

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 1

Q.1 Thinking about people who voted Conservative at the general election in May 2010, do you think most of them did so mainly because they had positive views about David Cameron and the Conservative Party, or mainly because they had negative views about Gordon Brown and Labour?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Positive about Conservatives	172 43%	94 45%	78 41%	33 50%	33 38%	105 43%	52 44%	37 47%	44 37%	27 47%	12 43%	57 44%	89 44%	26 39%	45 52%	102 40%	25 40%	123 41%	49 49%
Negative about Labour	229 57%	117 55%	112 59%	33 50%	55 63%	141 57%	65 56%	42 53%	75 63%	31 53%	16 57%	74 56%	114 56%	41 61%	41 48%	151 60%	37 60%	177 59%	52 51%

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Absolutes/col percents

Table 2

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

Summary Table**Base: All respondents**

		Reasons										
		People thought David Cameron would make a good Prime Minister	It was time for a change from Labour and the Conservatives were the most obvious alternative	The Conservatives seemed willing to cut excessive spending and reduce the deficit	The Conservatives seemed more likely to tackle crime effectively	The Conservatives seemed more willing to control immigration	The Conservatives seemed more likely to get the economy back on track	The Conservatives seemed more willing to reform welfare to stop scroungers and cut benefit dependency	People preferred the Conservative policy on Britain's role in the EU	The Conservatives seemed more likely to cut taxes for ordinary people	The Conservatives seemed more likely to improve the NHS	The Conservatives seemed more likely to raise standards in schools
Base		401	401	401	401	401	401	401	401	401	401	401
Extremely important	(10)	86 21%	212 53%	157 39%	58 14%	81 20%	141 35%	139 35%	53 13%	36 9%	31 8%	54 13%
	(9)	58 14%	86 21%	85 21%	50 12%	67 17%	96 24%	72 18%	41 10%	32 8%	42 10%	60 15%
	(8)	103 26%	62 15%	93 23%	129 32%	103 26%	99 25%	113 28%	89 22%	61 15%	89 22%	106 26%
	(7)	66 16%	16 4%	37 9%	65 16%	65 16%	34 8%	34 8%	59 15%	72 18%	64 16%	76 19%
	(6)	36 9%	9 2%	8 2%	46 11%	28 7%	11 3%	22 5%	42 10%	70 17%	60 15%	46 11%
	(5)	33 8%	6 1%	12 3%	26 6%	28 7%	10 2%	11 3%	66 16%	71 18%	67 17%	32 8%
	(4)	5 1%	- -	- -	11 3%	4 1%	1 *	3 1%	16 4%	18 4%	22 5%	9 2%
	(3)	5 1%	5 1%	1 *	9 2%	12 3%	2 *	1 *	8 2%	19 5%	10 2%	6 1%
	(2)	6 1%	1 *	5 1%	3 1%	4 1%	1 *	1 *	8 2%	11 3%	10 2%	3 1%
Not important at all	(1)	2 *	2 *	3 1%	3 1%	9 2%	5 1%	4 1%	8 2%	8 2%	2 *	3 1%
NET: 8-10		247 62%	360 90%	335 84%	237 59%	251 63%	336 84%	324 81%	183 46%	129 32%	162 40%	220 55%

Lord Ashcroft

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Summary Table**Base: All respondents**

	Reasons										
	People thought David Cameron would make a good Prime Minister	It was time for a change from Labour and the Conservatives were the most obvious alternative	The Conservatives seemed willing to cut excessive spending and reduce the deficit	The Conservatives seemed more likely to tackle crime effectively	The Conservatives seemed more willing to control immigration	The Conservatives seemed more likely to get the economy back on track	The Conservatives seemed more willing to reform welfare to stop scroungers and cut benefit dependency	People preferred the Conservative policy on Britain's role in the EU	The Conservatives seemed more likely to cut taxes for ordinary people	The Conservatives seemed more likely to improve the NHS	The Conservatives seemed more likely to raise standards in schools
Base	401	401	401	401	401	401	401	401	401	401	401
NET: 4-7	140 35%	31 8%	57 14%	148 37%	125 31%	56 14%	70 17%	183 46%	231 58%	213 53%	163 41%
NET: 1-3	13 3%	8 2%	9 2%	15 4%	25 6%	8 2%	6 1%	24 6%	38 9%	22 5%	12 3%
Don't know	1 *	2 *	- -	1 *	- -	1 *	1 *	11 3%	3 1%	4 1%	6 1%
Mean	7.74	9.04	8.63	7.51	7.65	8.59	8.47	6.97	6.47	6.76	7.49
Standard error	0.09	0.07	0.08	0.09	0.10	0.08	0.08	0.11	0.11	0.10	0.09

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Absolutes/col percents

Table 3

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

People thought David Cameron would make a good Prime Minister

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	86	45	41	12	23	51	25	27	23	5	6	26	49	11	26	53	7	56	30
		21%	21%	22%	18%	26%	21%	21%	34%	19%	9%	21%	20%	24%	16%	30%	21%	11%	19%	30%
	(9)	58	27	31	5	14	39	15	9	15	15	4	29	25	4	11	43	4	38	20
		14%	13%	16%	8%	16%	16%	13%	11%	13%	26%	14%	22%	12%	6%	13%	17%	6%	13%	20%
	(8)	103	61	42	24	19	60	29	17	31	18	8	38	49	16	28	64	11	82	21
		26%	29%	22%	36%	22%	24%	25%	22%	26%	31%	29%	29%	24%	24%	33%	25%	18%	27%	21%
	(7)	66	31	35	11	13	41	18	9	21	12	6	20	30	16	10	40	16	51	15
		16%	15%	18%	17%	15%	17%	15%	11%	18%	21%	21%	15%	15%	24%	12%	16%	26%	17%	15%
	(6)	36	20	16	10	7	19	11	6	15	3	1	11	20	5	4	24	8	30	6
		9%	9%	8%	15%	8%	8%	9%	8%	13%	5%	4%	8%	10%	7%	5%	9%	13%	10%	6%
	(5)	33	18	15	2	9	22	13	5	10	3	2	4	21	8	6	20	7	29	4
		8%	9%	8%	3%	10%	9%	11%	6%	8%	5%	7%	3%	10%	12%	7%	8%	11%	10%	4%
	(4)	5	3	2	-	-	5	2	-	2	1	-	1	1	3	-	1	4	3	2
		1%	1%	1%	-	-	2%	2%	-	2%	2%	-	1%	*	4%	-	*	6%	1%	2%
	(3)	5	3	2	-	1	4	1	3	-	1	-	2	2	1	-	3	2	5	-
		1%	1%	1%	-	1%	2%	1%	4%	-	2%	-	2%	1%	1%	-	1%	3%	2%	-
	(2)	6	1	5	1	2	3	3	1	1	-	1	-	5	1	1	4	1	4	2
		1%	*	3%	2%	2%	1%	3%	1%	1%	-	4%	-	2%	1%	1%	2%	2%	1%	2%
Not important at all	(1)	2	1	1	1	-	1	-	1	1	-	-	-	1	1	-	1	1	2	-
		*	*	1%	2%	-	*	-	1%	1%	-	-	-	*	1%	-	*	2%	1%	-
NET: 8-10		247	133	114	41	56	150	69	53	69	38	18	93	123	31	65	160	22	176	71
		62%	63%	60%	62%	64%	61%	59%	67%	58%	66%	64%	71%	61%	46%	76%	63%	35%	59%	70%
NET: 4-7		140	72	68	23	29	87	44	20	48	19	9	36	72	32	20	85	35	113	27
		35%	34%	36%	35%	33%	35%	38%	25%	40%	33%	32%	27%	35%	48%	23%	34%	56%	38%	27%
NET: 1-3		13	5	8	2	3	8	4	5	2	1	1	2	8	3	1	8	4	11	2
		3%	2%	4%	3%	3%	3%	3%	6%	2%	2%	4%	2%	4%	4%	1%	3%	6%	4%	2%

Conservative Party Members Poll
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CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 3

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

People thought David Cameron would make a good Prime Minister

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	1 *	1 *	-	-	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-	1 1%
Mean	7.74	7.77	7.72	7.68	7.88	7.72	7.62	7.99	7.66	7.81	7.86	8.10	7.70	7.18	8.24	7.81	6.79	7.59	8.21
Standard error	0.09	0.12	0.14	0.22	0.21	0.12	0.18	0.24	0.16	0.19	0.35	0.13	0.14	0.25	0.18	0.12	0.26	0.11	0.18

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Absolutes/col percents

Table 4

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
It was time for a change from Labour and the Conservatives were the most obvious alternative

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	212 53%	111 53%	101 53%	28 42%	50 57%	134 54%	61 52%	48 61%	59 50%	32 55%	12 43%	71 54%	104 51%	37 55%	50 58%	133 53%	29 47%	155 52%	57 56%
	(9)	86 21%	44 21%	42 22%	17 26%	20 23%	48 20%	27 23%	12 15%	26 22%	13 22%	8 29%	30 23%	40 20%	16 24%	17 20%	53 21%	16 26%	60 20%	26 26%
	(8)	62 15%	33 16%	29 15%	16 24%	9 10%	37 15%	18 15%	12 15%	19 16%	10 17%	3 11%	20 15%	34 17%	8 12%	11 13%	43 17%	8 13%	55 18%	7 7%
	(7)	16 4%	10 5%	6 3%	1 2%	4 5%	11 4%	4 3%	4 5%	6 5%	1 2%	1 4%	4 3%	10 5%	2 3%	1 1%	12 5%	3 5%	14 5%	2 2%
	(6)	9 2%	5 2%	4 2%	1 2%	1 1%	7 3%	3 3%	- -	4 3%	- -	2 7%	1 1%	7 3%	1 1%	2 2%	6 2%	1 2%	6 2%	3 3%
	(5)	6 1%	4 2%	2 1%	- -	1 1%	5 2%	2 2%	- -	2 2%	- -	2 7%	3 2%	2 1%	1 1%	2 2%	3 1%	1 2%	5 2%	1 1%
	(4)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	(3)	5 1%	2 1%	3 2%	2 3%	2 2%	1 *	1 1%	3 4%	1 1%	- -	- -	- -	3 1%	2 3%	1 1%	1 *	3 5%	3 1%	2 2%
	(2)	1 *	1 *	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *	- -
Not important at all	(1)	2 *	- -	2 1%	- -	- -	2 1%	1 1%	- -	- -	1 2%	- -	1 1%	1 *	- -	- -	1 *	1 2%	- -	2 2%
NET: 8-10		360 90%	188 89%	172 91%	61 92%	79 90%	219 89%	106 91%	72 91%	104 87%	55 95%	23 82%	121 92%	178 88%	61 91%	78 91%	229 91%	53 85%	270 90%	90 89%
NET: 4-7		31 8%	19 9%	12 6%	2 3%	6 7%	23 9%	9 8%	4 5%	12 10%	1 2%	5 18%	8 6%	19 9%	4 6%	5 6%	21 8%	5 8%	25 8%	6 6%
NET: 1-3		8 2%	3 1%	5 3%	2 3%	3 3%	3 1%	2 2%	3 4%	2 2%	1 2%	- -	1 1%	5 2%	2 3%	2 2%	2 1%	4 6%	4 1%	4 4%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 4

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

It was time for a change from Labour and the Conservatives were the most obvious alternative

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	2 *	1 *	1 1%	1 2%	-	1 *	-	-	1 1%	1 2%	-	1 1%	1 *	-	1 1%	1 *	-	1 *	1 1%
Mean	9.04	9.04	9.03	8.92	9.08	9.05	9.03	9.13	8.96	9.21	8.75	9.15	8.94	9.09	9.12	9.09	8.71	9.03	9.05
Standard error	0.07	0.10	0.11	0.18	0.17	0.09	0.14	0.17	0.14	0.18	0.30	0.12	0.11	0.18	0.17	0.08	0.25	0.08	0.18

Conservative Party Members Poll
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CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 5

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed willing to cut excessive spending and reduce the deficit

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	157 39%	87 41%	70 37%	18 27%	37 42%	102 41%	41 35%	39 49%	46 39%	22 38%	9 32%	55 42%	76 37%	26 39%	45 52%	92 36%	20 32%	113 38%	44 44%
	(9)	85 21%	41 19%	44 23%	19 29%	18 20%	48 20%	27 23%	13 16%	25 21%	16 28%	4 14%	37 28%	34 17%	14 21%	15 17%	61 24%	9 15%	60 20%	25 25%
	(8)	93 23%	48 23%	45 24%	15 23%	18 20%	59 24%	24 21%	15 19%	33 28%	11 19%	10 36%	27 21%	51 25%	15 22%	19 22%	61 24%	13 21%	76 25%	17 17%
	(7)	37 9%	22 10%	15 8%	8 12%	11 13%	18 7%	13 11%	7 9%	7 6%	7 12%	3 11%	8 6%	25 12%	4 6%	4 5%	25 10%	8 13%	27 9%	10 10%
	(6)	8 2%	6 3%	2 1%	3 5%	- -	5 2%	5 4%	- -	2 2%	1 2%	- -	1 1%	6 3%	1 1%	1 1%	5 2%	2 3%	8 3%	- -
	(5)	12 3%	6 3%	6 3%	1 2%	3 3%	8 3%	3 3%	2 3%	6 5%	- -	1 4%	2 2%	7 3%	3 4%	1 1%	5 2%	6 10%	11 4%	1 1%
	(4)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	(3)	1 *	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 2%	1 *	- -
	(2)	5 1%	1 *	4 2%	2 3%	- -	3 1%	2 2%	2 3%	- -	- -	1 4%	- -	3 1%	2 3%	1 1%	3 1%	1 2%	3 1%	2 2%
Not important at all	(1)	3 1%	- -	3 2%	- -	- -	3 1%	1 1%	1 1%	- -	1 2%	- -	1 1%	1 *	1 1%	- -	1 *	2 3%	1 *	2 2%
NET: 8-10		335 84%	176 83%	159 84%	52 79%	73 83%	209 85%	92 79%	67 85%	104 87%	49 84%	23 82%	119 91%	161 79%	55 82%	79 92%	214 85%	42 68%	249 83%	86 85%
NET: 4-7		57 14%	34 16%	23 12%	12 18%	14 16%	31 13%	21 18%	9 11%	15 13%	8 14%	4 14%	11 8%	38 19%	8 12%	6 7%	35 14%	16 26%	46 15%	11 11%
NET: 1-3		9 2%	1 *	8 4%	2 3%	1 1%	6 2%	4 3%	3 4%	- -	1 2%	1 4%	1 1%	4 2%	4 6%	1 1%	4 2%	4 6%	5 2%	4 4%

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Absolutes/col percents

Table 5

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed willing to cut excessive spending and reduce the deficit

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Mean	8.63	8.74	8.51	8.39	8.76	8.65	8.45	8.75	8.74	8.76	8.36	8.95	8.51	8.40	9.05	8.67	7.90	8.60	8.73
Standard error	0.08	0.10	0.14	0.21	0.15	0.11	0.17	0.21	0.12	0.20	0.33	0.11	0.12	0.26	0.15	0.09	0.29	0.09	0.18

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Absolutes/col percents

Table 6

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more likely to tackle crime effectively

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	58 14%	27 13%	31 16%	8 12%	13 15%	37 15%	15 13%	18 23%	12 10%	8 14%	5 18%	15 11%	33 16%	10 15%	18 21%	34 13%	6 10%	38 13%	20 20%
	(9)	50 12%	19 9%	31 16%	7 11%	13 15%	30 12%	12 10%	10 13%	19 16%	6 10%	3 11%	26 20%	19 9%	5 7%	14 16%	30 12%	6 10%	33 11%	17 17%
	(8)	129 32%	64 30%	65 34%	20 30%	22 25%	87 35%	43 37%	18 23%	37 31%	21 36%	10 36%	45 34%	73 36%	11 16%	28 33%	85 34%	16 26%	104 35%	25 25%
	(7)	65 16%	36 17%	29 15%	8 12%	17 19%	40 16%	16 14%	14 18%	19 16%	10 17%	6 21%	19 15%	34 17%	12 18%	10 12%	46 18%	9 15%	51 17%	14 14%
	(6)	46 11%	31 15%	15 8%	12 18%	8 9%	26 11%	12 10%	7 9%	18 15%	6 10%	3 11%	17 13%	20 10%	9 13%	10 12%	28 11%	8 13%	35 12%	11 11%
	(5)	26 6%	19 9%	7 4%	4 6%	8 9%	13 5%	12 10%	4 5%	6 5%	3 5%	1 4%	5 4%	9 4%	12 18%	3 3%	15 6%	8 13%	22 7%	4 4%
	(4)	11 3%	8 4%	3 2%	3 5%	4 5%	4 2%	2 2%	4 5%	3 3%	2 3%	- -	1 1%	7 3%	3 4%	- -	8 3%	3 5%	9 3%	2 2%
	(3)	9 2%	7 3%	2 1%	2 3%	2 2%	5 2%	4 3%	- -	4 3%	1 2%	- -	2 2%	7 3%	- -	3 3%	6 2%	- -	3 1%	6 6%
	(2)	3 1%	- -	3 2%	1 2%	1 1%	1 *	1 1%	1 1%	1 1%	- -	- -	1 *	2 3%	2 3%	- -	1 *	2 3%	2 1%	1 1%
Not important at all	(1)	3 1%	- -	3 2%	1 2%	- -	2 1%	- -	2 3%	- -	1 2%	- -	1 1%	- -	2 3%	- -	- -	3 5%	2 1%	1 1%
NET: 8-10		237 59%	110 52%	127 67%	35 53%	48 55%	154 63%	70 60%	46 58%	68 57%	35 60%	18 64%	86 66%	125 62%	26 39%	60 70%	149 59%	28 45%	175 58%	62 61%
NET: 4-7		148 37%	94 45%	54 28%	27 41%	37 42%	83 34%	42 36%	29 37%	46 39%	21 36%	10 36%	42 32%	70 34%	36 54%	23 27%	97 38%	28 45%	117 39%	31 31%
NET: 1-3		15 4%	7 3%	8 4%	4 6%	3 3%	8 3%	5 4%	3 4%	5 4%	2 3%	- -	3 2%	8 4%	4 6%	3 3%	7 3%	5 8%	7 2%	8 8%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 6

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more likely to tackle crime effectively

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	1 *	-	1 1%	-	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	1 *	-
Mean	7.51	7.29	7.75	7.15	7.43	7.64	7.42	7.62	7.43	7.50	7.93	7.75	7.58	6.80	7.95	7.54	6.75	7.48	7.58
Standard error	0.09	0.12	0.14	0.25	0.20	0.11	0.17	0.24	0.16	0.24	0.26	0.14	0.12	0.28	0.18	0.11	0.29	0.10	0.21

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 7

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more willing to control immigration

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI	
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101	
Extremely important	(10)	81	43	38	15	18	48	21	21	23	9	7	25	45	11	22	44	15	48	33
		20%	20%	20%	23%	20%	20%	18%	27%	19%	16%	25%	19%	22%	16%	26%	17%	24%	16%	33%
	(9)	67	29	38	5	18	44	17	15	22	11	2	26	37	4	11	51	5	49	18
		17%	14%	20%	8%	20%	18%	15%	19%	18%	19%	7%	20%	18%	6%	13%	20%	8%	16%	18%
	(8)	103	54	49	20	19	64	35	18	29	14	7	40	46	17	26	61	16	85	18
		26%	26%	26%	30%	22%	26%	30%	23%	24%	24%	25%	31%	23%	25%	30%	24%	26%	28%	18%
	(7)	65	39	26	11	12	42	18	4	22	13	8	19	35	11	17	42	6	48	17
		16%	18%	14%	17%	14%	17%	15%	5%	18%	22%	29%	15%	17%	16%	20%	17%	10%	16%	17%
	(6)	28	14	14	6	7	15	7	9	9	3	-	7	15	6	3	20	5	23	5
		7%	7%	7%	9%	8%	6%	6%	11%	8%	5%	-	5%	7%	9%	3%	8%	8%	8%	5%
	(5)	28	17	11	4	4	19	10	5	6	7	-	6	14	8	3	20	5	26	2
		7%	8%	6%	6%	5%	8%	9%	6%	5%	12%	-	5%	7%	12%	3%	8%	8%	9%	2%
	(4)	4	3	1	1	1	2	-	1	2	-	1	2	1	1	2	1	2	2	2
		1%	1%	1%	2%	1%	1%	-	1%	2%	-	4%	2%	*	1%	1%	1%	2%	1%	2%
	(3)	12	9	3	1	7	4	6	3	2	-	1	4	6	2	2	8	2	9	3
		3%	4%	2%	2%	8%	2%	5%	4%	2%	-	4%	3%	3%	3%	2%	3%	3%	3%	3%
	(2)	4	1	3	1	1	2	-	1	2	-	1	-	3	1	-	3	1	3	1
		1%	*	2%	2%	1%	1%	-	1%	2%	-	4%	-	1%	1%	-	1%	2%	1%	1%
Not important at all	(1)	9	2	7	2	1	6	3	2	2	1	1	2	1	6	1	2	6	7	2
		2%	1%	4%	3%	1%	2%	3%	3%	2%	2%	4%	2%	*	9%	1%	1%	10%	2%	2%
NET: 8-10		251	126	125	40	55	156	73	54	74	34	16	91	128	32	59	156	36	182	69
		63%	60%	66%	61%	63%	63%	62%	68%	62%	59%	57%	69%	63%	48%	69%	62%	58%	61%	68%
NET: 4-7		125	73	52	22	24	78	35	19	39	23	9	34	65	26	24	84	17	99	26
		31%	35%	27%	33%	27%	32%	30%	24%	33%	40%	32%	26%	32%	39%	28%	33%	27%	33%	26%
NET: 1-3		25	12	13	4	9	12	9	6	6	1	3	6	10	9	3	13	9	19	6
		6%	6%	7%	6%	10%	5%	8%	8%	5%	2%	11%	5%	5%	13%	3%	5%	15%	6%	6%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 7

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more willing to control immigration

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Mean	7.65	7.62	7.69	7.56	7.59	7.71	7.54	7.76	7.71	7.69	7.50	7.87	7.81	6.76	8.02	7.67	7.06	7.51	8.08
Standard error	0.10	0.14	0.16	0.26	0.24	0.13	0.19	0.26	0.18	0.23	0.46	0.16	0.14	0.32	0.19	0.12	0.36	0.12	0.21

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 8

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more likely to get the economy back on track

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	141 35%	78 37%	63 33%	24 36%	34 39%	83 34%	34 29%	36 46%	47 39%	16 28%	8 29%	60 46%	64 32%	17 25%	44 51%	83 33%	14 23%	91 30%	50 50%
	(9)	96 24%	50 24%	46 24%	11 17%	21 24%	64 26%	32 27%	16 20%	30 25%	11 19%	7 25%	43 33%	41 20%	12 18%	20 23%	66 26%	10 16%	73 24%	23 23%
	(8)	99 25%	47 22%	52 27%	19 29%	15 17%	65 26%	29 25%	13 16%	28 24%	21 36%	8 29%	16 12%	64 32%	19 28%	16 19%	66 26%	17 27%	83 28%	16 16%
	(7)	34 8%	21 10%	13 7%	5 8%	12 14%	16 7%	10 9%	5 6%	10 8%	5 9%	4 14%	8 6%	19 9%	7 10%	3 3%	23 9%	8 13%	29 10%	5 5%
	(6)	11 3%	7 3%	4 2%	1 2%	3 3%	7 3%	5 4%	4 5%	- -	2 3%	- -	2 2%	5 2%	4 6%	- -	9 4%	2 3%	9 3%	2 2%
	(5)	10 2%	6 3%	4 2%	4 6%	2 2%	4 2%	4 3%	1 1%	3 3%	1 2%	1 4%	6 1%	3 3%	3 4%	2 2%	3 1%	5 8%	10 3%	- -
	(4)	1 *	- -	1 1%	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 2%	1 *	- -
	(3)	2 *	1 *	1 1%	- -	1 1%	1 *	1 1%	- -	- -	1 2%	- -	- -	1 *	1 1%	1 1%	- -	1 2%	2 1%	- -
	(2)	1 *	- -	1 1%	1 2%	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 1%
Not important at all	(1)	5 1%	- -	5 3%	1 2%	- -	4 2%	2 2%	2 3%	- -	1 2%	- -	1 1%	2 1%	2 3%	- -	2 1%	3 5%	2 1%	3 3%
NET: 8-10		336 84%	175 83%	161 85%	54 82%	70 80%	212 86%	95 81%	65 82%	105 88%	48 83%	23 82%	119 91%	169 83%	48 72%	80 93%	215 85%	41 66%	247 82%	89 88%
NET: 4-7		56 14%	34 16%	22 12%	10 15%	17 19%	28 11%	19 16%	10 13%	14 12%	8 14%	5 18%	11 8%	30 15%	15 22%	5 6%	35 14%	16 26%	49 16%	7 7%
NET: 1-3		8 2%	1 *	7 4%	2 3%	1 1%	5 2%	3 3%	3 4%	- -	2 3%	- -	1 1%	4 2%	3 4%	1 1%	3 1%	4 6%	4 1%	4 4%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 8

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more likely to get the economy back on track

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	1 *	1 *	-	-	-	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-	1 1%
Mean	8.59	8.70	8.47	8.41	8.68	8.62	8.42	8.67	8.85	8.33	8.57	9.08	8.48	7.98	9.09	8.64	7.69	8.50	8.87
Standard error	0.08	0.09	0.13	0.23	0.15	0.10	0.16	0.22	0.11	0.22	0.24	0.11	0.11	0.25	0.14	0.09	0.29	0.09	0.19

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 9

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more willing to reform welfare to stop scroungers and cut benefit dependency

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	139 35%	72 34%	67 35%	21 32%	34 39%	84 34%	37 32%	32 41%	39 33%	21 36%	10 36%	48 37%	73 36%	18 27%	42 49%	77 30%	20 32%	93 31%	46 46%
	(9)	72 18%	39 18%	33 17%	12 18%	15 17%	45 18%	22 19%	17 22%	20 17%	9 16%	4 14%	27 21%	32 16%	13 19%	12 14%	49 19%	11 18%	54 18%	18 18%
	(8)	113 28%	54 26%	59 31%	15 23%	23 26%	75 30%	31 26%	16 20%	34 29%	20 34%	12 43%	33 25%	62 31%	18 27%	19 22%	77 30%	17 27%	95 32%	18 18%
	(7)	34 8%	20 9%	14 7%	9 14%	8 9%	17 7%	9 8%	7 9%	14 12%	3 5%	1 4%	9 7%	18 9%	7 10%	6 7%	22 9%	6 10%	28 9%	6 6%
	(6)	22 5%	14 7%	8 4%	2 3%	4 5%	15 6%	9 8%	5 6%	6 5%	1 2%	1 4%	9 7%	10 5%	3 4%	5 6%	17 7%	- -	14 5%	8 8%
	(5)	11 3%	7 3%	4 2%	4 6%	2 2%	5 2%	6 5%	- -	3 3%	2 3%	- -	2 2%	3 1%	6 9%	1 1%	5 2%	5 8%	10 3%	1 1%
	(4)	3 1%	3 1%	- -	2 3%	1 1%	- -	1 1%	- -	1 1%	1 2%	- -	2 2%	- -	1 1%	1 1%	1 *	1 2%	3 1%	- -
	(3)	1 *	1 *	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -
	(2)	1 *	- -	1 1%	1 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 1%
Not important at all	(1)	4 1%	- -	4 2%	- -	4 2%	2 2%	1 1%	- -	1 2%	- 2%	- -	1 1%	2 1%	1 1%	- -	2 1%	2 3%	1 *	3 3%
NET: 8-10		324 81%	165 78%	159 84%	48 73%	72 82%	204 83%	90 77%	65 82%	93 78%	50 86%	26 93%	108 82%	167 82%	49 73%	73 85%	203 80%	48 77%	242 81%	82 81%
NET: 4-7		70 17%	44 21%	26 14%	17 26%	15 17%	37 15%	25 21%	12 15%	24 20%	7 12%	2 7%	22 17%	31 15%	17 25%	13 15%	45 18%	12 19%	55 18%	15 15%
NET: 1-3		6 1%	1 *	5 3%	1 2%	1 1%	4 2%	2 2%	2 3%	1 1%	1 2%	- -	1 1%	4 2%	1 1%	- -	4 2%	2 3%	2 1%	4 4%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 9

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more willing to reform welfare to stop scroungers and cut benefit dependency

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	1%	-	-	-	*	-	-	*	-	*	-
Mean	8.47	8.46	8.48	8.23	8.59	8.50	8.28	8.65	8.46	8.50	8.75	8.57	8.52	8.10	8.85	8.41	8.19	8.43	8.57
Standard error	0.08	0.11	0.13	0.22	0.16	0.10	0.17	0.19	0.14	0.23	0.21	0.14	0.11	0.22	0.15	0.10	0.26	0.09	0.20

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 10

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

People preferred the Conservative policy on Britain's role in the EU

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI	
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101	
Extremely important	(10)	53	28	25	11	14	28	17	13	14	6	3	16	29	8	14	29	10	29	24
		13%	13%	13%	17%	16%	11%	15%	16%	12%	10%	11%	12%	14%	12%	16%	11%	16%	10%	24%
	(9)	41	21	20	5	9	27	13	10	12	5	1	13	20	8	8	28	5	31	10
		10%	10%	11%	8%	10%	11%	11%	13%	10%	9%	4%	10%	10%	12%	9%	11%	8%	10%	10%
	(8)	89	45	44	13	14	62	24	13	26	18	8	33	43	13	24	56	9	65	24
		22%	21%	23%	20%	16%	25%	21%	16%	22%	31%	29%	25%	21%	19%	28%	22%	15%	22%	24%
	(7)	59	28	31	13	14	32	19	10	18	8	4	23	30	6	9	42	8	44	15
		15%	13%	16%	20%	16%	13%	16%	13%	15%	14%	14%	18%	15%	9%	10%	17%	13%	15%	15%
	(6)	42	23	19	5	6	31	10	9	12	5	6	12	26	4	12	23	7	35	7
		10%	11%	10%	8%	7%	13%	9%	11%	10%	9%	21%	9%	13%	6%	14%	9%	11%	12%	7%
	(5)	66	36	30	10	20	35	16	15	21	12	2	22	32	12	11	46	9	57	9
		16%	17%	16%	15%	23%	14%	14%	19%	18%	21%	7%	17%	16%	18%	13%	18%	15%	19%	9%
	(4)	16	12	4	5	4	7	7	2	5	-	2	5	7	4	4	7	5	13	3
		4%	6%	2%	8%	5%	3%	6%	3%	4%	-	7%	4%	3%	6%	5%	3%	8%	4%	3%
	(3)	8	7	1	1	6	1	4	1	2	1	-	4	2	2	1	6	1	7	1
		2%	3%	1%	2%	7%	*	3%	1%	2%	2%	-	3%	1%	3%	1%	2%	2%	2%	1%
	(2)	8	5	3	2	1	5	2	2	2	2	-	2	3	3	2	3	3	4	4
		2%	2%	2%	3%	1%	2%	2%	3%	2%	3%	-	2%	1%	4%	2%	1%	5%	1%	4%
Not important at all	(1)	8	4	4	-	-	8	3	-	4	-	1	-	4	4	-	5	3	5	3
		2%	2%	2%	-	-	3%	3%	-	3%	-	4%	-	2%	6%	-	2%	5%	2%	3%
NET: 8-10		183	94	89	29	37	117	54	36	52	29	12	62	92	29	46	113	24	125	58
		46%	45%	47%	44%	42%	48%	46%	46%	44%	50%	43%	47%	45%	43%	53%	45%	39%	42%	57%
NET: 4-7		183	99	84	33	44	105	52	36	56	25	14	62	95	26	36	118	29	149	34
		46%	47%	44%	50%	50%	43%	44%	46%	47%	43%	50%	47%	47%	39%	42%	47%	47%	50%	34%
NET: 1-3		24	16	8	3	7	14	9	3	8	3	1	6	9	9	3	14	7	16	8
		6%	8%	4%	5%	8%	6%	8%	4%	7%	5%	4%	5%	4%	13%	3%	6%	11%	5%	8%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 10

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

People preferred the Conservative policy on Britain's role in the EU

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	11	2	9	1	-	10	2	4	3	1	1	1	7	3	1	8	2	10	1
	3%	1%	5%	2%	-	4%	2%	5%	3%	2%	4%	1%	3%	4%	1%	3%	3%	3%	1%
Mean	6.97	6.82	7.14	7.03	6.85	7.00	6.95	7.17	6.84	7.05	6.89	7.08	7.06	6.47	7.26	6.98	6.53	6.82	7.40
Standard error	0.11	0.15	0.15	0.26	0.23	0.14	0.21	0.24	0.21	0.26	0.39	0.17	0.15	0.33	0.22	0.13	0.33	0.12	0.24

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 11

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more likely to cut taxes for ordinary people

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	36 9%	19 9%	17 9%	5 8%	10 11%	21 9%	9 8%	10 13%	8 7%	5 9%	4 14%	8 6%	20 10%	8 12%	13 15%	16 6%	7 11%	23 8%	13 13%
	(9)	32 8%	17 8%	15 8%	5 8%	6 7%	21 9%	9 8%	9 11%	8 7%	5 9%	1 4%	16 12%	10 5%	6 9%	11 13%	15 6%	6 10%	19 6%	13 13%
	(8)	61 15%	30 14%	31 16%	8 12%	8 9%	45 18%	20 17%	11 14%	15 13%	9 16%	6 21%	23 18%	33 16%	5 7%	9 10%	47 19%	5 8%	49 16%	12 12%
	(7)	72 18%	37 18%	35 18%	13 20%	15 17%	43 17%	26 22%	9 11%	23 19%	11 19%	3 11%	25 19%	40 20%	7 10%	13 15%	52 21%	7 11%	56 19%	16 16%
	(6)	70 17%	35 17%	35 18%	17 26%	15 17%	38 15%	19 16%	16 20%	18 15%	11 19%	6 21%	21 16%	39 19%	10 15%	14 16%	45 18%	11 18%	53 18%	17 17%
	(5)	71 18%	40 19%	31 16%	7 11%	18 20%	46 19%	19 16%	11 14%	27 23%	11 19%	3 11%	20 15%	34 17%	17 25%	14 16%	45 18%	12 19%	57 19%	14 14%
	(4)	18 4%	13 6%	5 3%	4 6%	6 7%	8 3%	5 4%	1 1%	8 7%	2 3%	2 7%	11 8%	5 2%	2 3%	6 7%	10 4%	2 3%	12 4%	6 6%
	(3)	19 5%	10 5%	9 5%	4 6%	4 5%	11 4%	5 4%	4 5%	8 7%	1 2%	1 4%	5 4%	12 6%	2 3%	5 6%	10 4%	4 6%	13 4%	6 6%
	(2)	11 3%	4 2%	7 4%	2 3%	4 5%	5 2%	3 3%	3 4%	3 3%	- -	2 7%	2 2%	4 2%	5 7%	- -	8 3%	3 5%	9 3%	2 2%
	Not important at all	(1)	8 2%	6 3%	2 1%	1 2%	2 2%	5 2%	2 2%	4 5%	1 1%	1 2%	- -	4 2%	4 6%	1 1%	2 1%	5 8%	7 2%	1 1%
NET: 8-10		129 32%	66 31%	63 33%	18 27%	24 27%	87 35%	38 32%	30 38%	31 26%	19 33%	11 39%	47 36%	63 31%	19 28%	33 38%	78 31%	18 29%	91 30%	38 38%
NET: 4-7		231 58%	125 59%	106 56%	41 62%	54 61%	135 55%	69 59%	37 47%	76 64%	35 60%	14 50%	77 59%	118 58%	36 54%	47 55%	152 60%	32 52%	178 59%	53 52%
NET: 1-3		38 9%	20 9%	18 9%	7 11%	10 11%	21 9%	10 9%	11 14%	12 10%	2 3%	3 11%	7 5%	20 10%	11 16%	6 7%	20 8%	12 19%	29 10%	9 9%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 11

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more likely to cut taxes for ordinary people

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	3 1%	-	3 2%	-	-	3 1%	-	1 1%	-	2 3%	-	-	2 1%	1 1%	-	3 1%	-	2 1%	1 1%
Mean	6.47	6.39	6.56	6.36	6.24	6.58	6.54	6.53	6.21	6.73	6.57	6.66	6.50	6.00	6.81	6.47	5.97	6.38	6.74
Standard error	0.11	0.15	0.15	0.25	0.24	0.13	0.19	0.28	0.19	0.25	0.43	0.17	0.15	0.32	0.24	0.12	0.33	0.12	0.22

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 12

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more likely to improve the NHS

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	31 8%	16 8%	15 8%	3 5%	10 11%	18 7%	11 9%	10 13%	4 3%	2 3%	4 14%	8 6%	19 9%	4 6%	12 14%	17 7%	2 3%	20 7%	11 11%
	(9)	42 10%	15 7%	27 14%	5 8%	7 8%	30 12%	7 6%	13 16%	11 9%	5 9%	6 21%	19 15%	19 9%	4 6%	10 12%	28 11%	4 6%	27 9%	15 15%
	(8)	89 22%	39 18%	50 26%	10 15%	13 15%	66 27%	22 19%	15 19%	33 28%	15 26%	4 14%	21 16%	57 28%	11 16%	20 23%	58 23%	11 18%	72 24%	17 17%
	(7)	64 16%	29 14%	35 18%	12 18%	15 17%	37 15%	23 20%	10 13%	14 12%	14 24%	3 11%	24 18%	30 15%	10 15%	12 14%	44 17%	8 13%	50 17%	14 14%
	(6)	60 15%	42 20%	18 9%	15 23%	17 19%	28 11%	14 12%	13 16%	18 15%	10 17%	5 18%	22 17%	29 14%	9 13%	13 15%	41 16%	6 10%	37 12%	23 23%
	(5)	67 17%	40 19%	27 14%	10 15%	15 17%	41 17%	22 19%	7 9%	29 24%	6 10%	3 11%	25 19%	24 12%	18 27%	9 10%	42 17%	16 26%	59 20%	8 8%
	(4)	22 5%	15 7%	7 4%	3 5%	6 7%	13 5%	10 9%	4 5%	5 4%	- -	3 11%	7 5%	10 5%	5 7%	6 7%	10 4%	6 10%	18 6%	4 4%
	(3)	10 2%	8 4%	2 1%	5 8%	1 1%	4 2%	4 3%	2 3%	3 3%	1 2%	- -	1 1%	8 4%	1 1%	- -	8 3%	2 3%	7 2%	3 3%
	(2)	10 2%	5 2%	5 3%	3 5%	3 3%	4 2%	2 2%	2 3%	2 2%	4 7%	- -	3 2%	3 1%	4 6%	2 2%	2 1%	6 10%	7 2%	3 3%
Not important at all	(1)	2 *	- -	2 1%	- -	- -	2 1%	1 1%	1 1%	- -	- -	- -	- -	1 *	1 1%	- -	1 *	1 2%	1 *	1 1%
NET: 8-10		162 40%	70 33%	92 48%	18 27%	30 34%	114 46%	40 34%	38 48%	48 40%	22 38%	14 50%	48 37%	95 47%	19 28%	42 49%	103 41%	17 27%	119 40%	43 43%
NET: 4-7		213 53%	126 60%	87 46%	40 61%	53 60%	119 48%	69 59%	34 43%	66 55%	30 52%	14 50%	78 60%	93 46%	42 63%	40 47%	137 54%	36 58%	164 55%	49 49%
NET: 1-3		22 5%	13 6%	9 5%	8 12%	4 5%	10 4%	7 6%	5 6%	5 4%	5 9%	- -	4 3%	12 6%	6 9%	2 2%	11 4%	9 15%	15 5%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 12

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more likely to improve the NHS

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	4 1%	2 1%	2 1%	- -	1 1%	3 1%	1 1%	2 3%	- -	1 2%	- -	1 1%	3 1%	- -	2 2%	2 1%	- -	2 1%	2 2%
Mean	6.76	6.49	7.06	6.24	6.69	6.93	6.56	7.10	6.61	6.74	7.29	6.78	6.96	6.12	7.20	6.85	5.79	6.69	6.96
Standard error	0.10	0.13	0.14	0.24	0.21	0.12	0.19	0.24	0.16	0.25	0.37	0.16	0.14	0.26	0.21	0.12	0.28	0.11	0.21

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 13

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?

The Conservatives seemed more likely to raise standards in schools

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Extremely important	(10)	54 13%	23 11%	31 16%	4 6%	13 15%	37 15%	12 10%	12 15%	19 16%	8 14%	3 11%	19 15%	30 15%	5 7%	20 23%	28 11%	6 10%	34 11%	20 20%
	(9)	60 15%	31 15%	29 15%	10 15%	12 14%	38 15%	17 15%	20 25%	10 8%	7 12%	6 21%	18 14%	36 18%	6 9%	7 8%	46 18%	7 11%	39 13%	21 21%
	(8)	106 26%	47 22%	59 31%	12 18%	15 17%	79 32%	25 21%	18 23%	34 29%	21 36%	8 29%	36 27%	56 28%	14 21%	27 31%	67 26%	12 19%	88 29%	18 18%
	(7)	76 19%	41 19%	35 18%	15 23%	18 20%	43 17%	36 31%	13 16%	15 13%	10 17%	2 7%	23 18%	40 20%	13 19%	11 13%	55 22%	10 16%	58 19%	18 18%
	(6)	46 11%	32 15%	14 7%	14 21%	15 17%	16 7%	9 8%	2 3%	23 19%	8 14%	4 14%	20 15%	18 9%	8 12%	11 13%	30 12%	5 8%	35 12%	11 11%
	(5)	32 8%	23 11%	9 5%	5 8%	8 9%	19 8%	9 8%	5 6%	14 12%	2 3%	2 7%	10 8%	13 6%	9 13%	5 6%	17 7%	10 16%	27 9%	5 5%
	(4)	9 2%	5 2%	4 2%	2 3%	3 3%	4 2%	3 3%	3 4%	2 2%	- -	1 4%	2 2%	4 2%	3 4%	3 3%	3 1%	3 5%	7 2%	2 2%
	(3)	6 1%	4 2%	2 1%	2 3%	2 2%	2 1%	1 1%	3 4%	1 1%	1 2%	- -	- -	4 2%	2 3%	- -	5 2%	1 2%	3 1%	3 3%
	(2)	3 1%	2 1%	1 1%	1 2%	1 1%	1 *	2 2%	- -	- -	1 2%	- -	1 1%	1 *	1 1%	- -	- -	3 5%	2 1%	1 1%
Not important at all	(1)	3 1%	- -	3 2%	1 2%	- -	2 1%	- -	2 3%	- -	- -	1 4%	- -	1 *	2 3%	- *	1 3%	2 3%	3 1%	- -
NET: 8-10		220 55%	101 48%	119 63%	26 39%	40 45%	154 63%	54 46%	50 63%	63 53%	36 62%	17 61%	73 56%	122 60%	25 37%	54 63%	141 56%	25 40%	161 54%	59 58%
NET: 4-7		163 41%	101 48%	62 33%	36 55%	44 50%	82 33%	57 49%	23 29%	54 45%	20 34%	9 32%	55 42%	75 37%	33 49%	30 35%	105 42%	28 45%	127 42%	36 36%
NET: 1-3		12 3%	6 3%	6 3%	4 6%	3 3%	5 2%	3 3%	5 6%	1 1%	2 3%	1 4%	1 1%	6 3%	5 7%	- -	6 2%	6 10%	8 3%	4 4%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 13

Q.2 I'm going to read out some reasons that other people have given as to why the Conservative Party scored the highest share of the vote at the 2010 general election. Please can you indicate on a scale of 1 to 10 how important you think each of these issues was in helping to ensure the Conservatives became the largest party (where 1 means it was not important at all, and 10 means it was extremely important)?
The Conservatives seemed more likely to raise standards in schools

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	6 1%	3 1%	3 2%	-	1 1%	5 2%	3 3%	1 1%	1 1%	-	1 4%	2 2%	-	4 6%	2 2%	1 *	3 5%	4 1%	2 2%
Mean	7.49	7.28	7.72	6.92	7.29	7.73	7.39	7.63	7.42	7.66	7.44	7.60	7.67	6.70	7.85	7.57	6.64	7.40	7.77
Standard error	0.09	0.12	0.13	0.23	0.20	0.11	0.16	0.24	0.16	0.22	0.40	0.14	0.12	0.27	0.18	0.10	0.31	0.10	0.19

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 14

Q.3 Some people have said that even though they voted Conservative, they had some reservations or concerns about doing so. Thinking about those who had not voted Conservative at previous elections, what do you think their main reservations would have been about voting Conservative at the general election last May?

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Regarded as the party for the rich/ middle/ upper classes/ unsupportive of the working classes	54 13%	20 9%	34 18%	10 15%	12 14%	32 13%	24 21%	2 3%	22 18%	3 5%	3 11%	16 12%	29 14%	9 13%	9 10%	35 14%	10 16%	37 12%	17 17%
Always voted Labour/ for another party/ feel disloyal	46 11%	21 10%	25 13%	5 8%	12 14%	29 12%	11 9%	13 16%	12 10%	8 14%	2 7%	16 12%	20 10%	10 15%	6 7%	34 13%	6 10%	36 12%	10 10%
People were fed up with Labour/ Gordon Brown/ time for a change	44 11%	20 9%	24 13%	5 8%	8 9%	30 12%	17 15%	7 9%	15 13%	4 7%	1 4%	10 8%	29 14%	5 7%	8 9%	30 12%	6 10%	35 12%	9 9%
Funding/ cutbacks/ cuts in public spending/ deficit reduction plans	41 10%	23 11%	18 9%	12 18%	6 7%	23 9%	8 7%	10 13%	15 13%	6 10%	2 7%	14 11%	21 10%	6 9%	8 9%	27 11%	6 10%	30 10%	11 11%
Inexperienced government/ been out of government for too long	30 7%	25 12%	5 3%	2 3%	9 10%	19 8%	10 9%	4 5%	11 9%	2 3%	3 11%	13 10%	14 7%	3 4%	10 12%	20 8%	- -	21 7%	9 9%
Benefit system/ welfare state cutbacks	29 7%	13 6%	16 8%	8 12%	4 5%	17 7%	4 3%	7 9%	11 9%	6 10%	1 4%	12 9%	12 6%	5 7%	8 9%	18 7%	3 5%	23 8%	6 6%
NHS policies	22 5%	11 5%	11 6%	4 6%	5 6%	13 5%	7 6%	7 9%	4 3%	2 3%	2 7%	10 8%	10 5%	2 3%	3 3%	14 6%	5 8%	15 5%	7 7%
Troubled history/ Fear of a Return to the Margaret Thatcher/ John Major days	20 5%	15 7%	5 3%	6 9%	4 5%	10 4%	5 4%	7 9%	2 2%	3 5%	3 11%	8 6%	9 4%	3 4%	3 3%	14 6%	3 5%	11 4%	9 9%
Fear of the unknown	18 4%	9 4%	9 5%	2 3%	7 8%	8 3%	7 6%	2 3%	5 4%	1 2%	3 11%	7 5%	10 5%	1 1%	4 5%	12 5%	2 3%	15 5%	3 3%
How they will handle the economy	17 4%	14 7%	3 2%	4 6%	2 2%	11 4%	7 6%	3 4%	4 3%	2 3%	1 4%	2 2%	12 6%	3 4%	4 5%	9 4%	4 6%	14 5%	3 3%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 14

Q.3 Some people have said that even though they voted Conservative, they had some reservations or concerns about doing so. Thinking about those who had not voted Conservative at previous elections, what do you think their main reservations would have been about voting Conservative at the general election last May?

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Doubtful whether the conservative party can stick to their promises	16 4%	6 3%	10 5%	3 5%	5 6%	8 3%	5 4%	2 3%	5 4%	4 7%	-	5 4%	4 2%	7 10%	-	8 3%	8 13%	15 5%	1 1%
Job cuts/ unemployment	15 4%	7 3%	8 4%	4 6%	3 3%	8 3%	4 3%	2 3%	5 4%	3 5%	1 4%	8 6%	5 2%	2 3%	5 6%	8 3%	2 3%	10 3%	5 5%
David Cameron being young and inexperienced	14 3%	7 3%	7 4%	2 3%	1 1%	11 4%	2 2%	1 1%	4 3%	5 9%	2 7%	7 5%	4 2%	3 4%	3 3%	9 4%	2 3%	13 4%	1 1%
Negative press	12 3%	9 4%	3 2%	3 5%	4 5%	5 2%	3 3%	3 4%	3 3%	3 5%	-	5 4%	7 3%	-	5 6%	6 2%	1 2%	10 3%	2 2%
Control of immigration	9 2%	5 2%	4 2%	2 3%	3 3%	4 2%	4 3%	3 4%	-	2 3%	-	2 2%	6 3%	1 1%	3 3%	5 2%	1 2%	9 3%	-
David Cameron not a strong leader/ unlikely to keep his promises	8 2%	4 2%	4 2%	2 3%	2 2%	4 2%	5 4%	1 1%	2 2%	-	-	3 2%	4 2%	1 1%	1 1%	2 1%	5 8%	7 2%	1 1%
How they would deal with Europe	8 2%	7 3%	1 1%	1 2%	1 1%	6 2%	3 3%	1 1%	2 2%	1 2%	1 4%	-	5 2%	3 4%	1 1%	4 2%	3 5%	8 3%	-
People didn't like the possible prospect of a coalition	7 2%	2 1%	5 3%	1 2%	2 2%	4 2%	2 2%	3 4%	1 1%	1 2%	-	3 2%	3 1%	1 1%	2 2%	4 2%	1 2%	6 2%	1 1%
Conservatives being too right wing	6 1%	5 2%	1 1%	2 3%	1 1%	3 1%	4 3%	-	1 1%	1 2%	-	5 4%	1 *	-	2 2%	3 1%	1 2%	2 1%	4 4%
Changes to the education system	5 1%	1 *	4 2%	1 2%	1 1%	3 1%	-	1 1%	2 2%	2 3%	-	3 2%	2 1%	-	-	4 2%	1 2%	4 1%	1 1%
Taxation	5 1%	2 1%	3 2%	1 2%	-	4 2%	1 1%	1 1%	2 2%	1 2%	-	1 1%	1 *	3 4%	-	4 2%	1 2%	5 2%	-
How they would be on law & order	4 1%	3 1%	1 1%	1 2%	2 2%	1 *	2 2%	2 3%	-	-	-	-	3 1%	1 1%	1 1%	2 1%	1 2%	4 1%	-

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 14

Q.3 Some people have said that even though they voted Conservative, they had some reservations or concerns about doing so. Thinking about those who had not voted Conservative at previous elections, what do you think their main reservations would have been about voting Conservative at the general election last May?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Union attitude to the party	4 1%	3 1%	1 1%	1 2%	2 2%	1 *	2 2%	1 1%	1 1%	- -	- -	1 1%	3 1%	- -	- -	4 2%	- -	2 1%	2 2%
Fears they are too close to big businesses/ banks	4 1%	1 *	3 2%	2 3%	1 1%	1 *	1 1%	1 1%	2 2%	- -	- -	1 1%	3 1%	- -	1 1%	2 1%	1 2%	4 1%	- -
Lack of clarity on all their policies	4 1%	3 1%	1 1%	- -	3 3%	1 *	2 2%	1 1%	1 1%	- -	- -	2 2%	1 *	1 1%	- -	4 2%	- -	4 1%	- -
Historically Conservatives are always better for the country	3 1%	2 1%	1 1%	- -	- -	3 1%	- -	1 1%	2 2%	- -	- -	2 2%	1 *	- -	1 1%	2 1%	- -	3 1%	- -
Privatisation	2 *	2 1%	- -	1 2%	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	2 1%	- -	- -	2 1%	- -	2 1%	- -
Other	44 11%	23 11%	21 11%	4 6%	11 13%	29 12%	18 15%	13 16%	9 8%	3 5%	1 4%	10 8%	25 12%	9 13%	16 19%	23 9%	5 8%	32 11%	12 12%
None	3 1%	2 1%	1 1%	1 2%	- -	2 1%	1 1%	- -	2 2%	- -	- -	3 2%	- -	- -	3 3%	- -	- -	1 *	2 2%
Don't know	54 13%	23 11%	31 16%	5 8%	9 10%	40 16%	11 9%	13 16%	12 10%	12 21%	6 21%	14 11%	32 16%	8 12%	6 7%	41 16%	7 11%	47 16%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 15

Q.4 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

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better than I expected	131 33%	81 38%	50 26%	33 50%	32 36%	65 26%	42 36%	23 29%	39 33%	15 26%	12 43%	131 100%	- -	- -	46 53%	79 31%	6 10%	82 27%	49 49%
About the same as I expected	203 51%	93 44%	110 58%	28 42%	41 47%	134 54%	59 50%	36 46%	62 52%	33 57%	13 46%	- -	203 100%	- -	36 42%	153 60%	14 23%	159 53%	44 44%
Worse than I expected	67 17%	37 18%	30 16%	5 8%	15 17%	47 19%	16 14%	20 25%	18 15%	10 17%	3 11%	- -	- -	67 100%	4 5%	21 8%	42 68%	59 20%	8 8%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 16

Q.5 Thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office, or about the same?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better than I expected	138 34%	85 40%	53 28%	25 38%	35 40%	77 31%	43 37%	21 27%	46 39%	15 26%	13 46%	72 55%	61 30%	5 7%	48 56%	83 33%	7 11%	98 33%	40 40%
About the same as I expected	203 51%	93 44%	110 58%	35 53%	39 44%	129 52%	54 46%	46 58%	54 45%	37 64%	12 43%	51 39%	126 62%	26 39%	36 42%	149 59%	18 29%	154 51%	49 49%
Worse than I expected	60 15%	33 16%	27 14%	6 9%	14 16%	40 16%	20 17%	12 15%	19 16%	6 10%	3 11%	8 6%	16 8%	36 54%	2 2%	21 8%	37 60%	48 16%	12 12%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 17

Q.6 Which of the following do you think is the more accurate description of the current coalition government?**Base: All respondents**

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
It is a true coalition where decisions are made jointly and the Liberal Democrats have a substantial influence.	126 31%	72 34%	54 28%	24 36%	24 27%	78 32%	46 39%	33 42%	28 24%	12 21%	7 25%	42 32%	58 29%	26 39%	30 35%	72 28%	24 39%	97 32%	29 29%
It is a coalition led by the Conservatives in which the Liberal Democrats have a say and some influence.	219 55%	110 52%	109 57%	39 59%	48 55%	131 53%	53 45%	35 44%	77 65%	35 60%	19 68%	82 63%	112 55%	25 37%	46 53%	153 60%	20 32%	154 51%	65 64%
It is essentially a Conservative government with some Liberal Democrat window dressing	56 14%	29 14%	27 14%	3 5%	16 18%	37 15%	18 15%	11 14%	14 12%	11 19%	2 7%	7 5%	33 16%	16 24%	10 12%	28 11%	18 29%	49 16%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 18

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Summary Table**Base: All respondents**

		People									
		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		401	401	401	401	401	401	401	401	401	401
Excellent	(10)	89 22%	10 2%	2 *	30 7%	4 1%	6 1%	48 12%	21 5%	12 3%	58 14%
	(9)	116 29%	26 6%	4 1%	49 12%	3 1%	10 2%	64 16%	30 7%	36 9%	66 16%
	(8)	86 21%	64 16%	12 3%	95 24%	7 2%	38 9%	121 30%	62 15%	94 23%	89 22%
	(7)	46 11%	76 19%	13 3%	93 23%	27 7%	57 14%	72 18%	80 20%	93 23%	59 15%
	(6)	20 5%	56 14%	29 7%	46 11%	34 8%	63 16%	47 12%	52 13%	63 16%	46 11%
	(5)	24 6%	64 16%	50 12%	32 8%	50 12%	76 19%	21 5%	54 13%	47 12%	25 6%
	(4)	4 1%	28 7%	55 14%	21 5%	60 15%	49 12%	11 3%	24 6%	9 2%	20 5%
	(3)	2 *	26 6%	63 16%	9 2%	47 12%	28 7%	8 2%	17 4%	9 2%	11 3%
	(2)	8 2%	27 7%	62 15%	6 1%	50 12%	22 5%	4 1%	24 6%	12 3%	7 2%
Terrible	(1)	5 1%	21 5%	95 24%	4 1%	99 25%	17 4%	2 *	19 5%	4 1%	9 2%
NET: 8-10		291 73%	100 25%	18 4%	174 43%	14 3%	54 13%	233 58%	113 28%	142 35%	213 53%
NET: 4-7		94 23%	224 56%	147 37%	192 48%	171 43%	245 61%	151 38%	210 52%	212 53%	150 37%
NET: 1-3		15 4%	74 18%	220 55%	19 5%	196 49%	67 17%	14 3%	60 15%	25 6%	27 7%
Don't know		1 *	3 1%	16 4%	16 4%	20 5%	35 9%	3 1%	18 4%	22 5%	11 3%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 18

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Summary Table**Base: All respondents**

	People									
	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	401	401	401	401	401	401	401	401	401	401
Mean	8.07	5.78	3.36	7.05	3.53	5.33	7.52	6.09	6.73	7.27
Standard error	0.10	0.11	0.11	0.10	0.11	0.11	0.09	0.12	0.09	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 19

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

David Cameron, the Prime Minister

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	89 22%	46 22%	43 23%	16 24%	17 19%	56 23%	21 18%	19 24%	30 25%	10 17%	9 32%	41 31%	47 23%	1 1%	36 42%	51 20%	2 3%	59 20%	30 30%
	(9)	116 29%	70 33%	46 24%	22 33%	31 35%	63 26%	34 29%	25 32%	30 25%	22 38%	5 18%	49 37%	59 29%	8 12%	28 33%	85 34%	3 5%	80 27%	36 36%
	(8)	86 21%	39 18%	47 25%	13 20%	15 17%	57 23%	22 19%	15 19%	28 24%	15 26%	6 21%	28 21%	46 23%	12 18%	15 17%	61 24%	10 16%	72 24%	14 14%
	(7)	46 11%	20 9%	26 14%	5 8%	13 15%	28 11%	15 13%	9 11%	11 9%	5 9%	6 21%	6 5%	26 13%	14 21%	4 5%	28 11%	14 23%	37 12%	9 9%
	(6)	20 5%	12 6%	8 4%	5 8%	2 2%	13 5%	7 6%	2 3%	7 6%	3 5%	1 4%	5 4%	9 4%	6 9%	1 1%	15 6%	4 6%	15 5%	5 5%
	(5)	24 6%	15 7%	9 5%	2 3%	5 6%	17 7%	10 9%	3 4%	8 7%	2 3%	1 4%	2 2%	10 5%	12 18%	1 1%	8 3%	15 24%	23 8%	1 1%
	(4)	4 1%	2 1%	2 1%	- -	- -	4 2%	2 2%	- -	2 2%	- -	- -	- -	1 *	3 4%	1 1%	- -	3 5%	4 1%	- -
	(3)	2 *	2 1%	- -	1 2%	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	- -	2 3%	- -	- -	2 3%	2 1%	- -
	(2)	8 2%	2 1%	6 3%	1 2%	4 5%	3 1%	3 3%	3 4%	1 1%	1 2%	- -	- -	3 1%	5 7%	- -	3 1%	5 8%	5 2%	3 3%
Terrible	(1)	5 1%	3 1%	2 1%	1 2%	1 1%	3 1%	1 1%	3 4%	1 1%	- -	- -	- -	1 *	4 6%	- -	1 *	4 6%	2 1%	3 3%
NET: 8-10		291 73%	155 73%	136 72%	51 77%	63 72%	176 72%	77 66%	59 75%	88 74%	47 81%	20 71%	118 90%	152 75%	21 31%	79 92%	197 78%	15 24%	211 70%	80 79%
NET: 4-7		94 23%	49 23%	45 24%	12 18%	20 23%	62 25%	34 29%	14 18%	28 24%	10 17%	8 29%	13 10%	46 23%	35 52%	7 8%	51 20%	36 58%	79 26%	15 15%
NET: 1-3		15 4%	7 3%	8 4%	3 5%	5 6%	7 3%	5 4%	6 8%	3 3%	1 2%	- -	- -	4 2%	11 16%	- -	4 2%	11 18%	9 3%	6 6%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 19

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

David Cameron, the Prime Minister

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	1 *	-	1 1%	-	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-
Mean	8.07	8.10	8.03	8.23	8.02	8.04	7.82	8.03	8.13	8.33	8.43	8.83	8.25	6.03	9.01	8.32	5.74	7.97	8.35
Standard error	0.10	0.13	0.14	0.23	0.22	0.12	0.19	0.25	0.17	0.20	0.27	0.10	0.12	0.29	0.13	0.10	0.30	0.11	0.21

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 20

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Nick Clegg, the Deputy Prime Minister

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	10 2%	3 1%	7 4%	4 6%	2 2%	4 2%	2 2%	4 5%	2 2%	- -	2 7%	4 3%	5 2%	1 1%	5 6%	4 2%	1 2%	7 2%	3 3%
	(9)	26 6%	16 8%	10 5%	6 9%	5 6%	15 6%	8 7%	6 8%	8 7%	2 3%	2 7%	18 14%	8 4%	- -	10 12%	16 6%	- -	13 4%	13 13%
	(8)	64 16%	31 15%	33 17%	16 24%	9 10%	39 16%	18 15%	11 14%	17 14%	12 21%	6 21%	31 24%	30 15%	3 4%	17 20%	44 17%	3 5%	45 15%	19 19%
	(7)	76 19%	37 18%	39 21%	9 14%	14 16%	53 22%	17 15%	12 15%	26 22%	16 28%	5 18%	30 23%	38 19%	8 12%	15 17%	58 23%	3 5%	62 21%	14 14%
	(6)	56 14%	27 13%	29 15%	8 12%	12 14%	35 14%	20 17%	11 14%	13 11%	5 9%	7 25%	18 14%	36 18%	2 3%	18 21%	33 13%	5 8%	44 15%	12 12%
	(5)	64 16%	30 14%	34 18%	5 8%	18 20%	41 17%	18 15%	14 18%	20 17%	11 19%	1 4%	15 11%	37 18%	12 18%	9 10%	46 18%	9 15%	46 15%	18 18%
	(4)	28 7%	18 9%	10 5%	4 6%	8 9%	16 7%	9 8%	4 5%	8 7%	6 10%	1 4%	5 4%	17 8%	6 9%	2 2%	18 7%	8 13%	25 8%	3 3%
	(3)	26 6%	16 8%	10 5%	5 8%	6 7%	15 6%	8 7%	6 8%	11 9%	- -	1 4%	6 5%	13 6%	7 10%	3 3%	17 7%	6 10%	16 5%	10 10%
	(2)	27 7%	16 8%	11 6%	4 6%	9 10%	14 6%	8 7%	6 8%	7 6%	3 5%	3 11%	4 3%	11 5%	12 18%	4 5%	12 5%	11 18%	23 8%	4 4%
Terrible	(1)	21 5%	16 8%	5 3%	4 6%	5 6%	12 5%	7 6%	5 6%	6 5%	3 5%	- -	- -	6 3%	15 22%	2 2%	4 2%	15 24%	16 5%	5 5%
NET: 8-10		100 25%	50 24%	50 26%	26 39%	16 18%	58 24%	28 24%	21 27%	27 23%	14 24%	10 36%	53 40%	43 21%	4 6%	32 37%	64 25%	4 6%	65 22%	35 35%
NET: 4-7		224 56%	112 53%	112 59%	26 39%	52 59%	145 59%	64 55%	41 52%	67 56%	38 66%	14 50%	68 52%	128 63%	28 42%	44 51%	155 61%	25 40%	177 59%	47 47%
NET: 1-3		74 18%	48 23%	26 14%	13 20%	20 23%	41 17%	23 20%	17 22%	24 20%	6 10%	4 14%	10 8%	30 15%	34 51%	9 10%	33 13%	32 52%	55 18%	19 19%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 20

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	3 1%	1 *	2 1%	1 2%	-	2 1%	2 2%	-	1 1%	-	-	-	2 1%	1 1%	1 1%	1 *	1 2%	3 1%	-
Mean	5.78	5.53	6.05	6.17	5.34	5.83	5.63	5.73	5.70	5.93	6.46	6.79	5.79	3.73	6.60	6.04	3.56	5.67	6.08
Standard error	0.11	0.17	0.15	0.32	0.25	0.14	0.22	0.28	0.21	0.27	0.42	0.16	0.15	0.29	0.23	0.13	0.29	0.13	0.24

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 21

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ed Miliband, the Labour leader

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	2*	1*	1	1	-	1	1	-	-	-	-	1	1	-	1	1	-	-	2
				1%	2%	-	1%	1%	-	-	-	-	1%	*	-	1%	*	-	-	2%
	(9)	4	3	1	2	2	-	3	-	-	1	-	1	1	2	1	2	1	3	1
		1%	1%	1%	3%	2%	-	3%	-	-	2%	-	1%	*	3%	1%	1%	2%	1%	1%
	(8)	12	6	6	3	2	7	3	3	2	3	1	2	8	2	3	7	2	8	4
		3%	3%	3%	5%	2%	3%	3%	4%	2%	5%	4%	2%	4%	3%	3%	3%	3%	3%	4%
	(7)	13	6	7	1	4	8	3	4	4	-	2	4	6	3	2	8	3	12	1
		3%	3%	4%	2%	5%	3%	3%	5%	3%	-	7%	3%	3%	4%	2%	3%	5%	4%	1%
	(6)	29	13	16	3	5	21	7	5	9	6	2	10	16	3	6	21	2	20	9
		7%	6%	8%	5%	6%	9%	6%	6%	8%	10%	7%	8%	8%	4%	7%	8%	3%	7%	9%
	(5)	50	23	27	6	7	37	11	8	16	9	6	16	27	7	11	33	6	35	15
		12%	11%	14%	9%	8%	15%	9%	10%	13%	16%	21%	12%	13%	10%	13%	13%	10%	12%	15%
	(4)	55	37	18	12	12	30	19	7	21	5	3	24	23	8	14	31	10	43	12
		14%	18%	9%	18%	14%	12%	16%	9%	18%	9%	11%	18%	11%	12%	16%	12%	16%	14%	12%
	(3)	63	36	27	7	13	43	17	14	14	15	3	21	32	10	8	43	12	45	18
		16%	17%	14%	11%	15%	17%	15%	18%	12%	26%	11%	16%	16%	15%	9%	17%	19%	15%	18%
	(2)	62	40	22	12	14	36	25	15	13	5	4	19	34	9	12	45	5	48	14
		15%	19%	12%	18%	16%	15%	21%	19%	11%	9%	14%	15%	17%	13%	14%	18%	8%	16%	14%
Terrible	(1)	95	44	51	17	27	51	22	21	34	13	5	33	44	18	27	51	17	71	24
		24%	21%	27%	26%	31%	21%	19%	27%	29%	22%	18%	25%	22%	27%	31%	20%	27%	24%	24%
NET: 8-10		18	10	8	6	4	8	7	4	2	4	1	4	10	4	5	10	3	11	7
		4%	5%	4%	9%	5%	3%	6%	5%	2%	7%	4%	3%	5%	6%	6%	4%	5%	4%	7%
NET: 4-7		147	79	68	22	28	96	40	24	50	20	13	54	72	21	33	93	21	110	37
		37%	37%	36%	33%	32%	39%	34%	30%	42%	34%	46%	41%	35%	31%	38%	37%	34%	37%	37%
NET: 1-3		220	120	100	36	54	130	64	50	61	33	12	73	110	37	47	139	34	164	56
		55%	57%	53%	55%	61%	53%	55%	63%	51%	57%	43%	56%	54%	55%	55%	55%	55%	55%	55%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 21

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ed Miliband, the Labour leader

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	16 4%	2 1%	14 7%	2 3%	2 2%	12 5%	6 5%	1 1%	6 5%	1 2%	2 7%	- -	11 5%	5 7%	1 1%	11 4%	4 6%	15 5%	1 1%
Mean	3.36	3.35	3.38	3.39	3.13	3.44	3.41	3.24	3.22	3.54	3.77	3.31	3.42	3.32	3.28	3.41	3.29	3.31	3.51
Standard error	0.11	0.14	0.16	0.29	0.23	0.13	0.20	0.25	0.18	0.28	0.41	0.17	0.15	0.29	0.24	0.13	0.28	0.12	0.22

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 22

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

George Osborne, the Chancellor

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	30 7%	17 8%	13 7%	6 9%	4 5%	20 8%	7 6%	10 13%	7 6%	2 3%	4 14%	15 11%	12 6%	3 4%	11 13%	16 6%	3 5%	18 6%	12 12%
	(9)	49 12%	32 15%	17 9%	15 23%	10 11%	24 10%	14 12%	8 10%	13 11%	12 21%	2 7%	29 22%	19 9%	1 1%	18 21%	27 11%	4 6%	28 9%	21 21%
	(8)	95 24%	42 20%	53 28%	17 26%	19 22%	59 24%	25 21%	22 28%	27 23%	17 29%	4 14%	33 25%	48 24%	14 21%	18 21%	68 27%	9 15%	71 24%	24 24%
	(7)	93 23%	48 23%	45 24%	10 15%	28 32%	54 22%	29 25%	10 13%	35 29%	12 21%	7 25%	25 19%	57 28%	11 16%	18 21%	66 26%	9 15%	73 24%	20 20%
	(6)	46 11%	25 12%	21 11%	7 11%	10 11%	29 12%	15 13%	10 13%	14 12%	4 7%	3 11%	17 13%	24 12%	5 7%	12 14%	30 12%	4 6%	35 12%	11 11%
	(5)	32 8%	22 10%	10 5%	2 3%	6 7%	24 10%	10 9%	6 8%	8 7%	4 7%	4 14%	8 6%	13 6%	11 16%	3 3%	17 7%	12 19%	27 9%	5 5%
	(4)	21 5%	11 5%	10 5%	5 8%	3 3%	13 5%	8 7%	2 3%	8 7%	- -	3 11%	1 1%	11 5%	9 13%	3 3%	8 3%	10 16%	19 6%	2 2%
	(3)	9 2%	4 2%	5 3%	2 3%	1 1%	6 2%	2 2%	3 4%	2 2%	2 3%	- -	- -	6 3%	3 4%	1 1%	5 2%	3 5%	7 2%	2 2%
	(2)	6 1%	2 1%	4 2%	- -	4 5%	2 1%	3 3%	1 1%	1 1%	1 2%	- -	- -	2 1%	4 6%	- -	3 1%	3 5%	4 1%	2 2%
Terrible	(1)	4 1%	2 1%	2 1%	- -	- -	4 2%	1 1%	1 1%	1 1%	1 2%	- -	1 1%	- -	3 4%	1 1%	- -	3 5%	3 1%	1 1%
NET: 8-10		174 43%	91 43%	83 44%	38 58%	33 38%	103 42%	46 39%	40 51%	47 39%	31 53%	10 36%	77 59%	79 39%	18 27%	47 55%	111 44%	16 26%	117 39%	57 56%
NET: 4-7		192 48%	106 50%	86 45%	24 36%	47 53%	120 49%	62 53%	28 35%	65 55%	20 34%	17 61%	51 39%	105 52%	36 54%	36 42%	121 48%	35 56%	154 51%	38 38%
NET: 1-3		19 5%	8 4%	11 6%	2 3%	5 6%	12 5%	6 5%	5 6%	4 3%	4 7%	- -	1 1%	8 4%	10 15%	2 2%	8 3%	9 15%	14 5%	5 5%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 22

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

George Osborne, the Chancellor

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	16 4%	6 3%	10 5%	2 3%	3 3%	11 4%	3 3%	6 8%	3 3%	3 5%	1 4%	2 2%	11 5%	3 4%	1 1%	13 5%	2 3%	15 5%	1 1%
Mean	7.05	7.08	7.02	7.48	6.95	6.97	6.88	7.23	7.01	7.29	7.00	7.73	7.03	5.77	7.59	7.20	5.72	6.89	7.51
Standard error	0.10	0.13	0.14	0.23	0.20	0.13	0.18	0.24	0.16	0.25	0.37	0.14	0.12	0.29	0.19	0.11	0.30	0.11	0.19

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 23

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ed Balls, the Shadow Chancellor

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	4 1%	2 1%	2 1%	2 3%	1 1%	1 *	2 2%	2 3%	- -	- -	- -	2 2%	2 1%	- -	3 3%	1 *	- -	1 *	3 3%
	(9)	3 1%	2 1%	1 1%	1 2%	- -	2 1%	- -	2 3%	1 1%	- -	- -	2 2%	1 *	- -	1 1%	2 1%	- -	2 1%	1 1%
	(8)	7 2%	2 1%	5 3%	3 5%	- -	4 2%	2 2%	- 1%	3 5%	1 1%	4 4%	3 3%	1 1%	- -	- -	6 2%	1 2%	5 2%	2 2%
	(7)	27 7%	13 6%	14 7%	2 3%	12 14%	12 5%	7 6%	5 6%	8 7%	5 9%	2 7%	12 9%	15 7%	- -	4 5%	22 9%	1 2%	23 8%	4 4%
	(6)	34 8%	16 8%	18 9%	6 9%	5 6%	23 9%	14 12%	6 8%	7 6%	6 10%	1 4%	13 10%	18 9%	3 4%	7 8%	24 9%	3 5%	23 8%	11 11%
	(5)	50 12%	26 12%	24 13%	6 9%	8 9%	36 15%	13 11%	12 15%	14 12%	5 9%	6 21%	13 10%	31 15%	6 9%	12 14%	30 12%	8 13%	38 13%	12 12%
	(4)	60 15%	37 18%	23 12%	15 23%	15 17%	30 12%	12 10%	9 11%	22 18%	11 19%	6 21%	22 17%	28 14%	10 15%	16 19%	35 14%	9 15%	43 14%	17 17%
	(3)	47 12%	29 14%	18 9%	7 11%	9 10%	31 13%	16 14%	6 8%	15 13%	8 14%	2 7%	8 6%	33 16%	6 9%	7 8%	35 14%	5 8%	35 12%	12 12%
	(2)	50 12%	33 16%	17 9%	11 17%	8 9%	31 13%	14 12%	13 16%	11 9%	7 12%	5 18%	21 16%	16 8%	13 19%	11 13%	28 11%	11 18%	37 12%	13 13%
Terrible	(1)	99 25%	46 22%	53 28%	11 17%	25 28%	63 26%	29 25%	21 27%	35 29%	11 19%	3 11%	31 24%	45 22%	23 34%	22 26%	55 22%	22 35%	77 26%	22 22%
NET: 8-10		14 3%	6 3%	8 4%	6 9%	1 1%	7 3%	4 3%	4 5%	2 2%	3 5%	1 4%	8 6%	6 3%	- -	4 5%	9 4%	1 2%	8 3%	6 6%
NET: 4-7		171 43%	92 44%	79 42%	29 44%	40 45%	101 41%	46 39%	32 41%	51 43%	27 47%	15 54%	60 46%	92 45%	19 28%	39 45%	111 44%	21 34%	127 42%	44 44%
NET: 1-3		196 49%	108 51%	88 46%	29 44%	42 48%	125 51%	59 50%	40 51%	61 51%	26 45%	10 36%	60 46%	94 46%	42 63%	40 47%	118 47%	38 61%	149 50%	47 47%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 23

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	20 5%	5 2%	15 8%	2 3%	5 6%	13 5%	8 7%	3 4%	5 4%	2 3%	2 7%	3 2%	11 5%	6 9%	3 3%	15 6%	2 3%	16 5%	4 4%
Mean	3.53	3.49	3.59	3.86	3.52	3.43	3.55	3.55	3.29	3.80	3.88	3.77	3.69	2.54	3.59	3.70	2.80	3.47	3.72
Standard error	0.11	0.14	0.17	0.29	0.25	0.14	0.22	0.28	0.19	0.29	0.38	0.21	0.15	0.20	0.26	0.14	0.24	0.13	0.23

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 24

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Vince Cable, the Business Secretary

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI	
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101	
Excellent	(10)	6 1%	2 1%	4 2%	2 3%	1 1%	3 1%	- -	4 5%	1 1%	1 2%	- -	2 2%	4 2%	- -	4 5%	2 1%	- -	4 1%	2 2%
	(9)	10 2%	3 1%	7 4%	2 3%	3 3%	5 2%	3 3%	3 4%	2 2%	2 3%	- -	3 2%	7 3%	- -	3 3%	6 2%	1 2%	7 2%	3 3%
	(8)	38 9%	21 10%	17 9%	8 12%	5 6%	25 10%	8 7%	9 11%	8 7%	9 16%	4 14%	19 15%	15 7%	4 6%	10 12%	27 11%	1 2%	26 9%	12 12%
	(7)	57 14%	36 17%	21 11%	7 11%	12 14%	38 15%	14 12%	10 13%	22 18%	7 12%	4 14%	20 15%	33 16%	4 6%	10 12%	43 17%	4 6%	42 14%	15 15%
	(6)	63 16%	33 16%	30 16%	10 15%	17 19%	36 15%	22 19%	10 13%	15 13%	11 19%	5 18%	28 21%	32 16%	3 4%	19 22%	39 15%	5 8%	44 15%	19 19%
	(5)	76 19%	40 19%	36 19%	10 15%	20 23%	46 19%	23 20%	13 16%	26 22%	7 12%	7 25%	22 17%	42 21%	12 18%	19 22%	46 18%	11 18%	58 19%	18 18%
	(4)	49 12%	27 13%	22 12%	10 15%	10 11%	28 11%	15 13%	11 14%	11 9%	11 19%	1 4%	12 9%	26 13%	11 16%	4 5%	34 13%	11 18%	34 11%	15 15%
	(3)	28 7%	18 9%	10 5%	6 9%	7 8%	15 6%	7 6%	5 6%	8 7%	6 10%	2 7%	9 7%	12 6%	7 10%	4 5%	19 8%	5 8%	20 7%	8 8%
	(2)	22 5%	13 6%	9 5%	6 9%	3 3%	13 5%	6 5%	2 3%	13 11%	1 2%	- -	7 5%	7 3%	8 12%	5 6%	11 4%	6 10%	18 6%	4 4%
Terrible	(1)	17 4%	12 6%	5 3%	3 5%	4 5%	10 4%	7 6%	3 4%	4 3%	2 3%	1 4%	4 3%	5 2%	8 12%	4 5%	3 1%	10 16%	13 4%	4 4%
NET: 8-10		54 13%	26 12%	28 15%	12 18%	9 10%	33 13%	11 9%	16 20%	11 9%	12 21%	4 14%	24 18%	26 13%	4 6%	17 20%	35 14%	2 3%	37 12%	17 17%
NET: 4-7		245 61%	136 64%	109 57%	37 56%	59 67%	148 60%	74 63%	44 56%	74 62%	36 62%	17 61%	82 63%	133 66%	30 45%	52 60%	162 64%	31 50%	178 59%	67 66%
NET: 1-3		67 17%	43 20%	24 13%	15 23%	14 16%	38 15%	20 17%	10 13%	25 21%	9 16%	3 11%	20 15%	24 12%	23 34%	13 15%	33 13%	21 34%	51 17%	16 16%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 24

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Vince Cable, the Business Secretary

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	35 9%	6 3%	29 15%	2 3%	6 7%	27 11%	12 10%	9 11%	9 8%	1 2%	4 14%	5 4%	20 10%	10 15%	4 5%	23 9%	8 13%	34 11%	1 1%
Mean	5.33	5.20	5.51	5.22	5.29	5.39	5.10	5.71	5.13	5.54	5.67	5.63	5.55	3.98	5.71	5.53	3.91	5.28	5.48
Standard error	0.11	0.14	0.16	0.28	0.21	0.14	0.19	0.27	0.19	0.27	0.36	0.18	0.14	0.27	0.24	0.12	0.28	0.13	0.20

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 25

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

William Hague, the Foreign Secretary

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	48 12%	17 8%	31 16%	5 8%	7 8%	36 15%	9 8%	13 16%	16 13%	7 12%	3 11%	16 12%	26 13%	6 9%	11 13%	31 12%	6 10%	41 14%	7 7%
	(9)	64 16%	35 17%	29 15%	10 15%	14 16%	40 16%	20 17%	10 13%	19 16%	12 21%	3 11%	27 21%	33 16%	4 6%	24 28%	35 14%	5 8%	49 16%	15 15%
	(8)	121 30%	64 30%	57 30%	16 24%	27 31%	78 32%	30 26%	23 29%	40 34%	15 26%	13 46%	39 30%	61 30%	21 31%	27 31%	83 33%	11 18%	95 32%	26 26%
	(7)	72 18%	40 19%	32 17%	12 18%	20 23%	39 16%	22 19%	17 22%	16 13%	12 21%	5 18%	24 18%	37 18%	11 16%	13 15%	48 19%	11 18%	52 17%	20 20%
	(6)	47 12%	28 13%	19 10%	14 21%	10 11%	23 9%	22 19%	6 8%	14 12%	4 7%	1 4%	17 13%	22 11%	8 12%	7 8%	30 12%	10 16%	32 11%	15 15%
	(5)	21 5%	13 6%	8 4%	3 5%	5 6%	13 5%	5 4%	3 4%	10 8%	1 2%	2 7%	4 3%	11 5%	6 9%	1 1%	11 4%	9 15%	15 5%	6 6%
	(4)	11 3%	6 3%	5 3%	2 3%	1 1%	8 3%	5 4%	3 4%	- -	2 3%	1 4%	3 2%	4 2%	4 6%	2 2%	5 2%	4 6%	6 2%	5 5%
	(3)	8 2%	4 2%	4 2%	1 2%	3 3%	4 2%	1 1%	3 4%	2 2%	2 3%	- -	1 1%	2 1%	5 7%	- -	4 2%	4 6%	6 2%	2 2%
	(2)	4 1%	2 1%	2 1%	1 2%	1 1%	2 1%	1 1%	1 1%	1 1%	1 2%	- -	- -	3 1%	1 1%	1 1%	2 1%	1 2%	3 1%	1 1%
Terrible	(1)	2 *	1 *	1 1%	- -	- -	2 1%	1 1%	- -	1 1%	- -	- -	- -	1 *	1 1%	- -	1 *	1 2%	- -	2 2%
NET: 8-10		233 58%	116 55%	117 62%	31 47%	48 55%	154 63%	59 50%	46 58%	75 63%	34 59%	19 68%	82 63%	120 59%	31 46%	62 72%	149 59%	22 35%	185 62%	48 48%
NET: 4-7		151 38%	87 41%	64 34%	31 47%	36 41%	83 34%	54 46%	29 37%	40 34%	19 33%	9 32%	48 37%	74 36%	29 43%	23 27%	94 37%	34 55%	105 35%	46 46%
NET: 1-3		14 3%	7 3%	7 4%	2 3%	4 5%	8 3%	3 3%	4 5%	4 3%	3 5%	- -	1 1%	6 3%	7 10%	1 1%	7 3%	6 10%	9 3%	5 5%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 25

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

William Hague, the Foreign Secretary

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	3 1%	1 *	2 1%	2 3%	-	1 *	1 1%	-	-	2 3%	-	-	3 1%	-	-	3 1%	-	1 *	2 2%
Mean	7.52	7.39	7.67	7.25	7.41	7.63	7.30	7.56	7.61	7.63	7.71	7.79	7.60	6.76	8.02	7.59	6.55	7.66	7.10
Standard error	0.09	0.12	0.13	0.21	0.18	0.12	0.16	0.21	0.16	0.25	0.27	0.13	0.12	0.26	0.16	0.10	0.27	0.10	0.19

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 26

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ken Clarke, the Justice Secretary

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	21 5%	10 5%	11 6%	3 5%	2 2%	16 7%	3 3%	4 5%	8 7%	4 7%	2 7%	7 5%	11 5%	3 4%	7 8%	12 5%	2 3%	16 5%	5 5%
	(9)	30 7%	16 8%	14 7%	5 8%	8 9%	17 7%	9 8%	8 10%	9 8%	4 7%	- -	16 12%	14 7%	- -	10 12%	19 8%	1 2%	21 7%	9 9%
	(8)	62 15%	30 14%	32 17%	7 11%	13 15%	42 17%	15 13%	8 10%	20 17%	12 21%	7 25%	20 15%	35 17%	7 10%	15 17%	44 17%	3 5%	50 17%	12 12%
	(7)	80 20%	36 17%	44 23%	14 21%	22 25%	43 17%	21 18%	20 25%	22 18%	9 16%	8 29%	37 28%	38 19%	5 7%	16 19%	58 23%	6 10%	54 18%	26 26%
	(6)	52 13%	30 14%	22 12%	9 14%	13 15%	30 12%	18 15%	6 8%	20 17%	5 9%	3 11%	20 15%	29 14%	3 4%	13 15%	37 15%	2 3%	35 12%	17 17%
	(5)	54 13%	30 14%	24 13%	11 17%	11 13%	32 13%	20 17%	13 16%	9 8%	7 12%	5 18%	15 11%	28 14%	11 16%	12 14%	29 11%	13 21%	47 16%	7 7%
	(4)	24 6%	13 6%	11 6%	4 6%	6 7%	14 6%	7 6%	5 6%	6 5%	4 7%	2 7%	3 2%	12 6%	9 13%	3 3%	15 6%	6 10%	16 5%	8 8%
	(3)	17 4%	11 5%	6 3%	3 5%	4 5%	10 4%	4 3%	4 5%	5 4%	4 7%	- -	6 5%	6 3%	5 7%	2 2%	9 4%	6 10%	11 4%	6 6%
	(2)	24 6%	17 8%	7 4%	4 6%	3 3%	17 7%	10 9%	2 3%	9 8%	3 5%	- -	2 2%	13 6%	9 13%	4 5%	10 4%	10 16%	20 7%	4 4%
Terrible	(1)	19 5%	12 6%	7 4%	3 5%	3 3%	13 5%	5 4%	6 8%	6 5%	2 3%	- -	4 3%	5 2%	10 15%	3 3%	6 2%	10 16%	15 5%	4 4%
NET: 8-10		113 28%	56 27%	57 30%	15 23%	23 26%	75 30%	27 23%	20 25%	37 31%	20 34%	9 32%	43 33%	60 30%	10 15%	32 37%	75 30%	6 10%	87 29%	26 26%
NET: 4-7		210 52%	109 52%	101 53%	38 58%	52 59%	119 48%	66 56%	44 56%	57 48%	25 43%	18 64%	75 57%	107 53%	28 42%	44 51%	139 55%	27 44%	152 51%	58 57%
NET: 1-3		60 15%	40 19%	20 11%	10 15%	10 11%	40 16%	19 16%	12 15%	20 17%	9 16%	- -	12 9%	24 12%	24 36%	9 10%	25 10%	26 42%	46 15%	14 14%

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 26

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Ken Clarke, the Justice Secretary

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	18 4%	6 3%	12 6%	3 5%	3 3%	12 5%	5 4%	3 4%	5 4%	4 7%	1 4%	1 1%	12 6%	5 7%	1 1%	14 6%	3 5%	15 5%	3 3%
Mean	6.09	5.84	6.38	5.94	6.21	6.08	5.81	6.04	6.17	6.22	6.78	6.66	6.25	4.40	6.58	6.40	4.14	6.05	6.20
Standard error	0.12	0.17	0.17	0.29	0.23	0.16	0.22	0.28	0.23	0.33	0.30	0.18	0.16	0.33	0.25	0.14	0.32	0.14	0.23

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 27

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Theresa May, the Home Secretary

Base: All respondents

		Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	12 3%	6 3%	6 3%	3 5%	2 2%	7 3%	2 2%	2 3%	3 3%	4 7%	1 4%	5 4%	5 2%	2 3%	5 6%	5 2%	2 3%	6 2%	6 6%
	(9)	36 9%	14 7%	22 12%	6 9%	6 7%	24 10%	11 9%	9 11%	8 7%	5 9%	3 11%	19 15%	17 8%	- -	14 16%	21 8%	1 2%	24 8%	12 12%
	(8)	94 23%	45 21%	49 26%	10 15%	18 20%	66 27%	33 28%	17 22%	24 20%	18 31%	2 7%	31 24%	55 27%	8 12%	24 28%	63 25%	7 11%	73 24%	21 21%
	(7)	93 23%	56 27%	37 19%	20 30%	23 26%	49 20%	24 21%	15 19%	37 31%	11 19%	6 21%	39 30%	44 22%	10 15%	20 23%	67 26%	6 10%	65 22%	28 28%
	(6)	63 16%	37 18%	26 14%	11 17%	18 20%	34 14%	15 13%	18 23%	19 16%	3 5%	8 29%	13 10%	35 17%	15 22%	8 9%	41 16%	14 23%	50 17%	13 13%
	(5)	47 12%	23 11%	24 13%	9 14%	10 11%	28 11%	13 11%	8 10%	12 10%	11 19%	3 11%	19 15%	16 8%	12 18%	11 13%	27 11%	9 15%	37 12%	10 10%
	(4)	9 2%	8 4%	1 1%	2 3%	4 5%	3 1%	2 2%	4 5%	1 1%	1 2%	1 4%	2 2%	1 *	6 9%	- -	3 1%	6 10%	6 2%	3 3%
	(3)	9 2%	8 4%	1 1%	1 2%	2 2%	6 2%	2 2%	2 3%	4 3%	1 2%	- -	1 1%	4 2%	4 6%	2 2%	2 1%	5 8%	6 2%	3 3%
	(2)	12 3%	5 2%	7 4%	2 3%	2 2%	8 3%	7 6%	1 1%	2 2%	1 2%	1 4%	- -	8 4%	4 6%	1 1%	5 2%	6 10%	9 3%	3 3%
Terrible	(1)	4 1%	3 1%	1 1%	- -	1 1%	3 1%	1 1%	- -	3 3%	- -	- -	- -	1 *	3 4%	- -	1 *	3 5%	3 1%	1 1%
NET: 8-10		142 35%	65 31%	77 41%	19 29%	26 30%	97 39%	46 39%	28 35%	35 29%	27 47%	6 21%	55 42%	77 38%	10 15%	43 50%	89 35%	10 16%	103 34%	39 39%
NET: 4-7		212 53%	124 59%	88 46%	42 64%	55 63%	114 46%	54 46%	45 57%	69 58%	26 45%	18 64%	73 56%	96 47%	43 64%	39 45%	138 55%	35 56%	158 53%	54 53%
NET: 1-3		25 6%	16 8%	9 5%	3 5%	5 6%	17 7%	10 9%	3 4%	9 8%	2 3%	1 4%	1 1%	13 6%	11 16%	3 3%	8 3%	14 23%	18 6%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 27

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Theresa May, the Home Secretary

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	22 5%	6 3%	16 8%	2 3%	2 2%	18 7%	7 6%	3 4%	6 5%	3 5%	3 11%	2 2%	17 8%	3 4%	1 1%	18 7%	3 5%	21 7%	1 1%
Mean	6.73	6.56	6.94	6.72	6.56	6.80	6.68	6.76	6.64	7.05	6.56	7.18	6.85	5.48	7.28	6.90	5.25	6.68	6.88
Standard error	0.09	0.13	0.13	0.22	0.19	0.12	0.19	0.19	0.17	0.24	0.35	0.13	0.13	0.26	0.18	0.10	0.29	0.11	0.19

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 28

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Boris Johnson, the Mayor of London

Base: All respondents

		Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
		Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base		401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Excellent	(10)	58 14%	31 15%	27 14%	11 17%	14 16%	33 13%	19 16%	12 15%	18 15%	6 10%	3 11%	22 17%	30 15%	6 9%	21 24%	31 12%	6 10%	37 12%	21 21%
	(9)	66 16%	38 18%	28 15%	10 15%	11 13%	45 18%	26 22%	10 13%	18 15%	9 16%	3 11%	23 18%	36 18%	7 10%	17 20%	44 17%	5 8%	45 15%	21 21%
	(8)	89 22%	41 19%	48 25%	14 21%	19 22%	56 23%	24 21%	20 25%	24 20%	16 28%	5 18%	33 25%	43 21%	13 19%	20 23%	57 23%	12 19%	69 23%	20 20%
	(7)	59 15%	31 15%	28 15%	9 14%	15 17%	35 14%	15 13%	10 13%	21 18%	8 14%	5 18%	19 15%	32 16%	8 12%	7 8%	42 17%	10 16%	47 16%	12 12%
	(6)	46 11%	30 14%	16 8%	10 15%	15 17%	20 8%	14 12%	10 13%	12 10%	7 12%	3 11%	16 12%	21 10%	9 13%	7 8%	33 13%	6 10%	35 12%	11 11%
	(5)	25 6%	13 6%	12 6%	1 2%	4 5%	20 8%	6 5%	4 5%	8 7%	2 3%	5 18%	3 2%	14 7%	8 12%	5 6%	11 4%	9 15%	22 7%	3 3%
	(4)	20 5%	10 5%	10 5%	5 8%	1 1%	14 6%	3 3%	5 6%	10 8%	2 3%	- -	5 4%	9 4%	6 9%	4 5%	13 5%	3 5%	18 6%	2 2%
	(3)	11 3%	3 1%	8 4%	- -	2 2%	9 4%	5 4%	1 1%	2 2%	3 5%	- -	1 1%	6 3%	4 6%	1 1%	6 2%	4 6%	10 3%	1 1%
	(2)	7 2%	4 2%	3 2%	3 5%	2 2%	2 1%	2 2%	4 5%	- -	- -	1 4%	2 2%	4 2%	1 1%	1 1%	4 2%	2 3%	5 2%	2 2%
Terrible	(1)	9 2%	6 3%	3 2%	1 2%	3 3%	5 2%	2 2%	2 3%	2 2%	2 3%	1 4%	1 1%	4 2%	4 6%	1 1%	5 2%	3 5%	5 2%	4 4%
NET: 8-10		213 53%	110 52%	103 54%	35 53%	44 50%	134 54%	69 59%	42 53%	60 50%	31 53%	11 39%	78 60%	109 54%	26 39%	58 67%	132 52%	23 37%	151 50%	62 61%
NET: 4-7		150 37%	84 40%	66 35%	25 38%	35 40%	89 36%	38 32%	29 37%	51 43%	19 33%	13 46%	43 33%	76 37%	31 46%	23 27%	99 39%	28 45%	122 41%	28 28%
NET: 1-3		27 7%	13 6%	14 7%	4 6%	7 8%	16 7%	9 8%	7 9%	4 3%	5 9%	2 7%	4 3%	14 7%	9 13%	3 3%	15 6%	9 15%	20 7%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 28

Q.7 Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means "terrible" and 10 means "excellent". If you don't know enough about them to have a view either way, please say so?

Boris Johnson, the Mayor of London

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Don't know	11 3%	4 2%	7 4%	2 3%	2 2%	7 3%	1 1%	1 1%	4 3%	3 5%	2 7%	6 5%	4 2%	1 1%	2 2%	7 3%	2 3%	7 2%	4 4%
Mean	7.27	7.27	7.27	7.30	7.24	7.28	7.48	7.09	7.31	7.20	6.85	7.70	7.31	6.35	7.87	7.28	6.38	7.14	7.66
Standard error	0.11	0.15	0.16	0.28	0.24	0.14	0.20	0.27	0.19	0.29	0.44	0.17	0.15	0.30	0.23	0.13	0.32	0.12	0.23

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 29

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Summary Table**Base: All "Sample A" respondents**

	Priorities												
	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	203	203	203	203	203	203	203	203	203	203	203	203	203
NET: High priority	194 96%	183 90%	141 69%	148 73%	73 36%	162 80%	155 76%	178 88%	161 79%	69 34%	82 40%	100 49%	155 76%
A very high priority (5)	116 57%	103 51%	45 22%	43 21%	14 7%	51 25%	83 41%	92 45%	66 33%	20 10%	27 13%	32 16%	63 31%
A high priority (4)	78 38%	80 39%	96 47%	105 52%	59 29%	111 55%	72 35%	86 42%	95 47%	49 24%	55 27%	68 33%	92 45%
A medium priority (3)	7 3%	17 8%	58 29%	52 26%	93 46%	35 17%	42 21%	21 10%	33 16%	108 53%	83 41%	59 29%	37 18%
A quite low priority (2)	1 *	2 1%	3 1%	2 1%	26 13%	6 3%	4 2%	3 1%	7 3%	19 9%	24 12%	22 11%	10 5%
A very low priority (1)	1 *	1 *	1 *	1 *	9 4%	- -	2 1%	1 *	2 1%	7 3%	12 6%	3 1%	1 *
NET: Low priority	2 1%	3 1%	4 2%	3 1%	35 17%	6 3%	6 3%	4 2%	9 4%	26 13%	36 18%	25 12%	11 5%
Don't know	-	-	-	-	2 1%	-	-	-	-	-	2 1%	19 9%	-
Mean	4.51	4.39	3.89	3.92	3.21	4.02	4.13	4.31	4.06	3.28	3.30	3.57	4.01
Standard error	0.04	0.05	0.05	0.05	0.06	0.05	0.06	0.05	0.06	0.06	0.07	0.07	0.06

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 30

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Getting the economy growing and creating jobs

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	194 96%	111 97%	83 93%	28 93%	47 98%	118 95%	51 91%	44 96%	57 98%	31 97%	11 100%	61 95%	101 97%	32 91%	40 95%	124 95%	30 97%	145 95%	49 96%
A very high priority	(5) 57%	74 65%	42 47%	16 53%	33 69%	66 53%	34 61%	26 57%	31 53%	19 59%	6 55%	39 61%	60 58%	17 49%	29 69%	72 55%	15 48%	79 52%	37 73%
A high priority	(4) 38%	37 32%	41 46%	12 40%	14 29%	52 42%	17 30%	18 39%	26 45%	12 38%	5 45%	22 34%	41 39%	15 43%	11 26%	52 40%	15 48%	66 43%	12 24%
A medium priority	(3) 3%	3 3%	4 4%	2 7%	1 2%	4 3%	4 7%	1 2%	1 2%	1 3%	-	3 5%	3 3%	1 3%	2 5%	5 4%	-	5 3%	2 4%
A quite low priority	(2) *	-	1 1%	-	-	1 1%	1 2%	-	-	-	-	-	-	1 3%	-	-	1 3%	1 1%	-
A very low priority	(1) *	-	1 1%	-	-	1 1%	-	1 2%	-	-	-	-	-	1 3%	-	1 1%	-	1 1%	-
NET: Low priority	2 1%	-	2 2%	-	-	2 2%	1 2%	1 2%	-	-	-	-	-	2 6%	-	1 1%	1 3%	2 1%	-
Mean	4.51	4.62	4.37	4.47	4.67	4.46	4.50	4.48	4.52	4.56	4.55	4.56	4.55	4.31	4.64	4.49	4.42	4.45	4.69
Standard error	0.04	0.05	0.08	0.11	0.07	0.06	0.10	0.11	0.07	0.10	0.16	0.07	0.05	0.15	0.09	0.06	0.12	0.05	0.08

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 31

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Cutting the deficit and the debt

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	183	104	79	27	41	114	50	41	53	29	10	58	98	27	38	121	24	134	49
	90%	91%	89%	90%	85%	92%	89%	89%	91%	91%	91%	91%	94%	77%	90%	93%	77%	88%	96%
A very high priority	(5) 103	62	41	15	24	63	29	24	29	18	3	33	59	11	26	66	11	67	36
	51%	54%	46%	50%	50%	51%	52%	52%	50%	56%	27%	52%	57%	31%	62%	51%	35%	44%	71%
A high priority	(4) 80	42	38	12	17	51	21	17	24	11	7	25	39	16	12	55	13	67	13
	39%	37%	43%	40%	35%	41%	38%	37%	41%	34%	64%	39%	38%	46%	29%	42%	42%	44%	25%
A medium priority	(3) 17	10	7	3	7	7	5	4	5	2	1	6	5	6	4	7	6	15	2
	8%	9%	8%	10%	15%	6%	9%	9%	9%	6%	9%	9%	5%	17%	10%	5%	19%	10%	4%
A quite low priority	(2) 2	-	2	-	-	2	1	-	-	1	-	-	1	1	-	1	1	2	-
	1%	-	2%	-	-	2%	2%	-	-	3%	-	-	1%	3%	-	1%	3%	1%	-
A very low priority	(1) 1	-	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-	1	-
	*	-	1%	-	-	1%	-	2%	-	-	-	-	-	3%	-	1%	-	1%	-
NET: Low priority	3	-	3	-	-	3	1	1	-	1	-	-	1	2	-	2	1	3	-
	1%	-	3%	-	-	2%	2%	2%	-	3%	-	-	1%	6%	-	2%	3%	2%	-
Mean	4.39	4.46	4.30	4.40	4.35	4.40	4.39	4.37	4.41	4.44	4.18	4.42	4.50	4.00	4.52	4.42	4.10	4.30	4.67
Standard error	0.05	0.06	0.09	0.12	0.11	0.07	0.10	0.12	0.09	0.13	0.18	0.08	0.06	0.16	0.10	0.06	0.15	0.06	0.08

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 32

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Improving the NHS

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	141	78	63	16	31	93	37	32	42	23	7	41	78	22	31	91	19	104	37
	69%	68%	71%	53%	65%	75%	66%	70%	72%	72%	64%	64%	75%	63%	74%	70%	61%	68%	73%
A very high priority	(5) 45	25	20	6	8	31	13	12	12	7	1	9	27	9	12	23	10	33	12
	22%	22%	22%	20%	17%	25%	23%	26%	21%	22%	9%	14%	26%	26%	29%	18%	32%	22%	24%
A high priority	(4) 96	53	43	10	23	62	24	20	30	16	6	32	51	13	19	68	9	71	25
	47%	46%	48%	33%	48%	50%	43%	43%	52%	50%	55%	50%	49%	37%	45%	52%	29%	47%	49%
A medium priority	(3) 58	33	25	14	15	29	16	13	16	9	4	23	26	9	11	38	9	45	13
	29%	29%	28%	47%	31%	23%	29%	28%	28%	28%	36%	36%	25%	26%	26%	29%	29%	30%	25%
A quite low priority	(2) 3	2	1	-	1	2	3	-	-	-	-	-	-	3	-	1	2	3	-
	1%	2%	1%	-	2%	2%	5%	-	-	-	-	-	-	9%	-	1%	6%	2%	-
A very low priority	(1) 1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	1
	*	1%	-	-	2%	-	-	2%	-	-	-	-	-	3%	-	-	3%	-	2%
NET: Low priority	4	3	1	-	2	2	3	1	-	-	-	-	-	4	-	1	3	3	1
	2%	3%	1%	-	4%	2%	5%	2%	-	-	-	-	-	11%	-	1%	10%	2%	2%
Mean	3.89	3.87	3.92	3.73	3.75	3.98	3.84	3.91	3.93	3.94	3.73	3.78	4.01	3.74	4.02	3.87	3.81	3.88	3.92
Standard error	0.05	0.08	0.08	0.14	0.12	0.07	0.11	0.13	0.09	0.13	0.19	0.08	0.07	0.18	0.12	0.06	0.19	0.06	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 33

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Improving schools

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	148	87	61	16	31	100	39	36	41	25	7	47	75	26	29	96	23	114	34
	73%	76%	69%	53%	65%	81%	70%	78%	71%	78%	64%	73%	72%	74%	69%	74%	74%	75%	67%
A very high priority	(5) 43	27	16	5	9	29	14	11	12	5	1	11	24	8	11	21	11	30	13
	21%	24%	18%	17%	19%	23%	25%	24%	21%	16%	9%	17%	23%	23%	26%	16%	35%	20%	25%
A high priority	(4) 105	60	45	11	22	71	25	25	29	20	6	36	51	18	18	75	12	84	21
	52%	53%	51%	37%	46%	57%	45%	54%	50%	63%	55%	56%	49%	51%	43%	58%	39%	55%	41%
A medium priority	(3) 52	25	27	14	16	22	15	9	17	7	4	17	29	6	13	33	6	36	16
	26%	22%	30%	47%	33%	18%	27%	20%	29%	22%	36%	27%	28%	17%	31%	25%	19%	24%	31%
A quite low priority	(2) 2	1	1	-	-	2	2	-	-	-	-	-	-	2	-	1	1	2	-
	1%	1%	1%	-	-	2%	4%	-	-	-	-	-	-	6%	-	1%	3%	1%	-
A very low priority	(1) 1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	1
	*	1%	-	-	2%	-	-	2%	-	-	-	-	-	3%	-	-	3%	-	2%
NET: Low priority	3	2	1	-	1	2	2	1	-	-	-	-	-	3	-	1	2	2	1
	1%	2%	1%	-	2%	2%	4%	2%	-	-	-	-	-	9%	-	1%	6%	1%	2%
Mean	3.92	3.97	3.85	3.70	3.79	4.02	3.91	3.98	3.91	3.94	3.73	3.91	3.95	3.86	3.95	3.89	4.00	3.93	3.88
Standard error	0.05	0.07	0.08	0.14	0.12	0.06	0.11	0.12	0.09	0.11	0.19	0.08	0.07	0.16	0.12	0.06	0.18	0.06	0.12

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 34

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Protecting the environment

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	73 36%	31 27%	42 47%	8 27%	11 23%	53 43%	24 43%	17 37%	20 34%	11 34%	1 9%	19 30%	44 42%	10 29%	17 40%	46 35%	10 32%	59 39%	14 27%
A very high priority	(5) 14 7%	6 5%	8 9%	2 7%	2 4%	10 8%	2 4%	7 15%	4 7%	1 3%	- -	4 6%	8 8%	2 6%	2 5%	10 8%	2 6%	10 7%	4 8%
A high priority	(4) 59 29%	25 22%	34 38%	6 20%	9 19%	43 35%	22 39%	10 22%	16 28%	10 31%	1 9%	15 23%	36 35%	8 23%	15 36%	36 28%	8 26%	49 32%	10 20%
A medium priority	(3) 93 46%	58 51%	35 39%	13 43%	27 56%	53 43%	23 41%	23 50%	26 45%	15 47%	6 55%	29 45%	46 44%	18 51%	20 48%	58 45%	15 48%	67 44%	26 51%
A quite low priority	(2) 26 13%	17 15%	9 10%	6 20%	6 13%	14 11%	7 13%	3 7%	9 16%	3 9%	4 36%	11 17%	9 9%	6 17%	4 10%	19 15%	3 10%	20 13%	6 12%
A very low priority	(1) 9 4%	6 5%	3 3%	3 10%	4 8%	2 2%	2 4%	3 7%	2 3%	2 6%	- -	4 6%	4 4%	1 3%	1 2%	5 4%	3 10%	4 3%	5 10%
NET: Low priority	35 17%	23 20%	12 13%	9 30%	10 21%	16 13%	9 16%	6 13%	11 19%	5 16%	4 36%	15 23%	13 13%	7 20%	5 12%	24 18%	6 19%	24 16%	11 22%
Don't know	2 1%	2 2%	- -	- -	- -	2 2%	- -	- -	1 2%	1 3%	- -	1 2%	1 1%	- -	- -	2 2%	- -	2 1%	- -
Mean	3.21	3.07	3.39	2.93	2.98	3.37	3.27	3.33	3.19	3.16	2.73	3.06	3.34	3.11	3.31	3.21	3.10	3.27	3.04
Standard error	0.06	0.08	0.10	0.19	0.13	0.08	0.12	0.15	0.12	0.16	0.19	0.12	0.09	0.15	0.13	0.08	0.18	0.07	0.14

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 35

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Dealing with crime

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	162	91	71	23	41	97	42	39	49	23	9	47	88	27	35	102	25	123	39
	80%	80%	80%	77%	85%	78%	75%	85%	84%	72%	82%	73%	85%	77%	83%	78%	81%	81%	76%
A very high priority	(5) 51	29	22	7	11	33	12	13	15	9	2	10	30	11	14	25	12	37	14
	25%	25%	25%	23%	23%	27%	21%	28%	26%	28%	18%	16%	29%	31%	33%	19%	39%	24%	27%
A high priority	(4) 111	62	49	16	30	64	30	26	34	14	7	37	58	16	21	77	13	86	25
	55%	54%	55%	53%	63%	52%	54%	57%	59%	44%	64%	58%	56%	46%	50%	59%	42%	57%	49%
A medium priority	(3) 35	21	14	7	7	21	12	6	7	8	2	16	15	4	7	24	4	24	11
	17%	18%	16%	23%	15%	17%	21%	13%	12%	25%	18%	25%	14%	11%	17%	18%	13%	16%	22%
A quite low priority	(2) 6	2	4	-	-	6	2	1	2	1	-	1	1	4	-	4	2	5	1
	3%	2%	4%	-	-	5%	4%	2%	3%	3%	-	2%	1%	11%	-	3%	6%	3%	2%
A very low priority	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Low priority	6	2	4	-	-	6	2	1	2	1	-	1	1	4	-	4	2	5	1
	3%	2%	4%	-	-	5%	4%	2%	3%	3%	-	2%	1%	11%	-	3%	6%	3%	2%
Mean	4.02	4.04	4.00	4.00	4.08	4.00	3.93	4.11	4.07	3.97	4.00	3.88	4.13	3.97	4.17	3.95	4.13	4.02	4.02
Standard error	0.05	0.07	0.08	0.13	0.09	0.07	0.10	0.10	0.09	0.15	0.19	0.08	0.07	0.16	0.11	0.06	0.16	0.06	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 36

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Standing up for Britain in the EU

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	155	85	70	22	32	100	39	35	47	26	8	45	84	26	32	100	23	117	38
	76%	75%	79%	73%	67%	81%	70%	76%	81%	81%	73%	70%	81%	74%	76%	77%	74%	77%	75%
A very high priority	(5) 83	48	35	11	19	53	24	19	20	16	4	22	42	19	19	48	16	65	18
	41%	42%	39%	37%	40%	43%	43%	41%	34%	50%	36%	34%	40%	54%	45%	37%	52%	43%	35%
A high priority	(4) 72	37	35	11	13	47	15	16	27	10	4	23	42	7	13	52	7	52	20
	35%	32%	39%	37%	27%	38%	27%	35%	47%	31%	36%	36%	40%	20%	31%	40%	23%	34%	39%
A medium priority	(3) 42	25	17	8	14	20	16	10	8	5	3	18	18	6	8	29	5	30	12
	21%	22%	19%	27%	29%	16%	29%	22%	14%	16%	27%	28%	17%	17%	19%	22%	16%	20%	24%
A quite low priority	(2) 4	2	2	-	1	3	1	1	2	-	-	-	2	2	2	-	2	3	1
	2%	2%	2%	-	2%	2%	2%	2%	3%	-	-	-	2%	6%	5%	-	6%	2%	2%
A very low priority	(1) 2	2	-	-	1	1	-	-	1	1	-	1	-	1	-	1	1	2	-
	1%	2%	-	-	2%	1%	-	-	2%	3%	-	2%	-	3%	-	1%	3%	1%	-
NET: Low priority	6	4	2	-	2	4	1	1	3	1	-	1	2	3	2	1	3	5	1
	3%	4%	2%	-	4%	3%	2%	2%	5%	3%	-	2%	2%	9%	5%	1%	10%	3%	2%
Mean	4.13	4.11	4.16	4.10	4.00	4.19	4.11	4.15	4.09	4.25	4.09	4.02	4.19	4.17	4.17	4.12	4.13	4.15	4.08
Standard error	0.06	0.09	0.09	0.15	0.14	0.08	0.12	0.12	0.12	0.17	0.25	0.11	0.08	0.19	0.14	0.07	0.20	0.07	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 37

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Reforming welfare to stop scroungers and cut benefit dependency

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	178	100	78	26	43	108	48	39	52	28	11	55	96	27	37	114	27	132	46
	88%	88%	88%	87%	90%	87%	86%	85%	90%	88%	100%	86%	92%	77%	88%	88%	87%	87%	90%
A very high priority	(5) 92	56	36	16	23	52	26	20	26	13	7	27	49	16	26	51	15	61	31
	45%	49%	40%	53%	48%	42%	46%	43%	45%	41%	64%	42%	47%	46%	62%	39%	48%	40%	61%
A high priority	(4) 86	44	42	10	20	56	22	19	26	15	4	28	47	11	11	63	12	71	15
	42%	39%	47%	33%	42%	45%	39%	41%	45%	47%	36%	44%	45%	31%	26%	48%	39%	47%	29%
A medium priority	(3) 21	12	9	4	5	12	6	5	6	4	-	9	7	5	4	14	3	17	4
	10%	11%	10%	13%	10%	10%	11%	11%	10%	13%	-	14%	7%	14%	10%	11%	10%	11%	8%
A quite low priority	(2) 3	2	1	-	-	3	2	1	-	-	-	-	1	2	1	1	1	2	1
	1%	2%	1%	-	-	2%	4%	2%	-	-	-	-	1%	6%	2%	1%	3%	1%	2%
A very low priority	(1) 1	-	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-	1	-
	*	-	1%	-	-	1%	-	2%	-	-	-	-	-	3%	-	1%	-	1%	-
NET: Low priority	4	2	2	-	-	4	2	2	-	-	-	-	1	3	1	2	1	3	1
	2%	2%	2%	-	-	3%	4%	4%	-	-	-	-	1%	9%	2%	2%	3%	2%	2%
Mean	4.31	4.35	4.25	4.40	4.38	4.25	4.29	4.22	4.34	4.28	4.64	4.28	4.38	4.11	4.48	4.25	4.32	4.24	4.49
Standard error	0.05	0.07	0.08	0.13	0.10	0.07	0.11	0.13	0.09	0.12	0.15	0.09	0.06	0.18	0.12	0.06	0.14	0.06	0.10

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 38

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Controlling immigration

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	161	92	69	22	39	99	41	38	46	26	10	44	86	31	33	99	29	118	43
	79%	81%	78%	73%	81%	80%	73%	83%	79%	81%	91%	69%	83%	89%	79%	76%	94%	78%	84%
A very high priority	(5) 66	32	34	5	23	38	16	18	16	9	7	15	34	17	13	36	17	46	20
	33%	28%	38%	17%	48%	31%	29%	39%	28%	28%	64%	23%	33%	49%	31%	28%	55%	30%	39%
A high priority	(4) 95	60	35	17	16	61	25	20	30	17	3	29	52	14	20	63	12	72	23
	47%	53%	39%	57%	33%	49%	45%	43%	52%	53%	27%	45%	50%	40%	48%	48%	39%	47%	45%
A medium priority	(3) 33	17	16	7	5	21	13	4	9	6	1	17	14	2	5	27	1	28	5
	16%	15%	18%	23%	10%	17%	23%	9%	16%	19%	9%	27%	13%	6%	12%	21%	3%	18%	10%
A quite low priority	(2) 7	5	2	1	4	2	1	3	3	-	-	3	3	1	3	3	1	4	3
	3%	4%	2%	3%	8%	2%	2%	7%	5%	-	-	5%	3%	3%	7%	2%	3%	3%	6%
A very low priority	(1) 2	-	2	-	-	2	1	1	-	-	-	-	1	1	1	1	-	2	-
	1%	-	2%	-	-	2%	2%	2%	-	-	-	-	1%	3%	2%	1%	-	1%	-
NET: Low priority	9	5	4	1	4	4	2	4	3	-	-	3	4	2	4	4	1	6	3
	4%	4%	4%	3%	8%	3%	4%	9%	5%	-	-	5%	4%	6%	10%	3%	3%	4%	6%
Mean	4.06	4.04	4.09	3.87	4.21	4.06	3.96	4.11	4.02	4.09	4.55	3.88	4.11	4.29	3.98	4.00	4.45	4.03	4.18
Standard error	0.06	0.07	0.10	0.13	0.14	0.07	0.12	0.14	0.11	0.12	0.21	0.10	0.08	0.16	0.15	0.07	0.13	0.07	0.12

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 39

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Cutting taxes

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	69	39	30	11	16	41	18	18	18	9	6	21	35	13	16	40	13	50	19
	34%	34%	34%	37%	33%	33%	32%	39%	31%	28%	55%	33%	34%	37%	38%	31%	42%	33%	37%
A very high priority	(5) 20	13	7	2	8	10	4	6	3	4	3	6	8	6	6	9	5	12	8
	10%	11%	8%	7%	17%	8%	7%	13%	5%	13%	27%	9%	8%	17%	14%	7%	16%	8%	16%
A high priority	(4) 49	26	23	9	8	31	14	12	15	5	3	15	27	7	10	31	8	38	11
	24%	23%	26%	30%	17%	25%	25%	26%	26%	16%	27%	23%	26%	20%	24%	24%	26%	25%	22%
A medium priority	(3) 108	60	48	14	24	70	30	22	33	19	4	33	57	18	20	73	15	83	25
	53%	53%	54%	47%	50%	56%	54%	48%	57%	59%	36%	52%	55%	51%	48%	56%	48%	55%	49%
A quite low priority	(2) 19	13	6	4	6	9	6	4	6	2	1	8	9	2	6	11	2	12	7
	9%	11%	7%	13%	13%	7%	11%	9%	10%	6%	9%	13%	9%	6%	14%	8%	6%	8%	14%
A very low priority	(1) 7	2	5	1	2	4	2	2	1	2	-	2	3	2	-	6	1	7	-
	3%	2%	6%	3%	4%	3%	4%	4%	2%	6%	-	3%	3%	6%	-	5%	3%	5%	-
NET: Low priority	26	15	11	5	8	13	8	6	7	4	1	10	12	4	6	17	3	19	7
	13%	13%	12%	17%	17%	10%	14%	13%	12%	13%	9%	16%	12%	11%	14%	13%	10%	13%	14%
Mean	3.28	3.31	3.24	3.23	3.29	3.27	3.21	3.35	3.22	3.22	3.73	3.23	3.27	3.37	3.38	3.20	3.45	3.24	3.39
Standard error	0.06	0.08	0.10	0.16	0.15	0.08	0.12	0.14	0.10	0.17	0.30	0.11	0.08	0.17	0.14	0.08	0.17	0.07	0.13

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 40

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Supporting marriage through the tax system

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	82 40%	48 42%	34 38%	10 33%	15 31%	56 45%	27 48%	19 41%	18 31%	14 44%	4 36%	25 39%	39 38%	18 51%	20 48%	46 35%	16 52%	62 41%	20 39%
A very high priority	(5) 27 13%	15 13%	12 13%	1 3%	6 13%	19 15%	10 18%	7 15%	1 2%	7 22%	2 18%	6 9%	15 14%	6 17%	7 17%	13 10%	7 23%	18 12%	9 18%
A high priority	(4) 55 27%	33 29%	22 25%	9 30%	9 19%	37 30%	17 30%	12 26%	17 29%	7 22%	2 18%	19 30%	24 23%	12 34%	13 31%	33 25%	9 29%	44 29%	11 22%
A medium priority	(3) 83 41%	47 41%	36 40%	10 33%	17 35%	56 45%	20 36%	19 41%	26 45%	14 44%	4 36%	24 38%	47 45%	12 34%	16 38%	58 45%	9 29%	69 45%	14 27%
A quite low priority	(2) 24 12%	11 10%	13 15%	8 27%	10 21%	6 5%	5 9%	6 13%	7 12%	3 9%	3 27%	11 17%	11 11%	2 6%	4 10%	17 13%	3 10%	13 9%	11 22%
A very low priority	(1) 12 6%	8 7%	4 4%	2 7%	6 13%	4 3%	4 7%	2 4%	5 9%	1 3%	- -	4 6%	5 5%	3 9%	2 5%	7 5%	3 10%	6 4%	6 12%
NET: Low priority	36 18%	19 17%	17 19%	10 33%	16 33%	10 8%	9 16%	8 17%	12 21%	4 13%	3 27%	15 23%	16 15%	5 14%	6 14%	24 18%	6 19%	19 13%	17 33%
Don't know	2 1%	- -	2 2%	- -	- -	2 2%	- -	- -	2 3%	- -	- -	- -	2 2%	- -	- -	2 2%	- -	2 1%	- -
Mean	3.30	3.32	3.29	2.97	2.98	3.50	3.43	3.35	3.04	3.50	3.27	3.19	3.32	3.46	3.45	3.22	3.45	3.37	3.12
Standard error	0.07	0.10	0.11	0.18	0.17	0.08	0.15	0.15	0.12	0.19	0.33	0.13	0.10	0.19	0.16	0.09	0.22	0.08	0.18

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 41

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Cutting the size of the state

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	100	66	34	21	25	54	34	21	26	16	3	38	50	12	30	58	12	66	34
	49%	58%	38%	70%	52%	44%	61%	46%	45%	50%	27%	59%	48%	34%	71%	45%	39%	43%	67%
A very high priority	(5) 32	19	13	5	8	19	9	7	6	8	2	13	15	4	7	19	6	19	13
	16%	17%	15%	17%	17%	15%	16%	15%	10%	25%	18%	20%	14%	11%	17%	15%	19%	13%	25%
A high priority	(4) 68	47	21	16	17	35	25	14	20	8	1	25	35	8	23	39	6	47	21
	33%	41%	24%	53%	35%	28%	45%	30%	34%	25%	9%	39%	34%	23%	55%	30%	19%	31%	41%
A medium priority	(3) 59	27	32	3	12	43	13	14	18	9	5	14	35	10	7	43	9	51	8
	29%	24%	36%	10%	25%	35%	23%	30%	31%	28%	45%	22%	34%	29%	17%	33%	29%	34%	16%
A quite low priority	(2) 22	15	7	5	8	9	5	6	5	3	3	9	7	6	2	15	5	14	8
	11%	13%	8%	17%	17%	7%	9%	13%	9%	9%	27%	14%	7%	17%	5%	12%	16%	9%	16%
A very low priority	(1) 3	2	1	-	2	1	-	1	2	-	-	-	1	2	1	2	-	3	-
	1%	2%	1%	-	4%	1%	-	2%	3%	-	-	-	1%	6%	2%	2%	-	2%	-
NET: Low priority	25	17	8	5	10	10	5	7	7	3	3	9	8	8	3	17	5	17	8
	12%	15%	9%	17%	21%	8%	9%	15%	12%	9%	27%	14%	8%	23%	7%	13%	16%	11%	16%
Don't know	19	4	15	1	1	17	4	4	7	4	-	3	11	5	2	12	5	18	1
	9%	4%	17%	3%	2%	14%	7%	9%	12%	13%	-	5%	11%	14%	5%	9%	16%	12%	2%
Mean	3.57	3.60	3.51	3.72	3.45	3.58	3.73	3.48	3.45	3.75	3.18	3.69	3.60	3.20	3.83	3.49	3.50	3.49	3.78
Standard error	0.07	0.09	0.11	0.18	0.16	0.09	0.12	0.16	0.14	0.19	0.33	0.12	0.09	0.21	0.14	0.09	0.21	0.08	0.14

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 42

Q.8 Please say whether you regard each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Scrapping unnecessary rules and regulations

Base: All "Sample A" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	203	114	89	30	48	124	56	46	58	32	11	64	104	35	42	130	31	152	51
NET: High priority	155	88	67	21	35	99	41	37	46	24	7	48	79	28	34	96	25	118	37
	76%	77%	75%	70%	73%	80%	73%	80%	79%	75%	64%	75%	76%	80%	81%	74%	81%	78%	73%
A very high priority	(5) 63	45	18	6	18	39	20	14	15	10	4	23	29	11	19	34	10	41	22
	31%	39%	20%	20%	38%	31%	36%	30%	26%	31%	36%	36%	28%	31%	45%	26%	32%	27%	43%
A high priority	(4) 92	43	49	15	17	60	21	23	31	14	3	25	50	17	15	62	15	77	15
	45%	38%	55%	50%	35%	48%	38%	50%	53%	44%	27%	39%	48%	49%	36%	48%	48%	51%	29%
A medium priority	(3) 37	20	17	8	9	19	10	7	9	7	4	14	18	5	6	28	3	26	11
	18%	18%	19%	27%	19%	15%	18%	15%	16%	22%	36%	22%	17%	14%	14%	22%	10%	17%	22%
A quite low priority	(2) 10	6	4	1	3	6	4	2	3	1	-	1	7	2	2	5	3	7	3
	5%	5%	4%	3%	6%	5%	7%	4%	5%	3%	-	2%	7%	6%	5%	4%	10%	5%	6%
A very low priority	(1) 1	-	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-
	*	-	1%	-	2%	-	2%	-	-	-	-	2%	-	-	-	1%	-	1%	-
NET: Low priority	11	6	5	1	4	6	5	2	3	1	-	2	7	2	2	6	3	8	3
	5%	5%	6%	3%	8%	5%	9%	4%	5%	3%	-	3%	7%	6%	5%	5%	10%	5%	6%
Mean	4.01	4.11	3.89	3.87	4.00	4.06	3.98	4.07	4.00	4.03	4.00	4.06	3.97	4.06	4.21	3.95	4.03	3.99	4.10
Standard error	0.06	0.08	0.09	0.14	0.15	0.07	0.13	0.12	0.10	0.15	0.27	0.11	0.08	0.14	0.13	0.07	0.16	0.07	0.13

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 43

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Summary Table

Base: All "Sample B" respondents

	Priorities												
	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	198	198	198	198	198	198	198	198	198	198	198	198	198
NET: High priority	168 85%	178 90%	118 60%	113 57%	48 24%	97 49%	112 57%	168 85%	109 55%	49 25%	71 36%	94 47%	122 62%
A very high priority (5)	76 38%	97 49%	25 13%	31 16%	8 4%	19 10%	37 19%	60 30%	30 15%	4 2%	13 7%	29 15%	22 11%
A high priority (4)	92 46%	81 41%	93 47%	82 41%	40 20%	78 39%	75 38%	108 55%	79 40%	45 23%	58 29%	65 33%	100 51%
A medium priority (3)	27 14%	15 8%	71 36%	74 37%	105 53%	89 45%	58 29%	24 12%	70 35%	83 42%	79 40%	65 33%	60 30%
A quite low priority (2)	2 1%	4 2%	7 4%	7 4%	39 20%	10 5%	21 11%	4 2%	10 5%	48 24%	33 17%	14 7%	11 6%
A very low priority (1)	1 1%	- -	2 1%	2 1%	6 3%	2 1%	7 4%	1 1%	9 5%	17 9%	9 5%	4 2%	4 2%
NET: Low priority	3 2%	4 2%	9 5%	9 5%	45 23%	12 6%	28 14%	5 3%	19 10%	65 33%	42 21%	18 9%	15 8%
Don't know	- -	1 1%	- -	2 1%	- -	- -	- -	1 1%	- -	1 1%	6 3%	21 11%	1 1%
Mean	4.21	4.38	3.67	3.68	3.03	3.52	3.58	4.13	3.56	2.85	3.17	3.57	3.63
Standard error	0.05	0.05	0.06	0.06	0.06	0.06	0.07	0.05	0.07	0.07	0.07	0.07	0.06

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 44

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Getting the economy growing and creating jobs
Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	168	86	82	31	34	103	52	29	51	21	15	63	83	22	42	107	19	118	50
	85%	89%	81%	86%	85%	84%	85%	88%	84%	81%	88%	94%	84%	69%	95%	87%	61%	80%	100%
A very high priority	(5) 76	45	31	15	20	41	22	14	28	5	7	30	39	7	20	53	3	46	30
	38%	46%	31%	42%	50%	34%	36%	42%	46%	19%	41%	45%	39%	22%	45%	43%	10%	31%	60%
A high priority	(4) 92	41	51	16	14	62	30	15	23	16	8	33	44	15	22	54	16	72	20
	46%	42%	50%	44%	35%	51%	49%	45%	38%	62%	47%	49%	44%	47%	50%	44%	52%	49%	40%
A medium priority	(3) 27	11	16	5	5	17	8	2	10	5	2	4	15	8	2	15	10	27	-
	14%	11%	16%	14%	13%	14%	13%	6%	16%	19%	12%	6%	15%	25%	5%	12%	32%	18%	-
A quite low priority	(2) 2	-	2	-	-	2	-	2	-	-	-	-	1	1	-	1	1	2	-
	1%	-	2%	-	-	2%	-	6%	-	-	-	-	1%	3%	-	1%	3%	1%	-
A very low priority	(1) 1	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-
	1%	-	1%	-	3%	-	2%	-	-	-	-	-	-	3%	-	-	3%	1%	-
NET: Low priority	3	-	3	-	1	2	1	2	-	-	-	-	1	2	-	1	2	3	-
	2%	-	3%	-	3%	2%	2%	6%	-	-	-	-	1%	6%	-	1%	6%	2%	-
Mean	4.21	4.35	4.08	4.28	4.30	4.16	4.18	4.24	4.30	4.00	4.29	4.39	4.22	3.81	4.41	4.29	3.61	4.08	4.60
Standard error	0.05	0.07	0.08	0.12	0.14	0.07	0.10	0.14	0.09	0.12	0.17	0.07	0.07	0.16	0.09	0.06	0.15	0.06	0.07

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 45

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Cutting the deficit and the debt

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	178	89	89	34	38	106	55	29	57	24	13	63	87	28	39	111	28	129	49
	90%	92%	88%	94%	95%	87%	90%	88%	93%	92%	76%	94%	88%	88%	89%	90%	90%	87%	98%
A very high priority	(5) 97	60	37	20	23	54	29	19	34	9	6	39	48	10	24	64	9	59	38
	49%	62%	37%	56%	58%	44%	48%	58%	56%	35%	35%	58%	48%	31%	55%	52%	29%	40%	76%
A high priority	(4) 81	29	52	14	15	52	26	10	23	15	7	24	39	18	15	47	19	70	11
	41%	30%	51%	39%	38%	43%	43%	30%	38%	58%	41%	36%	39%	56%	34%	38%	61%	47%	22%
A medium priority	(3) 15	7	8	2	1	12	4	2	4	2	3	3	9	3	4	9	2	14	1
	8%	7%	8%	6%	3%	10%	7%	6%	7%	8%	18%	4%	9%	9%	9%	7%	6%	9%	2%
A quite low priority	(2) 4	1	3	-	1	3	2	2	-	-	-	-	3	1	1	2	1	4	-
	2%	1%	3%	-	3%	2%	3%	6%	-	-	-	-	3%	3%	2%	2%	3%	3%	-
A very low priority	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Low priority	4	1	3	-	1	3	2	2	-	-	-	-	3	1	1	2	1	4	-
	2%	1%	3%	-	3%	2%	3%	6%	-	-	-	-	3%	3%	2%	2%	3%	3%	-
Don't know	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1	-	1	-
	1%	-	1%	-	-	1%	-	-	-	-	6%	1%	-	-	-	1%	-	1%	-
Mean	4.38	4.53	4.23	4.50	4.50	4.30	4.34	4.39	4.49	4.27	4.19	4.55	4.33	4.16	4.41	4.42	4.16	4.25	4.74
Standard error	0.05	0.07	0.07	0.10	0.11	0.07	0.10	0.15	0.08	0.12	0.19	0.07	0.08	0.13	0.11	0.06	0.12	0.06	0.07

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 46

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Improving the NHS

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	118	56	62	17	24	77	37	23	33	14	11	43	61	14	31	77	10	85	33
	60%	58%	61%	47%	60%	63%	61%	70%	54%	54%	65%	64%	62%	44%	70%	63%	32%	57%	66%
A very high priority	(5) 25	13	12	3	6	16	10	4	8	2	1	8	14	3	10	13	2	20	5
	13%	13%	12%	8%	15%	13%	16%	12%	13%	8%	6%	12%	14%	9%	23%	11%	6%	14%	10%
A high priority	(4) 93	43	50	14	18	61	27	19	25	12	10	35	47	11	21	64	8	65	28
	47%	44%	50%	39%	45%	50%	44%	58%	41%	46%	59%	52%	47%	34%	48%	52%	26%	44%	56%
A medium priority	(3) 71	37	34	16	14	41	21	8	26	10	6	23	33	15	11	44	16	56	15
	36%	38%	34%	44%	35%	34%	34%	24%	43%	38%	35%	34%	33%	47%	25%	36%	52%	38%	30%
A quite low priority	(2) 7	4	3	3	1	3	3	1	1	2	-	1	5	1	2	2	3	5	2
	4%	4%	3%	8%	3%	2%	5%	3%	2%	8%	-	1%	5%	3%	5%	2%	10%	3%	4%
A very low priority	(1) 2	-	2	-	1	1	-	1	1	-	-	-	-	2	-	-	2	2	-
	1%	-	2%	-	3%	1%	-	3%	2%	-	-	-	-	6%	-	-	6%	1%	-
NET: Low priority	9	4	5	3	2	4	3	2	2	2	-	1	5	3	2	2	5	7	2
	5%	4%	5%	8%	5%	3%	5%	6%	3%	8%	-	1%	5%	9%	5%	2%	16%	5%	4%
Mean	3.67	3.67	3.66	3.47	3.67	3.72	3.72	3.73	3.62	3.54	3.71	3.75	3.71	3.38	3.89	3.72	3.16	3.65	3.72
Standard error	0.06	0.08	0.08	0.13	0.14	0.07	0.10	0.15	0.10	0.15	0.14	0.08	0.08	0.17	0.12	0.06	0.17	0.07	0.10

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 47

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Improving schools

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	113 57%	50 52%	63 62%	17 47%	22 55%	74 61%	41 67%	21 64%	28 46%	13 50%	10 59%	37 55%	63 64%	13 41%	28 64%	75 61%	10 32%	83 56%	30 60%
A very high priority	(5) 31 16%	11 11%	20 20%	4 11%	7 18%	20 16%	13 21%	4 12%	9 15%	4 15%	1 6%	10 15%	17 17%	4 13%	6 14%	21 17%	4 13%	25 17%	6 12%
A high priority	(4) 82 41%	39 40%	43 43%	13 36%	15 38%	54 44%	28 46%	17 52%	19 31%	9 35%	9 53%	27 40%	46 46%	9 28%	22 50%	54 44%	6 19%	58 39%	24 48%
A medium priority	(3) 74 37%	39 40%	35 35%	15 42%	17 43%	42 34%	14 23%	11 33%	32 52%	12 46%	5 29%	28 42%	32 32%	14 44%	13 30%	45 37%	16 52%	58 39%	16 32%
A quite low priority	(2) 7 4%	6 6%	1 1%	4 11%	- -	3 2%	4 7%	- -	1 2%	1 4%	1 6%	2 3%	4 4%	1 3%	3 7%	2 2%	2 6%	3 2%	4 8%
A very low priority	(1) 2 1%	1 1%	1 1%	- -	1 3%	1 1%	1 2%	1 3%	- -	- -	- -	- -	- -	2 6%	- -	- -	2 6%	2 1%	- -
NET: Low priority	9 5%	7 7%	2 2%	4 11%	1 3%	4 3%	5 8%	1 3%	1 2%	1 4%	1 6%	2 3%	4 4%	3 9%	3 7%	2 2%	4 13%	5 3%	4 8%
Don't know	2 1%	1 1%	1 1%	- -	- -	2 2%	1 2%	- -	- -	- -	1 6%	- -	- -	2 6%	- -	1 1%	1 3%	2 1%	- -
Mean	3.68	3.55	3.80	3.47	3.67	3.74	3.80	3.70	3.59	3.62	3.63	3.67	3.77	3.40	3.70	3.77	3.27	3.69	3.64
Standard error	0.06	0.08	0.08	0.14	0.14	0.07	0.12	0.14	0.10	0.16	0.18	0.09	0.08	0.18	0.12	0.07	0.19	0.07	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 48

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Protecting the environment

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	48 24%	19 20%	29 29%	6 17%	4 10%	38 31%	17 28%	9 27%	13 21%	4 15%	5 29%	13 19%	31 31%	4 13%	13 30%	32 26%	3 10%	37 25%	11 22%
A very high priority	(5) 8 4%	1 1%	7 7%	1 3%	1 3%	6 5%	3 5%	- -	1 2%	1 4%	3 18%	1 1%	6 6%	1 3%	- -	7 6%	1 3%	8 5%	- -
A high priority	(4) 40 20%	18 19%	22 22%	5 14%	3 8%	32 26%	14 23%	9 27%	12 20%	3 12%	2 12%	12 18%	25 25%	3 9%	13 30%	25 20%	2 6%	29 20%	11 22%
A medium priority	(3) 105 53%	53 55%	52 51%	17 47%	26 65%	62 51%	27 44%	18 55%	38 62%	13 50%	9 53%	37 55%	52 53%	16 50%	25 57%	67 54%	13 42%	81 55%	24 48%
A quite low priority	(2) 39 20%	21 22%	18 18%	13 36%	8 20%	18 15%	14 23%	5 15%	9 15%	8 31%	3 18%	16 24%	13 13%	10 31%	4 9%	22 18%	13 42%	26 18%	13 26%
A very low priority	(1) 6 3%	4 4%	2 2%	- -	2 5%	4 3%	3 5%	1 3%	1 2%	1 4%	- -	1 1%	3 3%	2 6%	2 5%	2 2%	2 6%	4 3%	2 4%
NET: Low priority	45 23%	25 26%	20 20%	13 36%	10 25%	22 18%	17 28%	6 18%	10 16%	9 35%	3 18%	17 25%	16 16%	12 38%	6 14%	24 20%	15 48%	30 20%	15 30%
Mean	3.03	2.91	3.14	2.83	2.83	3.15	3.00	3.06	3.05	2.81	3.29	2.94	3.18	2.72	3.11	3.11	2.58	3.07	2.88
Standard error	0.06	0.08	0.09	0.13	0.12	0.08	0.12	0.13	0.09	0.17	0.24	0.09	0.09	0.15	0.11	0.07	0.15	0.07	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 49

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Dealing with crime

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	97	46	51	15	14	68	31	16	28	10	12	29	57	11	27	66	4	74	23
	49%	47%	50%	42%	35%	56%	51%	48%	46%	38%	71%	43%	58%	34%	61%	54%	13%	50%	46%
A very high priority	(5) 19	3	16	-	2	17	7	1	4	3	4	3	15	1	5	14	-	16	3
	10%	3%	16%	-	5%	14%	11%	3%	7%	12%	24%	4%	15%	3%	11%	11%	-	11%	6%
A high priority	(4) 78	43	35	15	12	51	24	15	24	7	8	26	42	10	22	52	4	58	20
	39%	44%	35%	42%	30%	42%	39%	45%	39%	27%	47%	39%	42%	31%	50%	42%	13%	39%	40%
A medium priority	(3) 89	43	46	18	24	47	26	14	29	15	5	34	37	18	15	50	24	67	22
	45%	44%	46%	50%	60%	39%	43%	42%	48%	58%	29%	51%	37%	56%	34%	41%	77%	45%	44%
A quite low priority	(2) 10	7	3	3	2	5	4	2	4	-	-	4	4	2	2	6	2	5	5
	5%	7%	3%	8%	5%	4%	7%	6%	7%	-	-	6%	4%	6%	5%	5%	6%	3%	10%
A very low priority	(1) 2	1	1	-	-	2	-	1	-	1	-	-	1	1	-	1	1	2	-
	1%	1%	1%	-	-	2%	-	3%	-	4%	-	-	1%	3%	-	1%	3%	1%	-
NET: Low priority	12	8	4	3	2	7	4	3	4	1	-	4	5	3	2	7	3	7	5
	6%	8%	4%	8%	5%	6%	7%	9%	7%	4%	-	6%	5%	9%	5%	6%	10%	5%	10%
Mean	3.52	3.41	3.61	3.33	3.35	3.62	3.56	3.39	3.46	3.42	3.94	3.42	3.67	3.25	3.68	3.59	3.00	3.55	3.42
Standard error	0.06	0.07	0.08	0.11	0.10	0.08	0.10	0.14	0.09	0.17	0.18	0.08	0.08	0.13	0.11	0.07	0.10	0.06	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 50

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Standing up for Britain in the EU

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	112 57%	55 57%	57 56%	16 44%	26 65%	70 57%	34 56%	21 64%	29 48%	17 65%	11 65%	39 58%	59 60%	14 44%	31 70%	74 60%	7 23%	87 59%	25 50%
A very high priority	(5) 37 19%	18 19%	19 19%	4 11%	7 18%	26 21%	11 18%	6 18%	9 15%	5 19%	6 35%	12 18%	16 16%	9 28%	8 18%	26 21%	3 10%	31 21%	6 12%
A high priority	(4) 75 38%	37 38%	38 38%	12 33%	19 48%	44 36%	23 38%	15 45%	20 33%	12 46%	5 29%	27 40%	43 43%	5 16%	23 52%	48 39%	4 13%	56 38%	19 38%
A medium priority	(3) 58 29%	30 31%	28 28%	12 33%	8 20%	38 31%	16 26%	8 24%	22 36%	7 27%	5 29%	20 30%	30 30%	8 25%	12 27%	38 31%	8 26%	40 27%	18 36%
A quite low priority	(2) 21 11%	10 10%	11 11%	8 22%	4 10%	9 7%	8 13%	3 9%	7 11%	2 8%	1 6%	7 10%	10 10%	4 13%	1 2%	9 7%	11 35%	14 9%	7 14%
A very low priority	(1) 7 4%	2 2%	5 5%	- -	2 5%	5 4%	3 5%	1 3%	3 5%	- -	- -	1 1%	- -	6 19%	- -	2 2%	5 16%	7 5%	- -
NET: Low priority	28 14%	12 12%	16 16%	8 22%	6 15%	14 11%	11 18%	4 12%	10 16%	2 8%	1 6%	8 12%	10 10%	10 31%	1 2%	11 9%	16 52%	21 14%	7 14%
Mean	3.58	3.61	3.54	3.33	3.63	3.63	3.51	3.67	3.41	3.77	3.94	3.63	3.66	3.22	3.86	3.71	2.65	3.61	3.48
Standard error	0.07	0.10	0.11	0.16	0.17	0.09	0.14	0.17	0.13	0.17	0.23	0.12	0.09	0.26	0.11	0.08	0.22	0.09	0.13

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 51

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Reforming welfare to stop scroungers and cut benefit dependency

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	168	85	83	31	36	101	55	31	46	22	14	60	80	28	40	104	24	120	48
	85%	88%	82%	86%	90%	83%	90%	94%	75%	85%	82%	90%	81%	88%	91%	85%	77%	81%	96%
A very high priority	(5) 60	31	29	6	19	35	16	14	17	10	3	22	30	8	14	39	7	42	18
	30%	32%	29%	17%	48%	29%	26%	42%	28%	38%	18%	33%	30%	25%	32%	32%	23%	28%	36%
A high priority	(4) 108	54	54	25	17	66	39	17	29	12	11	38	50	20	26	65	17	78	30
	55%	56%	53%	69%	43%	54%	64%	52%	48%	46%	65%	57%	51%	63%	59%	53%	55%	53%	60%
A medium priority	(3) 24	10	14	4	4	16	6	1	12	4	1	7	15	2	3	17	4	22	2
	12%	10%	14%	11%	10%	13%	10%	3%	20%	15%	6%	10%	15%	6%	7%	14%	13%	15%	4%
A quite low priority	(2) 4	1	3	1	-	3	-	-	2	-	2	-	3	1	1	1	2	4	-
	2%	1%	3%	3%	-	2%	-	-	3%	-	12%	-	3%	3%	2%	1%	6%	3%	-
A very low priority	(1) 1	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	1	-
	1%	-	1%	-	-	1%	-	3%	-	-	-	-	-	3%	-	-	3%	1%	-
NET: Low priority	5	1	4	1	-	4	-	1	2	-	2	-	3	2	1	1	3	5	-
	3%	1%	4%	3%	-	3%	-	3%	3%	-	12%	-	3%	6%	2%	1%	10%	3%	-
Don't know	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-
	1%	1%	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	1%	-	1%	-
Mean	4.13	4.20	4.06	4.00	4.38	4.08	4.16	4.30	4.02	4.23	3.88	4.22	4.09	4.03	4.20	4.16	3.87	4.06	4.32
Standard error	0.05	0.07	0.08	0.11	0.11	0.07	0.07	0.14	0.10	0.14	0.21	0.08	0.08	0.15	0.10	0.06	0.17	0.06	0.08

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 52

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Controlling immigration

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	109	50	59	16	21	72	31	21	30	14	13	37	59	13	27	73	9	79	30
	55%	52%	58%	44%	53%	59%	51%	64%	49%	54%	76%	55%	60%	41%	61%	59%	29%	53%	60%
A very high priority	(5) 30	16	14	2	6	22	10	6	7	4	3	7	19	4	12	16	2	23	7
	15%	16%	14%	6%	15%	18%	16%	18%	11%	15%	18%	10%	19%	13%	27%	13%	6%	16%	14%
A high priority	(4) 79	34	45	14	15	50	21	15	23	10	10	30	40	9	15	57	7	56	23
	40%	35%	45%	39%	38%	41%	34%	45%	38%	38%	59%	45%	40%	28%	34%	46%	23%	38%	46%
A medium priority	(3) 70	39	31	17	14	39	24	10	24	10	2	25	33	12	16	41	13	51	19
	35%	40%	31%	47%	35%	32%	39%	30%	39%	38%	12%	37%	33%	38%	36%	33%	42%	34%	38%
A quite low priority	(2) 10	6	4	3	3	4	2	1	5	2	-	4	2	4	1	3	6	9	1
	5%	6%	4%	8%	8%	3%	3%	3%	8%	8%	-	6%	2%	13%	2%	2%	19%	6%	2%
A very low priority	(1) 9	2	7	-	2	7	4	1	2	-	2	1	5	3	-	6	3	9	-
	5%	2%	7%	-	5%	6%	7%	3%	3%	-	12%	1%	5%	9%	-	5%	10%	6%	-
NET: Low priority	19	8	11	3	5	11	6	2	7	2	2	5	7	7	1	9	9	18	1
	10%	8%	11%	8%	13%	9%	10%	6%	11%	8%	12%	7%	7%	22%	2%	7%	29%	12%	2%
Mean	3.56	3.58	3.54	3.42	3.50	3.62	3.51	3.73	3.46	3.62	3.71	3.57	3.67	3.22	3.86	3.60	2.97	3.51	3.72
Standard error	0.07	0.09	0.10	0.12	0.16	0.09	0.13	0.16	0.12	0.17	0.28	0.10	0.10	0.20	0.13	0.08	0.19	0.08	0.10

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 53

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Cutting taxes

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	49	21	28	4	18	27	14	10	13	8	4	13	28	8	10	30	9	40	9
	25%	22%	28%	11%	45%	22%	23%	30%	21%	31%	24%	19%	28%	25%	23%	24%	29%	27%	18%
A very high priority	(5) 4	-	4	-	1	3	1	-	1	-	2	2	-	2	-	3	1	4	-
	2%	-	4%	-	3%	2%	2%	-	2%	-	12%	3%	-	6%	-	2%	3%	3%	-
A high priority	(4) 45	21	24	4	17	24	13	10	12	8	2	11	28	6	10	27	8	36	9
	23%	22%	24%	11%	43%	20%	21%	30%	20%	31%	12%	16%	28%	19%	23%	22%	26%	24%	18%
A medium priority	(3) 83	37	46	13	11	59	23	15	23	13	9	28	45	10	21	53	9	66	17
	42%	38%	46%	36%	28%	48%	38%	45%	38%	50%	53%	42%	45%	31%	48%	43%	29%	45%	34%
A quite low priority	(2) 48	31	17	13	8	27	15	7	20	3	3	16	20	12	9	31	8	29	19
	24%	32%	17%	36%	20%	22%	25%	21%	33%	12%	18%	24%	20%	38%	20%	25%	26%	20%	38%
A very low priority	(1) 17	8	9	6	3	8	8	1	5	2	1	10	5	2	4	8	5	12	5
	9%	8%	9%	17%	8%	7%	13%	3%	8%	8%	6%	15%	5%	6%	9%	7%	16%	8%	10%
NET: Low priority	65	39	26	19	11	35	23	8	25	5	4	26	25	14	13	39	13	41	24
	33%	40%	26%	53%	28%	29%	38%	24%	41%	19%	24%	39%	25%	44%	30%	32%	42%	28%	48%
Don't know	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1	-
	1%	-	1%	-	-	1%	2%	-	-	-	-	-	1%	-	-	1%	-	1%	-
Mean	2.85	2.73	2.97	2.42	3.13	2.89	2.73	3.03	2.74	3.04	3.06	2.69	2.98	2.81	2.84	2.89	2.74	2.94	2.60
Standard error	0.07	0.09	0.10	0.15	0.16	0.08	0.13	0.14	0.12	0.17	0.25	0.12	0.08	0.18	0.13	0.08	0.20	0.08	0.13

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 54

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Supporting marriage through the tax system
Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	71 36%	33 34%	38 38%	7 19%	12 30%	52 43%	19 31%	15 45%	23 38%	8 31%	6 35%	26 39%	34 34%	11 34%	20 45%	46 37%	5 16%	56 38%	15 30%
A very high priority	(5) 13 7%	3 3%	10 10%	1 3%	1 3%	11 9%	3 5%	3 9%	- -	5 19%	2 12%	4 6%	6 6%	3 9%	5 11%	7 6%	1 3%	11 7%	2 4%
A high priority	(4) 58 29%	30 31%	28 28%	6 17%	11 28%	41 34%	16 26%	12 36%	23 38%	3 12%	4 24%	22 33%	28 28%	8 25%	15 34%	39 32%	4 13%	45 30%	13 26%
A medium priority	(3) 79 40%	39 40%	40 40%	20 56%	17 43%	42 34%	22 36%	14 42%	23 38%	11 42%	9 53%	25 37%	40 40%	14 44%	13 30%	52 42%	14 45%	60 41%	19 38%
A quite low priority	(2) 33 17%	20 21%	13 13%	4 11%	9 23%	20 16%	14 23%	1 3%	12 20%	6 23%	- -	12 18%	18 18%	3 9%	8 18%	19 15%	6 19%	20 14%	13 26%
A very low priority	(1) 9 5%	4 4%	5 5%	5 14%	1 3%	3 2%	5 8%	2 6%	1 2%	1 4%	- -	4 6%	3 3%	2 6%	2 5%	2 2%	5 16%	6 4%	3 6%
NET: Low priority	42 21%	24 25%	18 18%	9 25%	10 25%	23 19%	19 31%	3 9%	13 21%	7 27%	- -	16 24%	21 21%	5 16%	10 23%	21 17%	11 35%	26 18%	16 32%
Don't know	6 3%	1 1%	5 5%	- -	1 3%	5 4%	1 2%	1 3%	2 3%	- -	2 12%	- -	4 4%	2 6%	1 2%	4 3%	1 3%	6 4%	- -
Mean	3.17	3.08	3.26	2.83	3.05	3.32	2.97	3.41	3.15	3.19	3.53	3.15	3.17	3.23	3.30	3.25	2.67	3.25	2.96
Standard error	0.07	0.09	0.10	0.16	0.14	0.09	0.13	0.17	0.10	0.22	0.19	0.12	0.09	0.18	0.16	0.08	0.19	0.08	0.14

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 55

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?
Cutting the size of the state

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	94	61	33	23	16	55	26	20	31	10	7	40	39	15	21	62	11	57	37
	47%	63%	33%	64%	40%	45%	43%	61%	51%	38%	41%	60%	39%	47%	48%	50%	35%	39%	74%
A very high priority	(5) 29	19	10	5	7	17	9	6	10	-	4	11	15	3	10	18	1	16	13
	15%	20%	10%	14%	18%	14%	15%	18%	16%	-	24%	16%	15%	9%	23%	15%	3%	11%	26%
A high priority	(4) 65	42	23	18	9	38	17	14	21	10	3	29	24	12	11	44	10	41	24
	33%	43%	23%	50%	23%	31%	28%	42%	34%	38%	18%	43%	24%	38%	25%	36%	32%	28%	48%
A medium priority	(3) 65	25	40	7	14	44	26	8	14	10	7	15	41	9	15	40	10	57	8
	33%	26%	40%	19%	35%	36%	43%	24%	23%	38%	41%	22%	41%	28%	34%	33%	32%	39%	16%
A quite low priority	(2) 14	5	9	3	5	6	3	3	5	3	-	7	6	1	3	6	5	12	2
	7%	5%	9%	8%	13%	5%	5%	9%	8%	12%	-	10%	6%	3%	7%	5%	16%	8%	4%
A very low priority	(1) 4	2	2	2	-	2	-	1	2	-	1	1	2	1	1	2	1	3	1
	2%	2%	2%	6%	-	2%	-	3%	3%	-	6%	1%	2%	3%	2%	2%	3%	2%	2%
NET: Low priority	18	7	11	5	5	8	3	4	7	3	1	8	8	2	4	8	6	15	3
	9%	7%	11%	14%	13%	7%	5%	12%	11%	12%	6%	12%	8%	6%	9%	7%	19%	10%	6%
Don't know	21	4	17	1	5	15	6	1	9	3	2	4	11	6	4	13	4	19	2
	11%	4%	17%	3%	13%	12%	10%	3%	15%	12%	12%	6%	11%	19%	9%	11%	13%	13%	4%
Mean	3.57	3.76	3.36	3.60	3.51	3.58	3.58	3.66	3.62	3.30	3.60	3.67	3.50	3.58	3.65	3.64	3.19	3.43	3.96
Standard error	0.07	0.09	0.10	0.17	0.17	0.09	0.11	0.18	0.14	0.15	0.29	0.12	0.10	0.18	0.16	0.08	0.18	0.08	0.13

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 56

Q.9 Please say whether you think the Conservative Party today regards each of the following as a very high priority, a high priority, a medium priority, a quite low priority, or a very low priority - bearing in mind that governments cannot make everything a high priority?

Scrapping unnecessary rules and regulations

Base: All "Sample B" respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	198	97	101	36	40	122	61	33	61	26	17	67	99	32	44	123	31	148	50
NET: High priority	122 62%	66 68%	56 55%	18 50%	24 60%	80 66%	35 57%	24 73%	39 64%	12 46%	12 71%	50 75%	57 58%	15 47%	27 61%	85 69%	10 32%	83 56%	39 78%
A very high priority	(5) 22 11%	15 15%	7 7%	1 3%	6 15%	15 12%	5 8%	5 15%	8 13%	1 4%	3 18%	7 10%	11 11%	4 13%	4 9%	16 13%	2 6%	15 10%	7 14%
A high priority	(4) 100 51%	51 53%	49 49%	17 47%	18 45%	65 53%	30 49%	19 58%	31 51%	11 42%	9 53%	43 64%	46 46%	11 34%	23 52%	69 56%	8 26%	68 46%	32 64%
A medium priority	(3) 60 30%	24 25%	36 36%	15 42%	12 30%	33 27%	21 34%	8 24%	16 26%	12 46%	3 18%	15 22%	32 32%	13 41%	17 39%	32 26%	11 35%	51 34%	9 18%
A quite low priority	(2) 11 6%	6 6%	5 5%	3 8%	3 8%	5 4%	3 5%	1 3%	5 8%	1 4%	1 6%	2 3%	7 7%	2 6%	- -	4 3%	7 23%	10 7%	1 2%
A very low priority	(1) 4 2%	1 1%	3 3%	- -	1 3%	3 2%	2 3%	- -	1 2%	1 4%	- -	- -	2 2%	2 6%	- -	1 1%	3 10%	3 2%	1 2%
NET: Low priority	15 8%	7 7%	8 8%	3 8%	4 10%	8 7%	5 8%	1 3%	6 10%	2 8%	1 6%	2 3%	9 9%	4 13%	- -	5 4%	10 32%	13 9%	2 4%
Don't know	1 1%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 6%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -
Mean	3.63	3.75	3.52	3.44	3.63	3.69	3.54	3.85	3.66	3.38	3.88	3.82	3.58	3.41	3.70	3.78	2.97	3.56	3.86
Standard error	0.06	0.08	0.08	0.12	0.15	0.08	0.11	0.12	0.11	0.16	0.20	0.08	0.09	0.18	0.10	0.07	0.19	0.07	0.11

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 57

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Summary Table**Base: All respondents**

	Elements												
	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	401	401	401	401	401	401	401	401	401	401	401	401	401
Better	237 59%	257 64%	153 38%	176 44%	96 24%	214 53%	281 70%	273 68%	265 66%	190 47%	194 48%	221 55%	246 61%
No different	156 39%	134 33%	230 57%	209 52%	251 63%	175 44%	99 25%	116 29%	120 30%	192 48%	180 45%	137 34%	147 37%
Worse	6 1%	8 2%	13 3%	14 3%	50 12%	8 2%	18 4%	8 2%	12 3%	17 4%	9 2%	13 3%	6 1%
Don't know	2 *	2 *	5 1%	2 *	4 1%	4 1%	3 1%	4 1%	4 1%	2 *	18 4%	30 7%	2 *

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 58

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Getting the economy growing and creating jobs

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	237	125	112	33	48	155	66	49	66	39	17	72	128	37	53	152	32	175	62
	59%	59%	59%	50%	55%	63%	56%	62%	55%	67%	61%	55%	63%	55%	62%	60%	52%	58%	61%
No different	156	81	75	30	38	88	46	27	53	19	11	57	73	26	31	99	26	122	34
	39%	38%	39%	45%	43%	36%	39%	34%	45%	33%	39%	44%	36%	39%	36%	39%	42%	41%	34%
Worse	6	4	2	2	2	2	3	3	-	-	-	1	2	3	1	2	3	2	4
	1%	2%	1%	3%	2%	1%	3%	4%	-	-	-	1%	1%	4%	1%	1%	5%	1%	4%
Don't know	2	1	1	1	-	1	2	-	-	-	-	1	-	1	1	-	1	1	1
	*	*	1%	2%	-	*	2%	-	-	-	-	1%	-	1%	1%	-	2%	*	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 59

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?
Cutting the deficit and the debt

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	257	140	117	34	58	165	70	49	78	39	21	76	139	42	58	165	34	190	67
	64%	66%	62%	52%	66%	67%	60%	62%	66%	67%	75%	58%	68%	63%	67%	65%	55%	63%	66%
No different	134	65	69	27	28	78	42	26	40	19	7	51	61	22	25	83	26	104	30
	33%	31%	36%	41%	32%	32%	36%	33%	34%	33%	25%	39%	30%	33%	29%	33%	42%	35%	30%
Worse	8	5	3	4	2	2	4	4	-	-	-	2	3	3	1	5	2	5	3
	2%	2%	2%	6%	2%	1%	3%	5%	-	-	-	2%	1%	4%	1%	2%	3%	2%	3%
Don't know	2	1	1	1	-	1	1	-	1	-	-	2	-	-	2	-	-	1	1
	*	*	1%	2%	-	*	1%	-	1%	-	-	2%	-	-	2%	-	-	*	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 60

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Improving the NHS

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	153 38%	79 37%	74 39%	19 29%	30 34%	103 42%	47 40%	33 42%	38 32%	23 40%	12 43%	42 32%	88 43%	23 34%	37 43%	96 38%	20 32%	122 41%	31 31%
No different	230 57%	120 57%	110 58%	42 64%	53 60%	135 55%	65 56%	42 53%	77 65%	32 55%	14 50%	81 62%	111 55%	38 57%	41 48%	153 60%	36 58%	168 56%	62 61%
Worse	13 3%	10 5%	3 2%	3 5%	5 6%	5 2%	4 3%	4 5%	2 2%	2 3%	1 4%	4 3%	3 1%	6 9%	3 3%	4 2%	6 10%	6 2%	7 7%
Don't know	5 1%	2 1%	3 2%	2 3%	- -	3 1%	1 1%	- -	2 2%	1 2%	1 4%	4 3%	1 *	- -	5 6%	- -	- -	4 1%	1 1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 61

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Improving schools

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	176	87	89	18	36	121	57	37	43	26	13	48	101	27	39	114	23	144	32
	44%	41%	47%	27%	41%	49%	49%	47%	36%	45%	46%	37%	50%	40%	45%	45%	37%	48%	32%
No different	209	112	97	43	46	120	55	39	70	31	14	75	99	35	41	134	34	147	62
	52%	53%	51%	65%	52%	49%	47%	49%	59%	53%	50%	57%	49%	52%	48%	53%	55%	49%	61%
Worse	14	11	3	4	6	4	4	3	5	1	1	6	3	5	4	5	5	8	6
	3%	5%	2%	6%	7%	2%	3%	4%	4%	2%	4%	5%	1%	7%	5%	2%	8%	3%	6%
Don't know	2	1	1	1	-	1	1	-	1	-	-	2	-	-	2	-	-	1	1
	*	*	1%	2%	-	*	1%	-	1%	-	-	2%	-	-	2%	-	-	*	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 62

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Protecting the environment

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	96 24%	45 21%	51 27%	13 20%	19 22%	64 26%	28 24%	21 27%	26 22%	16 28%	5 18%	23 18%	62 31%	11 16%	24 28%	64 25%	8 13%	76 25%	20 20%
No different	251 63%	128 61%	123 65%	40 61%	51 58%	159 65%	66 56%	50 63%	76 64%	39 67%	20 71%	84 64%	118 58%	49 73%	48 56%	158 62%	45 73%	189 63%	62 61%
Worse	50 12%	37 18%	13 7%	12 18%	18 20%	20 8%	22 19%	7 9%	16 13%	3 5%	2 7%	22 17%	22 11%	6 9%	11 13%	30 12%	9 15%	32 11%	18 18%
Don't know	4 1%	1 *	3 2%	1 2%	- -	3 1%	1 1%	1 1%	1 1%	- -	1 4%	2 2%	1 *	1 1%	3 3%	1 *	- -	3 1%	1 1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 63

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Dealing with crime

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	214	109	105	32	44	138	59	42	61	32	20	60	121	33	53	130	31	166	48
	53%	52%	55%	48%	50%	56%	50%	53%	51%	55%	71%	46%	60%	49%	62%	51%	50%	55%	48%
No different	175	94	81	29	39	106	53	33	57	24	8	66	80	29	29	119	27	124	51
	44%	45%	43%	44%	44%	43%	45%	42%	48%	41%	29%	50%	39%	43%	34%	47%	44%	41%	50%
Worse	8	6	2	3	4	1	3	4	1	-	-	3	1	4	1	3	4	7	1
	2%	3%	1%	5%	5%	*	3%	5%	1%	-	-	2%	*	6%	1%	1%	6%	2%	1%
Don't know	4	2	2	2	1	1	2	-	-	2	-	2	1	1	3	1	-	3	1
	1%	1%	1%	3%	1%	*	2%	-	-	3%	-	2%	*	1%	3%	*	-	1%	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 64

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Standing up for Britain in the EU

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	281	151	130	43	66	172	83	56	84	40	18	85	152	44	61	180	40	213	68
	70%	72%	68%	65%	75%	70%	71%	71%	71%	69%	64%	65%	75%	66%	71%	71%	65%	71%	67%
No different	99	50	49	19	17	62	27	18	31	16	7	38	44	17	21	60	18	74	25
	25%	24%	26%	29%	19%	25%	23%	23%	26%	28%	25%	29%	22%	25%	24%	24%	29%	25%	25%
Worse	18	8	10	3	5	10	6	5	3	1	3	7	7	4	3	12	3	12	6
	4%	4%	5%	5%	6%	4%	5%	6%	3%	2%	11%	5%	3%	6%	3%	5%	5%	4%	6%
Don't know	3	2	1	1	-	2	1	-	1	1	-	1	-	2	1	1	1	1	2
	1%	1%	1%	2%	-	1%	1%	-	1%	2%	-	1%	-	3%	1%	*	2%	*	2%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 65

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?
Reforming welfare to stop scroungers and cut benefit dependency

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	273	142	131	42	60	171	72	56	82	40	23	85	142	46	62	168	43	204	69
	68%	67%	69%	64%	68%	70%	62%	71%	69%	69%	82%	65%	70%	69%	72%	66%	69%	68%	68%
No different	116	61	55	22	25	68	40	20	34	18	4	42	56	18	21	77	18	88	28
	29%	29%	29%	33%	28%	28%	34%	25%	29%	31%	14%	32%	28%	27%	24%	30%	29%	29%	28%
Worse	8	5	3	1	3	4	4	2	2	-	-	3	3	2	2	5	1	5	3
	2%	2%	2%	2%	3%	2%	3%	3%	2%	-	-	2%	1%	3%	2%	2%	2%	2%	3%
Don't know	4	3	1	1	-	3	1	1	1	-	1	1	2	1	1	3	-	3	1
	1%	1%	1%	2%	-	1%	1%	1%	1%	-	4%	1%	1%	1%	1%	1%	-	1%	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 66

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Controlling immigration

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	265	141	124	40	60	164	71	53	77	41	23	76	143	46	59	167	39	199	66
	66%	67%	65%	61%	68%	67%	61%	67%	65%	71%	82%	58%	70%	69%	69%	66%	63%	66%	65%
No different	120	59	61	22	24	74	41	22	38	15	4	49	54	17	23	77	20	92	28
	30%	28%	32%	33%	27%	30%	35%	28%	32%	26%	14%	37%	27%	25%	27%	30%	32%	31%	28%
Worse	12	8	4	3	4	5	4	4	2	1	1	5	3	4	3	6	3	6	6
	3%	4%	2%	5%	5%	2%	3%	5%	2%	2%	4%	4%	1%	6%	3%	2%	5%	2%	6%
Don't know	4	3	1	1	-	3	1	-	2	1	-	1	3	-	1	3	-	3	1
	1%	1%	1%	2%	-	1%	1%	-	2%	2%	-	1%	1%	-	1%	1%	-	1%	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 67

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Cutting taxes

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	190 47%	108 51%	82 43%	35 53%	40 45%	114 46%	58 50%	37 47%	55 46%	29 50%	11 39%	62 47%	101 50%	27 40%	45 52%	122 48%	23 37%	141 47%	49 49%
No different	192 48%	94 45%	98 52%	27 41%	41 47%	124 50%	54 46%	35 44%	61 51%	25 43%	17 61%	63 48%	98 48%	31 46%	38 44%	121 48%	33 53%	146 49%	46 46%
Worse	17 4%	8 4%	9 5%	3 5%	6 7%	8 3%	3 3%	7 9%	3 3%	4 7%	-	5 4%	3 1%	9 13%	1 1%	10 4%	6 10%	12 4%	5 5%
Don't know	2 *	1 *	1 1%	1 2%	1 1%	-	2 2%	-	-	-	-	1 1%	1 *	-	2 2%	-	-	1 *	1 1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 68

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Supporting marriage through the tax system

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	194	113	81	32	38	123	63	39	53	30	9	64	96	34	43	121	30	145	49
	48%	54%	43%	48%	43%	50%	54%	49%	45%	52%	32%	49%	47%	51%	50%	48%	48%	48%	49%
No different	180	84	96	29	42	109	45	36	62	23	14	58	95	27	34	118	28	137	43
	45%	40%	51%	44%	48%	44%	38%	46%	52%	40%	50%	44%	47%	40%	40%	47%	45%	46%	43%
Worse	9	6	3	3	2	4	2	2	1	3	1	2	4	3	2	5	2	6	3
	2%	3%	2%	5%	2%	2%	2%	3%	1%	5%	4%	2%	2%	4%	2%	2%	3%	2%	3%
Don't know	18	8	10	2	6	10	7	2	3	2	4	7	8	3	7	9	2	12	6
	4%	4%	5%	3%	7%	4%	6%	3%	3%	3%	14%	5%	4%	4%	8%	4%	3%	4%	6%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 69

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Cutting the size of the state

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	221	121	100	41	49	130	70	45	61	32	13	75	113	33	50	141	30	163	58
	55%	57%	53%	62%	56%	53%	60%	57%	51%	55%	46%	57%	56%	49%	58%	56%	48%	54%	57%
No different	137	71	66	21	33	83	36	28	45	17	11	44	70	23	28	84	25	103	34
	34%	34%	35%	32%	38%	34%	31%	35%	38%	29%	39%	34%	34%	34%	33%	33%	40%	34%	34%
Worse	13	10	3	3	2	8	3	3	4	3	-	5	6	2	2	10	1	8	5
	3%	5%	2%	5%	2%	3%	3%	4%	3%	5%	-	4%	3%	3%	2%	4%	2%	3%	5%
Don't know	30	9	21	1	4	25	8	3	9	6	4	7	14	9	6	18	6	26	4
	7%	4%	11%	2%	5%	10%	7%	4%	8%	10%	14%	5%	7%	13%	7%	7%	10%	9%	4%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 70

Q.10 If we had a Conservative government with an overall majority instead of a coalition between the Conservatives and the Liberal Democrats, do you think that each of the following would be handled better, or worse, or no different?

Scrapping unnecessary rules and regulations

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North England	Mid-lands	Wales/South West	Scotland	Better than expected	Same as expected	Worse than expected	Changed for the better	Not changed at all	Changed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Better	246	129	117	32	59	154	73	51	69	37	16	78	120	48	56	153	37	189	57
	61%	61%	62%	48%	67%	63%	62%	65%	58%	64%	57%	60%	59%	72%	65%	60%	60%	63%	56%
No different	147	77	70	31	28	88	41	27	48	19	12	49	80	18	27	96	24	108	39
	37%	36%	37%	47%	32%	36%	35%	34%	40%	33%	43%	37%	39%	27%	31%	38%	39%	36%	39%
Worse	6	4	2	2	1	3	2	1	2	1	-	3	2	1	2	3	1	2	4
	1%	2%	1%	3%	1%	1%	2%	1%	2%	2%	-	2%	1%	1%	2%	1%	2%	1%	4%
Don't know	2	1	1	1	-	1	1	-	-	1	-	1	1	-	1	1	-	1	1
	*	*	1%	2%	-	*	1%	-	-	2%	-	1%	*	-	1%	*	-	*	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 71

Q.11 Thinking about Britain's economy, which of the following is closest to your own view?**Base: All respondents**

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	356 89%	189 90%	167 88%	61 92%	73 83%	221 90%	102 87%	70 89%	106 89%	53 91%	25 89%	125 95%	188 93%	43 64%	84 98%	228 90%	44 71%	262 87%	94 93%
In three or four years' time the economy will be no better, or even worse, than it is now	45 11%	22 10%	23 12%	5 8%	15 17%	25 10%	15 13%	9 11%	13 11%	5 9%	3 11%	6 5%	15 7%	24 36%	2 2%	25 10%	18 29%	38 13%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 72

Q.12 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
The cuts are too deep and are being made too quickly.	56 14%	27 13%	29 15%	9 14%	13 15%	34 14%	14 12%	13 16%	15 13%	9 16%	5 18%	9 7%	19 9%	28 42%	8 9%	26 10%	22 35%	47 16%	9 9%
The cuts are necessary and unavoidable and are the right thing for the economy.	297 74%	154 73%	143 75%	46 70%	62 70%	188 76%	87 74%	59 75%	87 73%	45 78%	19 68%	105 80%	163 80%	29 43%	62 72%	203 80%	32 52%	228 76%	69 68%
The cuts do not go far enough - the government should do more to reduce public spending.	48 12%	30 14%	18 9%	11 17%	13 15%	24 10%	16 14%	7 9%	17 14%	4 7%	4 14%	17 13%	21 10%	10 15%	16 19%	24 9%	8 13%	25 8%	23 23%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 73

Q.13 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

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chang-ed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
My view of the Conservative Party has changed for the better	86 21%	55 26%	31 16%	21 32%	15 17%	50 20%	32 27%	13 16%	25 21%	7 12%	9 32%	46 35%	36 18%	4 6%	86 100%	- -	- -	55 18%	31 31%
My view of the Conservative Party has not changed at all	253 63%	123 58%	130 68%	35 53%	56 64%	161 65%	66 56%	53 67%	79 66%	40 69%	15 54%	79 60%	153 75%	21 31%	- -	253 100%	- -	192 64%	61 60%
My view of the Conservative Party has changed for the worse	62 15%	33 16%	29 15%	10 15%	17 19%	35 14%	19 16%	13 16%	15 13%	11 19%	4 14%	6 5%	14 7%	42 63%	- -	- -	62 100%	53 18%	9 9%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 74

Q.14a You said your view of the Conservative Party had changed for the better since the election. Please could you briefly say why this is?**Base: All respondents whose view of the Conservative Party has changed for the better since the election**

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	86	55	31	21	15	50	32	13	25	7	9	46	36	4	86	-	-	55	31
They are getting on with the job/ they are bringing things under control	29 34%	17 31%	12 39%	9 43%	4 27%	16 32%	12 38%	4 31%	8 32%	2 29%	3 33%	15 33%	12 33%	2 50%	29 34%	-	-	21 38%	8 26%
David Cameron/ The party are making tough/ unpopular decisions and sticking to them	13 15%	9 16%	4 13%	4 19%	2 13%	7 14%	3 9%	3 23%	3 12%	2 29%	2 22%	9 20%	4 11%	-	13 15%	-	-	6 11%	7 23%
They have handled working within the confines of a coalition very well	12 14%	9 16%	3 10%	5 24%	3 20%	4 8%	6 19%	-	5 20%	1 14%	-	10 22%	2 6%	-	12 14%	-	-	7 13%	5 16%
David Cameron/ The party are handling the deficit very well	11 13%	4 7%	7 23%	1 5%	5 33%	5 10%	3 9%	3 23%	2 8%	2 29%	1 11%	4 9%	5 14%	2 50%	11 13%	-	-	10 18%	1 3%
They are clearing up Labour's mess	9 10%	7 13%	2 6%	1 5%	1 7%	7 14%	4 13%	3 23%	1 4%	-	1 11%	3 7%	4 11%	2 50%	9 10%	-	-	6 11%	3 10%
David Cameron is a good leader/ has good control of the party	5 6%	4 7%	1 3%	1 5%	1 7%	3 6%	-	-	3 12%	1 14%	1 11%	3 7%	2 6%	-	5 6%	-	-	3 5%	2 6%
They are dealing with the benefit system	5 6%	1 2%	4 13%	-	1 7%	4 8%	2 6%	2 15%	-	1 14%	-	2 4%	2 6%	1 25%	5 6%	-	-	5 9%	-
Their policies are more direct/ fair/ good social conscience	4 5%	2 4%	2 6%	1 5%	1 7%	2 4%	1 3%	-	1 4%	-	2 22%	2 4%	2 6%	-	4 5%	-	-	3 5%	1 3%
David Cameron is doing a good job/ better than expected	4 5%	3 5%	1 3%	1 5%	1 7%	2 4%	-	1 8%	3 12%	-	-	3 7%	1 3%	-	4 5%	-	-	4 7%	-
They are dealing with Immigration issues	4 5%	1 2%	3 10%	1 5%	1 7%	2 4%	1 3%	3 23%	-	-	-	3 7%	1 3%	-	4 5%	-	-	4 7%	-

Lord Ashcroft

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 74

Q.14a You said your view of the Conservative Party had changed for the better since the election. Please could you briefly say why this is?

Base: All respondents whose view of the Conservative Party has changed for the better since the election

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	86	55	31	21	15	50	32	13	25	7	9	46	36	4	86	-	-	55	31
Gone are the extreme right wing days	3 3%	3 5%	-	1 5%	1 7%	1 2%	-	-	3 12%	-	-	1 2%	2 6%	-	3 3%	-	-	-	3 10%
Refreshing new ideas/new outlook	2 2%	2 4%	-	1 5%	-	1 2%	1 3%	-	1 4%	-	-	1 2%	1 3%	-	2 2%	-	-	-	2 6%
Other	18 21%	12 22%	6 19%	4 19%	2 13%	12 24%	7 22%	2 15%	5 20%	1 14%	3 33%	7 15%	10 28%	1 25%	18 21%	-	-	10 18%	8 26%
Don't know	3 3%	3 5%	-	2 10%	-	1 2%	1 3%	1 8%	1 4%	-	-	2 4%	1 3%	-	3 3%	-	-	1 2%	2 6%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 75

Q.14b You say your view of the Conservative Party has changed for the worse since the election. Please could you briefly say why this is?**Base: All respondents whose view of the Conservative Party has changed for the worse since the election**

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/ London	North Eng- land	Mid- lands	Wales/ South West	Scot- land	Better than expected	Same as expected	Worse than expected	Chang- ed for the better	Not chan- ged at all	Chang- ed for the worse	CATI	CAWI
Base	62	33	29	10	17	35	19	13	15	11	4	6	14	42	-	-	62	53	9
Failed to keep promises/ promises in the manifesto have been diluted	16 26%	7 21%	9 31%	4 40%	5 29%	7 20%	6 32%	3 23%	6 40%	1 9%	-	-	6 43%	10 24%	-	-	16 26%	14 26%	2 22%
Not tough enough on Europe/ did not keep promise of referendum over Europe	11 18%	7 21%	4 14%	1 10%	2 12%	8 23%	2 11%	1 8%	5 33%	3 27%	-	1 17%	2 14%	8 19%	-	-	11 18%	11 21%	-
They are letting the Lib Dems have too much of a say	11 18%	6 18%	5 17%	2 20%	4 24%	5 14%	4 21%	1 8%	4 27%	2 18%	-	1 17%	2 14%	8 19%	-	-	11 18%	11 21%	-
Cuts to the armed forces	10 16%	8 24%	2 7%	1 10%	2 12%	7 20%	2 11%	3 23%	2 13%	2 18%	1 25%	1 17%	-	9 21%	-	-	10 16%	10 19%	-
Disappointed in David Cameron/ weak Prime Minister/ changes his mind too often	5 8%	3 9%	2 7%	1 10%	2 12%	2 6%	-	2 15%	2 13%	-	1 25%	-	1 7%	4 10%	-	-	5 8%	4 8%	1 11%
Too many cuts to quickly	4 6%	3 9%	1 3%	-	2 12%	2 6%	-	1 8%	2 13%	-	1 25%	-	-	4 10%	-	-	4 6%	3 6%	1 11%
Too soft on crime/ law & order	4 6%	3 9%	1 3%	-	1 6%	3 9%	1 5%	-	2 13%	1 9%	-	-	1 7%	3 7%	-	-	4 6%	4 8%	-
Trying to do too much too quickly	4 6%	1 3%	3 10%	-	1 6%	3 9%	1 5%	-	1 7%	1 9%	1 25%	-	2 14%	2 5%	-	-	4 6%	3 6%	1 11%
Selling off the forests	4 6%	2 6%	2 7%	1 10%	1 6%	2 6%	2 11%	1 8%	1 7%	-	-	-	2 14%	2 5%	-	-	4 6%	3 6%	1 11%
Too soft on immigration issues	3 5%	2 6%	1 3%	-	2 12%	1 3%	1 5%	-	2 13%	-	-	1 17%	1 7%	1 2%	-	-	3 5%	2 4%	1 11%
They have not been tough enough	2 3%	1 3%	1 3%	1 10%	-	1 3%	2 11%	-	-	-	-	2 33%	-	-	-	-	2 3%	2 4%	-

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 75

Q.14b You say your view of the Conservative Party has changed for the worse since the election. Please could you briefly say why this is?

Base: All respondents whose view of the Conservative Party has changed for the worse since the election

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	62	33	29	10	17	35	19	13	15	11	4	6	14	42	-	-	62	53	9
Human rights act	2 3%	2 6%	-	-	1 6%	1 3%	1 5%	-	1 7%	-	-	-	-	2 5%	-	-	2 3%	2 4%	-
Raising of University fees	2 3%	-	2 7%	-	1 6%	1 3%	-	1 8%	1 7%	-	-	-	-	2 5%	-	-	2 3%	2 4%	-
Cuts to the health service	1 2%	1 3%	-	-	-	1 3%	1 5%	-	-	-	-	-	1 7%	-	-	-	1 2%	1 2%	-
Other	27 44%	14 42%	13 45%	4 40%	8 47%	15 43%	8 42%	4 31%	6 40%	7 64%	2 50%	3 50%	5 36%	19 45%	-	-	27 44%	21 40%	6 67%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 76

Q.15a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
I could never see myself voting Labour	363 91%	191 91%	172 91%	62 94%	78 89%	222 90%	107 91%	71 90%	108 91%	56 97%	21 75%	123 94%	187 92%	53 79%	77 90%	235 93%	51 82%	269 90%	94 93%
I could see myself voting Labour at some point in the future	38 9%	20 9%	18 9%	4 6%	10 11%	24 10%	10 9%	8 10%	11 9%	2 3%	7 25%	8 6%	16 8%	14 21%	9 10%	18 7%	11 18%	31 10%	7 7%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 77

Q.15b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chang-ed at all	Chang-ed for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
I could never see myself voting Lib Dem	323 81%	167 79%	156 82%	51 77%	73 83%	198 80%	100 85%	59 75%	100 84%	47 81%	17 61%	98 75%	166 82%	59 88%	63 73%	204 81%	56 90%	247 82%	76 75%
I could see myself voting Lib Dem at some point in the future	78 19%	44 21%	34 18%	15 23%	15 17%	48 20%	17 15%	20 25%	19 16%	11 19%	11 39%	33 25%	37 18%	8 12%	23 27%	49 19%	6 10%	53 18%	25 25%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 78

Q.15c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
I could never see myself voting UKIP	262 65%	124 59%	138 73%	39 59%	57 65%	165 67%	75 64%	49 62%	80 67%	38 66%	20 71%	85 65%	136 67%	41 61%	57 66%	175 69%	30 48%	198 66%	64 63%
I could see myself voting UKIP at some point in the future	139 35%	87 41%	52 27%	27 41%	31 35%	81 33%	42 36%	30 38%	39 33%	20 34%	8 29%	46 35%	67 33%	26 39%	29 34%	78 31%	32 52%	102 34%	37 37%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 79

Q.19 Finally, 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, how do you think you would vote?

If the Coalition candidate were a member of the Conservative Party

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chang-ed for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Coalition candidate	338	176	162	59	67	212	97	65	99	51	26	121	176	41	82	222	34	241	97
	84%	83%	85%	89%	76%	86%	83%	82%	83%	88%	93%	92%	87%	61%	95%	88%	55%	80%	96%
UKIP	14	8	6	1	5	8	6	2	4	2	-	1	5	8	-	5	9	11	3
	3%	4%	3%	2%	6%	3%	5%	3%	3%	3%	-	1%	2%	12%	-	2%	15%	4%	3%
Labour	3	2	1	2	1	-	-	3	-	-	-	-	-	3	-	-	3	3	-
	1%	1%	1%	3%	1%	-	-	4%	-	-	-	-	-	4%	-	-	5%	1%	-
Green	1	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-
	*	*	-	-	1%	-	1%	-	-	-	-	-	-	1%	-	-	2%	*	-
Other	27	13	14	2	9	16	8	4	9	4	2	5	11	11	3	15	9	26	1
	7%	6%	7%	3%	10%	7%	7%	5%	8%	7%	7%	4%	5%	16%	3%	6%	15%	9%	1%
Refused	4	2	2	-	2	2	-	2	2	-	-	1	3	-	-	4	-	4	-
	1%	1%	1%	-	2%	1%	-	3%	2%	-	-	1%	1%	-	-	2%	-	1%	-
Don't know	14	9	5	2	3	8	5	3	5	1	-	3	8	3	1	7	6	14	-
	3%	4%	3%	3%	3%	3%	4%	4%	4%	2%	-	2%	4%	4%	1%	3%	10%	5%	-

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 80

Q.19 Finally, 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, how do you think you would vote?

If the Coalition candidate were a member of the Conservative Party

Base: All respondents expressing an intention to vote

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	383	200	183	64	83	236	112	74	112	57	28	127	192	64	85	242	56	282	101
Coalition candidate	338	176	162	59	67	212	97	65	99	51	26	121	176	41	82	222	34	241	97
	88%	88%	89%	92%	81%	90%	87%	88%	88%	89%	93%	95%	92%	64%	96%	92%	61%	85%	96%
UKIP	14	8	6	1	5	8	6	2	4	2	-	1	5	8	-	5	9	11	3
	4%	4%	3%	2%	6%	3%	5%	3%	4%	4%	-	1%	3%	13%	-	2%	16%	4%	3%
Labour	3	2	1	2	1	-	-	3	-	-	-	-	-	3	-	-	3	3	-
	1%	1%	1%	3%	1%	-	-	4%	-	-	-	-	-	5%	-	-	5%	1%	-
Green	1	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-
	*	1%	-	-	1%	-	1%	-	-	-	-	-	-	2%	-	-	2%	*	-
Other	27	13	14	2	9	16	8	4	9	4	2	5	11	11	3	15	9	26	1
	7%	7%	8%	3%	11%	7%	7%	5%	8%	7%	7%	4%	6%	17%	4%	6%	16%	9%	1%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 81

Q.19 Finally, 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, how do you think you would vote?

If the Coalition candidate were a member of the Liberal Democrats

Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Coalition candidate	199	108	91	36	34	128	56	41	59	25	18	76	108	15	56	132	11	136	63
	50%	51%	48%	55%	39%	52%	48%	52%	50%	43%	64%	58%	53%	22%	65%	52%	18%	45%	62%
UKIP	65	40	25	12	18	35	21	12	21	10	1	15	26	24	7	33	25	43	22
	16%	19%	13%	18%	20%	14%	18%	15%	18%	17%	4%	11%	13%	36%	8%	13%	40%	14%	22%
Labour	8	6	2	5	3	-	5	3	-	-	-	3	1	4	2	2	4	5	3
	2%	3%	1%	8%	3%	-	4%	4%	-	-	-	2%	*	6%	2%	1%	6%	2%	3%
Green	3	-	3	-	2	1	2	1	-	-	-	2	1	-	-	3	-	2	1
	1%	-	2%	-	2%	*	2%	1%	-	-	-	2%	*	-	-	1%	-	1%	1%
Other	72	34	38	8	16	48	19	9	20	19	5	23	32	17	18	40	14	60	12
	18%	16%	20%	12%	18%	20%	16%	11%	17%	33%	18%	18%	16%	25%	21%	16%	23%	20%	12%
Refused	21	11	10	1	5	15	5	4	9	1	2	3	16	2	2	16	3	21	-
	5%	5%	5%	2%	6%	6%	4%	5%	8%	2%	7%	2%	8%	3%	2%	6%	5%	7%	-
Don't know	33	12	21	4	10	19	9	9	10	3	2	9	19	5	1	27	5	33	-
	8%	6%	11%	6%	11%	8%	8%	11%	8%	5%	7%	7%	9%	7%	1%	11%	8%	11%	-

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 82

Q.19 Finally, 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, how do you think you would vote?

If the Coalition candidate were a member of the Liberal Democrats

Base: All respondents expressing an intention to vote

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	347	188	159	61	73	212	103	66	100	54	24	119	168	60	83	210	54	246	101
Coalition candidate	199	108	91	36	34	128	56	41	59	25	18	76	108	15	56	132	11	136	63
	57%	57%	57%	59%	47%	60%	54%	62%	59%	46%	75%	64%	64%	25%	67%	63%	20%	55%	62%
UKIP	65	40	25	12	18	35	21	12	21	10	1	15	26	24	7	33	25	43	22
	19%	21%	16%	20%	25%	17%	20%	18%	21%	19%	4%	13%	15%	40%	8%	16%	46%	17%	22%
Labour	8	6	2	5	3	-	5	3	-	-	-	3	1	4	2	2	4	5	3
	2%	3%	1%	8%	4%	-	5%	5%	-	-	-	3%	1%	7%	2%	1%	7%	2%	3%
Green	3	-	3	-	2	1	2	1	-	-	-	2	1	-	-	3	-	2	1
	1%	-	2%	-	3%	*	2%	2%	-	-	-	2%	1%	-	-	1%	-	1%	1%
Other	72	34	38	8	16	48	19	9	20	19	5	23	32	17	18	40	14	60	12
	21%	18%	24%	13%	22%	23%	18%	14%	20%	35%	21%	19%	19%	28%	22%	19%	26%	24%	12%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
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Absolutes/col percents

Table 83

Age**Base: All respondents**

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
18 - 24	8 2%	7 3%	1 1%	8 12%	-	-	3 3%	2 3%	2 2%	-	1 4%	5 4%	2 1%	1 1%	3 3%	3 1%	2 3%	3 1%	5 5%
25 - 34	12 3%	11 5%	1 1%	12 18%	-	-	7 6%	1 1%	3 3%	1 2%	-	6 5%	6 3%	-	5 6%	7 3%	-	3 1%	9 9%
35 - 44	14 3%	11 5%	3 2%	14 21%	-	-	6 5%	1 1%	5 4%	2 3%	-	9 7%	4 2%	1 1%	6 7%	6 2%	2 3%	10 3%	4 4%
45 - 54	32 8%	17 8%	15 8%	32 48%	-	-	8 7%	8 10%	9 8%	5 9%	2 7%	13 10%	16 8%	3 4%	7 8%	19 8%	6 10%	19 6%	13 13%
55 - 64	88 22%	48 23%	40 21%	-	88 100%	-	26 22%	24 30%	26 22%	8 14%	4 14%	32 24%	41 20%	15 22%	15 17%	56 22%	17 27%	64 21%	24 24%
65+	246 61%	116 55%	130 68%	-	-	246 100%	66 56%	43 54%	74 62%	42 72%	21 75%	65 50%	134 66%	47 70%	50 58%	161 64%	35 56%	200 67%	46 46%
Refused	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 *	-	1 *	-

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 84
Gender
Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Male	211	211	-	46	48	116	66	43	71	22	9	81	93	37	55	123	33	144	67
	53%	100%	-	70%	55%	47%	56%	54%	60%	38%	32%	62%	46%	55%	64%	49%	53%	48%	66%
Female	190	-	190	20	40	130	51	36	48	36	19	50	110	30	31	130	29	156	34
	47%	-	100%	30%	45%	53%	44%	46%	40%	62%	68%	38%	54%	45%	36%	51%	47%	52%	34%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 85
Region
Base: All respondents

	Gender			Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology	
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
Scotland	28 7%	9 4%	19 10%	3 5%	4 5%	21 9%	-	-	-	-	28 100%	12 9%	13 6%	3 4%	9 10%	15 6%	4 6%	19 6%	9 9%
The North	13 3%	7 3%	6 3%	1 2%	1 1%	11 4%	-	13 16%	-	-	-	4 3%	5 2%	4 6%	3 3%	6 2%	4 6%	9 3%	4 4%
The North West	35 9%	19 9%	16 8%	6 9%	13 15%	16 7%	-	35 44%	-	-	-	8 6%	18 9%	9 13%	4 5%	26 10%	5 8%	24 8%	11 11%
Yorkshire & Humberside	31 8%	17 8%	14 7%	5 8%	10 11%	16 7%	-	31 39%	-	-	-	11 8%	13 6%	7 10%	6 7%	21 8%	4 6%	22 7%	9 9%
The East Midlands	34 8%	22 10%	12 6%	6 9%	7 8%	21 9%	-	-	34 29%	-	-	12 9%	17 8%	5 7%	7 8%	21 8%	6 10%	28 9%	6 6%
The West Midlands	28 7%	19 9%	9 5%	5 8%	5 6%	18 7%	-	-	28 24%	-	-	8 6%	14 7%	6 9%	7 8%	15 6%	6 10%	22 7%	6 6%
Wales	18 4%	8 4%	10 5%	3 5%	3 3%	12 5%	-	-	-	18 31%	-	4 3%	9 4%	5 7%	3 3%	11 4%	4 6%	15 5%	3 3%
East Anglia	57 14%	30 14%	27 14%	8 12%	14 16%	35 14%	-	-	57 48%	-	-	19 15%	31 15%	7 10%	11 13%	43 17%	3 5%	46 15%	11 11%
Greater London	39 10%	28 13%	11 6%	11 17%	10 11%	18 7%	39 33%	-	-	-	-	16 12%	18 9%	5 7%	13 15%	16 6%	10 16%	26 9%	13 13%
The South East	78 19%	38 18%	40 21%	13 20%	16 18%	48 20%	78 67%	-	-	-	-	26 20%	41 20%	11 16%	19 22%	50 20%	9 15%	59 20%	19 19%
The South West	40 10%	14 7%	26 14%	5 8%	5 6%	30 12%	-	-	-	40 69%	-	11 8%	24 12%	5 7%	4 5%	29 11%	7 11%	30 10%	10 10%

Conservative Party Members Poll
CATI Fieldwork Dates:- 4th-6th March 2011
CAWI Fieldwork Dates:- 7th-9th March 2011

Absolutes/col percents

Table 86
Methodology
Base: All respondents

	Gender		Age			Region					Whether Coalition Govt Performance			View of Conservative Party			Methodology		
	Total	Male	Female	18-54	55-64	65+	South East/London	North Eng-land	Mid-lands	Wales/South West	Scot-land	Better than expected	Same as expected	Worse than expected	Chan-ged for the better	Not chan-ged at all	Chan-ged for the worse	CATI	CAWI
Base	401	211	190	66	88	246	117	79	119	58	28	131	203	67	86	253	62	300	101
CATI	300	144	156	35	64	200	85	55	96	45	19	82	159	59	55	192	53	300	-
	75%	68%	82%	53%	73%	81%	73%	70%	81%	78%	68%	63%	78%	88%	64%	76%	85%	100%	-
CAWI	101	67	34	31	24	46	32	24	23	13	9	49	44	8	31	61	9	-	101
	25%	32%	18%	47%	27%	19%	27%	30%	19%	22%	32%	37%	22%	12%	36%	24%	15%	-	100%