	442 42%b	328 34%	44 29%	200 40%c	123 35%	118 36%	185 40%c	335 37%	193 37%	78 35%	163 47%hij	84 51%mnpqr stuv	37 35%	72 35%	77 44%	53 34%	62 36%	35 38%	42 34%	100 38%	136 40%	72 35%
Scrapping unnecessary rules and regulations	1244 62%	704 67%b	540 56%	71 47%	314 62%ce	190 54%	206 63%ce	307 67%ce	551 61%	322 62%	137 61%	231 67%h	113 68%mp	59 56%	127 61%	105 60%	87 55%	108 63%	64 69%p	73 60%	180 69%mpu	203 60%	125 61%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 41

Absolutes/col percents

Q13a Priority rating: SUMMARY OF TOP 2

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	1889 94%	1148 95%	741 94%	578 94%	546 93%	601 96%C	586 94%C	235 90%	467 95%C	422 96%	386 93%	440 95%	187 94%	14 78%	440 94%
Cutting the deficit and the debt	1653 83%	1020 84%x	633 80%	552 90%z	405 69%	553 88%CD	566 91%CD	196 75%	338 69%	402 91%FHJ	281 68%	412 89%FJ	166 84%F	9 50%	383 82%F
Improving the NHS	1507 75%	901 74%	606 77%	436 71%	463 79%y	451 72%	458 74%	212 81%AB	386 79%AB	323 73%	341 82%EGH	335 73%	134 68%	14 78%	360 77%H
Improving schools	1330 67%	786 65%	544 69%w	369 60%	412 70%y	389 62%	404 65%	178 68%	359 73%AB	279 63%	315 76%EGHJ	291 63%	118 60%	11 61%	316 68%H
Protecting the environment	891 45%	529 44%	362 46%	286 47%	267 46%	259 41%	282 45%	133 51%A	217 44%	222 50%GH	196 47%H	196 42%H	62 31%	7 39%	208 45%H
Dealing with crime	1580 79%	960 79%	620 79%	481 79%	465 79%	513 82%B	477 77%	201 77%	389 79%	367 83%G	329 79%G	330 71%	161 81%G	13 72%	380 82%G
Standing up for Britain in the EU	1312 66%	845 70%x	467 59%	413 67%z	361 62%	464 74%BCD	408 66%D	161 62%	279 57%	312 71%FG	235 57%	290 63%	161 81%EFGJ	12 67%	302 65%F
Reforming welfare to stop scroungers and cut benefit dependency	1573 79%	973 80%x	600 76%	518 85%z	416 71%	531 85%CD	512 82%CD	196 75%D	334 68%	389 88%FGHJ	267 64%	379 82%F	159 80%F	13 72%	366 79%F
Controlling immigration	1419 71%	876 72%	543 69%	451 74%	403 69%	485 77%BD	422 68%	187 72%	325 66%	342 78%FGJ	270 65%	299 65%	165 83%FGJ	14 78%	329 71%
Cutting taxes	952 48%	539 44%	413 52%w	253 41%	346 59%y	271 43%	253 41%	149 57%AB	279 57%AB	210 48%G	248 60%EGHJ	181 39%	92 46%	9 50%	212 45%
Supporting marriage through the tax system	641 32%	418 34%x	223 28%	202 33%	191 33%	234 37%BCD	195 31%	70 27%	142 29%	171 39%FGJ	132 32%	134 29%	73 37%GJ	4 22%	127 27%
Cutting the size of the state	770 39%	526 43%x	244 31%	262 43%z	189 32%	278 44%CD	261 42%CD	84 32%	147 30%	211 48%FGJ	128 31%	165 36%	86 43%FGJ	8 44%	172 37%
Scrapping unnecessary rules and regulations	1244 62%	811 67%x	433 55%	399 65%z	342 58%	425 68%CD	399 64%CD	147 56%	273 56%	313 71%FGJ	209 50%	283 61%F	153 77%FGJ	10 56%	276 59%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 42

Absolutes/col percents

Q13a Priority rating: SUMMARY OF BOTTOM 2

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	16 / 1%	8 / 1%	8 / 1%	2 / 1%	9 / 2%eg	1 / *	3 / 1%	1 / *	7 / 1%	3 / 1%	1 / *	5 / 1%	2 / 1%	- / -	2 / 1%	3 / 2%	3 / 2%	- / -	1 / 1%	- / -	3 / 1%	1 / *	1 / *
Cutting the deficit and the debt	37 / 2%	17 / 2%	20 / 2%	7 / 5%efg	15 / 3%ef	3 / 1%	3 / 1%	6 / 1%	17 / 2%	12 / 2%	2 / 1%	6 / 2%	2 / 1%	2 / 2%	4 / 2%	2 / 1%	5 / 3%	4 / 2%	3 / 3%	1 / 1%	8 / 3%	4 / 1%	2 / 1%
Improving the NHS	68 / 3%	47 / 5%b	21 / 2%	3 / 2%	18 / 4%	14 / 4%	14 / 4%	18 / 4%	34 / 4%	18 / 3%	4 / 2%	12 / 3%	4 / 2%	3 / 3%	4 / 2%	9 / 5%r	6 / 4%	5 / 3%	- / -	7 / 6%r	13 / 5%r	11 / 3%	6 / 3%
Improving schools	106 / 5%	75 / 7%b	31 / 3%	10 / 7%	22 / 4%	15 / 4%	19 / 6%	35 / 8%d	53 / 6%	29 / 6%	12 / 5%	12 / 3%	8 / 5%	4 / 4%	11 / 5%	13 / 7%	8 / 5%	10 / 6%	3 / 3%	11 / 9%	11 / 4%	18 / 5%	9 / 4%
Protecting the environment	350 / 18%	222 / 21%b	128 / 13%	24 / 16%	69 / 14%	59 / 17%	61 / 19%	95 / 21%d	152 / 17%	110 / 21%hk	39 / 17%	47 / 14%	30 / 18%q	18 / 17%	43 / 21%qt	31 / 18%	31 / 20%qt	18 / 10%	26 / 28%oqtv	29 / 24%qtv	31 / 12%	63 / 19%qt	30 / 15%
Dealing with crime	53 / 3%	34 / 3%	19 / 2%	4 / 3%	12 / 2%	11 / 3%	7 / 2%	15 / 3%	25 / 3%	16 / 3%	4 / 2%	8 / 2%	5 / 3%	3 / 3%	3 / 1%	4 / 2%	4 / 3%	2 / 1%	- / -	4 / 3%	9 / 3%	11 / 3%	8 / 4%
Standing up for Britain in the EU	170 / 9%	108 / 10%b	62 / 6%	19 / 13%e	57 / 11%eg	23 / 7%	26 / 8%	35 / 8%	76 / 8%j	53 / 10%	9 / 4%	32 / 9%	14 / 8%	5 / 5%	10 / 5%	18 / 10%nq	14 / 9%	8 / 5%	8 / 9%	16 / 13%mnq u	34 / 13%mnqu	23 / 7%	20 / 10%
Reforming welfare to stop scroungers and cut benefit dependency	96 / 5%	51 / 5%	45 / 5%	12 / 8%g	26 / 5%	20 / 6%	19 / 6%	14 / 3%	34 / 4%	25 / 5%	14 / 6%	23 / 7%h	4 / 2%	5 / 5%	11 / 5%	6 / 3%	6 / 4%	10 / 6%	3 / 3%	7 / 6%	14 / 5%	17 / 5%	13 / 6%
Controlling immigration	168 / 8%	101 / 10%b	67 / 7%	16 / 11%g	61 / 12%eg	25 / 7%	28 / 9%	24 / 5%	97 / 11%jk	42 / 8%j	6 / 3%	22 / 6%	11 / 7%	8 / 8%	14 / 7%	10 / 6%	7 / 4%	10 / 6%	10 / 11%	13 / 11%p	42 / 16%lmnopq uv	29 / 9%	14 / 7%
Cutting taxes	392 / 20%	241 / 23%b	151 / 16%	18 / 12%	74 / 15%	53 / 15%	76 / 23%cde	107 / 23%cde	223 / 25%ijk	100 / 19%jk	25 / 11%	42 / 12%	32 / 19%r	22 / 21%r	37 / 18%	31 / 18%	19 / 12%	36 / 21%pr	9 / 10%	40 / 33%lmn opqrtv	44 / 17%	81 / 24%prt	41 / 20%pr
Supporting marriage through the tax system	776 / 39%	396 / 38%	380 / 40%	63 / 42%	189 / 38%	140 / 40%	135 / 41%	187 / 41%	379 / 42%j	205 / 40%j	67 / 30%	124 / 36%	51 / 31%	48 / 46%l	74 / 36%	62 / 35%	68 / 43%l	62 / 36%	45 / 48%lnos	42 / 34%	100 / 38%	146 / 43%l	78 / 38%
Cutting the size of the state	445 / 22%	231 / 22%	214 / 22%	46 / 30%eg	114 / 23%	65 / 19%	82 / 25%e	98 / 21%	196 / 22%	134 / 26%k	49 / 22%	65 / 19%	27 / 16%	27 / 26%r	50 / 24%r	38 / 22%	37 / 24%	46 / 27%lr	14 / 14%	33 / 27%lr	51 / 19%	78 / 23%	45 / 22%
Scrapping unnecessary rules and regulations	226 / 11%	94 / 9%	132 / 14%a	27 / 18%fg	60 / 12%	56 / 16%fg	32 / 10%	38 / 8%	102 / 11%	68 / 13%	24 / 11%	32 / 9%	17 / 10%	15 / 14%	19 / 9%	26 / 15%v	19 / 12%	22 / 13%	9 / 10%	11 / 9%	27 / 10%	46 / 14%v	15 / 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 42

Absolutes/col percents

Q13a Priority rating: SUMMARY OF BOTTOM 2

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	16 / 1%	8 / 1%	8 / 1%	7 / 1%	8 / 1%	2 / *	5 / 1%	4 / 2%A	5 / 1%	2 / *	5 / 1%	1 / *	2 / 1%	2 / 11%	4 / 1%
Cutting the deficit and the debt	37 / 2%	19 / 2%	18 / 2%	8 / 1%	19 / 3%y	5 / 1%	5 / 1%	8 / 3%AB	19 / 4%AB	4 / 1%	20 / 5%EGHJ	2 / *	2 / 1%	2 / 11%	7 / 2%
Improving the NHS	68 / 3%	43 / 4%	25 / 3%	26 / 4%	14 / 2%	22 / 4%	22 / 4%	6 / 2%	18 / 4%	16 / 4%	8 / 2%	15 / 3%	11 / 6%F	3 / 17%	15 / 3%
Improving schools	106 / 5%	66 / 5%	40 / 5%	42 / 7%	28 / 5%	40 / 6%	28 / 5%	13 / 5%	25 / 5%	25 / 6%F	8 / 2%	26 / 6%F	17 / 9%F	3 / 17%	27 / 6%F
Protecting the environment	350 / 18%	215 / 18%	135 / 17%	107 / 17%	111 / 19%	120 / 19%C	100 / 16%	33 / 13%	97 / 20%C	61 / 14%	69 / 17%	78 / 17%	67 / 34%EFGJ	6 / 33%	69 / 15%
Dealing with crime	53 / 3%	30 / 2%	23 / 3%	14 / 2%	15 / 3%	10 / 2%	15 / 2%	12 / 5%A	16 / 3%	7 / 2%	13 / 3%	15 / 3%	5 / 3%	2 / 11%	11 / 2%
Standing up for Britain in the EU	170 / 9%	95 / 8%	75 / 10%	58 / 9%	51 / 9%	49 / 8%	45 / 7%	29 / 11%	47 / 10%	40 / 9%	39 / 9%	44 / 10%	11 / 6%	-	36 / 8%
Reforming welfare to stop scroungers and cut benefit dependency	96 / 5%	60 / 5%	36 / 5%	25 / 4%	48 / 8%y	22 / 4%	22 / 4%	10 / 4%	42 / 9%ABC	12 / 3%	37 / 9%EGJ	17 / 4%	10 / 5%	2 / 11%	18 / 4%
Controlling immigration	168 / 8%	92 / 8%	76 / 10%	40 / 7%	65 / 11%y	33 / 5%	62 / 10%A	28 / 11%A	45 / 9%A	23 / 5%	48 / 12%EHJ	59 / 13%EHJ	10 / 5%	-	28 / 6%
Cutting taxes	392 / 20%	262 / 22%x	130 / 17%	151 / 25%z	85 / 15%	126 / 20%D	152 / 24%CD	42 / 16%	72 / 15%	85 / 19%F	51 / 12%	123 / 27%EFJ	48 / 24%FJ	5 / 28%	80 / 17%F
Supporting marriage through the tax system	776 / 39%	439 / 36%	337 / 43%w	236 / 39%	218 / 37%	205 / 33%	257 / 41%A	102 / 39%	212 / 43%A	140 / 32%	157 / 38%	207 / 45%EFH	66 / 56%	10 / 56%	196 / 42%EH
Cutting the size of the state	445 / 22%	249 / 21%	196 / 25%w	139 / 23%	140 / 24%	140 / 22%	123 / 20%	58 / 22%	124 / 25%B	99 / 22%H	99 / 24%H	104 / 23%H	30 / 15%	3 / 17%	110 / 24%H
Scrapping unnecessary rules and regulations	226 / 11%	107 / 9%	119 / 15%w	65 / 11%	78 / 13%	57 / 9%	56 / 9%	38 / 15%AB	75 / 15%AB	35 / 8%	66 / 16%EH	55 / 12%EH	11 / 6%	2 / 11%	57 / 12%EH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 43

Absolutes/col percents

Q13a Your priority rating for: Getting the economy growing and creating jobs

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1889 94%	984 94%	905 95%	135 89%	467 93%	324 93%	316 96%c	445 97%cde	862 95%k	494 96%k	213 95%	317 91%	154 93%	100 95%	195 94%	164 93%	144 92%	168 98%opt	91 98%t	117 96%	236 90%	325 97%pt	195 96%t
(5) Very high priority	1373 69%	712 68%	661 69%	99 66%	325 65%	234 67%	229 70%	337 73%cd	627 69%	358 69%	155 69%	231 67%	110 67%	77 73%	143 69%	126 72%	107 68%	107 62%	73 78%lqu	82 67%	185 71%	220 65%	143 70%
(4) High priority	516 26%	272 26%	244 26%	36 24%	142 28%	90 26%	87 26%	108 23%	235 26%	136 26%	58 26%	86 25%	44 27%	23 22%	52 25%	38 22%	37 24%	61 35%mno prtv	18 19%	35 29%t	51 19%	105 31%ort	52 25%
(3) Medium priority	95 5%	52 5%	43 4%	14 9%fg	27 5%	25 7%fg	10 3%	15 3%	41 5%	19 4%	10 4%	25 7%i	9 5%	5 5%	11 5%	9 5%	10 6%	4 2%	1 1%	5 4%	23 9%qruv	10 3%	8 4%
(2) Quite low priority	12 1%	6 1%	6 1%	2 1%g	7 1%g	1 *	2 1%	-	6 1%	3 1%	-	3 1%	2 1%u	-	1 *	3 2%v	1 1%	-	1 1%	-	-	3 1%u	1 *
(1) Very low priority	4 *	2 *	2 *	-	2 *	-	1 *	1 *	1 *	-	1 *	2 1%	-	-	1 *	-	2 1%	-	-	-	-	1 *	-
BOTTOM 2 (NET)	16 1%	8 1%	8 1%	2 1%	9 2%eg	1 *	3 1%	1 *	7 1%	3 1%	1 *	5 1%	2 1%	-	2 1%	3 2%	3 2%	-	1 1%	-	-	3 1%	1 *
Mean	4.62	4.61	4.63	4.54	4.55	4.59	4.64	4.69cd e	4.63	4.65	4.63	4.56	4.59	4.69	4.61	4.63	4.57	4.60	4.75lpqt u	4.63	4.60	4.62	4.65
Standard Deviation	0.62	0.63	0.62	0.72	0.70	0.63	0.60	0.55	0.61	0.58	0.61	0.72	0.65	0.56	0.66	0.66	0.75	0.54	0.52	0.56	0.70	0.58	0.58
Standard Error	0.014	0.019	0.020	0.059	0.031	0.034	0.033	0.026	0.020	0.026	0.041	0.038	0.051	0.055	0.046	0.050	0.060	0.041	0.054	0.051	0.043	0.031	0.041

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 43

Absolutes/col percents

Q13a Your priority rating for: Getting the economy growing and creating jobs

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1889 94%	1148 95%	741 94%	578 94%	546 93%	601 96%C	586 94%C	235 90%	467 95%C	422 96%	386 93%	440 95%	187 94%	14 78%	440 94%
(5) Very high priority	1373 69%	813 67%	560 71%	424 69%	386 66%	422 67%	435 70%	166 64%	350 71%C	305 69%	285 69%	329 71%	129 65%	8 44%	317 68%
(4) High priority	516 26%	335 28%x	181 23%	154 25%	160 27%	179 29%	151 24%	69 26%	117 24%	117 27%	101 24%	111 24%	58 29%	6 33%	123 26%
(3) Medium priority	95 5%	57 5%	38 5%	27 4%	31 5%	24 4%	31 5%	22 8%ABD	18 4%	17 4%	24 6%	21 5%	9 5%	2 11%	22 5%
(2) Quite low priority	12 1%	5 *	7 1%	5 1%	6 1%	-	4 1%A	4 2%A	4 1%A	-	4 1%E	1 *	1 1%	2 11%	4 1%
(1) Very low priority	4 *	3 *	1 *	2 *	2 *	2 *	1 *	-	1 *	2 *	1 *	-	1 1%	-	-
BOTTOM 2 (NET)	16 1%	8 1%	8 1%	7 1%	8 1%	2 *	5 1%	4 2%A	5 1%	2 *	5 1%	1 *	2 1%	2 11%	4 1%
Mean	4.62	4.61	4.64	4.62	4.58	4.63C	4.63C	4.52	4.66C	4.64	4.60	4.66	4.58	4.11	4.62
Standard Deviation	0.62	0.62	0.63	0.64	0.67	0.59	0.63	0.72	0.61	0.60	0.67	0.57	0.65	1.02	0.62
Standard Error	0.014	0.018	0.022	0.026	0.028	0.024	0.025	0.044	0.028	0.029	0.033	0.027	0.046	0.241	0.029

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 44

Absolutes/col percents

Q13a Your priority rating for: Cutting the deficit and the debt

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1653 83%	883 85%b	770 81%	118 78%	414 82%	277 79%	264 80%	400 87%cef	754 83%	431 84%	183 82%	283 82%	149 90%mnopqrt	83 79%	166 80%	140 80%	129 82%	141 82%	74 80%	106 87%	212 81%	282 84%	171 84%
(5) Very high priority	883 44%	468 45%	415 43%	64 42%	200 40%	143 41%	138 42%	224 49%de	415 46%	227 44%	102 46%	137 39%	78 47%	46 44%	86 41%	68 39%	66 42%	66 38%	43 46%	51 42%	116 44%	156 46%	107 52%noq
(4) High priority	770 39%	415 40%	355 37%	54 36%	214 43%	134 38%	126 38%	176 38%	339 37%	204 40%	81 36%	146 42%	71 43%v	37 35%	80 38%	72 41%	63 40%	75 44%v	31 33%	55 45%v	96 37%	126 38%	64 31%
(3) Medium priority	310 16%	144 14%	166 17%	26 17%	74 15%	70 20%dg	62 19%g	55 12%	139 15%	73 14%	39 17%	58 17%	14 8%	20 19%l	38 18%l	34 19%l	23 15%	27 16%l	16 17%l	15 12%	42 16%l	50 15%l	31 15%
(2) Quite low priority	29 1%	14 1%	15 2%	4 3%	11 2%	3 1%	3 1%	6 1%	15 2%	10 2%	1 *	3 1%	2 1%	1 1%	3 1%	2 1%	4 3%	3 2%	3 3%	1 1%	5 2%	3 1%	2 1%
(1) Very low priority	8 *	3 *	5 1%	3 2%efg	4 1%	-	-	-	2 *	2 *	1 *	3 1%	-	1 1%	1 *	-	1 1%	1 1%	-	-	3 1%	1 *	-
BOTTOM 2 (NET)	37 2%	17 2%	20 2%	7 5%efg	15 3%ef	3 1%	3 1%	6 1%	17 2%	12 2%	2 1%	6 2%	2 1%	2 2%	4 2%	2 1%	5 3%	4 2%	3 3%	1 1%	8 3%	4 1%	2 1%
Mean	4.25	4.27	4.21	4.14	4.18	4.19	4.21	4.34cdef	4.26	4.25	4.26	4.18	4.36noq	4.20	4.19	4.17	4.20	4.17	4.23	4.28	4.21	4.29	4.35noq
Standard Deviation	0.79	0.77	0.82	0.93	0.82	0.78	0.78	0.74	0.79	0.80	0.79	0.80	0.69	0.85	0.82	0.77	0.83	0.80	0.85	0.71	0.86	0.77	0.77
Standard Error	0.018	0.024	0.027	0.076	0.037	0.042	0.043	0.034	0.026	0.035	0.053	0.043	0.054	0.083	0.057	0.058	0.066	0.061	0.088	0.064	0.053	0.042	0.054

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 44

Absolutes/col percents

Q13a Your priority rating for: Cutting the deficit and the debt

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1653 83%	1020 84%x	633 80%	552 90%z	405 69%	553 88%CD	566 91%CD	196 75%	338 69%	402 91%FHJ	281 68%	412 89%FJ	166 84%F	9 50%	383 82%F
(5) Very high priority	883 44%	563 46%x	320 41%	350 57%z	157 27%	330 53%CD	329 53%CD	80 31%	144 29%	263 60%FGHJ	115 28%	215 47%F	94 47%F	4 22%	192 41%F
(4) High priority	770 39%	457 38%	313 40%	202 33%	248 42%y	223 36%	237 38%	116 44%A	194 40%	139 32%	166 40%E	197 43%E	72 36%	5 28%	191 41%E
(3) Medium priority	310 16%	174 14%	136 17%	52 8%	161 28%y	69 11%	51 8%	57 22%AB	133 27%AB	35 8%	114 27%EGHJ	48 10%	30 15%E	7 39%	76 16%EG
(2) Quite low priority	29 1%	15 1%	14 2%	7 1%	12 2%	4 1%	5 1%	8 3%AB	12 2%AB	3 1%	14 3%EGH	2 *	1 1%	2 11%	7 2%
(1) Very low priority	8 *	4 *	4 1%	1 *	7 1%y	1 *	-	-	7 1%AB	1 *	6 1%EGJ	-	1 1%	-	-
BOTTOM 2 (NET)	37 2%	19 2%	18 2%	8 1%	19 3%y	5 1%	5 1%	8 3%AB	19 4%AB	4 1%	20 5%EGHJ	2 *	2 1%	2 11%	7 2%
Mean	4.25	4.29x	4.18	4.46z	3.92	4.40CD	4.43CD	4.03	3.93	4.50FGHJ	3.89	4.35FJ	4.30F	3.61	4.22F
Standard Deviation	0.79	0.78	0.81	0.71	0.85	0.72	0.68	0.81	0.89	0.69	0.90	0.68	0.78	0.98	0.77
Standard Error	0.018	0.022	0.029	0.029	0.035	0.029	0.027	0.050	0.040	0.033	0.044	0.032	0.055	0.231	0.036

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 45

Absolutes/col percents

Q13a Your priority rating for: Improving the NHS

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1507 75%	700 67%	807 84%a	120 79%g	393 78%g	256 73%	253 77%	328 71%	665 73%	383 74%	175 78%	281 81%hi	123 75%	69 66%	160 77%m	133 76%	110 70%	138 80%mp	77 83%mp	89 73%	196 75%	252 75%	160 78%m
(5) Very high priority	672 34%	275 26%	397 42%a	53 35%	175 35%	122 35%	112 34%	153 33%	275 30%	163 32%	90 40%hi	144 41%hi	52 32%	29 28%	74 36%	55 31%	45 29%	57 33%	34 37%	43 35%	91 35%	113 34%	79 39%p
(4) High priority	835 42%	425 41%	410 43%	67 44%	218 43%	134 38%	141 43%	175 38%	390 43%	220 43%	85 38%	137 39%	71 43%	40 38%	86 41%	78 44%	65 41%	81 47%	43 46%	46 38%	105 40%	139 41%	81 40%
(3) Medium priority	425 21%	297 28%b	128 13%	28 19%	92 18%	80 23%	62 19%	115 25%df	211 23%k	115 22%k	45 20%	54 16%	38 23%	33 31%noqtuv	44 21%	34 19%	29 17%	41 26%o	16 17%	26 21%	53 20%	73 22%	38 19%
(2) Quite low priority	59 3%	42 4%b	17 2%	3 2%	16 3%	12 3%	11 3%	16 3%	28 3%	16 3%	4 2%	11 3%	4 2%	3 3%	2 1%	7 4%	5 3%	5 3%	-	5 4%	12 5%nr	10 3%	6 3%
(1) Very low priority	9 *	5 *	4 *	- -	2 *	2 1%	3 1%	2 *	6 1%	2 *	-	1 *	-	-	2 1%	2 1%	1 1%	-	-	-	2 2%	1 *	-
BOTTOM 2 (NET)	68 3%	47 5%b	21 2%	3 2%	18 4%	14 4%	14 4%	18 4%	34 4%	18 3%	4 2%	12 3%	4 2%	3 3%	4 2%	9 5%r	6 4%	5 3%	-	7 6%r	13 5%r	11 3%	6 3%
Mean	4.05	3.88	4.23a	4.13	4.09	4.03	4.06	4.00	3.99	4.02	4.17hi	4.19hi	4.04	3.90	4.10	4.01	3.94	4.10m	4.19mp	4.01	4.04	4.05	4.14mp
Standard Deviation	0.84	0.86	0.78	0.78	0.83	0.88	0.86	0.87	0.85	0.84	0.81	0.83	0.80	0.84	0.83	0.88	0.86	0.78	0.71	0.94	0.88	0.84	0.82
Standard Error	0.019	0.027	0.025	0.063	0.037	0.047	0.048	0.041	0.028	0.037	0.054	0.045	0.063	0.082	0.057	0.066	0.068	0.059	0.074	0.085	0.054	0.046	0.057

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 45

Absolutes/col percents

Q13a Your priority rating for: Improving the NHS

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1507 75%	901 74%	606 77%	436 71%	463 79%y	451 72%	458 74%	212 81%AB	386 79%AB	323 73%	341 82%EGH	335 73%	134 68%	14 78%	360 77%H
(5) Very high priority	672 34%	387 32%	285 36%w	167 27%	236 40%y	179 29%	176 28%	108 41%AB	209 43%AB	128 29%	183 44%EGHJ	138 30%	67 34%	7 39%	149 32%
(4) High priority	835 42%	514 42%	321 41%	269 44%	227 39%	272 43%D	282 45%D	104 40%	177 36%	195 44%H	158 38%	197 43%H	67 34%	7 39%	211 45%FH
(3) Medium priority	425 21%	269 22%	156 20%	150 25%z	108 18%	154 25%CD	142 23%CD	43 16%	86 18%	102 23%F	66 16%	112 24%F	53 27%FJ	1 6%	91 20%
(2) Quite low priority	59 3%	36 3%	23 3%	23 4%	11 2%	17 3%	20 3%	5 2%	17 3%	13 3%	8 2%	15 3%	8 4%	3 17%	12 3%
(1) Very low priority	9 *	7 1%	2 *	3 *	3 1%	5 1%	2 *	1 *	1 *	3 1%	-	-	3 2%FG	-	3 1%
BOTTOM 2 (NET)	68 3%	43 4%	25 3%	26 4%	14 2%	22 4%	22 4%	6 2%	18 4%	16 4%	8 2%	15 3%	11 6%F	3 17%	15 3%
Mean	4.05	4.02	4.10w	3.94	4.17y	3.96	3.98	4.20AB	4.18AB	3.98	4.24EGHJ	3.99	3.94	4.00	4.05
Standard Deviation	0.84	0.84	0.83	0.84	0.83	0.84	0.82	0.81	0.85	0.84	0.79	0.82	0.95	1.08	0.82
Standard Error	0.019	0.024	0.030	0.034	0.034	0.034	0.033	0.050	0.039	0.040	0.039	0.038	0.068	0.256	0.038

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 46

Absolutes/col percents

Q13a Your priority rating for: Improving schools

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1330 67%	620 59%	710 74%a	104 69%g	350 70%g	241 69%g	221 67%g	275 60%	596 65%	332 64%	149 67%	250 72%hi	110 67%	70 67%	133 64%	111 63%	96 61%	118 69%	59 63%	80 66%	191 73%nopv	235 70%	127 62%
(5) Very high priority	514 26%	216 21%	298 31%a	47 31%g	140 28%g	104 30%g	87 26%g	87 19%	213 23%	133 26%	61 27%	107 31%h	44 27%o	25 24%	63 30%op	31 18%	30 19%	47 27%o	27 29%o	25 20%	81 31%ops	92 27%op	49 24%
(4) High priority	816 41%	404 39%	412 43%a	57 38%	210 42%	137 39%	134 41%	188 41%	383 42%	199 39%	88 39%	143 41%	66 40%	45 43%	70 34%	80 45%n	66 42%	71 41%	32 34%	55 45%n	110 42%	143 43%n	78 38%
(3) Medium priority	564 28%	349 33%b	215 22%	37 25%	131 26%	94 27%	89 27%	151 33%d	261 29%	155 30%	63 28%	85 24%	47 28%	31 30%	64 31%	52 30%	53 34%tu	44 26%	31 33%t	31 25%	60 23%	83 25%	68 33%tu
(2) Quite low priority	90 5%	66 6%b	24 3%	10 7%	19 4%	13 4%	14 4%	30 7%	45 5%	26 5%	10 4%	9 3%	8 5%	4 4%	10 5%	9 5%	4 3%	9 5%	3 3%	7 6%	10 4%	17 5%	9 4%
(1) Very low priority	16 1%	9 1%	7 1%	- -	3 1%	2 1%	5 2%	5 1%	8 1%	3 1%	2 1%	3 1%	- -	- -	1 *	4 2%uv	4 3%ltuv	1 1%	- -	4 3%ltuv	1 *	1 *	- -
BOTTOM 2 (NET)	106 5%	75 7%b	31 3%	10 7%	22 4%	15 4%	19 6%	35 8%cd	53 6%	29 6%	12 5%	12 3%	8 5%	4 4%	11 5%	13 7%	8 5%	10 6%	3 3%	11 9%	11 4%	18 5%	9 4%
Mean	3.86	3.72	4.01a	3.93g	3.92g	3.94g	3.86g	3.70	3.82	3.84	3.88	3.99hi	3.88	3.87	3.88	3.71	3.73	3.90	3.89	3.74	3.99opsv	3.92op	3.82
Standard Deviation	0.88	0.89	0.84	0.91	0.86	0.87	0.91	0.89	0.88	0.89	0.89	0.86	0.86	0.82	0.91	0.90	0.89	0.89	0.87	0.96	0.85	0.86	0.85
Standard Error	0.020	0.028	0.027	0.074	0.038	0.047	0.050	0.041	0.029	0.039	0.060	0.046	0.067	0.080	0.063	0.067	0.071	0.068	0.090	0.087	0.053	0.047	0.059

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 46

Q13a Your priority rating for: Improving schools

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1330 67%	786 65%	544 69%w	369 60%	412 70%y	389 62%	404 65%	178 68%	359 73%AB	279 63%	315 76%EGHJ	291 63%	118 60%	11 61%	316 68%H
(5) Very high priority	514 26%	288 24%	226 29%w	126 21%	184 31%y	132 21%	133 21%	81 31%AB	168 34%AB	93 21%	149 36%EGHJ	107 23%	45 23%	4 22%	116 25%
(4) High priority	816 41%	498 41%	318 40%	243 40%	228 39%	257 41%	271 44%	97 37%	191 39%	186 42%	166 40%	184 40%	73 37%	7 39%	200 43%
(3) Medium priority	564 28%	361 30%	203 26%	201 33%z	145 25%	198 32%D	190 31%D	70 27%	106 22%	137 31%F	92 22%	145 31%F	63 32%F	4 22%	123 26%
(2) Quite low priority	90 5%	55 5%	35 4%	36 6%	23 4%	33 5%	26 4%	10 4%	21 4%	22 5%F	6 1%	22 5%F	14 7%F	2 11%	24 5%F
(1) Very low priority	16 1%	11 1%	5 1%	6 1%	5 1%	7 1%	2 *	3 1%	4 1%	3 1%	2 *	4 1%	3 2%	1 6%	3 1%
BOTTOM 2 (NET)	106 5%	66 5%	40 5%	42 7%	28 5%	40 6%	28 5%	13 5%	25 5%	25 6%F	8 2%	26 6%F	17 9%F	3 17%	27 6%F
Mean	3.86	3.82	3.92w	3.73	3.96y	3.76	3.82	3.93A	4.02AB	3.78	4.09EGHJ	3.80	3.72	3.61	3.86
Standard Deviation	0.88	0.88	0.88	0.89	0.89	0.88	0.83	0.91	0.90	0.86	0.82	0.88	0.94	1.14	0.87
Standard Error	0.020	0.025	0.031	0.036	0.037	0.035	0.033	0.057	0.041	0.041	0.040	0.041	0.067	0.270	0.040

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 47

Absolutes/col percents

Q13a Your priority rating for: Protecting the environment

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	891 45%	422 40%	469 49%a	83 55%efg	272 54%efg	156 45%	134 41%	177 38%	391 43%	238 46%	90 40%	172 50%hj	75 45%s	48 46%	76 37%	75 43%	70 45%	88 51%nrs	34 37%	41 34%	145 55%lnopr su	143 43%	96 47%ns
(5) Very high priority	301 15%	145 14%	156 16%	31 21%fg	98 19%fg	61 17%fg	39 12%	53 11%	117 13%	81 16%	35 16%	68 20%h	28 17%u	14 13%	23 11%	22 13%	20 13%	27 16%	14 15%	13 11%	69 26%lmnop qrsuv	36 11%	35 17%u
(4) High priority	590 30%	277 27%	313 33%a	52 34%	174 35%eg	95 27%	95 29%	124 27%	274 30%	157 30%	55 25%	104 30%	47 28%	34 32%	53 25%	53 30%	50 32%	61 35%nrs	20 22%	28 23%	76 29%	107 32%	61 30%
(3) Medium priority	759 38%	400 38%	359 38%	44 29%	162 32%	135 39%c	134 41%cd	189 41%cd	367 40%i	168 33%	95 42%i	128 37%	60 36%	39 37%	89 43%l	70 40%	56 36%	66 38%	33 35%	52 43%	86 33%	130 39%	78 38%
(2) Quite low priority	272 14%	171 16%b	101 11%	17 11%	55 11%	44 13%	41 12%	78 17%d	115 13%	85 16%hk	34 15%	36 10%	24 15%	16 15%	30 14%	22 13%	24 15%	17 10%	21 23%oqtv	21 17%t	26 10%	50 15%	21 10%
(1) Very low priority	78 4%	51 5%b	27 3%	7 5%	14 3%	15 4%	20 6%d	17 4%	37 4%	25 5%	5 2%	11 3%	6 4%	2 2%	13 6%qt	9 5%q	7 4%q	1 1%	5 5%q	8 7%qt	5 2%	13 4%q	9 4%q
BOTTOM 2 (NET)	350 18%	222 21%b	128 13%	24 16%	69 14%	59 17%	61 19%	95 21%d	152 17%	110 21%hk	39 17%	47 14%	30 18%q	18 17%	43 21%qt	31 18%	31 20%qt	18 10%	26 28%oqtv	29 24%qtv	31 12%	63 19%qt	30 15%
Mean	3.38	3.28	3.49a	3.55fg	3.57efg	3.41g	3.28	3.26	3.35	3.36	3.36	3.52hi	3.41s	3.40	3.21	3.32	3.33	3.56no prsu	3.18	3.14	3.68lmno prsuv	3.31	3.45nrs
Standard Deviation	1.02	1.05	0.98	1.08	1.01	1.05	1.03	0.99	0.99	1.08	0.99	1.02	1.05	0.97	1.03	1.02	1.03	0.89	1.11	1.04	1.03	0.98	1.03
Standard Error	0.023	0.032	0.032	0.088	0.045	0.056	0.057	0.046	0.033	0.048	0.066	0.055	0.082	0.094	0.071	0.077	0.082	0.068	0.115	0.094	0.064	0.053	0.072

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 47

Q13a Your priority rating for: Protecting the environment

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	891 45%	529 44%	362 46%	286 47%	267 46%	259 41%	282 45%	133 51%A	217 44%	222 50%GH	196 47%H	196 42%H	62 31%	7 39%	208 45%H
(5) Very high priority	301 15%	181 15%	120 15%	100 16%	97 17%	93 15%	72 12%	51 20%B	85 17%B	87 20%GJ	69 17%G	54 12%	28 14%	4 22%	59 13%
(4) High priority	590 30%	348 29%	242 31%	186 30%	170 29%	166 26%	210 34%AD	82 31%	132 27%	135 31%H	127 31%H	142 31%H	34 17%	3 17%	149 32%H
(3) Medium priority	759 38%	469 39%	290 37%	219 36%	207 35%	248 40%	240 39%	95 36%	176 36%	158 36%	150 36%	188 41%	69 35%	5 28%	189 41%
(2) Quite low priority	272 14%	165 14%	107 14%	88 14%	78 13%	93 15%	81 13%	26 10%	72 15%	48 11%	53 13%	69 15%	42 21%EFGJ	5 28%	55 12%
(1) Very low priority	78 4%	50 4%	28 4%	19 3%	33 6%y	27 4%	19 3%	7 3%	25 5%	13 3%	16 4%	9 2%	25 13%EFGJ	1 6%	14 3%
BOTTOM 2 (NET)	350 18%	215 18%	135 17%	107 17%	111 19%	120 19%C	100 16%	33 13%	97 20%C	61 14%	69 17%	78 17%	67 34%EFGJ	6 33%	69 15%
Mean	3.38	3.37	3.41	3.42	3.38	3.33	3.38	3.55ABD	3.37	3.53GHJ	3.43H	3.35H	2.99	3.22	3.39H
Standard Deviation	1.02	1.03	1.02	1.02	1.08	1.04	0.95	1.00	1.09	1.02	1.03	0.94	1.21	1.26	0.95
Standard Error	0.023	0.029	0.036	0.041	0.045	0.041	0.038	0.062	0.049	0.049	0.051	0.044	0.086	0.298	0.044

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 48

Absolutes/col percents

Q13a Your priority rating for: Dealing with crime

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1580 79%	797 76%	783 82%a	115 76%	404 80%	278 79%	258 78%	362 79%	681 75%	419 81%h	179 80%	298 86%h	131 79%	84 80%	174 84%suv	143 81%sv	131 83%suv	141 82%sv	75 81%	87 71%	215 82%suv	251 75%	148 73%
(5) Very high priority	690 35%	334 32%	356 37%a	40 26%	186 37%c	130 37%c	125 38%c	154 33%	269 30%	187 36%h	82 37%h	152 44%hi	68 41%qsu	35 33%	76 37%u	56 32%	59 38%u	49 28%	37 40%u	34 28%	120 46%mnoqs uv	91 27%	65 32%
(4) High priority	890 45%	463 44%	427 45%	75 50%	218 43%	148 42%	133 40%	208 45%	412 45%	232 45%	97 43%	146 42%	63 38%	49 47%	98 47%t	87 49%lt	72 46%	92 53%ltv	38 43%	53 43%	95 36%	160 48%lt	83 41%
(3) Medium priority	367 18%	213 20%b	154 16%	32 21%	87 17%	61 17%	64 19%	84 18%	204 22%ik	81 16%	41 18%k	41 12%	29 18%	18 17%	31 15%	29 16%	22 14%	29 17%	18 19%	31 25%npt	38 15%	74 22%npt	48 24%npt
(2) Quite low priority	47 2%	28 3%	19 2%	4 3%	11 2%	8 2%	5 2%	15 3%	23 3%	15 3%	3 1%	6 2%	3 2%	3 3%	2 1%	3 2%	4 3%	2 1%	-	4 3%	7 3%	11 3%	8 4%
(1) Very low priority	6 *	6 1%b	-	-	1 *	3 1%g	2 1%	-	2 *	1 *	1 *	2 1%	2 1%u	-	1 *	1 1%	-	-	-	-	2 1%	-	-
BOTTOM 2 (NET)	53 3%	34 3%	19 2%	4 3%	12 2%	11 3%	7 2%	15 3%	25 3%	16 3%	4 2%	8 2%	5 3%	3 3%	3 1%	4 2%	4 3%	2 1%	-	4 3%	9 3%	11 3%	8 4%
Mean	4.11	4.05	4.17a	4.00	4.15c	4.13	4.14	4.09	4.01	4.14h	4.14h	4.27hi	4.16su	4.10	4.18suv	4.10	4.18suv	4.09	4.20su	3.96	4.24suv	3.99	4.00
Standard Deviation	0.80	0.83	0.76	0.77	0.79	0.84	0.82	0.80	0.80	0.80	0.79	0.78	0.86	0.78	0.75	0.77	0.77	0.70	0.75	0.82	0.85	0.79	0.85
Standard Error	0.018	0.026	0.025	0.062	0.035	0.045	0.045	0.037	0.027	0.035	0.053	0.042	0.067	0.076	0.052	0.058	0.061	0.054	0.077	0.074	0.053	0.043	0.059

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 48

Absolutes/col percents

Q13a Your priority rating for: Dealing with crime

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1580 79%	960 79%	620 79%	481 79%	465 79%	513 82%B	477 77%	201 77%	389 79%	367 83%G	329 79%G	330 71%	161 81%G	13 72%	380 82%G
(5) Very high priority	690 35%	411 34%	279 35%	215 35%	221 38%	233 37%B	159 26%	106 41%B	192 39%B	171 39%GJ	170 41%GJ	115 25%	83 42%GJ	6 33%	145 31%G
(4) High priority	890 45%	549 45%	341 43%	266 43%	244 42%	280 45%C	318 51%ACD	95 36%	197 40%	196 44%	159 38%	215 47%F	78 39%	7 39%	235 50%FH
(3) Medium priority	367 18%	223 18%	144 18%	117 19%	105 18%	104 17%	130 21%	48 18%	85 17%	67 15%	73 18%	117 25%EFHJ	32 16%	3 17%	75 16%
(2) Quite low priority	47 2%	25 2%	22 3%	13 2%	12 2%	8 1%	14 2%	10 4%A	15 3%A	7 2%	11 3%	14 3%	4 2%	2 11%	9 2%
(1) Very low priority	6 *	5 *	1 *	1 *	3 1%	2 *	1 *	2 1%	1 *	-	2 *	1 *	1 1%	-	2 *
BOTTOM 2 (NET)	53 3%	30 2%	23 3%	14 2%	15 3%	10 2%	15 2%	12 5%A	16 3%	7 2%	13 3%	15 3%	5 3%	2 11%	11 2%
Mean	4.11	4.10	4.11	4.11	4.14	4.17B	4.00	4.12B	4.15B	4.20GJ	4.17G	3.93	4.20G	3.94	4.10G
Standard Deviation	0.80	0.80	0.81	0.79	0.82	0.77	0.76	0.89	0.83	0.75	0.84	0.80	0.82	1.00	0.76
Standard Error	0.018	0.023	0.029	0.032	0.034	0.031	0.030	0.055	0.037	0.036	0.041	0.037	0.058	0.235	0.035

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 49

Absolutes/col percents

Q13a Your priority rating for: Standing up for Britain in the EU

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1312 66%	696 67%	616 64%	80 53%	286 57%	221 63%c	227 69%cd	330 72%cde	557 61%	342 66%	162 72%h	249 72%h	119 72%t	75 71%t	145 70%t	118 67%t	111 71%t	121 70%t	57 61%t	81 66%t	128 49%	228 68%t	129 63%t
(5) Very high priority	698 35%	382 37%	316 33%	32 21%	128 25%	112 32%cd	130 40%cde	184 40%cde	263 29%	178 34%h	96 43%hi	160 46%hi	61 37%t	35 33%t	87 42%tu	75 43%tu	56 36%t	60 35%t	32 34%t	50 41%t	58 22%	112 33%t	72 35%t
(4) High priority	614 31%	314 30%	300 31%	48 32%	158 31%	109 31%	97 29%	146 32%	294 32%k	164 32%	66 29%	89 26%	58 35%o	40 38%ost	58 28%	43 24%	55 35%o	61 35%o	25 27%	31 25%	70 27%	116 35%ot	57 28%
(3) Medium priority	518 26%	240 23%	278 29%a	52 34%fg	160 32%fg	106 30%fg	76 23%	96 21%	277 30%ijk	121 23%	53 24%	66 19%	32 19%	25 24%	53 25%	40 23%	32 20%	43 25%	28 30%	25 20%	100 38%lmnop qsuv	85 25%	55 27%
(2) Quite low priority	135 7%	87 8%b	48 5%	12 8%	43 9%	23 7%	20 6%	28 6%	65 7%j	41 8%j	7 3%	22 6%	12 7%	5 5%	6 3%	14 8%n	13 8%n	8 5%	6 6%	13 11%nu	26 10%nqu	17 5%	15 7%n
(1) Very low priority	35 2%	21 2%	14 1%	7 5%eg	14 3%e	-	6 2%e	7 2%e	11 1%	12 2%	2 1%	10 3%h	2 1%	-	4 2%	4 2%q	1 1%	-	2 2%	3 2%q	8 3%q	6 2%	5 2%q
BOTTOM 2 (NET)	170 9%	108 10%b	62 6%	19 13%e	57 11%eg	23 7%	26 8%	35 8%	76 8%j	53 10%j	9 4%	32 9%	14 8%	5 5%	10 5%	18 10%nq	14 9%	8 5%	8 9%	16 13%mnq	34 13%mnqu	23 7%	20 10%
Mean	3.90	3.91	3.90	3.57	3.68	3.89cd	3.99cd	4.02cde	3.81	3.88	4.10hi	4.06hi	3.99t	4.00t	4.05t	3.97t	3.97t	4.01t	3.85t	3.92t	3.55	3.93t	3.86t
Standard Deviation	1.01	1.05	0.97	1.06	1.03	0.94	1.02	0.99	0.98	1.05	0.93	1.08	0.98	0.88	0.98	1.09	0.98	0.89	1.04	1.13	1.04	0.97	1.06
Standard Error	0.023	0.033	0.031	0.086	0.046	0.050	0.056	0.046	0.032	0.046	0.062	0.058	0.077	0.086	0.068	0.082	0.078	0.068	0.108	0.102	0.064	0.053	0.074

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

Table 49

Absolutes/col percents

Q13a Your priority rating for: Standing up for Britain in the EU

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election					Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1312 66%	845 70%x	467 59%	413 67%z	361 62%	464 74%BCD	408 66%D	161 62%	279 57%	312 71%FG	235 57%	290 63%	161 81%EFGJ	12 67%	302 65%F
(5) Very high priority	698 35%	486 40%x	212 27%	221 36%	189 32%	280 45%BCD	188 30%	90 34%	140 29%	170 39%FG	101 24%	134 29%	127 64%EFGJ	10 56%	156 33%F
(4) High priority	614 31%	359 30%	255 32%	192 31%	172 29%	184 29%	220 35%ACD	71 27%	139 28%	142 32%H	134 32%H	156 34%H	34 17%	2 11%	146 31%H
(3) Medium priority	518 26%	273 23%	245 31%w	141 23%	173 30%y	114 18%	169 27%A	71 27%A	164 33%AB	89 20%H	141 34%EGHJ	128 28%EH	26 13%	6 33%	128 27%EH
(2) Quite low priority	135 7%	77 6%	58 7%	46 8%	43 7%	39 6%	37 6%	22 8%	37 8%	34 8%H	33 8%H	37 8%H	7 4%	-	24 5%
(1) Very low priority	35 2%	18 1%	17 2%	12 2%	8 1%	10 2%	8 1%	7 3%	10 2%	6 1%	6 1%	7 2%	4 2%	-	12 3%
BOTTOM 2 (NET)	170 9%	95 8%	75 10%	58 9%	51 9%	49 8%	45 7%	29 11%	47 10%	40 9%	39 9%	44 10%	11 6%	-	36 8%
Mean	3.90	4.00x	3.75	3.92	3.84	4.09BCD	3.87D	3.82	3.74	3.99FG	3.70	3.81	4.38EFGJ	4.22	3.88F
Standard Deviation	1.01	1.01	1.00	1.03	1.01	1.01	0.96	1.08	1.02	1.01	0.97	0.99	0.98	0.94	1.02
Standard Error	0.023	0.029	0.036	0.042	0.042	0.040	0.038	0.067	0.046	0.048	0.048	0.046	0.070	0.222	0.047

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 50

Absolutes/col percents

Q13a Your priority rating for: Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1573 79%	827 79%	746 78%	105 70%	401 80%c	272 78%	252 77%	365 79%c	714 78%	416 81%	180 80%	262 76%	140 85%nt	83 79%	157 75%	147 84%t	128 82%	136 79%	72 77%	93 76%	194 74%	266 79%	157 77%
(5) Very high priority	930 47%	487 47%	443 46%	56 37%	228 45%	154 44%	150 46%	232 50%c	425 47%k	255 49%k	115 51%k	134 39%	80 48%	61 58%nqrstu	95 46%	88 50%	80 51%	71 41%	36 39%	51 42%	114 44%	153 46%	101 50%
(4) High priority	643 32%	340 33%	303 32%	49 32%	173 34%	118 34%	102 31%	133 29%	289 32%	161 31%	65 29%	128 37%	60 36%m	22 21%	62 30%	59 34%m	48 31%	65 38%mv	36 39%m	42 34%m	80 31%	113 34%m	56 27%
(3) Medium priority	331 17%	166 16%	165 17%	34 23%d	76 15%	58 17%	58 18%	82 18%	162 18%	75 15%	30 13%	62 18%	21 13%	17 16%	40 19%	23 13%	23 15%	26 15%	18 19%	22 18%	54 21%lo	53 16%	34 17%
(2) Quite low priority	74 4%	38 4%	36 4%	8 5%	21 4%	14 4%	13 4%	13 3%	30 3%	20 4%	12 5%	12 3%	2 1%	4 4%	5 2%	5 3%	6 4%	10 6%l	2 2%	7 6%l	8 3%	14 4%	11 5%l
(1) Very low priority	22 1%	13 1%	9 1%	4 3%g	5 1%	6 2%g	6 2%g	1 *	4 *	5 1%	2 1%	11 3%hi	2 1%	1 1%	6 3%pq	1 1%	-	-	1 1%	-	6 2%q	3 1%	2 1%
BOTTOM 2 (NET)	96 5%	51 5%	45 5%	12 8%g	26 5%	20 6%	19 6%	14 3%	34 4%	25 5%	14 6%	23 7%h	4 2%	5 5%	11 5%	6 3%	6 4%	10 6%	3 3%	7 6%	14 5%	17 5%	13 6%
Mean	4.19	4.20	4.19	3.96	4.19c	4.14	4.15	4.26c	4.21k	4.24k	4.25k	4.04	4.30t	4.31	4.13	4.30t	4.29t	4.15	4.12	4.12	4.10	4.19	4.19
Standard Deviation	0.92	0.92	0.91	1.03	0.91	0.95	0.97	0.86	0.88	0.91	0.94	0.99	0.83	0.94	1.00	0.84	0.86	0.88	0.87	0.91	0.98	0.91	0.97
Standard Error	0.021	0.028	0.030	0.083	0.041	0.051	0.053	0.040	0.029	0.040	0.063	0.053	0.064	0.092	0.069	0.064	0.068	0.067	0.090	0.082	0.061	0.050	0.068

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 50

Absolutes/col percents

Q13a Your priority rating for: Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1573 79%	973 80%x	600 76%	518 85%z	416 71%	531 85%CD	512 82%CD	196 75%D	334 68%	389 88%FGHJ	267 64%	379 82%F	159 80%F	13 72%	366 79%F
(5) Very high priority	930 47%	600 49%x	330 42%	327 53%z	226 39%	343 55%BCD	303 49%CD	108 41%	176 36%	254 58%FGJ	135 33%	221 48%F	98 49%F	13 72%	209 45%F
(4) High priority	643 32%	373 31%	270 34%	191 31%	190 32%	188 30%	209 34%	88 34%	158 32%	135 31%	132 32%	158 34%	61 31%	-	157 34%
(3) Medium priority	331 17%	180 15%	151 19%w	69 11%	121 21%y	74 12%	88 14%	55 21%AB	114 23%AB	40 9%	111 27%EGHJ	66 14%E	29 15%E	3 17%	82 18%E
(2) Quite low priority	74 4%	43 4%	31 4%	21 3%	33 6%	17 3%	19 3%	7 3%	31 6%ABC	9 2%	24 6%E	16 3%	7 4%	2 11%	16 3%
(1) Very low priority	22 1%	17 1%	5 1%	4 1%	15 3%y	5 1%	3 *	3 1%	11 2%AB	3 1%	13 3%EGJ	1 *	3 2%G	-	2 *
BOTTOM 2 (NET)	96 5%	60 5%	36 5%	25 4%	48 8%y	22 4%	22 4%	10 4%	42 9%ABC	12 3%	37 9%EGJ	17 4%	10 5%	2 11%	18 4%
Mean	4.19	4.23x	4.13	4.33z	3.99	4.35CD	4.27CD	4.11D	3.93	4.42FGHJ	3.85	4.26F	4.23F	4.33	4.19F
Standard Deviation	0.92	0.93	0.90	0.86	1.03	0.85	0.85	0.91	1.02	0.79	1.04	0.84	0.93	1.14	0.87
Standard Error	0.021	0.027	0.032	0.035	0.042	0.034	0.034	0.056	0.046	0.038	0.051	0.039	0.066	0.268	0.041

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 51

Absolutes/col percents

Q13a Your priority rating for: Controlling immigration

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1419 71%	719 69%	700 73%a	99 66%	325 65%	251 72%d	242 74%d	344 75%cd	582 64%	377 73%h	181 81%hi	277 80%hi	124 75%t	76 72%t	156 75%t	126 72%t	124 79%st	123 72%t	66 71%t	82 67%	152 58%	242 72%t	148 73%t
(5) Very high priority	838 42%	421 40%	417 44%	45 30%	170 34%	143 41%cd	158 48%cd	219 48%cd	316 35%	228 44%h	126 56%hi	167 48%h	72 44%t	48 46%t	98 47%t	74 42%t	78 50%t	74 43%t	39 42%t	50 41%t	79 30%	145 43%t	81 40%t
(4) High priority	581 29%	298 29%	283 30%	54 36%fg	155 31%	108 31%	84 26%	125 27%	266 29%	149 29%	55 25%	110 32%	52 32%	28 27%	58 28%	52 30%	46 29%	49 28%	27 29%	32 26%	73 28%	97 29%	67 33%
(3) Medium priority	413 21%	224 21%	189 20%	36 24%	117 23%	74 21%	59 18%	93 20%	231 25%ijk	97 19%	37 17%	48 14%	30 18%	21 20%	38 18%	40 23%	26 17%	39 23%	17 18%	27 22%	68 26%np	65 19%	42 21%
(2) Quite low priority	134 7%	76 7%	58 6%	10 7%	52 10%efg	18 5%	21 6%	21 5%	82 9%ijk	31 6%	6 3%	14 4%	8 5%	5 5%	12 6%	9 5%	6 4%	10 6%	8 9%	9 7%	31 12%lmnopq uv	24 7%	12 6%
(1) Very low priority	34 2%	25 2%b	9 1%	6 4%g	9 2%	7 2%	7 2%	3 1%	15 2%	11 2%j	- -	8 2%	3 2%	3 3%cd	2 1%	1 1%	1 1%	- -	2 2%	4 3%q	11 4%nopquv	5 1%	2 1%
BOTTOM 2 (NET)	168 8%	101 10%b	67 7%	16 11%g	61 12%eg	25 7%	28 9%	24 5%	97 11%jk	42 8%j	6 3%	22 6%	11 7%	8 8%	14 7%	10 6%	7 4%	10 6%	10 11%	13 11%p	42 16%lmnopq uv	29 9%	14 7%
Mean	4.03	3.97	4.09a	3.81	3.84	4.03cd	4.11cd	4.16cd	3.86	4.07h	4.34hi	4.19h	4.10t	4.08t	4.14t	4.07t	4.24st	4.09t	4.00t	3.94t	3.68	4.05t	4.04t
Standard Deviation	1.02	1.06	0.98	1.06	1.06	1.00	1.05	0.95	1.05	1.03	0.85	0.98	0.99	1.05	0.98	0.95	0.91	0.94	1.07	1.11	1.15	1.02	0.96
Standard Error	0.023	0.033	0.032	0.086	0.047	0.054	0.058	0.044	0.035	0.045	0.057	0.052	0.077	0.103	0.068	0.072	0.072	0.072	0.111	0.100	0.071	0.056	0.067

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 51

Absolutes/col percents

Q13a Your priority rating for: Controlling immigration

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1419 71%	876 72%	543 69%	451 74%	403 69%	485 77%BD	422 68%	187 72%	325 66%	342 78%FGJ	270 65%	299 65%	165 83%FGJ	14 78%	329 71%
(5) Very high priority	838 42%	527 43%	311 40%	256 42%	254 43%	297 47%BD	230 37%	110 42%	201 41%	190 43%G	164 40%	162 35%	125 63%EFGJ	12 67%	185 40%
(4) High priority	581 29%	349 29%	232 29%	195 32%z	149 25%	188 30%	192 31%D	77 30%	124 25%	152 34%FH	106 26%	137 30%H	40 20%	2 11%	144 31%H
(3) Medium priority	413 21%	245 20%	168 21%	121 20%	117 20%	109 17%	138 22%A	46 18%	120 24%AC	76 17%	97 23%EH	104 23%EH	23 12%	4 22%	109 23%EH
(2) Quite low priority	134 7%	72 6%	62 8%	33 5%	49 8%y	26 4%	56 9%A	20 8%A	32 7%	18 4%	33 8%EH	51 11%EHJ	7 4%	-	25 5%
(1) Very low priority	34 2%	20 2%	14 2%	7 1%	16 3%y	7 1%	6 1%	8 3%AB	13 3%B	5 1%	15 4%EJ	8 2%	3 2%	-	3 1%
BOTTOM 2 (NET)	168 8%	92 8%	76 10%	40 7%	65 11%y	33 5%	62 10%A	28 11%A	45 9%A	23 5%	48 12%EHJ	59 13%EHJ	10 5%	-	28 6%
Mean	4.03	4.06x	3.97	4.08	3.98	4.18BCD	3.94	4.00	3.96	4.14FG	3.89	3.85	4.40EFGJ	4.44	4.04FG
Standard Deviation	1.02	1.01	1.04	0.96	1.10	0.94	1.02	1.09	1.07	0.92	1.12	1.07	0.93	0.86	0.95
Standard Error	0.023	0.029	0.037	0.039	0.046	0.037	0.041	0.067	0.049	0.044	0.055	0.050	0.066	0.202	0.044

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 52

Absolutes/col percents

Q13a Your priority rating for: Cutting taxes

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	952 48%	463 44%	489 51%a	86 57%fg	309 61%efg	190 54%fg	144 44%g	155 34%	367 40%	263 51%h	122 54%h	199 57%h	87 53%ms	41 39%	107 51%ms	79 45%	78 50%	85 49%	50 54%ms	49 40%	133 51%m	148 44%	95 47%
(5) Very high priority	394 20%	186 18%	208 22%a	32 21%g	141 28%fg	78 22%g	62 19%g	60 13%	145 16%	112 22%h	57 25%h	79 23%h	39 24%m	12 11%	39 19%	28 16%	33 21%m	36 21%m	29 31%mnostuv	23 19%	54 21%m	65 19%	36 18%
(4) High priority	558 28%	277 27%	281 29%	54 36%fg	168 33%fg	112 32%fg	82 25%	95 21%	222 24%	151 29%h	65 29%	120 35%h	48 29%	29 28%	68 33%su	51 29%	45 29%	49 28%	21 23%	26 21%	79 30%	83 25%	59 29%
(3) Medium priority	656 33%	340 33%	316 33%	47 31%	120 24%	107 31%d	109 33%d	199 43%cdef	320 35%i	153 30%	77 34%	106 31%	46 28%	42 40%ls	64 31%	66 38%	60 38%	51 30%	34 37%	33 27%	85 32%	107 32%	68 33%
(2) Quite low priority	304 15%	190 18%b	114 12%	13 9%	55 11%	39 11%	60 18%cde	82 18%cde	173 19%jk	78 15%k	22 10%	30 9%	27 16%p	16 15%	30 14%	27 15%	14 9%	29 17%pt	10 10%	34 28%lmnov	27 10%	60 18%pt	31 15%
(1) Very low priority	88 4%	51 5%	37 4%	5 3%	19 4%	14 4%	16 5%	25 5%	50 5%j	22 4%	3 1%	12 3%	5 3%	6 6%r	7 3%	4 2%	5 3%	7 4%	-	6 5%r	17 6%or	21 6%or	10 5%r
BOTTOM 2 (NET)	392 20%	241 23%b	151 16%	18 12%	74 15%	53 15%	76 23%cde	107 23%cde	223 25%ijk	100 19%jk	25 11%	42 12%	32 19%r	22 21%r	37 18%	31 18%	19 12%	36 21%pr	10 10%	40 33%lmnopqrtv	44 17%	81 24%prt	41 20%pr
Mean	3.43	3.34	3.53a	3.63fg	3.71fg	3.57fg	3.35g	3.18	3.26	3.49h	3.67hi	3.65hi	3.54ms	3.24	3.49ms	3.41	3.55msu	3.45	3.75mnoqstuv	3.21	3.48s	3.33	3.39
Standard Deviation	1.10	1.11	1.08	1.02	1.10	1.08	1.12	1.04	1.11	1.12	1.00	1.03	1.11	1.03	1.06	1.00	1.02	1.12	1.01	1.19	1.12	1.16	1.09
Standard Error	0.025	0.034	0.035	0.083	0.049	0.057	0.062	0.049	0.037	0.049	0.067	0.055	0.087	0.101	0.073	0.076	0.082	0.085	0.104	0.107	0.069	0.063	0.077

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 52

Absolutes/col percents

Q13a Your priority rating for: Cutting taxes

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	952 48%	539 44%	413 52%w	253 41%	346 59%y	271 43%	253 41%	149 57%AB	279 57%AB	210 48%G	248 60%EGHJ	181 39%	92 50%	9 50%	212 45%
(5) Very high priority	394 20%	218 18%	176 22%w	94 15%	162 28%y	97 15%	92 15%	63 24%AB	142 29%AB	71 16%	121 29%EGHJ	72 16%	38 19%	5 28%	87 19%
(4) High priority	558 28%	321 26%	237 30%	159 26%	184 31%y	174 28%	161 26%	86 33%B	137 28%	139 32%G	127 31%G	109 24%	54 27%	4 22%	125 27%
(3) Medium priority	656 33%	412 34%	244 31%	208 34%z	154 26%	230 37%CD	217 35%CD	70 27%	139 28%	146 33%	116 28%	158 34%F	58 29%	4 22%	174 37%FH
(2) Quite low priority	304 15%	208 17%x	96 12%	124 20%z	56 10%	103 16%CD	119 19%CD	29 11%	53 11%	72 16%F	30 7%	88 19%F	41 21%F	4 22%	69 15%F
(1) Very low priority	88 4%	54 4%	34 4%	27 4%	29 5%	23 4%	33 5%	13 5%	19 4%	13 3%	21 5%J	35 8%EJ	7 4%	1 6%	11 2%
BOTTOM 2 (NET)	392 20%	262 22%x	130 17%	151 25%z	85 15%	126 20%D	152 24%CD	42 16%	72 15%	85 19%F	51 12%	123 27%EFJ	48 24%FJ	5 28%	80 17%F
Mean	3.43	3.36	3.54w	3.28	3.67y	3.35	3.26	3.60AB	3.67AB	3.41G	3.72EGHJ	3.21	3.38	3.44	3.45G
Standard Deviation	1.10	1.10	1.10	1.09	1.12	1.04	1.09	1.12	1.12	1.03	1.11	1.15	1.12	1.29	1.03
Standard Error	0.025	0.031	0.039	0.044	0.046	0.042	0.044	0.069	0.051	0.049	0.055	0.053	0.080	0.305	0.048

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 53

Absolutes/col percents

Q13a Your priority rating for: Supporting marriage through the tax system

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	641 32%	349 33%	292 31%	44 29%	182 36%g	110 31%	100 30%	121 26%	259 28%	162 31%	85 38%h	135 39%hi	72 44%mnprt uv	33 31%	65 31%	64 36%ru	43 27%	68 40%prt u	22 24%	47 39%pru	76 29%	87 26%	64 31%
(5) Very high priority	248 12%	142 14%	106 11%	16 11%	66 13%	44 13%	49 15%g	44 10%	103 11%	67 13%	29 13%	49 14%	33 20%nprtu v	14 13%	25 12%	30 17%rtuv	18 11%	22 13%	7 8%	21 17%ruv	27 10%	32 10%	19 9%
(4) High priority	393 20%	207 20%	186 19%	28 19%	116 23%fg	66 19%	51 16%	77 17%	156 17%	95 18%	56 25%hi	86 25%hi	39 24%	19 18%	40 19%	34 19%	25 16%	46 27%ptu	15 16%	26 21%	49 19%	55 16%	45 22%
(3) Medium priority	583 29%	299 29%	284 30%	44 29%	132 26%	100 29%	94 29%	153 33%d	272 30%	149 29%	72 32%	88 25%	42 25%	24 23%	69 33%	50 28%	46 29%	42 24%	28 28%	33 27%	86 33%	103 31%	62 30%
(2) Quite low priority	435 22%	221 21%	214 22%	35 23%	104 21%	70 20%	75 23%	106 23%	216 24%	107 21%	42 19%	70 20%	26 16%	25 24%	41 20%	32 18%	38 24%q	26 15%	24 26%q	20 16%	61 23%q	95 28%lnoqs	47 23%
(1) Very low priority	341 17%	175 17%	166 17%	28 19%	85 17%	70 20%	60 18%	81 18%	163 18%j	98 19%j	25 11%	54 16%	25 15%	23 22%	33 16%	30 17%	30 19%	36 21%	21 23%	22 18%	39 15%	51 15%	31 15%
BOTTOM 2 (NET)	776 39%	396 38%	380 40%	63 42%	189 38%	140 40%	135 41%	187 41%	379 42%j	205 40%j	67 30%	124 36%	51 31%	48 46%l	74 36%	62 35%	68 43%l	62 36%	45 48%lnos	42 34%	100 38%	146 43%l	78 38%
Mean	2.89	2.92	2.85	2.79	2.95g	2.84	2.86	2.78	2.80	2.86	3.10hi	3.02h	3.18mprt uv	2.77	2.92r	3.01ru	2.76	2.95r	2.60	3.03ru	2.86	2.77	2.87
Standard Deviation	1.26	1.27	1.24	1.25	1.28	1.29	1.30	1.20	1.24	1.29	1.18	1.28	1.33	1.34	1.23	1.32	1.26	1.33	1.22	1.34	1.19	1.18	1.19
Standard Error	0.028	0.039	0.040	0.101	0.057	0.069	0.072	0.056	0.041	0.057	0.079	0.069	0.104	0.131	0.085	0.100	0.100	0.102	0.126	0.121	0.073	0.064	0.083

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 53

Absolutes/col percents

Q13a Your priority rating for: Supporting marriage through the tax system

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	641 32%	418 34%x	223 28%	202 33%	191 33%	234 37%BCD	195 31%	70 27%	142 29%	171 39%FGJ	132 32%	134 29%	73 37%GJ	4 22%	127 27%
(5) Very high priority	248 12%	162 13%	86 11%	78 13%	82 14%	92 15%B	64 10%	36 14%	56 11%	66 15%J	46 11%	51 11%	37 19%FGJ	3 17%	45 10%
(4) High priority	393 20%	256 21%x	137 17%	124 20%	109 19%	142 23%CD	131 21%C	34 13%	86 18%	105 24%GJ	86 21%	83 18%	36 18%	1 6%	82 18%
(3) Medium priority	583 29%	356 29%	227 29%	174 28%	176 30%	188 30%	170 27%	89 34%B	136 28%	130 29%	126 30%	121 26%	59 30%	4 22%	143 31%
(2) Quite low priority	435 22%	238 20%	197 25%w	139 23%	114 19%	108 17%	157 25%A	62 24%A	108 22%A	88 20%H	84 20%H	118 26%EH	25 13%	6 33%	114 24%H
(1) Very low priority	341 17%	201 17%	140 18%	97 16%	104 18%	97 15%	100 16%	40 15%	104 21%AB	52 12%	73 18%E	89 19%E	41 21%E	4 22%	82 18%E
BOTTOM 2 (NET)	776 39%	439 36%	337 43%w	236 39%	218 37%	205 33%	257 41%A	102 39%	212 43%A	140 32%	157 38%	207 45%EFH	66 33%	10 56%	196 42%EH
Mean	2.89	2.95x	2.79	2.91	2.92	3.04BD	2.84	2.86	2.76	3.10FGJ	2.87	2.76	3.02GJ	2.61	2.77
Standard Deviation	1.26	1.27	1.24	1.25	1.28	1.27	1.22	1.23	1.28	1.23	1.24	1.26	1.38	1.38	1.21
Standard Error	0.028	0.036	0.044	0.051	0.053	0.051	0.049	0.076	0.058	0.058	0.061	0.059	0.098	0.325	0.056

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 54

Q13a Your priority rating for: Cutting the size of the state

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	770 39%	442 42%b	328 34%	44 29%	200 40%c	123 35%	118 36%	185 40%c	335 37%	193 37%	78 35%	163 47%hij	84 51%mnpqr stuv	37 35%	72 35%	77 44%	53 34%	62 36%	35 38%	42 34%	100 38%	136 40%	72 35%
(5) Very high priority	291 15%	175 17%b	116 12%	14 9%	82 16%c	42 12%	46 14%	55 12%	135 15%	73 14%	29 13%	53 15%	46 28%mnopq rstuv	17 16%n	17 8%	30 17%n	21 13%	21 12%	11 12%	16 13%	36 14%	43 13%	33 16%n
(4) High priority	479 24%	267 26%	212 22%	30 20%	118 23%	81 23%	72 22%	130 28%cf	200 22%	120 23%	49 22%	110 32%hij	38 23%	20 19%	55 26%	47 27%	32 20%	41 24%	24 26%	26 21%	64 24%	93 28%v	39 19%
(3) Medium priority	785 39%	371 36%	414 43%a	61 40%	189 38%	162 46%dg	129 39%	178 39%	379 42%k	189 37%	97 43%k	119 34%	54 33%	41 39%	86 41%	61 35%	67 43%	64 37%	45 48%lou	47 39%	111 42%l	122 36%	87 43%
(2) Quite low priority	343 17%	180 17%	163 17%	37 25%deg	86 17%	48 14%	62 19%	78 17%	161 18%	97 19%	36 16%	49 14%	22 13%	19 18%	33 16%	30 17%	28 18%	34 20%	13 14%	26 21%	42 16%	59 18%	37 18%
(1) Very low priority	102 5%	51 5%	51 5%	9 6%	28 6%	17 5%	20 6%	20 4%	35 4%	37 7%h	13 6%	16 5%	5 3%	8 8%r	17 8%lrt	8 5%r	9 6%r	12 7%r	-	7 6%r	9 3%	19 6%r	8 4%
BOTTOM 2 (NET)	445 22%	231 22%	214 22%	46 30%eg	114 23%	65 19%	82 25%e	98 21%	196 22%	134 26%k	49 22%	65 19%	27 16%	27 26%r	50 24%r	38 22%	37 24%	46 27%lr	13 14%	33 27%lr	51 19%	78 23%	45 22%
Mean	3.26	3.32b	3.19	3.02	3.28c	3.24c	3.19	3.26c	3.26	3.18	3.20	3.39ij	3.59mnop qstuv	3.18	3.11	3.35n	3.18	3.15	3.35n	3.15	3.29	3.24	3.25
Standard Deviation	1.06	1.09	1.03	1.03	1.10	0.99	1.09	1.02	1.04	1.11	1.05	1.05	1.12	1.14	1.03	1.09	1.06	1.09	0.87	1.08	1.01	1.07	1.06
Standard Error	0.024	0.034	0.033	0.084	0.049	0.053	0.060	0.047	0.034	0.049	0.070	0.056	0.087	0.111	0.072	0.082	0.085	0.083	0.090	0.098	0.062	0.058	0.074

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 54

Q13a Your priority rating for: Cutting the size of the state

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	770 39%	526 43%x	244 31%	262 43%z	189 32%	278 44%CD	261 42%CD	84 32%	147 30%	211 48%FGJ	128 31%	165 36%	86 43%F	8 44%	172 37%
(5) Very high priority	291 15%	206 17%x	85 11%	115 19%z	62 11%	119 19%CD	98 16%CD	27 10%	47 10%	94 21%FGJ	39 9%	55 12%	40 20%FGJ	2 11%	61 13%
(4) High priority	479 24%	320 26%x	159 20%	147 24%	127 22%	159 25%	163 26%D	57 22%	100 20%	117 27%	89 21%	110 24%	46 23%	6 33%	111 24%
(3) Medium priority	785 39%	438 36%	347 44%w	211 34%	256 44%y	209 33%	238 38%	119 46%AB	219 45%AB	131 30%	188 45%E	193 42%E	82 41%E	7 39%	184 39%E
(2) Quite low priority	343 17%	190 16%	153 19%w	114 19%	98 17%	111 18%	98 16%	39 15%	95 19%	86 20%H	68 16%	78 17%	23 12%	3 17%	85 18%H
(1) Very low priority	102 5%	59 5%	43 5%	25 4%	42 7%y	29 5%	25 4%	19 7%B	29 6%	13 3%	31 7%E	26 6%E	7 4%	-	25 5%
BOTTOM 2 (NET)	445 22%	249 21%	196 25%w	139 23%	140 24%	140 22%	123 20%	58 22%	124 25%B	99 22%H	99 24%H	104 23%H	30 15%	3 17%	110 24%H
Mean	3.26	3.35x	3.11	3.35z	3.12	3.36CD	3.34CD	3.13	3.08	3.44FGJ	3.09	3.19	3.45FGJ	3.39	3.21
Standard Deviation	1.06	1.08	1.02	1.11	1.04	1.12	1.05	1.03	1.01	1.11	1.02	1.04	1.05	0.92	1.06
Standard Error	0.024	0.031	0.036	0.045	0.043	0.045	0.042	0.064	0.045	0.053	0.050	0.048	0.075	0.216	0.049

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 55

Absolutes/col percents

Q13a Your priority rating for: Scrapping unnecessary rules and regulations

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1244 62%	704 67%b	540 56%	71 47%	314 62%ce	190 54%	206 63%ce	307 67%ce	551 61%	322 62%	137 61%	231 67%h	113 68%mp	59 56%	127 61%	105 60%	87 55%	108 63%	64 69%p	73 60%	180 69%mpu	203 60%	125 61%
(5) Very high priority	538 27%	307 29%b	231 24%	20 13%	131 26%c	77 22%c	90 27%c	142 31%ce	218 24%	148 29%h	73 33%h	98 28%	46 28%	27 26%	56 27%	44 25%	41 26%	47 27%	26 28%	34 28%	84 32%u	77 23%	56 27%
(4) High priority	706 35%	397 38%b	309 32%	51 34%	183 36%	113 32%	116 35%	165 36%	333 37%j	174 34%	64 29%	133 38%j	67 41%p	32 30%	71 34%	61 35%	46 29%	61 35%	38 41%	39 32%	96 37%	126 38%	69 34%
(3) Medium priority	530 27%	246 24%	284 30%a	53 35%dg	129 26%	104 30%	91 28%	116 25%	257 28%	126 24%	63 28%	84 24%	35 21%	31 30%	62 30%t	45 26%	51 32%lt	42 24%	20 22%	38 31%lt	55 21%	87 26%	64 31%lt
(2) Quite low priority	191 10%	83 8%	108 11%a	20 13%g	49 10%	45 13%g	30 9%	35 8%	88 10%	55 11%	20 9%	28 8%	15 9%	13 12%	15 7%	24 14%nv	18 11%	16 9%	8 9%	9 7%	23 9%	37 11%	13 6%
(1) Very low priority	35 2%	11 1%	24 3%a	7 5%fg	11 2%g	11 3%fg	2 1%	3 1%	14 2%	13 3%	4 2%	4 1%	2 1%	2 2%	4 2%	2 1%	1 1%	6 3%	1 1%	2 2%	4 2%	9 3%	2 1%
BOTTOM 2 (NET)	226 11%	94 9%	132 14%a	27 18%fg	60 12%	56 16%fg	32 10%	38 8%	102 11%	68 13%	24 11%	32 9%	17 10%	15 14%	19 9%	26 15%v	19 12%	22 13%	9 10%	11 9%	27 10%	46 14%v	15 7%
Mean	3.76	3.87b	3.64	3.38	3.74ce	3.57	3.80ce	3.89cd e	3.72	3.75	3.81	3.84h	3.85	3.66	3.77	3.69	3.69	3.74	3.86	3.77	3.89mopu	3.67	3.80
Standard Deviation	1.01	0.96	1.04	1.02	1.02	1.06	0.96	0.95	0.98	1.06	1.05	0.96	0.97	1.05	0.99	1.03	1.01	1.07	0.96	0.99	1.01	1.03	0.95
Standard Error	0.023	0.030	0.034	0.083	0.045	0.057	0.053	0.044	0.033	0.047	0.070	0.052	0.076	0.103	0.069	0.078	0.080	0.081	0.100	0.090	0.062	0.056	0.066

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 55

Q13a Your priority rating for: Scrapping unnecessary rules and regulations

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1244 62%	811 67%x	433 55%	399 65%z	342 58%	425 68%CD	399 64%CD	147 56%	273 56%	313 71%FGJ	209 50%	283 61%F	153 77%FGJ	10 56%	276 59%F
(5) Very high priority	538 27%	377 31%x	161 20%	166 27%	140 24%	187 30%D	181 29%D	61 23%	109 22%	132 30%F	83 20%	123 27%F	75 38%EFGJ	6 33%	119 26%
(4) High priority	706 35%	434 36%	272 35%	233 38%	202 35%	238 38%	218 35%	86 33%	164 33%	181 41%FGJ	126 30%	160 35%	78 39%F	4 22%	157 34%
(3) Medium priority	530 27%	295 24%	235 30%w	148 24%	165 28%	145 23%	167 27%	76 29%	142 29%A	93 21%	140 34%EGH	124 27%EH	34 17%	6 33%	133 29%EH
(2) Quite low priority	191 10%	92 8%	99 13%w	55 9%	62 11%	53 8%	48 8%	34 13%AB	56 11%B	29 7%	51 12%EH	49 11%EH	9 5%	2 11%	51 11%EH
(1) Very low priority	35 2%	15 1%	20 3%w	10 2%	16 3%	4 1%	8 1%	4 2%	19 4%AB	6 1%	15 4%EGJ	6 1%	2 1%	-	6 1%
BOTTOM 2 (NET)	226 11%	107 9%	119 15%w	65 11%	78 13%	57 9%	56 9%	38 15%AB	75 15%AB	35 8%	66 16%EH	55 12%EH	11 6%	2 11%	57 12%EH
Mean	3.76	3.88x	3.58	3.80z	3.66	3.88CD	3.83CD	3.64	3.59	3.92FGJ	3.51	3.75F	4.09EFGJ	3.78	3.71F
Standard Deviation	1.01	0.98	1.03	0.99	1.04	0.95	0.98	1.03	1.07	0.94	1.06	1.01	0.91	1.06	1.01
Standard Error	0.023	0.028	0.037	0.040	0.043	0.038	0.039	0.064	0.048	0.045	0.052	0.047	0.064	0.250	0.047

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 56

Absolutes/col percents

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY

Base : All respondents

	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Protecting the environment	Dealing with crime	Standing up for Britain in the EU	Reforming welfare to stop scroungers and cut benefit dependency	Controlling immigration	Cutting taxes	Supporting marriage through the tax system	Cutting the size of the state	Scrapping unnecessary rules and regulations
Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
TOP 2 (NET)	1422 71%	1749 87%	848 42%	702 35%	450 23%	868 43%	876 44%	1573 79%	986 49%	528 26%	608 30%	907 45%	829 41%
(5) Very high priority	702 35%	1239 62%	254 13%	194 10%	154 8%	279 14%	289 14%	809 40%	370 19%	193 10%	161 8%	334 17%	268 13%
(4) High priority	720 36%	510 26%	594 30%	508 25%	296 15%	589 29%	587 29%	764 38%	616 31%	335 17%	447 22%	573 29%	561 28%
(3) Medium priority	389 19%	185 9%	748 37%	836 42%	802 40%	797 40%	747 37%	343 17%	704 35%	563 28%	759 38%	695 35%	696 35%
(2) Quite low priority	136 7%	46 2%	309 15%	369 18%	569 28%	278 14%	297 15%	64 3%	240 12%	572 29%	445 22%	301 15%	353 18%
(1) Very low priority	53 3%	20 1%	95 5%	93 5%	179 9%	57 3%	80 4%	20 1%	70 4%	337 17%	188 9%	97 5%	122 6%
BOTTOM 2 (NET)	189 9%	66 3%	404 20%	462 23%	748 37%	335 17%	377 19%	84 4%	310 16%	909 45%	633 32%	398 20%	475 24%
Mean	3.94	4.45	3.30	3.17	2.84	3.38	3.35	4.14	3.49	2.74	2.97	3.37	3.25
Standard Deviation	1.03	0.83	1.03	0.99	1.04	0.98	1.03	0.88	1.03	1.20	1.07	1.08	1.08
Standard Error	0.023	0.019	0.023	0.022	0.023	0.022	0.023	0.020	0.023	0.027	0.024	0.024	0.024

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 57

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF MEANS

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	3.94	4.02b	3.86	3.68	3.94ce	3.77	3.91c	4.06cef	3.98	3.95	3.90	3.86	3.99	3.98	3.95	3.91	3.77	3.92	3.87	4.03p	3.94	3.93	4.03p
Cutting the deficit and the debt	4.45	4.48	4.42	4.19	4.40c	4.38c	4.49c	4.59cdef	4.51k	4.51k	4.40k	4.23	4.45	4.59pqt	4.45	4.48	4.39	4.35	4.54	4.55qt	4.34	4.42	4.58pqtu
Improving the NHS	3.30	3.29	3.31	3.19	3.38e	3.14	3.28	3.31e	3.30	3.25	3.36	3.36	3.52mnoprsuv	3.09	3.26	3.25	3.27	3.37m	3.25	3.21	3.38m	3.29	3.28
Improving schools	3.17	3.16	3.18	3.17	3.29efg	3.02	3.10	3.13	3.18	3.13	3.06	3.27ij	3.35mopsv	3.04	3.14	3.13	3.06	3.24	3.13	3.06	3.31mpsv	3.20	3.05
Protecting the environment	2.84	2.86	2.82	2.89g	3.03efg	2.78	2.77	2.72	2.76	2.83	2.85	3.07hi	3.07mnoprsuv	2.73	2.76	2.83	2.82	2.89su	2.78	2.64	3.15mnopqrsuv	2.68	2.78
Dealing with crime	3.38	3.41	3.34	3.38	3.51efg	3.25	3.35	3.32	3.34	3.41	3.35	3.43	3.67mnopqrsuv	3.30	3.35	3.31	3.32	3.33	3.37	3.25	3.69mnopqrsuv	3.21	3.32
Standing up for Britain in the EU	3.35	3.40b	3.30	3.44	3.36	3.37	3.35	3.26	3.37	3.33	3.39	3.33	3.64noprstuv	3.61prsuv	3.37u	3.39u	3.29	3.50suv	3.28	3.15	3.42su	3.16	3.26
Reforming welfare to stop scroungers and cut benefit dependency	4.14	4.15	4.13	4.00	4.16	4.05	4.14	4.23ce	4.11	4.22hk	4.13	4.10	4.32nopqsu	4.36nopqstuv	4.14	4.11	3.99	4.05	4.37nopqstu	4.09	4.15	4.04	4.17
Controlling immigration	3.49	3.52	3.45	3.61g	3.58g	3.44	3.49	3.39	3.51	3.47	3.47	3.48	3.79nopqrsuv	3.62psu	3.40	3.51s	3.33	3.41	3.41	3.25	3.76nopqrsuv	3.35	3.50s
Cutting taxes	2.74	2.75	2.73	2.76	2.92eg	2.69	2.75g	2.57	2.65	2.72	2.79	2.97hi	3.02mnoprsuv	2.66	2.69	2.69	2.61	2.85su	2.55	2.52	3.07mnoprsuv	2.57	2.71
Supporting marriage through the tax system	2.97	2.98	2.97	3.24efg	3.17efg	2.82	2.88	2.87	2.94	2.97	2.96	3.07	3.24npqruv	3.00r	2.80	3.06npru	2.83	2.89	2.66	3.08nru	3.34mnopqrsuv	2.82	2.91
Cutting the size of the state	3.37	3.48b	3.26	3.34	3.44e	3.26	3.37	3.41e	3.42j	3.32j	3.14	3.48ij	3.75mnopqrstuv	3.45	3.26	3.42	3.25	3.26	3.37	3.29	3.50npqu	3.29	3.32
Scrapping unnecessary rules and regulations	3.25	3.35b	3.14	3.16	3.37ce	3.05	3.25e	3.24e	3.24	3.26	3.21	3.29	3.57mnopqrsuv	3.28	3.15	3.28	3.11	3.12	3.15	3.21	3.54mnopqrsuv	3.12	3.18

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 57

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF MEANS

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	3.94	4.02x	3.82	4.31z	3.42	4.23CD	4.19CD	3.52	3.48	4.37FGHJ	3.44	4.08FHJ	3.84F	3.28	3.91F
Cutting the deficit and the debt	4.45	4.47	4.42	4.63z	4.29	4.56CD	4.56CD	4.25	4.29	4.61FHJ	4.21	4.55FHJ	4.42F	3.94	4.44F
Improving the NHS	3.30	3.37x	3.19	3.61z	2.93	3.51CD	3.49CD	3.11D	2.89	3.70FGHJ	2.87	3.36FH	3.17F	3.06	3.32F
Improving schools	3.17	3.24x	3.07	3.41z	2.86	3.38CD	3.31CD	3.03D	2.81	3.51FGHJ	2.82	3.23FH	3.02F	2.78	3.18F
Protecting the environment	2.84	2.90x	2.74	3.08z	2.64	3.03BCD	2.92CD	2.69	2.57	3.25FGHJ	2.67	2.76	2.61	2.78	2.78H
Dealing with crime	3.38	3.43x	3.29	3.62z	3.10	3.57CD	3.49CD	3.16	3.10	3.73FGHJ	3.17	3.35FH	3.17	3.28	3.35FH
Standing up for Britain in the EU	3.35	3.41x	3.26	3.54z	3.14	3.50CD	3.47CD	3.18	3.12	3.61FGHJ	3.19	3.37FH	3.13	3.11	3.35FH
Reforming welfare to stop scroungers and cut benefit dependency	4.14	4.16	4.10	4.31z	4.00	4.20CD	4.24CD	3.98	4.02	4.34FGHJ	4.03	4.21FHJ	3.99	3.50	4.07
Controlling immigration	3.49	3.49	3.48	3.67z	3.32	3.57CD	3.58CD	3.34	3.34	3.76FGHJ	3.40H	3.55FHJ	3.14	3.11	3.41H
Cutting taxes	2.74	2.79x	2.66	2.88z	2.57	2.83CD	2.82CD	2.64	2.57	3.04FGHJ	2.66H	2.69H	2.44	2.67	2.69H
Supporting marriage through the tax system	2.97	3.00	2.94	3.09z	2.88	3.03D	3.03D	2.94	2.85	3.18FGHJ	2.92	2.94	2.84	2.83	2.93
Cutting the size of the state	3.37	3.42x	3.30	3.45	3.35	3.36	3.46C	3.25	3.34	3.44J	3.36	3.45J	3.36	3.06	3.26
Scrapping unnecessary rules and regulations	3.25	3.32x	3.14	3.44z	3.12	3.37CD	3.34CD	3.07	3.08	3.60FGHJ	3.13	3.22J	3.21	3.17	3.08

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 58

Absolutes/col percents

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF TOP 2

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	1422 71%	768 74%b	654 68%	95 63%	353 70%c	221 63%	237 72%ce	352 76%cde	658 72%	367 71%	157 70%	237 68%	116 70%	76 72%	150 72%	124 70%	100 64%	122 71%	65 70%	92 75%p	182 69%	241 72%	154 75%p
Cutting the deficit and the debt	1749 87%	931 89%b	818 86%	120 79%	431 86%	291 83%	295 90%ce	428 93%cde	817 90%k	462 90%k	194 87%k	274 79%	151 92%pt	95 90%	184 88%	155 88%	130 83%	149 87%	81 87%	110 90%	221 84%	289 86%	184 90%p
Improving the NHS	848 42%	431 41%	417 44%	57 38%	235 47%e	126 36%	133 40%	192 42%	392 43%	202 39%	96 43%	157 45%	88 53%mnopr suv	38 36%	84 40%	69 39%	65 41%	79 46%	33 35%	46 38%	123 47%	139 41%	84 41%
Improving schools	702 35%	355 34%	347 36%	54 36%	209 42%efg	105 30%	109 33%	137 30%	319 35%	175 34%	67 30%	139 40%j	71 43%morsv	32 30%	74 36%	56 32%	54 34%	64 37%	26 28%	36 30%	108 41%orsv	121 36%	60 29%
Protecting the environment	450 23%	239 23%	211 22%	43 28%fg	178 35%efg	76 22%g	66 20%g	54 12%	165 18%	126 24%h	45 20%	114 33%hij	54 33%moprs uv	17 16%	49 24%su	34 19%	34 22%	46 27%msu	18 19%	17 14%	84 32%mnopr suv	55 16%	42 21%
Dealing with crime	868 43%	466 45%	402 42%	69 46%	248 49%efg	133 38%	139 42%	185 40%	374 41%	238 46%	93 42%	161 46%	93 56%mnopq suv	41 39%	90 43%	74 42%	60 38%	72 42%	41 44%	47 39%	148 56%mnopq rsuv	121 36%	81 40%
Standing up for Britain in the EU	876 44%	479 46%	397 42%	75 50%g	234 47%g	148 42%	139 42%	182 39%	404 44%	230 45%	95 42%	146 42%	98 59%nopqr stuv	57 54%psuv	91 44%	85 48%u	64 41%	78 45%	38 41%	46 38%	115 44%	123 37%	81 40%
Reforming welfare to stop scroungers and cut benefit dependency	1573 79%	826 79%	747 78%	109 72%	392 78%	259 74%	262 80%	388 84%cde	712 78%	420 81%	174 78%	264 76%	139 84%pqu	88 84%p	166 80%	140 80%	112 71%	129 75%	78 84%p	93 76%	205 78%	257 76%	166 81%p
Controlling immigration	986 49%	520 50%	466 49%	86 57%eg	274 54%eg	164 47%	165 50%	207 45%	457 50%	247 48%	105 47%	175 50%	101 61%nopqr suv	57 54%s	96 46%s	89 51%s	73 46%s	80 47%s	40 43%	42 34%	164 63%nopqr suv	147 44%	97 48%s
Cutting taxes	528 26%	269 26%	259 27%	48 32%g	188 37%efg	99 28%g	78 24%g	73 16%	214 24%	136 26%	59 26%	118 34%hi	62 38%moprs uv	21 20%	59 28%su	43 24%	32 20%	55 32%mpr su	17 18%	22 18%	100 38%mnopr suv	66 20%	51 25%
Supporting marriage through the tax system	608 30%	321 31%	287 30%	65 43%efg	194 39%efg	95 27%	88 27%	111 24%	263 29%	163 32%	58 26%	124 36%hj	74 45%mnopq ruv	30 29%	52 25%	60 34%pru	37 24%	46 27%	18 19%	46 38%npq ruv	107 41%mnopqr uv	84 25%	54 26%
Cutting the size of the state	907 45%	535 51%b	372 39%	65 43%	235 47%e	139 40%	146 44%	224 49%e	433 48%j	230 45%j	75 33%	167 48%	102 62%mnopq rstuv	47 45%	88 42%	80 45%	61 39%	74 43%	34 37%	54 44%	131 50%pr	148 44%	88 43%
Scrapping unnecessary rules and regulations	829 41%	468 45%b	361 38%	63 42%	238 47%eg	115 33%	139 42%e	177 38%	374 41%	217 42%	88 39%	149 43%	95 58%mnopq rsuv	41 39%	79 38%	76 43%	55 35%	61 35%	34 37%	46 38%	136 52%mnopqr suv	124 37%	82 40%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 58

Absolutes/col percents

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF TOP 2

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	1422 71%	898 74%x	524 67%	523 85%z	299 51%	517 82%CD	510 82%CD	138 53%	257 52%	387 88%FGHJ	212 51%	372 81%FHJ	130 66%F	8 44%	313 67%F
Cutting the deficit and the debt	1749 87%	1079 89%x	670 85%	573 94%z	484 83%	573 91%CD	569 91%CD	209 80%	398 81%	413 94%FHJ	327 79%	421 91%FH	169 85%	12 67%	407 87%F
Improving the NHS	848 42%	560 46%x	288 37%	341 56%z	167 29%	317 51%CD	309 50%CD	89 34%D	133 27%	269 61%FGHJ	108 26%	202 44%FH	67 34%F	7 39%	195 42%F
Improving schools	702 35%	453 37%x	249 32%	279 46%z	134 23%	267 43%CD	250 40%CD	79 30%D	106 22%	219 50%FGHJ	97 23%	166 36%FH	50 25%	5 28%	165 35%FH
Protecting the environment	450 23%	299 25%x	151 19%	189 31%z	108 18%	175 28%CD	144 23%D	53 20%	78 16%	164 37%FGHJ	81 20%	86 19%	26 13%	6 33%	87 19%
Dealing with crime	868 43%	559 46%x	309 39%	329 54%z	195 33%	323 52%CD	291 47%CD	98 38%	156 32%	264 60%FGHJ	154 37%	186 40%	64 32%	5 28%	195 42%H
Standing up for Britain in the EU	876 44%	553 46%x	323 41%	314 51%z	210 36%	310 49%CD	305 49%CD	102 39%	159 32%	239 54%FGHJ	150 36%	211 46%FH	69 35%	6 33%	201 43%FH
Reforming welfare to stop scroungers and cut benefit dependency	1573 79%	971 80%	602 76%	537 88%z	426 73%	522 83%CD	519 83%CD	186 71%	346 71%	389 88%FGHJ	297 72%	381 82%FHJ	145 73%	10 56%	351 75%
Controlling immigration	986 49%	598 49%	388 49%	344 56%z	262 45%	328 52%D	327 53%D	119 46%	212 43%	263 60%FGHJ	199 48%H	234 51%H	70 35%	6 33%	214 46%H
Cutting taxes	528 26%	329 27%	199 25%	182 30%z	141 24%	170 27%	176 28%D	69 26%	113 23%	154 35%FGHJ	113 27%H	119 26%H	31 16%	5 28%	106 23%H
Supporting marriage through the tax system	608 30%	388 32%	220 28%	213 35%z	164 28%	195 31%	207 33%D	73 28%	133 27%	159 36%FHJ	122 29%	139 30%	50 25%	6 33%	132 28%
Cutting the size of the state	907 45%	586 48%x	321 41%	302 49%z	255 44%	292 47%D	316 51%CD	103 39%	196 40%	211 48%J	172 41%	238 52%FJ	91 46%	6 33%	189 41%
Scrapping unnecessary rules and regulations	829 41%	532 44%x	297 38%	302 49%z	220 38%	293 47%CD	277 45%CD	86 33%	173 35%	243 55%FGHJ	151 36%	188 41%	77 39%	8 44%	162 35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 59

Absolutes/col percents

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF BOTTOM 2

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Getting the economy growing and creating jobs	189 9%	77 7%	112 12%a	21 14%g	48 10%	43 12%g	37 11%g	29 6%	89 10%	41 8%	18 8%	41 12%	9 5%	6 6%	18 9%	18 10%	21 13%lmqs	10 6%	12 13%lq	7 6%	29 11%l	41 12%lqs	18 9%
Cutting the deficit and the debt	66 3%	27 3%	39 4%	11 7%fg	22 4%g	18 5%fg	7 2%	4 1%	31 3%	11 2%	6 3%	17 5%i	4 2%	1 1%	9 4%	2 1%	6 4%	8 5%	2 2%	3 2%	11 4%	15 4%o	5 2%
Improving the NHS	404 20%	202 19%	202 21%	39 26%g	100 20%	95 27%dfg	66 20%	80 17%	182 20%	110 21%	41 18%	70 20%	25 15%	26 25%	46 22%	33 19%	34 22%	33 19%	18 19%	29 24%	54 21%	63 19%	43 21%
Improving schools	462 23%	234 22%	228 24%	42 28%g	107 21%	108 31%dg	85 26%	92 20%	211 23%	116 22%	59 26%	75 22%	31 19%	29 28%	46 22%	43 24%	47 30%ltu	40 23%	18 19%	31 25%	55 21%	68 20%	54 26%
Protecting the environment	748 37%	391 37%	357 37%	57 38%	180 36%	140 40%	132 40%	172 37%	359 39%k	201 39%k	78 35%	107 31%	56 34%	37 35%	84 40%t	64 36%	59 38%	66 38%t	36 39%	47 39%	75 29%	144 43%t	80 39%t
Dealing with crime	335 17%	172 16%	163 17%	30 20%	75 15%	74 21%dg	63 19%	66 14%	147 16%	90 17%	42 19%	55 16%	22 13%	13 12%	39 19%t	35 20%t	29 18%	29 17%	14 15%	24 20%t	31 12%	64 19%t	35 17%
Standing up for Britain in the EU	377 19%	191 18%	186 19%	23 15%	98 19%	61 17%	69 21%	93 20%	173 19%	103 20%	36 16%	65 19%	23 14%	12 11%	40 19%q	34 19%q	33 21%mq	20 12%	19 20%t	30 25%lmq	42 16%	78 23%lmqt	46 23%lmq
Reforming welfare to stop scroungers and cut benefit dependency	84 4%	37 4%	47 5%	8 5%	16 3%	22 6%dg	15 5%	15 3%	45 5%	15 3%	10 4%	14 4%	3 2%	2 2%	10 5%	5 3%	16 10%lmnoqr suv	7 4%	2 2%	4 3%	14 5%v	18 5%v	3 1%
Controlling immigration	310 16%	150 14%	160 17%	22 15%	74 15%	57 16%	56 17%	74 16%	132 15%	79 15%	34 15%	65 19%	11 7%	12 11%	38 18%lt	32 18%lt	34 22%lmtv	29 17%lt	17 18%lt	23 19%lt	46 10%	61 18%lt	26 13%
Cutting taxes	909 45%	475 45%	434 45%	71 47%	207 41%	169 48%d	140 43%	239 52%df	445 49%k	237 46%k	100 45%k	125 36%	61 37%	46 44%t	106 51%lt	82 47%t	76 48%lt	74 43%t	46 49%t	64 52%lt	83 32%	171 51%lt	100 49%lt
Supporting marriage through the tax system	633 32%	331 32%	302 32%	38 25%	131 26%	138 39%cd	113 34%cd	155 34%cd	303 33%	164 32%	69 31%	97 28%	41 25%	31 30%t	79 38%lot	50 28%t	56 36%lt	58 34%t	40 43%lot	37 30%t	46 18%	124 37%lt	71 35%lt
Cutting the size of the state	398 20%	194 19%	204 21%	35 23%	92 18%	78 22%	67 20%	89 19%	169 19%	114 22%	56 25%hk	58 17%	25 15%	15 14%	50 24%lmt	32 18%	39 25%lmt	35 20%	15 16%	23 19%	42 16%	74 22%	48 24%lt
Scrapping unnecessary rules and regulations	475 24%	205 20%	270 28%a	42 28%	118 23%	108 31%dg	80 24%	98 21%	222 24%	120 23%	58 26%	75 22%	33 20%	19 18%	58 28%t	39 22%	45 29%t	46 27%s	23 25%	26 21%	45 17%	90 27%t	51 25%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 59

Absolutes/col percents

Q13b. Please say whether you think the Conservative Party today regards each of the following as ...SUMMARY OF BOTTOM 2

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Getting the economy growing and creating jobs	189 9%	96 8%	93 12%w	16 3%	129 22%y	28 4%	18 3%	50 19%AB	93 19%AB	9 2%	83 20%EGHJ	31 7%E	25 13%EG	4 22%	37 8%E
Cutting the deficit and the debt	66 3%	35 3%	31 4%	4 1%	40 7%y	11 2%	11 2%	20 8%AB	24 5%AB	4 1%	29 7%EGJ	8 2%	10 5%EG	2 11%	13 3%E
Improving the NHS	404 20%	211 17%	193 25%w	60 10%	208 36%y	77 12%	74 12%	75 29%AB	178 36%ABC	35 8%	148 36%EGHJ	82 18%E	44 22%E	9 50%	86 18%E
Improving schools	462 23%	241 20%	221 28%w	92 15%	209 36%y	92 15%	99 16%	85 33%AB	186 38%AB	53 12%	152 37%EGHJ	96 21%E	51 26%E	10 56%	100 21%E
Protecting the environment	748 37%	427 35%	321 41%w	170 28%	279 48%y	187 30%	204 33%	119 46%AB	238 49%AB	103 23%	182 44%E	188 41%E	90 45%E	9 50%	176 38%E
Dealing with crime	335 17%	187 15%	148 19%w	66 11%	164 28%y	76 12%	62 10%	75 29%AB	122 25%AB	41 9%	105 25%EGJ	65 14%E	45 23%EGJ	4 22%	75 16%E
Standing up for Britain in the EU	377 19%	211 17%	166 21%w	81 13%	156 27%y	95 15%	86 14%	68 26%AB	128 26%AB	56 13%	93 22%E	85 18%E	55 28%EGJ	7 39%	81 17%E
Reforming welfare to stop scroungers and cut benefit dependency	84 4%	50 4%	34 4%	13 2%	41 7%y	24 4%	13 2%	15 6%B	32 7%AB	8 2%	28 7%EG	11 2%	10 5%E	5 28%	22 5%E
Controlling immigration	310 16%	185 15%	125 16%	59 10%	141 24%y	78 12%	66 11%	60 23%AB	106 22%AB	37 8%	84 20%EG	53 11%	55 28%EFGJ	5 28%	76 16%EG
Cutting taxes	909 45%	528 44%	381 48%w	243 40%	304 52%y	259 41%	270 43%	130 50%A	250 51%AB	146 33%	191 46%E	227 49%E	110 56%EF	8 44%	227 49%E
Supporting marriage through the tax system	633 32%	376 31%	257 33%	175 29%	209 36%y	178 28%	194 31%	87 33%A	174 36%A	110 25%	131 32%E	158 34%E	69 35%E	9 50%	156 33%E
Cutting the size of the state	398 20%	230 19%	168 21%	112 18%	128 22%	133 21%B	104 17%	63 24%B	98 20%	78 18%	79 19%	90 19%	42 21%	5 28%	104 22%
Scrapping unnecessary rules and regulations	475 24%	261 22%	214 27%w	116 19%	167 29%y	136 22%	119 19%	74 28%AB	146 30%AB	60 14%	107 26%E	116 25%E	49 25%E	6 33%	137 29%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 60

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Getting the economy growing and creating jobs as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1422 71%	768 74%b	654 68%	95 63%	353 70%c	221 63%	237 72%ce	352 76%cde	658 72%	367 71%	157 70%	237 68%	116 70%	76 72%	150 72%	124 70%	100 64%	122 71%	65 70%	92 75%p	182 69%	241 72%	154 75%p
(5) Very high priority	702 35%	385 37%	317 33%	40 26%	181 36%ce	101 29%	113 34%	171 37%ce	336 37%	177 34%	69 31%	119 34%	58 35%	34 32%	74 36%	57 32%	47 30%	52 30%	31 33%	41 34%	103 39%	127 38%	78 38%
(4) High priority	720 36%	383 37%	337 35%	55 36%	172 34%	120 34%	124 38%	181 39%	322 35%	190 37%	88 39%	118 34%	58 35%	42 40%	76 37%	67 38%	53 34%	70 41%t	34 37%	51 42%t	79 30%	114 34%	76 37%
(3) Medium priority	389 19%	199 19%	190 20%	35 23%	102 20%	86 25%fg	55 17%	80 17%	163 18%	108 21%	49 22%	69 20%	40 24%uv	23 22%	40 19%	34 19%	36 23%	40 23%u	16 17%	23 19%	51 19%	54 16%	32 16%
(2) Quite low priority	136 7%	64 6%	72 8%	10 7%	36 7%	33 9%g	25 8%	23 5%	72 8%	28 5%	11 5%	25 7%	7 4%	5 5%	9 4%	16 9%q	16 10%lnq	5 3%	9 10%q	7 6%	20 8%q	27 8%q	15 7%
(1) Very low priority	53 3%	13 1%	40 4%a	11 7%deg	12 2%	10 3%	12 4%g	6 1%	17 2%	13 3%	7 3%	16 5%h	2 1%	1 1%	9 4%s	2 1%	5 3%	5 3%	3 -	-	9 3%s	14 4%s	3 1%
BOTTOM 2 (NET)	189 9%	77 7%	112 12%a	21 14%g	48 10%	43 12%g	37 11%g	29 6%	89 10%	41 8%	18 8%	41 12%	9 5%	6 6%	18 9%	18 10%	21 13%lmqs	10 6%	12 13%lq	7 6%	29 11%l	41 12%lqs	18 9%
Mean	3.94	4.02b	3.86	3.68	3.94ce	3.77	3.91c	4.06ce f	3.98	3.95	3.90	3.86	3.99	3.98	3.95	3.91	3.77	3.92	3.87	4.03p	3.94	3.93	4.03p
Standard Deviation	1.03	0.96	1.09	1.15	1.03	1.06	1.07	0.93	1.02	1.00	1.00	1.11	0.94	0.91	1.06	0.99	1.09	0.96	1.09	0.87	1.10	1.11	0.98
Standard Error	0.023	0.030	0.035	0.094	0.046	0.057	0.059	0.043	0.034	0.044	0.067	0.060	0.073	0.089	0.073	0.075	0.087	0.073	0.113	0.079	0.068	0.061	0.069

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 60

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Getting the economy growing and creating jobs as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1422 71%	898 74%x	524 67%	523 85%z	299 51%	517 82%CD	510 82%CD	138 53%	257 52%	387 88%FGHJ	212 51%	372 81%FHJ	130 66%F	8 44%	313 67%F
(5) Very high priority	702 35%	465 38%x	237 30%	297 49%z	116 20%	287 46%CD	251 40%CD	63 24%	101 21%	229 52%FGHJ	81 20%	164 35%F	72 36%F	2 11%	154 33%F
(4) High priority	720 36%	433 36%	287 36%	226 37%z	183 31%	230 37%C	259 42%CD	75 29%	156 32%	158 36%	131 32%	208 45%EFHJ	58 29%	6 33%	159 34%
(3) Medium priority	389 19%	219 18%	170 22%	73 12%	157 27%y	82 13%	94 15%	73 28%AB	140 29%AB	45 10%	120 29%EG	59 13%	43 22%EG	6 33%	116 25%EG
(2) Quite low priority	136 7%	68 6%	68 9%w	14 2%	88 15%y	21 3%	18 3%	35 13%AB	62 13%AB	6 1%	56 13%EGHJ	27 6%E	15 8%E	3 17%	29 6%E
(1) Very low priority	53 3%	28 2%	25 3%	2 *	41 7%y	7 1%B	-	15 6%AB	31 6%AB	3 1%	27 7%EGJ	4 1%	10 5%EGJ	1 6%	8 2%
BOTTOM 2 (NET)	189 9%	96 8%	93 12%w	16 3%	129 22%y	28 4%	18 3%	50 19%AB	93 19%AB	9 2%	83 20%EGHJ	31 7%E	25 13%EG	4 22%	37 8%E
Mean	3.94	4.02x	3.82	4.31z	3.42	4.23CD	4.19CD	3.52	3.48	4.37FGHJ	3.44	4.08FHJ	3.84F	3.28	3.91F
Standard Deviation	1.03	1.00	1.06	0.79	1.17	0.88	0.80	1.16	1.14	0.78	1.14	0.89	1.15	1.07	0.99
Standard Error	0.023	0.029	0.038	0.032	0.048	0.035	0.032	0.072	0.051	0.037	0.056	0.041	0.082	0.253	0.046

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 61

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting the deficit and the debt as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1749 87%	931 89%b	818 86%	120 79%	431 86%	291 83%	295 90%ce	428 93%cde	817 90%k	462 90%k	194 87%k	274 79%	151 92%pt	95 90%	184 88%	155 88%	130 83%	149 87%	81 87%	110 90%	221 84%	289 86%	184 90%p
(5) Very high priority	1239 62%	647 62%	592 62%	76 50%	298 59%	216 62%c	205 62%c	312 68%cd	602 66%jk	332 64%jk	127 57%	176 51%	94 57%	73 70%lqt	130 63%	110 63%	95 61%	93 54%	64 69%qt	82 67%qt	147 56%	206 61%	145 71%lpqtu
(4) High priority	510 26%	284 27%	226 24%	44 29%	133 26%	75 21%	90 27%	116 25%	215 24%	130 25%	67 30%	98 28%	57 35%mprsuv	22 21%	54 26%	45 26%	35 22%	56 33%mprv	17 18%	28 23%	74 28%v	83 25%	39 19%
(3) Medium priority	185 9%	86 8%	99 10%	20 13%g	50 10%g	41 12%g	27 8%	29 6%	62 7%	43 8%	24 11%h	56 16%hi	10 6%	9 9%	15 7%	19 11%	21 13%l	15 9%	10 11%	9 7%	30 11%	32 10%	15 7%
(2) Quite low priority	46 2%	20 2%	26 3%	6 4%fg	18 4%fg	12 3%fg	3 1%	3 1%	21 2%	8 2%	5 2%	11 3%	3 2%	1 1%	5 2%o	-	5 3%o	6 3%o	2 2%	3 2%o	6 2%o	11 3%o	4 2%
(1) Very low priority	20 1%	7 1%	13 1%	5 3%dg	4 1%	6 2%g	4 1%	1 *	10 1%	3 1%	1 *	6 2%	1 1%	-	4 2%	2 1%	1 1%	2 1%	-	-	5 2%	4 1%	1 *
BOTTOM 2 (NET)	66 3%	27 3%	39 4%	11 7%fg	22 4%g	18 5%fg	7 2%	4 1%	31 3%	11 2%	6 3%	17 5%i	4 2%	1 1%	9 4%	2 1%	6 4%	8 5%	2 2%	3 2%	11 4%	15 4%o	5 2%
Mean	4.45	4.48	4.42	4.19	4.40c	4.38c	4.49c	4.59cdef	4.51k	4.51k	4.40k	4.23	4.45	4.59pqt	4.45	4.48	4.39	4.35	4.54	4.55qt	4.34	4.42	4.58pqtu
Standard Deviation	0.83	0.78	0.88	1.03	0.87	0.94	0.79	0.66	0.81	0.76	0.80	0.95	0.74	0.69	0.88	0.78	0.88	0.87	0.77	0.74	0.91	0.88	0.75
Standard Error	0.019	0.024	0.029	0.084	0.039	0.050	0.043	0.031	0.027	0.034	0.054	0.051	0.058	0.067	0.061	0.059	0.070	0.066	0.080	0.067	0.056	0.048	0.053

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 61

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting the deficit and the debt as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1749 87%	1079 89%x	670 85%	573 94%z	484 83%	573 91%CD	569 91%CD	209 80%	398 81%	413 94%FHJ	327 79%	421 91%FH	169 85%	12 67%	407 87%F
(5) Very high priority	1239 62%	753 62%	486 62%	430 70%z	324 55%	417 67%CD	412 66%CD	141 54%	269 55%	303 69%FJ	218 53%	307 66%FJ	126 64%F	8 44%	277 59%F
(4) High priority	510 26%	326 27%	184 23%	143 23%	160 27%	156 25%	157 25%	68 26%	129 26%	110 25%	109 26%	114 25%	43 22%	4 22%	130 28%
(3) Medium priority	185 9%	99 8%	86 11%w	35 6%	61 10%y	43 7%	42 7%	32 12%AB	68 14%AB	24 5%	59 14%EGJ	33 7%	19 10%	4 22%	46 10%E
(2) Quite low priority	46 2%	25 2%	21 3%	3 *	25 4%y	7 1%	9 1%	17 7%ABD	13 3%	3 1%	17 4%EG	6 1%	6 3%E	1 6%	13 3%E
(1) Very low priority	20 1%	10 1%	10 1%	1 *	15 3%y	4 1%	2 *	3 1%	11 2%AB	1 *	12 3%EGJ	2 *	4 2%EGJ	1 6%	- -
BOTTOM 2 (NET)	66 3%	35 3%	31 4%	4 1%	40 7%y	11 2%	11 2%	20 8%AB	24 5%AB	4 1%	29 7%EGJ	8 2%	10 5%EG	2 11%	13 3%E
Mean	4.45	4.47	4.42	4.63z	4.29	4.56CD	4.56CD	4.25	4.29	4.61FHJ	4.21	4.55FHJ	4.42F	3.94	4.44F
Standard Deviation	0.83	0.80	0.88	0.63	0.99	0.73	0.71	0.98	0.96	0.64	1.02	0.72	0.93	1.21	0.78
Standard Error	0.019	0.023	0.031	0.025	0.041	0.029	0.029	0.061	0.043	0.031	0.050	0.034	0.066	0.286	0.036

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 62

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Improving the NHS as ...

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	848 42%	431 41%	417 44%	57 38%	235 47%e	126 36%	133 40%	192 42%	392 43%	202 39%	96 43%	157 45%	88 53%mnopr suv	38 36%	84 40%	69 39%	65 41%	79 46%	33 35%	46 38%	123 47%	139 41%	84 41%
(5) Very high priority	254 13%	125 12%	129 13%	24 16%g	83 17%fg	41 12%	38 12%	46 10%	106 12%	61 12%	32 14%	55 16%h	26 16%m	7 7%	31 15%m	19 11%	20 13%	24 14%	9 10%	11 9%	48 18%mosu	34 10%	25 12%
(4) High priority	594 30%	306 29%	288 30%	33 22%	152 30%c	85 24%	95 29%	146 32%ce	286 31%	141 27%	64 29%	102 29%	62 38%n	31 30%	53 25%	50 28%	45 29%	55 32%	24 26%	35 29%	75 29%	105 31%	59 29%
(3) Medium priority	748 37%	411 39%	337 35%	55 36%	168 33%	129 37%	130 40%	189 41%d	336 37%	204 40%	87 39%	120 35%	52 32%	41 39%	78 38%	74 42%lt	58 37%	60 35%	42 45%lt	47 39%	85 32%	134 40%	77 38%
(2) Quite low priority	309 15%	155 15%	154 16%	25 17%	71 14%	73 21%dg	53 16%	66 14%	136 15%	84 16%	35 16%	53 15%	22 13%	16 15%	32 15%	22 13%	25 16%	26 15%	17 18%	27 22%o	37 14%	51 15%	34 17%
(1) Very low priority	95 5%	47 5%	48 5%	14 9%fg	29 6%g	22 6%g	13 4%	14 3%	46 5%	26 5%	6 3%	17 5%	3 2%	10 10%lrsu	14 7%lrs	11 6%l	9 6%	7 4%	1 1%	2 2%	17 6%lrs	12 4%	9 4%
BOTTOM 2 (NET)	404 20%	202 19%	202 21%	39 26%g	100 20%	95 27%dfg	66 20%	80 17%	182 20%	110 21%	41 18%	70 20%	25 15%	26 25%	46 22%	33 19%	34 22%	33 19%	18 19%	29 24%	54 21%	63 19%	43 21%
Mean	3.30	3.29	3.31	3.19	3.38e	3.14	3.28	3.31e	3.30	3.25	3.36	3.36	3.52mnop rsuv	3.09	3.26	3.25	3.27	3.37m	3.25	3.21	3.38m	3.29	3.28
Standard Deviation	1.03	1.01	1.05	1.17	1.09	1.07	1.00	0.94	1.02	1.03	1.00	1.07	0.97	1.05	1.10	1.02	1.06	1.03	0.90	0.95	1.13	0.96	1.02
Standard Error	0.023	0.031	0.034	0.095	0.049	0.057	0.055	0.044	0.034	0.045	0.067	0.058	0.076	0.102	0.076	0.077	0.084	0.079	0.094	0.086	0.070	0.053	0.072

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 62

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Improving the NHS as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	848 42%	560 46%x	288 37%	341 56%z	167 29%	317 51%CD	309 50%CD	89 34%D	133 27%	269 61%FGHJ	108 26%	202 44%FH	67 34%F	7 39%	195 42%F
(5) Very high priority	254 13%	149 12%	105 13%	100 16%z	59 10%	97 15%D	79 13%D	35 13%D	43 9%	80 18%FHJ	34 8%	65 14%F	22 11%	4 22%	49 11%
(4) High priority	594 30%	411 34%x	183 23%	241 39%z	108 18%	220 35%CD	230 37%CD	54 21%	90 18%	189 43%FGHJ	74 18%	137 30%F	45 23%	3 17%	146 31%FH
(3) Medium priority	748 37%	442 36%	306 39%	211 34%	210 36%	233 37%	239 38%	97 37%	179 37%	137 31%	159 38%E	178 39%E	87 44%E	2 11%	185 40%E
(2) Quite low priority	309 15%	164 14%	145 18%w	51 8%	149 25%y	62 10%	63 10%	56 21%AB	128 26%AB	29 7%	101 24%EGHJ	64 14%E	32 16%E	8 44%	75 16%E
(1) Very low priority	95 5%	47 4%	48 6%w	9 1%	59 10%y	15 2%	11 2%	19 7%AB	50 10%AB	6 1%	47 11%EGHJ	18 4%E	12 6%EJ	1 6%	11 2%
BOTTOM 2 (NET)	404 20%	211 17%	193 25%w	60 10%	208 36%y	77 12%	74 12%	75 29%AB	178 36%ABC	35 8%	148 36%EGHJ	82 18%E	44 22%E	9 50%	86 18%E
Mean	3.30	3.37x	3.19	3.61z	2.93	3.51CD	3.49CD	3.11D	2.89	3.70FGHJ	2.87	3.36FH	3.17F	3.06	3.32F
Standard Deviation	1.03	0.99	1.08	0.91	1.12	0.95	0.90	1.11	1.09	0.89	1.09	1.01	1.03	1.35	0.94
Standard Error	0.023	0.028	0.038	0.037	0.046	0.038	0.036	0.069	0.049	0.042	0.054	0.047	0.073	0.318	0.044

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 63

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Improving schools as ...

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	702 35%	355 34%	347 36%	54 36%	209 42%efg	105 30%	109 33%	137 30%	319 35%	175 34%	67 30%	139 40%	71 43%morsv	32 30%	74 36%	56 32%	54 34%	64 37%	26 28%	36 30%	108 41%orsv	121 36%	60 29%
(5) Very high priority	194 10%	87 8%	107 11%a	26 17%efg	68 14%fg	34 10%g	29 9%g	24 5%	89 10%	40 8%	15 7%	50 14%hij	21 13%suv	7 7%	20 10%	19 11%	14 9%	20 12%	6 6%	7 6%	43 16%mnprsuv	24 7%	13 6%
(4) High priority	508 25%	268 26%	240 25%	28 19%	141 28%ce	71 20%	80 24%	113 25%	230 25%	135 26%	52 23%	89 26%	50 30%	25 24%	54 26%	37 21%	40 25%	44 26%	20 22%	29 24%	65 25%	97 29%	47 23%
(3) Medium priority	836 42%	455 44%	381 40%	55 36%	187 37%	137 39%	135 41%	232 50%cdef	380 42%	225 44%	98 44%	133 38%	63 38%	44 42%	88 42%	77 44%	56 36%	68 40%	49 53%lpqt	55 45%	99 38%	147 44%	90 44%
(2) Quite low priority	369 18%	191 18%	178 19%	30 20%	83 17%	84 24%dg	65 20%	81 18%	178 20%	85 16%	50 22%	55 16%	28 17%	23 22%	28 13%	33 19%	35 22%n	37 22%n	16 17%	26 21%	41 16%	57 17%	45 22%n
(1) Very low priority	93 5%	43 4%	50 5%	12 8%g	24 5%g	24 7%g	20 6%g	11 2%	33 4%	31 6%h	9 4%	20 6%	3 2%	6 6%	18 9%qru	10 6%	12 8%lqu	3 2%	2 2%	5 4%	14 5%	11 3%	9 4%
BOTTOM 2 (NET)	462 23%	234 22%	228 24%	42 28%g	107 21%	108 31%dg	85 26%	92 20%	211 23%	116 22%	59 26%	75 22%	31 19%	29 28%	46 22%	43 24%	47 30%ltu	40 23%	18 19%	31 25%	55 21%	68 20%	54 26%
Mean	3.17	3.16	3.18	3.17	3.29efg	3.02	3.10	3.13	3.18	3.13	3.06	3.27ij	3.35mops v	3.04	3.14	3.13	3.06	3.24	3.13	3.06	3.31mpsv	3.20	3.05
Standard Deviation	0.99	0.96	1.03	1.17	1.05	1.05	1.01	0.84	0.98	0.98	0.94	1.07	0.97	0.98	1.05	1.02	1.07	0.98	0.85	0.92	1.09	0.92	0.94
Standard Error	0.022	0.030	0.033	0.095	0.047	0.056	0.056	0.039	0.032	0.043	0.063	0.058	0.075	0.096	0.073	0.077	0.085	0.074	0.088	0.083	0.067	0.050	0.066

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 63

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Improving schools as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	702 35%	453 37%x	249 32%	279 46%z	134 23%	267 43%CD	250 40%CD	79 30%D	106 22%	219 50%FGHJ	97 23%	166 36%FH	50 25%	5 28%	165 35%FH
(5) Very high priority	194 10%	124 10%	70 9%	75 12%	52 9%	74 12%D	55 9%	35 13%BD	30 6%	64 15%FHJ	27 7%	53 11%FJ	14 7%	3 17%	33 7%
(4) High priority	508 25%	329 27%x	179 23%	204 33%z	82 14%	193 31%CD	195 31%CD	44 17%	76 16%	155 35%FGHJ	70 17%	113 24%F	36 18%	2 11%	132 28%FH
(3) Medium priority	836 42%	519 43%	317 40%	241 39%	242 41%	268 43%	273 44%	97 37%	198 40%	169 38%	166 40%	200 43%	97 49%EF	3 17%	201 43%
(2) Quite low priority	369 18%	194 16%	175 22%w	79 13%	153 26%y	80 13%	85 14%	63 24%AB	141 29%AB	47 11%	106 26%EGJ	80 17%E	41 21%E	8 44%	87 19%E
(1) Very low priority	93 5%	47 4%	46 6%w	13 2%	56 10%y	12 2%	14 2%	22 8%AB	45 9%AB	6 1%	46 11%EGHJ	16 3%E	10 5%E	2 11%	13 3%
BOTTOM 2 (NET)	462 23%	241 20%	221 28%w	92 15%	209 36%y	92 15%	99 16%	85 33%AB	186 38%AB	53 12%	152 37%EGHJ	96 21%E	51 26%E	10 56%	100 21%E
Mean	3.17	3.24x	3.07	3.41z	2.86	3.38CD	3.31CD	3.03D	2.81	3.51FGHJ	2.82	3.23FH	3.02F	2.78	3.18FH
Standard Deviation	0.99	0.97	1.02	0.93	1.06	0.92	0.89	1.13	1.01	0.91	1.05	0.98	0.94	1.31	0.91
Standard Error	0.022	0.028	0.036	0.038	0.044	0.037	0.036	0.070	0.046	0.044	0.051	0.046	0.067	0.308	0.042

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 64

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Protecting the environment as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	450 23%	239 23%	211 22%	43 28%fg	178 35%efg	76 22%g	66 20%g	54 12%	165 18%	126 24%h	45 20%	114 33%hij	54 33%moprsuv	17 16%	49 24%su	34 19%	34 22%	46 27%msu	18 19%	17 14%	84 32%mnoprsuv	55 16%	42 21%
(5) Very high priority	154 8%	95 9%b	59 6%	17 11%fg	75 15%efg	26 7%g	19 6%	15 3%	55 6%	41 8%	14 6%	44 13%hij	24 15%mnorsuv	2 2%	14 7%su	13 7%msu	12 8%msu	14 8%msu	5 5%	2 2%	49 19%mnopqrsuv	9 3%	10 5%
(4) High priority	296 15%	144 14%	152 16%	26 17%g	103 20%efg	50 14%g	47 14%g	39 8%	110 12%	85 16%h	31 14%	70 20%h	30 18%	15 14%	35 17%	21 12%	22 14%	32 19%	13 14%	15 12%	35 13%	46 14%	32 16%
(3) Medium priority	802 40%	414 40%	388 41%	51 34%	145 29%	134 38%d	131 40%d	235 51%cdef	386 42%ik	189 37%	101 45%ik	126 36%	55 33%	51 49%lnq	75 36%	78 44%l	64 41%	60 35%	39 42%	58 48%lnq	103 39%	137 41%	82 40%
(2) Quite low priority	569 28%	300 29%	269 28%	37 25%	123 24%	100 29%	104 32%d	144 31%d	276 30%k	147 28%	64 29%	80 23%	45 27%	27 26%	55 26%	51 29%	44 28%	53 31%t	29 31%t	31 25%	55 21%	116 35%nt	63 31%t
(1) Very low priority	179 9%	91 9%	88 9%	20 13%g	57 11%g	40 11%g	28 9%	28 6%	83 9%	54 10%	14 6%	27 8%	11 7%	10 10%	29 14%loqtu	13 7%	15 10%	13 8%	7 8%	16 13%	20 8%	28 8%	17 8%
BOTTOM 2 (NET)	748 37%	391 37%	357 37%	57 38%	180 36%	140 40%	132 40%	172 37%	359 39%k	201 39%k	78 35%	107 31%	56 34%	37 35%	84 40%t	64 36%	59 38%	66 38%t	36 39%	47 39%	75 29%	144 43%t	80 39%t
Mean	2.84	2.86	2.82	2.89g	3.03efg	2.78	2.77	2.72	2.76	2.83	2.85	3.07hij	3.07mnoprsuv	2.73	2.76	2.83	2.82	2.89su	2.78	2.64	3.15mnopqrsuv	2.68	2.78
Standard Deviation	1.04	1.06	1.01	1.18	1.23	1.07	0.99	0.83	0.99	1.08	0.95	1.12	1.14	0.89	1.10	0.99	1.04	1.06	0.97	0.92	1.18	0.91	0.98
Standard Error	0.023	0.033	0.033	0.096	0.055	0.057	0.055	0.039	0.033	0.047	0.064	0.060	0.089	0.087	0.076	0.074	0.083	0.081	0.100	0.083	0.073	0.049	0.068

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 64

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Protecting the environment as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	450 23%	299 25%x	151 19%	189 31%z	108 18%	175 28%CD	144 23%D	53 20%	78 16%	164 37%FGHJ	81 20%	86 19%	26 13%	6 33%	87 19%
(5) Very high priority	154 8%	103 8%	51 6%	66 11%	44 8%	62 10%D	47 8%	21 8%	24 5%	65 15%FGHJ	28 7%	28 6%	10 5%	2 11%	21 5%
(4) High priority	296 15%	196 16%x	100 13%	123 20%z	64 11%	113 18%CD	97 16%D	32 12%	54 11%	99 22%FGHJ	53 13%	58 13%	16 8%	4 22%	66 14%H
(3) Medium priority	802 40%	487 40%	315 40%	253 41%z	198 34%	265 42%CD	274 44%CD	89 34%	174 36%	174 39%	152 37%	188 41%	82 41%	3 17%	203 44%F
(2) Quite low priority	569 28%	332 27%	237 30%	136 22%	194 33%y	156 25%	167 27%	84 32%A	162 33%AB	86 20%	118 28%E	150 32%E	67 34%E	6 33%	142 30%E
(1) Very low priority	179 9%	95 8%	84 11%w	34 6%	85 15%y	31 5%	37 6%	35 13%AB	76 16%AB	17 4%	64 15%EGJ	38 8%E	23 12%E	3 17%	34 7%E
BOTTOM 2 (NET)	748 37%	427 35%	321 41%w	170 28%	279 48%y	187 30%	204 33%	119 46%AB	238 49%AB	103 23%	182 44%E	188 41%E	90 45%E	9 50%	176 38%E
Mean	2.84	2.90x	2.74	3.08z	2.64	3.03BCD	2.92CD	2.69	2.57	3.25FGHJ	2.67	2.76	2.61	2.78	2.78H
Standard Deviation	1.04	1.04	1.02	1.04	1.09	1.01	0.98	1.10	1.04	1.05	1.09	0.98	0.97	1.31	0.93
Standard Error	0.023	0.030	0.037	0.042	0.045	0.040	0.039	0.068	0.047	0.050	0.054	0.046	0.069	0.308	0.043

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 65

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Dealing with crime as ...

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	868 43%	466 45%	402 42%	69 46%	248 49%efg	133 38%	139 42%	185 40%	374 41%	238 46%	93 42%	161 46%	93 56%mnopq suv	41 39%	90 43%	74 42%	60 38%	72 42%	41 44%	47 39%	148 56%mnopq rsuv	121 36%	81 40%
(5) Very high priority	279 14%	162 16%b	117 12%	28 19%g	101 20%eg	44 13%g	49 15%g	34 7%	110 12%	80 16%	31 14%	58 17%h	43 26%mnopqr suv	7 7%	36 17%msu	19 11%	24 15%mu	18 10%	9 10%	11 9%	69 26%mnopqr suv	21 6%	22 11%
(4) High priority	589 29%	304 29%	285 30%	41 27%	147 29%	89 25%	90 27%	151 33%e	264 29%	158 31%	62 28%	103 30%	50 30%	34 32%	54 26%	55 31%	36 23%	54 31%	32 34%	36 30%	79 30%	100 30%	59 29%
(3) Medium priority	797 40%	406 39%	391 41%	52 34%	180 36%	143 41%	127 39%	210 46%cd	389 43%i	188 36%	89 40%	131 38%	50 30%	51 49%lt	79 38%	67 38%	68 43%lt	71 41%lt	41 41%	51 42%l	83 32%	151 45%lt	88 43%lt
(2) Quite low priority	278 14%	147 14%	131 14%	20 13%	60 12%	59 17%d	54 16%	59 13%	123 14%	75 15%	38 17%	41 12%	18 11%	9 9%	25 12%	32 18%mt	24 15%	25 15%	12 13%	21 17%t	25 10%	55 16%mt	32 16%t
(1) Very low priority	57 3%	25 2%	32 3%	10 7%dfg	15 3%	15 4%g	9 3%	7 2%	24 3%	15 3%	4 2%	14 4%	4 2%	4 4%	14 7%oqtuv	3 2%	5 3%	4 2%	2 2%	3 2%	6 2%	9 3%	3 1%
BOTTOM 2 (NET)	335 17%	172 16%	163 17%	30 20%	75 15%	74 21%dg	63 19%	66 14%	147 16%	90 17%	42 19%	55 16%	22 13%	13 12%	39 19%t	35 20%t	29 18%	29 17%	14 15%	24 20%t	31 12%	64 19%t	35 17%
Mean	3.38	3.41	3.34	3.38	3.51efg	3.25	3.35	3.32	3.34	3.41	3.35	3.43	3.67mnop qrsuv	3.30	3.35	3.31	3.32	3.33	3.37	3.25	3.69mnop qrsuv	3.21	3.32
Standard Deviation	0.98	0.99	0.97	1.13	1.03	1.02	1.01	0.84	0.95	1.01	0.98	1.03	1.06	0.87	1.11	0.95	1.01	0.93	0.91	0.93	1.04	0.88	0.92
Standard Error	0.022	0.031	0.031	0.092	0.046	0.054	0.056	0.039	0.031	0.044	0.065	0.055	0.082	0.084	0.077	0.072	0.081	0.071	0.094	0.084	0.064	0.048	0.064

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 65

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Dealing with crime as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	868 43%	559 46%x	309 39%	329 54%z	195 33%	323 52%CD	291 47%CD	98 38%	156 32%	264 60%FGHJ	154 37%	186 40%	64 32%	5 28%	195 42%H
(5) Very high priority	279 14%	184 15%	95 12%	122 20%z	61 10%	118 19%BD	84 14%	36 14%D	41 8%	107 24%FGHJ	48 12%	48 10%	22 11%	5 28%	49 11%
(4) High priority	589 29%	375 31%	214 27%	207 34%z	134 23%	205 33%CD	207 33%CD	62 24%	115 23%	157 36%FH	106 26%	138 30%H	42 21%	-	146 31%H
(3) Medium priority	797 40%	467 38%	330 42%	217 35%	226 39%	228 36%	269 43%AC	88 34%	212 43%AC	136 31%	156 38%E	211 46%EF	89 45%E	9 50%	196 42%E
(2) Quite low priority	278 14%	158 13%	120 15%	58 9%	131 22%y	66 11%	56 9%	59 23%AB	97 20%AB	35 8%	79 19%EG	56 12%E	38 19%EG	3 17%	67 14%E
(1) Very low priority	57 3%	29 2%	28 4%	8 1%	33 6%y	10 2%	6 1%	16 6%AB	25 5%AB	6 1%	26 6%EGJ	9 2%	7 4%	1 6%	8 2%
BOTTOM 2 (NET)	335 17%	187 15%	148 19%w	66 11%	164 28%y	76 12%	62 10%	75 29%AB	122 25%AB	41 9%	105 25%EGJ	65 14%E	45 23%EGJ	4 22%	75 16%E
Mean	3.38	3.43x	3.29	3.62z	3.10	3.57CD	3.49CD	3.16	3.10	3.73FGHJ	3.17	3.35FH	3.17	3.28	3.35FH
Standard Deviation	0.98	0.98	0.98	0.95	1.04	0.96	0.87	1.11	0.98	0.96	1.06	0.89	0.98	1.23	0.91
Standard Error	0.022	0.028	0.035	0.038	0.043	0.039	0.035	0.069	0.044	0.046	0.052	0.041	0.070	0.289	0.042

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 66

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Standing up for Britain in the EU as ...

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	876 44%	479 46%	397 42%	75 50%g	234 47%g	148 42%	139 42%	182 39%	404 44%	230 45%	95 42%	146 42%	98 59%nopqrstuv	57 54%psuv	91 44%	85 48%u	64 41%	78 45%	38 41%	46 38%	105 44%	123 37%	81 40%
(5) Very high priority	289 14%	166 16%	123 13%	23 15%	65 13%	55 16%g	60 18%dg	49 11%	134 15%	71 14%	35 16%	48 14%	35 21%osuv	21 20%u	37 18%u	22 13%	23 15%u	29 17%u	11 12%	13 11%	44 17%u	28 8%	26 13%
(4) High priority	587 29%	313 30%	274 29%	52 34%f	169 34%ef	93 27%	79 24%	133 29%	270 30%	159 31%	60 27%	98 28%	63 38%npstuv	36 34%	54 26%	63 36%n	41 26%	49 28%	27 29%	33 27%	71 27%	95 28%	55 27%
(3) Medium priority	747 37%	374 36%	373 39%	53 35%	171 34%	141 40%	121 37%	186 40%d	333 37%	183 35%	93 42%	136 39%	44 27%	36 34%	77 37%l	57 32%	60 38%l	74 43%lo	39 39%l	46 38%l	105 40%l	135 40%l	77 38%l
(2) Quite low priority	297 15%	155 15%	142 15%	14 9%	79 16%c	47 13%	55 17%c	76 16%c	142 16%	76 15%	30 13%	49 14%	18 11%	10 10%	28 13%	29 16%	25 16%	19 11%	15 16%	19 16%	35 13%	60 18%lmq	39 19%lmq
(1) Very low priority	80 4%	36 3%	44 5%	9 6%	19 4%	14 4%	14 4%	17 4%	31 3%	27 5%	6 3%	16 5%	5 3%	2 2%	12 6%q	5 3%	8 5%q	1 1%	4 4%q	11 9%lmoqtv	7 3%	18 5%q	7 3%
BOTTOM 2 (NET)	377 19%	191 18%	186 19%	23 15%	98 19%	61 17%	69 21%	93 20%	173 19%	103 20%	36 16%	65 19%	23 14%	12 11%	40 19%q	34 19%q	33 21%mq	20 12%	19 20%	30 25%lmqt	42 16%	78 23%lmt	46 23%lmq
Mean	3.35	3.40b	3.30	3.44	3.36	3.37	3.35	3.26	3.37	3.33	3.39	3.33	3.64noprstuv	3.61prsuv	3.37u	3.39u	3.29	3.50su	3.28	3.15	3.42su	3.16	3.26
Standard Deviation	1.03	1.03	1.02	1.05	1.02	1.03	1.09	0.98	1.02	1.05	0.99	1.03	1.03	0.98	1.10	1.00	1.06	0.92	1.01	1.10	1.01	0.99	1.02
Standard Error	0.023	0.032	0.033	0.085	0.045	0.055	0.060	0.046	0.034	0.046	0.066	0.055	0.080	0.095	0.076	0.075	0.085	0.070	0.105	0.099	0.062	0.054	0.071

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 66

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Standing up for Britain in the EU as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	876 44%	553 46%x	323 41%	314 51%z	210 36%	310 49%CD	305 49%CD	102 39%	159 32%	239 54%FGHJ	150 36%	211 46%FH	69 35%	6 33%	201 43%FH
(5) Very high priority	289 14%	196 16%x	93 12%	112 18%z	67 11%	118 19%BCD	86 14%	32 12%	53 11%	96 22%FGHJ	42 10%	60 13%	29 15%	5 28%	57 12%
(4) High priority	587 29%	357 29%	230 29%	202 33%z	143 24%	192 31%D	219 35%CD	70 27%	106 22%	143 32%FH	108 26%	151 33%FH	40 20%	1 6%	144 31%H
(3) Medium priority	747 37%	449 37%	298 38%	217 35%	219 37%	222 35%	231 37%	91 35%	203 41%A	146 33%	172 41%E	166 36%	74 37%	5 28%	184 39%E
(2) Quite low priority	297 15%	174 14%	123 16%	66 11%	115 20%y	75 12%	73 12%	48 18%AB	101 21%AB	46 10%	71 17%E	70 15%E	38 19%E	5 28%	67 14%
(1) Very low priority	80 4%	37 3%	43 5%w	15 2%	41 7%y	20 3%	13 2%	20 8%AB	27 6%B	10 2%	22 5%E	15 3%	17 9%EGJ	2 11%	14 3%
BOTTOM 2 (NET)	377 19%	211 17%	166 21%w	81 13%	156 27%y	95 15%	86 14%	68 26%AB	128 26%AB	56 13%	93 22%E	85 18%E	55 28%EGJ	7 39%	81 17%E
Mean	3.35	3.41x	3.26	3.54z	3.14	3.50CD	3.47CD	3.18	3.12	3.61FGHJ	3.19	3.37FH	3.13	3.11	3.35FH
Standard Deviation	1.03	1.02	1.04	0.99	1.08	1.03	0.94	1.11	1.03	1.01	1.01	1.00	1.15	1.41	0.97
Standard Error	0.023	0.029	0.037	0.040	0.045	0.041	0.038	0.068	0.047	0.048	0.049	0.046	0.081	0.332	0.045

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 67

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Reforming welfare to stop scroungers and cut benefit dependency as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	1573 79%	826 79%	747 78%	109 72%	392 78%	259 74%	262 80%	388 84%cde	712 78%	420 81%	174 78%	264 76%	139 84%pqu	88 84%p	166 80%	140 80%	112 71%	129 75%	78 84%p	93 76%	205 78%	257 76%	166 81%p
(5) Very high priority	809 40%	416 40%	393 41%	53 35%	211 42%	137 39%	132 40%	196 43%	351 39%	228 44%h	92 41%	136 39%	81 49%oqsuv	57 54%nopqsuv	85 41%	62 35%	62 39%	59 34%	51 55%nopqsuv	45 37%	113 43%u	116 35%	78 38%
(4) High priority	764 38%	410 39%	354 37%	56 37%	181 36%	122 35%	130 40%	192 42%e	361 40%	192 37%	82 37%	128 37%	58 35%	31 30%	81 39%	78 44%mpr	50 32%	70 41%	27 29%	48 39%	92 35%	141 42%mpr	88 43%mpr
(3) Medium priority	343 17%	181 17%	162 17%	34 23%g	95 19%g	69 20%g	52 16%	58 13%	153 17%	81 16%	40 18%	69 20%	23 14%	15 14%	32 15%	31 18%	29 18%	36 21%	13 14%	25 20%	43 16%	61 18%	35 17%
(2) Quite low priority	64 3%	29 3%	35 4%	5 3%	11 2%	17 5%d	11 3%	13 3%	36 4%	13 3%	7 3%	8 2%	3 2%	2 2%	6 3%	4 2%	13 8%lmnosv	6 3%v	2 2%	3 2%	10 4%v	14 4%v	1 *
(1) Very low priority	20 1%	8 1%	12 1%	3 2%	5 1%	5 1%	4 1%	2 *	9 1%	2 *	3 1%	6 2%i	-	-	4 2%	1 1%	3 2%	1 1%	-	1 1%	4 2%	4 1%	2 1%
BOTTOM 2 (NET)	84 4%	37 4%	47 5%	8 5%	16 3%	22 6%dg	15 5%	15 3%	45 5%	15 3%	10 4%	14 4%	3 2%	2 2%	10 5%	5 3%	16 10%lmnoqrsuv	7 4%	2 2%	4 3%	14 5%v	18 5%v	3 1%
Mean	4.14	4.15	4.13	4.00	4.16	4.05	4.14	4.23ce	4.11	4.22hk	4.13	4.10	4.32nopqsu	4.36nopqstuv	4.14	4.11	3.99	4.05	4.37nopqstu	4.09	4.15	4.04	4.17
Standard Deviation	0.88	0.86	0.91	0.95	0.87	0.95	0.89	0.81	0.89	0.83	0.91	0.91	0.78	0.80	0.91	0.81	1.04	0.86	0.80	0.86	0.93	0.89	0.80
Standard Error	0.020	0.026	0.029	0.077	0.039	0.051	0.049	0.038	0.029	0.036	0.061	0.049	0.061	0.078	0.063	0.061	0.083	0.066	0.083	0.078	0.058	0.049	0.056

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 67

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Reforming welfare to stop scroungers and cut benefit dependency as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election					Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	1573 79%	971 80%	602 76%	537 88%z	426 73%	522 83%CD	519 83%CD	186 71%	346 71%	389 88%FGHJ	297 72%	381 82%FHJ	145 73%	10 56%	351 75%
(5) Very high priority	809 40%	500 41%	309 39%	283 46%z	214 37%	261 42%C	265 43%C	88 34%	195 40%	211 48%FHJ	165 40%	192 42%H	65 33%	5 28%	171 37%
(4) High priority	764 38%	471 39%	293 37%	254 42%	212 36%	261 42%D	254 41%D	98 38%	151 31%	178 40%F	132 32%	189 41%F	80 40%F	5 28%	180 39%F
(3) Medium priority	343 17%	192 16%	151 19%	62 10%	118 20%y	81 13%	90 14%	60 23%AB	112 23%AB	44 10%	90 22%EG	70 15%E	43 22%EG	3 17%	93 20%E
(2) Quite low priority	64 3%	38 3%	26 3%	10 2%	28 5%y	18 3%	12 2%	12 5%B	22 4%B	6 1%	20 5%EG	9 2%	6 3%	4 22%	19 4%E
(1) Very low priority	20 1%	12 1%	8 1%	3 *	13 2%y	6 1%	1 *	3 1%B	10 2%B	2 *	8 2%EG	2 *	4 2%G	1 6%	3 1%
BOTTOM 2 (NET)	84 4%	50 4%	34 4%	13 2%	41 7%y	24 4%	13 2%	15 6%B	32 7%AB	8 2%	28 7%EG	11 2%	10 5%E	5 28%	22 5%E
Mean	4.14	4.16	4.10	4.31z	4.00	4.20CD	4.24CD	3.98	4.02	4.34FGHJ	4.03	4.21FHJ	3.99	3.50	4.07
Standard Deviation	0.88	0.87	0.89	0.76	0.98	0.84	0.78	0.93	1.00	0.75	0.99	0.80	0.92	1.29	0.89
Standard Error	0.020	0.025	0.032	0.031	0.041	0.034	0.031	0.057	0.045	0.036	0.049	0.037	0.066	0.305	0.041

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 68

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Controlling immigration as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	986 49%	520 50%	466 49%	86 57%eg	274 54%eg	164 47%	165 50%	207 45%	457 50%	247 48%	105 47%	175 50%	101 61%nopqrsuv	57 54%s	96 46%s	89 51%s	73 46%s	80 47%s	40 43%	42 34%	164 63%nopqrsuv	147 44%	97 48%s
(5) Very high priority	370 19%	200 19%	170 18%	33 22%g	109 22%g	68 19%g	67 20%g	59 13%	160 18%	89 17%	46 21%	74 21%	40 24%su	21 20%	37 18%	37 21%tu	25 16%	28 16%	18 19%	15 12%	70 27%npqsuv	45 13%	34 17%
(4) High priority	616 31%	320 31%	296 31%	53 35%	165 33%	96 27%	98 30%	148 32%	297 33%	158 31%	59 26%	101 29%	61 37%rs	36 34%s	59 28%	52 30%	48 31%	52 30%	22 24%	27 22%	94 36%rs	102 30%	63 31%
(3) Medium priority	704 35%	374 36%	330 35%	43 28%	155 31%	129 37%	108 33%	180 39%cd	321 35%	190 37%	85 38%	107 31%	53 32%	36 34%	74 36%t	55 31%	50 32%	63 37%t	36 39%t	57 47%lnopt	71 27%	128 38%t	81 40%t
(2) Quite low priority	240 12%	125 12%	115 12%	17 11%	57 11%	37 11%	42 13%	62 13%	107 12%	62 12%	22 10%	49 14%	11 7%	11 10%	26 13%	27 15%lt	22 14%lt	20 12%	14 15%lt	19 16%lt	20 8%	48 14%lt	22 11%
(1) Very low priority	70 4%	25 2%	45 5%a	5 3%	17 3%	20 6%g	14 4%	12 3%	25 3%	17 3%	12 5%h	16 5%	-	1 1%	12 6%lmv	5 3%l	12 8%lmotv	9 5%l	3 3%l	4 3%l	7 3%l	13 4%l	4 2%
BOTTOM 2 (NET)	310 16%	150 14%	160 17%	22 15%	74 15%	57 16%	56 17%	74 16%	132 15%	79 15%	34 15%	65 19%	11 7%	12 11%	38 18%lt	32 18%lt	34 22%lmtv	29 17%lt	17 18%lt	23 19%lt	27 10%	61 18%lt	26 13%
Mean	3.49	3.52	3.45	3.61g	3.58g	3.44	3.49	3.39	3.51	3.47	3.47	3.48	3.79nopqrsuv	3.62psu	3.40	3.51s	3.33	3.41	3.41	3.25	3.76nopqrsuv	3.35	3.50s
Standard Deviation	1.03	1.01	1.06	1.05	1.05	1.09	1.08	0.96	1.00	1.02	1.09	1.11	0.89	0.95	1.09	1.07	1.13	1.06	1.07	0.97	1.02	1.01	0.96
Standard Error	0.023	0.031	0.034	0.086	0.047	0.058	0.060	0.045	0.033	0.045	0.073	0.060	0.069	0.093	0.076	0.081	0.091	0.081	0.111	0.088	0.063	0.055	0.067

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 68

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Controlling immigration as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	**986** 49%	598 49%	388 49%	344 56%z	262 45%	328 52%D	327 53%D	119 46%	212 43%	263 60%FGHJ	199 48%H	234 51%H	70 35%	6 33%	214 46%H
(5) Very high priority	**370** 19%	228 19%	142 18%	132 22%	107 18%	126 20%	108 17%	47 18%	89 18%	114 26%FGHJ	72 17%	78 17%	28 14%	4 22%	74 16%
(4) High priority	**616** 31%	370 31%	246 31%	212 35%z	155 26%	202 32%D	219 35%CD	72 28%	123 25%	149 34%H	127 31%H	156 34%H	42 21%	2 11%	140 30%H
(3) Medium priority	**704** 35%	430 35%	274 35%	209 34%	182 31%	221 35%	229 37%	82 31%	172 35%	141 32%	132 32%	175 38%	73 37%	7 39%	176 38%
(2) Quite low priority	**240** 12%	144 12%	96 12%	49 8%	102 17%y	60 10%	57 9%	43 16%AB	80 16%AB	30 7%	65 16%EG	47 10%	40 20%EGJ	2 11%	56 12%E
(1) Very low priority	**70** 4%	41 3%	29 4%	10 2%	39 7%y	18 3%	9 1%	17 7%AB	26 5%AB	7 2%	19 5%EG	6 1%	15 8%EG	3 17%	20 4%EG
BOTTOM 2 (NET)	**310** 16%	185 15%	125 16%	59 10%	141 24%y	78 12%	66 11%	60 23%AB	106 22%AB	37 8%	84 20%EG	53 11%	55 28%EFGJ	5 28%	76 16%EG
Mean	**3.49**	3.49	3.48	3.67z	3.32	3.57CD	3.58CD	3.34	3.34	3.76FGHJ	3.40H	3.55FHJ	3.14	3.11	3.41H
Standard Deviation	**1.03**	1.03	1.04	0.96	1.16	1.01	0.93	1.14	1.11	0.97	1.09	0.93	1.13	1.37	1.03
Standard Error	**0.023**	0.030	0.037	0.039	0.048	0.040	0.037	0.071	0.050	0.046	0.053	0.043	0.080	0.322	0.048

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 69

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting taxes as ...

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	528 26%	269 26%	259 27%	48 32%g	188 37%efg	99 28%g	78 24%g	73 16%	214 24%	136 26%	59 26%	118 34%hi	62 38%moprs uv	21 20%	59 28%su	43 24%	32 20%	55 32%mpr su	17 18%	22 18%	100 38%mnopr suv	66 20%	51 25%
(5) Very high priority	193 10%	99 9%	94 10%	18 12%g	74 15%fg	41 12%g	31 9%g	21 5%	82 9%	47 9%	21 9%	42 12%	23 14%msu	6 6%	26 13%su	14 8%	14 9%	20 12%su	6 6%	5 4%	40 15%morsuv	21 6%	18 9%
(4) High priority	335 17%	170 16%	165 17%	30 20%g	114 23%efg	58 17%g	47 14%	52 11%	132 15%	89 17%	38 17%	76 22%h	39 24%prsu	15 14%	33 16%	29 16%	18 11%	35 20%pu	11 12%	17 14%	60 23%prsu	45 13%	33 16%
(3) Medium priority	563 28%	300 29%	263 28%	32 21%	108 21%	82 23%	111 34%cde	149 32%cde	251 28%	143 28%	65 29%	104 30%	42 25%	38 36%nq	43 21%	51 29%	49 31%n	43 25%	30 32%n	36 30%	79 30%n	99 29%n	53 26%
(2) Quite low priority	572 29%	318 30%	254 27%	40 26%	111 22%	88 25%	89 27%	184 40%cde f	272 30%k	148 29%	72 32%k	79 23%	40 24%	29 28%t	62 30%t	53 30%t	45 29%t	47 27%t	27 29%t	42 34%t	45 17%	111 33%lt	71 35%lt
(1) Very low priority	337 17%	157 15%	180 19%a	31 21%g	96 19%g	81 23%fg	51 16%	55 12%	173 19%jk	89 17%	28 13%	46 13%	21 13%	17 16%	44 21%l	29 16%	31 20%	27 16%	22 18%	38 15%	60 23%prsu	45 13%	33 16%
BOTTOM 2 (NET)	909 45%	475 45%	434 45%	71 47%	207 41%	169 48%d	140 43%	239 52%df	445 49%k	237 46%k	100 45%k	125 36%	61 37%	46 44%t	106 51%lt	82 47%t	76 48%lt	74 43%t	46 49%t	64 52%lt	83 32%	171 51%lt	100 49%lt
Mean	2.74	2.75	2.73	2.76	2.92eg	2.69	2.75g	2.57	2.65	2.72	2.79	2.97hi	3.02mnop rsuv	2.66	2.69	2.69	2.61	2.85su	2.55	2.52	3.07mnop rsuv	2.57	2.71
Standard Deviation	1.20	1.18	1.23	1.31	1.34	1.31	1.16	0.99	1.20	1.20	1.15	1.21	1.25	1.09	1.31	1.16	1.19	1.25	1.14	1.07	1.26	1.12	1.16
Standard Error	0.027	0.036	0.040	0.107	0.060	0.070	0.064	0.046	0.040	0.053	0.077	0.065	0.097	0.106	0.091	0.088	0.095	0.095	0.118	0.097	0.078	0.061	0.081

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 69

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting taxes as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	528 26%	329 27%	199 25%	182 30%z	141 24%	170 27%	176 28%D	69 26%	113 23%	154 35%FGHJ	113 27%H	119 26%H	31 16%	5 28%	106 23%H
(5) Very high priority	193 10%	119 10%	74 9%	65 11%	65 11%	60 10%	58 9%	22 8%	53 11%	58 13%GHJ	46 11%H	38 8%	10 5%	1 6%	40 9%
(4) High priority	335 17%	210 17%	125 16%	117 19%z	76 13%	110 18%D	118 19%D	47 18%D	60 12%	96 22%FHJ	67 16%	81 18%H	21 11%	4 22%	66 14%
(3) Medium priority	563 28%	356 29%	207 26%	187 31%z	140 24%	198 32%CD	176 28%	62 24%	127 26%	141 32%G	111 27%	116 25%	57 29%	5 28%	133 29%
(2) Quite low priority	572 29%	348 29%	224 28%	165 27%	149 25%	181 29%	194 31%D	75 29%	122 25%	97 22%	82 20%	155 34%EF	69 35%EF	4 22%	165 35%EF
(1) Very low priority	337 17%	180 15%	157 20%w	78 13%	155 26%y	78 12%	76 12%	55 21%AB	128 26%AB	49 11%	109 26%EGJ	72 16%E	41 21%EJ	4 22%	62 13%
BOTTOM 2 (NET)	909 45%	528 44%	381 48%w	243 40%	304 52%y	259 41%	270 43%	130 50%A	250 51%AB	146 33%	191 46%E	227 49%E	110 56%EF	8 44%	227 49%E
Mean	2.74	2.79x	2.66	2.88z	2.57	2.83CD	2.82CD	2.64	2.57	3.04FGHJ	2.66H	2.69H	2.44	2.67	2.69H
Standard Deviation	1.20	1.18	1.23	1.18	1.31	1.15	1.15	1.23	1.29	1.19	1.32	1.17	1.09	1.24	1.13
Standard Error	0.027	0.034	0.044	0.048	0.054	0.046	0.046	0.076	0.058	0.057	0.065	0.054	0.077	0.291	0.052

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 70

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Supporting marriage through the tax system as ...

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	608 30%	321 31%	287 30%	65 43%efg	194 39%efg	95 27%	88 27%	111 24%	263 29%	163 32%	58 26%	124 36%hij	74 45%mnopq ruv	30 29%	52 25%	60 34%pru	37 24%	46 27%	18 19%	46 38%npq ruv	107 41%mnpqr uv	84 25%	54 26%
(5) Very high priority	161 8%	76 7%	85 9%	22 15%efg	63 13%efg	26 7%	21 6%	22 5%	68 7%	41 8%	17 8%	35 10%	19 12%ru	9 9%r	13 6%	13 7%r	9 6%	14 8%r	1 1%	11 9%r	39 15%nopqru v	16 5%	17 8%r
(4) High priority	447 22%	245 23%	202 21%	43 28%eg	131 26%eg	69 20%	67 20%	89 19%	195 21%	122 24%	41 18%	89 26%j	55 33%mnpqr uv	21 20%	39 19%	47 27%v	28 18%	32 19%	17 18%	35 29%npq v	68 26%v	68 20%	37 18%
(3) Medium priority	759 38%	392 38%	367 38%	48 32%	178 35%	117 33%	128 39%	195 42%cde	344 38%	189 37%	97 43%	126 36%	50 30%	44 42%	77 37%	66 38%	64 41%	68 40%	35 38%	39 32%	109 42%l	128 38%	79 39%
(2) Quite low priority	445 22%	240 23%	205 21%	25 17%	92 18%	91 26%cd	78 24%	118 26%cd	222 24%k	111 22%	53 24%	59 17%	28 17%	23 22%t	51 25%t	37 21%t	40 25%t	37 22%t	29 31%lt	27 22%t	35 13%	86 26%lt	52 25%lt
(1) Very low priority	188 9%	91 9%	97 10%	13 9%	39 8%	47 13%dg	35 11%	37 8%	81 9%	53 10%	16 7%	38 11%	13 8%	8 8%	28 13%t	13 7%	16 10%t	21 12%t	11 12%t	10 8%	11 4%	38 11%t	19 9%t
BOTTOM 2 (NET)	633 32%	331 32%	302 32%	38 25%	131 26%	138 39%cd	113 34%cd	155 34%d	303 33%	164 32%	69 31%	97 28%	41 25%	31 30%t	79 38%lot	50 28%t	56 36%lt	58 34%t	40 43%lot	37 30%t	46 18%	124 37%lt	71 35%lt
Mean	2.97	2.98	2.97	3.24efg	3.17efg	2.82	2.88	2.87	2.94	2.97	2.96	3.07	3.24npqr uv	3.00r	2.80	3.06npru	2.83	2.89	2.66	3.08nr u	3.34mnop qrsuv	2.82	2.91
Standard Deviation	1.07	1.05	1.09	1.15	1.11	1.12	1.05	0.97	1.05	1.09	1.01	1.13	1.11	1.04	1.09	1.03	1.02	1.10	0.95	1.10	1.02	1.03	1.07
Standard Error	0.024	0.033	0.035	0.094	0.049	0.060	0.058	0.045	0.035	0.048	0.067	0.060	0.086	0.101	0.076	0.078	0.082	0.084	0.098	0.099	0.063	0.056	0.075

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 70

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Supporting marriage through the tax system as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	608 30%	388 32%	220 28%	213 35%z	164 28%	195 31%	207 33%D	73 28%	133 27%	159 36%FHJ	122 29%	139 30%	50 25%	6 33%	132 28%
(5) Very high priority	161 8%	102 8%	59 7%	53 9%	54 9%	53 8%	50 8%	23 9%	35 7%	50 11%J	33 8%	35 8%	13 7%	1 6%	29 6%
(4) High priority	447 22%	286 24%	161 20%	160 26%z	110 19%	142 23%	157 25%D	50 19%	98 20%	109 25%	89 21%	104 23%	37 19%	5 28%	103 22%
(3) Medium priority	759 38%	449 37%	310 39%	224 37%	212 36%	254 41%	221 36%	101 39%	183 37%	172 39%	162 39%	165 36%	79 40%	3 17%	178 38%
(2) Quite low priority	445 22%	259 21%	186 24%	139 23%	132 23%	128 20%	148 24%	62 24%	107 22%	89 20%	72 17%	112 24%F	44 22%	8 44%	120 26%EF
(1) Very low priority	188 9%	117 10%	71 9%	36 6%	77 13%y	50 8%	46 7%	25 10%	67 14%AB	21 5%	59 14%EJ	46 10%E	25 13%EJ	1 6%	36 8%
BOTTOM 2 (NET)	633 32%	376 31%	257 33%	175 29%	209 36%y	178 28%	194 31%	87 33%	174 36%A	110 25%	131 32%E	158 34%E	69 35%E	9 50%	156 33%E
Mean	2.97	3.00	2.94	3.09z	2.88	3.03D	3.03D	2.94	2.85	3.18FGHJ	2.92	2.94	2.84	2.83	2.93
Standard Deviation	1.07	1.08	1.05	1.03	1.14	1.04	1.05	1.08	1.11	1.03	1.13	1.08	1.08	1.10	1.02
Standard Error	0.024	0.031	0.037	0.042	0.047	0.042	0.042	0.067	0.050	0.049	0.055	0.050	0.076	0.259	0.047

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 71

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting the size of the state as ...

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	907 45%	535 51%b	372 39%	65 43%	235 47%e	139 40%	146 44%	224 49%e	433 48%j	230 45%j	75 33%	167 48%j	102 62%mnopq rstuv	47 45%	88 42%	80 45%	61 39%	74 43%	34 37%	54 44%	131 50%pr	148 44%	88 43%
(5) Very high priority	334 17%	201 19%b	133 14%	30 20%	98 19%	51 15%	64 19%	75 16%	156 17%	84 16%	27 12%	67 19%	54 33%mnopq rstuv	17 16%	33 16%	28 16%	25 16%	18 10%	16 17%	14 11%	52 20%qsu	42 13%	35 17%
(4) High priority	573 29%	334 32%b	239 25%	35 23%	137 27%	88 25%	82 25%	149 32%cef	277 30%j	146 28%	48 21%	100 29%	48 29%	30 29%	55 26%	52 30%	36 23%	56 33%r	18 19%	40 33%r	79 30%r	106 32%pr	53 26%
(3) Medium priority	695 35%	315 30%	380 40%a	51 34%	176 35%	133 38%	116 35%	148 32%	308 34%	172 33%	93 42%hi	122 35%	38 23%	43 41%l	70 34%l	64 36%l	57 36%l	63 37%l	44 47%lntuv	45 37%l	89 34%l	114 34%l	68 33%l
(2) Quite low priority	301 15%	151 14%	150 16%	27 18%	72 14%	56 16%	47 14%	70 15%	134 15%	78 15%	42 19%	47 14%	18 11%	13 12%	34 16%	30 17%	31 20%lst	22 13%	14 15%	13 11%	33 13%	54 16%	39 19%ls
(1) Very low priority	97 5%	43 4%	54 6%	8 5%	20 4%	22 6%	20 6%	19 4%	35 4%	36 7%hk	14 6%	11 3%	7 4%	2 2%	16 8%mort	2 1%	8 5%o	13 8%mor	1 1%	10 8%mort	9 3%	20 6%o	9 4%
BOTTOM 2 (NET)	398 20%	194 19%	204 21%	35 23%	92 18%	78 22%	67 20%	89 19%	169 19%	114 22%	56 25%hk	58 17%	25 15%	15 14%	50 24%lmt	32 18%	39 25%lmt	35 20%	15 16%	23 19%	42 16%	74 22%	48 24%lt
Mean	3.37	3.48b	3.26	3.34	3.44e	3.26	3.37	3.41e	3.42j	3.32j	3.14	3.48ij	3.75mnop qrstuv	3.45	3.26	3.42	3.25	3.26	3.37	3.29	3.50npqu	3.29	3.32
Standard Deviation	1.08	1.08	1.06	1.14	1.08	1.09	1.13	1.06	1.06	1.13	1.06	1.05	1.15	0.97	1.14	0.99	1.10	1.06	0.98	1.07	1.05	1.07	1.10
Standard Error	0.024	0.034	0.034	0.093	0.048	0.058	0.062	0.049	0.035	0.050	0.071	0.056	0.090	0.095	0.079	0.074	0.088	0.081	0.101	0.097	0.065	0.058	0.077

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 71

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Cutting the size of the state as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	907 45%	586 48%x	321 41%	302 49%z	255 44%	292 47%D	316 51%CD	103 39%	196 40%	211 48%J	172 41%	238 52%FJ	91 46%	6 33%	189 41%
(5) Very high priority	334 17%	215 18%	119 15%	105 17%	113 19%	97 15%	99 16%	45 17%	93 19%	76 17%	78 19%J	84 18%	33 17%	1 6%	62 13%
(4) High priority	573 29%	371 31%x	202 26%	197 32%z	142 24%	195 31%CD	217 35%CD	58 22%	103 21%	135 31%F	94 23%	154 33%FJ	58 29%	5 28%	127 27%
(3) Medium priority	695 35%	397 33%	298 38%w	198 32%	202 35%	202 32%	202 32%	95 36%	196 40%AB	152 34%	164 40%G	134 29%	65 33%	7 39%	173 37%G
(2) Quite low priority	301 15%	171 14%	130 17%	91 15%	91 16%	103 16%	82 13%	42 16%	74 15%	64 15%	57 14%	68 15%	32 16%	4 22%	76 16%
(1) Very low priority	97 5%	59 5%	38 5%	21 3%	37 6%y	30 5%	22 4%	21 8%B	24 5%	14 3%	22 5%	22 5%	10 5%	1 6%	28 6%E
BOTTOM 2 (NET)	398 20%	230 19%	168 21%	112 18%	128 22%	133 21%B	104 17%	63 24%B	98 20%	78 18%	79 19%	90 19%	42 21%	5 28%	104 22%
Mean	3.37	3.42x	3.30	3.45	3.35	3.36	3.46C	3.25	3.34	3.44J	3.36	3.45J	3.36	3.06	3.26
Standard Deviation	1.08	1.08	1.06	1.05	1.14	1.08	1.02	1.16	1.10	1.04	1.10	1.09	1.09	1.00	1.07
Standard Error	0.024	0.031	0.038	0.042	0.047	0.043	0.041	0.072	0.050	0.049	0.054	0.051	0.078	0.235	0.050

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

Table 72

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Scrapping unnecessary rules and regulations as ...

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
TOP 2 (NET)	829 41%	468 45%b	361 38%	63 42%	238 47%eg	115 33%	139 42%e	177 38%	374 41%	217 42%	88 39%	149 43%	95 58%mnopq rsuv	41 39%	79 38%	76 43%	55 35%	61 35%	34 37%	46 38%	136 52%mnpqr suv	124 37%	82 40%
(5) Very high priority	268 13%	154 15%	114 12%	17 11%	101 20%cefg	37 11%	44 13%	50 11%	109 12%	76 15%	33 15%	50 14%	40 24%mnopq rsuv	11 10%	26 13%	19 11%	20 13%	19 11%	11 12%	15 12%	58 22%mnopqr suv	29 9%	20 10%
(4) High priority	561 28%	314 30%b	247 26%	46 30%	137 27%	78 22%	95 29%e	127 28%	265 29%	141 27%	55 25%	99 29%	55 33%p	30 29%	53 25%	57 32%p	35 22%	42 24%	23 25%	31 25%	78 30%	95 28%	62 30%
(3) Medium priority	696 35%	371 36%	325 34%	46 30%	147 29%	127 36%d	110 33%	186 40%cdf	314 35%	179 35%	78 35%	123 35%	37 22%	45 43%lt	71 34%l	61 35%l	57 36%l	65 38%l	36 39%l	50 41%l	81 31%	122 36%l	71 35%l
(2) Quite low priority	353 18%	157 15%	196 21%a	28 19%	85 17%	80 23%dg	60 18%	78 17%	177 19%	81 16%	42 19%	53 15%	25 15%	15 14%	42 20%	33 19%	32 20%	32 19%	15 16%	17 14%	38 15%	67 20%	37 18%
(1) Very low priority	122 6%	48 5%	74 8%a	14 9%g	33 7%	28 8%g	20 6%	20 4%	45 5%	39 8%h	16 7%	22 6%	8 5%	4 4%	16 8%t	6 3%	13 8%t	14 8%t	8 9%t	9 7%t	7 3%	23 7%t	14 7%t
BOTTOM 2 (NET)	475 24%	205 20%	270 28%a	42 28%	118 23%	108 31%dg	80 24%	98 21%	222 24%	120 23%	58 26%	75 22%	33 20%	19 18%	58 28%t	39 22%	45 29%t	46 27%t	23 25%	26 21%	45 17%	90 27%t	51 25%t
Mean	3.25	3.35b	3.14	3.16	3.37ce	3.05	3.25e	3.24e	3.24	3.26	3.21	3.29	3.57mnop qrsuv	3.28	3.15	3.28	3.11	3.12	3.15	3.21	3.54mnop qrsuv	3.12	3.18
Standard Deviation	1.08	1.05	1.11	1.14	1.17	1.09	1.09	1.00	1.05	1.12	1.13	1.09	1.15	0.97	1.12	1.00	1.12	1.09	1.10	1.07	1.07	1.04	1.06
Standard Error	0.024	0.032	0.036	0.093	0.052	0.058	0.060	0.047	0.035	0.049	0.075	0.058	0.090	0.094	0.077	0.076	0.090	0.083	0.114	0.097	0.066	0.057	0.074

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 72

Absolutes/col percents

Q13b. Whether you think the Conservative Party today regards Scrapping unnecessary rules and regulations as ...

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
TOP 2 (NET)	829 41%	532 44%x	297 38%	302 49%z	220 38%	293 47%CD	277 45%CD	86 33%	173 35%	243 55%FGHJ	151 36%	188 41%	77 39%	8 44%	162 35%
(5) Very high priority	268 13%	182 15%x	86 11%	111 18%z	70 12%	102 16%CD	82 13%	28 11%	56 11%	99 22%FGHJ	46 11%	56 12%	24 12%	3 17%	40 9%
(4) High priority	561 28%	350 29%	211 27%	191 31%z	150 26%	191 30%CD	195 31%CD	58 22%	117 24%	144 33%FJ	105 25%	132 29%	53 27%	5 28%	122 26%
(3) Medium priority	696 35%	420 35%	276 35%	194 32%	198 34%	198 32%	226 36%	101 39%A	171 35%	138 31%	157 38%E	158 34%	72 36%	4 22%	167 36%
(2) Quite low priority	353 18%	198 16%	155 20%	87 14%	115 20%y	106 17%	93 15%	53 20%	101 21%B	43 10%	70 17%E	90 19%E	38 19%E	4 22%	108 23%EF
(1) Very low priority	122 6%	63 5%	59 7%w	29 5%	52 9%y	30 5%	26 4%	21 8%B	45 9%AB	17 4%	37 9%E	26 6%	11 6%	2 11%	29 6%
BOTTOM 2 (NET)	475 24%	261 22%	214 27%w	116 19%	167 29%y	136 22%	119 19%	74 28%AB	146 30%AB	60 14%	107 26%E	116 25%E	49 25%E	6 33%	137 29%E
Mean	3.25	3.32x	3.14	3.44z	3.12	3.37CD	3.34CD	3.07	3.08	3.60FGHJ	3.13	3.22J	3.21	3.17	3.08
Standard Deviation	1.08	1.08	1.09	1.09	1.13	1.09	1.02	1.08	1.13	1.06	1.10	1.07	1.06	1.29	1.04
Standard Error	0.024	0.031	0.039	0.044	0.047	0.043	0.041	0.067	0.051	0.050	0.054	0.050	0.076	0.305	0.048

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 73

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that the ... would be handled

Base : All respondents

	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Protecting the environment	Dealing with crime	Standing up for Britain in the EU	Reforming welfare to stop scroungers and cut benefit dependency	Controlling immigration	Cutting taxes	Supporting marriage through the tax system	Cutting the size of the state	Scrapping unnecessary rules and regulations
Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
Better	461	619	258	286	212	463	596	739	656	346	425	456	490
	23%	31%	13%	14%	11%	23%	30%	37%	33%	17%	21%	23%	25%
Worse	398	298	538	496	606	287	306	287	339	536	298	325	342
	20%	15%	27%	25%	30%	14%	15%	14%	17%	27%	15%	16%	17%
No different	1141	1083	1204	1218	1182	1250	1098	974	1005	1118	1277	1219	1168
	57%	54%	60%	61%	59%	63%	55%	49%	50%	56%	64%	61%	58%

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 74

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Getting the economy growing and creating jobs

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	461 23%	289 28%b	172 18%	21 14%	155 31%cefg	64 18%	67 20%	92 20%	203 22%	130 25%j	41 18%	87 25%	60 36%mnopqrsuv	23 22%	53 25%q	36 20%	27 17%	28 16%	15 16%	23 19%	77 29%opqrsv	78 23%	41 20%
Worse	398 20%	212 20%	186 19%	49 32%defg	110 22%	71 20%	62 19%	88 19%	172 19%	108 21%	31 14%	87 25%h	34 21%	17 16%	39 19%	41 23%qsv	28 18%	24 14%	16 17%	15 12%	81 31%lmnpqrsuv	73 22%qsv	30 15%
No different	1141 57%	543 52%	598 63%a	81 54%	238 47%	215 61%d	200 61%d	281 61%d	535 59%k	278 54%	152 68%hik	173 50%	71 43%	65 62%lt	116 56%lt	99 56%lt	102 65%ltu	120 70%lnotu	62 67%ltu	84 69%lnotu	104 40%	185 55%lt	133 65%ltu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 74

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Getting the economy growing and creating jobs

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	461	330	131	241	71	256	108	29	68	211	60	66	58	2	64
	23%	27%x	17%	39%z	12%	41%BCD	17%C	11%	14%	48%FGHJ	14%	14%	29%FGJ	11%	14%
Worse	398	224	174	57	199	51	117	92	138	38	139	113	25	3	80
	20%	18%	22%w	9%	34%y	8%	19%A	35%ABD	28%AB	9%	33%EGHJ	24%EHJ	13%	17%	17%E
No different	1141	659	482	314	315	320	397	140	284	192	216	283	115	13	322
	57%	54%	61%w	51%	54%	51%	64%ACD	54%	58%A	44%	52%E	61%EF	58%E	72%	69%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 75

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting the deficit and the debt

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	619 31%	382 37%b	237 25%	36 24%	183 36%cefg	97 28%	92 28%	139 30%	285 31%	171 33%j	57 25%	105 30%	76 46%mnopqrsuv	26 25%	69 33%q	54 31%q	39 25%	34 20%	27 29%	32 26%	97 37%mpqs	104 31%q	61 30%q
Worse	298 15%	157 15%	141 15%	30 20%g	97 19%g	55 16%	51 16%	53 11%	127 14%	79 15%	26 12%	65 19%h	27 16%	13 12%	31 15%	24 14%	24 15%	30 17%	13 14%	13 11%	57 22%mosuv	39 12%	27 13%
No different	1083 54%	505 48%	578 60%a	85 56%d	223 44%	198 57%d	186 57%d	269 58%d	498 55%	266 52%	141 63%hik	177 51%	62 38%	66 63%lt	108 52%lt	98 56%lt	94 60%lt	108 63%lnt	53 57%lt	77 63%lnt	108 41%	193 57%lt	116 57%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 75

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting the deficit and the debt

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	**619** 31%	426 35%x	193 25%	291 48%z	120 21%	294 47%BCD	161 26%C	49 19%	115 23%	244 55%FGHJ	102 25%J	108 23%	73 37%FGJ	4 22%	88 19%
Worse	**298** 15%	172 14%	126 16%	48 8%	147 25%y	41 7%	90 14%A	72 28%ABD	95 19%AB	33 7%	103 25%EGHJ	81 18%EHJ	19 10%	2 11%	60 13%E
No different	**1083** 54%	615 51%	468 59%w	273 45%	318 54%y	292 47%	371 60%A	140 54%	280 57%A	164 37%	210 51%E	273 59%EF	106 54%E	12 67%	318 68%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 76

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
  Improving the NHS

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	258 13%	131 13%	127 13%	12 8%	104 21%cefg	41 12%	41 12%g	36 8%	116 13%	65 13%	23 10%	54 16%	42 25%mnopqr stuv	8 8%	25 12%	22 13%	15 10%	21 12%	7 8%	12 10%	44 17%mprv	42 13%	20 10%
Worse	538 27%	321 31%b	217 23%	51 34%	139 28%	94 27%	94 29%	130 28%	264 29%j	149 29%j	35 16%	89 26%j	45 27%	27 26%	56 27%	45 26%	38 24%	47 27%	17 18%	31 25%	87 33%r	89 26%	56 27%
No different	1204 60%	592 57%	612 64%a	88 58%	260 52%	215 61%d	194 59%d	295 64%d	530 58%	302 59%	166 74%hik	204 59%	78 47%	70 67%lt	127 61%lt	109 62%lt	104 66%lt	104 60%lt	69 74%lnoqt u	79 65%lt	131 50%	205 61%lt	128 63%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 76

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Improving the NHS

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	258 13%	184 15%x	74 9%	118 19%z	64 11%	138 22%BCD	56 9%	19 7%	45 9%	117 27%FGHJ	49 12%GJ	31 7%	30 15%GJ	1 6%	30 6%
Worse	538 27%	315 26%	223 28%	119 19%	225 38%y	96 15%	166 27%A	111 43%ABD	165 34%AB	76 17%	157 38%EHJ	158 34%EHJ	37 19%	4 22%	106 23%E
No different	1204 60%	714 59%	490 62%	375 61%z	296 51%	393 63%C	400 64%CD	131 50%	280 57%	248 56%	209 50%	273 59%F	131 66%EF	13 72%	330 71%EFG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 77

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Improving schools

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	286 14%	150 14%	136 14%	19 13%	119 24%cefg	44 13%g	40 12%	38 8%	143 16%	65 13%	22 10%	55 16%	47 28%mnopq rstuv	11 10%	32 15%p	19 11%	13 8%	23 13%	8 9%	14 11%	49 19%opr	45 13%	25 12%
Worse	496 25%	281 27%b	215 22%	47 31%	117 23%	88 25%	88 27%	119 26%	232 25%j	141 27%j	33 15%	89 26%j	40 24%	22 21%	46 22%	46 26%r	33 21%	42 24%	14 15%	26 21%	83 32%mnprs	87 26%r	57 28%r
No different	1218 61%	613 59%	605 63%a	85 56%	267 53%	218 62%d	201 61%d	304 66%cd	535 59%	310 60%	169 75%hik	203 59%	78 47%	72 69%lt	130 63%lt	111 63%lt	111 71%ltuv	107 62%lt	71 76%lnoqt uv	82 67%lt	130 50%	204 61%lt	122 60%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 77

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Improving schools

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	286	203	83	130	75	136	74	21	55	120	59	34	34	1	38
	14%	17%x	11%	21%z	13%	22%BCD	12%	8%	11%	27%FGHJ	14%GJ	7%	17%GJ	6%	8%
Worse	496	287	209	114	199	86	158	104	148	66	137	156	38	5	94
	25%	24%	27%	19%	34%y	14%	25%A	40%ABD	30%A	15%	33%EHJ	34%EHJ	19%	28%	20%E
No different	1218	723	495	368	311	405	390	136	287	255	219	272	126	12	334
	61%	60%	63%	60%z	53%	65%CD	63%C	52%	59%	58%	53%	59%	64%F	67%	72%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 78

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Protecting the environment

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	212 11%	124 12%	88 9%	12 8%	114 23%cefg	31 9%g	23 7%	19 4%	81 9%	60 12%	17 8%	54 16%hj	42 25%mnopqr suv	7 7%	17 8%	15 9%	8 5%	14 8%	3 3%	9 7%	55 21%mnopqr suv	25 7%	17 8%
Worse	606 30%	354 34%b	252 26%	51 34%	132 26%	97 28%	111 34%d	167 36%de	305 34%jk	162 31%j	44 20%	95 27%j	46 28%	28 27%	59 28%	49 28%	41 26%	54 31%	19 20%	41 34%r	98 37%lnopr	101 30%	70 34%r
No different	1182 59%	566 54%	616 64%a	88 58%	257 51%	222 63%d	195 59%d	275 60%d	524 58%	294 57%	163 73%hik	198 57%	77 47%	70 67%lt	132 63%lt	112 64%lt	108 69%ltv	104 60%lt	71 76%lnoqs tuv	72 59%lt	109 42%	210 63%lt	117 57%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 78

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Protecting the environment

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	**2000**	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	212	155	57	121	48	108	57	14	33	113	39	21	15	2	22
	11%	13%x	7%	20%z	8%	17%BCD	9%	5%	7%	26%FGHJ	9%GJ	5%	8%	11%	5%
Worse	606	377	229	158	207	145	209	108	144	96	124	190	52	6	138
	30%	31%	29%	26%	35%y	23%	34%A	41%ABD	29%A	22%	30%E	41%EFHJ	26%	33%	30%E
No different	1182	681	501	333	330	374	356	139	313	232	252	251	131	10	306
	59%	56%	64%w	54%	56%	60%	57%	53%	64%BC	53%	61%E	54%	66%EG	56%	66%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 79

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Dealing with crime

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	463 23%	296 28%b	167 17%	24 16%	151 30%cefg	70 20%	76 23%g	80 17%	209 23%	131 25%j	40 18%	83 24%	60 36%mnopqrsuv	22 21%	51 25%qv	29 16%	34 22%q	23 13%	14 15%	27 22%	95 36%mnopqrsuv	75 22%q	33 16%
Worse	287 14%	156 15%	131 14%	35 23%defg	79 16%	53 15%	48 15%	59 13%	113 12%	81 16%	26 12%	66 19%h	29 18%	12 11%	35 17%	26 15%	19 12%	31 18%	11 12%	14 11%	43 16%	41 12%	26 13%
No different	1250 63%	592 57%	658 69%a	92 61%	273 54%	227 65%d	205 62%d	322 70%cdf	588 65%ik	304 59%	158 71%ik	198 57%	76 46%	71 68%lt	122 59%lt	121 69%lnt	104 66%lt	118 69%lnt	68 73%lnt	81 66%lt	124 47%	220 65%lt	145 71%lnt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 79

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
     Dealing with crime

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	**2000**	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	**463** **23%**	333 27%x	130 17%	208 34%z	102 17%	240 38%BCD	110 18%	34 13%	79 16%	184 42%FGJ	74 18%	64 14%	68 34%FGJ	1 6%	72 15%
Worse	**287** **14%**	162 13%	125 16%	59 10%	140 24%y	44 7%	81 13%A	75 29%ABD	87 18%AB	42 10%	92 22%EHJ	88 19%EHJ	15 8%	4 22%	46 10%
No different	**1250** **63%**	718 59%	532 68%w	345 56%	343 59%	343 55%	431 69%AC	152 58%	324 66%AC	215 49%	249 60%E	310 67%EFH	115 58%E	13 72%	348 75%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 80

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Standing up for Britain in the EU

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	596 30%	381 36%b	215 22%	41 27%	137 27%	95 27%	102 31%	127 28%	293 32%	144 28%	60 27%	97 28%	70 42%mopqr stuv	30 29%	69 33%q	44 25%	38 24%	40 23%	24 26%	37 30%	78 30%	105 31%	61 30%
Worse	306 15%	165 16%	141 15%	29 19%	89 18%	51 15%	46 14%	70 15%	123 14%	82 16%	30 13%	71 20%hj	32 19%pv	15 14%	33 16%	25 14%	16 10%	31 18%p	11 12%	17 14%	52 20%pv	51 15%	23 11%
No different	1098 55%	498 48%	600 63%s	81 54%	277 55%	204 58%	181 55%	264 57%	494 54%	290 56%	134 60%	179 52%	63 38%	60 57%l	106 51%l	107 61%lt	103 66%lntu	101 59%l	58 62%lt	68 56%l	132 50%l	180 54%l	120 59%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Standing up for Britain in the EU

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	596	433	163	249	123	281	166	53	96	201	85	119	84	3	104
	30%	36%x	21%	41%z	21%	45%BCD	27%CD	20%	20%	46%FGJ	20%	26%	42%FGJ	17%	22%
Worse	306	178	128	56	134	52	102	66	86	37	89	97	27	2	54
	15%	15%	16%	9%	23%y	8%	16%A	25%ABD	18%A	8%	21%EHJ	21%EHJ	14%E	11%	12%
No different	1098	602	496	307	328	294	354	142	308	203	241	246	87	13	308
	55%	50%	63%w	50%	56%y	47%	57%A	54%A	63%ABC	46%	58%EH	53%EH	44%	72%	66%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 81

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
   Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	739 37%	446 43%b	293 31%	45 30%	191 38%	120 34%	119 36%	163 35%	339 37%	210 41%j	69 31%	120 35%	78 47%opqrs	37 35%	88 42%qr	58 33%	51 32%	42 24%	28 30%	43 35%q	104 40%q	133 40%q	77 38%q
Worse	287 14%	156 15%	131 14%	33 22%g	81 16%	53 15%	49 15%	62 13%	127 14%j	73 14%j	20 9%	66 19%hj	34 21%mnsuv	11 10%	26 13%	25 14%s	21 13%	31 18%sv	13 14%	8 7%	52 20%mnsuv	46 14%s	20 10%
No different	974 49%	442 42%	532 56%a	73 48%	231 46%	177 51%	161 49%	236 51%	444 49%	233 45%	135 60%hik	161 46%	53 32%	57 54%lt	94 45%l	93 53%lt	85 54%lt	99 58%lnt	52 56%lt	71 58%lnt u	106 40%	157 47%l	107 52%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 81

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	739 37%	508 42%x	231 29%	328 54%z	153 26%	350 56%BCD	199 32%CD	63 24%	127 26%	270 61%FGHJ	111 27%	127 27%	87 44%FGJ	4 22%	140 30%
Worse	287 14%	161 13%	126 16%	48 8%	131 22%y	42 7%	93 15%A	57 22%AB	95 19%A	33 7%	99 24%EHJ	87 19%EHJ	23 12%	1 6%	44 9%
No different	974 49%	544 45%	430 55%w	236 39%	301 51%y	235 37%	330 53%A	141 54%A	268 55%A	138 31%	205 49%E	248 54%EH	88 44%E	13 72%	282 61%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 82

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Controlling immigration

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	656 33%	393 38%b	263 28%	37 25%	163 32%	108 31%	112 34%c	146 32%	305 34%	180 35%	63 28%	106 31%	82 50%mnopq rstuv	30 29%	72 35%qr	53 30%	43 27%	43 25%	21 23%	41 34%	89 34%qr	125 37%pqrv	57 28%
Worse	339 17%	172 16%	167 17%	40 26%efg	104 21%eg	48 14%	58 18%	72 16%	153 17%	84 16%	26 12%	76 22%hij	22 13%	13 12%	37 18%	30 17%	19 12%	32 19%	14 15%	21 17%	65 25%lmpuv	52 15%	34 17%
No different	1005 50%	479 46%	526 55%a	74 49%	236 47%	194 55%d	159 48%	243 53%	452 50%	252 49%	135 60%hik	165 48%	61 37%	62 59%ltu	99 48%l	93 53%lt	95 61%lntu	97 56%lt	58 62%lntu	60 49%l	108 41%	159 47%l	113 55%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 82

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
   Controlling immigration

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	656	458	198	286	130	329	165	56	106	235	103	111	84	5	118
	33%	38%x	25%	47%z	22%	52%BCD	27%	21%	22%	53%FGHJ	25%	24%	42%FGJ	28%	25%
Worse	339	204	135	70	140	51	119	69	100	47	84	109	32	2	65
	17%	17%	17%	11%	24%y	8%	19%A	26%AB	20%A	11%	20%EJ	24%EHJ	16%	11%	14%
No different	1005	551	454	256	315	247	338	136	284	159	228	242	82	11	283
	50%	45%	58%w	42%	54%y	39%	54%A	52%A	58%A	36%	55%EH	52%EH	41%	61%	61%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 83

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting taxes

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	346 17%	214 20%b	132 14%	18 12%	105 21%ceg	52 15%	58 18%	71 15%	159 17%	82 16%	30 13%	75 22%ij	50 30%mnopq rstuv	20 19%r	33 16%	26 15%	17 11%	23 13%	8 9%	19 16%	54 21%pr	65 19%pr	31 15%
Worse	536 27%	282 27%	254 27%	65 43%defg	156 31%fg	106 30%g	78 24%	108 23%	245 27%	145 28%	48 21%	98 28%	47 28%m	15 14%	62 30%m	44 25%m	41 26%m	50 29%m	32 34%m	29 24%	81 31%m	84 25%m	51 25%m
No different	1118 56%	548 52%	570 60%a	68 45%	242 48%	192 55%c	193 59%cd	282 61%cd	506 56%	289 56%	146 65%hik	174 50%	68 41%	70 67%lntu	113 54%l	106 60%lt	99 63%lt	99 58%l	53 57%l	74 61%lt	127 48%	187 56%l	122 60%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 83

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting taxes

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	346 17%	266 22%x	80 10%	154 25%z	68 12%	171 27%BCD	99 16%CD	22 8%	54 11%	134 30%FGJ	55 13%	57 12%	52 26%FGJ	1 6%	47 10%
Worse	536 27%	277 23%	259 33%w	103 17%	233 40%y	97 15%	160 26%A	109 42%AB	170 35%AB	81 18%	166 40%EGHJ	144 31%EHJ	36 18%	1 6%	108 23%
No different	1118 56%	670 55%	448 57%	355 58%z	284 49%	359 57%C	363 58%C	130 50%	266 54%	226 51%	194 47%	261 56%F	110 56%F	16 89%	311 67%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 84

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Supporting marriage through the tax system

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	425 21%	242 23%b	183 19%	28 19%	129 26%eg	61 17%	74 22%	87 19%	197 22%	110 21%	34 15%	83 24%j	67 41%mnopq rstuv	18 17%	36 17%	39 22%	24 15%	27 16%	13 14%	26 21%	59 23%	69 21%	47 23%
Worse	298 15%	155 15%	143 15%	34 23%defg	78 16%	52 15%	48 15%	66 14%	134 15%	76 15%	28 13%	60 17%	24 15%	13 12%	33 16%r	25 14%	16 10%	32 19%pr	6 6%	17 14%	59 23%lmopr uv	44 13%	29 14%
No different	1277 64%	647 62%	630 66%	89 59%	296 59%	237 68%d	207 63%	308 67%d	579 64%	330 64%	162 72%hik	204 59%	74 45%	74 70%lt	139 67%lt	112 64%l	117 75%lotv	113 66%lt	74 80%lnoqs tuv	79 65%l	144 55%l	223 66%lt	128 63%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 84

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Supporting marriage through the tax system

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	425 21%	297 24%x	128 16%	177 29%z	103 18%	192 31%BCD	119 19%C	35 13%	79 16%	145 33%FGJ	74 18%	76 16%	60 30%FGJ	2 11%	68 15%
Worse	298 15%	170 14%	128 16%	64 10%	120 21%y	55 9%	98 16%A	63 24%ABD	82 17%A	42 10%	84 20%EHJ	93 20%EHJ	17 9%	-	62 13%
No different	1277 64%	746 62%	531 67%w	371 61%	362 62%	380 61%	405 65%	163 62%	329 67%A	254 58%	257 62%	293 63%	121 61%	16 89%	336 72%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 85

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting the size of the state

Base : All respondents

	TOTAL	**Gender**		**Age**					**SEG**				**Region**										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	456 23%	300 29%b	156 16%	22 15%	119 24%c	69 20%	75 23%c	109 24%c	223 25%	117 23%	40 18%	74 21%	66 40%mnopq rstuv	20 19%	49 24%r	42 24%r	29 18%	27 16%	11 12%	30 25%r	65 25%qr	78 23%qr	39 19%
Worse	325 16%	174 17%	151 16%	35 23%g	91 18%	57 16%	58 18%	64 14%	129 14%	97 19%h	26 12%	73 21%h	30 18%	18 17%	36 17%	26 15%	18 11%	35 20%p	14 15%	18 15%	53 20%pu	47 14%	30 15%
No different	1219 61%	570 55%	649 68%a	94 62%	293 58%	224 64%	196 60%	288 62%	558 61%	302 59%	158 71%hik	200 58%	69 42%	67 64%l	123 59%l	108 61%l	110 70%lnt	110 64%l	68 73%lnt	74 61%l	144 55%l	211 63%l	135 66%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 85

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Cutting the size of the state

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	456	326	130	194	98	206	155	32	63	165	64	84	71	1	71
	23%	27%x	17%	32%z	17%	33%BCD	25%CD	12%	13%	37%FGJ	15%	18%	36%FGJ	6%	15%
Worse	325	194	131	57	146	52	101	71	101	37	108	101	23	-	56
	16%	16%	17%	9%	25%y	8%	16%A	27%ABD	21%A	8%	26%EHJ	22%EHJ	12%	-	12%
No different	1219	693	526	361	341	369	366	158	326	239	243	277	104	17	339
	61%	57%	67%w	59%	58%	59%	59%	61%	67%AB	54%	59%	60%	53%	94%	73%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 86

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Scrapping unnecessary rules and regulations

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Better	490 25%	319 31%b	171 18%	23 15%	142 28%ce	68 19%	82 25%c	105 23%c	225 25%	138 27%	46 21%	80 23%	57 35%mopqr sv	22 21%	55 26%qr	40 23%	35 22%	26 15%	12 13%	27 22%	87 33%mopqr sv	90 27%qrv	39 19%
Worse	342 17%	179 17%	163 17%	37 25%e	91 18%	50 14%	59 18%	82 18%	155 17%j	88 17%j	25 11%	74 21%j	32 19%	20 19%	31 15%	23 13%	22 14%	35 20%	14 15%	24 20%	55 21%o	50 15%	36 18%
No different	1168 58%	546 52%	622 65%a	91 60%	270 54%	232 66%dfg	188 57%	274 59%	530 58%	290 56%	153 68%hik	193 56%	76 46%	63 60%lt	122 59%lt	113 64%lt	100 64%lt	111 65%lt	67 72%lnstu	71 58%lt	120 46%	196 58%lt	129 63%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 86

Absolutes/col percents

Q14 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and LibDems, how do you think that ... would be handled
Scrapping unnecessary rules and regulations

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Better	490	362	128	222	99	254	130	32	74	190	69	83	79	3	66
	25%	30%x	16%	36%z	17%	41%BCD	21%CD	12%	15%	43%FGJ	17%	18%	40%FGJ	17%	14%
Worse	342	217	125	77	133	62	116	70	94	52	83	106	24	1	76
	17%	18%	16%	13%	23%y	10%	19%A	27%ABD	19%A	12%	20%EH	23%EHJ	12%	6%	16%
No different	1168	634	534	313	353	311	376	159	322	199	263	273	95	14	324
	58%	52%	68%w	51%	60%y	50%	60%A	61%A	66%A	45%	63%EH	59%EH	48%	78%	70%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 87

Absolutes/col percents

Q15 Thinking about Britain's economy, which of the following is closest to your own view?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	1241 62%	703 67%b	538 56%	87 58%	308 61%c	184 53%	197 60%	312 68%cde f	604 66%jk	321 62%k	130 58%	185 53%	110 67%nr	67 64%	116 56%	107 61%	95 61%	109 63%	50 54%	81 66%	158 60%	211 63%	137 67%nr
In three or four years' time the economy will be no better, or even worse, than it is now	759 38%	341 33%	418 44%a	64 42%g	195 39%g	166 47%dg	132 40%g	149 32%	306 34%	195 38%	94 42%h	162 47%hi	55 33%	38 36%	92 44%lv	69 39%	62 39%	63 37%	43 46%lv	41 34%	104 40%	125 37%	67 33%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 87

Absolutes/col percents

Q15 Thinking about Britain's economy, which of the following is closest to your own view?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	1241 62%	786 65%x	455 58%	548 90%z	154 26%	497 79%CD	502 81%CD	86 33%	156 32%	389 88%FGHJ	126 30%	335 73%FHJ	102 52%F	5 28%	284 61%FH
In three or four years' time the economy will be no better, or even worse, than it is now	759 38%	427 35%	332 42%w	64 10%	431 74%y	130 21%	120 19%	175 67%AB	334 68%AB	52 12%	289 70%EGHJ	127 27%E	96 48%EGJ	13 72%	182 39%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 88

Absolutes/col percents

Q16 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	**2000**	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
The cuts are too deep and are being made too quickly	**918** **46%**	442 42%	476 50%a	71 47%	243 48%	199 57%cdfg	160 49%	195 42%	388 43%	226 44%	124 55%hi	178 51%hi	60 36%	52 50%l	102 49%l	82 47%	83 53%lsu	88 51%lu	48 52%l	49 40%	125 48%l	139 41%	90 44%
The cuts are necessary and unavoidable and are the right thing for the economy	**929** **46%**	514 49%b	415 43%	69 46%e	227 45%e	122 35%	150 46%e	230 50%e	448 49%jk	254 49%jk	80 36%	146 42%	84 51%	48 46%	89 43%	82 47%	63 40%	78 45%	37 40%	58 48%	120 46%	165 49%	105 51%p
The cuts do not go far enough - the government should do more to reduce public spending	**153** **8%**	88 8%	65 7%	11 7%	33 7%	29 8%	19 6%	36 8%	74 8%	36 7%	20 9%	23 7%	21 13%mqtv	5 5%	17 8%	12 7%	11 7%	6 3%	8 9%	15 12%mqv	17 6%	32 10%qv	9 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 88

Q16 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
The cuts are too deep and are being made too quickly	918 46%	503 41%	415 53%w	126 21%	465 79%y	182 29%	163 26%	184 70%AB	389 79%ABC	91 21%	325 78%EGHJ	156 34%E	88 44%EG	15 83%	243 52%EG
The cuts are necessary and unavoidable and are the right thing for the economy	929 46%	596 49%x	333 42%	430 70%z	88 15%	374 60%CD	409 66%ACD	64 25%D	82 17%	303 69%FGHJ	73 18%	272 59%FHJ	75 38%F	3 17%	203 44%F
The cuts do not go far enough - the government should do more to reduce public spending	153 8%	114 9%x	39 5%	56 9%z	32 5%	71 11%CD	50 8%D	13 5%	19 4%	47 11%FJ	17 4%	34 7%FJ	35 18%EFGJ	- -	20 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 89

Absolutes/col percents

Q16a. You say the government is cutting spending too deeply and quickly. Which of the following do you think is the best explanation for why they are doing this?

Base : All who say "The cuts are too deep and are being made too quickly"

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	918	442	476	71*	243	199	160	195	388	226	124	178	60*	52*	102	82*	83*	88*	48*	49*	125	139	90*
The government is hostile to public services and the public sector, and is using the deficit as an excuse to make big cuts	323 35%	160 36%	163 34%	30 42%	92 38%	72 36%	53 33%	59 30%	120 31%	75 33%	53 43%h	75 42%h	23 38%s	23 44%ns	27 26%	27 33%	38 46%nrsuv	33 38%s	13 27%	10 20%	57 46%nrsuv	45 32%	27 30%
The government wants all the pain to happen in the first few years, so that by the time of the next election they can claim things are improving	315 34%	154 35%	161 34%	16 23%	71 29%	64 32%	64 40%cd	75 38%cd	135 35%	87 38%j	33 27%	59 33%	12 20%	14 27%	44 43%lqtu	38 46%lmqtu	28 34%	20 23%	22 46%lqtu	24 49%lmqtu	35 28%	41 29%	37 41%lqt
The government believes it is doing the right thing for the economy	280 31%	128 29%	152 32%	25 35%	80 33%	63 32%	43 27%	61 31%	133 34%k	64 28%	38 31%	44 25%	25 42%opt	15 29%	31 30%	17 21%	17 20%	35 40%opt	13 27%	15 31%	33 26%	53 38%opt	26 29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 89

Absolutes/col percents

Q16a. You say the government is cutting spending too deeply and quickly. Which of the following do you think is the best explanation for why they are doing this?

Base : All who say "The cuts are too deep and are being made too quickly"

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	918	503	415	126	465	182	163	184	389	91*	325	156	88*	15**	243
The government is hostile to public services and the public sector, and is using the deficit as an excuse to make big cuts	323 35%	182 36%	141 34%	15 12%	215 46%y	36 20%	34 21%	82 45%AB	171 44%AB	14 15%	147 45%EGJ	46 29%E	30 34%E	7 47%	79 33%E
The government wants all the pain to happen in the first few years, so that by the time of the next election they can claim things are improving	315 34%	177 35%	138 33%	25 20%	168 36%y	54 30%	63 39%	63 34%	135 35%	16 18%	110 34%E	59 38%E	42 48%EFJ	6 40%	82 34%E
The government believes it is doing the right thing for the economy	280 31%	144 29%	136 33%	86 68%z	82 18%	92 51%CD	66 40%CD	39 21%	83 21%	61 67%FGHJ	68 21%	51 33%FH	16 18%	2 13%	82 34%FH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 90

Absolutes/col percents

Q17 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
My view of the Conservative Party has not changed at all	955 48%	499 48%	456 48%	58 38%	214 43%	165 47%	155 47%	243 53%cd	452 50%	229 44%	107 48%	166 48%	62 38%	44 42%	102 49%lt	92 52%lt	84 54%lt	89 52%lt	45 48%	61 50%lt	103 39%	176 52%lt	97 48%
My view of the Conservative Party has changed for the worse	543 27%	268 26%	275 29%	65 43%defg	137 27%	109 31%g	95 29%	110 24%	218 24%	148 29%h	67 30%	109 31%h	39 24%	30 29%	62 30%	47 27%	47 30%	42 24%	30 32%	33 27%	79 30%	79 24%	55 27%
My view of the Conservative Party has changed for the better	502 25%	277 27%	225 24%	28 19%	152 30%ceg	76 22%	79 24%	108 23%	240 26%k	139 27%k	50 22%	72 21%	64 39%nopqr suv	31 30%p	44 21%	37 21%	26 17%	41 24%	18 19%	28 23%	80 31%nopr	81 24%	52 25%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 90

Q17 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
My view of the Conservative Party has not changed at all	955 48%	576 47%	379 48%	186 30%z	142 24%	314 50%D	342 55%CD	119 46%D	180 37%	170 39%	142 34%	266 58%EFH	97 49%EF	7 39%	273 59%EFH
My view of the Conservative Party has changed for the worse	543 27%	323 27%	220 28%	16 3%	433 74%y	63 10%	66 11%	131 50%AB	283 58%ABC	11 2%	246 59%EGHJ	79 17%E	87 44%EGJ	11 61%	109 23%EG
My view of the Conservative Party has changed for the better	502 25%	314 26%	188 24%	410 67%z	10 2%	250 40%BCD	214 34%CD	11 4%	27 6%	260 59%FGHJ	27 7%	117 25%FHJ	14 7%	-	84 18%FH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 91

Absolutes/col percents

Q19 Would you say you are moving towards or away from (i) Labour, (ii) the Conservatives, (iii) the Liberal Democrats? SUMMARY

Base : All respondents

	Labour	Conservatives	Liberal Democrats
Base	2000	2000	2000
Towards	517	657	445
	26%	33%	22%
Away from	913	652	697
	46%	33%	35%
Neither	570	691	858
	29%	35%	43%

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 92

Q19 Would you say you are moving towards or away from Labour

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Towards	517 26%	261 25%	256 27%	58 38%fg	187 37%fg	120 34%fg	72 22%g	64 14%	206 23%	133 26%	69 31%h	108 31%h	68 41%nopqr suv	31 30%suv	56 27%uv	42 24%	41 26%	41 24%	22 24%	22 18%	93 35%nopqr suv	65 19%	36 18%
Away from	913 46%	493 47%	420 44%	50 33%	172 34%	135 39%	156 47%cde	255 55%cdef	442 49%jk	235 46%	91 41%	143 41%	69 42%	48 46%	86 41%	75 43%	66 42%	73 42%	48 52%t	65 53%nt	102 39%	180 54%lnopq t	101 50%t
Neither	570 29%	290 28%	280 29%	43 28%	144 29%	95 27%	101 31%	142 31%	262 29%	148 29%	64 29%	96 28%	28 17%	26 25%	66 32%l	59 34%l	50 32%l	58 34%l	23 25%	35 29%l	67 26%l	91 27%l	67 33%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 92

Absolutes/col percents

Q19 Would you say you are moving towards or away from Labour

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Towards	517 26%	247 20%	270 34%w	56 9%	356 61%y	46 7%	39 6%	124 48%AB	308 63%ABC	50 11%	338 81%EGHJ	42 9%	22 11%	6 33%	59 13%
Away from	913 46%	621 51%x	292 37%	420 69%z	108 18%	388 62%CD	412 66%CD	55 21%D	58 12%	303 69%FHJ	20 5%	298 65%FHJ	108 55%FJ	4 22%	180 39%F
Neither	570 29%	345 28%	225 29%	136 22%	121 21%	193 31%D	171 27%	82 31%	124 25%	88 20%F	57 14%	122 26%EF	68 34%EFG	8 44%	227 49%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 93

Absolutes/col percents

Q19 Would you say you are moving towards or away from Conservatives

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Towards	657 33%	366 35%b	291 30%	36 24%	193 38%ceg	90 26%	106 32%	142 31%	307 34%	178 34%	68 30%	103 30%	81 49%mnopqrstuv	29 28%	62 30%	50 28%	50 32%	41 24%	19 20%	42 34%qr	96 37%qr	122 36%qr	65 32%
Away from	652 33%	322 31%	330 35%	67 44%fg	179 36%g	144 41%fg	107 33%	126 27%	276 30%	170 33%	79 35%	126 36%h	52 32%	36 34%	65 31%	53 30%	57 36%	63 37%u	36 39%u	35 29%	100 38%u	94 28%	61 30%
Neither	691 35%	356 34%	335 35%	48 32%	131 26%	116 33%d	116 35%d	193 42%cde	327 36%	168 33%	77 34%	118 34%	32 19%	40 38%lt	81 39%lt	73 41%lt	50 32%l	68 40%lt	38 41%lt	45 37%lt	66 25%	120 36%lt	78 38%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 93

Absolutes/col percents

Q19 Would you say you are moving towards or away from Conservatives

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Towards	**657** **33%**	443 37%x	214 27%	480 78%z	22 4%	367 59%BCD	248 40%CD	17 7%	25 5%	363 82%FGHJ	28 7%	138 30%FHJ	30 15%F	-	98 21%F
Away from	**652** **33%**	351 29%	301 38%w	22 4%	493 84%y	66 11%	85 14%	155 59%AB	346 71%ABC	19 4%	314 76%EGHJ	104 23%E	85 43%EGJ	13 72%	117 25%E
Neither	**691** **35%**	419 35%	272 35%	110 18%z	70 12%	194 31%D	289 46%ACD	89 34%D	119 24%	59 13%	73 18%	220 48%EF	83 42%EF	5 28%	251 54%EFH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 94

Absolutes/col percents

Q19 Would you say you are moving towards or away from Liberal Democrats

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Towards	445 22%	237 23%	208 22%	25 17%	124 25%c	73 21%	82 25%c	102 22%	202 22%	115 22%	44 20%	83 24%	52 32%mnopq st	21 20%	42 20%	34 19%	31 20%	31 18%	22 24%	22 18%	54 21%	85 25%	51 25%
Away from	697 35%	383 37%	314 33%	64 42%fg	170 34%	130 37%	107 33%	149 32%	317 35%	166 32%	83 37%	129 37%	62 38%v	40 38%	77 37%v	58 33%	61 39%v	62 36%	34 37%	46 38%	89 34%	112 33%	56 27%
Neither	858 43%	424 41%	434 45%a	62 41%	209 42%	147 42%	140 43%	210 46%	391 43%	235 46%	97 43%	135 39%	51 31%	44 42%	89 43%l	84 48%l	65 41%	79 46%l	37 40%	54 44%l	119 45%l	139 41%l	97 48%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 94

Absolutes/col percents

Q19 Would you say you are moving towards or away from Liberal Democrats

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Towards	445 22%	290 24%x	155 20%	158 26%z	95 16%	90 14%D	268 43%ACD	56 21%AD	31 6%	103 23%FHJ	27 7%	237 51%EFHJ	13 7%	2 11%	63 14%FH
Away from	697 35%	409 34%	288 37%	196 32%	298 51%y	245 39%BC	78 13%	81 31%B	293 60%ABC	151 34%G	259 62%EGHJ	34 7%	102 52%EGJ	11 61%	140 30%G
Neither	858 43%	514 42%	344 44%	258 42%z	192 33%	292 47%D	276 44%D	124 48%D	166 34%	187 42%F	129 31%	191 41%F	83 42%F	5 28%	263 56%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 95

Absolutes/col percents

Q20 Thinking about the performance of David Cameron and the Conservative Party in government, do you think you will be more likely to consider voting Conservative at the next election, or less likely, or has it made no difference?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
I will be no more or less likely to consider voting Conservative than I was before	803 40%	428 41%	375 39%	50 33%	151 30%	146 42%d	133 40%d	220 48%cdf	390 43%ik	191 37%	95 42%	127 37%	50 30%	42 40%	78 38%	77 44%l	74 47%lt	69 40%	34 37%	54 44%l	95 36%	134 40%l	96 47%lt
I will be more likely to consider voting Conservative than I was before	612 31%	341 33%b	271 28%	35 23%	188 37%cefg	89 25%	92 28%	129 28%	282 31%	173 34%i	55 25%	100 29%	74 45%mnopqrstuv	32 30%	61 29%	45 26%	38 24%	51 30%	22 24%	38 31%	83 32%	110 33%	58 28%
I will be less likely to consider voting Conservative than I was before	585 29%	275 26%	310 32%a	66 44%defg	164 33%g	115 33%g	104 32%g	112 24%	238 26%	152 29%	74 33%h	120 35%h	41 25%	31 30%	69 33%	54 31%	45 29%	52 30%	37 40%lsuv	30 25%	84 32%	92 27%	50 25%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 95

Absolutes/col percents

Q20 Thinking about the performance of David Cameron and the Conservative Party in government, do you think you will be more likely to consider voting Conservative at the next election, or less likely, or has it made no difference?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
I will be no more or less likely to consider voting Conservative than I was before	803 *40%*	500 *41%*	303 *39%*	-	-	217 *35%*	340 **55%ACD**	94 *36%*	152 *31%*	68 *15%*	104 **25%E**	269 **58%EFH**	98 **49%EF**	4 *22%*	260 **56%EF**
I will be more likely to consider voting Conservative than I was before	612 *31%*	394 **32%x**	218 *28%*	612 **100%z**	-	355 **57%BCD**	206 **33%CD**	15 *6%*	36 *7%*	359 **81%FGHJ**	27 *7%*	97 **21%FH**	19 *10%*	-	110 **24%FH**
I will be less likely to consider voting Conservative than I was before	585 *29%*	319 *26%*	266 **34%w**	-	585 **100%y**	55 *9%*	76 **12%A**	152 **58%AB**	302 **62%AB**	14 *3%*	284 **68%EGHJ**	96 **21%E**	81 **41%EGJ**	14 *78%*	96 **21%E**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 96

Absolutes/col percents

Q21a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats,

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
I would be more likely to vote for a joint Coalition candidate than for a Conservative candidate	1212 61%	593 57%	619 65%a	94 62%	308 61%	225 64%i	186 57%	291 63%	568 62%j	295 57%	121 54%	227 65%i	95 58%	70 67%	120 58%	108 61%	90 57%	106 62%	53 57%	72 59%	159 61%	206 61%	133 65%
I would be more likely to vote for a Conservative candidate than for a joint Coalition candidate	788 39%	451 43%b	337 35%	57 38%	195 39%	125 36%	143 43%e	170 37%	342 38%	221 43%k	103 46%hk	120 35%	70 42%	35 33%	88 42%	68 39%	67 43%	66 38%	40 43%	50 41%	103 39%	130 39%	71 35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 96

Q21a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats,

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
I would be more likely to vote for a joint Coalition candidate than for a Conservative candidate	1212 61%	681 56%	531 67%w	283 46%	411 70%y	170 27%	542 87%ACD	209 80%AD	291 59%A	163 37%	293 71%EHJ	391 85%EFHJ	75 38%	11 61%	279 60%EH
I would be more likely to vote for a Conservative candidate than for a joint Coalition candidate	788 39%	532 44%x	256 33%	329 54%z	174 30%	457 73%BCD	80 13%	52 20%B	199 41%BC	278 63%FGJ	122 29%G	71 15%	123 62%FGJ	7 39%	187 40%FG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 97

Absolutes/col percents

Q21b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
I would be more likely to vote for a joint Coalition candidate than for a Liberal Democrat candidate	1162 58%	645 62%b	517 54%	71 47%	298 59%c	184 53%	187 57%c	276 60%ce	526 58%	290 56%	131 58%	212 61%	104 63%r	67 64%r	128 62%	102 58%	89 57%	108 63%r	46 49%	73 60%	143 55%	189 56%	113 55%
I would be more likely to vote for a Liberal Democrat candidate than for a joint Coalition candidate	838 42%	399 38%	439 46%a	80 53%dfg	205 41%	166 47%g	142 43%	185 40%	384 42%	226 44%	93 42%	135 39%	61 37%	38 36%	80 38%	74 42%	68 43%	64 37%	47 51%lmq	49 40%	119 45%	147 44%	91 45%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 97

Absolutes/col percents

Q21b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
I would be more likely to vote for a joint Coalition candidate than for a Liberal Democrat candidate	1162 58%	757 62%x	405 51%	493 81%z	241 41%	471 75%BCD	365 59%CD	87 33%	239 49%C	363 82%FGJ	202 49%G	159 34%	150 76%FGJ	12 67%	276 59%FG
I would be more likely to vote for a Liberal Democrat candidate than for a joint Coalition candidate	838 42%	456 38%	382 49%w	119 19%	344 59%y	156 25%	257 41%A	174 67%ABD	251 51%AB	78 18%	213 51%EHJ	303 66%EFHJ	48 24%	6 33%	190 41%EH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 98

Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
A Conservative government	627 31%	377 36%b	250 26%	30 20%	146 29%c	91 26%	113 34%ce	160 35%ce	289 32%	165 32%	67 30%	105 30%	67 41%opqrv	34 32%	73 35%r	51 29%	42 27%	48 28%	21 23%	42 34%	82 31%	107 32%	60 29%
A coalition between the Conservatives and the Liberal Democrats	622 31%	314 30%	308 32%	45 30%	137 27%	94 27%	93 28%	170 37%def	319 35%jk	156 30%	58 26%	88 25%	47 28%	25 24%	50 24%	57 32%t	48 31%	44 26%	31 33%t	48 39%mnqt	59 23%	128 38%lmnqt	85 42%lmnpqt
A Labour government	490 25%	231 22%	259 27%a	45 30%g	151 30%g	107 31%g	79 24%	88 19%	205 23%	123 24%	70 31%hi	91 26%	35 21%	32 30%suv	59 28%suv	43 24%	42 27%u	56 33%lsuv	32 34%lsuv	22 18%	74 28%suv	58 17%	37 18%
A coalition between Labour and the Liberal Democrats	261 13%	122 12%	139 15%	31 21%dfg	69 14%g	58 17%g	44 13%	43 9%	97 11%	72 14%	29 13%	63 18%h	16 10%	14 13%	26 13%	25 14%	25 16%	24 14%	9 10%	10 8%	47 18%lsv	43 13%	22 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 98

Absolutes/col percents

Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
A Conservative government	627 31%	464 38%x	163 21%	355 58%z	55 9%	627 100%BCD	-	-	-	317 72%FGHJ	18 4%	69 15%F	95 48%FGJ	1 6%	127 27%FG
A coalition between the Conservatives and the Liberal Democrats	622 31%	388 32%	234 30%	206 34%z	76 13%	-	622 100%ACD	-	-	110 25%F	27 7%	287 62%EFHJ	39 20%F	1 6%	158 34%EFH
A Labour government	490 25%	228 19%	262 33%w	36 6%	302 52%y	-	-	-	490 100%ABC	6 1%	303 73%EGHJ	27 6%E	38 19%EG	8 44%	108 23%EG
A coalition between Labour and the Liberal Democrats	261 13%	133 11%	128 16%w	15 2%	152 26%y	-	-	261 100%ABD	-	8 2%	67 16%E	79 17%E	26 13%E	8 44%	73 16%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 99

Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Liberal Democrat	462 23%	258 25%	204 21%	33 22%	83 17%	66 19%	75 23%d	143 31%cdef	255 28%ijk	104 20%	41 18%	62 18%	29 18%	27 26%nq	32 15%	38 22%	31 20%	24 14%	23 25%q	36 30%lnq	58 22%q	99 29%lnpqt	65 32%lnopqt
Conservative	441 22%	249 24%b	192 20%	23 15%	146 29%cefg	63 18%	63 19%	86 19%	203 22%j	129 25%j	35 16%	74 21%	54 33%mnopqruv	21 20%	48 23%	30 17%	26 17%	28 16%	15 15%	32 26%pqr	68 26%opqr	81 24%q	39 19%
Labour	415 21%	196 19%	219 23%a	45 30%fg	133 26%fg	109 31%fg	65 20%g	51 11%	167 18%	109 21%	50 22%	87 25%h	42 25%suv	28 27%suv	52 25%suv	37 21%uv	36 23%suv	43 25%suv	17 18%	15 12%	73 28%suv	46 14%	26 13%
Another party	198 10%	138 13%b	60 6%	12 8%	30 6%	32 9%	42 13%d	54 12%d	77 8%	36 7%	42 19%hik	42 12%hi	22 13%t	10 10%	25 12%t	16 9%	11 7%	13 8%	20 22%mnopqtuv	17 14%t	13 5%	31 9%t	20 10%t
Won't vote	18 1%	5 *	13 1%a	2 1%	5 1%	4 1%	4 1%	2 *	8 1%	6 1%	3 1%	1 *	1 1%	1 1%	3 1%	5 3%uv	3 2%v	2 1%	-	-	-	2 1%	-
Don't know	466 23%	198 19%	268 28%a	36 24%	106 21%	76 22%	80 24%	125 27%d	200 22%	132 26%	53 24%	81 23%	17 10%	18 17%	48 23%l	50 28%lmst	50 32%lmstu	62 36%lmnrstuv	19 20%l	22 18%	48 18%l	78 23%l	54 26%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 99

Absolutes/col percents

Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Liberal Democrat	462 23%	280 23%	182 23%	97 16%	96 16%	69 11%D	287 46%ACD	79 30%AD	27 6%	- -	- -	462 100%EFHJ	- -	- -	- -
Conservative	441 22%	334 28%x	107 14%	359 59%z	14 2%	317 51%BCD	110 18%CD	8 3%	6 1%	441 100%FGHJ	- -	- -	- -	- -	- -
Labour	415 21%	179 15%	236 30%w	27 4%	284 49%y	18 3%	27 4%	67 26%AB	303 62%ABC	- -	415 100%EGHJ	- -	- -	- -	- -
Another party	198 10%	148 12%x	50 6%	19 3%	81 14%y	95 15%BCD	39 6%	26 10%	38 8%	- -	- -	- -	198 100%EFGJ	- -	- -
Won't vote	18 1%	9 1%	9 1%	- -	14 2%y	1 *	1 *	8 3%AB	8 2%AB	- -	- -	- -	- -	18 100%	- -
Don't know	466 23%	263 22%	203 26%w	110 18%	96 16%	127 20%	158 25%A	73 28%A	108 22%	- -	- -	- -	- -	- -	466 100%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 100

Absolutes/col percents

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Yes	1437 72%	765 73%	672 70%	100 66%	395 79%cef	229 65%	211 64%	345 75%cef	740 81%ijk	375 73%jk	136 61%	184 53%	131 79%mopqr	70 67%	148 71%	120 68%	100 64%	114 66%	63 68%	88 72%	204 78%mopq	253 75%pq	146 72%
No	563 28%	279 27%	284 30%	51 34%dg	108 21%	121 35%dg	118 36%dg	116 25%	170 19%	141 27%h	88 39%hi	163 47%hi	34 21%	35 33%lt	60 29%	56 32%lt	57 36%ltu	58 34%ltu	30 32%l	34 28%	58 22%	83 25%	58 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Table 100

Absolutes/col percents

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Yes	1437 72%	880 73%	557 71%	475 78%z	402 69%	474 76%C	440 71%C	164 63%	359 73%C	346 78%GHJ	302 73%H	328 71%H	125 63%	9 50%	327 70%
No	563 28%	333 27%	230 29%	137 22%	183 31%y	153 24%	182 29%	97 37%ABD	131 27%	95 22%	113 27%	134 29%E	73 37%EFG	9 50%	139 30%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 101

Absolutes/col percents

Is the house or flat in which you live...?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Owned with a mortgage or loan	820 41%	413 40%	407 43%	40 26%	202 40%c	213 61%cdfg	174 53%cdg	157 34%	439 48%ik	204 40%k	96 43%k	81 23%	63 38%	53 50%lqt	87 42%t	75 43%t	67 43%t	61 35%	47 51%qt	47 39%	80 31%	155 46%qt	85 42%t
Owned outright - without mortgage	619 31%	360 34%b	259 27%	13 9%	63 13%	62 18%cd	83 25%cde	250 54%cdef	335 37%ijk	140 27%	59 26%	83 24%	63 38%mpt	27 26%	67 32%t	57 32%t	43 27%	57 33%t	31 33%t	45 37%t	55 21%	104 31%t	70 34%t
Rented from someone else	314 16%	167 16%	147 15%	67 44%defg	139 28%efg	35 10%g	38 12%g	21 5%	95 10%	102 20%h	39 17%h	77 22%h	19 12%	13 12%	27 13%r	24 14%r	27 17%r	35 20%lru	5 5%	15 12%	71 27%lmnop rsuv	44 13%r	34 17%r
Rented from the council	128 6%	64 6%	64 7%	13 9%fg	55 11%fg	26 7%fg	12 4%	16 3%	16 2%	35 7%h	19 8%h	58 17%hij	11 7%u	7 7%u	8 4%	10 6%	12 8%u	10 6%u	6 6%	6 5%	43 16%lmnopq rsuv	8 2%	7 3%
Rented from a housing association	82 4%	36 3%	46 5%	11 7%eg	20 4%	11 3%	22 7%eg	16 3%	16 2%	25 5%h	7 3%	34 10%hij	8 5%	4 4%	12 6%	6 3%	8 5%	5 3%	3 3%	5 4%	9 3%	16 5%	6 3%
Rent free	37 2%	4 *	33 3%a	7 5%efg	24 5%efg	3 1%	- -	1 *	9 1%	10 2%	4 2%	14 4%h	1 1%	1 1%	7 3%p	4 2%	- -	4 2%	1 1%	4 3%p	4 2%	9 3%p	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 101

Absolutes/col percents

Is the house or flat in which you live...?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Owned with a mortgage or loan	820 / 41%	469 / 39%	351 / 45%w	217 / 35%	280 / 48%y	238 / 38%	250 / 40%	107 / 41%	225 / 46%A	157 / 36%	187 / 45%E	179 / 39%	80 / 40%	9 / 50%	208 / 45%E
Owned outright - without mortgage	619 / 31%	474 / 39%x	145 / 18%	208 / 34%z	121 / 21%	221 / 35%CD	238 / 38%CD	60 / 23%	100 / 20%	154 / 35%FJ	86 / 21%	174 / 38%FJ	67 / 34%F	4 / 22%	134 / 29%F
Rented from someone else	314 / 16%	147 / 12%	167 / 21%w	106 / 17%	98 / 17%	96 / 15%	82 / 13%	58 / 22%ABD	78 / 16%	60 / 14%	67 / 16%	81 / 18%	27 / 14%	2 / 11%	77 / 17%
Rented from the council	128 / 6%	58 / 5%	70 / 9%w	42 / 7%	44 / 8%	34 / 5%B	19 / 3%	19 / 7%B	56 / 11%AB	33 / 7%G	49 / 12%EGHJ	8 / 2%	11 / 6%G	2 / 11%	25 / 5%G
Rented from a housing association	82 / 4%	41 / 3%	41 / 5%w	23 / 4%	30 / 5%	18 / 3%	24 / 4%	13 / 5%	27 / 6%A	14 / 3%	22 / 5%	15 / 3%	11 / 6%	1 / 6%	19 / 4%
Rent free	37 / 2%	24 / 2%	13 / 2%	16 / 3%	12 / 2%	20 / 3%BD	9 / 1%	4 / 2%	4 / 1%	23 / 5%FGHJ	4 / 1%	5 / 1%	2 / 1%	-	3 / 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 102

Absolutes/col percents

At what age did you finish your full time education?

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
15	112 / 6%	64 / 6%	48 / 5%	1 / 1%	4 / 1%	6 / 2%	8 / 2%	56 / 12%cdef	32 / 4%	20 / 4%	23 / 10%hi	37 / 11%hi	6 / 4%	8 / 8%	17 / 8%t	12 / 7%	12 / 8%t	15 / 9%t	4 / 4%	4 / 3%	8 / 3%	16 / 5%	10 / 5%
16	387 / 19%	195 / 19%	192 / 20%	9 / 6%	49 / 10%	74 / 21%cd	96 / 29%cde	113 / 25%cd	117 / 13%	95 / 18%h	73 / 33%hi	102 / 29%hi	29 / 18%t	18 / 17%t	52 / 25%t	38 / 22%t	30 / 19%t	37 / 22%t	22 / 24%t	31 / 25%t	18 / 7%	64 / 19%t	48 / 24%t
17	179 / 9%	97 / 9%	82 / 9%	11 / 7%	22 / 4%	32 / 9%d	31 / 9%d	53 / 11%d	58 / 6%	52 / 10%h	29 / 13%h	38 / 11%h	13 / 8%	8 / 8%	15 / 7%	14 / 8%	16 / 10%t	18 / 10%t	13 / 14%t	16 / 13%t	13 / 5%	37 / 11%t	16 / 8%
18	276 / 14%	144 / 14%	132 / 14%	10 / 7%	62 / 12%	58 / 17%c	55 / 17%c	73 / 16%c	130 / 14%	80 / 16%	24 / 11%	42 / 12%	8 / 5%	20 / 19%lqrt	30 / 14%lt	29 / 16%lrt	28 / 18%lrt	18 / 10%	7 / 8%	13 / 11%	19 / 7%	68 / 20%lqrst	36 / 18%lqrt
19	74 / 4%	33 / 3%	41 / 4%	13 / 9%deg	18 / 4%	14 / 4%	15 / 5%g	9 / 2%	30 / 3%	19 / 4%	16 / 7%hik	9 / 3%	6 / 4%	5 / 5%	4 / 2%	5 / 3%	7 / 4%	10 / 6%n	4 / 4%	4 / 3%	12 / 5%	11 / 3%	6 / 3%
20	43 / 2%	24 / 2%	19 / 2%	7 / 5%dfg	6 / 1%	13 / 4%d	5 / 2%	8 / 2%	28 / 3%k	10 / 2%	3 / 1%	2 / 1%	5 / 3%	1 / 1%	2 / 1%	1 / 1%	7 / 4%nov	6 / 3%	1 / 1%	3 / 2%	8 / 3%	7 / 2%	2 / 1%
21	239 / 12%	125 / 12%	114 / 12%	13 / 9%	73 / 15%	38 / 11%	34 / 10%	65 / 14%	151 / 17%ijk	55 / 11%k	15 / 7%	18 / 5%	15 / 9%	15 / 14%	24 / 12%	25 / 14%	17 / 11%	16 / 9%	16 / 17%	14 / 11%	28 / 11%	48 / 14%	21 / 10%
22	166 / 8%	82 / 8%	84 / 9%	19 / 13%g	49 / 10%g	30 / 9%	25 / 8%	28 / 6%	113 / 12%ijk	38 / 7%jk	7 / 3%	8 / 2%	17 / 10%	4 / 4%	12 / 6%	12 / 7%	14 / 9%	14 / 8%	7 / 8%	11 / 9%	26 / 10%	24 / 7%	25 / 12%mnu
23	91 / 5%	49 / 5%	42 / 4%	3 / 2%	40 / 8%cefg	15 / 4%	9 / 3%	15 / 3%	60 / 7%ijk	20 / 4%	5 / 2%	6 / 2%	7 / 4%	8 / 8%q	12 / 6%q	6 / 3%	5 / 3%	2 / 1%	2 / 2%	6 / 5%	21 / 8%pqrv	16 / 5%q	6 / 3%
24	52 / 3%	33 / 3%	19 / 2%	-	19 / 4%cf	12 / 3%c	4 / 1%	10 / 2%	38 / 4%jk	14 / 3%jk	-	-	8 / 5%pqrv	4 / 4%p	8 / 4%pq	3 / 2%	-	1 / 1%	-	4 / 3%p	13 / 5%pqrv	9 / 3%p	2 / 1%
25	38 / 2%	24 / 2%	14 / 1%	-	23 / 5%cefg	6 / 2%	5 / 2%	2 / *	21 / 2%k	14 / 3%k	2 / 1%	1 / *	1 / 1%	-	3 / 1%	3 / 2%	2 / 1%	1 / 1%	1 / 1%	3 / 2%	18 / 7%lmnopqruv	4 / 1%	2 / 1%
26	31 / 2%	18 / 2%	13 / 1%	-	14 / 3%cg	12 / 3%cfg	3 / 1%	2 / *	18 / 2%j	10 / 2%j	-	3 / 1%	-	1 / 1%	2 / 1%	1 / 1%	-	1 / 1%	1 / 1%	2 / 2%	17 / 6%lmnopqrsuv	3 / 1%	3 / 1%
27	19 / 1%	8 / 1%	11 / 1%	-	10 / 2%g	2 / 1%	4 / 1%	2 / *	9 / 1%	6 / 1%	-	4 / 1%	1 / 1%	-	2 / 1%	-	2 / 1%	-	1 / 1%	2 / 2%	10 / 4%lmoquv	-	-
28	8 / *	4 / *	4 / *	-	4 / 1%	1 / *	1 / *	1 / *	4 / *	3 / 1%	1 / *	-	-	-	-	-	1 / 1%	2 / 1%	-	-	3 / 1%	1 / *	1 / *
29	3 / *	3 / *	-	-	1 / *	1 / *	1 / *	-	3 / *	-	-	-	3 / 2%tu	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 102

Absolutes/col percents

At what age did you finish your full time education?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
15	112 6%	79 7%x	33 4%	30 5%	42 7%	38 6%	27 4%	11 4%	36 7%B	22 5%	28 7%G	17 4%	16 8%G	2 11%	27 6%
16	387 19%	246 20%	141 18%	98 16%	117 20%	110 18%	125 20%C	36 14%	116 24%AC	72 16%	93 22%E	83 18%	50 25%EGJ	3 17%	86 18%
17	179 9%	111 9%	68 9%	54 9%	46 8%	76 12%BD	51 8%	21 8%	31 6%	40 9%	28 7%	36 8%	26 13%FG	1 6%	48 10%
18	276 14%	179 15%	97 12%	81 13%	74 13%	84 13%	93 15%	42 16%	57 12%	59 13%	47 11%	70 15%	26 13%	3 17%	71 15%
19	74 4%	42 3%	32 4%	20 3%	27 5%	17 3%	17 3%	16 6%AE	24 5%	12 3%	18 4%	17 4%	8 4%	3 17%	16 3%
20	43 2%	25 2%	18 2%	8 1%	7 1%	15 2%	17 3%	2 1%	9 2%	10 2%	9 2%	16 3%J	2 1%	-	6 1%
21	239 12%	135 11%	104 13%	78 13%	61 10%	75 12%	81 13%	25 10%	58 12%	47 11%	38 9%	66 14%F	19 10%	1 6%	68 15%F
22	166 8%	98 8%	68 9%	63 10%	42 7%	59 9%D	52 8%	27 10%D	28 6%	44 10%FH	25 6%	43 9%	10 5%	1 6%	43 9%
23	91 5%	57 5%	34 4%	31 5%	23 4%	26 4%	37 6%	11 4%	17 3%	24 5%	19 5%	25 5%	4 2%	-	19 4%
24	52 3%	31 3%	21 3%	18 3%	15 3%	9 1%	23 4%A	7 3%	13 3%	9 2%	13 3%	12 3%	7 4%	-	11 2%
25	38 2%	28 2%	10 1%	22 4%z	10 2%	15 2%	10 2%	3 1%	10 2%	16 4%GJ	9 2%	5 1%	5 3%J	-	3 1%
26	31 2%	14 1%	17 2%	13 2%	8 1%	13 2%	5 1%	6 2%	7 1%	11 2%	7 2%	6 1%	2 1%	-	5 1%
27	19 1%	13 1%	6 1%	8 1%	4 1%	6 1%	8 1%	1 *	4 1%	7 2%	3 1%	5 1%	2 1%	-	2 *
28	8 *	4 *	4 1%	4 1%	4 1%	4 1%	2 *	1 *	1 *	1 *	2 *	1 *	2 1%	-	2 *
29	3 *	1 *	2 *	1 *	1 *	2 *	-	-	1 *	1 *	1 *	-	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 102

Absolutes/col percents

At what age did you finish your full time education?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
30	5 / *	3	2 / *	-	1 / *	4 / 1%g	-	-	1 / *	1 / *	-	3 / 1%h	1 / 1%	1 / 1%	-	-	-	-	-	-	2 / 1%	1 / *	-
31	4 / *	3	1 / *	-	-	1 / *	2 / 1%	-	2 / *	-	1 / *	1 / *	1 / 1%	1 / 1%	-	-	-	-	-	-	1 / 1%	1 / *	-
32	3 / *	-	3 / *	-	2 / *	-	-	1 / *	2 / *	-	-	1 / *	-	-	-	2 / 1%	-	-	-	1 / 1%	-	-	-
33	2 / *	2 / *	-	-	1 / *	-	1 / *	-	1 / *	-	-	1 / *	-	-	-	-	-	1 / 1%	-	1 / 1%	-	-	-
34	4 / *	2 / *	2 / *	-	-	2 / 1%	2 / 1%	-	3 / *	-	-	1 / *	1 / 1%	-	1 / *	-	1 / 1%	-	-	-	-	1 / *	-
35	1 / *	-	1 / *	-	-	-	-	-	1 / *	-	-	-	-	-	-	-	1 / 1%	-	-	-	-	-	-
Still in full time education	133 / 7%	65 / 6%	68 / 7%	56 / 37%defg	66 / 13%efg	6 / 2%	3 / 1%	2 / *	40 / 4%	50 / 10%hj	4 / 2%	38 / 11%hj	33 / 20%mnopqrstuv	2 / 2%	10 / 5%	6 / 3%	4 / 3%	6 / 3%	4 / 4%	4 / 3%	33 / 13%mnopqrsu	15 / 4%	16 / 8%mp
Never had any full time education	6 / *	2 / *	4 / *	2 / 1%g	2 / *	1 / *	1 / *	-	-	-	3 / 1%hi	1 / 1%hi	-	-	-	-	2 / 1%u	2 / 1%u	-	1 / 1%	-	-	1 / *
Don't know	28 / 1%	10 / 1%	18 / 2%	-	10 / 2%	2 / 1%	8 / 2%e	6 / 1%	12 / 1%	4 / 1%	6 / 3%i	6 / 2%	2 / 1%	1 / 1%	7 / 3%stuv	7 / 4%stuv	2 / 1%	3 / 2%	2 / 2%	-	1 / *	2 / 1%	1 / *
Prefer not to answer	68 / 3%	36 / 3%	32 / 3%	7 / 5%	24 / 5%fg	19 / 5%fg	7 / 2%	9 / 2%	22 / 2%	20 / 4%	10 / 4%	16 / 5%h	6 / 4%s	6 / 6%su	7 / 3%s	5 / 3%	4 / 3%	17 / 10%lnopstuv	6 / 6%suv	-	8 / 3%	5 / 1%	4 / 2%
QNA	28	18	10	-	3	1	9cde	6	14	5	2	7	2	2n	-	7nu	2	2	2n	1	3	3	4n
Mean	19.35	19.37	19.32	19.45	20.66cefg	19.52g	19.26g	18.55	20.24ijk	19.24k	17.67	18.10	20.19npqruv	19.65qv	18.74	19.09	18.66	18.48	18.79	19.31	21.58lmnopqrsuv	19.15	18.58
Std Dev.	4.09	4.20	3.97	2.20	3.55	3.55	4.77	4.31	4.12	3.54	3.31	4.59	5.18	5.34	3.29	4.78	3.63	3.38	4.11	3.75	4.12	3.87	2.89

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 102

Absolutes/col percents

At what age did you finish your full time education?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
30	5 *	4 *	1 *	2 *	1 *	2 *	-	2 1%B	1 *	2 *	2 *	1 *	-	-	-
31	4 *	2 *	2 *	2 *	1 *	2 *	-	2 1%B	-	1 *	-	2 *	1 1%	-	-
32	3 *	1 *	2 *	1 *	1 *	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *
33	2 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	-	1 1%	-	1 *
34	4 *	1 *	3 *	1 *	2 *	1 *	-	1 *	2 *	-	2 *	2 *	-	-	-
35	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-
Still in full time education	133 7%	73 6%	60 8%	40 7%	54 9%	42 7%	36 6%	29 11%ABD	26 5%	45 10%GHJ	33 8%J	28 6%	8 4%	2 11%	17 4%
Never had any full time education	6 *	4 *	2 *	1 *	5 1%	1 *	2 *	1 *	2 *	1 *	3 1%	-	1 1%	-	1 *
Don't know	28 1%	17 1%	11 1%	5 1%	13 2%y	5 1%	8 1%	4 2%	11 2%A	3 1%	7 2%	4 1%	2 1%	-	12 3%EG
Prefer not to answer	68 3%	27 2%	41 5%w	21 3%	21 4%	15 2%	13 2%	8 3%	32 7%ABC	6 1%	24 6%EGH	9 2%	2 1%	1 6%	26 6%EGH
QNA	28	19	9	9	6	9	13D	4	2	8J	3	12FJ	3J	1	1
Mean	19.35	19.21	19.57	19.87z	19.03	19.32	19.57D	19.59D	18.95	19.69FHJ	19.02	19.92FHJ	18.81	19.60	18.95
Std Dev.	4.09	4.03	4.19	4.49	3.72	3.93	4.63	3.76	3.68	4.13	3.64	4.96	4.21	7.32	3.03

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 103

Absolutes/col percents

What is the highest educational level that you have achieved to date?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Secondary school, high school, NVQ levels 1 to 3, etc.	810 41%	388 37%	422 44%a	45 30%	145 29%	171 49%cd	162 49%cd	201 44%cd	245 27%	220 43%h	140 63%hi	204 59%hi	43 26%	54 51%lt	99 48%lt	75 43%lt	71 45%lt	72 42%lt	39 42%lt	48 39%lt	75 29%	145 43%lt	89 44%lt
University degree or equivalent professional qualification, NVQ level 4, etc.	793 40%	435 42%	358 37%	49 32%	208 41%	126 36%	124 38%	201 44%ce	465 51%ijk	195 38%jk	60 27%	73 21%	75 45%v	38 36%	77 37%	78 44%v	69 44%	62 36%	38 41%	55 45%	97 37%	134 40%	70 34%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	290 15%	168 16%b	122 13%	15 10%	121 24%cefg	41 12%	34 10%	53 11%	176 19%ijk	65 13%j	14 6%	35 10%	41 25%mnopq rsuv	10 10%	23 11%	19 11%	12 8%	21 12%	11 12%	15 12%	66 25%mnopq rsuv	42 13%	30 15%p
Still in full time education	55 3%	24 2%	31 3%	36 24%defg	14 3%efg	2 1%	2 1%	1 *	12 1%	22 4%hj	2 1%	18 5%h	3 2%	1 1%	5 2%	1 1%	3 2%	1 1%	3 3%	2 2%	19 7%lmnopq su	8 2%	9 4%oq
Don't know	13 1%	8 1%	5 1%	1 1%	-	3 1%d	4 1%d	2 *	3 *	3 1%	1 *	5 1%h	-	-	-	2 1%	1 1%	1 1%	1 1%	2 2%	2 1%	3 1%	1 *
Prefer not to answer	39 2%	21 2%	18 2%	5 3%g	15 3%fg	7 2%	3 1%	3 1%	9 1%	11 2%	7 3%h	12 3%h	3 2%	2 2%	4 2%	1 1%	1 1%	15 9%lmno prstuv	1 1%	-	3 1%	4 1%	5 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 103

Absolutes/col percents

What is the highest educational level that you have achieved to date?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Secondary school, high school, NVQ levels 1 to 3, etc.	810 *41%*	473 *39%*	337 *43%*	215 *35%*	256 *44%y*	237 *38%*	247 *40%*	99 *38%*	227 *46%ABC*	161 *37%*	200 *48%EGJ*	149 *32%*	99 *50%EGJ*	12 *67%*	189 *41%G*
University degree or equivalent professional qualification, NVQ level 4, etc.	793 *40%*	496 *41%*	297 *38%*	249 *41%*	211 *36%*	257 *41%*	265 *43%D*	97 *37%*	174 *36%*	175 *40%*	141 *34%*	222 *48%EFHJ*	68 *34%*	4 *22%*	183 *39%*
Higher university degree, doctorate, MBA, NVQ level 5, etc.	290 *15%*	191 *16%x*	99 *13%*	111 *18%z*	78 *13%*	101 *16%*	88 *14%*	36 *14%*	65 *13%*	88 *20%FGHJ*	59 *14%*	66 *14%*	22 *11%*	1 *6%*	54 *12%*
Still in full time education	55 *3%*	24 *2%*	31 *4%w*	15 *2%*	26 *4%*	16 *3%*	11 *2%*	17 *7%ABD*	11 *2%*	12 *3%*	9 *2%*	19 *4%*	4 *2%*	1 *6%*	10 *2%*
Don't know	13 *1%*	11 *1%*	2 ***	3 ***	5 *1%*	4 *1%*	4 *1%*	3 *1%*	2 ***	1 ***	2 ***	2 ***	3 *2%*	-	5 *1%*
Prefer not to answer	39 *2%*	18 *1%*	21 *3%*	19 *3%*	9 *2%*	12 *2%*	7 *1%*	9 *3%B*	11 *2%*	4 *1%*	4 *1%*	4 *1%*	2 *1%*	-	25 *5%EFGH*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 104

Absolutes/col percents

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Yes - responsible for half or more of the items bought	1773 89%	858 82%	915 96%a	117 77%	465 92%cg	321 92%cg	310 94%cg	395 86%c	793 87%	454 88%	200 89%	324 93%hi	153 93%rsv	90 86%	187 90%	164 93%mrsuv	138 88%	154 90%	79 85%	101 83%	241 92%suv	292 87%	174 85%
No - not responsible for most of the items bought	227 11%	186 18%b	41 4%	34 23%defg	38 8%	29 8%	19 6%	66 14%def	117 13%k	62 12%k	24 11%	23 7%	12 7%	15 14%o	21 10%	12 7%	19 12%	18 10%	14 15%lo	21 17%lot	21 8%	44 13%ot	30 15%lot

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 104

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Yes - responsible for half or more of the items bought	1773 89%	1076 89%	697 89%	536 88%	533 91%y	533 85%	553 89%A	239 92%A	448 91%A	388 88%	386 93%EGH	395 85%	168 85%	18 100%	418 90%
No - not responsible for most of the items bought	227 11%	137 11%	90 11%	76 12%z	52 9%	94 15%BCD	69 11%	22 8%	42 9%	53 12%F	29 7%	67 15%F	30 15%F	- -	48 10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 105

Absolutes/col percents

How many cars are there in your household?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
No cars in the household	244 12%	143 14%b	101 11%	30 20%fg	104 21%efg	51 15%fg	29 9%g	20 4%	83 9%	64 12%j	14 6%	83 24%hij	42 25%mnopqrsuv	12 11%ru	29 14%rsuv	21 12%ru	21 13%rsuv	18 10%ru	3 3%	7 6%	63 24%mnopqrsuv	15 4%	13 6%
1	1008 50%	505 48%	503 53%	57 38%	243 48%c	178 51%c	173 53%c	236 51%c	420 46%	279 54%h	118 53%	190 55%h	66 40%	45 43%	113 54%ls	96 55%ls	80 51%l	94 55%ls	59 63%lmsuv	51 42%	144 55%lms	162 48%	98 48%
2	589 29%	305 29%	284 30%	40 26%	120 24%	109 31%d	86 26%	173 38%cdf	324 36%ik	137 27%k	69 31%k	58 17%	44 27%t	42 40%lnpqrt	56 27%t	51 29%t	42 27%t	44 26%t	18 19%	48 39%lnpqrt	42 16%	129 38%lnopqrt	73 36%qrt
3	117 6%	65 6%	52 5%	14 9%e	29 6%e	9 3%	31 9%deg	24 5%	65 7%k	26 5%k	18 8%k	8 2%	8 5%	6 6%	7 3%	6 3%	11 7%	12 7%	12 12%lnot	8 8%t	9 3%	24 7%l	13 6%
4	35 2%	23 2%	12 1%	8 5%deg	5 1%	2 1%	10 3%de	7 2%	12 1%	9 2%	5 2%	8 2%	3 2%	-	3 1%	2 1%	3 2%	2 1%	2 2%	5 4%m	4 2%	5 1%	6 3%
5	2 *	1 *	1 *	1 1%	-	-	-	1 *	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-
6	4 *	1 *	3 *	1 1%	2 *	1 *	-	-	4 *	-	-	-	2 1%	-	-	-	-	-	-	-	-	1 *	1 *
QNA	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Mean	1.36	1.36	1.36	1.47de	1.20	1.25	1.45de	1.49de	1.48ik	1.30k	1.47ik	1.04	1.22t	1.40t	1.24t	1.27t	1.33t	1.41t	1.46nt	1.66lmnopqt	1.03	1.54lnopt	1.53lnopt
Std Dev.	0.89	0.94	0.84	1.17	0.91	0.79	0.89	0.75	0.92	0.83	0.82	0.84	1.07	0.77	0.79	0.76	0.87	1.12	0.83	0.93	0.82	0.79	0.88

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 105

Absolutes/col percents

How many cars are there in your household?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
No cars in the household	244 12%	120 10%	124 16%w	79 13%	72 12%	64 10%	76 12%	40 15%A	64 13%	55 12%G	78 19%EGHJ	36 8%	16 8%	1 6%	58 12%G
1	1008 50%	627 52%	381 48%	303 50%	298 51%	307 49%	318 51%	134 51%	249 51%	226 51%	212 51%	234 51%	96 48%	9 50%	231 50%
2	589 29%	376 31%	213 27%	168 27%	170 29%	204 33%	176 28%	74 28%	135 28%	127 29%F	94 23%	153 33%F	66 33%F	6 33%	143 31%F
3	117 6%	72 6%	45 6%	42 7%	32 5%	40 6%	35 6%	11 4%	31 6%	26 6%	21 5%	25 5%	15 8%	1 6%	29 6%
4	35 2%	15 1%	20 3%w	17 3%	12 2%	8 1%	14 2%	2 1%	11 2%	6 1%	10 2%	10 2%	4 2%	1 6%	4 1%
5	2 *	1 *	1 *	-	1 *	-	2 *	-	-	-	-	1 *	1 1%	-	-
6	4 *	1 *	3 *	2 *	-	4 1%B	-	-	-	1 *	-	2 *	-	-	1 *
QNA	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-
Mean	1.36	1.38	1.33	1.40	1.35	1.42C	1.37C	1.24	1.34	1.33F	1.21	1.48EFJ	1.48EFJ	1.56	1.34F
Std Dev.	0.89	0.85	0.95	1.01	0.85	0.88	0.95	0.79	0.86	0.85	0.89	0.98	0.87	0.92	0.83

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 106

Absolutes/col percents

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
White	1784 89%	918 88%	866 91%	130 86%d	390 78%	310 89%d	307 93%cde	450 98%cdef	832 91%ik	435 84%	212 95%ik	304 88%	156 95%qt	101 96%qt	196 94%qt	166 94%qt	144 92%t	151 88%t	90 97%qt	116 95%qt	153 58%	315 94%qt	196 96%qt
Mixed	30 2%	13 1%	17 2%	7 5%dfg	8 2%	7 2%g	3 1%	2 *	10 1%	11 2%	3 1%	6 2%	1 1%	1 1%	4 2%	2 1%	3 2%	2 1%	-	-	13 5%loqrsuv	3 1%	1 *
Asian	101 5%	64 6%b	37 4%	6 4%g	69 14%cefg	16 5%g	8 2%g	2 *	31 3%	46 9%hj	4 2%	19 5%h	3 2%	1 1%	4 2%	4 2%	4 3%	5 3%	-	3 2%	71 27%lmnopqrsuv	5 1%	1 *
Black	29 1%	11 1%	18 2%	6 4%fg	11 2%g	9 3%fg	2 1%	1 *	15 2%	8 2%	2 1%	4 1%	2 1%	-	1 *	1 1%	1 1%	2 1%	3 3%s	-	14 5%lmnopqsuv	4 1%	1 *
Chinese	4 *	3 *	1 *	-	2 *	1 *	-	1 *	2 *	2 *	-	-	-	-	-	-	2 1%	-	-	-	-	2 1%	-
Other ethnic group	7 *	4 *	3 *	-	3 1%	-	2 1%	1 *	5 1%	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 1%	5 2%nuv	-	-
Prefer not to answer	45 2%	31 3%b	14 1%	2 1%	20 4%g	7 2%	7 2%	4 1%	15 2%	13 3%	2 1%	14 4%hj	3 2%	2 2%	3 1%	2 1%	3 2%	12 7%lnoprstuv	-	2 2%	6 2%	7 2%	5 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 106

Absolutes/col percents

To which of the following ethnic groups do you consider you belong?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
White	1784 89%	1105 91%x	679 86%	532 87%	515 88%	551 88%	591 95%ACD	229 88%	413 84%	379 86%	340 82%	450 97%EFJ	188 95%EFJ	16 89%	411 88%F
Mixed	30 2%	9 1%	21 3%w	13 2%	9 2%	12 2%	5 1%	5 2%	8 2%	12 3%GH	10 2%GH	3 1%	-	-	5 1%
Asian	101 5%	67 6%	34 4%	43 7%	33 6%	42 7%B	15 2%	15 6%B	29 6%B	44 10%GHJ	35 8%GHJ	4 1%	1 1%	-	17 4%GH
Black	29 1%	4 *	25 3%w	3 *	11 2%y	2 *	4 1%	4 2%A	19 4%AB	1 *	16 4%EGHJ	3 1%	1 1%	1 6%	7 2%E
Chinese	4 *	3 *	1 *	-	2 *	-	1 *	2 1%A	1 *	-	2 *	-	-	-	2 *
Other ethnic group	7 *	5 *	2 *	2 *	2 *	2 *	3 *	-	2 *	1 *	1 *	2 *	-	-	3 1%
Prefer not to answer	45 2%	20 2%	25 3%w	19 3%	13 2%	18 3%B	3 *	6 2%B	18 4%B	4 1%G	11 3%G	-	8 4%EG	1 6%	21 5%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 107

Absolutes/col percents

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Christian	1133 57%	556 53%	577 60%a	70 46%	201 40%	187 53%d	217 66%cde	302 66%cde	530 58%i	269 52%	130 58%	204 59%	81 49%	60 57%	137 66%lqtv	102 58%tv	103 66%lqtv	86 50%	58 62%ltv	78 64%lqtv	124 47%	207 62%lqtv	97 48%
Muslim	58 3%	32 3%	26 3%	4 3%fg	41 8%cefg	11 3%fg	1 *	1 *	16 2%	29 6%hjk	4 2%	8 2%	1 1%	-	3 1%	5 3%v	1 1%	1 1%	-	2 2%	42 16%lmnopqrsuv	3 1%	-
Hindu	33 2%	18 2%	15 2%	1 1%	20 4%ceg	5 1%g	6 2%g	1 *	12 1%	10 2%	2 1%	9 3%	3 2%	1 1%	1 *	3 2%	1 1%	4 2%uv	-	1 1%	18 7%lmnopqrsuv	*	-
Jew	10 1%	2 *	8 1%a	1 1%	1 *	1 *	2 1%	2 *	4 *	3 1%	-	3 1%	-	3 3%lopqu	2 1%	-	-	-	-	-	3 1%	1 *	1 *
Sikh	12 1%	11 1%b	1 *	1 1%	8 2%g	1 *	1 *	1 *	4 *	4 1%	1 *	3 1%	-	-	-	-	2 1%u	-	-	-	10 4%lmnoqsuv	-	-
Buddhist	21 1%	11 1%	10 1%	- -	6 1%e	- -	7 2%e	8 2%e	11 1%l	1 *	4 2%i	5 1%l	- -	1 1%	2 1%	-	-	1 1%	-	1 1%	2 1%	1 *	13 6%lmnopqrstu
Other	38 2%	16 2%	22 2%	1 1%	6 1%	9 3%	13 4%cd	9 2%	17 2%	9 2%	4 2%	8 2%	4 2%n	2 2%n	- -	5 3%n	3 2%n	2 1%	1 1%	2 2%	5 2%n	5 1%	9 4%nu
Prefer not to say	90 5%	56 5%	34 4%	5 3%	54 11%cefg	15 4%l	5 2%	10 2%	37 4%	27 5%	7 3%	18 5%	31 19%mnopqrstuv	4 4%t	5 2%	3 2%	1 1%	12 7%nopt	4 4%pt	5 4%pt	2 1%	14 4%pt	9 4%pt
None	605 30%	342 33%b	263 28%	68 45%defg	166 33%f	121 35%fg	77 23%	127 28%	279 31%	164 32%	72 32%	89 26%	45 27%	34 32%l	58 28%	58 33%t	46 29%	66 38%lns t	30 32%t	33 27%	56 21%	104 31%t	75 37%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 107

Absolutes/col percents

To which of the following religious groups do you consider yourself to be a member of?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Christian	1133 57%	711 59%x	422 54%	352 58%	333 57%	356 57%	366 59%	140 54%	271 55%	242 55%	233 56%	287 62%EJ	110 56%	6 33%	255 55%
Muslim	58 3%	41 3%	17 2%	32 5%z	16 3%	29 5%B	9 1%	5 2%	15 3%	32 7%GHJ	18 4%GHJ	1 *	1 1%	-	6 1%
Hindu	33 2%	15 1%	18 2%	15 2%	11 2%	14 2%B	5 1%	3 1%	11 2%B	15 3%GHJ	12 3%GHJ	2 *	-	-	4 1%
Jew	10 1%	6 *	4 1%	3 *	2 *	3 *	6 1%D	1 *	-	1 *	1 *	3 1%	-	-	5 1%
Sikh	12 1%	10 1%	2 *	-	5 1%	-	2 *	2 1%A	8 2%AB	-	3 1%	1 *	-	-	8 2%EG
Buddhist	21 1%	9 1%	12 2%	2 *	6 1%	3 *	9 1%	4 2%	5 1%	7 2%	4 1%	3 1%	-	-	7 2%
Other	38 2%	23 2%	15 2%	13 2%	12 2%	15 2%	9 1%	9 3%D	5 1%	10 2%	8 2%	7 2%	9 5%GJ	-	4 1%
Prefer not to say	90 5%	62 5%	28 4%	37 6%	26 4%	27 4%	34 5%	11 4%	18 4%	28 6%GH	22 5%GH	12 3%	2 1%	1 6%	25 5%GH
None	605 30%	336 28%	269 34%w	158 26%	174 30%	180 29%	182 29%	86 33%	157 32%	106 24%	114 27%	146 32%E	76 38%EF	11 61%	152 33%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 108

Absolutes/col percents

Which of the following best describes where you live?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Urban - Population over 10,000	821 41%	492 47%b	329 34%	66 44%g	262 52%efg	158 45%fg	123 37%	153 33%	386 42%j	234 45%j	66 29%	135 39%j	95 58%mnopqrsuv	31 30%	79 38%qs	58 33%s	64 41%qsv	46 27%	30 32%	26 21%	225 86%lmnopqrsuv	107 32%s	60 29%
Town and Fringe	748 37%	345 33%	403 42%a	56 37%	195 39%	122 35%	130 40%	177 38%	311 34%	178 34%	104 46%hi	153 44%hi	41 25%t	50 48%lrt	87 42%lt	77 44%lt	73 46%lrt	77 45%lt	31 33%t	48 39%lt	29 11%	153 46%lrt	82 40%lt
Village	370 19%	172 16%	198 21%a	27 18%d	42 8%	66 19%d	58 18%d	114 25%def	183 20%	84 16%	47 21%	55 16%	20 12%t	21 20%t	40 19%t	40 23%lpt	19 12%t	42 24%lpt	26 28%lpt	42 34%lmnoptuv	8 3%	68 20%lpt	44 22%lpt
Hamlet & Isolated Dwelling	61 3%	35 3%	26 3%	2 1%	4 1%	4 1%	18 5%cde	17 4%de	30 3%k	20 4%k	7 3%	4 1%	9 5%nopt	3 3%t	2 1%	1 1%	1 1%	7 4%nopt	6 6%nopt	6 5%nopt	-	8 2%t	18 9%mnoptu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 108

Which of the following best describes where you live?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Urban - Population over 10,000	821 *41%*	462 *38%*	359 **46%w**	259 *42%*	254 *43%*	265 *42%*	238 *38%*	120 **46%B**	198 *40%*	197 **45%HJ**	186 **45%HJ**	187 *40%*	68 *34%*	7 *39%*	176 *38%*
Town and Fringe	748 *37%*	435 *36%*	313 *40%*	223 *36%*	222 *38%*	222 *35%*	232 *37%*	100 *38%*	194 *40%*	143 *32%*	163 **39%E**	154 *33%*	77 *39%*	7 *39%*	204 **44%EG**
Village	370 *19%*	267 **22%x**	103 *13%*	106 *17%*	99 *17%*	118 *19%*	127 **20%C**	35 *13%*	90 *18%*	84 *19%*	60 *14%*	100 **22%FJ**	48 **24%FJ**	4 *22%*	74 *16%*
Hamlet & Isolated Dwelling	61 *3%*	49 **4%x**	12 *2%*	24 **4%z**	10 *2%*	22 *4%*	25 **4%D**	6 *2%*	8 *2%*	17 **4%F**	6 *1%*	21 **5%F**	5 *3%*	-	12 *3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 109

Absolutes/col percents

Which of the following best describes your current working status?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Working full time - working 30 hours per week or more	958 48%	587 56%b	371 39%	67 44%g	348 69%cfg	220 63%cg	189 57%cg	124 27%	459 50%k	277 54%k	122 54%k	100 29%	105 64%nopqr suv	56 53%qs	93 45%	85 48%o	70 45%	64 37%	41 44%	49 40%	158 60%nopqr suv	149 44%	88 43%
Working part time - working between 8 and 29 hours per week	339 17%	110 11%	229 24%a	35 23%g	85 17%	64 18%	66 20%	74 16%	135 15%	118 23%hjk	35 16%	50 14%	21 13%	14 13%	31 15%	26 15%	29 18%	36 21%	13 14%	22 18%	40 15%	65 19%	42 21%
Not working but seeking work or temporarily unemployed or sick	132 7%	63 6%	69 7%	28 19%defg	34 7%	22 6%	20 6%	28 6%	24 3%	19 4%	8 4%	81 23%hi	6 4%	6 6%	18 9%	9 5%	14 9%	13 8%	6 6%	8 7%	21 8%	22 7%	9 4%
Not working and not seeking work	65 3%	33 3%	32 3%	16 11%defg	8 2%	4 1%	14 4%de	22 5%cde	19 2%	15 3%j	1 *	29 8%hi	6 4%	2 2%	11 5%	4 2%	3 2%	5 3%	3 3%	6 5%	7 3%	12 4%	6 3%
Retired on a state pension only	61 3%	21 2%	40 4%a	-	-	1 *	-	25 5%cdef	13 1%	4 1%	10 4%hi	34 10%hi	3 2%	1 1%	8 4%	6 3%	8 5%rtu	11 6%lmrt u	-	8 7%lmrt u	4 2%	5 1%	7 3%
Retired with a private pension	302 15%	207 20%b	95 10%	-	1 *	1 *	4 1%	153 33%cdef	207 23%ijk	60 12%k	21 9%k	13 4%	14 8%	24 23%lt	32 15%lt	32 18%lt	24 15%t	25 15%t	19 20%lt	23 19%lt	21 8%	50 15%lt	38 19%lt
House person, housewife, househusband, etc.	143 7%	23 2%	120 13%a	5 3%	27 5%	38 11%cd	36 11%cd	35 8%	53 6%	23 4%	27 12%hi	40 12%hi	10 6%	2 2%	15 7%	14 8%m	9 6%	18 10%mt	11 12%mt	6 5%	11 4%	33 10%mt	14 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 109

Which of the following best describes your current working status?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Working full time - working 30 hours per week or more	958 48%	567 47%	391 50%	313 51%	291 50%	313 50%B	276 44%	116 44%	253 52%B	243 55%GHJ	216 52%GJ	203 44%	89 45%	9 50%	198 42%
Working part time - working between 8 and 29 hours per week	339 17%	184 15%	155 20%w	86 14%	112 19%y	90 14%	104 17%	52 20%A	93 19%A	58 13%	85 20%E	77 17%	28 14%	4 22%	87 19%E
Not working but seeking work or temporarily unemployed or sick	132 7%	60 5%	72 9%w	34 6%	47 8%	36 6%	32 5%	31 12%ABD	33 7%	28 6%	34 8%	28 6%	15 8%	-	27 6%
Not working and not seeking work	65 3%	37 3%	28 4%	18 3%	19 3%	22 4%	21 3%	7 3%	15 3%	6 1%	7 2%	16 3%E	15 8%EFG	2 11%	19 4%EF
Retired on a state pension only	61 3%	47 4%x	14 2%	17 3%	17 3%	20 3%	24 4%	5 2%	12 2%	10 2%	9 2%	15 3%	10 5%	-	17 4%
Retired with a private pension	302 15%	236 19%x	66 8%	116 19%z	45 8%	119 19%CD	121 19%CD	24 9%	38 8%	78 18%F	26 6%	101 22%FJ	31 16%F	1 6%	65 14%F
House person, housewife, househusband, etc.	143 7%	82 7%	61 8%	28 5%	54 9%y	27 4%	44 7%A	26 10%A	46 9%A	18 4%	38 9%EG	22 5%	10 5%	2 11%	53 11%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

Table 110

Absolutes/col percents

Which of the following best describes the employment status of the Chief Income Earner in your household?

Base : All respondents

	TOTAL	**Gender**		**Age**					**SEG**				**Region**										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Full-Time employment (more than 29 hours a week)	1298 65%	661 63%	637 67%	111 74%g	428 85%cfg	295 84%cfg	249 76%g	197 43%	626 69%k	359 70%k	188 84%hik	125 36%	128 78%mnopq rsuv	68 65%	120 58%	110 63%	100 64%	107 62%	57 61%	72 59%	194 74%nopqr suv	220 65%	122 60%
Part-Time employment (less than 29 hours per week)	168 8%	78 7%	90 9%	10 7%	25 5%	25 7%	31 9%d	61 13%cde	54 6%	67 13%h	11 5%	35 10%h	7 4%	6 6%	24 12%lr	12 7%	13 8%	16 9%	4 4%	10 8%	18 7%	31 9%l	27 13%lmort
Retired / Widow / Widower	369 18%	226 22%b	143 15%	2 1%	7 1%	10 3%	11 3%	168 36%cde f	230 25%ijk	59 11%	25 11%	53 15%	22 13%	24 23%lt	43 21%t	41 23%lt	28 18%t	32 19%t	20 22%t	32 26%ltu	28 11%	60 18%t	39 19%t
Student	31 2%	13 1%	18 2%	14 9%defg	14 3%efg	1 *	2 1%	-	-	31 6%hjk	-	-	2 1%	2 2%	1 *	1 1%	3 2%	7 4%nou	1 1%	2 2%	4 2%	4 1%	4 2%
Not working / Sick / Disabled / Working less than 8 hours per week	134 7%	66 6%	68 7%	14 9%	29 6%	19 5%	36 11%de	35 8%	-	-	-	134 39%hij	6 4%	5 5%	20 10%l	12 7%	13 8%	10 6%	11 12%l	6 5%	18 7%	21 6%	12 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 110

Absolutes/col percents

Which of the following best describes the employment status of the Chief Income Earner in your household?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Full-Time employment (more than 29 hours a week)	1298 65%	734 61%	564 72%w	392 64%	411 70%y	393 63%	380 61%	169 65%	356 73%ABC	302 68%GHJ	308 74%GHJ	269 58%	116 59%	15 83%	288 62%
Part-Time employment (less than 29 hours per week)	168 8%	114 9%x	54 7%	48 8%	44 8%	57 9%D	60 10%D	22 8%	29 6%	34 8%	25 6%	46 10%F	17 9%	1 6%	45 10%F
Retired / Widow / Widower	369 18%	283 23%x	86 11%	128 21%z	66 11%	139 22%CD	146 23%CD	33 13%	51 10%	86 20%F	40 10%	110 24%F	43 22%F	1 6%	89 19%F
Student	31 2%	10 1%	21 3%w	15 2%	9 2%	9 1%	7 1%	7 3%	8 2%	3 1%	5 1%	6 1%	2 1%	1 6%	14 3%E
Not working / Sick / Disabled / Working less than 8 hours per week	134 7%	72 6%	62 8%	29 5%	55 9%y	29 5%	29 5%	30 11%AB	46 9%AB	16 4%	37 9%E	31 7%E	20 10%E	-	30 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 111

Absolutes/col percents

Does the Chief Income Earner have a private pension / allowance?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	369	226	143	2**	7**	10**	11**	168	230	59*	25**	53*	22**	24**	43*	41*	28**	32*	20**	32*	28**	60*	39*
Yes	322 87%	208 92%b	114 80%	2 100%	6 86%	8 80%	10 91%	152 90%	230 100%k	59 100%k	25 100%	6 11%	20 91%	23 96%	34 79%	30 73%	25 89%	28 88%	19 95%	30 94%o	21 75%	57 95%no	35 90%
No	47 13%	18 8%	29 20%a	- -	1 14%	2 20%	1 9%	16 10%	- -	- -	- -	47 89%hi	2 9%	1 4%	9 21%u	11 27%su	3 11%	4 13%	1 5%	2 6%	7 25%	3 5%	4 10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 111

Absolutes/col percents

Does the Chief Income Earner have a private pension / allowance?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	369	283	86*	128	66*	139	146	33*	51*	86*	40*	110	43*	1**	89*
Yes	322 87%	241 85%	81 94%w	117 91%	55 83%	121 87%	129 88%	28 85%	44 86%	79 92%H	34 85%	102 93%HJ	32 74%	1 100%	74 83%
No	47 13%	42 15%x	5 6%	11 9%	11 17%	18 13%	17 12%	5 15%	7 14%	7 8%	6 15%	8 7%	11 26%EG	- -	15 17%G

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 112

Absolutes/col percents

Do you work in any of the following occupations?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	1297	697	600	102	433	284	255	198	594	395	157	150	126	70*	124	111	99*	100	54*	71*	198	214	130
Central government including all administrative departments and central government agencies such as the Bank of England	32 2%	14 2%	18 3%	1 1%	14 3%	7 2%	5 2%	5 3%	17 3%	8 2%	1 1%	6 4%	2 2%	- -	4 3%	5 5%	1 1%	2 2%	- -	1 1%	6 3%	8 4%	3 2%
HM Forces	3 *	2 *	1 *	1 1%	1 *	- -	1 *	- -	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	1 2%u	1 1%	- -	1 1%
National Health Service	85 7%	34 5%	51 9%a	2 2%	41 9%ce	12 4%	18 7%	12 6%	44 7%j	22 6%j	2 1%	17 11%ij	18 14%mopst	3 4%	9 7%o	2 2%	5 5%	7 7%	3 6%	3 4%	7 4%	17 8%o	11 8%o
Universities and Academies funded by government	51 4%	34 5%	17 3%	7 7%ef	31 7%efg	5 2%	2 1%	6 3%	28 5%j	18 5%j	1 1%	4 3%	16 13%mnpqrstuv	2 3%	4 3%	7 6%	3 3%	3 3%	- -	1 1%	5 3%	8 4%	2 2%
Courts service	7 1%	2 *	5 1%	- -	5 1%	1 *	1 *	- -	1 *	5 1%h	- -	1 1%	2 2%	- -	1 1%	- -	- -	- -	- -	1 2%	- -	2 1%	1 *
Local government administration	58 4%	30 4%	28 5%	- -	20 5%c	9 3%	17 7%c	12 6%c	26 4%	27 7%jk	3 2%	1 1%	3 2%	3 4%	5 4%	4 4%	5 5%	4 4%	6 11%ltv	3 4%	8 4%	13 6%	4 3%
Police service	16 1%	12 2%	4 1%	3 3%d	2 *	4 1%	4 2%	3 2%	7 1%	8 2%	1 1%	- -	3 2%	1 1%	1 1%	1 1%	- -	1 1%	2 2%	- -	4 2%	2 1%	2 2%
Public sector housing	12 1%	7 1%	5 1%	- -	6 1%	3 1%	2 1%	1 1%	6 1%	5 1%	- -	1 1%	1 1%	1 1%	4 3%uv	1 1%	- -	1 1%	2 4%uv	- -	2 1%	- -	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	58 4%	15 2%	43 7%a	5 5%	18 4%	14 5%	9 4%	12 6%	38 6%ij	13 3%	3 2%	4 3%	2 2%	3 4%	5 4%	14 13%lnpstuv	4 4%	5 5%	5 9%lt	2 3%	4 2%	9 4%	5 4%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	8 1%b	1 *	1 1%	3 1%	1 *	4 2%	- -	5 1%	- -	- -	4 3%l	- -	- -	- -	3 3%	- -	1 1%	- -	- -	2 1%	2 1%	1 1%
Bradford and Bingley or Northern Rock Building societies	2 *	1 *	1 *	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Other public sector occupation (please specify as much detail as possible)	79 6%	45 6%	34 6%	3 3%	39 9%ce	12 4%	15 6%	10 5%	26 4%	35 9%h	9 6%	9 6%	10 8%u	1 1%	6 5%	4 4%	5 5%	5 5%	1 2%	8 11%moru	28 14%mnopqruv	3 1%	8 6%u
None of the above	885 68%	493 71%b	392 65%	79 77%d	251 58%	216 76%d	177 69%d	137 69%d	393 66%	254 64%	136 87%hik	101 67%	69 55%	55 79%lot	85 69%l	70 63%	76 77%lo	71 71%l	34 63%	52 73%l	130 66%	151 71%l	92 71%l

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 112

Absolutes/col percents

Do you work in any of the following occupations?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	1297	751	546	399	403	403	380	168	346	301	301	280	117	13**	285
Central government including all administrative departments and central government agencies such as the Bank of England	32 2%	21 3%	11 2%	5 1%	16 4%y	11 3%	8 2%	5 3%	8 2%	7 2%	7 2%	6 2%	6 5%	-	6 2%
HM Forces	3 *	2 *	1 *	-	3 1%	1 *	1 *	-	1 *	1 *	-	1 *	-	-	1 *
National Health Service	85 7%	56 7%	29 5%	24 6%	31 8%	25 6%	25 7%	13 8%	22 6%	24 8%H	27 9%GH	13 5%	2 2%	1 8%	18 6%
Universities and Academies funded by government	51 4%	35 5%	16 3%	20 5%	13 3%	17 4%	16 4%	6 4%	12 3%	18 6%H	13 4%	10 4%	1 1%	-	9 3%
Courts service	7 1%	4 1%	3 1%	1 *	4 1%	2 *	1 *	1 1%	3 1%	4 1%	3 1%	-	-	-	-
Local government administration	58 4%	34 5%	24 4%	16 4%	21 5%	15 4%	14 4%	4 2%	25 7%ABC	10 3%	16 5%	11 4%	4 3%	2 15%	15 5%
Police service	16 1%	10 1%	6 1%	9 2%	4 1%	7 2%	2 1%	1 1%	6 2%	5 2%	4 1%	4 1%	1 1%	-	2 1%
Public sector housing	12 1%	10 1%	2 *	2 1%	7 2%	3 1%	2 1%	3 2%	4 1%	2 1%	5 2%	2 1%	1 1%	-	2 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	58 4%	23 3%	35 6%w	13 3%	18 4%	10 2%	17 4%	8 5%	23 7%A	5 2%	16 5%E	16 6%E	4 3%	1 8%	16 6%E
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	5 1%	4 1%	1 *	3 1%	1 *	2 1%	-	6 2%A	1 *	6 2%G	-	1 1%	-	1 *
Bradford and Bingley or Northern Rock Building societies	2 *	-	2 *	-	-	-	2 1%	-	-	-	-	1 *	-	-	1 *
Other public sector occupation (please specify as much detail as possible)	79 6%	59 8%x	20 4%	36 9%	25 6%	36 9%BC	19 5%	4 2%	20 6%	35 12%FGHJ	17 6%	8 3%	5 4%	-	14 5%
None of the above	885 68%	492 66%	393 72%w	272 68%	258 64%	275 68%	271 71%D	123 73%D	216 62%	189 63%	187 62%	208 74%EF	92 79%EF	9 69%	200 70%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 113

Absolutes/col percents

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
No children aged 18 or under	1330 67%	707 68%	623 65%	124 82%def	266 53%e	137 39%	179 54%e	421 91%cdef	618 68%	341 66%	134 60%	234 67%	84 51%	65 62%	154 74%lmt	126 72%lt	105 67%l	113 66%l	69 74%lt	85 70%l	157 60%	223 66%l	149 73%lmt
YES - CHILDREN (NET)	658 33%	328 31%	330 35%	23 15%g	237 47%cg	207 59%cdfg	149 45%cg	39 8%	289 32%	174 34%	85 38%	110 32%	77 47%nopqr suv	39 37%n	53 25%	50 28%	51 32%	58 34%	24 26%	37 30%	104 40%norv	111 33%	54 26%
Yes - children aged under 5 years old	308 15%	146 14%	162 17%	17 11%fg	188 37%cefg	93 27%cfg	10 3%g	-	134 15%	84 16%	38 17%	52 15%	46 28%nopqr suv	19 18%sv	25 12%	27 15%	20 13%	23 13%	12 12%	9 9%	65 25%nopqr suv	42 13%	19 9%
Yes - children aged 5 to 10 years old	208 10%	99 9%	109 11%	8 5%g	64 13%cg	102 29%cdfg	30 9%g	4 1%	87 10%	53 10%	30 13%	38 11%	22 13%v	17 16%tv	22 11%	15 9%	17 11%	21 12%v	8 9%	15 12%v	21 8%	38 11%v	12 6%
Yes - children aged 11 to 15 years old	238 12%	121 12%	117 12%	5 3%	32 6%	95 27%cdg	84 26%cdg	20 4%	118 13%i	42 8%	37 17%i	41 12%	18 11%	16 15%	23 11%	17 10%	21 13%	28 16%v	12 13%	12 10%	29 11%	44 13%	18 9%
Yes - children aged 16 to 18 years old	136 7%	59 6%	77 8%a	2 1%	13 3%	22 6%cd	71 22%cdeg	26 6%cd	54 6%	45 9%h	15 7%	22 6%	11 7%	5 5%	11 5%	11 6%	8 5%	10 6%	3 3%	9 7%	16 6%	28 8%	24 12%mnpqrt
Prefer not to answer	12 1%	9 1%	3 *	4 3%dfg	-	6 2%dg	1 *	1 *	3 *	1 *	5 2%hi	3 1%	4 2%o	1 1%	1 *	-	1 1%	1 1%	-	-	1 *	2 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 113

Absolutes/col percents

Do you have any children aged 18 or under? If so, how old are they?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
No children aged 18 or under	1330 / 67%	834 / 69%x	496 / 63%	410 / 67%z	356 / 61%	431 / 69%CD	449 / 72%CD	161 / 62%	289 / 59%	280 / 63%F	210 / 51%	343 / 74%EF	140 / 71%F	8 / 44%	349 / 75%EF
YES - CHILDREN (NET)	658 / 33%	376 / 31%	282 / 36%w	199 / 33%	227 / 39%y	193 / 31%	173 / 28%	96 / 37%B	196 / 40%AB	160 / 36%GJ	200 / 48%EGHJ	119 / 26%	58 / 29%	10 / 56%	111 / 24%
Yes - children aged under 5 years old	308 / 15%	160 / 13%	148 / 19%w	113 / 18%	106 / 18%	90 / 14%	87 / 14%	41 / 16%	90 / 18%B	99 / 22%GHJ	102 / 25%GHJ	48 / 10%	15 / 8%	5 / 28%	39 / 8%
Yes - children aged 5 to 10 years old	208 / 10%	115 / 9%	93 / 12%	49 / 8%	85 / 15%y	51 / 8%	50 / 8%	34 / 13%AB	73 / 15%AB	36 / 8%	73 / 18%EGHJ	34 / 7%	22 / 11%	4 / 22%	39 / 8%
Yes - children aged 11 to 15 years old	238 / 12%	136 / 11%	102 / 13%	58 / 9%	85 / 15%y	63 / 10%	57 / 9%	42 / 16%AB	76 / 16%AB	38 / 9%	76 / 18%EGJ	43 / 9%	31 / 16%EGJ	4 / 22%	46 / 10%
Yes - children aged 16 to 18 years old	136 / 7%	89 / 7%	47 / 6%	38 / 6%	47 / 8%	40 / 6%	35 / 6%	20 / 8%	41 / 8%	30 / 7%	39 / 9%HJ	31 / 7%	9 / 5%	4 / 22%	23 / 5%
Prefer not to answer	12 / 1%	3 / *	9 / 1%w	3 / *	2 / *	3 / *	-	4 / 2%B	5 / 1%B	1 / *	5 / 1%G	-	-	-	6 / 1%G

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 114

Absolutes/col percents

Gender

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Male	1044 52%	1044 100%b	-	61 40%	248 49%	180 51%c	150 46%	270 59%cdef	500 55%k	262 51%	112 50%	168 48%	111 67%nopqsuv	60 57%qu	102 49%	83 47%	84 54%	77 45%	53 57%	66 54%	156 60%noquv	153 46%	99 49%
Female	956 48%	-	956 100%a	90 60%eg	255 51%g	170 49%g	179 54%g	191 41%	410 45%	254 49%	112 50%	179 52%h	54 33%	45 43%	106 51%lt	93 53%lt	73 46%l	95 55%lmt	40 43%	56 46%l	106 40%	183 54%lmt	105 51%lt

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 114

Gender

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Male	1044 52%	700 58%x	344 44%	341 56%z	275 47%	377 60%BCD	314 50%	122 47%	231 47%	249 56%FJ	196 47%	258 56%FJ	138 70%EFGJ	5 28%	198 42%
Female	956 48%	513 42%	443 56%w	271 44%	310 53%y	250 40%	308 50%A	139 53%A	259 53%A	192 44%H	219 53%EGH	204 44%H	60 30%	13 72%	268 58%EGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 115

Which of the following ITV regions do you live in?

Absolutes/col percents

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Anglia	159 / 8%	79 / 8%	80 / 8%	6 / 4%	27 / 5%	29 / 8%	20 / 6%	48 / 10%cdf	74 / 8%k	44 / 9%k	23 / 10%k	17 / 5%	-	-	-	-	-	30 / 17%lmnoprtuv	-	101 / 83%lmnopqrtuv	2 / 1%	26 / 8%lmnopr tv	-
Border	32 / 2%	22 / 2%	10 / 1%	4 / 3%g	13 / 3%g	4 / 1%	6 / 2%	2 / *	14 / 2%	6 / 1%	5 / 2%	7 / 2%	15 / 9%mopqrstuv	-	16 / 8%mopqrstuv	-	-	-	-	-	1 / *	-	-
Central	318 / 16%	161 / 15%	157 / 16%	23 / 15%	111 / 22%efg	55 / 16%	51 / 16%	57 / 12%	139 / 15%	74 / 14%	37 / 17%	68 / 20%i	27 / 16%mnorstuv	-	2 / 1%	2 / 1%	149 / 95%lmnoqrstuv	113 / 66%lmnorstuv	-	3 / 2%	3 / 1%	9 / 3%	10 / 5%mnort
Granada	190 / 10%	87 / 8%	103 / 11%	12 / 8%	37 / 7%	28 / 8%	36 / 11%	54 / 12%d	85 / 9%	49 / 9%	15 / 7%	41 / 12%	-	-	180 / 87%lmopqrstuv	1 / 1%	1 / 1%	2 / 1%	-	-	2 / 1%	4 / 1%	-
London	385 / 19%	225 / 22%b	160 / 17%	39 / 26%fg	116 / 23%fg	78 / 22%g	55 / 17%	61 / 13%	180 / 20%j	127 / 25%hjk	21 / 9%	56 / 16%	-	1 / 1%	6 / 3%lop	-	-	2 / 1%	-	14 / 11%lmnopqrv	253 / 97%lmnopqrsuv	108 / 32%lmnopqrsv	1 / *
Meridian	215 / 11%	105 / 10%	110 / 12%	17 / 11%	36 / 7%	30 / 9%	39 / 12%d	74 / 16%de	113 / 12%	50 / 10%	19 / 8%	33 / 10%	-	-	-	-	1 / 1%	-	-	-	-	187 / 56%lmnopqrstv	27 / 13%lmnopqrstu
TyneTees	104 / 5%	58 / 6%	46 / 5%	6 / 4%	26 / 5%	22 / 6%	15 / 5%	26 / 6%	45 / 5%	25 / 5%	18 / 8%	16 / 5%	-	101 / 96%lnopqrstuv	-	3 / 2%tu	-	-	-	-	-	-	-
Wales	94 / 5%	54 / 5%	40 / 4%	8 / 5%	22 / 4%	14 / 4%	18 / 5%	22 / 5%	36 / 4%	22 / 4%	17 / 8%h	19 / 5%	-	-	-	-	-	-	93 / 100%lmnopqstuv	-	-	-	1 / *
West	69 / 3%	32 / 3%	37 / 4%	8 / 5%	17 / 3%	8 / 2%	13 / 4%	12 / 3%	33 / 4%	19 / 4%	7 / 3%	10 / 3%	-	-	2 / 1%	1 / 1%	5 / 3%ltu	1 / 1%	-	1 / 1%	1 / *	-	58 / 28%lmnopqrstu
Westcountry	111 / 6%	50 / 5%	61 / 6%	7 / 5%	25 / 5%	13 / 4%	26 / 8%e	29 / 6%	40 / 4%	29 / 6%	19 / 8%h	23 / 7%	1 / 1%	-	1 / *	-	1 / 1%	1 / 1%	-	-	-	1 / *	106 / 52%lmnopqrstu
Yorkshire	204 / 10%	101 / 10%	103 / 11%	14 / 9%	48 / 10%	36 / 10%	30 / 9%	52 / 11%	84 / 9%	46 / 9%	27 / 12%	47 / 14%hi	4 / 2%tu	3 / 3%ptu	1 / *	169 / 96%lmnpqrstuv	-	23 / 13%lmnprstuv	-	3 / 2%ptu	-	-	1 / *
STV	119 / 6%	70 / 7%	49 / 5%	7 / 5%	25 / 5%	33 / 9%dg	20 / 6%	24 / 5%	67 / 7%k	25 / 5%	16 / 7%k	10 / 3%	118 / 72%mnopqrstuv	-	-	-	-	-	-	-	-	-	1 / *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 115

Which of the following ITV regions do you live in?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election? Yes (w)	No (x)	Q20 Likely to consider voting Conservative at the next general election — More likely to vote Con next time (y)	Less likely to vote Con next time (z)	Q22 Preferred outcome of the next election — A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Q23 Voting intention — Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Anglia	159 8%	100 8%	59 7%	43 7%	40 7%	45 7%	69 11%ACD	15 6%	30 6%	34 8%	28 7%	44 10%	19 10%	1 6%	33 7%
Border	32 2%	24 2%	8 1%	17 3%z	3 1%	16 3%	8 1%	2 1%	6 1%	16 4%FGHJ	6 1%	5 1%	1 1%	-	4 1%
Central	318 16%	200 16%	118 15%	102 17%	86 15%	95 15%	92 15%	40 15%	91 19%	71 16%GH	71 17%GH	51 11%	18 9%	5 28%	102 22%EGH
Granada	190 10%	117 10%	73 9%	48 8%	71 12%y	61 10%	45 7%	25 10%	59 12%B	38 9%	50 12%G	29 6%	24 12%G	3 17%	46 10%C
London	385 19%	232 19%	153 19%	126 21%	109 19%	119 19%	108 17%	60 23%	98 20%	89 20%	89 21%	91 20%	31 16%	2 11%	83 18%
Meridian	215 11%	125 10%	90 11%	66 11%	62 11%	68 11%D	85 14%D	33 13%D	29 6%	53 12%F	25 6%	73 16%FHJ	16 8%	-	48 10%F
TyneTees	104 5%	54 4%	50 6%	33 5%	31 5%	33 5%	26 4%	14 5%	31 6%	21 5%	26 6%	26 6%	11 6%	1 6%	19 4%
Wales	94 5%	51 4%	43 5%	22 4%	37 6%y	21 3%	32 5%	9 3%	32 7%A	14 3%	17 4%	23 5%	20 10%EFGJ	-	20 4%
West	69 3%	37 3%	32 4%	17 3%	20 3%	15 2%	32 5%A	8 3%	14 3%	14 3%	12 3%	22 5%	5 3%	-	16 3%
Westcountry	111 6%	70 6%	41 5%	38 6%	29 5%	41 7%	36 6%	11 4%	23 5%	27 6%	17 4%	31 7%	13 7%	-	23 5%
Yorkshire	204 10%	128 11%	76 10%	50 8%	64 11%	63 10%	61 10%	32 12%	48 10%	37 8%	46 11%	42 9%	18 9%	5 28%	56 12%
STV	119 6%	75 6%	44 6%	50 8%	33 6%	50 8%B	28 5%	12 5%	29 6%	27 6%	28 7%J	25 5%	22 11%EGJ	1 6%	16 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 116

Absolutes/col percents

Which one of these regions do you live in?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Scotland	165 / 8%	111 / 11%b	54 / 6%	11 / 7%	63 / 13%fg	33 / 9%g	23 / 7%	25 / 5%	86 / 9%	34 / 7%	21 / 9%	23 / 7%	165 / 100%mnopqrstuv	-	-	-	-	-	-	-	-	-	-
North East	105 / 5%	60 / 6%	45 / 5%	7 / 5%	26 / 5%	24 / 7%	14 / 4%	25 / 5%	45 / 5%	25 / 5%	18 / 8%	17 / 5%	-	105 / 100%lnopqrstuv	-	-	-	-	-	-	-	-	-
North West	208 / 10%	102 / 10%	106 / 11%	12 / 8%	38 / 8%	37 / 11%	43 / 13%d	53 / 11%d	93 / 10%	53 / 10%	18 / 8%	44 / 13%	-	-	208 / 100%lmopqrstuv	-	-	-	-	-	-	-	-
Yorkshire & Humberside	176 / 9%	83 / 8%	93 / 10%	13 / 9%	44 / 9%	28 / 8%	27 / 8%	43 / 9%	75 / 8%	39 / 8%	23 / 10%	39 / 11%	-	-	-	176 / 100%lmnpqrstuv	-	-	-	-	-	-	-
West Midlands	157 / 8%	84 / 8%	73 / 8%	14 / 9%	41 / 8%	23 / 7%	30 / 9%	37 / 8%	72 / 8%	36 / 7%	20 / 9%	29 / 8%	-	-	-	-	157 / 100%lmnoqrstuv	-	-	-	-	-	-
East Midlands	172 / 9%	77 / 7%	95 / 10%a	9 / 6%	47 / 9%	34 / 10%	24 / 7%	37 / 8%	75 / 8%	40 / 8%	27 / 12%	30 / 9%	-	-	-	-	-	172 / 100%lmnoprstuv	-	-	-	-	-
Wales	93 / 5%	53 / 5%	40 / 4%	7 / 5%	22 / 4%	14 / 4%	18 / 5%	22 / 5%	36 / 4%	21 / 4%	17 / 8%hi	19 / 5%	-	-	-	-	-	-	93 / 100%lmnopqstuv	-	-	-	-
Eastern	122 / 6%	66 / 6%	56 / 6%	5 / 3%	16 / 3%	21 / 6%d	16 / 5%	45 / 10%cdf	52 / 6%	44 / 9%hk	13 / 6%	13 / 4%	-	-	-	-	-	-	-	122 / 100%lmnopqrtuv	-	-	-
London	262 / 13%	156 / 15%b	106 / 11%	30 / 20%fg	97 / 19%fg	54 / 15%fg	33 / 10%g	27 / 6%	110 / 12%j	93 / 18%hjk	15 / 7%	44 / 13%	-	-	-	-	-	-	-	-	262 / 100%lmnopqrsuv	-	-
South East	336 / 17%	153 / 15%	183 / 19%a	26 / 17%	70 / 14%	55 / 16%	61 / 19%	90 / 20%d	172 / 19%j	82 / 16%	25 / 11%	55 / 16%	-	-	-	-	-	-	-	-	-	336 / 100%lmnopqrstv	-
South West	204 / 10%	99 / 9%	105 / 11%	17 / 11%	39 / 8%	27 / 8%	40 / 12%d	57 / 12%de	94 / 10%	49 / 9%	27 / 12%	34 / 10%	-	-	-	-	-	-	-	-	-	-	204 / 100%lmnopqrstu

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 116

Absolutes/col percents

Which one of these regions do you live in?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Scotland	165 8%	116 10%x	49 6%	74 12%z	41 7%	67 11%CD	47 8%	16 6%	35 7%	54 12%GJ	42 10%GJ	29 6%	22 11%GJ	1 6%	17 4%
North East	105 5%	55 5%	50 6%	32 5%	31 5%	34 5%	25 4%	14 5%	32 7%	21 5%	28 7%	27 6%	10 5%	1 6%	18 4%
North West	208 10%	131 11%	77 10%	61 10%	69 12%	73 12%B	50 8%	26 10%	59 12%B	48 11%G	52 13%G	32 7%	25 13%G	3 17%	48 10%
Yorkshire & Humberside	176 9%	108 9%	68 9%	45 7%	54 9%	51 8%	57 9%	25 10%	43 9%	30 7%	37 9%	38 8%	16 8%	5 28%	50 11%E
West Midlands	157 8%	94 8%	63 8%	38 6%	45 8%	42 7%	48 8%	25 10%	42 9%	26 6%	36 9%	31 7%	11 6%	3 17%	50 11%EGH
East Midlands	172 9%	98 8%	74 9%	51 8%	52 9%	48 8%	44 7%	24 9%	56 11%AB	28 6%	43 10%EG	24 5%	13 7%	2 11%	62 13%EGH
Wales	93 5%	51 4%	42 5%	22 4%	37 6%y	21 3%	31 5%	9 3%	32 7%A	14 3%	17 4%	23 5%	20 10%EFGJ	-	19 4%
Eastern	122 6%	84 7%	38 5%	38 6%	30 5%	42 7%	48 8%CD	10 4%	22 4%	32 7%F	15 4%	36 8%F	17 9%F	-	22 5%
London	262 13%	150 12%	112 14%	83 14%	84 14%	82 13%B	59 9%	47 18%B	74 15%B	68 15%HJ	73 18%GHJ	58 13%H	13 7%	2 11%	48 10%
South East	336 17%	208 17%	128 16%	110 18%	92 16%	107 17%D	128 21%D	43 16%	58 12%	81 18%F	46 11%	99 21%F	31 16%	1 6%	78 17%F
South West	204 10%	118 10%	86 11%	58 9%	50 9%	60 10%	85 14%ACD	22 8%	37 8%	39 9%	26 6%	65 14%EF	20 10%	-	54 12%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 117

Which of the following best describes your marital status?

Absolutes/col percents

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	**2000**	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Single	**390** **20%**	206 20%	184 19%	99 66%defg	145 29%efg	74 21%fg	43 13%g	27 6%	143 16%	120 23%h	36 16%	90 26%hj	25 15%	14 13%	36 17%	38 22%u	29 18%	25 15%	21 23%u	17 14%	100 38%lmnop qrsuv	46 14%	39 19%
Married	**1087** **54%**	602 58%b	485 51%	10 7%	198 39%c	184 53%cd	201 61%cde	329 71%cde f	533 59%ik	268 52%k	137 61%ik	147 42%	87 53%	63 60%t	114 55%	89 51%	82 52%	103 60%t	44 47%	86 70%lno prtuv	124 47%	179 53%	116 57%t
Civil Partnership	**31** **2%**	24 2%b	7 1%	1 1%	25 5%cefg	2 1%	1 *	2 *	14 2%	10 2%	2 1%	5 1%	19 12%mnopqr stuv	-	3 1%u	-	-	4 2%ou	-	2 2%u	1 *	-	2 1%
Co Habiting	**283** **14%**	133 13%	150 16%	36 24%efg	118 23%efg	56 16%g	37 11%g	30 7%	141 15%	61 12%	33 15%	48 14%	25 15%s	19 18%st	27 13%s	26 15%s	20 13%	25 15%s	22 24%npstv	7 6%	25 10%	66 20%nstv	21 10%
Widowed	**39** **2%**	18 2%	21 2%	-	-	1 *	5 2%d	15 3%cde	15 2%	8 2%	2 1%	14 4%hij	2 1%	2 2%	4 2%	5 3%t	5 3%t	1 1%	1 1%	4 3%t	1 *	9 3%t	5 2%
Separated	**29** **1%**	14 1%	15 2%	-	7 1%	7 2%	8 2%	7 2%	5 1%	10 2%h	2 1%	12 3%h	1 1%	-	3 1%	4 2%t	4 3%t	5 3%t	1 1%	1 1%	1 *	5 1%	4 2%
Divorced	**130** **7%**	44 4%	86 9%a	1 1%	8 2%	22 6%cd	34 10%cd	51 11%cde	54 6%	37 7%	8 4%	31 9%	6 4%	6 6%	21 10%lqst	14 8%st	16 10%lqst	4 4%	4 4%	3 2%	8 3%	31 9%lqst	14 7%
Prefer not to answer	**11** **1%**	3 *	8 1%	4 3%dfg	2 *	4 1%g	-	-	5 1%	2 *	4 2%k	-	-	1 1%	-	-	1 1%	2 1%u	-	2 2%u	2 1%	-	3 1%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 117

Absolutes/col percents

Which of the following best describes your marital status?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Single	390 / 20%	168 / 14%	222 / 28%w	109 / 18%	129 / 22%	111 / 18%	115 / 18%	63 / 24%A	101 / 21%	79 / 18%	87 / 21%	85 / 18%	45 / 23%	2 / 11%	92 / 20%
Married	1087 / 54%	737 / 61%x	350 / 44%	327 / 53%	318 / 54%	369 / 59%BC	330 / 53%	125 / 48%	263 / 54%	238 / 54%	219 / 53%	250 / 54%	117 / 59%	12 / 67%	251 / 54%
Civil Partnership	31 / 2%	27 / 2%x	4 / 1%	19 / 3%z	4 / 1%	11 / 2%	11 / 2%	4 / 2%	5 / 1%	18 / 4%FGHJ	4 / 1%	3 / 1%	-	-	6 / 1%
Co Habiting	283 / 14%	132 / 11%	151 / 19%w	103 / 17%	78 / 13%	77 / 12%	85 / 14%	41 / 16%	80 / 16%	69 / 16%H	74 / 18%GH	58 / 13%	17 / 9%	2 / 11%	63 / 14%
Widowed	39 / 2%	33 / 3%x	6 / 1%	13 / 2%	5 / 1%	14 / 2%	17 / 3%D	4 / 2%	4 / 1%	12 / 3%	4 / 1%	11 / 2%	1 / 1%	-	11 / 2%
Separated	29 / 1%	17 / 1%	12 / 2%	8 / 1%	12 / 2%	9 / 1%	8 / 1%	5 / 2%	7 / 1%	5 / 1%	5 / 1%	10 / 2%	3 / 2%	1 / 6%	5 / 1%
Divorced	130 / 7%	96 / 8%x	34 / 4%	32 / 5%	37 / 6%	34 / 5%	51 / 8%	18 / 7%	27 / 6%	20 / 5%	20 / 5%	44 / 10%EF	14 / 7%	1 / 6%	31 / 7%
Prefer not to answer	11 / 1%	3 / *	8 / 1%w	1 / *	2 / *	2 / *	5 / 1%	1 / *	3 / 1%	- / -	2 / *	1 / *	1 / 1%	-	7 / 2%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 118

Absolutes/col percents

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
Up to £7,000	60 / 3%	26 / 2%	34 / 4%	12 / 8%deg	10 / 2%	6 / 2%	14 / 4%	17 / 4%	4 / *	14 / 3%hj	1 / *	41 / 12%hij	6 / 4%	5 / 5%t	10 / 5%qtu	7 / 4%	5 / 3%	2 / 1%	3 / 3%	4 / 3%	3 / 1%	6 / 2%	9 / 4%
£7,001 to £14,000	187 / 9%	79 / 8%	108 / 11%a	20 / 13%de	38 / 8%	19 / 5%	30 / 9%	43 / 9%e	32 / 4%	44 / 9%h	13 / 6%	98 / 28%hij	10 / 6%	5 / 5%	30 / 14%lmstu	28 / 16%lmstu	14 / 9%	20 / 12%	10 / 11%	7 / 6%	19 / 7%	23 / 7%	21 / 10%
£14,001 to £21,000	223 / 11%	98 / 9%	125 / 13%a	19 / 13%	44 / 9%	42 / 12%	32 / 10%	61 / 13%d	54 / 6%	68 / 13%h	44 / 20%hi	56 / 16%h	9 / 5%	12 / 11%	25 / 12%lt	27 / 15%lqt	19 / 12%lt	14 / 8%	14 / 15%lt	15 / 12%l	17 / 6%	41 / 12%lt	30 / 15%lqt
£21,001 to £28,000	316 / 16%	171 / 16%	145 / 15%	16 / 11%	95 / 19%cef	43 / 12%	42 / 13%	75 / 16%	136 / 15%	84 / 16%	42 / 19%	53 / 15%	44 / 27%nprstuv	21 / 20%u	29 / 14%	33 / 19%u	21 / 13%	37 / 22%tuv	11 / 12%	19 / 16%	33 / 13%	41 / 12%	27 / 13%
£28,001 to £34,000	279 / 14%	152 / 15%	127 / 13%	12 / 8%	96 / 19%cefg	42 / 12%	41 / 12%	60 / 13%	125 / 14%k	98 / 19%hk	34 / 15%k	22 / 6%	18 / 11%	17 / 16%s	33 / 16%s	21 / 12%	22 / 14%	15 / 9%	18 / 19%qsu	9 / 7%	54 / 21%loqsu	36 / 11%	36 / 18%qsu
£34,001 to £41,000	220 / 11%	130 / 12%b	90 / 9%	10 / 7%	50 / 10%	43 / 12%	39 / 12%	61 / 13%c	123 / 14%k	52 / 10%k	29 / 13%k	15 / 4%	16 / 10%	17 / 16%o	20 / 10%	14 / 8%	25 / 16%og	11 / 9%	15 / 12%	15 / 12%	27 / 10%	39 / 12%	21 / 10%
£41,001 to £48,000	120 / 6%	64 / 6%	56 / 6%	7 / 5%	32 / 6%	26 / 7%	21 / 6%	24 / 5%	78 / 9%ik	26 / 5%k	13 / 6%k	3 / 1%	15 / 9%v	6 / 6%	20 / 10%tuv	9 / 5%	11 / 7%	11 / 6%	5 / 5%	7 / 6%	12 / 5%	16 / 5%	8 / 4%
£48,001 to £55,000	119 / 6%	62 / 6%	57 / 6%	9 / 6%	29 / 6%	29 / 8%	19 / 6%	27 / 6%	85 / 9%ijk	24 / 5%k	9 / 4%k	1 / *	10 / 6%	6 / 6%	7 / 3%	8 / 5%	14 / 9%n	8 / 5%	3 / 3%	5 / 4%	26 / 8%n	26 / 8%n	12 / 6%
£55,001 to £62,000	70 / 4%	40 / 4%	30 / 3%	2 / 1%	25 / 5%cg	12 / 3%	15 / 5%g	9 / 2%	50 / 5%ijk	12 / 2%	5 / 2%	3 / 1%	5 / 3%	- / -	2 / 1%	8 / 5%mnp	1 / 1%	7 / 4%mnp	5 / 5%mnp	2 / 2%	7 / 3%	26 / 8%lmnpstv	7 / 3%
£62,001 to £69,000	44 / 2%	28 / 3%	16 / 2%	4 / 3%	5 / 1%	11 / 3%d	13 / 4%d	9 / 2%	34 / 4%ijk	7 / 1%	1 / *	2 / 1%	5 / 3%	2 / 2%	5 / 2%	7 / 4%pu	1 / 1%	3 / 2%	4 / 4%p	7 / 6%ptuv	4 / 2%	4 / 1%	2 / 1%
£69,001 to £76,000	54 / 3%	29 / 3%	25 / 3%	2 / 1%	11 / 2%	16 / 5%	13 / 4%	12 / 3%	42 / 5%ijk	10 / 2%k	1 / *	1 / *	4 / 2%	- / -	3 / 1%	4 / 2%	2 / 1%	8 / 5%mr	- / -	5 / 4%m	6 / 2%	14 / 4%mr	8 / 4%m
£76,001 to £83,000	29 / 1%	14 / 1%	15 / 2%	- / -	7 / 1%	4 / 1%	14 / 4%cdeg	1 / *	28 / 3%ijk	- / -	1 / *	- / -	4 / 2%o	1 / 1%	1 / *	- / -	- / -	- / -	1 / 1%	- / -	3 / 2%op	7 / 3%op	6 / 3%op
£83,001 or more	57 / 3%	33 / 3%	24 / 3%	8 / 5%g	13 / 3%	21 / 6%dfg	8 / 2%	5 / 1%	42 / 5%ijk	12 / 2%j	- / -	3 / 1%	4 / 2%	2 / 2%	2 / 1%	1 / 1%	3 / 2%	3 / 2%	1 / 1%	5 / 4%o	15 / 6%noq	16 / 5%no	5 / 2%
Prefer not to answer	222 / 11%	118 / 11%	104 / 11%	30 / 20%defg	48 / 10%	36 / 10%	28 / 9%	55 / 12%	77 / 8%	65 / 13%h	31 / 14%h	49 / 14%h	15 / 9%	11 / 10%	21 / 10%	9 / 5%	19 / 12%ov	28 / 16%lov	8 / 9%	19 / 16%ov	38 / 15%ov	42 / 13%ov	12 / 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 118

Absolutes/col percents

What is the combined annual income of your household, prior to tax being deducted?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
Up to £7,000	60 3%	34 3%	26 3%	12 2%	18 3%	15 2%	23 4%	9 3%	13 3%	6 1%	16 4%E	15 3%	10 5%E	-	13 3%
£7,001 to £14,000	187 9%	101 8%	86 11%	52 8%	67 11%	47 7%	59 9%	35 13%A	46 9%	38 9%	48 12%	38 8%	21 11%	1 6%	41 9%
£14,001 to £21,000	223 11%	149 12%x	74 9%	62 10%	66 11%	69 11%	68 11%	37 14%	49 10%	56 13%G	49 12%	38 8%	29 15%G	2 11%	49 11%
£21,001 to £28,000	316 16%	204 17%	112 14%	113 18%z	75 13%	109 17%C	116 19%CD	26 10%	65 13%	100 23%FGHJ	57 14%	74 16%	28 14%	3 17%	54 12%
£28,001 to £34,000	279 14%	162 13%	117 15%	92 15%	74 13%	102 16%	82 13%	34 13%	61 12%	72 16%H	49 12%	74 16%H	17 9%	4 22%	63 14%
£34,001 to £41,000	220 11%	129 11%	91 12%	65 11%	66 11%	72 11%	68 11%	26 10%	54 11%	45 10%	55 13%H	52 11%	15 8%	-	53 11%
£41,001 to £48,000	120 6%	75 6%	45 6%	46 8%	35 6%	46 7%B	28 5%	18 7%	28 6%	30 7%	25 6%	27 6%	9 5%	1 6%	28 6%
£48,001 to £55,000	119 6%	64 5%	55 7%	30 5%	41 7%	26 4%	40 6%	17 7%	36 7%A	18 4%	26 6%	38 8%EJ	15 8%	2 11%	20 4%
£55,001 to £62,000	70 4%	40 3%	30 4%	17 3%	20 3%	23 4%	26 4%	6 2%	15 3%	12 3%	9 2%	17 4%	10 5%	-	22 5%F
£62,001 to £69,000	44 2%	30 2%	14 2%	9 1%	16 3%	13 2%	9 1%	2 1%	20 4%ABC	8 2%	13 3%	8 2%	5 3%	1 6%	9 2%
£69,001 to £76,000	54 3%	38 3%	16 2%	17 3%	18 3%	16 3%	16 3%	4 2%	18 4%	15 3%J	10 2%	16 3%J	7 4%J	2 11%	4 1%
£76,001 to £83,000	29 1%	19 2%	10 1%	11 2%	10 2%	8 1%	8 1%	4 2%	9 2%	6 1%	8 2%	7 2%	2 1%	-	6 1%
£83,001 or more	57 3%	37 3%	20 3%	21 3%	17 3%	11 2%	21 3%	8 3%	17 3%	7 2%	12 3%	17 4%	4 2%	-	17 4%
Prefer not to answer	222 11%	131 11%	91 12%	65 11%	62 11%	70 11%	58 9%	35 13%	59 12%	28 6%	38 9%	41 9%	26 13%E	2 11%	87 19%EFG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 119

Age

Absolutes/col percents

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
18 to 24	151 8%	61 6%	90 9%a	151 100%defg	-	-	-	-	50 5%	50 10%h	20 9%	30 9%h	11 7%	7 7%	12 6%	13 7%	14 9%	9 5%	7 8%	5 4%	30 11%nqs	26 8%	17 8%
25 to 34	503 25%	248 24%	255 27%	-	503 100%cefg	-	-	-	220 24%	139 27%	46 21%	98 28%j	63 38%mnopqrsuv	26 25%s	38 18%	44 25%s	41 26%s	47 27%ns	22 24%s	16 13%	97 37%mnopqrsuv	70 21%	39 19%
35 to 44	350 18%	180 17%	170 18%	-	-	350 100%cdfg	-	-	161 18%k	94 18%k	50 22%k	44 13%	33 20%	24 23%v	37 18%	28 16%	23 15%	34 20%	14 15%	21 17%	54 21%v	55 16%	27 13%
45 to 54	329 16%	150 14%	179 19%a	-	-	-	329 100%cdeg	-	139 15%	81 16%	44 20%	65 19%	23 14%	14 13%	43 21%t	27 15%	30 19%	24 14%	18 13%	16 13%	33 13%	61 18%t	40 20%t
55 to 64	461 23%	270 26%b	191 20%	-	-	-	-	461 100%cdef	232 25%i	104 20%	48 21%	77 22%	25 15%	25 24%t	53 25%lt	43 24%lt	37 24%t	37 22%t	22 24%t	45 37%lmnopqrtu	27 10%	90 27%lt	57 28%lt
65 or older	206 10%	135 13%b	71 7%	-	-	-	-	-	108 12%j	48 9%	16 7%	33 10%	10 6%	9 9%	25 12%	21 12%	12 8%	21 12%	10 11%	19 16%lpt	21 8%	34 10%	24 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 119

Age

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
18 to 24	151 8%	33 3%	118 15%w	35 6%	66 11%y	30 5%	45 7%	31 12%AB	45 9%A	23 5%	45 11%E	33 7%	12 6%	2 11%	36 8%
25 to 34	503 25%	222 18%	281 36%w	188 31%	164 28%	146 23%	137 22%	69 26%	151 31%AB	146 33%GHJ	133 32%GHJ	83 18%	30 15%	5 28%	106 23%H
35 to 44	350 18%	202 17%	148 19%	89 15%	115 20%y	91 15%	94 15%	58 22%AB	107 22%AB	63 14%	109 26%EGHJ	66 14%	32 16%	4 22%	76 16%
45 to 54	329 16%	236 19%x	93 12%	92 15%	104 18%	113 18%	93 15%	44 17%	79 16%	63 14%	65 16%	75 16%	42 21%E	4 22%	80 17%
55 to 64	461 23%	352 29%x	109 14%	129 21%	112 19%	160 26%CD	170 27%CD	43 16%	88 18%	86 20%F	51 12%	143 31%EF	54 27%EF	2 11%	125 27%EF
65 or older	206 10%	168 14%x	38 5%	79 13%z	24 4%	87 14%CD	83 13%CD	16 6%	20 4%	60 14%FJ	12 3%	62 13%FJ	28 14%F	1 6%	43 9%F

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 120

Absolutes/col percents

How many people under the age of 18 live in your household?

Base : All respondents

	TOTAL	Gender		Age					SEG				Region										
		Male (a)	Female (b)	18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
0	1342 67%	718 69%	624 65%	103 68%de	271 54%e	144 41%	196 60%e	426 92%cdef	619 68%	349 68%	142 63%	229 66%	88 53%	65 62%	152 73%lmt	127 72%lt	107 68%lt	114 66%lt	68 73%lt	86 70%lt	148 56%	235 70%lt	152 75%lmt
1	324 16%	170 16%	154 16%	29 19%g	128 25%g	73 21%g	71 22%g	21 5%	140 15%	85 16%	38 17%	61 18%	50 30%mnopqrsuv	18 17%	24 12%	19 11%	19 12%	31 18%v	15 16%	17 14%	61 23%nopsuv	48 14%	22 11%
2	253 13%	129 12%	124 13%	16 11%g	75 15%g	94 27%cdfg	55 17%g	12 3%	112 12%	70 14%	28 13%	43 12%	22 13%	17 16%	23 11%	20 11%	19 12%	21 12%	8 9%	12 10%	45 17%r	41 12%	25 12%
3	65 3%	25 2%	40 4%a	2 1%	24 5%fg	31 9%cdfg	5 2%	2 *	33 4%i	9 2%	16 7%hik	7 2%	4 2%	4 4%	6 3%	8 5%	10 6%u	5 3%	1 1%	6 5%	7 3%	9 3%	5 2%
4	11 1%	2 *	9 1%a	1 1%	3 1%	7 2%fg	-	-	4 *	2 *	-	5 1%	1 1%	-	3 1%	1 1%	-	1 1%	1 1%	1 1%	-	3 1%	-
5	5 *	-	5 1%a	-	2 *	1 *	2 1%	-	2 *	1 *	-	2 1%	-	1 1%	-	1 1%	2 1%u	-	-	-	1 *	-	-
Mean	0.55	0.49	0.61a	0.47g	0.74cg	1.11cdfg	0.63g	0.11	0.54	0.51	0.63	0.57	0.67nruv	0.66v	0.48	0.52	0.62	0.53	0.41	0.52	0.68nruv	0.50	0.43
Std Dev.	0.90	0.82	0.98	0.79	0.96	1.12	0.89	0.42	0.90	0.84	0.96	0.95	0.84	0.99	0.91	0.97	1.06	0.86	0.78	0.92	0.90	0.87	0.80

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 120

Absolutes/col percents

How many people under the age of 18 live in your household?

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
0	1342 67%	847 70%x	495 63%	416 68%z	343 59%	436 70%CD	460 74%CD	155 59%	291 59%	283 64%F	214 52%	345 75%EF	138 70%F	7 39%	355 76%EF
1	324 16%	184 15%	140 18%	111 18%	108 18%	110 18%B	81 13%	49 19%B	84 17%	97 22%GJ	79 19%GJ	60 13%	33 17%J	5 28%	50 11%
2	253 13%	142 12%	111 14%	66 11%	99 17%y	62 10%	60 10%	39 15%AB	92 19%AB	47 11%	97 23%EGHJ	43 9%	18 9%	1 6%	47 10%
3	65 3%	35 3%	30 4%	14 2%	25 4%	17 3%	18 3%	12 5%	18 4%	12 3%	16 4%	13 3%	9 5%	4 22%	11 2%
4	11 1%	5 *	6 1%	3 *	7 1%	2 *	1 *	3 1%B	5 1%	2 *	7 2%G	-	-	-	2 *
5	5 *	- -	5 1%w	2 *	3 1%	- -	2 *	3 1%AD	- -	- -	2 *	1 *	-	1 6%	1 *
Mean	0.55	0.49	0.64w	0.50	0.72y	0.47	0.43	0.73AB	0.70AB	0.53GJ	0.87EGHJ	0.41	0.48	1.33	0.41
Std Dev.	0.90	0.84	0.98	0.85	1.02	0.81	0.83	1.07	0.96	0.83	1.06	0.80	0.84	1.50	0.83

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 121

Absolutes/col percents

How many people aged 18 and over live in your household?

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
0	2	2	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-
	*	*	-	1%	*	-	-	-	*	-	-	*	-	-	-	1%	-	-	-	-	*	-	-
1	310	161	149	8	70	64	64	75	112	89	20	89	18	15	31	41	27	27	12	18	44	40	37
	16%	15%	16%	5%	14%c	18%c	19%cd	16%c	12%	17%hj	9%	26%hij	11%	14%	15%	23%lnru	17%	16%	13%	15%	17%	12%	18%u
2	1268	676	592	52	338	235	177	310	636	300	146	185	114	72	133	114	95	120	51	77	140	226	126
	63%	65%	62%	34%	67%cf	67%cf	54%c	67%cf	70%ik	58%	65%k	53%	69%rt	69%rt	64%t	65%t	61%	70%rt	55%	63%	53%	67%rt	62%
3	250	113	137	34	63	29	54	55	99	76	41	34	19	16	25	13	20	19	21	19	34	36	28
	13%	11%	14%a	23%deg	13%	8%	16%e	12%	11%	15%hk	18%hk	10%	12%	15%o	12%	7%	13%	11%	23%lnopqtu	16%o	13%	11%	14%o
4	117	62	55	32	17	16	28	19	42	34	12	27	7	-	11	5	11	6	6	8	30	23	10
	6%	6%	6%	21%defg	3%	5%	9%deg	4%	5%	7%	5%	8%h	4%m	-	5%m	3%	7%m	3%	6%m	7%m	11%lmnoquv	7%m	5%m
5	38	27	11	14	12	6	5	1	16	9	3	10	6	1	6	1	1	-	1	-	11	8	3
	2%	3%b	1%	9%defg	2%g	2%g	2%g	*	2%	2%	1%	3%	4%oqs	1%	3%q	1%	1%	-	1%	-	4%opqs	2%q	1%
6	10	3	7	6	1	-	1	1	4	4	2	-	1	1	2	-	2	-	1	-	1	2	-
	1%	*	1%	4%defg	*	-	*	*	*	1%	1%	-	1%	1%	1%	-	1%	-	1%	-	*	1%	-
7	4	-	4	3	1	-	-	-	-	3	-	1	-	-	-	-	1	-	1	-	1	1	-
	*	-	*a	2%defg	*	-	-	-	-	1%h	-	*	-	-	-	-	1%	-	1%	-	*	*	-
8	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	*	1%	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	-	-	-	-	-
Mean	2.17	2.16	2.19	3.16defg	2.14	2.04	2.20eg	2.05	2.15	2.23k	2.28hk	2.09	2.22oq	2.08	2.20oq	1.94	2.20o	2.02	2.35moqv	2.14o	2.34moqv	2.24oq	2.10
Std Dev.	0.90	0.87	0.93	1.42	0.83	0.78	0.92	0.71	0.79	1.01	0.82	1.00	0.88	0.73	0.93	0.84	0.98	0.64	1.02	0.74	1.09	0.91	0.80

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 121

Absolutes/col percents

How many people aged 18 and over live in your household?

Base : All respondents

| | TOTAL | Q5 Have you ever voted Conservative at a general election? | | Q20 Likely to consider voting Conservative at the next general election | | Q22 Preferred outcome of the next election | | | | Q23 Voting intention | | | | | |
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
0	2 *	1 *	1 *	- -	2 *	- -	1 *	1 *	- -	- -	2 *	- -	- -	- -	- -
1	310 16%	186 15%	124 16%	80 13%	82 14%	86 14%	119 19%AD	39 15%	66 13%	52 12%	48 12%	98 21%EFJ	37 19%EF	1 6%	74 16%
2	1268 63%	816 67%x	452 57%	410 67%	365 62%	422 67%BD	383 62%	161 62%	302 62%	306 69%FGJ	252 61%	285 62%	122 62%	13 72%	290 62%
3	250 13%	121 10%	129 16%w	57 9%	83 14%y	63 10%	73 12%	34 13%	80 16%AB	38 9%	72 17%EC	45 10%	31 16%EG	3 17%	61 13%E
4	117 6%	60 5%	57 7%w	40 7%	41 7%	32 5%	33 5%	21 8%	31 6%	28 6%	28 7%	26 6%	6 3%	1 6%	28 6%
5	38 2%	21 2%	17 2%	18 3%	10 2%	17 3%	9 1%	3 1%	9 2%	13 3%	10 2%	6 1%	1 1%	-	8 2%
6	10 1%	6 *	4 1%	3 *	2 *	5 1%	3 *	-	2 *	3 1%	2 *	1 *	1 1%	-	3 1%
7	4 *	2 *	2 *	3 *	- -	2 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -	2 *
8	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -
Mean	2.17	2.12	2.25w	2.24	2.20	2.19	2.10	2.21	2.23B	2.22GH	2.29GH	2.06	2.07	2.22	2.19G
Std Dev.	0.90	0.85	0.97	0.98	0.86	0.93	0.88	0.96	0.86	0.92	0.94	0.86	0.77	0.65	0.93

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 122

Absolutes/col percents

Total of household members from under18 and over18

Base : All respondents

	TOTAL	Gender Male (a)	Gender Female (b)	Age 18 to 24 (c)	Age 25 to 34 (d)	Age 35 to 44 (e)	Age 45 to 54 (f)	Age 55 to 64 (g)	SEG AB (h)	SEG C1 (i)	SEG C2 (j)	SEG DE (k)	Region Scotland (l)	Region North East (m)	Region North West (n)	Region Yorkshire & Humberside (o)	Region West Midlands (p)	Region East Midlands (q)	Region Wales (r)	Region Eastern (s)	Region London (t)	Region South East (u)	Region South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
1	262 13%	149 14%	113 12%	7 5%	52 10%c	51 15%c	51 16%cd	72 16%cd	106 12%	74 14%j	18 8%	64 18%hj	15 9%	13 12%	27 13%	38 22%lnpqsu	20 13%	18 10%	13 13%	15 12%	38 15%	35 10%	31 15%
2	815 41%	423 41%	392 41%	36 24%	166 33%ce	64 18%	99 30%e	295 64%cdef	401 44%l	195 38%	85 38%	133 38%	52 32%	44 42%t	92 44%lrt	74 42%lt	66 42%t	87 51%lrt	29 31%	51 42%t	70 27%	154 46%lrt	96 47%lrt
3	409 20%	222 21%	187 20%	29 19%g	155 31%cefg	86 25%g	77 23%g	47 10%	178 20%	114 22%	54 24%	63 18%	54 33%mnopquv	19 18%	42 20%	29 16%	28 18%	33 19%	32 34%mnopquv	30 25%uv	63 24%uv	50 15%	29 14%
4	330 17%	166 16%	164 17%	35 23%g	82 16%g	94 27%dg	74 22%dg	42 9%	147 16%	89 17%	41 18%	51 15%	30 18%	20 19%	26 13%	22 13%	24 15%	25 15%	14 13%	16 13%	51 19%n	65 19%n	37 18%
5	131 7%	67 6%	64 7%	28 19%dfg	31 6%g	47 13%dfg	21 6%g	3 1%	61 7%	24 5%	21 9%i	25 7%	11 7%	6 6%	16 8%	10 6%	9 6%	7 4%	2 2%	7 6%	28 11%qrv	26 8%	9 4%
6	33 2%	15 1%	18 2%	11 7%defg	8 2%	5 1%	4 1%	2 *	14 2%	10 2%	4 2%	5 1%	2 1%	2 2%	2 1%	1 1%	7 4%noquv	1 1%	3 3%	3 2%	5 2%	5 1%	2 1%
7	10 1%	2 *	8 1%a	4 3%efg	5 1%g	-	1 *	-	1 *	7 1%h	-	2 1%	-	1 1%	-	-	1 1%	-	1 1%	-	6 2%noquv	1 *	-
8	8 *	-	8 1%a	1 1%	3 1%	3 1%g	1 *	-	2 *	2 *	-	4 1%h	-	-	2 1%	2 1%	1 1%u	1 1%	-	-	1 *	-	-
9	2 *	-	2 *	-	1 *	-	1 *	-	-	1 *	1 *h	-	1 1%	-	1 *	-	-	-	-	-	-	-	-
Mean	2.72	2.65	2.80a	3.63defg	2.88g	3.15dfg	2.82g	2.16	2.68	2.74	2.91hk	2.66	2.89oqv	2.73	2.68	2.46	2.82ov	2.56	2.76	2.66	3.02noqsuv	2.74ov	2.52
Std Dev.	1.28	1.20	1.37	1.50	1.29	1.38	1.31	0.85	1.20	1.34	1.26	1.40	1.20	1.27	1.34	1.30	1.45	1.11	1.22	1.18	1.45	1.22	1.14

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
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POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 122

Absolutes/col percents

Total of household members from under18 and over18

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
1	262 13%	164 14%	98 12%	70 11%	62 11%	75 12%	110 18%AD	33 13%	44 9%	48 11%	31 7%	88 19%EFJ	33 17%EF	- -	62 13%F
2	815 41%	550 45%x	265 34%	268 44%z	208 36%	283 45%CD	264 42%CD	91 35%	177 36%	190 43%F	118 28%	204 44%F	79 40%F	5 28%	219 47%F
3	409 20%	223 18%	186 24%w	121 20%	131 22%	126 20%	115 18%	60 23%	108 22%	91 21%	103 25%GJ	78 17%	46 23%	7 39%	84 18%
4	330 17%	182 15%	148 19%w	97 16%	114 19%	91 15%	88 14%	40 15%	111 23%ABC	70 16%	113 27%EGHJ	56 12%	27 14%	1 6%	63 14%
5	131 7%	70 6%	61 8%	35 6%	50 9%	37 6%	34 5%	24 9%B	36 7%	28 6%	32 8%	32 7%	10 5%	3 17%	26 6%
6	33 2%	15 1%	18 2%	9 1%	13 2%	7 1%	8 1%	5 2%	13 3%	7 2%	12 3%G	2 *	3 2%	1 6%	8 2%
7	10 1%	6 *	4 1%	8 1%z	1 *	6 1%D	2 *	2 1%	-	5 1%F	-	2 *	-	-	3 1%
8	8 *	1 *	7 1%w	3 *	5 1%	1 *	1 *	6 2%ABD	-	1 *	5 1%G	-	-	1 6%	1 *
9	2 *	2 *	-	1 *	1 *	1 *	-	-	1 *	1 *	1 *	-	-	-	-
Mean	2.72	2.61	2.89w	2.74	2.92y	2.66	2.53	2.94AB	2.92AB	2.76G	3.15EGHJ	2.47	2.55	3.56	2.60
Std Dev.	1.28	1.22	1.35	1.32	1.35	1.25	1.22	1.50	1.25	1.30	1.34	1.20	1.16	1.65	1.23

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 123

Absolutes/col percents

Social Grade

Base : All respondents

	TOTAL	Gender Male (a)	Female (b)	Age 18 to 24 (c)	25 to 34 (d)	35 to 44 (e)	45 to 54 (f)	55 to 64 (g)	SEG AB (h)	C1 (i)	C2 (j)	DE (k)	Region Scotland (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Wales (r)	Eastern (s)	London (t)	South East (u)	South West (v)
Base	2000	1044	956	151	503	350	329	461	910	516	224	347	165	105	208	176	157	172	93*	122	262	336	204
A	267 13%	161 15%b	106 11%	19 13%	50 10%	44 13%	40 12%	85 18%def	267 29%ijk	-	-	-	24 15%	15 14%	39 19%optu	15 9%	17 11%	22 13%	13%	25 20%optu	27 10%	36 11%	35 17%otu
B	643 32%	339 32%	304 32%	31 21%	170 34%c	117 33%c	99 30%c	147 32%c	643 71%ijk	-	-	-	62 38%ns	30 29%	54 26%	60 34%s	55 35%s	53 31%	24 26%	27 22%	83 32%	136 40%mnqrs tv	59 29%
C1	516 26%	262 25%	254 27%	50 33%g	139 28%	94 27%	81 25%	104 23%	-	516 100%hjk	-	-	34 21%	25 24%	53 25%	39 22%	36 23%	40 23%	21 23%	44 36%lmn opqruv	93 35%lmnop qruv	82 24%	49 24%
C2	224 11%	112 11%	112 12%	20 13%	46 9%	50 14%d	44 13%	48 10%	-	-	224 100%hik	-	21 13%t	18 17%ntu	18 9%	23 13%tu	20 13%t	27 16%ntu	17 18%ntu	13 11%	15 7%	25 7%	27 13%tu
D	165 8%	83 8%	82 9%	16 11%g	68 14%efg	23 7%	28 9%	26 6%	-	-	-	165 48%hij	15 9%	11 10%	15 7%	15 9%	13 8%	16 9%	7 4%	5 4%	19 7%	31 9%	18 9%
E	182 9%	85 8%	97 10%	14 9%	30 6%	21 6%	37 11%de	51 11%de	-	-	-	182 52%hij	8 5%	6 6%	29 14%lmsuv	24 14%lmu	16 10%	14 8%	12 13%l	8 7%	25 10%	24 7%	16 8%
DK/Ref	3 *	2 *	1 *	1 1%	-	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing

Lord Ashcroft

POLL QUESTIONNAIRE - CONSERVATIVE PARTY CONSIDERERS
ONLINE Fieldwork : 24th February - 3rd March 2011

Table 123

Absolutes/col percents

Social Grade

Base : All respondents

	TOTAL	Q5 Have you ever voted Conservative at a general election?		Q20 Likely to consider voting Conservative at the next general election		Q22 Preferred outcome of the next election				Q23 Voting intention					
		Yes (w)	No (x)	More likely to vote Con next time (y)	Less likely to vote Con next time (z)	A Conservative government (A)	A coalition between the Conservatives and the Liberal Democrats (B)	A coalition between Labour and the Liberal Democrats (C)	A Labour government (D)	Conservative (E)	Labour (F)	Liberal Democrat (G)	Another party (H)	Won't vote (I)	Don't know (J)
Base	2000	1213	787	612	585	627	622	261	490	441	415	462	198	18**	466
A	267 13%	174 14%	93 12%	90 15%z	63 11%	90 14%C	94 15%C	23 9%	60 12%	69 16%FH	42 10%	67 15%H	14 7%	5 28%	70 15%FH
B	643 32%	399 33%	244 31%	192 31%	175 30%	199 32%	225 36%CD	74 28%	145 30%	134 30%	125 30%	188 41%EFHJ	63 32%	3 17%	130 28%
C1	516 26%	306 25%	210 27%	173 28%	152 26%	165 26%	156 25%	72 28%	123 25%	129 29%GH	109 26%H	104 23%	36 18%	6 33%	132 28%GH
C2	224 11%	123 10%	101 13%	55 9%	74 13%y	67 11%	58 9%	29 11%	70 14%B	35 8%	50 12%E	41 9%	42 21%EFGJ	3 17%	53 11%
D	165 8%	95 8%	70 9%	60 10%	53 9%	58 9%	41 7%	28 11%B	38 8%	51 12%GHJ	44 11%GH	23 5%	11 6%	1 6%	35 8%
E	182 9%	115 9%	67 9%	40 7%	67 11%y	47 7%	47 8%	35 13%AB	53 11%	23 5%	43 10%E	39 8%	31 16%EGJ	- -	46 10%E
DK/Ref	3 *	1 *	2 *	2 *	1 *	1 *	1 *	- -	1 *	- -	2 *	- -	1 1%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k - l/m/n/o/p/q/r/s/t/u/v - w/x - y/z - A/B/C/D - E/F/G/H/I/J
* small base; ** very small base (under 30) ineligible for sig testing