

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 1

Q.1 As far as you know, are you eligible to vote in UK general elections. That is, are you a UK citizen or a qualifying citizen of a Commonwealth country?

Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Yes	9835	4781	5055	1383	1860	2015	1605	1287	1668	3579	1962	1131	2557	1500	3552	548	1883	2973	1277
	96%	96%	96%	95%	91%	95%	97%	99%	98%	96%	95%	97%	97%	97%	95%	91%	100%	99%	99%
No	400	204	196	61	164	93	38	17	27	149	106	34	77	44	168	47	4	26	7
	4%	4%	4%	4%	8%	4%	2%	1%	2%	4%	5%	3%	3%	3%	4%	8%	*	1%	1%
Don't know	33	21	12	11	11	5	3	-	2	12	4	7	4	2	9	5	3	1	1
	*	*	*	1%	1%	*	*	-	*	*	*	1%	*	*	*	1%	*	*	*

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Table 1

Q.1 As far as you know, are you eligible to vote in UK general elections. That is, are you a UK citizen or a qualifying citizen of a Commonwealth country?

Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Yes	9835 96%	6327 96%	5966 96%	360 95%	2020 96%	869 96%	683 98%	289 96%	180 90%	1047 95%	491 98%	458 92%	97 96%	178 89%	91 91%	87 87%	4390 96%	490 95%	1666 95%	305 99%	734 96%	2037 96%
No	400 4%	251 4%	233 4%	18 5%	72 3%	30 3%	16 2%	8 3%	19 9%	52 5%	7 1%	40 8%	4 4%	20 10%	9 9%	11 11%	185 4%	22 4%	71 4%	4 1%	26 3%	83 4%
Don't know	33 *	19 *	17 *	1 *	8 *	3 *	1 *	3 1%	2 1%	3 *	1 *	2 *	- -	2 1%	- -	2 2%	15 *	2 *	10 1%	- -	1 *	4 *

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Table 2

Q.2 Are you currently registered to vote in UK general elections?**Base: All respondents who are eligible to vote in UK general elections**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	9867	4770	5097	1118	1763	2012	1674	1417	1864	3541	1951	1139	2644	1521	3537	530	1948	3053	1245
Weighted base	9835	4781	5055	1383	1860	2015	1605	1287	1668	3579	1962	1131	2557	1500	3552	548	1883	2973	1277
Yes	9351	4494	4857	1132	1730	1971	1582	1267	1652	3428	1846	1064	2456	1446	3383	520	1870	2939	1263
	95%	94%	96%	82%	93%	98%	99%	98%	99%	96%	94%	94%	96%	96%	95%	95%	99%	99%	99%
No	385	231	155	191	109	36	19	17	13	129	87	52	77	48	126	20	13	29	7
	4%	5%	3%	14%	6%	2%	1%	1%	1%	4%	4%	5%	3%	3%	4%	4%	1%	1%	1%
Don't know	99	56	43	60	21	9	4	3	3	22	29	15	24	5	43	8	-	6	7
	1%	1%	1%	4%	1%	*	*	*	*	1%	1%	1%	1%	*	1%	2%	-	*	1%

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Table 2

Q.2 Are you currently registered to vote in UK general elections?**Base: All respondents who are eligible to vote in UK general elections**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	9867	6142	5874	268	2193	993	686	304	210	1070	497	473	100	201	42	159	4645	480	1490	301	760	1954
Weighted base	9835	6327	5966	360	2020	869	683	289	180	1047	491	458	97	178	91	87	4390	490	1666	305	734	2037
Yes	9351	6036	5709	327	1922	842	646	270	163	977	462	428	87	170	88	81	4214	476	1557	294	694	1915
	95%	95%	96%	91%	95%	97%	95%	93%	91%	93%	94%	93%	89%	95%	97%	93%	96%	97%	93%	96%	95%	94%
No	385	235	209	26	75	21	29	11	14	53	20	24	10	8	3	5	144	10	84	9	30	97
	4%	4%	3%	7%	4%	2%	4%	4%	8%	5%	4%	5%	10%	4%	3%	5%	3%	2%	5%	3%	4%	5%
Don't know	99	56	48	7	23	5	8	7	3	17	9	7	1	1	-	1	33	3	24	2	10	25
	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%

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Table 3

Q.3 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Conservative	1547 15%	865 17%	681 13%	162 11%	272 13%	302 14%	255 16%	215 16%	339 20%	686 18%	326 16%	160 14%	330 13%	1547 100%	-	-	1085 57%	58 2%	82 6%
Labour	3728 36%	1862 37%	1866 35%	686 47%	786 39%	776 37%	554 34%	426 33%	498 29%	1274 34%	755 36%	436 37%	1009 38%	-	3728 100%	-	173 9%	2208 74%	304 24%
Liberal Democrat	601 6%	277 6%	324 6%	107 7%	144 7%	121 6%	71 4%	74 6%	83 5%	279 7%	130 6%	51 4%	112 4%	-	-	601 100%	28 1%	38 1%	337 26%
The UK Independence Party	175 2%	109 2%	66 1%	6 *	15 1%	32 1%	28 2%	39 3%	54 3%	48 1%	27 1%	28 2%	66 3%	-	-	-	60 3%	13 *	12 1%
The Green Party	321 3%	160 3%	161 3%	47 3%	75 4%	65 3%	77 5%	32 2%	25 2%	140 4%	91 4%	23 2%	50 2%	-	-	-	17 1%	58 2%	70 5%
The British National Party	85 1%	60 1%	25 *	33 2%	14 1%	11 1%	12 1%	7 1%	8 *	16 *	16 1%	22 2%	24 1%	-	-	-	7 *	3 *	3 *
Another party	177 2%	102 2%	75 1%	20 1%	44 2%	45 2%	29 2%	17 1%	21 1%	83 2%	21 1%	23 2%	36 1%	-	-	-	29 2%	34 1%	22 2%
Would not vote	722 7%	347 7%	375 7%	86 6%	140 7%	166 8%	126 8%	93 7%	110 7%	232 6%	140 7%	82 7%	217 8%	-	-	-	59 3%	78 3%	72 6%
Refused	533 5%	222 4%	311 6%	29 2%	64 3%	81 4%	95 6%	101 8%	160 9%	175 5%	80 4%	50 4%	170 6%	-	-	-	37 2%	53 2%	23 2%
Don't know	2379 23%	1002 20%	1377 26%	277 19%	480 24%	515 24%	400 24%	299 23%	398 23%	807 22%	487 23%	296 25%	626 24%	-	-	-	395 21%	458 15%	361 28%

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Q.3 If there was a general election tomorrow, which party would you vote for?

Base: All respondents

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Conservative	1547 15%	1276 19%	1234 20%	42 11%	174 8%	99 11%	46 7%	13 4%	16 8%	44 4%	17 3%	23 5%	4 4%	35 17%	24 24%	10 10%	904 20%	70 14%	101 6%	21 7%	152 20%	278 13%
Labour	3728 36%	1971 30%	1807 29%	164 43%	983 47%	371 41%	367 52%	161 54%	84 42%	626 57%	262 52%	315 63%	50 49%	54 27%	14 14%	40 39%	1493 33%	191 37%	887 51%	147 48%	237 31%	710 33%
Liberal Democrat	601 6%	432 7%	409 7%	23 6%	104 5%	39 4%	29 4%	15 5%	20 10%	30 3%	8 2%	20 4%	3 3%	26 13%	15 15%	11 11%	265 6%	26 5%	90 5%	11 4%	39 5%	160 8%
The UK Independence Party	175 2%	144 2%	143 2%	2 *	13 1%	5 1%	7 1%	- -	- -	6 1%	5 1%	1 *	1 1%	8 4%	3 3%	5 5%	93 2%	3 1%	10 1%	2 1%	21 3%	44 2%
The Green Party	321 3%	249 4%	234 4%	15 4%	46 2%	18 2%	16 2%	4 1%	8 4%	14 1%	8 2%	4 1%	2 2%	3 1%	- -	3 3%	101 2%	8 2%	45 3%	5 2%	30 4%	123 6%
The British National Party	85 1%	75 1%	72 1%	3 1%	5 *	2 *	3 *	- -	- -	5 *	2 *	2 *	2 2%	* *	- -	* *	36 1%	2 *	10 1%	1 *	9 1%	29 1%
Another party	177 2%	108 2%	104 2%	3 1%	38 2%	9 1%	18 3%	9 3%	2 1%	16 1%	9 2%	5 1%	1 1%	6 3%	4 4%	2 2%	70 2%	3 *	36 2%	5 2%	19 3%	39 2%
Would not vote	722 7%	495 8%	465 7%	31 8%	104 5%	53 6%	31 4%	8 3%	13 6%	87 8%	48 10%	30 6%	8 8%	15 8%	7 7%	8 8%	320 7%	29 6%	94 5%	19 6%	50 7%	182 9%
Refused	533 5%	333 5%	317 5%	16 4%	118 6%	57 6%	30 4%	21 7%	10 5%	47 4%	22 4%	21 4%	3 3%	5 2%	1 1%	3 3%	241 5%	34 7%	90 5%	13 4%	36 5%	92 4%
Don't know	2379 23%	1512 23%	1432 23%	80 21%	515 25%	247 27%	152 22%	69 23%	47 23%	225 20%	118 24%	79 16%	28 28%	49 25%	30 30%	19 19%	1067 23%	149 29%	385 22%	84 27%	169 22%	467 22%

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Table 4

Q.3 If there was a general election tomorrow, which party would you vote for?**Base: All respondents expressing an intention to vote**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6598	3401	3197	876	1270	1346	1060	894	1146	2468	1346	741	1669	1568	3704	579	1440	2458	793
Weighted base	6634	3434	3200	1062	1351	1351	1026	810	1028	2525	1365	744	1626	1547	3728	601	1400	2411	829
Conservative	1547	865	681	162	272	302	255	215	339	686	326	160	330	1547	-	-	1085	58	82
	23%	25%	21%	15%	20%	22%	25%	27%	33%	27%	24%	22%	20%	100%	-	-	78%	2%	10%
Labour	3728	1862	1866	686	786	776	554	426	498	1274	755	436	1009	-	3728	-	173	2208	304
	56%	54%	58%	65%	58%	57%	54%	53%	48%	50%	55%	59%	62%	-	100%	-	12%	92%	37%
Liberal Democrat	601	277	324	107	144	121	71	74	83	279	130	51	112	-	-	601	28	38	337
	9%	8%	10%	10%	11%	9%	7%	9%	8%	11%	9%	7%	7%	-	-	100%	2%	2%	41%
The UK Independence Party	175	109	66	6	15	32	28	39	54	48	27	28	66	-	-	-	60	13	12
	3%	3%	2%	1%	1%	2%	3%	5%	5%	2%	2%	4%	4%	-	-	-	4%	1%	1%
The Green Party	321	160	161	47	75	65	77	32	25	140	91	23	50	-	-	-	17	58	70
	5%	5%	5%	4%	6%	5%	7%	4%	2%	6%	7%	3%	3%	-	-	-	1%	2%	8%
The British National Party	85	60	25	33	14	11	12	7	8	16	16	22	24	-	-	-	7	3	3
	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	3%	1%	-	-	-	1%	*	*
Another party	177	102	75	20	44	45	29	17	21	83	21	23	36	-	-	-	29	34	22
	3%	3%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	2%	-	-	-	2%	1%	3%

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Table 4

Q.3 If there was a general election tomorrow, which party would you vote for?**Base: All respondents expressing an intention to vote**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	6598	4082	3897	185	1490	630	489	215	156	747	303	379	65	146	28	118	3087	303	1055	192	512	1326
Weighted base	6634	4255	4002	253	1363	544	486	202	131	742	310	370	62	131	61	70	2962	301	1179	192	506	1383
Conservative	1547	1276	1234	42	174	99	46	13	16	44	17	23	4	35	24	10	904	70	101	21	152	278
	23%	30%	31%	17%	13%	18%	9%	6%	12%	6%	6%	6%	6%	26%	40%	15%	31%	23%	9%	11%	30%	20%
Labour	3728	1971	1807	164	983	371	367	161	84	626	262	315	50	54	14	40	1493	191	887	147	237	710
	56%	46%	45%	65%	72%	68%	76%	80%	64%	84%	84%	85%	81%	41%	23%	57%	50%	63%	75%	77%	47%	51%
Liberal Democrat	601	432	409	23	104	39	29	15	20	30	8	20	3	26	15	11	265	26	90	11	39	160
	9%	10%	10%	9%	8%	7%	6%	7%	15%	4%	3%	5%	4%	20%	25%	15%	9%	8%	8%	6%	8%	12%
The UK Independence Party	175	144	143	2	13	5	7	-	-	6	5	1	1	8	3	5	93	3	10	2	21	44
	3%	3%	4%	1%	1%	1%	2%	-	-	1%	2%	*	1%	6%	5%	7%	3%	1%	1%	1%	4%	3%
The Green Party	321	249	234	15	46	18	16	4	8	14	8	4	2	3	-	3	101	8	45	5	30	123
	5%	6%	6%	6%	3%	3%	3%	2%	6%	2%	3%	1%	3%	2%	-	4%	3%	3%	4%	3%	6%	9%
The British National Party	85	75	72	3	5	2	3	-	-	5	2	2	2	*	-	*	36	2	10	1	9	29
	1%	2%	2%	1%	*	*	1%	-	-	1%	1%	*	3%	*	-	*	1%	1%	1%	*	2%	2%
Another party	177	108	104	3	38	9	18	9	2	16	9	5	1	6	4	2	70	3	36	5	19	39
	3%	3%	3%	1%	3%	2%	4%	4%	2%	2%	3%	1%	2%	5%	7%	2%	2%	1%	3%	2%	4%	3%

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Table 5

Q.4 At the general election in May last year, many people didn't vote. Did you vote in that election?**Q.4a Which party did you vote for in the general election in May last year?****Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Conservative	1890	980	910	139	285	361	334	282	483	759	385	218	456	1085	173	28	1890	-	-
	18%	20%	17%	10%	14%	17%	20%	22%	28%	20%	19%	19%	17%	70%	5%	5%	100%	-	-
Labour	3000	1453	1548	324	533	639	524	436	540	1025	576	356	861	58	2208	38	-	3000	-
	29%	29%	29%	22%	26%	30%	32%	33%	32%	27%	28%	30%	33%	4%	59%	6%	-	100%	-
Liberal Democrat	1285	605	681	167	280	322	196	163	157	596	275	115	239	82	304	337	-	-	1285
	13%	12%	13%	11%	14%	15%	12%	12%	9%	16%	13%	10%	9%	5%	8%	56%	-	-	100%
Another party	310	166	144	35	50	67	56	53	47	116	67	39	72	9	22	4	-	-	-
	3%	3%	3%	2%	2%	3%	3%	4%	3%	3%	3%	3%	3%	1%	1%	1%	-	-	-
Did not vote	2940	1447	1494	727	756	554	371	251	276	962	616	362	785	280	954	175	-	-	-
	29%	29%	28%	50%	37%	26%	23%	19%	16%	26%	30%	31%	30%	18%	26%	29%	-	-	-
Refused	509	235	274	27	68	88	98	83	142	174	88	52	126	11	16	3	-	-	-
	5%	5%	5%	2%	3%	4%	6%	6%	8%	5%	4%	4%	5%	1%	*	*	-	-	-
Don't know	333	120	213	34	62	83	67	36	50	108	66	30	99	22	52	16	-	-	-
	3%	2%	4%	2%	3%	4%	4%	3%	3%	3%	3%	3%	4%	1%	1%	3%	-	-	-

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Table 5

Q.4 At the general election in May last year, many people didn't vote. Did you vote in that election?**Q.4a Which party did you vote for in the general election in May last year?****Base: All respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Conservative	1890	1447	1414	33	314	160	89	39	25	60	24	30	6	40	30	10	1094	93	204	47	162	266
	18%	22%	23%	9%	15%	18%	13%	13%	13%	5%	5%	6%	6%	20%	30%	10%	24%	18%	12%	15%	21%	13%
Labour	3000	1621	1508	113	787	330	270	126	61	465	205	222	38	39	8	31	1273	179	644	128	187	529
	29%	25%	24%	30%	37%	37%	39%	42%	30%	42%	41%	44%	38%	19%	8%	31%	28%	35%	37%	41%	25%	25%
Liberal Democrat	1285	993	940	53	187	72	72	31	12	65	28	30	8	23	12	11	491	35	180	26	125	406
	13%	15%	15%	14%	9%	8%	10%	10%	6%	6%	6%	6%	8%	12%	12%	11%	11%	7%	10%	8%	16%	19%
Another party	310	231	222	9	35	9	18	3	5	27	19	8	-	8	3	5	139	6	39	2	26	93
	3%	4%	4%	2%	2%	1%	3%	1%	3%	2%	4%	2%	-	4%	3%	5%	3%	1%	2%	1%	3%	4%
Did not vote	2940	1809	1661	148	585	233	202	72	79	405	185	181	39	67	29	38	1225	138	533	85	202	695
	29%	27%	27%	39%	28%	26%	29%	24%	39%	37%	37%	36%	38%	34%	29%	38%	27%	27%	31%	27%	26%	33%
Refused	509	312	295	17	111	62	24	13	11	44	18	19	7	3	-	3	226	43	82	11	33	82
	5%	5%	5%	4%	5%	7%	3%	4%	6%	4%	4%	4%	7%	1%	-	3%	5%	8%	5%	4%	4%	4%
Don't know	333	184	177	7	81	34	25	16	6	34	20	11	3	20	18	2	142	20	67	10	27	53
	3%	3%	3%	2%	4%	4%	4%	5%	3%	3%	4%	2%	3%	10%	18%	2%	3%	4%	4%	3%	4%	3%

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Absolutes/col percents

Table 6

Q.5 Could you tell me why you didn't vote at the last general election in the UK?**Base: All respondents who are eligible to vote in UK general elections but didn't vote last year**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	2448	1192	1256	529	552	453	367	253	289	756	490	322	705	224	773	116	-	-	-
Weighted base	2559	1253	1306	661	593	474	335	235	256	811	518	327	717	241	802	123	-	-	-
I didn't feel any of the political parties represent me	537 21%	259 21%	278 21%	55 8%	110 19%	120 25%	112 33%	60 26%	79 31%	158 20%	109 21%	80 25%	158 22%	32 13%	93 12%	6 4%	-	-	-
I wasn't registered to vote	393 15%	221 18%	172 13%	236 36%	80 14%	52 11%	7 2%	9 4%	8 3%	140 17%	75 14%	37 11%	101 14%	46 19%	175 22%	24 19%	-	-	-
I simply forgot	250 10%	99 8%	151 12%	64 10%	70 12%	46 10%	26 8%	26 11%	19 7%	70 9%	56 11%	29 9%	76 11%	26 11%	100 12%	25 21%	-	-	-
My vote would not have made any difference to the outcome of the election where I live	236 9%	132 11%	104 8%	35 5%	65 11%	55 12%	36 11%	23 10%	21 8%	81 10%	54 10%	33 10%	51 7%	19 8%	50 6%	11 9%	-	-	-
None of the parties contacted me to explain their policies or ask for my support	128 5%	47 4%	81 6%	29 4%	31 5%	23 5%	15 5%	17 7%	12 5%	37 5%	33 6%	11 3%	37 5%	9 4%	30 4%	6 5%	-	-	-
Other	1139 45%	551 44%	588 45%	288 43%	257 43%	197 42%	151 45%	114 48%	129 50%	358 44%	228 44%	148 45%	327 46%	119 49%	385 48%	54 44%	-	-	-

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Absolutes/col percents

Table 6

Q.5 Could you tell me why you didn't vote at the last general election in the UK?**Base: All respondents who are eligible to vote in UK general elections but didn't vote last year**

	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	2448	1389	1298	91	590	239	196	77	78	351	177	141	33	50	9	41	1037	115	436	83	173	543
Weighted base	2559	1564	1435	129	523	208	189	63	63	356	179	142	35	47	20	27	1042	117	469	83	176	614
I didn't feel any of the political parties represent me	537 21%	347 22%	328 23%	19 15%	82 16%	36 17%	30 16%	6 9%	10 16%	79 22%	49 27%	27 19%	3 9%	7 14%	2 8%	5 19%	227 22%	15 13%	78 17%	16 19%	42 24%	148 24%
I wasn't registered to vote	393 15%	196 13%	172 12%	25 19%	117 22%	50 24%	35 19%	14 22%	17 28%	56 16%	23 13%	28 20%	6 16%	14 30%	9 43%	5 20%	132 13%	28 24%	96 20%	16 20%	29 16%	88 14%
I simply forgot	250 10%	142 9%	135 9%	7 6%	55 11%	14 7%	26 14%	6 9%	9 15%	36 10%	14 8%	19 13%	2 6%	3 6%	1 7%	2 6%	108 10%	12 10%	56 12%	6 7%	16 9%	49 8%
My vote would not have made any difference to the outcome of the election where I live	236 9%	152 10%	144 10%	8 6%	35 7%	17 8%	8 4%	6 10%	3 5%	37 11%	19 10%	13 9%	6 17%	5 11%	1 7%	4 14%	88 8%	10 9%	34 7%	6 7%	14 8%	76 12%
None of the parties contacted me to explain their policies or ask for my support	128 5%	86 6%	76 5%	10 8%	22 4%	12 6%	5 3%	4 6%	1 2%	14 4%	9 5%	5 3%	1 3%	2 4%	-	2 7%	49 5%	8 7%	20 4%	3 3%	10 6%	34 5%
Other	1139 45%	718 46%	654 46%	63 49%	226 43%	85 41%	88 47%	29 45%	24 38%	153 43%	78 43%	59 41%	17 48%	22 46%	8 41%	13 49%	483 46%	49 42%	209 45%	38 46%	77 44%	250 41%

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Absolutes/col percents

Table 7

Q.6 Are there any of the three biggest political parties that you would NEVER vote for?**Base: All respondents who are eligible to vote in UK general elections**

	Gender		Age						SEG				Voting Intention			2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	9867	4770	5097	1118	1763	2012	1674	1417	1864	3541	1951	1139	2644	1521	3537	530	1948	3053	1245
Weighted base	9835	4781	5055	1383	1860	2015	1605	1287	1668	3579	1962	1131	2557	1500	3552	548	1883	2973	1277
I would never vote Conservative	3396 35%	1568 33%	1827 36%	487 35%	637 34%	735 36%	577 36%	466 36%	491 29%	1204 34%	695 35%	376 33%	913 36%	4 *	2006 56%	185 34%	72 4%	1604 54%	528 41%
I would never vote Liberal Democrat	2162 22%	1130 24%	1032 20%	295 21%	358 19%	413 20%	337 21%	310 24%	444 27%	681 19%	402 21%	287 25%	666 26%	356 24%	894 25%	5 1%	511 27%	711 24%	88 7%
I would never vote Labour	1462 15%	769 16%	693 14%	151 11%	181 10%	256 13%	261 16%	240 19%	370 22%	510 14%	307 16%	185 16%	390 15%	608 41%	32 1%	105 19%	673 36%	41 1%	175 14%
None of these	4278 44%	2105 44%	2174 43%	595 43%	887 48%	907 45%	685 43%	529 41%	666 40%	1630 46%	830 42%	481 43%	1049 41%	656 44%	1078 30%	276 50%	845 45%	1006 34%	599 47%

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Absolutes/col percents

Table 7

Q.6 Are there any of the three biggest political parties that you would NEVER vote for?**Base: All respondents who are eligible to vote in UK general elections**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	9867	6142	5874	268	2193	993	686	304	210	1070	497	473	100	201	42	159	4645	480	1490	301	760	1954
Weighted base	9835	6327	5966	360	2020	869	683	289	180	1047	491	458	97	178	91	87	4390	490	1666	305	734	2037
I would never vote Conservative	3396 35%	2215 35%	2067 35%	148 41%	577 29%	190 22%	244 36%	94 33%	49 27%	470 45%	218 44%	206 45%	46 48%	44 24%	5 6%	39 44%	1387 32%	95 19%	581 35%	80 26%	269 37%	904 44%
I would never vote Liberal Democrat	2162 22%	1337 21%	1261 21%	75 21%	471 23%	207 24%	149 22%	71 25%	44 25%	270 26%	132 27%	110 24%	28 29%	31 18%	11 12%	20 23%	991 23%	95 19%	369 22%	88 29%	189 26%	381 19%
I would never vote Labour	1462 15%	1223 19%	1181 20%	42 12%	128 6%	45 5%	44 6%	17 6%	22 12%	50 5%	23 5%	24 5%	3 3%	29 16%	16 18%	13 15%	805 18%	31 6%	123 7%	15 5%	145 20%	305 15%
None of these	4278 44%	2588 41%	2437 41%	151 42%	1042 52%	496 57%	321 47%	130 45%	95 53%	430 41%	208 42%	186 41%	36 37%	89 50%	59 65%	30 34%	1880 43%	301 61%	792 48%	150 49%	269 37%	790 39%

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Absolutes/col percents

Table 8

Q.6a You said you would never vote Conservative. Please could you say briefly in your own words why that is?**Base: All BAME respondents who are eligible to vote in UK general elections but would never vote Conservative**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	1108	506	602	245	275	281	168	71	64	352	247	150	286	1	740	52	35	544	109
Weighted base	1051	479	572	215	275	274	133	85	65	334	226	145	278	*	711	53	35	510	112
NET: Generalised/ Unspecified Negative	294	124	170	66	84	86	38	12	8	101	71	22	77	-	199	12	5	143	34
	28%	26%	30%	31%	31%	31%	28%	14%	13%	30%	31%	15%	28%	-	28%	23%	15%	28%	30%
Don't agree with principals/policies - No specific rationalisation, just don't	264	112	153	58	75	77	36	11	8	96	60	20	70	-	177	11	1	132	32
	25%	23%	27%	27%	27%	28%	27%	13%	12%	29%	27%	13%	25%	-	25%	20%	3%	26%	29%
Because of what is happening now (assumed, Econ situation & Cuts)	21	8	14	5	6	8	*	1	*	5	7	2	2	-	15	2	4	7	2
	2%	2%	2%	3%	2%	3%	*	1%	1%	1%	3%	2%	1%	-	2%	3%	11%	1%	2%
Specific reference to worsening of situation since 2010	7	5	3	3	3	1	-	-	-	*	2	-	4	-	6	-	-	5	-
	1%	1%	*	1%	1%	*	-	-	-	*	1%	-	2%	-	1%	-	-	1%	-
NET: Representative/ Socio Economic	214	102	112	25	47	58	37	26	18	79	44	22	58	-	139	18	3	104	37
	20%	21%	20%	12%	17%	21%	28%	31%	28%	24%	20%	15%	21%	-	20%	33%	8%	20%	33%
Upper/ Middle Class Centric, Care for one section of society	170	87	83	18	37	46	27	24	14	65	35	15	46	-	112	16	2	83	34
	16%	18%	14%	9%	14%	17%	20%	29%	22%	19%	16%	10%	17%	-	16%	31%	4%	16%	30%
Does not represent me as a working class person (personal reference)	18	5	12	2	2	7	4	-	2	7	1	6	4	-	8	1	-	6	2
	2%	1%	2%	1%	1%	3%	3%	-	4%	2%	*	4%	1%	-	1%	1%	-	1%	2%
Party itself is made up of rich/privileged and is self-serving	11	4	7	4	4	1	1	-	2	4	3	2	2	-	6	-	-	5	-
	1%	1%	1%	2%	1%	*	1%	-	3%	1%	1%	1%	1%	-	1%	-	-	1%	-
Represent interest of Business and Money	6	3	3	-	1	4	*	*	-	3	1	-	2	-	4	*	-	6	*
	1%	1%	1%	-	*	2%	*	*	-	1%	1%	-	1%	-	1%	1%	-	1%	*
Lack of Middle Class representation & consideration	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-

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Q.6a You said you would never vote Conservative. Please could you say briefly in your own words why that is?**Base: All BAME respondents who are eligible to vote in UK general elections but would never vote Conservative**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1051	479	572	215	275	274	133	85	65	334	226	145	278	*	711	53	35	510	112
NET: Policy Specific	150	62	89	48	39	33	13	7	11	34	28	35	44	-	111	4	12	65	13
	14%	13%	15%	22%	14%	12%	10%	8%	17%	10%	13%	24%	16%	-	16%	8%	35%	13%	11%
Cuts (general reference)	60	25	35	14	22	15	4	2	3	14	11	10	21	-	43	1	5	24	6
	6%	5%	6%	7%	8%	5%	3%	3%	5%	4%	5%	7%	7%	-	6%	3%	13%	5%	5%
Student Fees Increase	51	20	31	27	9	7	6	-	1	12	13	11	11	-	39	1	5	20	4
	5%	4%	5%	13%	3%	3%	5%	-	2%	4%	6%	8%	4%	-	6%	2%	15%	4%	3%
Cuts to Benefits	15	5	10	6	3	4	2	2	-	1	4	4	6	-	14	-	-	8	-
	1%	1%	2%	3%	1%	1%	1%	2%	-	*	2%	3%	2%	-	2%	-	-	2%	-
Job Cuts/ Unemployment	7	4	3	2	2	2	1	-	-	3	1	-	2	-	5	1	2	3	-
	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	-	1%	-	1%	2%	4%	1%	-
Education Reform	7	3	4	5	1	2	-	-	-	4	-	1	1	-	6	-	-	3	-
	1%	1%	1%	2%	*	1%	-	-	-	1%	-	1%	*	-	1%	-	-	1%	-
Increased Taxes	7	4	3	2	1	1	-	-	3	-	1	2	4	-	4	1	-	3	1
	1%	1%	*	1%	*	*	-	-	5%	-	*	1%	2%	-	1%	2%	-	1%	1%
Other	7	6	1	-	-	1	-	-	6	-	-	6	1	-	7	-	1	6	-
	1%	1%	*	-	-	*	-	-	9%	-	-	4%	*	-	1%	-	2%	1%	-
NHS Reform/ Cuts	7	1	6	2	3	2	*	-	-	4	2	-	1	-	4	1	-	2	2
	1%	*	1%	1%	1%	1%	*	-	-	1%	1%	-	*	-	1%	2%	-	*	2%
Youth Policy - General/ EMA/ Child Benefit	6	3	4	4	-	1	-	2	-	1	1	3	2	-	4	-	-	2	1
	1%	1%	1%	2%	-	*	-	2%	-	*	*	2%	1%	-	1%	-	-	*	1%
Foreign Policy	4	4	-	-	1	1	1	-	-	2	-	1	-	-	3	-	-	1	-
	*	1%	-	-	*	1%	1%	-	-	1%	-	1%	-	-	*	-	-	*	-
Inflation	3	1	3	-	3	1	-	-	-	1	1	2	-	-	1	-	-	3	1
	*	*	*	-	1%	*	-	-	-	*	*	1%	-	-	*	-	-	1%	1%
Pensions	3	-	3	-	3	-	-	-	-	1	-	2	-	-	2	-	-	1	1
	*	-	*	-	1%	-	-	-	-	*	-	1%	-	-	*	-	-	*	1%
Police	2	-	2	-	1	1	-	-	-	1	-	-	1	-	-	1	-	-	1
	*	-	*	-	*	*	-	-	-	*	-	-	*	-	-	2%	-	-	1%

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1051	479	572	215	275	274	133	85	65	334	226	145	278	*	711	53	35	510	112
Families	1*	-	1*	-	1*	-	-	-	-	-	-	-	1*	-	1*	-	-	1*	-
Privatisation	1*	-	1*	-	-	1*	-	-	-	-	-	-	-	-	1*	-	-	1*	-
NET: Specified/ Non-Conservative Voter - Reasons for voting Labour	134	61	73	21	28	40	15	14	16	36	20	30	40	-	108	1	-	87	10
	13%	13%	13%	10%	10%	15%	11%	17%	24%	11%	9%	21%	14%	-	15%	2%	-	17%	9%
Declared Labour supporter - Likes Labour more than Conservatives, no additional explanation	49	25	23	10	15	10	3	5	6	9	7	12	17	-	42	-	-	29	2
	5%	5%	4%	5%	5%	4%	2%	6%	9%	3%	3%	8%	6%	-	6%	-	-	6%	2%
Family/ Working Class Background/ Tradition - Labour Background	33	13	20	7	3	8	7	5	3	9	3	8	9	-	27	-	-	24	*
	3%	3%	3%	3%	1%	3%	5%	5%	5%	3%	1%	5%	3%	-	4%	-	-	5%	*
Have always voted Labour/ Never vote for Conservatives - Stronger explicit expression of support	22	13	8	2	4	8	2	2	5	6	3	5	8	-	19	-	-	19	1
	2%	3%	1%	1%	2%	3%	1%	2%	7%	2%	1%	3%	3%	-	3%	-	-	4%	1%
Past Experience	16	5	12	1	4	8	2	2	-	10	2	2	3	-	14	-	-	8	5
	2%	1%	2%	*	1%	3%	2%	2%	-	3%	1%	1%	1%	-	2%	-	-	2%	4%
Local area association - Live in Labour constituency	7	3	4	-	1	2	-	2	2	2	2	3	-	-	3	-	-	4	2
	1%	1%	1%	-	*	1%	-	2%	3%	1%	1%	2%	-	-	*	-	-	1%	2%
Reputation (passive)	3	1	3	1	1	1	-	-	-	1	1	1	1	-	2	-	-	2	1
	*	*	*	1%	*	*	-	-	-	*	*	1%	*	-	*	-	-	*	1%
Labour are more considerate of Immigrants	3	1	2	-	-	2	1	-	*	-	1	*	1	-	2	1	-	*	-
	*	*	*	-	-	1%	*	-	1%	-	*	*	*	-	*	2%	-	*	-

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1051	479	572	215	275	274	133	85	65	334	226	145	278	*	711	53	35	510	112
NET: Associated Negative Characteristics	126	66	60	26	36	25	21	12	7	47	27	16	27	-	80	5	14	51	9
	12%	14%	10%	12%	13%	9%	16%	14%	11%	14%	12%	11%	10%	-	11%	9%	40%	10%	8%
Dishonest/ No Trust/ Broken Promises	51	26	25	10	12	9	13	4	3	21	13	5	11	-	31	1	10	16	3
	5%	6%	4%	5%	4%	3%	10%	4%	4%	6%	6%	3%	4%	-	4%	2%	29%	3%	2%
Uncaring/ Extreme	22	10	12	4	6	4	5	4	1	7	6	1	8	-	17	-	1	11	3
	2%	2%	2%	2%	2%	1%	3%	4%	2%	2%	3%	1%	3%	-	2%	-	2%	2%	3%
Poor economic management/ Responsibly for Recession	19	16	3	3	5	3	1	4	2	9	2	4	2	-	13	*	2	9	-
	2%	3%	1%	1%	2%	1%	1%	4%	4%	3%	1%	3%	1%	-	2%	1%	7%	2%	-
Lack of Action	11	5	6	4	3	3	-	1	-	5	1	1	1	-	4	3	1	2	1
	1%	1%	1%	2%	1%	1%	-	1%	-	1%	*	1%	*	-	1%	5%	2%	*	1%
Change - Disruptive/ Disconcerting effect of Coalition Govt	10	3	6	3	4	2	2	-	-	2	3	2	2	-	6	-	-	5	1
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	-	-	1%	1%
Elitist/ Out of Touch	10	5	5	2	5	1	1	-	1	4	1	2	1	-	6	-	-	6	-
	1%	1%	1%	1%	2%	*	1%	-	1%	1%	1%	1%	*	-	1%	-	-	1%	-
Widen Income Gap	3	1	2	-	2	1	-	-	-	-	1	1	1	-	1	1	-	-	2
	*	*	*	-	1%	*	-	-	-	-	1%	1%	*	-	*	2%	-	-	1%
Don't Listen	1	1	1	-	1	1	-	-	-	1	-	-	1	-	1	-	-	1	-
	*	*	*	-	*	*	-	-	-	*	-	-	*	-	*	-	-	*	-
NET: Racial/ Immigration	23	6	17	7	5	4	1	4	1	6	8	-	7	-	16	2	-	9	2
	2%	1%	3%	3%	2%	2%	1%	5%	1%	2%	4%	-	3%	-	2%	4%	-	2%	2%
Lack of immigrant representation and consideration	16	6	10	5	2	4	*	4	*	5	6	-	3	-	13	1	-	6	2
	2%	1%	2%	2%	1%	2%	*	4%	1%	2%	3%	-	1%	-	2%	1%	-	1%	2%
Explicit accusation of Racism	4	*	3	-	2	-	*	*	*	*	2	-	2	-	2	-	-	2	-
	*	*	1%	-	1%	-	*	*	1%	*	1%	-	1%	-	*	-	-	*	-

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 8

Q.6a You said you would never vote Conservative. Please could you say briefly in your own words why that is?**Base: All BAME respondents who are eligible to vote in UK general elections but would never vote Conservative**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1051	479	572	215	275	274	133	85	65	334	226	145	278	*	711	53	35	510	112
Specific dislike of current immigration policy	2 *	- -	2 *	1 *	1 *	- -	- -	1 1%	- -	- -	1 *	- -	2 1%	- -	1 *	1 1%	- -	1 *	- -
NET: Personal Reference - Adverse effects of Conservative Policy	16 2%	9 2%	8 1%	3 1%	3 1%	4 1%	3 2%	1 1%	2 3%	3 1%	5 2%	2 2%	5 2%	- -	13 2%	1 3%	1 2%	9 2%	3 3%
Conservatives do not cater to respondents needs	7 1%	4 1%	3 1%	1 1%	1 *	* *	2 2%	- -	2 3%	2 *	1 *	1 1%	4 1%	- -	5 1%	1 3%	- -	3 1%	2 2%
Expressed negative impacts on respondent as a result of Conservative action/ policy	7 1%	3 1%	4 1%	2 1%	2 1%	4 1%	- -	- -	- -	1 *	4 2%	2 1%	1 *	- -	7 1%	- -	1 2%	5 1%	- -
NET: Personnel	12 1%	9 2%	3 1%	2 1%	5 2%	5 2%	- -	- -	- -	3 1%	3 1%	1 1%	4 1%	- -	10 1%	- -	- -	8 2%	- -
Specific critical reference to David Cameron	11 1%	8 2%	3 1%	2 1%	5 2%	3 1%	- -	- -	- -	2 1%	3 1%	1 1%	4 1%	- -	8 1%	- -	- -	7 1%	- -
Rejects Politics - Views all party's as the same, No difference, etc	1 *	1 *	* *	- -	1 *	- -	* *	- -	- -	* *	- -	- -	1 *	- -	1 *	- -	- -	* *	- -
Other - Nonsensical, Not relevant, Did not understand the question	22 2%	11 2%	11 2%	2 1%	4 1%	7 2%	5 4%	5 6%	* 1%	10 3%	5 2%	4 3%	2 1%	* 100%	7 1%	1 2%	1 2%	7 1%	1 1%
Don't know	92 9%	44 9%	49 8%	23 11%	32 12%	20 7%	8 6%	6 7%	2 4%	23 7%	25 11%	16 11%	23 8%	- -	52 7%	10 19%	3 7%	41 8%	8 8%

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	Ethnicity															Religion						
	Total	NET: White/			NET: Asian		Paki-stani	Bang-lad-eshi	Other Asian	NET: Black	Black Carib-bean	Black African	Other Black	NET: Chin-ese/ Other		Chris-tian	Hindu	Muslim	Sikh	Other	None	
		Mixed	White	Mixed	Indian	Other								Chin-ese	Other							
Unweighted base	1108	-	-	-	627	222	248	100	57	478	217	211	50	3	3	-	368	83	454	76	44	69
Weighted base	1051	-	-	-	577	190	244	94	49	470	218	206	46	5	5	-	331	83	458	75	34	59
NET: Generalised/ Unspecified Negative	294	-	-	-	165	60	73	14	17	128	51	67	10	2	2	-	91	30	117	25	7	20
	28%	-	-	-	29%	32%	30%	15%	34%	27%	23%	33%	21%	33%	33%	-	28%	37%	26%	33%	20%	34%
Don't agree with principals/policies - No specific rationalisation, just don't	264	-	-	-	142	54	61	13	14	121	50	61	10	2	2	-	89	29	98	21	6	19
	25%	-	-	-	25%	28%	25%	14%	28%	26%	23%	30%	21%	33%	33%	-	27%	35%	21%	28%	18%	32%
Because of what is happening now (assumed, Econ situation & Cuts)	21	-	-	-	16	6	6	1	2	5	*	5	-	-	-	-	1	2	13	3	1	1
	2%	-	-	-	3%	3%	2%	2%	4%	1%	*	2%	-	-	-	-	*	2%	3%	4%	2%	2%
Specific reference to worsening of situation since 2010	7	-	-	-	6	*	4	-	1	2	1	1	-	-	-	-	1	-	5	1	-	-
	1%	-	-	-	1%	*	2%	-	2%	*	*	1%	-	-	-	-	*	-	1%	1%	-	-
NET: Representative/ Socio Economic	214	-	-	-	100	34	39	22	6	114	69	36	9	-	-	-	89	13	74	14	6	14
	20%	-	-	-	17%	18%	16%	23%	12%	24%	32%	18%	20%	-	-	-	27%	16%	16%	18%	18%	23%
Upper/ Middle Class Centric, Care for one section of society	170	-	-	-	84	30	31	19	4	87	50	28	8	-	-	-	73	11	60	13	6	5
	16%	-	-	-	15%	16%	13%	20%	9%	18%	23%	14%	16%	-	-	-	22%	14%	13%	17%	17%	8%
Does not represent me as a working class person (personal reference)	18	-	-	-	5	2	-	2	*	13	7	4	1	-	-	-	7	1	4	1	-	5
	2%	-	-	-	1%	1%	-	2%	1%	3%	3%	2%	2%	-	-	-	2%	1%	1%	1%	-	8%
Party itself is made up of rich/privileged and is self-serving	11	-	-	-	6	-	4	1	-	6	5	1	-	-	-	-	4	-	6	-	-	1
	1%	-	-	-	1%	-	2%	2%	-	1%	2%	1%	-	-	-	-	1%	-	1%	-	-	2%
Represent interest of Business and Money	6	-	-	-	1	*	-	-	1	5	4	*	-	-	-	-	2	-	1	-	-	2
	1%	-	-	-	*	*	-	-	2%	1%	2%	*	-	-	-	-	1%	-	*	-	-	3%
Lack of Middle Class representation & consideration	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*	-	1%	-	-	-	-	*	-	-	-	-	-

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	Ethnicity															Religion						
	Total	NET: White/			NET: Asian		Paki-stani	Bang-lad-eshi	Other Asian	NET: Black	Black Carib-bean	Black African	Other Black	NET: Chin-ese/ Other		Chris-tian	Hindu	Muslim	Sikh	Other	None	
		Mixed	White	Mixed	Indian	Chinese								Other								
Weighted base	1051	-	-	-	577	190	244	94	49	470	218	206	46	5	5	-	331	83	458	75	34	59
NET: Policy Specific	150	-	-	-	104	34	40	25	5	47	17	25	5	-	-	28	9	93	13	1	5	
	14%	-	-	-	18%	18%	16%	26%	10%	10%	8%	12%	10%	-	-	8%	11%	20%	17%	4%	8%	
Cuts (general reference)	60	-	-	-	33	16	10	7	1	27	13	14	1	-	-	16	4	30	6	-	3	
	6%	-	-	-	6%	8%	4%	7%	1%	6%	6%	7%	2%	-	-	5%	5%	7%	8%	-	5%	
Student Fees Increase	51	-	-	-	40	10	18	7	4	11	2	9	1	-	-	3	5	34	4	1	1	
	5%	-	-	-	7%	5%	8%	7%	9%	2%	1%	4%	2%	-	-	1%	6%	8%	6%	4%	2%	
Cuts to Benefits	15	-	-	-	13	4	6	3	-	3	1	*	1	-	-	3	1	10	1	-	*	
	1%	-	-	-	2%	2%	2%	3%	-	1%	1%	*	2%	-	-	1%	1%	2%	1%	-	*	
Job Cuts/ Unemployment	7	-	-	-	3	2	1	1	-	4	1	3	-	-	-	2	-	4	1	-	-	
	1%	-	-	-	1%	1%	*	1%	-	1%	*	1%	-	-	-	1%	-	1%	1%	-	-	
Education Reform	7	-	-	-	6	3	1	2	*	1	1	-	-	-	-	-	1	4	1	*	1	
	1%	-	-	-	1%	1%	*	2%	1%	*	*	-	-	-	-	-	1%	1%	1%	1%	1%	
Increased Taxes	7	-	-	-	6	4	2	-	-	1	1	-	-	-	-	1	-	4	2	-	-	
	1%	-	-	-	1%	2%	1%	-	-	*	*	-	-	-	-	*	-	1%	3%	-	-	
Other	7	-	-	-	7	-	1	6	-	-	-	-	-	-	-	-	-	7	-	-	-	
	1%	-	-	-	1%	-	*	6%	-	-	-	-	-	-	-	-	-	1%	-	-	-	
NHS Reform/ Cuts	7	-	-	-	6	2	4	-	-	1	-	1	*	-	-	1	-	4	1	-	-	
	1%	-	-	-	1%	1%	2%	-	-	*	-	*	1%	-	-	*	-	1%	1%	-	-	
Youth Policy - General/ EMA/ Child Benefit	6	-	-	-	5	1	2	2	-	1	-	-	1	-	-	1	-	5	-	-	-	
	1%	-	-	-	1%	*	1%	2%	-	*	-	-	3%	-	-	*	-	1%	-	-	-	
Foreign Policy	4	-	-	-	4	-	2	1	-	-	-	-	-	-	-	-	-	4	-	-	-	
	*	-	-	-	1%	-	1%	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	
Inflation	3	-	-	-	2	-	2	-	-	1	-	1	-	-	-	-	-	3	-	-	-	
	*	-	-	-	*	-	1%	-	-	*	-	*	-	-	-	-	-	1%	-	-	-	
Pensions	3	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	
	*	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	
Police	2	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	
	*	-	-	-	*	1%	*	-	-	-	-	-	-	-	-	-	-	*	1%	-	-	

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	Ethnicity															Religion						
	Total	NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Weighted base	1051	-	-	-	577	190	244	94	49	470	218	206	46	5	5	-	331	83	458	75	34	59
Families	1*	-	-	-	-	-	-	-	-	1*	-	1	-	-	-	-	1*	-	-	-	-	-
Privatisation	1*	-	-	-	1*	-	-	1	-	-	-	-	-	-	-	-	-	-	1*	-	-	-
NET: Specified/ Non-Conservative Voter - Reasons for voting Labour	134	-	-	-	70	24	34	4	9	61	35	25	2	2	2	-	39	13	55	9	8	8
	13%	-	-	-	12%	12%	14%	4%	18%	13%	16%	12%	4%	33%	33%	-	12%	16%	12%	12%	25%	13%
Declared Labour supporter - Likes Labour more than Conservatives, no additional explanation	49	-	-	-	27	9	12	2	5	21	3	17	1	-	-	-	10	8	21	2	2	5
	5%	-	-	-	5%	5%	5%	2%	10%	4%	1%	8%	1%	-	-	-	3%	9%	5%	3%	7%	8%
Family/ Working Class Background/ Tradition - Labour Background	33	-	-	-	14	3	8	1	2	18	15	3	*	-	-	-	12	-	13	2	4	2
	3%	-	-	-	2%	1%	3%	1%	5%	4%	7%	1%	1%	-	-	-	4%	-	3%	2%	11%	4%
Have always voted Labour/ Never vote for Conservatives - Stronger explicit expression of support	22	-	-	-	16	9	7	-	*	4	3	1	1	2	2	-	3	3	10	3	2	*
	2%	-	-	-	3%	5%	3%	-	1%	1%	1%	*	2%	33%	33%	-	1%	4%	2%	4%	6%	1%
Past Experience	16	-	-	-	6	2	4	-	*	10	8	3	-	-	-	-	6	1	8	1	*	-
	2%	-	-	-	1%	1%	2%	-	1%	2%	3%	1%	-	-	-	-	2%	1%	2%	1%	1%	-
Local area association - Live in Labour constituency	7	-	-	-	4	1	2	1	-	3	3	-	-	-	-	-	3	1	3	-	-	-
	1%	-	-	-	1%	1%	1%	1%	-	1%	2%	-	-	-	-	-	1%	1%	1%	-	-	-
Reputation (passive)	3	-	-	-	3	1	1	-	1	1	1	-	-	-	-	-	1	1	1	1	-	-
	*	-	-	-	*	1%	*	-	1%	*	*	-	-	-	-	-	*	1%	*	1%	-	-
Labour are more considerate of Immigrants	3	-	-	-	*	-	-	-	*	2	1	1	-	-	-	-	2	-	-	-	-	*
	*	-	-	-	*	-	-	-	1%	*	1%	*	-	-	-	-	1%	-	-	-	-	1%

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Weighted base	1051	-	-	-	577	190	244	94	49	470	218	206	46	5	5	-	331	83	458	75	34	59
NET: Associated Negative Characteristics	126 12%	-	-	-	68 12%	17 9%	30 12%	11 12%	9 19%	58 12%	21 10%	31 15%	6 14%	-	-	-	39 12%	10 12%	62 14%	7 9%	1 4%	5 9%
Dishonest/ No Trust/ Broken Promises	51 5%	-	-	-	34 6%	13 7%	12 5%	3 4%	6 12%	17 4%	11 5%	4 2%	2 4%	-	-	-	13 4%	7 9%	19 4%	7 9%	-	4 6%
Uncaring/ Extreme	22 2%	-	-	-	13 2%	2 1%	8 3%	1 2%	2 4%	10 2%	5 2%	5 2%	-	-	-	-	7 2%	1 1%	14 3%	-	-	1 2%
Poor economic management/ Responsibly for Recession	19 2%	-	-	-	6 1%	1 *	3 1%	1 1%	2 3%	12 3%	1 *	11 5%	-	-	-	-	5 1%	1 1%	13 3%	-	-	* 1%
Lack of Action	11 1%	-	-	-	5 1%	1 *	4 2%	-	-	5 1%	4 2%	1 1%	1 1%	-	-	-	4 1%	1 1%	6 1%	-	-	-
Change - Disruptive/ Disconcerting effect of Coalition Govt	10 1%	-	-	-	5 1%	-	2 1%	3 3%	-	5 1%	-	4 2%	1 2%	-	-	-	3 1%	-	7 2%	-	-	-
Elitist/ Out of Touch	10 1%	-	-	-	3 *	* *	2 1%	1 1%	-	7 1%	* *	4 2%	3 6%	-	-	-	6 2%	-	4 1%	-	-	* *
Widen Income Gap	3 *	-	-	-	2 *	-	-	2 2%	-	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	1 4%	-
Don't Listen	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-
NET: Racial/ Immigration	23 2%	-	-	-	9 2%	1 *	5 2%	4 4%	-	11 2%	5 2%	5 2%	2 4%	2 33%	2 33%	-	8 3%	-	9 2%	-	2 5%	3 5%
Lack of immigrant representation and consideration	16 2%	-	-	-	8 1%	1 *	5 2%	2 2%	-	6 1%	2 1%	2 1%	2 3%	2 33%	2 33%	-	6 2%	-	7 1%	-	1 4%	2 3%
Explicit accusation of Racism	4 *	-	-	-	-	-	-	-	-	4 1%	2 1%	1 *	* 1%	-	-	-	2 1%	-	-	-	* 1%	2 3%

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Weighted base	1051	-	-	-	577	190	244	94	49	470	218	206	46	5	5	-	331	83	458	75	34	59
Specific dislike of current immigration policy	2	-	-	-	1	-	-	1	-	2	-	2	-	-	-	-	1	-	2	-	-	-
	*	-	-	-	*	-	-	1%	-	*	-	1%	-	-	-	-	*	-	*	-	-	-
NET: Personal Reference - Adverse effects of Conservative Policy	16	-	-	-	11	4	2	4	*	6	2	4	-	-	-	-	4	1	8	2	1	*
	2%	-	-	-	2%	2%	1%	4%	1%	1%	1%	2%	-	-	-	-	1%	1%	2%	3%	4%	1%
Conservatives do not cater to respondents needs	7	-	-	-	5	2	1	1	*	2	1	1	-	-	-	-	2	-	3	1	1	-
	1%	-	-	-	1%	1%	1%	2%	1%	*	*	*	-	-	-	-	1%	-	1%	1%	4%	-
Expressed negative impacts on respondent as a result of Conservative action/ policy	7	-	-	-	3	-	1	2	-	4	1	3	-	-	-	-	2	-	5	-	-	-
	1%	-	-	-	1%	-	*	2%	-	1%	1%	1%	-	-	-	-	1%	-	1%	-	-	-
NET: Personnel	12	-	-	-	3	-	2	1	-	9	5	1	3	-	-	-	7	2	3	-	-	-
	1%	-	-	-	1%	-	1%	2%	-	2%	2%	1%	7%	-	-	-	2%	2%	1%	-	-	-
Specific critical reference to David Cameron	11	-	-	-	3	-	2	1	-	8	5	1	2	-	-	-	6	2	3	-	-	-
	1%	-	-	-	1%	-	1%	2%	-	2%	2%	1%	4%	-	-	-	2%	2%	1%	-	-	-
Rejects Politics - Views all party's as the same, No difference, etc	1	-	-	-	1	*	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	*
	*	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	1%
Other - Nonsensical, Not relevant, Did not understand the question	22	-	-	-	14	6	6	2	*	8	3	3	2	-	-	-	5	1	9	2	3	2
	2%	-	-	-	2%	3%	2%	2%	1%	2%	1%	2%	4%	-	-	-	1%	2%	2%	2%	9%	4%
Don't know	92	-	-	-	51	17	20	11	4	41	17	14	9	-	-	-	31	7	39	7	3	5
	9%	-	-	-	9%	9%	8%	11%	8%	9%	8%	7%	20%	-	-	-	9%	9%	9%	9%	10%	8%

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Absolutes/col percents

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	3448	1683	1765	693	934	813	519	251	231	1127	728	472	866	254	1708	149	422	1325	278
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Negative Associated Characteristics	927	462	466	177	251	239	110	88	62	336	204	123	210	29	544	41	91	386	75
	28%	29%	27%	29%	28%	31%	24%	30%	24%	31%	30%	27%	24%	12%	33%	28%	23%	31%	28%
Lack of Trust/ Dishonest	151	76	75	28	32	42	21	15	13	60	36	15	35	*	85	7	25	60	11
	5%	5%	4%	5%	4%	5%	5%	5%	5%	6%	5%	3%	4%	*	5%	5%	6%	5%	4%
Uncaring/ Harsh/ Strict/ Mean	122	48	73	27	36	36	13	9	2	43	27	21	25	9	74	4	9	46	11
	4%	3%	4%	4%	4%	5%	3%	3%	1%	4%	4%	5%	3%	4%	5%	3%	2%	4%	4%
Detached/ Out of Touch	66	28	38	15	20	18	7	4	1	36	12	10	5	1	47	4	4	33	12
	2%	2%	2%	3%	2%	2%	2%	2%	*	3%	2%	2%	1%	*	3%	2%	1%	3%	4%
Old Fashioned/ Boring/ Traditional (negative conception)	60	28	32	10	15	20	9	4	2	24	14	6	15	5	33	5	7	21	5
	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	2%	2%	2%	4%	2%	2%	2%
General Negative	46	22	24	13	16	12	1	3	2	23	11	6	6	4	18	2	5	17	5
	1%	1%	1%	2%	2%	2%	*	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%
Unstable/ Reckless/ Extreme	36	17	19	7	16	7	4	2	-	16	7	5	4	*	27	-	*	16	2
	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	1%	*	*	2%	-	*	1%	1%
NET: Representative/ Socio-Economic	452	242	210	69	113	104	82	50	32	171	92	47	123	19	261	14	38	191	59
	14%	15%	12%	11%	12%	14%	18%	17%	12%	16%	14%	10%	14%	8%	16%	10%	10%	15%	22%
Upper/ Middle Class Bias/ Preference	193	97	96	27	36	42	45	20	21	61	44	15	61	*	118	6	11	82	23
	6%	6%	6%	4%	4%	6%	10%	7%	8%	6%	6%	3%	7%	*	7%	4%	3%	7%	9%
Direct reference to party as privileged/ rich	167	90	78	20	53	40	24	22	8	68	32	22	41	5	92	4	14	80	20
	5%	6%	5%	3%	6%	5%	5%	8%	3%	6%	5%	5%	5%	2%	6%	3%	4%	6%	7%
Association of party to interests of Business & Money	86	54	32	21	22	21	13	7	2	38	16	9	20	12	47	5	14	26	15
	3%	3%	2%	3%	2%	3%	3%	2%	1%	4%	2%	2%	2%	5%	3%	3%	3%	2%	6%

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Absolutes/col percents

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		Gender			Age						SEG				Voting Intention			2010 Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base		3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Policy Specific/ Thematic Reference (Negative or Neutral/ Non-Discernable Standpoint)		313	149	163	55	82	78	47	26	25	93	67	47	82	27	173	9	41	134	25
		9%	9%	10%	9%	9%	10%	10%	9%	10%	9%	10%	11%	9%	11%	11%	6%	10%	11%	9%
Cuts & Austerity	(-)	156	78	78	20	51	42	21	10	12	50	29	24	44	15	80	5	19	69	18
		5%	5%	5%	3%	6%	6%	5%	3%	5%	5%	4%	5%	5%	6%	5%	4%	5%	5%	7%
Student Fees	(-)	42	17	25	17	11	7	3	2	2	11	7	9	10	1	25	1	6	14	1
		1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	1%	2%	1%	*
Recession + Unemployment	(-)	33	12	21	5	7	9	6	2	5	9	9	4	10	2	20	-	4	14	2
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Tax Rise	(-)	30	12	18	4	8	8	6	3	1	14	5	7	3	4	12	3	4	8	2
		1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	2%	1%	2%	1%	1%	1%
Inflation	(-)	25	13	12	2	4	5	10	3	3	5	10	4	5	1	20	-	5	15	*
		1%	1%	1%	*	*	1%	2%	1%	1%	*	1%	1%	1%	*	1%	-	1%	1%	*
Education Reform	(-)	13	5	8	2	3	4	*	3	-	*	4	-	5	1	10	1	1	6	-
		*	*	*	*	*	1%	*	1%	-	*	1%	-	1%	1%	1%	1%	*	1%	-
Benefits	(-)	8	5	3	2	1	2	2	2	-	2	3	1	3	-	3	-	1	3	2
		*	*	*	*	*	*	*	1%	-	*	*	*	*	-	*	-	*	*	1%
Pensions	(-)	6	2	4	1	-	3	-	1	1	1	-	3	2	-	2	-	1	1	1
		*	*	*	*	-	*	-	*	*	-	1%	*	*	-	*	-	*	*	*
Big Society		5	5	-	3	1	-	2	-	-	1	1	-	-	1	3	-	1	2	-
		*	*	-	*	*	-	*	-	-	*	*	-	-	*	*	-	*	*	-
NHS Reform	(-)	2	*	2	-	-	1	*	-	1	*	2	-	-	-	2	-	1	1	-
		*	*	*	-	-	*	*	-	*	*	*	-	-	-	*	-	*	*	-
Anti-EU		1	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
		*	*	-	*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-
Other		8	4	4	1	2	-	-	5	-	2	1	-	3	3	5	-	1	3	-
		*	*	*	*	*	-	-	2%	-	*	*	-	*	1%	*	-	*	*	-

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Positive - Non-specific expressions of support split between strong and more measured views	310	166	145	44	75	68	41	32	50	71	69	53	97	82	87	14	101	80	17
	9%	10%	9%	7%	8%	9%	9%	11%	19%	7%	10%	12%	11%	34%	5%	9%	25%	6%	6%
Positive - Non-specific expressions of support split between strong and more measured views	310	166	145	44	75	68	41	32	50	71	69	53	97	82	87	14	101	80	17
	9%	10%	9%	7%	8%	9%	9%	11%	19%	7%	10%	12%	11%	34%	5%	9%	25%	6%	6%
Measured Support e.g. Okay, alright	187	101	86	25	44	39	21	20	38	34	35	26	75	36	64	5	46	63	9
	6%	6%	5%	4%	5%	5%	5%	7%	15%	3%	5%	6%	9%	15%	4%	3%	11%	5%	3%
Active/ Strong Support e.g. Great, Doing very well	63	37	25	12	15	12	10	5	8	13	19	16	11	23	13	6	25	10	4
	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	3%	4%	1%	9%	1%	4%	6%	1%	1%
NET: Personnel	126	55	71	30	31	31	12	5	14	52	29	13	26	7	55	8	11	46	18
	4%	3%	4%	5%	3%	4%	3%	2%	5%	5%	4%	3%	3%	3%	3%	6%	3%	4%	7%
Cameron	69	35	34	23	21	13	5	3	3	29	17	6	14	4	33	6	7	23	13
	2%	2%	2%	4%	2%	2%	1%	1%	1%	3%	3%	1%	2%	1%	2%	4%	2%	2%	5%
Thatcher	55	20	36	6	9	19	7	3	10	21	12	7	12	2	22	1	3	22	5
	2%	1%	2%	1%	1%	2%	2%	1%	4%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%
Other personal	3	1	2	1	2	-	-	-	-	2	-	-	1	1	-	1	1	1	-
	*	*	*	*	*	-	-	-	-	*	-	-	*	*	-	1%	*	*	-
NET: Descriptive - Non-identifiable views	101	49	52	14	31	34	17	3	2	51	20	11	13	9	26	4	13	26	9
	3%	3%	3%	2%	3%	4%	4%	1%	1%	5%	3%	2%	1%	4%	2%	3%	3%	2%	3%
Blue	43	24	19	7	15	12	7	1	*	26	9	3	1	6	9	-	5	12	4
	1%	2%	1%	1%	2%	2%	2%	*	*	2%	1%	1%	*	2%	1%	-	1%	1%	1%
Right Wing	25	9	16	2	9	9	2	2	1	11	4	3	7	1	8	*	2	9	4
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	*	*	*	*	1%	1%
Conservative	19	12	7	2	4	8	6	-	-	10	4	3	1	-	5	3	1	3	2
	1%	1%	*	*	*	1%	1%	-	-	1%	1%	1%	*	-	*	2%	*	*	1%

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Q.7 What is the first word or phrase that comes to mind when you think about the Conservative Party?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
Tory	9	3	6	2	3	3	*	-	1	4	2	-	3	*	2	1	3	*	-
	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	1%	1%	*	-
Coalition	4	1	3	1	-	2	2	-	-	-	2	1	1	1	3	-	2	2	-
	*	*	*	*	-	*	*	-	-	-	*	*	*	*	*	-	*	*	-
NET: Racial	57	23	34	2	24	14	7	4	7	21	16	6	14	5	33	1	4	24	3
	2%	1%	2%	*	3%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%
Specific reference to the party being Racist	25	9	17	1	12	4	3	1	5	7	8	4	6	1	16	1	*	9	1
	1%	1%	1%	*	1%	1%	1%	*	2%	1%	1%	1%	1%	*	1%	*	*	1%	*
Lack of representation/ consideration of immigrants	23	11	12	*	7	8	2	3	2	9	6	1	6	1	15	*	-	14	3
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	*	1%	*	-	1%	1%
Rejects Politics - Views all party.s as the same, No difference, etc	10	5	5	3	2	2	2	1	1	*	1	2	6	-	4	2	-	4	1
	*	*	*	1%	*	*	*	*	*	*	*	*	1%	-	*	1%	-	*	*
NET: Positive Associated Chararchteristics	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	1%
Effective/ Decisive Leadership	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	1%
Other - Nonsensical, Not relevant, Did not understand the question	191	98	92	29	55	46	23	30	9	67	29	28	53	28	68	21	33	61	21
	6%	6%	5%	5%	6%	6%	5%	10%	3%	6%	4%	6%	6%	11%	4%	14%	8%	5%	8%
Don't know	818	356	463	194	250	155	111	49	59	209	149	121	245	39	377	34	71	311	38
	25%	22%	27%	31%	27%	20%	25%	17%	23%	20%	22%	27%	28%	16%	23%	23%	18%	25%	14%

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	Ethnicity															Religion						
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	3448	-	-	-	2281	1030	701	317	233	1119	504	510	105	48	48	-	959	483	1351	294	137	178
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Negative Associated Characteristics	927	-	-	-	517	200	186	85	45	392	177	175	40	19	19	-	296	87	358	87	29	58
	28%	-	-	-	25%	22%	27%	29%	22%	36%	36%	35%	40%	19%	19%	-	35%	19%	26%	30%	25%	35%
Lack of Trust/ Dishonest	151	-	-	-	92	38	38	10	5	59	32	23	4	-	-	-	39	17	65	16	2	8
	5%	-	-	-	4%	4%	5%	3%	3%	5%	6%	5%	4%	-	-	-	5%	4%	5%	6%	2%	5%
Uncaring/ Harsh/ Strict/ Mean	122	-	-	-	55	18	22	10	5	66	16	46	4	1	1	-	45	7	50	10	1	7
	4%	-	-	-	3%	2%	3%	3%	3%	6%	3%	9%	4%	1%	1%	-	5%	1%	4%	3%	1%	4%
Detached/ Out of Touch	66	-	-	-	30	10	11	7	2	36	13	19	4	-	-	-	28	5	23	4	2	3
	2%	-	-	-	1%	1%	2%	2%	1%	3%	3%	4%	4%	-	-	-	3%	1%	2%	1%	2%	2%
Old Fashioned/ Boring/ Traditional (negative conception)	60	-	-	-	39	22	9	5	3	21	8	8	5	-	-	-	17	7	17	13	1	5
	2%	-	-	-	2%	2%	1%	2%	2%	2%	2%	5%	5%	-	-	-	2%	2%	1%	5%	1%	3%
General Negative	46	-	-	-	23	11	6	2	5	16	8	7	1	8	8	-	13	5	11	3	3	10
	1%	-	-	-	1%	1%	1%	1%	2%	1%	2%	1%	1%	8%	8%	-	2%	1%	1%	1%	3%	6%
Unstable/ Reckless/ Extreme	36	-	-	-	13	4	1	4	4	22	10	8	4	2	2	-	18	5	8	2	2	*
	1%	-	-	-	1%	*	*	1%	2%	2%	2%	2%	4%	2%	2%	-	2%	1%	1%	1%	2%	*
NET: Representative/ Socio-Economic	452	-	-	-	267	116	88	35	29	176	101	64	12	9	9	-	133	53	172	46	20	23
	14%	-	-	-	13%	13%	13%	12%	14%	16%	20%	13%	12%	9%	9%	-	16%	11%	12%	16%	18%	14%
Upper/ Middle Class Bias/ Preference	193	-	-	-	108	47	34	18	9	82	47	30	5	3	3	-	59	21	74	21	8	10
	6%	-	-	-	5%	5%	5%	6%	4%	7%	9%	6%	5%	3%	3%	-	7%	4%	5%	7%	7%	6%
Direct reference to party as privileged/ rich	167	-	-	-	99	41	35	12	11	67	38	23	6	2	2	-	49	18	65	14	8	8
	5%	-	-	-	5%	5%	5%	4%	5%	6%	8%	5%	5%	2%	2%	-	6%	4%	5%	5%	7%	5%
Association of party to interests of Business & Money	86	-	-	-	60	28	18	6	9	21	12	8	2	4	4	-	20	14	32	11	5	3
	3%	-	-	-	3%	3%	3%	2%	5%	2%	2%	2%	2%	4%	4%	-	2%	3%	2%	4%	4%	2%

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	Total	Ethnicity														Religion						
		NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Policy Specific/ Thematic Reference (Negative or Neutral/ Non-Discernable Standpoint)	313	-	-	-	234	98	78	33	25	78	23	46	8	2	2	-	56	48	161	32	9	6
	9%	-	-	-	11%	11%	11%	11%	13%	7%	5%	9%	8%	2%	2%	-	7%	10%	12%	11%	8%	4%
Cuts & Austerity	(-) 156	-	-	-	113	48	36	22	8	42	10	29	4	-	-	-	33	26	78	10	5	3
	5%	-	-	-	5%	5%	5%	7%	4%	4%	2%	6%	4%	-	-	-	4%	6%	6%	4%	5%	2%
Student Fees	(-) 42	-	-	-	33	9	17	5	2	7	2	3	2	2	2	-	5	5	27	3	-	*
	1%	-	-	-	2%	1%	2%	2%	1%	1%	*	1%	2%	2%	2%	-	1%	1%	2%	1%	-	*
Recession + Unemployment	(-) 33	-	-	-	25	8	7	3	7	8	3	4	1	-	-	-	5	4	17	5	2	-
	1%	-	-	-	1%	1%	1%	1%	4%	1%	1%	1%	1%	-	-	-	1%	1%	1%	2%	2%	-
Tax Rise	(-) 30	-	-	-	25	17	2	1	4	5	3	2	-	-	-	-	5	8	9	6	*	*
	1%	-	-	-	1%	2%	*	*	2%	*	1%	*	-	-	-	-	1%	2%	1%	2%	*	*
Inflation	(-) 25	-	-	-	19	9	5	4	1	6	2	3	1	-	-	-	3	1	16	5	1	-
	1%	-	-	-	1%	1%	1%	1%	1%	1%	*	1%	1%	-	-	-	*	*	1%	2%	1%	-
Education Reform	(-) 13	-	-	-	8	2	5	1	*	5	-	5	-	-	-	-	4	-	8	2	-	-
	*	-	-	-	*	*	1%	*	*	*	-	1%	-	-	-	-	*	-	1%	1%	-	-
Benefits	(-) 8	-	-	-	8	5	3	-	1	-	-	-	-	-	-	-	-	3	3	2	-	-
	*	-	-	-	*	1%	*	-	*	-	-	-	-	-	-	-	-	1%	*	1%	-	-
Pensions	(-) 6	-	-	-	3	1	2	-	-	3	1	1	2	-	-	-	1	-	2	1	-	2
	*	-	-	-	*	*	*	-	-	*	*	*	2%	-	-	-	*	-	*	*	-	1%
Big Society	5	-	-	-	1	1	-	-	-	4	2	2	-	-	-	-	1	1	2	-	1	1
	*	-	-	-	*	*	-	-	-	*	*	*	-	-	-	-	*	*	*	-	1%	1%
NHS Reform	(-) 2	-	-	-	2	*	-	-	1	1	1	-	-	-	-	-	1	-	1	-	-	-
	*	-	-	-	*	*	-	-	1%	*	*	-	-	-	-	-	*	-	*	-	-	-
Anti-EU	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-
Other	8	-	-	-	7	2	3	-	2	1	-	1	-	-	-	-	-	1	7	-	-	-
	*	-	-	-	*	*	*	-	1%	*	-	*	-	-	-	-	-	*	*	-	-	-

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Absolutes/col percents

Table 9

Q.7 What is the first word or phrase that comes to mind when you think about the Conservative Party?**Base: All BAME respondents**

	Ethnicity															Religion						
	Total	NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Positive - Non-specific expressions of support split between strong and more measured views	310	-	-	-	225	109	70	28	18	65	24	34	7	20	20	-	62	65	123	31	12	14
	9%	-	-	-	11%	12%	10%	9%	9%	6%	5%	7%	7%	20%	20%	-	7%	14%	9%	11%	10%	9%
Positive - Non-specific expressions of support split between strong and more measured views	310	-	-	-	225	109	70	28	18	65	24	34	7	20	20	-	62	65	123	31	12	14
	9%	-	-	-	11%	12%	10%	9%	9%	6%	5%	7%	7%	20%	20%	-	7%	14%	9%	11%	10%	9%
Measured Support e.g. Okay, alright	187	-	-	-	134	58	51	14	12	43	16	23	5	9	9	-	39	29	83	18	9	7
	6%	-	-	-	6%	6%	7%	5%	6%	4%	3%	5%	4%	9%	9%	-	5%	6%	6%	6%	8%	4%
Active/ Strong Support e.g. Great, Doing very well	63	-	-	-	53	29	11	11	2	8	1	5	2	2	2	-	5	20	26	6	2	2
	2%	-	-	-	3%	3%	2%	4%	1%	1%	*	1%	2%	2%	2%	-	1%	4%	2%	2%	2%	1%
NET: Personnel	126	-	-	-	83	46	24	6	7	36	16	15	5	6	6	-	24	17	54	14	6	9
	4%	-	-	-	4%	5%	3%	2%	3%	3%	3%	3%	5%	6%	6%	-	3%	4%	4%	5%	5%	5%
Cameron	69	-	-	-	46	27	13	2	3	17	5	8	4	6	6	-	9	11	32	7	3	7
	2%	-	-	-	2%	3%	2%	1%	2%	2%	1%	2%	3%	6%	6%	-	1%	2%	2%	2%	2%	4%
Thatcher	55	-	-	-	36	17	12	4	3	20	11	7	2	-	-	-	16	5	22	6	3	2
	2%	-	-	-	2%	2%	2%	1%	2%	2%	2%	1%	2%	-	-	-	2%	1%	2%	2%	3%	1%
Other personal	3	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*	*	*	-	-
NET: Descriptive - Non-identifiable views	101	-	-	-	70	49	11	7	2	26	20	5	1	5	5	-	19	27	26	16	4	8
	3%	-	-	-	3%	5%	2%	2%	1%	2%	4%	1%	1%	5%	5%	-	2%	6%	2%	6%	4%	5%
Blue	43	-	-	-	23	19	-	2	1	15	10	4	1	5	5	-	11	13	7	4	4	4
	1%	-	-	-	1%	2%	-	1%	1%	1%	2%	1%	1%	5%	5%	-	1%	3%	*	2%	3%	2%
Right Wing	25	-	-	-	20	13	6	1	1	5	5	-	-	-	-	-	1	6	8	6	1	3
	1%	-	-	-	1%	1%	1%	*	*	*	1%	-	-	-	-	-	*	1%	1%	2%	1%	2%
Conservative	19	-	-	-	16	10	2	4	-	3	2	1	-	-	-	-	3	6	7	4	-	-
	1%	-	-	-	1%	1%	*	1%	-	*	*	*	-	-	-	-	*	1%	1%	1%	-	-

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Absolutes/col percents

Table 9

Q.7 What is the first word or phrase that comes to mind when you think about the Conservative Party?**Base: All BAME respondents**

	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
Tory	9	-	-	-	7	3	3	-	*	3	3	-	-	-	-	-	3	-	3	2	-	1
	*	-	-	-	*	*	*	-	*	*	1%	-	-	-	-	-	*	-	*	1%	-	1%
Coalition	4	-	-	-	4	3	1	-	-	*	*	-	-	-	-	-	*	2	2	-	-	-
	*	-	-	-	*	*	*	-	-	*	*	-	-	-	-	-	*	*	*	-	-	-
NET: Racial	57	-	-	-	30	10	12	3	5	27	12	15	-	-	-	-	21	5	21	3	2	4
	2%	-	-	-	1%	1%	2%	1%	3%	2%	2%	3%	-	-	-	-	3%	1%	2%	1%	2%	3%
Specific reference to the party being Racist	25	-	-	-	13	3	5	2	2	12	5	7	-	-	-	-	9	-	12	1	2	1
	1%	-	-	-	1%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	-	1%	*	2%	1%
Lack of representation/ consideration of immigrants	23	-	-	-	9	3	3	1	2	15	7	8	-	-	-	-	11	2	6	1	-	3
	1%	-	-	-	*	*	*	*	1%	1%	1%	2%	-	-	-	-	1%	*	*	*	-	2%
Rejects Politics - Views all party.s as the same, No difference, etc	10	-	-	-	9	1	8	-	*	1	1	-	-	-	-	-	1	-	8	1	-	*
	*	-	-	-	*	*	1%	-	*	*	*	-	-	-	-	-	*	-	1%	*	-	*
NET: Positive Associated Chararchteristics	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
Effective/ Decisive Leadership	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
Other - Nonsensical, Not relevant, Did not understand the question	191	-	-	-	116	44	37	20	14	63	25	35	4	12	12	-	52	26	83	9	7	12
	6%	-	-	-	6%	5%	5%	7%	7%	6%	5%	7%	4%	12%	12%	-	6%	6%	6%	3%	6%	7%
Don't know	818	-	-	-	548	228	184	81	54	243	105	114	24	28	28	-	195	139	368	51	26	32
	25%	-	-	-	26%	25%	26%	27%	27%	22%	21%	23%	24%	28%	28%	-	23%	30%	27%	18%	23%	20%

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	3448	1683	1765	693	934	813	519	251	231	1127	728	472	866	254	1708	149	422	1325	278
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: General Positive - Description in the absence of specific reference	575	277	298	111	144	112	85	58	65	125	119	77	192	21	361	29	61	282	28
	17%	17%	18%	18%	16%	15%	19%	20%	25%	12%	18%	17%	22%	9%	22%	19%	15%	22%	10%
V good active support e.g. I like Labour, good, only logical choice, etc	336	158	178	76	83	61	49	29	38	67	66	43	116	11	233	21	29	170	12
	10%	10%	11%	12%	9%	8%	11%	10%	15%	6%	10%	10%	13%	4%	14%	14%	7%	14%	5%
Measured support e.g. Okay, They try, Could do better	216	105	111	28	56	47	35	25	26	54	50	32	66	10	112	7	30	101	14
	7%	7%	7%	5%	6%	6%	8%	9%	10%	5%	7%	7%	8%	4%	7%	5%	8%	8%	5%
Reference to Labour being superior to that Conservatives	21	14	6	6	3	5	2	4	1	4	3	3	8	1	15	1	2	9	2
	1%	1%	*	1%	*	1%	*	1%	*	*	*	1%	1%	*	1%	1%	*	1%	1%
NET: Associated Negative Characteristics	528	276	252	72	131	171	83	33	36	223	107	71	100	89	152	26	123	127	61
	16%	17%	15%	12%	14%	22%	18%	11%	14%	21%	16%	16%	12%	37%	9%	18%	31%	10%	23%
General - Unspecified Negative	316	162	154	46	74	106	52	17	20	119	59	45	74	51	84	18	69	72	36
	10%	10%	9%	7%	8%	14%	11%	6%	8%	11%	9%	10%	8%	21%	5%	12%	17%	6%	14%
Lack of trust/ Hypocrisy/ Liers	71	39	32	9	21	23	6	7	5	30	16	13	10	11	22	2	19	17	4
	2%	2%	2%	1%	2%	3%	1%	2%	2%	3%	2%	3%	1%	5%	1%	1%	5%	1%	2%
Wasteful/ Inefficient/ Economic Management	65	38	28	6	15	18	15	4	8	37	15	6	4	18	20	1	22	15	7
	2%	2%	2%	1%	2%	2%	3%	1%	3%	4%	2%	1%	*	7%	1%	1%	6%	1%	3%
Directionless/ Lost	57	29	28	10	16	19	7	3	3	30	11	6	11	7	22	4	11	17	11
	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	1%	3%	1%	3%	3%	1%	4%
Large State - High taxes/ Red Tap/ Nanny State	14	5	8	2	6	2	3	1	-	5	6	3	*	2	3	1	3	2	2
	*	*	*	*	1%	*	1%	*	-	*	1%	1%	*	1%	*	1%	1%	*	1%
Lack of racial representation	1	1	1	-	-	1	-	-	-	1	1	-	-	-	-	-	-	1	-
	*	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*	-

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Absolutes/col percents

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Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Representative/ Reference Points	517 16%	272 17%	244 14%	72 12%	135 15%	135 18%	77 17%	58 20%	40 15%	197 18%	114 17%	57 13%	124 14%	26 11%	283 17%	18 12%	43 11%	226 18%	40 15%
Working Class	380 12%	189 12%	191 11%	43 7%	102 11%	98 13%	59 13%	43 15%	34 13%	124 12%	81 12%	46 10%	110 13%	9 4%	237 15%	9 6%	18 5%	184 15%	24 9%
Ideology/ Symbolism - Socialist, Left, Red, Rose	66 2%	44 3%	22 1%	20 3%	16 2%	17 2%	8 2%	6 2%	- -	40 4%	16 2%	3 1%	4 *	13 5%	23 1%	1 1%	10 3%	21 2%	9 3%
Middle Class	39 1%	21 1%	18 1%	2 *	8 1%	14 2%	5 1%	8 3%	2 1%	21 2%	10 1%	- -	8 1%	4 1%	14 1%	4 3%	11 3%	12 1%	3 1%
Capital/ Business/ Rich	31 1%	18 1%	14 1%	6 1%	5 1%	7 1%	7 2%	5 2%	1 *	10 1%	5 1%	8 2%	6 1%	1 *	10 1%	2 2%	3 1%	9 1%	3 1%
Unions	6 *	3 *	3 *	1 *	1 *	2 *	- -	1 *	2 1%	3 *	2 *	- -	1 *	- -	3 *	2 1%	- -	5 *	1 *
Minorities	4 *	3 *	1 *	- -	3 *	1 *	- -	- -	* *	2 *	- -	* *	1 *	- -	4 *	- -	- -	2 *	- -
NET: Associated Positive Characteristics	395 12%	170 11%	225 13%	81 13%	120 13%	89 12%	41 9%	34 12%	28 11%	125 12%	85 13%	63 14%	108 12%	3 1%	300 18%	8 5%	16 4%	191 15%	26 10%
Caring/ Helpful	245 7%	99 6%	145 9%	58 9%	80 9%	53 7%	26 6%	20 7%	7 3%	77 7%	55 8%	43 9%	58 7%	2 1%	190 12%	5 3%	10 3%	110 9%	15 6%
Inclusive/ Holistic	106 3%	52 3%	54 3%	10 2%	31 3%	25 3%	14 3%	10 3%	16 6%	34 3%	16 2%	14 3%	39 4%	1 *	78 5%	3 2%	3 1%	56 4%	10 4%
Progression/ Hope	16 *	9 1%	7 *	2 *	3 *	4 *	1 *	2 1%	4 1%	8 1%	4 1%	- -	4 *	- -	11 1%	- -	1 *	8 1%	- -
Trust/ Honest/ Responsible	14 *	2 *	13 1%	2 *	4 *	6 1%	* *	2 1%	- -	3 *	5 1%	4 1%	2 *	- -	10 1%	- -	- -	9 1%	- -
Family Orientated/ Beneficial	13 *	7 *	5 *	7 1%	2 *	1 *	1 *	- -	2 1%	3 *	4 1%	1 *	5 1%	- -	9 1%	- -	1 *	9 1%	1 *

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Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Policies - Reference to areas/themes and specific policy - Positive, Negative, Descriptive	263	130	133	40	90	50	42	17	25	78	55	45	64	25	147	10	43	117	19
	8%	8%	8%	6%	10%	7%	9%	6%	10%	7%	8%	10%	7%	10%	9%	7%	11%	9%	7%
Welfare/ Tax&Spend/ Public Sector (+)	90	53	37	17	29	16	8	6	14	38	11	9	24	11	51	3	14	40	9
	3%	3%	2%	3%	3%	2%	2%	2%	5%	4%	2%	2%	3%	5%	3%	2%	3%	3%	3%
Immigration/ Multicultural (+)	42	17	25	3	14	15	4	1	6	8	14	9	9	6	20	2	13	16	2
	1%	1%	1%	*	1%	2%	1%	*	2%	1%	2%	2%	1%	2%	1%	1%	3%	1%	1%
Jobs (+)	40	21	18	7	12	2	10	6	3	5	6	14	8	-	27	1	2	23	-
	1%	1%	1%	1%	1%	*	2%	2%	1%	1%	1%	3%	1%	-	2%	1%	1%	2%	-
Recession - Cuts/ Deficit/ Debt (-)	38	13	25	7	16	5	6	4	-	13	11	4	8	9	14	-	9	11	3
	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	4%	1%	-	2%	1%	1%
Education (+)	28	12	16	7	9	4	7	-	*	5	9	4	8	-	22	*	3	16	2
	1%	1%	1%	1%	1%	1%	2%	-	*	*	1%	1%	1%	-	1%	*	1%	1%	1%
NHS (+)	13	7	5	1	4	4	4	*	-	4	1	4	3	-	9	-	1	8	-
	*	*	*	*	*	*	1%	*	-	*	*	1%	*	-	1%	-	*	1%	-
War/ Foreign Policy (-)	12	7	6	-	5	3	3	-	1	5	-	1	5	-	5	3	*	3	2
	*	*	*	-	1%	*	1%	-	*	*	-	*	1%	-	*	2%	*	*	1%
Pensions/ Pensioner Concern	7	3	4	-	5	-	1	*	1	1	3	1	2	-	6	1	-	5	-
	*	*	*	-	1%	-	*	*	*	*	*	*	*	-	*	1%	-	*	-
NET: Personnel - Does not contain subjective opinion on mentioned personnel	116	60	56	41	34	23	10	3	5	44	26	16	20	7	43	6	15	28	19
	4%	4%	3%	7%	4%	3%	2%	1%	2%	4%	4%	4%	2%	3%	3%	4%	4%	2%	7%
Tony Blair	49	21	28	17	18	10	1	-	3	15	13	7	10	4	17	-	7	12	7
	1%	1%	2%	3%	2%	1%	*	-	1%	1%	2%	1%	1%	2%	1%	-	2%	1%	3%
Ed Miliband	37	20	17	10	13	6	6	2	1	15	6	7	7	1	13	3	5	11	9
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	4%
Gordon Brown	21	14	7	12	3	1	2	1	1	9	5	1	4	2	9	3	4	4	-
	1%	1%	*	2%	*	*	*	*	*	1%	1%	*	*	1%	1%	2%	1%	*	-

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Gender		Age						SEG				Voting Intention			2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
Other	10	6	4	1	1	6	1	-	1	5	3	2	-	-	2	-	-	1	3
	*	*	*	*	*	1%	*	-	*	1%	*	*	-	-	*	-	-	*	1%
Rejects Politics - Views all party's as the same, No difference, etc	51	19	32	5	8	19	7	5	7	13	11	5	18	9	14	-	9	10	4
	2%	1%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	2%	4%	1%	-	2%	1%	1%
Other - Nonsensical, Not relevant, Did not understand the question	326	174	152	68	87	73	37	41	21	114	57	42	88	24	142	14	34	126	28
	10%	11%	9%	11%	10%	10%	8%	14%	8%	11%	8%	9%	10%	10%	9%	10%	8%	10%	10%
Don't know	531	227	304	127	161	98	71	41	33	148	103	74	153	39	182	37	62	152	42
	16%	14%	18%	21%	18%	13%	16%	14%	13%	14%	15%	16%	18%	16%	11%	25%	15%	12%	16%

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Ethnicity														Religion							
	Total	NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Unweighted base	3448	-	-	-	2281	1030	701	317	233	1119	504	510	105	48	48	-	959	483	1351	294	137	178
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: General Positive - Description in the absence of specific reference	575 17%	-	-	-	384 18%	133 15%	162 23%	56 19%	33 16%	179 16%	85 17%	80 16%	14 14%	12 12%	12 12%	-	149 17%	70 15%	281 20%	47 16%	12 10%	12 7%
V good active support e.g. I like Labour, good, only logical choice, etc	336 10%	-	-	-	235 11%	75 8%	103 15%	34 11%	23 11%	91 8%	33 7%	51 10%	8 8%	10 10%	10 10%	-	69 8%	43 9%	186 14%	25 8%	4 4%	7 4%
Measured support e.g. Okay, They try, Could do better	216 7%	-	-	-	134 6%	54 6%	53 8%	19 6%	8 4%	81 7%	51 10%	23 5%	7 6%	1 1%	1 1%	-	75 9%	25 5%	82 6%	20 7%	7 6%	5 3%
Reference to Labour being superior to that Conservatives	21 1%	-	-	-	13 1%	5 1%	6 1%	1 *	1 1%	8 1%	1 *	7 1%	-	-	-	-	5 1%	2 *	11 1%	2 1%	* *	-
NET: Associated Negative Characteristics	528 16%	-	-	-	325 15%	176 20%	86 12%	34 11%	29 14%	177 16%	95 19%	59 12%	23 23%	26 26%	26 26%	-	133 16%	86 18%	170 12%	58 20%	20 18%	54 33%
General - Unspecified Negative	316 10%	-	-	-	185 9%	98 11%	49 7%	22 7%	16 8%	113 10%	63 13%	34 7%	15 14%	18 18%	18 18%	-	81 9%	50 11%	104 8%	31 11%	11 9%	36 22%
Lack of trust/ Hypocrisy/ Liers	71 2%	-	-	-	44 2%	23 3%	13 2%	4 1%	4 2%	25 2%	14 3%	10 2%	2 2%	2 2%	2 2%	-	15 2%	9 2%	23 2%	13 5%	2 1%	9 5%
Wasteful/ Inefficient/ Economic Management	65 2%	-	-	-	49 2%	29 3%	12 2%	4 1%	4 2%	14 1%	6 1%	5 1%	2 2%	3 3%	3 3%	-	14 2%	14 3%	22 2%	5 2%	4 3%	5 3%
Directionless/ Lost	57 2%	-	-	-	32 2%	16 2%	8 1%	2 1%	5 2%	24 2%	12 2%	7 1%	4 4%	2 2%	2 2%	-	20 2%	9 2%	13 1%	6 2%	4 4%	3 2%
Large State - High taxes/ Red Tap/ Nanny State	14 *	-	-	-	10 *	7 1%	3 *	-	-	2 *	-	2 *	* *	1 1%	1 1%	-	4 *	5 1%	4 *	1 *	-	* *
Lack of racial representation	1 *	-	-	-	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Ethnicity														Religion							
	Total	NET: White/			NET: Asian		Paki-stani	Bang-lad-eshi	Other Asian	NET: Black	Black Carib-bean	Black Afri-can	Other Black	NET: Chin-ese/ Other		Chris-tian	Hindu	Muslim	Sikh	Other	None	
		Mixed	White	Mixed	Asian	Indian								Chin-ese	Other							
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Representative/ Reference Points	517	-	-	-	287	152	74	32	29	214	106	97	10	16	16	-	152	75	180	59	23	19
	16%	-	-	-	14%	17%	11%	11%	15%	19%	21%	19%	10%	16%	16%	-	18%	16%	13%	20%	20%	12%
Working Class	380	-	-	-	185	96	48	22	18	192	100	87	6	3	3	-	129	45	130	39	15	16
	12%	-	-	-	9%	11%	7%	8%	9%	17%	20%	17%	6%	3%	3%	-	15%	10%	9%	14%	13%	10%
Ideology/ Symbolism - Socialist, Left, Red, Rose	66	-	-	-	47	24	14	5	4	10	*	7	2	9	9	-	8	14	27	9	7	2
	2%	-	-	-	2%	3%	2%	2%	2%	1%	*	1%	2%	9%	9%	-	1%	3%	2%	3%	6%	1%
Middle Class	39	-	-	-	32	23	7	1	1	2	2	1	-	4	4	-	7	11	13	5	2	1
	1%	-	-	-	2%	2%	1%	*	1%	*	*	*	-	4%	4%	-	1%	2%	1%	2%	1%	1%
Capital/ Business/ Rich	31	-	-	-	23	11	8	-	5	8	6	1	1	-	-	-	6	7	11	6	1	-
	1%	-	-	-	1%	1%	1%	-	2%	1%	1%	*	*	-	-	-	1%	1%	1%	2%	*	-
Unions	6	-	-	-	5	1	-	2	1	1	-	-	1	-	-	-	2	1	2	-	-	*
	*	-	-	-	*	*	-	1%	1%	*	-	-	1%	-	-	-	*	*	*	-	-	*
Minorities	4	-	-	-	2	-	1	1	-	2	-	2	-	-	-	-	2	-	2	-	-	-
	*	-	-	-	*	-	*	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-
NET: Associated Positive Characteristics	395	-	-	-	226	83	82	43	17	167	70	86	11	2	2	-	131	38	163	36	7	18
	12%	-	-	-	11%	9%	12%	14%	9%	15%	14%	17%	11%	2%	2%	-	15%	8%	12%	12%	6%	11%
Caring/ Helpful	245	-	-	-	139	48	52	28	11	104	33	64	7	2	2	-	81	20	103	21	6	10
	7%	-	-	-	7%	5%	7%	9%	6%	9%	7%	13%	7%	2%	2%	-	10%	4%	7%	7%	5%	6%
Inclusive/ Holistic	106	-	-	-	63	30	19	10	3	44	24	19	1	-	-	-	34	15	42	10	1	4
	3%	-	-	-	3%	3%	3%	3%	2%	4%	5%	4%	1%	-	-	-	4%	3%	3%	3%	1%	3%
Progression/ Hope	16	-	-	-	5	-	3	-	2	11	8	1	2	-	-	-	10	1	4	-	-	1
	*	-	-	-	*	-	*	-	1%	1%	2%	*	2%	-	-	-	1%	*	*	-	-	1%
Trust/ Honest/ Responsible	14	-	-	-	10	2	5	2	1	5	4	1	-	-	-	-	3	2	6	1	-	2
	*	-	-	-	*	*	1%	1%	1%	*	1%	*	-	-	-	-	*	*	*	*	-	1%
Family Orientated/ Beneficial	13	-	-	-	9	2	4	3	-	4	-	2	2	-	-	-	2	-	8	2	-	1
	*	-	-	-	*	*	1%	1%	-	*	-	*	2%	-	-	-	*	-	1%	1%	-	*

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Total	Ethnicity														Religion						
		NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Policies - Reference to areas/themes and specific policy - Positive, Negative, Descriptive	263	-	-	-	189	77	69	28	15	69	12	48	9	6	6	-	56	39	133	19	8	5
		8%	-	-	9%	8%	10%	9%	8%	6%	2%	10%	9%	6%	6%	-	7%	8%	10%	7%	7%	3%
Welfare/ Tax&Spend/ Public Sector	90	-	-	-	63	24	24	13	3	22	5	13	5	4	4	-	21	11	49	7	-	1
(+)	3%	-	-	-	3%	3%	3%	4%	1%	2%	1%	3%	5%	4%	4%	-	2%	2%	4%	2%	-	1%
Immigration/ Multicultural	42	-	-	-	26	14	10	2	1	16	4	10	3	-	-	-	12	8	16	4	2	-
(+)	1%	-	-	-	1%	2%	1%	1%	*	1%	1%	2%	2%	-	-	-	1%	2%	1%	1%	2%	-
Jobs	40	-	-	-	31	8	15	4	3	9	1	7	1	-	-	-	10	4	20	3	1	1
(+)	1%	-	-	-	1%	1%	2%	1%	2%	1%	*	1%	1%	-	-	-	1%	1%	1%	1%	1%	*
Recession - Cuts/ Deficit/ Debt	38	-	-	-	31	15	12	2	2	7	*	7	-	-	-	-	5	9	16	3	2	2
(-)	1%	-	-	-	1%	2%	2%	1%	1%	1%	*	1%	-	-	-	-	1%	2%	1%	1%	2%	1%
Education	28	-	-	-	20	7	6	4	3	7	2	6	-	-	-	-	4	2	19	2	1	-
(+)	1%	-	-	-	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	-	*	*	1%	1%	1%	-
NHS	13	-	-	-	11	6	3	1	1	2	-	2	-	-	-	-	-	4	8	1	-	*
(+)	*	-	-	-	1%	1%	*	*	1%	*	-	*	-	-	-	-	-	1%	1%	*	-	*
War/ Foreign Policy	12	-	-	-	8	5	2	1	2	3	-	3	-	1	1	-	1	2	8	-	-	1
(-)	*	-	-	-	*	1%	*	*	1%	*	-	1%	-	1%	1%	-	*	*	1%	-	-	1%
Pensions/ Pensioner Concern	7	-	-	-	4	1	1	1	1	3	1	3	-	-	-	-	3	-	2	-	1	-
(+)	*	-	-	-	*	*	*	*	1%	*	*	1%	-	-	-	-	*	-	*	-	1%	-
NET: Personnel - Does not contain subjective opinion on mentioned personnel	116	-	-	-	86	45	29	8	5	26	10	13	4	3	3	-	18	17	56	12	5	6
	4%	-	-	-	4%	5%	4%	3%	3%	2%	2%	3%	4%	3%	3%	-	2%	4%	4%	4%	4%	3%
Tony Blair	49	-	-	-	42	22	13	6	1	5	2	1	2	2	2	-	6	7	25	8	2	2
	1%	-	-	-	2%	2%	2%	2%	*	*	*	*	2%	2%	2%	-	1%	1%	2%	3%	2%	1%
Ed Miliband	37	-	-	-	27	10	12	2	4	9	3	6	-	2	2	-	10	4	19	2	1	1
	1%	-	-	-	1%	1%	2%	1%	2%	1%	1%	1%	-	2%	2%	-	1%	1%	1%	1%	1%	1%
Gordon Brown	21	-	-	-	12	9	3	-	1	9	3	4	2	-	-	-	4	4	8	2	1	2
	1%	-	-	-	1%	1%	*	-	*	1%	1%	1%	2%	-	-	-	*	1%	1%	1%	1%	1%

Lord Ashcroft

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Absolutes/col percents

Table 10

Q.8 What is the first word or phrase that comes to mind when you think about the Labour Party?**Base: All BAME respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
Other	10	-	-	-	5	4	1	-	-	4	1	3	-	-	-	-	1	2	5	1	1	-
	*	-	-	-	*	*	*	-	-	*	*	1%	-	-	-	-	*	*	*	*	1%	-
Rejects Politics - Views all party's as the same, No difference, etc	51	-	-	-	23	7	9	1	7	20	15	3	2	9	9	-	18	4	15	4	6	5
	2%	-	-	-	1%	1%	1%	*	3%	2%	3%	1%	2%	9%	9%	-	2%	1%	1%	1%	5%	3%
Other - Nonsensical, Not relevant, Did not understand the question	326	-	-	-	199	78	71	31	18	122	45	66	11	6	6	-	88	49	132	22	15	18
	10%	-	-	-	9%	9%	10%	10%	9%	11%	9%	13%	11%	6%	6%	-	10%	11%	10%	7%	13%	11%
Don't know	531	-	-	-	384	151	118	68	46	126	62	48	17	21	21	-	108	91	247	36	18	27
	16%	-	-	-	18%	17%	17%	23%	23%	11%	12%	10%	16%	21%	21%	-	13%	19%	18%	12%	16%	17%

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	3448	1683	1765	693	934	813	519	251	231	1127	728	472	866	254	1708	149	422	1325	278
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Specified Negative Perceptions	769	419	350	107	207	208	108	81	54	292	163	96	182	66	405	10	105	315	72
	23%	26%	21%	17%	23%	27%	24%	28%	21%	27%	24%	21%	21%	27%	25%	6%	26%	25%	27%
Betrayal/ No-Trust	247	149	98	46	69	62	26	27	16	87	47	33	65	15	134	2	25	98	35
	7%	9%	6%	7%	8%	8%	6%	9%	6%	8%	7%	7%	8%	6%	8%	1%	6%	8%	13%
Dithering/ Non-Assertive/ Ineffective/ Weak	156	81	75	19	35	50	20	23	9	66	28	20	36	21	67	1	30	63	11
	5%	5%	4%	3%	4%	7%	4%	8%	4%	6%	4%	4%	4%	9%	4%	1%	7%	5%	4%
Lost/ Lack of Identity/ Confused/ Inexperience	139	63	76	14	39	41	27	12	5	57	33	14	29	13	67	4	17	51	10
	4%	4%	4%	2%	4%	5%	6%	4%	2%	5%	5%	3%	3%	5%	4%	3%	4%	4%	4%
Irrelevant/ 3rd Party	126	71	54	15	40	26	22	10	13	44	27	16	32	13	71	2	23	53	4
	4%	4%	3%	2%	4%	3%	5%	3%	5%	4%	4%	4%	4%	5%	4%	1%	6%	4%	2%
Negative association to coalition e.g. Followers	76	39	37	10	19	23	9	6	10	27	19	11	16	2	53	-	7	40	10
	2%	2%	2%	2%	2%	3%	2%	2%	4%	2%	3%	3%	2%	1%	3%	-	2%	3%	4%
Lack/ Poor Communication	25	16	9	4	6	6	4	4	*	10	8	*	4	2	12	-	3	9	2
	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	*	*	1%	1%	-	1%	1%	1%
Specific Opportunistic Reference	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-
NET: Negative	360	181	179	68	92	89	50	36	24	122	75	55	81	22	209	2	50	147	22
	11%	11%	11%	11%	10%	12%	11%	12%	9%	11%	11%	12%	9%	9%	13%	1%	12%	12%	8%
Very Negative e.g. Don't like them, Do not consider, Never vote for them, Rubbish, Idiots	238	123	114	43	65	56	34	23	16	91	44	34	56	11	144	2	28	104	12
	7%	8%	7%	7%	7%	7%	7%	8%	6%	9%	7%	8%	6%	5%	9%	1%	7%	8%	5%
Measured e.g. Not that good, Disappointed, Not popular	122	57	65	25	26	33	16	13	8	32	31	20	26	11	66	*	21	44	10
	4%	4%	4%	4%	3%	4%	4%	5%	3%	3%	5%	5%	3%	4%	4%	*	5%	3%	4%

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
NET: Descriptive - Answer does not contain a discernable subjective direction or focus	260	142	118	58	73	59	39	18	13	118	49	33	48	25	99	15	39	78	31
	8%	9%	7%	9%	8%	8%	9%	6%	5%	11%	7%	7%	6%	10%	6%	10%	10%	6%	12%
Ideology - In the middle	74	35	39	12	14	20	15	10	2	36	10	8	18	9	27	5	11	23	7
	2%	2%	2%	2%	2%	3%	3%	4%	1%	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%
Leader - Clegg, Ashdown	68	33	35	20	19	15	9	2	3	31	13	11	10	6	29	5	13	21	8
	2%	2%	2%	3%	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	4%	3%	2%	3%
Colour/ Logo	42	25	17	11	11	11	4	2	3	16	10	1	8	3	10	1	7	10	4
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	2%	1%	1%
Liberal	36	25	11	9	14	4	4	1	5	15	8	7	5	3	17	3	4	10	8
	1%	2%	1%	1%	2%	1%	1%	*	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%
Coalition	26	12	14	7	9	5	4	1	1	11	6	2	5	4	9	1	4	8	2
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Ideology - Like Labour	13	12	1	-	4	3	4	2	-	6	2	3	2	-	8	1	-	6	2
	*	1%	*	-	*	*	1%	1%	-	1%	*	1%	*	-	*	*	-	*	1%
NET: Positive	202	96	105	41	45	31	32	18	34	49	29	33	70	15	90	32	20	81	23
	6%	6%	6%	7%	5%	4%	7%	6%	13%	5%	4%	7%	8%	6%	6%	22%	5%	6%	9%
Measured e.g. Doing better, Trying, Average, Alright	151	74	77	27	30	23	28	10	31	42	22	23	53	13	71	16	18	64	11
	5%	5%	5%	4%	3%	3%	6%	4%	12%	4%	3%	5%	6%	6%	4%	11%	4%	5%	4%
Very Positive e.g. Support them, Happy, Best party, Good	51	23	28	13	15	8	4	7	4	8	7	9	17	2	19	16	3	17	12
	2%	1%	2%	2%	2%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	11%	1%	1%	5%
NET: Specified Positive Perceptions	159	77	82	25	48	45	21	11	10	59	41	20	33	12	74	26	20	50	32
	5%	5%	5%	4%	5%	6%	5%	4%	4%	6%	6%	4%	4%	5%	5%	17%	5%	4%	12%
Commitment to Equality/ Social Democracy	56	24	32	10	15	17	6	5	3	15	20	8	10	5	25	14	6	16	11
	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	9%	1%	1%	4%

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
Caring/ Concerned	39 1%	21 1%	17 1%	7 1%	12 1%	10 1%	2 1%	1 *	6 2%	14 1%	10 1%	4 1%	9 1%	4 1%	18 1%	5 3%	6 1%	12 1%	9 3%
Alternative/ Change	38 1%	18 1%	20 1%	6 1%	13 1%	10 1%	4 1%	4 1%	1 1%	13 1%	6 1%	7 1%	11 1%	1 1%	18 1%	5 3%	5 1%	11 1%	8 3%
Future Prospects	10 *	7 *	3 *	1 *	2 *	6 1%	1 *	1 *	-	6 1%	4 1%	-	-	-	7 1%	1 1%	-	5 *	1 *
Youth Concern/ Party of Young	5 *	1 *	4 *	-	2 *	-	2 1%	-	-	2 *	1 *	-	2 *	-	2 *	1 1%	2 *	1 *	2 1%
Honest	4 *	1 *	3 *	1 *	1 *	1 *	2 *	-	-	3 *	1 *	1 *	-	1 *	3 *	-	1 *	2 *	-
NET: Policies - Specific reference to policies - Positive, Negative, Objective Description	76 2%	40 2%	36 2%	22 4%	23 2%	19 2%	10 2%	2 1%	-	30 3%	14 2%	10 2%	16 2%	7 3%	39 2%	1 1%	6 2%	28 2%	10 4%
Student Fees Increases (+)	26 1%	12 1%	14 1%	10 2%	4 *	8 1%	4 1%	-	-	11 1%	6 1%	6 1%	2 *	2 1%	16 1%	-	-	11 1%	5 2%
Other	10 *	5 *	4 *	3 *	1 *	5 1%	1 *	-	-	-	2 *	* *	7 1%	-	4 *	-	4 1%	3 *	-
Education	9 *	5 *	4 *	3 *	2 *	1 *	3 1%	-	-	3 *	2 *	1 *	2 *	-	3 *	* *	-	3 *	4 1%
Cuts (-)	8 *	2 *	6 *	2 *	3 *	1 *	2 *	-	-	1 *	1 *	2 *	2 *	-	7 *	-	-	3 *	1 *
Green/ Environmental	8 *	3 *	5 *	2 *	5 1%	2 *	-	-	-	5 1%	1 *	1 *	1 *	2 1%	4 *	1 1%	-	4 *	1 *
Europe	6 *	5 *	1 *	1 *	2 *	1 *	1 *	2 1%	-	2 *	1 *	1 *	-	1 *	3 *	-	-	2 *	-
Taxes (-)	5 *	4 *	1 *	3 *	2 *	-	-	-	-	4 *	1 *	-	-	2 1%	1 *	-	-	1 *	-

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	3301	1605	1696	616	910	769	452	289	259	1066	676	450	867	243	1624	149	404	1259	265
Immigration	4*	2*	2*	-	3*	1*	-	-	-	2*	-	-	2*	-	1*	-	2*	1*	-
AV - PR	2*	1*	1*	-	1*	1*	-	*	-	2*	-	-	-	1*	1*	-	1*	*	-
Rejects Politics - Views all party's as the same, No difference, etc	29 1%	12 1%	17 1%	3 1%	7 1%	5 1%	3 1%	4 1%	7 3%	9 1%	5 1%	2 *	13 1%	-	8 1%	1 1%	3 1%	7 1%	2 1%
NET: Represent	21 1%	11 1%	9 1%	5 1%	7 1%	3 *	2 1%	1 *	3 1%	9 1%	1 *	2 *	8 1%	-	8 *	5 4%	2 *	5 *	2 1%
Middle Class/ Rich	9 *	8 1%	1 *	2 *	1 *	2 *	2 *	-	3 1%	3 *	1 *	1 *	4 *	-	4 *	2 2%	1 *	4 *	1 *
Working Class	7 *	2 *	4 *	1 *	3 *	-	* *	1 *	1 *	4 *	-	-	2 *	-	1 *	2 1%	1 *	2 *	1 *
Minorities	3 *	2 *	1 *	1 *	2 *	-	-	-	-	1 *	-	1 *	1 *	-	2 *	1 1%	-	-	-
Holistic	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	1 *
Other - Nonsensical, Not relevant, Did not understand the question	169 5%	90 6%	79 5%	34 5%	40 4%	40 5%	21 5%	17 6%	16 6%	53 5%	33 5%	19 4%	48 5%	8 3%	70 4%	15 10%	12 3%	57 5%	17 6%
Don't know	1258 38%	536 33%	721 43%	253 41%	369 41%	270 35%	166 37%	102 35%	98 38%	326 31%	267 39%	181 40%	368 42%	88 36%	622 38%	42 28%	148 37%	492 39%	52 20%

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Ethnicity															Religion						
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	3448	-	-	-	2281	1030	701	317	233	1119	504	510	105	48	48	-	959	483	1351	294	137	178
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Specified Negative Perceptions	769	-	-	-	442	188	153	64	37	307	133	152	22	19	19	-	229	92	289	71	21	61
	23%	-	-	-	21%	21%	22%	22%	18%	28%	27%	30%	22%	19%	19%	-	27%	20%	21%	25%	18%	38%
Betrayal/ No-Trust	247	-	-	-	148	56	55	25	12	92	34	52	6	7	7	-	63	25	112	17	7	19
	7%	-	-	-	7%	6%	8%	8%	6%	8%	7%	10%	6%	7%	7%	-	7%	5%	8%	6%	6%	12%
Dithering/ Non-Assertive/ Ineffective/ Weak	156	-	-	-	97	45	30	14	8	55	38	16	*	5	5	-	40	25	53	15	2	19
	5%	-	-	-	5%	5%	4%	5%	4%	5%	8%	3%	*	5%	5%	-	5%	5%	4%	5%	2%	12%
Lost/ Lack of Identity/ Confused/ Inexperience	139	-	-	-	77	33	32	6	6	61	21	31	8	1	1	-	44	18	48	15	*	14
	4%	-	-	-	4%	4%	5%	2%	3%	6%	4%	6%	8%	1%	1%	-	5%	4%	3%	5%	*	8%
Irrelevant/ 3rd Party	126	-	-	-	59	28	20	7	5	63	26	35	2	3	3	-	56	11	36	14	4	5
	4%	-	-	-	3%	3%	3%	2%	2%	6%	5%	7%	2%	3%	3%	-	7%	2%	3%	5%	4%	3%
Negative association to coalition e.g. Followers	76	-	-	-	43	16	13	11	3	33	12	18	3	-	-	-	25	6	33	7	1	2
	2%	-	-	-	2%	2%	2%	4%	1%	3%	2%	4%	3%	-	-	-	3%	1%	2%	3%	1%	1%
Lack/ Poor Communication	25	-	-	-	18	10	3	2	3	4	1	*	2	3	3	-	1	6	6	3	6	3
	1%	-	-	-	1%	1%	*	1%	2%	*	*	*	2%	3%	3%	-	*	1%	*	1%	5%	2%
Specific Opportunistic Reference	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-
NET: Negative	360	-	-	-	200	78	77	36	10	149	73	61	16	10	10	-	116	29	155	28	9	18
	11%	-	-	-	10%	9%	11%	12%	5%	14%	15%	12%	16%	10%	10%	-	14%	6%	11%	9%	8%	11%
Very Negative e.g. Don't like them, Do not consider, Never vote for them, Rubbish, Idiots	238	-	-	-	127	48	50	25	3	107	52	43	12	4	4	-	77	13	102	22	6	12
	7%	-	-	-	6%	5%	7%	8%	2%	10%	10%	9%	11%	4%	4%	-	9%	3%	7%	8%	5%	8%
Measured e.g. Not that good, Disappointed, Not popular	122	-	-	-	74	30	26	11	6	43	21	18	4	6	6	-	39	16	53	6	3	5
	4%	-	-	-	4%	3%	4%	4%	3%	4%	4%	4%	4%	6%	6%	-	5%	3%	4%	2%	2%	3%

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Absolutes/col percents

Table 11

Q.9 What is the first word or phrase that comes to mind when you think about the Liberal Democrats?**Base: All BAME respondents**

	Ethnicity														Religion							
	Total	NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
NET: Descriptive - Answer does not contain a discernable subjective direction or focus	260	-	-	-	176	103	45	14	14	72	32	34	6	12	12	-	51	55	99	24	14	12
	8%	-	-	-	8%	11%	6%	5%	7%	7%	6%	7%	6%	12%	12%	-	6%	12%	7%	8%	12%	7%
Ideology - In the middle	74	-	-	-	51	31	9	5	5	21	12	9	1	1	1	-	15	17	28	9	2	1
	2%	-	-	-	2%	3%	1%	2%	3%	2%	2%	2%	*	1%	1%	-	2%	4%	2%	3%	2%	1%
Leader - Clegg, Ashdown	68	-	-	-	49	31	15	2	1	14	4	7	3	5	5	-	11	18	25	6	4	3
	2%	-	-	-	2%	3%	2%	1%	1%	1%	1%	1%	3%	5%	5%	-	1%	4%	2%	2%	4%	2%
Colour/ Logo	42	-	-	-	27	16	6	2	2	13	9	4	-	2	2	-	7	7	16	5	2	4
	1%	-	-	-	1%	2%	1%	1%	1%	1%	2%	1%	-	2%	2%	-	1%	1%	1%	2%	2%	2%
Liberal	36	-	-	-	21	12	6	1	3	13	5	8	1	2	2	-	13	6	9	3	2	3
	1%	-	-	-	1%	1%	1%	*	1%	1%	1%	2%	1%	2%	2%	-	2%	1%	1%	1%	2%	2%
Coalition	26	-	-	-	21	11	4	4	2	3	2	-	1	1	1	-	2	7	11	2	1	1
	1%	-	-	-	1%	1%	1%	1%	1%	*	*	-	1%	1%	1%	-	*	2%	1%	1%	1%	1%
Ideology - Like Labour	13	-	-	-	6	-	6	-	-	7	-	7	-	-	-	-	3	-	10	-	1	-
	*	-	-	-	*	-	1%	-	-	1%	-	1%	-	-	-	-	*	-	1%	-	*	-
NET: Positive	202	-	-	-	151	61	59	13	18	40	15	21	4	11	11	-	36	27	106	24	4	5
	6%	-	-	-	7%	7%	8%	4%	9%	4%	3%	4%	4%	11%	11%	-	4%	6%	8%	8%	3%	3%
Measured e.g. Doing better, Trying, Average, Alright	151	-	-	-	100	41	35	13	12	40	15	21	4	11	11	-	32	18	76	16	3	5
	5%	-	-	-	5%	5%	5%	4%	6%	4%	3%	4%	4%	11%	11%	-	4%	4%	6%	6%	3%	3%
Very Positive e.g. Support them, Happy, Best party, Good	51	-	-	-	51	20	24	-	7	-	-	-	-	-	-	-	4	9	29	8	*	*
	2%	-	-	-	2%	2%	3%	-	3%	-	-	-	-	-	-	-	*	2%	2%	3%	*	*
NET: Specified Positive Perceptions	159	-	-	-	100	45	31	10	14	56	27	23	6	3	3	-	51	25	55	12	5	5
	5%	-	-	-	5%	5%	4%	3%	7%	5%	5%	5%	6%	3%	3%	-	6%	5%	4%	4%	5%	3%
Commitment to Equality/ Social Democracy	56	-	-	-	42	17	14	3	8	12	7	4	*	1	1	-	12	10	26	2	2	3
	2%	-	-	-	2%	2%	2%	1%	4%	1%	1%	1%	*	1%	1%	-	1%	2%	2%	1%	2%	2%

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	Ethnicity															Religion						
	Total	NET: White/			NET: Asian		Paki-stani	Bang-lad-eshi	Other Asian	NET: Black	Black Carib-bean	Black African	Other Black	NET: Chin-ese/ Other		Chris-tian	Hindu	Muslim	Sikh	Other	None	
		Mixed	White	Mixed	Asian	Indian								Chin-ese	Other							
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
Caring/ Concerned	39 1%	-	-	-	14 1%	6 1%	6 1%	2 1%	-	24 2%	10 2%	12 2%	2 2%	-	-	-	21 2%	3 1%	9 1%	1 *	1 1%	2 1%
Alternative/ Change	38 1%	-	-	-	26 1%	11 1%	9 1%	2 1%	4 2%	11 1%	10 2%	-	1 1%	1 1%	1 1%	-	13 1%	7 1%	15 1%	2 1%	1 1%	-
Future Prospects	10 *	-	-	-	5 *	3 *	-	1 *	1 1%	5 *	-	2 *	2 2%	-	-	-	4 *	3 1%	-	1 *	2 1%	-
Youth Concern/ Party of Young	5 *	-	-	-	3 *	1 *	-	2 1%	-	2 *	-	2 *	-	-	-	-	1 *	-	3 *	1 *	-	-
Honest	4 *	-	-	-	2 *	1 *	-	1 *	-	2 *	-	2 *	-	-	-	-	1 *	-	2 *	1 *	-	-
NET: Policies - Specific reference to policies - Positive, Negative, Objective Description	76 2%	-	-	-	48 2%	25 3%	15 2%	4 1%	4 2%	22 2%	5 1%	18 4%	-	6 6%	6 6%	-	14 2%	11 2%	32 2%	9 3%	6 5%	5 3%
Student Fees Increases (+)	26 1%	-	-	-	15 1%	8 1%	5 1%	-	2 1%	10 1%	3 1%	7 1%	-	2 2%	2 2%	-	4 *	2 *	12 1%	3 1%	1 1%	3 2%
Other	10 *	-	-	-	8 *	3 *	3 *	2 1%	-	2 *	-	2 *	-	-	-	-	-	2 *	7 1%	1 *	* *	-
Education	9 *	-	-	-	4 *	2 *	1 *	1 *	-	1 *	-	1 *	-	3 3%	3 3%	-	2 *	1 *	2 *	1 *	3 2%	-
Cuts (-)	8 *	-	-	-	5 *	4 *	1 *	-	-	3 *	* *	3 1%	-	-	-	-	3 *	1 *	2 *	2 1%	-	-
Green/ Environmental	8 *	-	-	-	5 *	2 *	2 *	-	1 *	3 *	2 *	1 *	-	-	-	-	1 *	2 *	2 *	1 *	-	2 1%
Europe	6 *	-	-	-	5 *	2 *	3 *	-	1 1%	1 *	-	1 *	-	-	-	-	1 *	2 *	4 *	-	-	-
Taxes (-)	5 *	-	-	-	3 *	2 *	1 *	-	1 *	-	-	-	-	2 2%	2 2%	-	-	1 *	2 *	1 *	2 1%	-

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	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	3301	-	-	-	2100	901	700	299	200	1101	499	500	102	100	100	-	853	468	1376	291	114	164
Immigration	4	-	-	-	2	1	-	1	-	2	-	2	-	-	-	-	2	1	1	-	-	-
AV - PR	2	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-	1	1	-	-	-	*
Rejects Politics - Views all party's as the same, No difference, etc	29	-	-	-	21	7	8	2	4	8	6	2	-	-	-	-	8	3	12	3	2	1
	1%	-	-	-	1%	1%	1%	1%	2%	1%	1%	*	-	-	-	1%	1%	1%	1%	2%	2%	1%
NET: Represent	21	-	-	-	17	8	7	-	1	4	2	1	1	-	-	-	2	6	7	2	3	-
	1%	-	-	-	1%	1%	1%	-	1%	*	*	*	*	-	-	-	*	1%	1%	1%	3%	-
Middle Class/ Rich	9	-	-	-	6	5	2	-	-	3	2	*	-	-	-	-	1	4	1	1	2	-
	*	-	-	-	*	1%	*	-	-	*	*	*	-	-	-	-	*	1%	*	*	2%	-
Working Class	7	-	-	-	6	3	3	-	1	1	-	1	-	-	-	-	1	2	3	-	1	-
	*	-	-	-	*	*	*	-	*	*	-	*	-	-	-	-	*	*	*	-	*	-
Minorities	3	-	-	-	3	2	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-
	*	-	-	-	*	*	-	-	*	-	-	-	-	-	-	-	-	*	-	*	-	-
Holistic	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-
Other - Nonsensical, Not relevant, Did not understand the question	169	-	-	-	98	32	43	10	13	70	32	26	12	1	1	-	53	24	75	4	5	8
	5%	-	-	-	5%	4%	6%	3%	6%	6%	6%	5%	11%	1%	1%	-	6%	5%	5%	1%	4%	5%
Don't know	1258	-	-	-	848	355	261	146	85	373	175	162	35	37	37	-	294	196	547	115	45	48
	38%	-	-	-	40%	39%	37%	49%	42%	34%	35%	32%	35%	37%	37%	-	34%	42%	40%	39%	40%	29%

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Absolutes/col percents

Table 12

Q.10 Do you identify with a political party, that is, do you think of one party as consistently representing people like you, and you feel an affinity towards that party beyond the question of how you vote? If so, which one?

Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Labour	3253 32%	1604 32%	1649 31%	480 33%	632 31%	652 31%	520 32%	442 34%	525 31%	1004 27%	644 31%	384 33%	999 38%	51 3%	2457 66%	36 6%	149 8%	1871 62%	186 14%
Conservative	1111 11%	600 12%	511 10%	81 6%	156 8%	180 9%	187 11%	166 13%	338 20%	445 12%	219 11%	108 9%	297 11%	805 52%	41 1%	16 3%	766 41%	52 2%	37 3%
Liberal Democrat	394 4%	188 4%	207 4%	36 2%	103 5%	74 3%	52 3%	66 5%	64 4%	165 4%	78 4%	28 2%	98 4%	21 1%	43 1%	215 36%	22 1%	48 2%	221 17%
SNP	16 *	10 *	6 *	1 *	3 *	2 *	3 *	5 *	3 *	8 *	2 *	1 *	3 *	- -	4 *	1 *	1 *	4 *	3 *
Plaid Cymry	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Another party	355 3%	194 4%	160 3%	35 2%	65 3%	84 4%	55 3%	51 4%	65 4%	133 4%	76 4%	43 4%	83 3%	19 1%	46 1%	12 2%	45 2%	54 2%	37 3%
None	4505 44%	2162 43%	2343 45%	697 48%	958 47%	1007 48%	743 45%	511 39%	580 34%	1819 49%	933 45%	533 45%	971 37%	601 39%	1026 28%	296 49%	811 43%	866 29%	758 59%
Refused	111 1%	52 1%	59 1%	6 *	18 1%	22 1%	19 1%	12 1%	33 2%	33 1%	15 1%	14 1%	30 1%	1 *	1 *	2 *	3 *	2 *	1 *
Don't know	523 5%	195 4%	328 6%	118 8%	100 5%	93 4%	69 4%	53 4%	89 5%	134 4%	106 5%	61 5%	158 6%	50 3%	109 3%	23 4%	91 5%	102 3%	41 3%

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Absolutes/col percents

Table 12

Q.10 Do you identify with a political party, that is, do you think of one party as consistently representing people like you, and you feel an affinity towards that party beyond the question of how you vote? If so, which one?

Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Labour	3253	1608	1474	134	908	351	333	146	79	605	258	303	45	48	13	35	1377	196	824	141	178	478
	32%	24%	24%	35%	43%	39%	48%	49%	40%	55%	52%	61%	44%	24%	13%	35%	30%	38%	47%	46%	23%	23%
Conservative	1111	898	877	22	137	83	29	12	13	41	21	17	3	24	15	9	672	44	79	27	99	176
	11%	14%	14%	6%	7%	9%	4%	4%	6%	4%	4%	3%	3%	12%	15%	9%	15%	9%	5%	9%	13%	8%
Liberal Democrat	394	284	276	8	74	20	25	19	10	17	7	10	*	10	3	8	181	9	69	9	32	87
	4%	4%	4%	2%	4%	2%	4%	7%	5%	2%	1%	2%	*	5%	3%	8%	4%	2%	4%	3%	4%	4%
SNP	16	12	12	-	-	-	-	-	-	1	-	1	-	3	1	2	3	1	2	-	6	4
	*	*	*	-	-	-	-	-	-	*	-	*	-	2%	1%	2%	*	*	*	-	1%	*
Plaid Cymry	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-
Another party	355	272	254	18	38	9	18	4	7	22	14	4	4	8	2	6	128	5	46	2	45	124
	3%	4%	4%	5%	2%	1%	3%	1%	4%	2%	3%	1%	4%	4%	2%	6%	3%	1%	3%	1%	6%	6%
None	4505	3132	2961	171	800	382	255	93	70	357	175	140	42	92	55	36	1949	222	609	111	349	1152
	44%	47%	48%	45%	38%	42%	36%	31%	35%	32%	35%	28%	42%	46%	55%	36%	42%	43%	35%	36%	46%	54%
Refused	111	66	63	4	24	16	3	2	3	12	5	4	3	1	-	1	47	9	18	3	8	16
	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	3%	*	-	1%	1%	2%	1%	1%	1%	1%
Don't know	523	324	299	24	119	41	37	22	18	44	18	22	4	14	10	4	232	27	100	14	45	87
	5%	5%	5%	6%	6%	5%	5%	7%	9%	4%	4%	4%	4%	7%	10%	4%	5%	5%	6%	4%	6%	4%

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Absolutes/col percents

Table 13

Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	1579	790	789	326	398	366	242	134	111	448	343	235	441	30	1177	23	105	856	75
Weighted base	1527	778	749	288	401	348	210	154	124	419	322	220	453	28	1141	20	104	822	67
NET: Positive Generalised views toward the Labour	486	244	242	95	142	121	60	36	31	133	98	67	154	7	387	5	30	266	17
	32%	31%	32%	33%	35%	35%	29%	23%	25%	32%	30%	30%	34%	25%	34%	25%	29%	32%	25%
Relevant to the needs of the respondent/ Respondent identifies with Labour	129	67	61	19	41	38	14	11	6	42	28	13	38	2	104	1	5	74	3
	8%	9%	8%	7%	10%	11%	7%	7%	5%	10%	9%	6%	8%	8%	9%	5%	5%	9%	5%
General favourable view seeing Labour as good or generally liked	104	69	35	22	24	21	19	11	6	22	19	18	37	2	76	1	8	56	7
	7%	9%	5%	8%	6%	6%	9%	7%	5%	5%	6%	8%	8%	9%	7%	4%	8%	7%	10%
More in touch with people's needs	63	24	39	10	21	18	4	2	8	16	12	15	18	1	51	-	6	35	2
	4%	3%	5%	3%	5%	5%	2%	1%	6%	4%	4%	7%	4%	5%	4%	-	5%	4%	3%
They help/ look out for people	56	23	33	16	16	13	4	3	5	11	12	6	26	*	45	2	3	33	1
	4%	3%	4%	5%	4%	4%	2%	2%	4%	3%	4%	3%	6%	1%	4%	10%	3%	4%	2%
Better than Tories/ Lib Dems	52	23	29	10	12	12	9	4	5	16	10	7	14	-	40	-	4	28	1
	3%	3%	4%	3%	3%	3%	4%	2%	4%	4%	3%	3%	3%	-	4%	-	4%	3%	1%
Cares more about equality	40	12	28	12	11	11	6	*	-	17	8	2	11	1	35	*	-	19	2
	3%	2%	4%	4%	3%	3%	3%	*	-	4%	2%	1%	2%	2%	3%	2%	-	2%	3%
Listens/ Inclusive to wider set of views	33	14	19	4	12	7	4	6	*	8	6	5	12	-	28	-	1	18	1
	2%	2%	3%	1%	3%	2%	2%	4%	*	2%	2%	2%	3%	-	2%	-	1%	2%	2%
Honest/ Follow up on Promises	19	11	8	6	6	6	1	-	1	7	6	3	3	-	16	1	2	12	1
	1%	1%	1%	2%	2%	2%	*	-	1%	2%	2%	1%	1%	-	1%	4%	2%	1%	1%
Viewed as Progressive/ Developmental	16	10	6	4	4	3	3	2	-	4	5	3	1	-	14	-	-	9	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	*	-	1%	-	-	1%	1%
Make more of an effort to contact constituents	7	5	2	-	6	2	-	-	-	2	-	-	4	-	5	-	1	2	-
	*	1%	*	-	1%	*	-	-	-	1%	-	-	1%	-	*	-	1%	*	-

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Absolutes/col percents

Table 13

Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1527	778	749	288	401	348	210	154	124	419	322	220	453	28	1141	20	104	822	67
NET: Support	334	168	166	40	70	77	48	58	40	93	61	43	113	6	240	2	23	189	17
	22%	22%	22%	14%	17%	22%	23%	38%	32%	22%	19%	20%	25%	22%	21%	11%	22%	23%	25%
Working Class	253	123	129	28	48	59	39	46	32	74	47	32	81	6	176	2	16	144	16
	17%	16%	17%	10%	12%	17%	18%	30%	26%	18%	15%	14%	18%	22%	15%	11%	15%	18%	24%
Middle Class	29	11	18	2	6	9	2	7	2	8	2	5	12	-	21	-	4	15	-
	2%	1%	2%	1%	2%	3%	1%	5%	2%	2%	1%	2%	3%	-	2%	-	4%	2%	-
NET: Historical/ Social Influencing Factors	204	101	103	55	53	35	40	11	9	55	49	27	59	2	148	4	11	107	9
	13%	13%	14%	19%	13%	10%	19%	7%	7%	13%	15%	12%	13%	8%	13%	18%	11%	13%	13%
Past governmental performance	86	46	40	19	27	15	20	3	2	23	17	10	29	1	60	2	6	36	7
	6%	6%	5%	7%	7%	4%	9%	2%	2%	6%	5%	5%	6%	4%	5%	9%	6%	4%	11%
Parents/ Family vote(ed) Labour	51	20	32	19	13	7	8	3	2	13	19	7	12	-	41	-	4	30	-
	3%	3%	4%	7%	3%	2%	4%	2%	2%	3%	6%	3%	3%	-	4%	-	4%	4%	-
Have voted labour in the past	51	26	24	6	8	12	14	6	5	13	12	8	11	*	37	1	1	30	1
	3%	3%	3%	2%	2%	3%	6%	4%	4%	3%	4%	3%	3%	1%	3%	5%	1%	4%	2%
Social norms with community or constituency	20	11	9	12	6	2	1	-	-	5	3	2	8	1	13	1	-	13	-
	1%	1%	1%	4%	2%	*	*	-	-	1%	1%	1%	2%	4%	1%	4%	-	2%	-
NET: Mass Party - Inclusive	192	82	109	29	59	49	23	20	11	60	43	28	50	2	149	4	14	105	9
	13%	11%	15%	10%	15%	14%	11%	13%	9%	14%	13%	13%	11%	7%	13%	20%	13%	13%	13%
All inclusive	132	62	70	25	36	29	18	13	10	44	30	20	28	2	101	3	12	69	6
	9%	8%	9%	9%	9%	8%	9%	8%	8%	10%	9%	9%	6%	6%	9%	16%	11%	8%	9%
Specific reference to the common man	19	8	11	1	4	9	3	2	1	7	5	2	5	*	13	*	1	12	1
	1%	1%	2%	*	1%	2%	1%	1%	*	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%
NET: Labour Policies (non-welfare specific) - Can be seen as retrospective views, with few respondents making explicit reference to current opposition labour proposals or positions	156	80	77	44	51	30	16	9	6	44	40	27	34	2	131	3	5	84	9
	10%	10%	10%	15%	13%	9%	8%	6%	5%	11%	13%	12%	7%	7%	11%	14%	5%	10%	14%

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1527	778	749	288	401	348	210	154	124	419	322	220	453	28	1141	20	104	822	67
Economic/ Jobs Policy	40 3%	20 3%	21 3%	4 1%	17 4%	10 3%	6 3%	2 1%	1 1%	8 2%	12 4%	8 4%	11 2%	- -	34 3%	2 9%	1 1%	23 3%	3 5%
University/ Student	29 2%	16 2%	12 2%	16 5%	10 2%	2 1%	1 1%	- -	- -	7 2%	9 3%	3 1%	6 1%	1 3%	25 2%	1 5%	2 2%	9 1%	2 3%
Education	23 2%	7 1%	16 2%	5 2%	9 2%	5 1%	* *	1 1%	1 1%	8 2%	6 2%	5 2%	4 1%	- -	18 2%	- -	- -	16 2%	- -
Youth	16 1%	6 1%	10 1%	8 3%	3 1%	4 1%	1 *	- -	- -	4 1%	2 1%	3 1%	4 1%	1 4%	12 1%	- -	1 1%	10 1%	1 2%
Health	15 1%	8 1%	6 1%	3 1%	5 1%	4 1%	1 1%	- -	1 1%	5 1%	4 1%	2 1%	4 1%	- -	12 1%	- -	- -	7 1%	3 5%
Immigration	12 1%	8 1%	3 *	2 1%	2 1%	1 *	3 1%	3 2%	* *	3 1%	5 2%	1 1%	1 *	1 3%	11 1%	- -	- -	5 1%	- -
Family related	8 1%	2 *	6 1%	2 1%	2 *	4 1%	* *	- -	- -	4 1%	2 1%	- -	1 *	- -	6 1%	- -	- -	7 1%	- -
Crime	4 *	3 *	1 *	2 1%	1 *	1 *	- -	- -	- -	1 *	- -	2 1%	- -	- -	4 *	- -	1 1%	2 *	- -
Foreign Policy	2 *	- -	2 *	- -	1 *	- -	- -	- -	1 1%	1 *	- -	- -	1 *	- -	1 *	- -	- -	2 *	- -
Pensions	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -
Labour understands the needs of the minority/ underrepresented groups	106 7%	59 8%	47 6%	18 6%	24 6%	27 8%	8 4%	12 7%	18 14%	27 6%	24 8%	12 6%	38 8%	2 6%	83 7%	1 6%	5 5%	56 7%	2 3%
Respondents have a favourable view toward Labour's general position on the role of the public sector and welfare/ tax credits	52 3%	31 4%	22 3%	7 3%	14 3%	15 4%	7 3%	- -	9 7%	12 3%	14 4%	9 4%	17 4%	1 4%	45 4%	- -	6 5%	27 3%	2 4%

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Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	1527	778	749	288	401	348	210	154	124	419	322	220	453	28	1141	20	104	822	67
Respondents have a favourable view of Labour MP's or Leadership	35 2%	21 3%	15 2%	4 2%	17 4%	6 2%	5 2%	1 *	2 1%	10 2%	6 2%	4 2%	10 2%	1 3%	26 2%	-	1 1%	18 2%	4 6%
NET: Negative - Very limited number of negative respondents	8 1%	2 *	6 1%	2 1%	4 1%	2 1%	-	-	-	2 1%	1 *	2 1%	2 1%	-	6 *	-	1 1%	4 *	1 1%
Cuts	3 *	1 *	3 *	1 *	1 *	1 *	-	-	-	-	1 *	1 *	1 *	-	2 *	-	1 1%	1 *	-
Economic Failure	2 *	1 *	1 *	-	1 *	1 *	-	-	-	1 *	-	1 *	-	-	1 *	-	-	2 *	-
Immigration Policy	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-
Lack of Trust	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	1 1%
Other - Nonsensical, Not relevant, Did not understand the question	45 3%	25 3%	20 3%	5 2%	9 2%	13 4%	3 2%	9 6%	5 4%	12 3%	11 3%	9 4%	12 3%	3 10%	27 2%	1 5%	8 7%	21 2%	-
Don't know	96 6%	56 7%	40 5%	20 7%	24 6%	13 4%	18 9%	13 8%	8 6%	14 3%	18 5%	16 7%	31 7%	4 13%	59 5%	2 8%	8 8%	50 6%	4 5%

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Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	1579	-	-	-	957	391	327	150	89	616	261	310	45	6	6	-	515	180	633	134	46	54
Weighted base	1527	-	-	-	908	351	333	146	79	605	258	303	45	13	13	-	470	173	660	134	35	40
NET: Positive Generalised views toward the Labour	486	-	-	-	279	116	85	50	27	207	73	120	15	-	-	-	159	65	202	37	10	14
	32%	-	-	-	31%	33%	26%	34%	34%	28%	40%	33%	-	-	-	34%	37%	31%	27%	28%	34%	
Relevant to the needs of the respondent/ Respondent identifies with Labour	129	-	-	-	59	41	9	7	2	70	31	35	5	-	-	-	57	20	30	14	4	3
	8%	-	-	-	6%	12%	3%	5%	3%	12%	12%	11%	10%	-	-	12%	12%	4%	11%	12%	12%	7%
General favourable view seeing Labour as good or generally liked	104	-	-	-	74	24	28	10	11	30	8	17	5	-	-	-	23	19	52	5	4	2
	7%	-	-	-	8%	7%	9%	7%	14%	5%	3%	6%	11%	-	-	5%	11%	8%	4%	12%	12%	4%
More in touch with people's needs	63	-	-	-	34	8	7	14	4	29	7	21	1	-	-	-	23	7	33	-	-	-
	4%	-	-	-	4%	2%	2%	10%	6%	5%	3%	7%	2%	-	-	5%	4%	5%	-	-	-	-
They help/ look out for people	56	-	-	-	32	5	12	13	2	25	9	14	1	-	-	-	15	3	35	-	*	3
	4%	-	-	-	4%	1%	3%	9%	3%	4%	4%	5%	2%	-	-	3%	2%	5%	-	1%	7%	
Better than Tories/ Lib Dems	52	-	-	-	29	11	13	2	3	23	9	14	*	-	-	-	15	4	27	4	1	2
	3%	-	-	-	3%	3%	4%	1%	4%	4%	4%	5%	1%	-	-	3%	2%	4%	3%	2%	2%	6%
Cares more about equality	40	-	-	-	21	12	4	4	2	19	6	12	1	-	-	-	19	5	11	4	*	1
	3%	-	-	-	2%	3%	1%	3%	2%	3%	2%	4%	3%	-	-	4%	3%	2%	3%	1%	3%	
Listens/ Inclusive to wider set of views	33	-	-	-	16	8	6	2	-	17	1	16	-	-	-	-	13	4	12	2	-	2
	2%	-	-	-	2%	2%	2%	2%	-	3%	*	5%	-	-	-	3%	2%	2%	1%	-	-	4%
Honest/ Follow up on Promises	19	-	-	-	12	6	5	1	1	7	1	6	-	-	-	-	7	-	7	5	-	*
	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	-	-	1%	-	1%	4%	-	-	1%
Viewed as Progressive/ Developmental	16	-	-	-	10	9	1	-	-	6	4	1	1	-	-	-	5	6	2	2	*	1
	1%	-	-	-	1%	3%	*	-	-	1%	2%	*	1%	-	-	1%	4%	*	2%	1%	1%	1%
Make more of an effort to contact constituents	7	-	-	-	5	3	1	-	1	2	-	2	1	-	-	-	2	3	1	1	-	1
	*	-	-	-	1%	1%	*	-	1%	*	-	1%	2%	-	-	*	1%	*	1%	-	-	2%

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Absolutes/col percents

Table 13

Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Ethnicity															Religion						
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	1527	-	-	-	908	351	333	146	79	605	258	303	45	13	13	-	470	173	660	134	35	40
NET: Support	334	-	-	-	193	89	61	30	13	140	76	56	8	2	2	-	106	37	121	46	8	10
	22%	-	-	-	21%	25%	18%	21%	16%	23%	29%	18%	17%	13%	13%	-	23%	21%	18%	34%	22%	24%
Working Class	253	-	-	-	146	63	48	22	13	105	63	34	8	2	2	-	80	27	88	35	7	9
	17%	-	-	-	16%	18%	15%	15%	16%	17%	24%	11%	17%	13%	13%	-	17%	16%	13%	26%	19%	22%
Middle Class	29	-	-	-	27	12	13	2	*	2	-	2	-	-	-	-	1	4	17	6	-	1
	2%	-	-	-	3%	3%	4%	1%	1%	*	-	1%	-	-	-	-	*	2%	3%	4%	-	3%
NET: Historical/ Social Influencing Factors	204	-	-	-	132	42	57	24	9	72	28	39	5	-	-	-	48	21	108	20	3	4
	13%	-	-	-	15%	12%	17%	17%	12%	12%	11%	13%	11%	-	-	-	10%	12%	16%	15%	8%	10%
Past governmental performance	86	-	-	-	53	10	23	15	4	33	5	26	2	-	-	-	16	3	58	7	*	1
	6%	-	-	-	6%	3%	7%	11%	5%	5%	2%	8%	5%	-	-	-	4%	1%	9%	5%	1%	1%
Parents/ Family vote(ed) Labour	51	-	-	-	34	15	15	3	2	17	12	3	2	-	-	-	16	7	18	6	1	3
	3%	-	-	-	4%	4%	5%	2%	2%	3%	5%	1%	4%	-	-	-	3%	4%	3%	5%	3%	7%
Have voted labour in the past	51	-	-	-	29	14	10	5	*	21	11	10	-	-	-	-	14	7	21	6	1	1
	3%	-	-	-	3%	4%	3%	3%	1%	4%	4%	3%	-	-	-	-	3%	4%	3%	5%	4%	2%
Social norms with community or constituency	20	-	-	-	17	3	9	1	4	3	-	2	1	-	-	-	2	4	14	-	-	-
	1%	-	-	-	2%	1%	3%	1%	4%	*	-	1%	2%	-	-	-	*	2%	2%	-	-	-
NET: Mass Party - Inclusive	192	-	-	-	96	44	35	12	5	96	39	49	8	-	-	-	75	19	75	15	2	5
	13%	-	-	-	11%	12%	11%	8%	6%	16%	15%	16%	18%	-	-	-	16%	11%	11%	11%	6%	13%
All inclusive	132	-	-	-	76	31	34	7	4	56	24	23	8	-	-	-	44	13	58	11	2	4
	9%	-	-	-	8%	9%	10%	5%	5%	9%	9%	8%	18%	-	-	-	9%	8%	9%	8%	5%	9%
Specific reference to the common man	19	-	-	-	8	4	-	3	-	12	8	4	-	-	-	-	8	2	7	1	-	1
	1%	-	-	-	1%	1%	-	2%	-	2%	3%	1%	-	-	-	-	2%	1%	1%	1%	-	2%
NET: Labour Policies (non-welfare specific) - Can be seen as retrospective views, with few respondents making explicit reference to current opposition labour proposals or positions	156	-	-	-	88	39	34	12	3	67	25	40	2	1	1	-	48	18	72	10	3	4
	10%	-	-	-	10%	11%	10%	8%	4%	11%	10%	13%	5%	11%	11%	-	10%	11%	11%	7%	9%	11%

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Table 13

Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Ethnicity															Religion						
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	1527	-	-	-	908	351	333	146	79	605	258	303	45	13	13	-	470	173	660	134	35	40
Economic/ Jobs Policy	40 3%	-	-	-	21 2%	6 2%	10 3%	4 3%	2 2%	19 3%	8 3%	11 4%	-	-	-	-	14 3%	4 2%	20 3%	1 1%	1 2%	-
University/ Student	29 2%	-	-	-	17 2%	6 2%	8 2%	1 *	2 2%	12 2%	3 1%	7 2%	1 2%	-	-	-	6 1%	1 *	17 3%	2 1%	1 3%	1 1%
Education	23 2%	-	-	-	14 2%	7 2%	6 2%	1 1%	-	9 1%	2 1%	7 2%	-	-	-	-	7 1%	3 2%	11 2%	2 1%	-	1 1%
Youth	16 1%	-	-	-	5 1%	-	3 1%	1 1%	-	11 2%	5 2%	5 2%	1 2%	-	-	-	9 2%	-	6 1%	-	-	1 2%
Health	15 1%	-	-	-	11 1%	6 2%	5 1%	1 1%	-	2 *	-	2 1%	-	1 11%	1 11%	-	2 *	3 2%	6 1%	3 2%	-	1 4%
Immigration	12 1%	-	-	-	7 1%	2 1%	4 1%	1 1%	-	4 1%	-	4 1%	-	-	-	-	3 1%	1 *	7 1%	-	1 3%	-
Family related	8 1%	-	-	-	4 *	1 *	3 1%	-	-	4 1%	1 *	4 1%	-	-	-	-	4 1%	-	3 1%	1 1%	-	-
Crime	4 *	-	-	-	3 *	2 *	-	1 1%	-	1 *	-	1 *	-	-	-	-	1 *	1 *	1 *	1 1%	-	-
Foreign Policy	2 *	-	-	-	2 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-
Pensions	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-
Labour understands the needs of the minority/ underrepresented groups	106 7%	-	-	-	52 6%	18 5%	14 4%	9 6%	11 14%	54 9%	23 9%	31 10%	* 1%	-	-	-	43 9%	9 5%	36 5%	6 4%	6 17%	5 13%
Respondents have a favourable view toward Labour's general position on the role of the public sector and welfare/ tax credits	52 3%	-	-	-	31 3%	4 1%	14 4%	10 7%	4 5%	21 3%	10 4%	11 4%	-	-	-	-	14 3%	2 1%	30 5%	1 1%	1 4%	2 4%

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Table 13

Q.10a Can you say briefly in your own words why you identify with the Labour Party?**Base: All BAME respondents who identify with Labour**

	Ethnicity													Religion								
	Total	NET: White/Mixed	White	Mixed	NET: Asian	Indian	Paki-stani	Bang-lad-eshi	Other Asian	NET: Black	Black Carib-bean	Black African	Other Black	NET: Chin-ese/Other	Chin-ese	Other	Chris-tian	Hindu	Muslim	Sikh	Other	None
Weighted base	1527	-	-	-	908	351	333	146	79	605	258	303	45	13	13	-	470	173	660	134	35	40
Respondents have a favourable view of Labour MP's or Leadership	35 2%	-	-	-	20 2%	9 2%	8 2%	3 2%	-	16 3%	3 1%	11 4%	1 3%	-	-	-	13 3%	3 2%	16 2%	2 1%	1 4%	-
NET: Negative - Very limited number of negative respondents	8 1%	-	-	-	5 1%	-	4 1%	1 1%	-	2 *	-	2 1%	-	1 11%	1 11%	-	2 *	-	5 1%	-	-	1 3%
Cuts	3 *	-	-	-	3 *	-	3 1%	-	-	1 *	-	1 *	-	-	-	-	1 *	-	3 *	-	-	-
Economic Failure	2 *	-	-	-	2 *	-	2 *	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-	-
Immigration Policy	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	1 11%	-	-	-	-	-	-	1 3%
Lack of Trust	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	-
Other - Nonsensical, Not relevant, Did not understand the question	45 3%	-	-	-	23 3%	15 4%	6 2%	2 2%	* 1%	16 3%	10 4%	6 2%	-	6 47%	6 47%	-	18 4%	7 4%	12 2%	3 3%	1 4%	1 3%
Don't know	96 6%	-	-	-	66 7%	22 6%	23 7%	13 9%	7 9%	28 5%	11 4%	12 4%	5 12%	2 18%	2 18%	-	25 5%	12 7%	45 7%	12 9%	1 4%	-

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Table 14

Q.11 Have you generally voted for the party that your father votes or voted for? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base: All respondents who voted at the last election

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	7394	3573	3821	591	1209	1560	1297	1158	1565	2771	1463	819	1924	1296	2761	412	1955	3079	1253
Weighted base	7250	3530	3720	723	1266	1545	1253	1046	1405	2751	1446	807	1827	1257	2751	415	1890	3000	1285
I vote for the same party he did/does	1869 26%	834 24%	1034 28%	267 37%	297 23%	359 23%	292 23%	250 24%	402 29%	596 22%	374 26%	218 27%	577 32%	338 27%	985 36%	47 11%	455 24%	1127 38%	132 10%
I sometimes vote for a different party than he did/does	1987 27%	970 27%	1017 27%	165 23%	380 30%	482 31%	375 30%	288 28%	294 21%	903 33%	396 27%	211 26%	394 22%	369 29%	606 22%	143 35%	564 30%	614 20%	497 39%
I always vote for a different party than he did/does	1695 23%	821 23%	874 23%	152 21%	292 23%	365 24%	309 25%	247 24%	326 23%	641 23%	351 24%	181 22%	413 23%	301 24%	531 19%	152 37%	459 24%	549 18%	409 32%
I don't know who my father voted / votes for	1700 23%	904 26%	796 21%	139 19%	297 23%	339 22%	278 22%	261 25%	382 27%	610 22%	324 22%	197 24%	443 24%	249 20%	630 23%	72 17%	413 22%	710 24%	247 19%

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Absolutes/col percents

Table 14

Q.11 Have you generally voted for the party that your father votes or voted for? Or have you sometimes voted differently from how your father voted, or have you always voted differently from him?

Base: All respondents who voted at the last election

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	7394	4736	4559	177	1601	755	486	227	133	716	319	329	68	150	31	119	3592	367	1051	217	583	1407
Weighted base	7250	4751	4520	231	1496	662	490	225	118	688	310	315	63	122	61	61	3335	374	1190	221	553	1420
I vote for the same party he did/does	1869 26%	1177 25%	1099 24%	78 34%	426 28%	189 29%	145 30%	69 30%	22 19%	192 28%	109 35%	66 21%	17 27%	34 28%	18 30%	15 25%	929 28%	89 24%	328 28%	74 33%	127 23%	288 20%
I sometimes vote for a different party than he did/does	1987 27%	1351 28%	1305 29%	46 20%	421 28%	185 28%	136 28%	69 30%	31 26%	123 18%	51 16%	59 19%	13 21%	37 30%	20 33%	17 28%	881 26%	101 27%	315 26%	72 32%	140 25%	441 31%
I always vote for a different party than he did/does	1695 23%	1139 24%	1093 24%	46 20%	335 22%	133 20%	122 25%	44 20%	35 29%	152 22%	62 20%	78 25%	12 18%	22 18%	8 13%	15 24%	757 23%	88 23%	296 25%	29 13%	143 26%	349 25%
I don't know who my father voted / votes for	1700 23%	1084 23%	1024 23%	60 26%	315 21%	154 23%	86 18%	44 19%	30 26%	222 32%	89 29%	112 36%	21 33%	29 24%	15 24%	14 23%	768 23%	96 26%	252 21%	47 21%	143 26%	342 24%

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Absolutes/col percents

Table 15

Q.12 Which of the following issues do you think is the most important facing Britain?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
The economy and jobs	4151 40%	2236 45%	1915 36%	603 41%	978 48%	953 45%	694 42%	473 36%	443 26%	1771 47%	919 44%	420 36%	828 31%	588 38%	1676 45%	252 42%	654 35%	1293 43%	629 49%
Controlling immigration	1445 14%	637 13%	808 15%	142 10%	155 8%	227 11%	234 14%	251 19%	432 25%	328 9%	274 13%	238 20%	516 20%	284 18%	337 9%	51 9%	401 21%	316 11%	100 8%
Education	1146 11%	477 10%	668 13%	270 19%	274 13%	247 12%	156 9%	77 6%	121 7%	437 12%	226 11%	116 10%	270 10%	90 6%	517 14%	89 15%	121 6%	384 13%	136 11%
The NHS	1140 11%	437 9%	703 13%	133 9%	189 9%	200 9%	164 10%	192 15%	260 15%	307 8%	204 10%	133 11%	398 15%	82 5%	506 14%	66 11%	131 7%	415 14%	147 11%
The deficit and the debt	770 7%	430 9%	340 6%	87 6%	152 7%	179 8%	143 9%	98 8%	109 6%	375 10%	149 7%	76 6%	130 5%	236 15%	170 5%	65 11%	248 13%	146 5%	118 9%
Crime	557 5%	247 5%	310 6%	96 7%	98 5%	109 5%	79 5%	74 6%	102 6%	132 4%	92 4%	81 7%	207 8%	76 5%	227 6%	30 5%	98 5%	185 6%	40 3%
The environment	286 3%	154 3%	132 3%	42 3%	60 3%	63 3%	44 3%	38 3%	39 2%	104 3%	59 3%	31 3%	70 3%	16 1%	103 3%	19 3%	14 1%	91 3%	47 4%
Cutting welfare dependency	286 3%	129 3%	157 3%	36 2%	76 4%	59 3%	43 3%	27 2%	45 3%	137 4%	66 3%	18 2%	51 2%	79 5%	70 2%	13 2%	88 5%	59 2%	31 2%
Standing up for Britains interests in Europe	254 2%	134 3%	120 2%	14 1%	18 1%	41 2%	49 3%	44 3%	86 5%	84 2%	43 2%	30 3%	83 3%	56 4%	47 1%	8 1%	82 4%	48 2%	23 2%
Defence and protecting Britains security	233 2%	124 2%	109 2%	32 2%	36 2%	35 2%	40 2%	31 2%	58 3%	64 2%	40 2%	29 2%	84 3%	40 3%	77 2%	7 1%	53 3%	64 2%	13 1%

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Table 15

Q.12 Which of the following issues do you think is the most important facing Britain?**Base: All respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
The economy and jobs	4151 40%	2527 38%	2381 38%	146 38%	941 45%	413 46%	305 44%	133 44%	91 45%	513 47%	251 50%	224 45%	39 38%	88 44%	50 50%	38 38%	1740 38%	232 45%	708 41%	149 48%	298 39%	936 44%
Controlling immigration	1445 14%	1129 17%	1098 18%	31 8%	192 9%	108 12%	47 7%	18 6%	19 10%	77 7%	48 10%	21 4%	8 8%	13 7%	3 3%	10 10%	844 18%	65 13%	121 7%	44 14%	99 13%	251 12%
Education	1146 11%	590 9%	535 9%	55 14%	302 14%	102 11%	125 18%	53 18%	21 10%	192 17%	66 13%	107 21%	18 18%	22 11%	9 9%	13 13%	410 9%	56 11%	320 18%	20 6%	81 11%	233 11%
The NHS	1140 11%	717 11%	680 11%	37 10%	239 11%	94 10%	86 12%	31 10%	29 14%	120 11%	50 10%	63 13%	7 7%	26 13%	12 12%	14 14%	510 11%	51 10%	200 11%	28 9%	114 15%	204 10%
The deficit and the debt	770 7%	600 9%	573 9%	27 7%	102 5%	53 6%	29 4%	9 3%	10 5%	36 3%	19 4%	14 3%	3 3%	11 5%	9 9%	2 2%	356 8%	37 7%	77 4%	16 5%	59 8%	210 10%
Crime	557 5%	288 4%	242 4%	46 12%	154 7%	63 7%	53 8%	26 9%	13 6%	75 7%	31 6%	31 6%	13 13%	18 9%	7 7%	11 11%	217 5%	40 8%	160 9%	26 8%	30 4%	71 3%
The environment	286 3%	208 3%	200 3%	8 2%	46 2%	11 1%	14 2%	14 5%	7 3%	23 2%	13 3%	6 1%	5 4%	2 1%	- -	2 2%	99 2%	9 2%	44 3%	4 1%	29 4%	92 4%
Cutting welfare dependency	286 3%	179 3%	167 3%	12 3%	60 3%	33 4%	18 3%	6 2%	3 2%	27 2%	10 2%	12 2%	5 5%	10 5%	6 6%	5 5%	124 3%	13 3%	43 2%	13 4%	25 3%	61 3%
Standing up for Britains interests in Europe	254 2%	208 3%	197 3%	11 3%	23 1%	10 1%	2 *	8 3%	3 1%	11 1%	5 1%	2 *	3 3%	6 3%	4 4%	1 1%	163 4%	6 1%	18 1%	4 1%	17 2%	42 2%
Defence and protecting Britains security	233 2%	152 2%	144 2%	8 2%	42 2%	15 2%	20 3%	2 1%	4 2%	27 2%	6 1%	20 4%	1 1%	4 2%	- -	4 4%	128 3%	5 1%	57 3%	4 1%	10 1%	26 1%

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Absolutes/col percents

Table 16

Q.12b Which do you think is the next most important?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
The NHS	2070 20%	878 18%	1192 23%	281 19%	372 18%	445 21%	336 20%	284 22%	350 21%	723 19%	395 19%	235 20%	581 22%	201 13%	868 23%	101 17%	285 15%	742 25%	261 20%
The economy and jobs	1821 18%	876 17%	945 18%	264 18%	357 18%	353 17%	314 19%	229 18%	301 18%	679 18%	378 18%	204 17%	447 17%	277 18%	633 17%	118 20%	364 19%	531 18%	207 16%
Education	1608 16%	738 15%	870 17%	281 19%	396 19%	362 17%	238 14%	166 13%	160 9%	632 17%	346 17%	164 14%	354 13%	182 12%	702 19%	106 18%	204 11%	510 17%	216 17%
Controlling immigration	1035 10%	519 10%	516 10%	118 8%	152 7%	187 9%	167 10%	174 13%	239 14%	326 9%	199 10%	153 13%	308 12%	217 14%	325 9%	42 7%	257 14%	259 9%	90 7%
Crime	1004 10%	469 9%	536 10%	170 12%	186 9%	201 10%	168 10%	99 8%	179 11%	281 8%	195 9%	134 11%	319 12%	140 9%	376 10%	52 9%	164 9%	263 9%	90 7%
The deficit and the debt	965 9%	583 12%	382 7%	126 9%	253 12%	245 12%	147 9%	102 8%	91 5%	459 12%	213 10%	80 7%	165 6%	188 12%	304 8%	76 13%	211 11%	247 8%	182 14%
Cutting welfare dependency	487 5%	236 5%	251 5%	73 5%	97 5%	106 5%	76 5%	69 5%	66 4%	194 5%	105 5%	51 4%	113 4%	108 7%	132 4%	32 5%	119 6%	108 4%	74 6%
Defence and protecting Britains security	469 5%	258 5%	211 4%	51 3%	85 4%	74 3%	73 4%	65 5%	119 7%	133 4%	103 5%	59 5%	143 5%	84 5%	153 4%	27 5%	111 6%	134 4%	53 4%
Standing up for Britains interests in Europe	412 4%	227 5%	184 4%	32 2%	52 3%	61 3%	72 4%	74 6%	121 7%	145 4%	73 4%	62 5%	105 4%	113 7%	104 3%	15 2%	136 7%	89 3%	42 3%
The environment	396 4%	220 4%	176 3%	59 4%	86 4%	80 4%	56 3%	43 3%	70 4%	167 4%	65 3%	29 2%	104 4%	39 3%	132 4%	31 5%	38 2%	118 4%	71 6%

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Absolutes/col percents

Table 16
Q.12b Which do you think is the next most important?
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
The NHS	2070 20%	1327 20%	1248 20%	80 21%	413 20%	167 19%	146 21%	64 21%	36 18%	245 22%	100 20%	116 23%	29 28%	27 14%	10 10%	18 18%	919 20%	96 19%	383 22%	49 16%	138 18%	440 21%
The economy and jobs	1821 18%	1153 17%	1091 18%	62 16%	382 18%	159 18%	139 20%	51 17%	33 16%	189 17%	84 17%	84 17%	21 21%	37 19%	18 18%	19 19%	767 17%	95 19%	339 19%	52 17%	140 18%	386 18%
Education	1608 16%	977 15%	889 14%	88 23%	381 18%	149 17%	135 19%	56 19%	41 20%	177 16%	78 16%	87 17%	13 12%	29 14%	19 19%	10 10%	626 14%	77 15%	338 19%	50 16%	122 16%	354 17%
Controlling immigration	1035 10%	685 10%	664 11%	21 6%	224 11%	122 13%	60 9%	29 10%	14 7%	86 8%	39 8%	41 8%	6 6%	23 12%	14 14%	10 10%	544 12%	64 13%	128 7%	47 15%	70 9%	166 8%
Crime	1004 10%	550 8%	493 8%	57 15%	240 11%	95 11%	79 11%	42 14%	24 12%	151 14%	78 16%	64 13%	8 8%	34 17%	22 22%	11 11%	459 10%	49 10%	223 13%	41 13%	71 9%	133 6%
The deficit and the debt	965 9%	670 10%	638 10%	32 8%	176 8%	88 10%	59 8%	13 4%	16 8%	92 8%	52 10%	31 6%	8 8%	12 6%	3 3%	10 10%	418 9%	64 12%	104 6%	30 10%	76 10%	258 12%
Cutting welfare dependency	487 5%	334 5%	322 5%	12 3%	84 4%	35 4%	21 3%	16 5%	12 6%	45 4%	19 4%	25 5%	1 1%	16 8%	10 10%	6 6%	227 5%	20 4%	74 4%	11 3%	35 5%	109 5%
Defence and protecting Britains security	469 5%	301 5%	290 5%	11 3%	89 4%	38 4%	34 5%	9 3%	7 3%	62 6%	22 4%	33 7%	6 6%	7 3%	3 3%	3 3%	258 6%	21 4%	61 4%	14 4%	34 4%	70 3%
Standing up for Britains interests in Europe	412 4%	312 5%	306 5%	6 2%	58 3%	27 3%	10 1%	12 4%	8 4%	27 2%	17 3%	7 1%	3 3%	8 4%	- -	8 8%	246 5%	16 3%	46 3%	9 3%	27 4%	63 3%
The environment	396 4%	287 4%	276 4%	11 3%	54 3%	21 2%	16 2%	7 2%	9 5%	28 3%	11 2%	12 2%	6 6%	7 4%	2 2%	5 5%	126 3%	10 2%	51 3%	5 2%	48 6%	144 7%

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Absolutes/col percents

Table 17

Q.12c Which do you think is the third most important?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
The NHS	1880 18%	896 18%	984 19%	243 17%	417 20%	408 19%	315 19%	224 17%	272 16%	713 19%	386 19%	231 20%	448 17%	239 15%	761 20%	96 16%	315 17%	580 19%	245 19%
Education	1705 17%	781 16%	923 18%	249 17%	352 17%	397 19%	266 16%	204 16%	232 14%	686 18%	378 18%	171 15%	379 14%	203 13%	672 18%	102 17%	247 13%	538 18%	244 19%
Crime	1267 12%	580 12%	687 13%	183 13%	258 13%	252 12%	191 12%	181 14%	199 12%	414 11%	241 12%	155 13%	350 13%	171 11%	442 12%	74 12%	221 12%	347 12%	132 10%
The economy and jobs	1186 12%	522 10%	664 13%	197 14%	227 11%	241 11%	163 10%	145 11%	212 13%	379 10%	229 11%	136 12%	354 13%	176 11%	429 12%	74 12%	205 11%	351 12%	142 11%
Controlling immigration	1000 10%	498 10%	502 10%	138 9%	179 9%	182 9%	181 11%	132 10%	186 11%	310 8%	199 10%	129 11%	292 11%	164 11%	324 9%	49 8%	224 12%	259 9%	91 7%
The deficit and the debt	786 8%	409 8%	377 7%	136 9%	158 8%	173 8%	135 8%	86 7%	95 6%	333 9%	169 8%	79 7%	168 6%	137 9%	296 8%	48 8%	138 7%	226 8%	126 10%
Defence and protecting Britains security	645 6%	329 7%	317 6%	80 6%	106 5%	114 5%	107 7%	89 7%	149 9%	182 5%	123 6%	92 8%	210 8%	109 7%	245 7%	28 5%	142 8%	197 7%	49 4%
The environment	624 6%	317 6%	307 6%	108 7%	124 6%	105 5%	114 7%	72 6%	102 6%	247 7%	130 6%	61 5%	133 5%	64 4%	248 7%	50 8%	78 4%	221 7%	99 8%
Cutting welfare dependency	575 6%	295 6%	280 5%	58 4%	140 7%	132 6%	79 5%	82 6%	83 5%	267 7%	112 5%	49 4%	124 5%	138 9%	165 4%	42 7%	150 8%	145 5%	88 7%
Standing up for Britains interests in Europe	509 5%	330 7%	179 3%	54 4%	68 3%	96 5%	85 5%	74 6%	131 8%	185 5%	92 4%	65 6%	144 5%	132 9%	125 3%	35 6%	152 8%	118 4%	58 5%
Don't know	90 1%	47 1%	43 1%	9 1%	7 *	13 1%	10 1%	14 1%	36 2%	24 1%	13 1%	5 *	36 1%	14 1%	19 1%	4 1%	19 1%	19 1%	11 1%

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Absolutes/col percents

Table 17
Q.12c Which do you think is the third most important?
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
The NHS	1880 18%	1205 18%	1144 18%	61 16%	388 18%	177 20%	122 17%	48 16%	41 20%	213 19%	105 21%	91 18%	17 16%	27 14%	11 11%	16 16%	813 18%	96 19%	301 17%	75 24%	134 18%	420 20%
Education	1705 17%	1031 16%	959 15%	72 19%	388 18%	153 17%	130 19%	64 21%	41 21%	204 19%	92 18%	89 18%	23 23%	32 16%	16 16%	16 16%	693 15%	92 18%	342 20%	53 17%	119 16%	367 17%
Crime	1267 12%	746 11%	701 11%	44 12%	306 15%	121 13%	101 14%	49 16%	35 17%	154 14%	72 14%	70 14%	12 12%	20 10%	12 12%	8 8%	605 13%	60 12%	253 14%	38 12%	78 10%	212 10%
The economy and jobs	1186 12%	788 12%	737 12%	51 13%	225 11%	108 12%	69 10%	27 9%	20 10%	120 11%	39 8%	67 13%	14 14%	21 11%	4 4%	17 17%	537 12%	65 13%	200 11%	28 9%	88 12%	241 11%
Controlling immigration	1000 10%	603 9%	566 9%	37 10%	242 12%	121 13%	74 11%	26 9%	20 10%	100 9%	51 10%	37 7%	12 12%	33 16%	23 23%	10 10%	447 10%	74 14%	192 11%	35 11%	66 9%	163 8%
The deficit and the debt	786 8%	509 8%	483 8%	26 7%	150 7%	69 8%	48 7%	21 7%	11 6%	85 8%	50 10%	31 6%	3 3%	29 15%	18 18%	11 11%	359 8%	34 7%	106 6%	20 7%	74 10%	179 8%
Defence and protecting Britains security	645 6%	424 6%	403 6%	21 6%	130 6%	34 4%	55 8%	28 9%	12 6%	65 6%	28 6%	31 6%	7 6%	7 4%	4 4%	3 3%	318 7%	23 4%	117 7%	12 4%	52 7%	108 5%
The environment	624 6%	431 7%	408 7%	23 6%	112 5%	38 4%	51 7%	17 6%	7 3%	58 5%	18 4%	35 7%	6 6%	10 5%	4 4%	6 6%	251 5%	22 4%	101 6%	12 4%	55 7%	168 8%
Cutting welfare dependency	575 6%	396 6%	376 6%	20 5%	103 5%	50 6%	32 5%	15 5%	6 3%	55 5%	21 4%	30 6%	4 4%	8 4%	2 2%	7 7%	260 6%	30 6%	81 5%	16 5%	48 6%	125 6%
Standing up for Britains interests in Europe	509 5%	395 6%	376 6%	19 5%	51 2%	28 3%	15 2%	3 1%	5 2%	35 3%	20 4%	11 2%	4 4%	12 6%	7 7%	5 5%	257 6%	17 3%	47 3%	14 4%	40 5%	122 6%
Don't know	90 1%	68 1%	64 1%	5 1%	6 *	3 *	1 *	1 *	1 1%	11 1%	3 1%	8 2%	- -	* *	- -	* *	49 1%	1 *	7 *	5 2%	6 1%	18 1%

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Absolutes/col percents

Table 18

Q.12 Which of the following issues do you think is are most important facing Britain?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
The economy and jobs	7158 70%	3634 73%	3524 67%	1064 73%	1562 77%	1548 73%	1171 71%	847 65%	957 56%	2830 76%	1526 74%	760 65%	1628 62%	1041 67%	2738 73%	445 74%	1223 65%	2174 72%	978 76%
The NHS	5090 50%	2212 44%	2879 55%	656 45%	977 48%	1054 50%	815 49%	700 54%	882 52%	1744 47%	985 48%	599 51%	1428 54%	522 34%	2135 57%	263 44%	732 39%	1738 58%	653 51%
Education	4459 43%	1997 40%	2462 47%	800 55%	1022 50%	1006 48%	660 40%	447 34%	514 30%	1755 47%	951 46%	451 38%	1002 38%	474 31%	1890 51%	297 49%	572 30%	1431 48%	596 46%
Controlling immigration	3480 34%	1654 33%	1827 35%	397 27%	486 24%	596 28%	583 35%	558 43%	856 50%	964 26%	672 32%	520 44%	1117 42%	664 43%	986 26%	142 24%	882 47%	833 28%	281 22%
Crime	2829 28%	1296 26%	1533 29%	449 31%	542 27%	562 27%	438 27%	354 27%	479 28%	827 22%	529 26%	370 32%	876 33%	386 25%	1045 28%	156 26%	483 26%	794 26%	262 20%
The deficit and the debt	2522 25%	1422 28%	1100 21%	349 24%	563 28%	597 28%	425 26%	286 22%	295 17%	1167 31%	531 26%	235 20%	463 18%	561 36%	769 21%	190 32%	598 32%	619 21%	426 33%
Cutting welfare dependency	1348 13%	660 13%	688 13%	167 11%	313 15%	298 14%	199 12%	178 14%	194 11%	599 16%	283 14%	118 10%	288 11%	325 21%	367 10%	86 14%	356 19%	312 10%	194 15%
Defence and protecting Britains security	1347 13%	711 14%	636 12%	163 11%	227 11%	222 10%	221 13%	184 14%	327 19%	379 10%	266 13%	181 15%	437 17%	232 15%	476 13%	61 10%	306 16%	395 13%	116 9%
The environment	1307 13%	692 14%	615 12%	209 14%	270 13%	248 12%	213 13%	153 12%	211 12%	518 14%	254 12%	121 10%	308 12%	119 8%	484 13%	101 17%	130 7%	430 14%	217 17%
Standing up for Britains interests in Europe	1175 11%	692 14%	483 9%	100 7%	138 7%	197 9%	207 13%	192 15%	337 20%	414 11%	208 10%	157 13%	332 13%	302 20%	276 7%	58 10%	370 20%	255 8%	122 10%

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Absolutes/col percents

Table 18

Q.12 Which of the following issues do you think is are most important facing Britain?**Base: All respondents**

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
The economy and jobs	7158 70%	4467 68%	4209 68%	259 68%	1548 74%	680 75%	514 73%	211 71%	144 72%	822 75%	373 75%	375 75%	74 73%	146 73%	72 72%	75 74%	3045 66%	391 76%	1248 71%	229 74%	526 69%	1563 74%
The NHS	5090 50%	3248 49%	3071 49%	178 47%	1040 50%	438 49%	354 51%	142 47%	106 53%	578 52%	256 51%	270 54%	53 52%	80 40%	32 32%	48 48%	2242 49%	242 47%	884 51%	152 49%	387 51%	1064 50%
Education	4459 43%	2597 39%	2382 38%	215 57%	1071 51%	405 45%	391 56%	173 58%	103 51%	573 52%	236 47%	283 57%	54 53%	83 41%	44 44%	39 39%	1729 38%	226 44%	1000 57%	122 40%	323 42%	955 45%
Controlling immigration	3480 34%	2417 37%	2328 37%	89 23%	658 31%	351 39%	181 26%	73 24%	53 27%	263 24%	138 28%	99 20%	25 25%	70 35%	40 40%	30 30%	1835 40%	202 39%	440 25%	126 41%	235 31%	580 27%
Crime	2829 28%	1583 24%	1437 23%	147 39%	700 33%	279 31%	232 33%	117 39%	71 36%	380 35%	181 36%	166 33%	33 33%	72 36%	42 42%	30 30%	1282 28%	150 29%	635 36%	106 34%	179 24%	416 20%
The deficit and the debt	2522 25%	1779 27%	1695 27%	84 22%	427 20%	210 23%	137 20%	43 14%	38 19%	212 19%	121 24%	76 15%	15 14%	52 26%	29 29%	23 23%	1133 25%	136 26%	287 16%	66 21%	209 27%	647 30%
Cutting welfare dependency	1348 13%	910 14%	865 14%	45 12%	248 12%	118 13%	71 10%	38 13%	21 10%	127 12%	50 10%	67 13%	10 10%	35 17%	17 17%	17 17%	611 13%	64 12%	198 11%	40 13%	108 14%	296 14%
Defence and protecting Britains security	1347 13%	877 13%	837 13%	40 11%	260 12%	87 10%	109 16%	40 13%	24 12%	154 14%	56 11%	84 17%	14 13%	18 9%	7 7%	11 11%	704 15%	49 10%	235 13%	30 10%	95 13%	204 10%
The environment	1307 13%	926 14%	884 14%	42 11%	212 10%	69 8%	81 12%	38 13%	23 12%	110 10%	41 8%	52 10%	16 16%	19 9%	5 5%	13 13%	475 10%	42 8%	196 11%	22 7%	132 17%	404 19%
Standing up for Britains interests in Europe	1175 11%	915 14%	879 14%	36 10%	131 6%	65 7%	28 4%	23 8%	16 8%	73 7%	42 8%	20 4%	10 10%	25 13%	11 11%	14 14%	665 14%	38 7%	111 6%	27 9%	84 11%	227 11%

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Absolutes/col percents

Table 19

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Shares my values****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	2601	1254	1347	412	559	519	414	312	383	885	522	289	729	161	1530	111	239	1187	285
	51%	51%	51%	58%	55%	50%	49%	47%	46%	48%	50%	49%	55%	21%	83%	39%	25%	80%	44%
Not true	2190	1106	1084	258	372	464	395	309	388	858	466	250	497	592	253	161	671	240	338
	43%	45%	41%	36%	37%	44%	47%	47%	46%	47%	44%	43%	38%	76%	14%	57%	71%	16%	52%
Don't know	326	121	205	39	80	62	36	38	70	88	60	46	95	23	57	12	41	56	23
	6%	5%	8%	5%	8%	6%	4%	6%	8%	5%	6%	8%	7%	3%	3%	4%	4%	4%	4%
<u>The Conservative Party</u>																			
True	1472	797	675	209	295	282	235	180	270	551	321	171	344	631	260	67	621	227	115
	29%	32%	26%	29%	29%	27%	28%	27%	32%	30%	31%	29%	26%	81%	14%	24%	65%	15%	18%
Not true	3307	1552	1755	450	631	696	580	436	507	1193	674	361	871	127	1495	207	287	1188	509
	65%	63%	67%	63%	62%	67%	69%	66%	60%	65%	64%	62%	66%	16%	81%	73%	30%	80%	79%
Don't know	339	133	206	50	85	66	31	42	64	87	54	52	106	19	84	10	44	69	22
	7%	5%	8%	7%	8%	6%	4%	6%	8%	5%	5%	9%	8%	2%	5%	3%	5%	5%	3%
<u>The Liberal Democrat Party</u>																			
True	1599	831	769	239	365	319	258	186	230	623	352	160	378	280	521	223	285	397	344
	31%	33%	29%	34%	36%	31%	31%	28%	27%	34%	34%	27%	29%	36%	28%	79%	30%	27%	53%
Not true	3007	1461	1545	403	536	614	525	412	510	1073	613	350	777	440	1162	53	586	949	275
	59%	59%	59%	57%	53%	59%	62%	63%	61%	59%	58%	60%	59%	57%	63%	19%	62%	64%	43%
Don't know	512	190	322	67	109	111	62	61	100	135	84	74	167	57	157	8	80	138	27
	10%	8%	12%	9%	11%	11%	7%	9%	12%	7%	8%	13%	13%	7%	9%	3%	8%	9%	4%

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Absolutes/col percents

Table 19

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Shares my values****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	2601	1428	1327	101	680	276	231	113	60	391	157	194	40	38	13	25	1086	148	583	98	160	475
	51%	44%	43%	57%	64%	60%	65%	74%	58%	72%	64%	81%	67%	35%	22%	52%	48%	60%	68%	59%	42%	44%
Not true	2190	1650	1587	63	321	159	99	29	34	111	63	39	9	55	38	17	1032	82	221	66	191	546
	43%	51%	51%	36%	30%	35%	28%	19%	33%	20%	26%	16%	16%	52%	65%	37%	46%	33%	26%	39%	50%	50%
Don't know	326	185	171	13	68	25	24	11	9	42	23	8	10	13	7	6	139	17	55	4	28	64
	6%	6%	6%	8%	6%	6%	7%	7%	9%	8%	10%	4%	17%	12%	13%	12%	6%	7%	6%	2%	7%	6%
<u>The Conservative Party</u>																						
True	1472	960	925	35	342	158	109	45	31	102	40	51	11	36	28	7	720	98	226	44	123	236
	29%	29%	30%	20%	32%	34%	31%	29%	30%	19%	16%	21%	19%	34%	49%	15%	32%	40%	26%	26%	32%	22%
Not true	3307	2131	2001	130	640	269	214	93	64	392	178	171	42	54	21	33	1399	128	553	117	235	792
	65%	65%	65%	74%	60%	58%	61%	61%	62%	72%	73%	71%	71%	51%	36%	69%	62%	52%	64%	69%	62%	73%
Don't know	339	171	160	12	87	34	30	14	8	49	25	19	6	16	9	7	138	21	81	7	21	55
	7%	5%	5%	7%	8%	7%	9%	9%	8%	9%	10%	8%	9%	15%	16%	15%	6%	9%	9%	4%	6%	5%
<u>The Liberal Democrat Party</u>																						
True	1599	1029	991	38	333	152	120	29	33	169	61	87	21	34	22	12	705	80	264	50	110	355
	31%	32%	32%	22%	31%	33%	34%	19%	32%	31%	25%	36%	36%	32%	38%	26%	31%	32%	31%	30%	29%	33%
Not true	3007	1944	1823	121	627	271	194	104	58	308	150	127	30	54	27	26	1327	144	492	108	234	632
	59%	60%	59%	68%	59%	59%	55%	68%	56%	57%	62%	53%	51%	51%	47%	55%	59%	58%	57%	64%	62%	58%
Don't know	512	290	271	18	109	38	39	20	12	67	33	27	8	18	9	9	225	23	104	10	34	97
	10%	9%	9%	10%	10%	8%	11%	13%	12%	12%	13%	11%	13%	17%	15%	19%	10%	9%	12%	6%	9%	9%

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Absolutes/col percents

Table 20

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Competent and capable****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	2211	1040	1171	420	459	416	323	254	338	680	447	266	669	150	1278	95	189	974	222
	43%	42%	44%	59%	45%	40%	38%	39%	40%	37%	43%	46%	51%	19%	69%	33%	20%	66%	34%
Not true	2612	1335	1277	243	499	571	485	357	452	1064	551	289	562	610	497	182	732	446	411
	51%	54%	48%	34%	49%	55%	57%	54%	54%	58%	53%	49%	43%	79%	27%	64%	77%	30%	64%
Don't know	294	107	187	46	53	58	37	48	50	87	50	30	89	16	65	8	30	64	13
	6%	4%	7%	7%	5%	6%	4%	7%	6%	5%	5%	5%	7%	2%	4%	3%	3%	4%	2%
<u>The Conservative Party</u>																			
True	2108	1131	976	353	423	393	316	257	363	788	436	242	517	622	622	131	608	488	246
	41%	46%	37%	50%	42%	38%	37%	39%	43%	43%	42%	41%	39%	80%	34%	46%	64%	33%	38%
Not true	2707	1236	1472	311	517	595	491	360	429	958	562	307	712	135	1143	147	305	942	379
	53%	50%	56%	44%	51%	57%	58%	55%	51%	52%	54%	52%	54%	17%	62%	52%	32%	64%	59%
Don't know	303	115	188	45	71	57	37	42	49	85	50	36	93	19	74	6	38	53	21
	6%	5%	7%	6%	7%	5%	4%	6%	6%	5%	5%	6%	7%	2%	4%	2%	4%	4%	3%
<u>The Liberal Democrat Party</u>																			
True	1167	562	605	209	276	208	167	132	173	398	259	137	305	206	341	175	215	263	207
	23%	23%	23%	29%	27%	20%	20%	20%	21%	22%	25%	23%	23%	26%	19%	61%	23%	18%	32%
Not true	3488	1737	1752	441	650	753	619	449	571	1307	715	399	858	518	1357	100	665	1092	415
	68%	70%	66%	62%	64%	72%	73%	68%	68%	71%	68%	68%	65%	67%	74%	35%	70%	74%	64%
Don't know	463	183	279	60	84	84	59	77	97	126	74	48	158	53	141	10	71	129	24
	9%	7%	11%	8%	8%	8%	7%	12%	12%	7%	7%	8%	12%	7%	8%	4%	8%	9%	4%

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Table 20

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Competent and capable****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	2211 43%	1145 35%	1063 34%	83 47%	629 59%	244 53%	220 62%	106 70%	58 57%	359 66%	148 61%	178 74%	33 56%	30 29%	10 17%	20 43%	921 41%	118 48%	553 64%	92 55%	132 35%	360 33%
Not true	2612 51%	1941 59%	1859 60%	82 46%	382 36%	192 42%	113 32%	42 28%	35 34%	157 29%	81 33%	54 23%	22 37%	62 58%	39 68%	22 47%	1220 54%	112 45%	252 29%	71 42%	226 60%	664 61%
Don't know	294 6%	176 5%	163 5%	13 7%	58 5%	25 5%	21 6%	4 3%	9 9%	28 5%	14 6%	9 4%	4 7%	14 13%	9 15%	5 10%	116 5%	17 7%	54 6%	5 3%	21 6%	60 6%
<u>The Conservative Party</u>																						
True	2108 41%	1317 40%	1255 41%	63 35%	486 45%	227 49%	133 38%	83 54%	43 42%	216 40%	93 38%	100 42%	23 39%	47 44%	30 51%	17 35%	962 43%	121 49%	353 41%	82 48%	159 42%	403 37%
Not true	2707 53%	1766 54%	1664 54%	103 58%	516 48%	205 44%	192 54%	68 44%	51 50%	294 54%	131 54%	128 53%	35 60%	52 49%	24 41%	28 59%	1176 52%	108 44%	443 52%	83 49%	197 52%	622 57%
Don't know	303 6%	179 5%	167 5%	12 7%	67 6%	28 6%	28 8%	2 1%	9 8%	33 6%	20 8%	13 5%	1 1%	8 7%	5 8%	3 6%	118 5%	19 8%	62 7%	4 2%	22 6%	59 5%
<u>The Liberal Democrat Party</u>																						
True	1167 23%	736 23%	693 22%	43 24%	255 24%	115 25%	91 26%	25 16%	24 23%	128 24%	46 19%	69 29%	13 22%	21 19%	13 22%	8 16%	545 24%	65 26%	189 22%	41 24%	83 22%	226 21%
Not true	3488 68%	2269 70%	2151 70%	118 66%	702 66%	304 66%	232 66%	98 64%	68 66%	354 65%	170 70%	144 60%	40 67%	74 70%	38 65%	36 76%	1517 67%	159 64%	563 66%	114 68%	273 72%	778 72%
Don't know	463 9%	258 8%	241 8%	17 9%	112 11%	41 9%	30 8%	30 20%	11 11%	61 11%	27 11%	28 12%	6 10%	12 11%	8 13%	4 8%	195 9%	23 9%	108 13%	14 8%	23 6%	80 7%

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Absolutes/col percents

Table 21

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Honest and principled****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	2218	1105	1113	355	484	423	313	273	367	740	433	255	637	194	1264	114	237	984	244
	43%	45%	42%	50%	48%	40%	37%	41%	44%	40%	41%	44%	48%	25%	69%	40%	25%	66%	38%
Not true	2597	1269	1328	308	471	558	491	351	413	1000	560	304	597	558	512	164	689	432	384
	51%	51%	50%	43%	47%	53%	58%	53%	49%	55%	53%	52%	45%	72%	28%	58%	72%	29%	59%
Don't know	303	108	195	46	55	64	41	35	60	90	55	26	87	24	64	6	26	67	18
	6%	4%	7%	6%	5%	6%	5%	5%	7%	5%	5%	4%	7%	3%	3%	2%	3%	4%	3%
<u>The Conservative Party</u>																			
True	1556	835	721	207	329	275	216	212	315	576	316	176	393	488	419	96	486	324	171
	30%	34%	27%	29%	33%	26%	26%	32%	38%	31%	30%	30%	30%	63%	23%	34%	51%	22%	27%
Not true	3238	1520	1718	454	612	699	593	411	463	1165	683	374	822	261	1345	181	436	1085	455
	63%	61%	65%	64%	61%	67%	70%	62%	55%	64%	65%	64%	62%	34%	73%	64%	46%	73%	70%
Don't know	324	127	197	49	69	71	36	36	62	89	50	34	106	26	76	7	30	74	20
	6%	5%	7%	7%	7%	7%	4%	5%	7%	5%	5%	6%	8%	3%	4%	2%	3%	5%	3%
<u>The Liberal Democrat Party</u>																			
True	1524	795	729	189	308	290	234	204	295	593	309	173	360	332	439	195	342	358	279
	30%	32%	28%	27%	30%	28%	28%	31%	35%	32%	29%	30%	27%	43%	24%	69%	36%	24%	43%
Not true	3168	1525	1643	464	610	666	558	406	459	1115	671	372	815	403	1256	83	560	1007	348
	62%	61%	62%	65%	60%	64%	66%	62%	55%	61%	64%	64%	62%	52%	68%	29%	59%	68%	54%
Don't know	426	162	264	56	92	88	53	49	87	122	68	40	146	41	145	6	49	118	19
	8%	7%	10%	8%	9%	8%	6%	7%	10%	7%	6%	7%	11%	5%	8%	2%	5%	8%	3%

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Table 21

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Honest and principled****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	2218 43%	1252 38%	1178 38%	74 42%	557 52%	210 46%	186 53%	105 69%	56 55%	324 60%	127 52%	169 70%	29 49%	35 33%	14 25%	20 43%	983 44%	112 45%	467 54%	79 47%	148 39%	384 35%
Not true	2597 51%	1841 56%	1751 57%	89 50%	452 42%	227 49%	144 41%	38 25%	42 41%	174 32%	93 38%	57 24%	24 41%	61 58%	38 65%	23 49%	1153 51%	116 47%	334 39%	85 51%	208 55%	641 59%
Don't know	303 6%	170 5%	156 5%	14 8%	60 6%	23 5%	23 6%	9 6%	5 5%	45 8%	24 10%	16 6%	6 10%	10 9%	6 10%	4 8%	120 5%	19 8%	57 7%	4 2%	23 6%	59 5%
<u>The Conservative Party</u>																						
True	1556 30%	978 30%	941 31%	37 21%	364 34%	157 34%	116 33%	57 38%	33 32%	137 25%	50 21%	71 30%	16 27%	43 40%	29 49%	14 30%	726 32%	86 35%	271 32%	51 30%	126 33%	267 25%
Not true	3238 63%	2110 65%	1983 64%	127 72%	627 59%	277 60%	207 59%	82 54%	61 59%	360 66%	170 70%	151 62%	40 67%	54 51%	25 42%	30 62%	1404 62%	142 57%	515 60%	113 67%	226 60%	759 70%
Don't know	324 6%	174 5%	161 5%	13 7%	78 7%	27 6%	30 8%	14 9%	8 8%	46 9%	23 10%	19 8%	4 6%	9 8%	5 8%	4 8%	127 6%	19 8%	73 8%	4 2%	26 7%	58 5%
<u>The Liberal Democrat Party</u>																						
True	1524 30%	1033 32%	992 32%	41 23%	288 27%	131 28%	95 27%	30 20%	32 31%	134 25%	51 21%	71 29%	12 21%	36 34%	24 40%	13 26%	721 32%	72 29%	217 25%	41 25%	116 31%	329 30%
Not true	3168 62%	1991 61%	1878 61%	113 63%	684 64%	293 64%	222 63%	108 71%	59 58%	353 65%	169 69%	142 59%	42 71%	56 53%	26 44%	30 63%	1348 60%	150 61%	558 65%	118 70%	236 62%	682 63%
Don't know	426 8%	239 7%	215 7%	24 13%	97 9%	36 8%	36 10%	14 9%	11 11%	56 10%	24 10%	28 12%	5 8%	14 13%	9 15%	5 10%	187 8%	25 10%	84 10%	9 6%	27 7%	73 7%

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Table 22

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Their heart is in the right place****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	3080	1481	1599	461	624	650	495	393	454	1101	652	338	804	336	1550	161	402	1219	399
	60%	60%	61%	65%	62%	62%	59%	60%	54%	60%	62%	58%	61%	43%	84%	57%	42%	82%	62%
Not true	1740	881	859	197	313	347	310	233	335	645	349	212	437	427	230	114	520	217	227
	34%	35%	33%	28%	31%	33%	37%	35%	40%	35%	33%	36%	33%	55%	12%	40%	55%	15%	35%
Don't know	299	120	179	52	74	48	40	33	52	85	48	34	81	14	60	9	29	48	20
	6%	5%	7%	7%	7%	5%	5%	5%	6%	5%	5%	6%	6%	2%	3%	3%	3%	3%	3%
<u>The Conservative Party</u>																			
True	1961	1001	960	264	390	396	300	252	355	742	405	235	462	625	449	101	649	387	206
	38%	40%	36%	37%	39%	38%	36%	38%	42%	41%	39%	40%	35%	80%	24%	35%	68%	26%	32%
Not true	2844	1361	1483	400	537	589	506	378	428	1005	592	311	768	142	1315	172	278	1036	412
	56%	55%	56%	56%	53%	56%	60%	57%	51%	55%	56%	53%	58%	18%	71%	60%	29%	70%	64%
Don't know	312	119	193	45	83	59	39	28	58	84	51	39	91	10	75	11	24	60	27
	6%	5%	7%	6%	8%	6%	5%	4%	7%	5%	5%	7%	7%	1%	4%	4%	3%	4%	4%
<u>The Liberal Democrat Party</u>																			
True	2385	1202	1183	328	491	509	393	317	344	1001	507	246	511	479	741	242	501	612	440
	47%	48%	45%	46%	49%	49%	46%	48%	41%	55%	48%	42%	39%	62%	40%	85%	53%	41%	68%
Not true	2273	1098	1176	324	412	444	395	286	411	709	466	294	660	258	963	31	382	760	187
	44%	44%	45%	46%	41%	42%	47%	43%	49%	39%	44%	50%	50%	33%	52%	11%	40%	51%	29%
Don't know	460	182	278	58	107	92	57	55	86	121	76	45	151	39	136	11	68	111	19
	9%	7%	11%	8%	11%	9%	7%	8%	10%	7%	7%	8%	11%	5%	7%	4%	7%	7%	3%

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Table 22

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Their heart is in the right place****Base: All "Sample A" respondents**

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	3080	1894	1790	104	657	270	222	108	57	413	186	184	42	45	18	28	1374	147	550	103	217	630
	60%	58%	58%	59%	61%	59%	63%	71%	56%	76%	77%	76%	71%	43%	30%	58%	61%	59%	64%	61%	57%	58%
Not true	1740	1206	1152	54	339	162	108	30	39	95	42	42	12	47	30	17	773	83	252	55	136	397
	34%	37%	37%	30%	32%	35%	31%	20%	38%	18%	17%	17%	20%	44%	52%	35%	34%	33%	29%	33%	36%	37%
Don't know	299	162	143	19	73	29	23	14	6	35	15	15	5	13	10	3	110	18	57	9	26	57
	6%	5%	5%	11%	7%	6%	7%	9%	6%	6%	6%	6%	9%	13%	18%	7%	5%	7%	7%	6%	7%	5%
<u>The Conservative Party</u>																						
True	1961	1301	1255	47	404	195	118	59	33	164	69	75	19	52	36	16	971	108	290	59	147	353
	38%	40%	41%	26%	38%	42%	34%	39%	32%	30%	28%	31%	32%	49%	62%	33%	43%	44%	34%	35%	39%	33%
Not true	2844	1804	1693	111	581	235	205	78	62	335	154	146	34	43	15	28	1162	123	501	97	206	682
	56%	55%	55%	62%	54%	51%	58%	51%	61%	62%	63%	61%	58%	41%	25%	59%	51%	50%	58%	58%	54%	63%
Don't know	312	157	137	20	84	31	30	15	8	45	20	20	6	11	7	4	124	16	68	13	26	49
	6%	5%	4%	11%	8%	7%	8%	10%	8%	8%	8%	8%	9%	11%	13%	8%	5%	7%	8%	8%	7%	5%
<u>The Liberal Democrat Party</u>																						
True	2385	1686	1613	73	396	185	118	55	38	203	98	81	25	53	33	20	1119	105	292	58	188	576
	47%	52%	52%	41%	37%	40%	34%	36%	37%	37%	40%	34%	42%	50%	56%	43%	50%	42%	34%	35%	50%	53%
Not true	2273	1334	1259	75	562	228	196	83	56	268	109	132	27	38	14	24	951	116	473	94	158	427
	44%	41%	41%	43%	53%	49%	56%	54%	54%	49%	45%	55%	45%	36%	24%	51%	42%	47%	55%	56%	42%	39%
Don't know	460	243	214	29	111	48	38	15	9	72	37	28	8	15	12	3	186	26	95	16	33	81
	9%	7%	7%	16%	10%	10%	11%	10%	9%	13%	15%	12%	13%	14%	20%	6%	8%	11%	11%	10%	9%	7%

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Absolutes/col percents

Table 23

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Understands minorities****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	3291	1642	1648	496	673	709	539	397	471	1193	684	382	821	406	1573	164	472	1230	413
	64%	66%	63%	70%	67%	68%	64%	60%	56%	65%	65%	65%	62%	52%	85%	58%	50%	83%	64%
Not true	1480	707	773	167	259	282	259	216	295	533	297	172	390	333	211	105	421	206	193
	29%	28%	29%	24%	26%	27%	31%	33%	35%	29%	28%	29%	30%	43%	11%	37%	44%	14%	30%
Don't know	347	132	214	47	79	54	46	45	75	105	68	30	109	37	56	15	58	47	40
	7%	5%	8%	7%	8%	5%	5%	7%	9%	6%	6%	5%	8%	5%	3%	5%	6%	3%	6%
<u>The Conservative Party</u>																			
True	1485	785	700	223	280	282	217	192	285	508	296	193	400	422	421	60	446	346	128
	29%	32%	27%	31%	28%	27%	26%	29%	34%	28%	28%	33%	30%	54%	23%	21%	47%	23%	20%
Not true	3209	1533	1675	430	628	688	564	414	483	1191	680	347	790	312	1324	209	438	1066	475
	63%	62%	64%	61%	62%	66%	67%	63%	57%	65%	65%	59%	60%	40%	72%	74%	46%	72%	74%
Don't know	424	163	261	56	102	74	63	53	73	132	72	44	130	43	95	14	67	71	43
	8%	7%	10%	8%	10%	7%	7%	8%	9%	7%	7%	7%	10%	5%	5%	5%	7%	5%	7%
<u>The Liberal Democrat Party</u>																			
True	2315	1216	1099	315	517	484	391	286	317	944	500	243	500	414	832	211	445	660	407
	45%	49%	42%	44%	51%	46%	46%	43%	38%	52%	48%	42%	38%	53%	45%	74%	47%	44%	63%
Not true	2227	1023	1204	323	372	449	374	295	413	716	457	284	625	293	846	60	405	705	191
	44%	41%	46%	46%	37%	43%	44%	45%	49%	39%	44%	49%	47%	38%	46%	21%	43%	48%	30%
Don't know	576	243	334	72	121	112	80	78	111	171	92	57	196	69	162	13	102	119	48
	11%	10%	13%	10%	12%	11%	10%	12%	13%	9%	9%	10%	15%	9%	9%	5%	11%	8%	7%

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Table 23

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Understands minorities****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	3291	1911	1793	118	811	349	257	130	75	435	188	205	42	49	19	30	1379	181	649	134	230	646
	64%	59%	58%	66%	76%	76%	73%	85%	73%	80%	77%	85%	72%	46%	33%	63%	61%	73%	76%	80%	61%	60%
Not true	1480	1102	1057	45	210	95	76	19	20	81	39	29	14	50	35	15	722	55	163	32	116	360
	29%	34%	34%	25%	20%	21%	21%	13%	19%	15%	16%	12%	23%	47%	59%	31%	32%	22%	19%	19%	31%	33%
Don't know	347	250	235	15	47	16	21	3	8	27	17	7	3	7	4	3	155	12	47	2	33	77
	7%	8%	8%	8%	4%	3%	6%	2%	7%	5%	7%	3%	5%	7%	8%	6%	7%	5%	5%	1%	9%	7%
<u>The Conservative Party</u>																						
True	1485	930	891	40	389	177	113	70	28	109	42	54	13	30	20	11	668	96	272	66	102	259
	29%	29%	29%	22%	36%	38%	32%	46%	27%	20%	17%	23%	22%	29%	34%	22%	30%	39%	32%	39%	27%	24%
Not true	3209	2059	1939	120	606	260	203	78	64	383	176	165	42	67	34	33	1407	139	509	94	239	743
	63%	63%	63%	68%	57%	57%	58%	51%	63%	70%	72%	69%	72%	63%	59%	69%	62%	56%	59%	56%	63%	69%
Don't know	424	273	255	18	75	23	37	4	10	51	26	21	4	9	4	4	182	13	79	9	38	82
	8%	8%	8%	10%	7%	5%	10%	3%	10%	9%	11%	9%	6%	8%	8%	9%	8%	5%	9%	5%	10%	8%
<u>The Liberal Democrat Party</u>																						
True	2315	1544	1473	71	471	210	155	63	43	215	80	110	25	34	15	19	1014	110	363	75	172	534
	45%	47%	48%	40%	44%	46%	44%	41%	42%	40%	33%	46%	42%	32%	26%	40%	45%	45%	42%	45%	45%	49%
Not true	2227	1357	1274	83	488	206	159	76	46	259	129	101	29	59	35	24	998	113	394	75	163	435
	44%	42%	41%	47%	46%	45%	45%	50%	45%	48%	53%	42%	50%	56%	61%	50%	44%	46%	46%	45%	43%	40%
Don't know	576	362	339	23	110	44	40	14	13	70	35	30	5	12	8	5	245	24	102	18	44	115
	11%	11%	11%	13%	10%	9%	11%	9%	13%	13%	14%	12%	8%	12%	13%	10%	11%	10%	12%	11%	12%	11%

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Absolutes/col percents

Table 24

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Clear about what they stand for****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	2682	1275	1407	452	553	548	398	323	405	900	549	308	753	296	1371	126	362	1028	280
	52%	51%	53%	64%	55%	52%	47%	49%	48%	49%	52%	53%	57%	38%	74%	44%	38%	69%	43%
Not true	2201	1108	1093	218	405	463	415	306	388	878	456	246	497	462	431	150	556	420	347
	43%	45%	41%	31%	40%	44%	49%	47%	46%	48%	43%	42%	38%	60%	23%	53%	58%	28%	54%
Don't know	235	99	136	40	52	34	32	29	47	53	43	31	71	18	38	9	33	35	19
	5%	4%	5%	6%	5%	3%	4%	4%	6%	3%	4%	5%	5%	2%	2%	3%	4%	2%	3%
<u>The Conservative Party</u>																			
True	2609	1328	1281	387	517	550	411	326	414	1079	550	267	572	604	874	169	615	671	371
	51%	54%	49%	55%	51%	53%	49%	50%	49%	59%	52%	46%	43%	78%	47%	59%	65%	45%	57%
Not true	2251	1046	1205	283	428	448	409	305	372	704	449	286	658	157	903	107	307	757	260
	44%	42%	46%	40%	42%	43%	48%	46%	44%	38%	43%	49%	50%	20%	49%	38%	32%	51%	40%
Don't know	258	108	151	39	65	46	25	27	54	48	50	32	91	15	63	8	30	55	15
	5%	4%	6%	6%	6%	4%	3%	4%	6%	3%	5%	5%	7%	2%	3%	3%	3%	4%	2%
<u>The Liberal Democrat Party</u>																			
True	1422	673	749	218	280	276	198	196	253	467	280	182	405	252	453	168	281	355	216
	28%	27%	28%	31%	28%	26%	23%	30%	30%	26%	27%	31%	31%	32%	25%	59%	30%	24%	33%
Not true	3308	1646	1662	440	653	688	604	415	502	1278	693	359	778	479	1268	109	602	1034	413
	65%	66%	63%	62%	65%	66%	71%	63%	60%	70%	66%	61%	59%	62%	69%	38%	63%	70%	64%
Don't know	388	163	225	51	77	81	43	48	85	85	75	44	139	45	118	7	68	94	17
	8%	7%	9%	7%	8%	8%	5%	7%	10%	5%	7%	8%	11%	6%	6%	3%	7%	6%	3%

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Table 24

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Clear about what they stand for****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	2682	1526	1425	101	673	277	231	108	56	373	154	184	35	39	16	23	1187	145	572	102	165	467
	52%	47%	46%	57%	63%	60%	66%	71%	55%	69%	63%	76%	60%	37%	28%	49%	53%	59%	67%	61%	44%	43%
Not true	2201	1609	1548	61	344	170	99	37	38	137	73	47	18	56	36	20	986	88	235	63	196	567
	43%	49%	50%	34%	32%	37%	28%	25%	37%	25%	30%	19%	31%	53%	62%	41%	44%	36%	27%	37%	52%	52%
Don't know	235	128	112	16	52	14	23	7	9	33	16	11	6	11	6	5	83	14	52	3	18	50
	5%	4%	4%	9%	5%	3%	7%	4%	9%	6%	7%	5%	9%	10%	10%	10%	4%	5%	6%	2%	5%	5%
<u>The Conservative Party</u>																						
True	2609	1757	1670	88	483	230	142	74	37	246	97	120	30	60	37	23	1194	127	381	84	190	582
	51%	54%	54%	49%	45%	50%	40%	49%	36%	45%	40%	50%	50%	56%	64%	48%	53%	51%	44%	50%	50%	54%
Not true	2251	1377	1300	77	514	210	183	67	54	259	129	107	24	37	15	22	968	105	417	78	167	452
	44%	42%	42%	43%	48%	46%	52%	44%	53%	48%	53%	44%	40%	35%	26%	45%	43%	42%	49%	46%	44%	42%
Don't know	258	129	116	13	72	20	29	11	11	38	18	15	6	9	6	3	94	16	61	6	22	50
	5%	4%	4%	7%	7%	4%	8%	7%	11%	7%	7%	6%	9%	9%	10%	7%	4%	7%	7%	4%	6%	5%
<u>The Liberal Democrat Party</u>																						
True	1422	903	853	50	302	131	89	48	33	151	55	84	12	30	15	15	695	85	236	42	105	240
	28%	28%	28%	28%	28%	28%	25%	31%	32%	28%	23%	35%	20%	28%	25%	32%	31%	34%	28%	25%	28%	22%
Not true	3308	2154	2044	109	671	295	225	93	58	335	163	132	40	65	36	28	1402	143	534	114	249	776
	65%	66%	66%	62%	63%	64%	64%	61%	56%	62%	67%	55%	68%	61%	62%	60%	62%	58%	62%	68%	66%	72%
Don't know	388	206	188	18	96	34	38	12	12	58	25	26	7	11	7	4	159	19	89	12	24	68
	8%	6%	6%	10%	9%	7%	11%	8%	12%	11%	10%	11%	12%	11%	13%	8%	7%	8%	10%	7%	6%	6%

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Table 25

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**They stand for fairness****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	3102	1538	1564	482	645	647	477	382	463	1137	618	333	814	323	1582	172	364	1217	418
	61%	62%	59%	68%	64%	62%	56%	58%	55%	62%	59%	57%	62%	42%	86%	60%	38%	82%	65%
Not true	1722	833	890	178	288	350	328	250	325	614	374	222	421	423	211	100	543	227	212
	34%	34%	34%	25%	28%	33%	39%	38%	39%	34%	36%	38%	32%	55%	11%	35%	57%	15%	33%
Don't know	294	111	183	49	77	48	39	27	52	79	57	29	86	30	47	13	44	39	15
	6%	4%	7%	7%	8%	5%	5%	4%	6%	4%	5%	5%	7%	4%	3%	5%	5%	3%	2%
<u>The Conservative Party</u>																			
True	1586	807	779	223	325	292	226	199	317	587	320	209	376	564	330	80	559	294	143
	31%	33%	30%	31%	32%	28%	27%	30%	38%	32%	31%	36%	28%	73%	18%	28%	59%	20%	22%
Not true	3206	1557	1649	440	601	693	581	423	463	1160	671	345	835	189	1446	190	346	1136	479
	63%	63%	63%	62%	59%	66%	69%	64%	55%	63%	64%	59%	63%	24%	79%	67%	36%	77%	74%
Don't know	326	117	208	46	85	60	38	37	60	84	58	31	111	23	65	14	46	53	24
	6%	5%	8%	6%	8%	6%	4%	6%	7%	5%	5%	5%	8%	3%	4%	5%	5%	4%	4%
<u>The Liberal Democrat Party</u>																			
True	2288	1186	1102	338	475	459	373	289	350	978	470	239	472	484	701	232	479	545	430
	45%	48%	42%	48%	47%	44%	44%	44%	42%	53%	45%	41%	36%	62%	38%	82%	50%	37%	67%
Not true	2344	1106	1238	305	424	478	415	314	404	729	485	291	688	250	987	39	411	812	192
	46%	45%	47%	43%	42%	46%	49%	48%	48%	40%	46%	50%	52%	32%	54%	14%	43%	55%	30%
Don't know	486	190	296	67	111	107	57	55	86	123	94	55	161	43	152	14	61	126	23
	9%	8%	11%	9%	11%	10%	7%	8%	10%	7%	9%	9%	12%	6%	8%	5%	6%	8%	4%

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Table 25

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**They stand for fairness****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	3102	1841	1733	109	707	296	230	123	58	422	180	195	47	56	27	29	1336	166	588	100	218	631
	61%	56%	56%	61%	66%	64%	65%	80%	56%	78%	74%	81%	79%	53%	47%	61%	59%	67%	68%	59%	58%	58%
Not true	1722	1253	1199	54	292	146	92	22	31	93	51	33	10	43	28	15	809	69	209	63	143	386
	34%	38%	39%	30%	27%	32%	26%	15%	30%	17%	21%	14%	16%	40%	48%	30%	36%	28%	24%	37%	38%	36%
Don't know	294	169	154	15	70	19	30	8	14	29	13	13	3	7	3	4	112	12	61	6	18	67
	6%	5%	5%	8%	7%	4%	9%	5%	14%	5%	5%	5%	4%	7%	5%	8%	5%	5%	7%	3%	5%	6%
<u>The Conservative Party</u>																						
True	1586	1061	1017	44	353	181	110	38	25	109	49	47	14	30	22	8	774	111	232	56	110	273
	31%	33%	33%	25%	33%	39%	31%	25%	24%	20%	20%	19%	24%	29%	38%	17%	34%	45%	27%	33%	29%	25%
Not true	3206	2027	1911	116	639	254	214	106	64	388	172	175	42	68	33	35	1352	121	559	104	243	750
	63%	62%	62%	65%	60%	55%	61%	70%	62%	71%	71%	73%	71%	64%	56%	74%	60%	49%	65%	62%	64%	69%
Don't know	326	175	158	18	77	25	29	9	14	46	23	19	3	8	3	5	131	15	69	9	26	61
	6%	5%	5%	10%	7%	6%	8%	6%	13%	8%	10%	8%	6%	7%	5%	10%	6%	6%	8%	5%	7%	6%
<u>The Liberal Democrat Party</u>																						
True	2288	1606	1538	68	395	192	120	44	39	192	83	89	20	48	31	17	1059	114	287	58	179	545
	45%	49%	50%	38%	37%	42%	34%	29%	38%	35%	34%	37%	34%	45%	53%	35%	47%	46%	33%	34%	47%	50%
Not true	2344	1406	1316	90	548	221	190	93	44	276	132	113	31	45	21	24	999	106	468	92	171	448
	46%	43%	43%	51%	51%	48%	54%	61%	43%	51%	54%	47%	52%	43%	36%	51%	44%	43%	55%	55%	45%	41%
Don't know	486	251	231	20	125	48	43	15	19	75	29	38	8	13	6	7	199	27	104	18	29	92
	9%	8%	7%	11%	12%	10%	12%	10%	19%	14%	12%	16%	13%	12%	10%	14%	9%	11%	12%	11%	8%	8%

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Absolutes/col percents

Table 26

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**On the side of ordinary people, not just the best off****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	3317	1599	1718	514	691	694	515	396	502	1226	695	362	831	399	1590	188	461	1243	442
	65%	64%	65%	73%	68%	66%	61%	60%	60%	67%	66%	62%	63%	51%	86%	66%	48%	84%	68%
Not true	1509	754	755	148	253	300	298	221	285	523	305	193	397	352	198	87	453	193	189
	29%	30%	29%	21%	25%	29%	35%	34%	34%	29%	29%	33%	30%	45%	11%	31%	48%	13%	29%
Don't know	292	128	163	47	66	50	32	42	53	81	49	30	93	25	52	8	37	47	15
	6%	5%	6%	7%	7%	5%	4%	6%	6%	4%	5%	5%	7%	3%	3%	3%	4%	3%	2%
<u>The Conservative Party</u>																			
True	1202	626	577	186	238	221	171	141	243	434	237	147	316	474	236	53	474	203	77
	23%	25%	22%	26%	24%	21%	20%	21%	29%	24%	23%	25%	24%	61%	13%	19%	50%	14%	12%
Not true	3613	1746	1867	478	699	756	642	484	547	1323	758	397	912	280	1541	224	444	1226	548
	71%	70%	71%	67%	69%	72%	76%	73%	65%	72%	72%	68%	69%	36%	84%	79%	47%	83%	85%
Don't know	302	110	192	45	73	68	32	34	50	74	54	41	93	22	63	7	32	54	20
	6%	4%	7%	6%	7%	7%	4%	5%	6%	4%	5%	7%	7%	3%	3%	2%	3%	4%	3%
<u>The Liberal Democrat Party</u>																			
True	2317	1191	1126	343	491	473	379	289	340	978	484	246	486	481	736	235	489	596	419
	45%	48%	43%	48%	49%	45%	45%	44%	40%	53%	46%	42%	37%	62%	40%	83%	51%	40%	65%
Not true	2298	1108	1189	304	412	462	407	306	403	720	477	276	670	250	951	42	395	759	196
	45%	45%	45%	43%	41%	44%	48%	46%	48%	39%	45%	47%	51%	32%	52%	15%	42%	51%	30%
Don't know	503	183	320	62	107	110	58	64	98	133	88	62	164	45	153	7	67	129	31
	10%	7%	12%	9%	11%	11%	7%	10%	12%	7%	8%	11%	12%	6%	8%	2%	7%	9%	5%

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Table 26

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**On the side of ordinary people, not just the best off****Base: All "Sample A" respondents**

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	3317	2025	1912	113	738	320	240	107	71	419	182	193	44	57	35	22	1449	170	602	119	241	673
	65%	62%	62%	64%	69%	69%	68%	70%	69%	77%	75%	80%	75%	54%	60%	47%	64%	69%	70%	71%	64%	62%
Not true	1509	1087	1037	49	256	116	91	25	24	86	46	32	8	38	17	21	710	61	192	42	118	348
	29%	33%	34%	28%	24%	25%	26%	16%	23%	16%	19%	13%	14%	36%	29%	45%	31%	25%	22%	25%	31%	32%
Don't know	292	151	136	15	75	24	23	21	8	38	16	16	6	10	6	4	98	17	65	7	20	64
	6%	5%	4%	8%	7%	5%	6%	13%	8%	7%	6%	7%	11%	10%	10%	9%	4%	7%	8%	4%	5%	6%
<u>The Conservative Party</u>																						
True	1202	795	771	25	266	117	91	34	23	85	40	32	14	34	27	7	603	70	178	40	103	192
	23%	24%	25%	14%	25%	25%	26%	22%	22%	16%	16%	13%	23%	32%	46%	14%	27%	28%	21%	24%	27%	18%
Not true	3613	2317	2179	137	729	313	238	106	72	410	185	187	39	60	24	36	1541	158	606	122	259	842
	71%	71%	71%	77%	68%	68%	67%	70%	70%	76%	76%	78%	66%	57%	41%	76%	68%	64%	71%	73%	68%	78%
Don't know	302	151	135	15	74	30	24	12	8	48	19	22	7	12	7	4	113	19	75	6	16	51
	6%	5%	4%	9%	7%	7%	7%	8%	8%	9%	8%	9%	11%	11%	13%	9%	5%	8%	9%	4%	4%	5%
<u>The Liberal Democrat Party</u>																						
True	2317	1573	1497	76	434	197	134	58	45	213	90	103	21	45	25	20	1020	118	337	64	185	552
	45%	48%	49%	43%	41%	43%	38%	38%	44%	39%	37%	43%	35%	42%	43%	41%	45%	48%	39%	38%	49%	51%
Not true	2298	1409	1329	79	525	219	183	79	45	259	124	107	28	48	26	23	1020	105	427	84	164	441
	45%	43%	43%	45%	49%	47%	52%	52%	44%	48%	51%	44%	47%	45%	44%	47%	45%	43%	50%	50%	43%	41%
Don't know	503	281	259	22	110	45	37	16	13	71	30	31	10	13	8	6	216	25	95	20	30	91
	10%	9%	8%	12%	10%	10%	10%	10%	12%	13%	12%	13%	18%	12%	13%	12%	10%	10%	11%	12%	8%	8%

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Absolutes/col percents

Table 27

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**In touch with the concerns of people like you****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	2693	1241	1453	434	566	546	412	322	409	903	545	313	742	185	1521	115	253	1162	318
	53%	50%	55%	61%	56%	52%	49%	49%	49%	49%	52%	54%	56%	24%	83%	41%	27%	78%	49%
Not true	2165	1143	1022	237	378	446	400	311	387	857	453	248	502	564	282	155	665	280	304
	42%	46%	39%	33%	37%	43%	47%	47%	46%	47%	43%	42%	38%	73%	15%	55%	70%	19%	47%
Don't know	260	98	162	38	67	52	33	25	45	71	51	24	78	27	37	13	34	41	25
	5%	4%	6%	5%	7%	5%	4%	4%	5%	4%	5%	4%	6%	4%	2%	5%	4%	3%	4%
<u>The Conservative Party</u>																			
True	1414	767	647	208	294	258	203	167	282	569	272	149	329	553	280	78	518	240	123
	28%	31%	25%	29%	29%	25%	24%	25%	34%	31%	26%	25%	25%	71%	15%	28%	54%	16%	19%
Not true	3443	1618	1826	455	654	730	611	468	518	1195	725	407	913	202	1496	196	401	1191	502
	67%	65%	69%	64%	65%	70%	72%	71%	62%	65%	69%	70%	69%	26%	81%	69%	42%	80%	78%
Don't know	261	97	164	47	63	56	31	24	40	66	52	29	79	21	63	10	32	52	21
	5%	4%	6%	7%	6%	5%	4%	4%	5%	4%	5%	5%	6%	3%	3%	4%	3%	4%	3%
<u>The Liberal Democrat Party</u>																			
True	1632	790	842	245	346	329	250	204	256	645	355	175	366	277	552	213	282	437	322
	32%	32%	32%	35%	34%	31%	30%	31%	30%	35%	34%	30%	28%	36%	30%	75%	30%	29%	50%
Not true	3034	1523	1511	403	564	616	540	402	504	1067	609	359	817	449	1148	62	602	929	300
	59%	61%	57%	57%	56%	59%	64%	61%	60%	58%	58%	61%	62%	58%	62%	22%	63%	63%	46%
Don't know	451	168	283	61	100	100	54	53	81	119	84	51	138	50	139	9	67	117	24
	9%	7%	11%	9%	10%	10%	6%	8%	10%	7%	8%	9%	10%	6%	8%	3%	7%	8%	4%

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Table 27

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**In touch with the concerns of people like you****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	2693	1480	1374	106	693	277	236	121	59	407	168	194	45	45	16	29	1146	143	604	108	171	462
	53%	45%	45%	60%	65%	60%	67%	79%	57%	75%	69%	81%	76%	42%	27%	60%	51%	58%	70%	64%	45%	43%
Not true	2165	1630	1574	57	323	164	99	22	37	106	60	35	12	54	38	16	1011	91	214	58	191	555
	42%	50%	51%	32%	30%	36%	28%	15%	36%	20%	25%	15%	20%	51%	65%	33%	45%	37%	25%	34%	50%	51%
Don't know	260	152	137	15	53	20	18	9	6	30	15	12	3	8	4	3	99	13	41	3	17	66
	5%	5%	4%	8%	5%	4%	5%	6%	6%	5%	6%	5%	4%	7%	8%	6%	4%	5%	5%	2%	4%	6%
<u>The Conservative Party</u>																						
True	1414	951	920	31	299	143	85	42	29	86	34	42	10	41	33	8	682	84	205	49	108	255
	28%	29%	30%	17%	28%	31%	24%	27%	28%	16%	14%	18%	17%	39%	57%	17%	30%	34%	24%	29%	29%	24%
Not true	3443	2164	2033	131	712	293	252	100	66	425	193	186	46	57	21	36	1479	145	604	115	248	773
	67%	66%	66%	74%	67%	64%	71%	66%	65%	78%	79%	77%	79%	54%	36%	77%	66%	59%	70%	68%	66%	71%
Don't know	261	148	132	16	58	24	16	10	8	32	16	13	3	7	4	3	96	18	49	4	22	56
	5%	5%	4%	9%	5%	5%	5%	7%	7%	6%	7%	5%	5%	7%	8%	6%	4%	7%	6%	3%	6%	5%
<u>The Liberal Democrat Party</u>																						
True	1632	1090	1033	57	322	143	102	38	40	153	61	78	14	27	15	12	754	84	244	48	103	364
	32%	33%	33%	32%	30%	31%	29%	25%	39%	28%	25%	32%	24%	25%	25%	26%	33%	34%	28%	28%	27%	34%
Not true	3034	1917	1823	95	651	277	222	98	55	327	155	132	40	65	36	29	1312	144	527	105	251	630
	59%	59%	59%	53%	61%	60%	63%	64%	53%	60%	64%	55%	68%	61%	62%	61%	58%	58%	61%	63%	66%	58%
Don't know	451	255	230	25	95	41	29	17	8	64	28	32	4	14	8	6	191	20	88	15	25	90
	9%	8%	7%	14%	9%	9%	8%	11%	8%	12%	11%	13%	7%	13%	13%	14%	8%	8%	10%	9%	6%	8%

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Table 28

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**They believe in equal opportunity for all****Base: All "Sample A" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
<u>The Labour Party</u>																			
True	3517	1732	1785	527	735	749	568	426	509	1293	726	388	894	415	1657	204	489	1289	475
	69%	70%	68%	74%	73%	72%	67%	65%	61%	71%	69%	66%	68%	53%	90%	72%	51%	87%	73%
Not true	1367	658	710	148	229	257	247	205	278	485	283	169	350	343	154	77	430	162	154
	27%	27%	27%	21%	23%	25%	29%	31%	33%	26%	27%	29%	26%	44%	8%	27%	45%	11%	24%
Don't know	233	92	141	35	47	38	30	28	54	52	40	27	77	18	28	3	33	33	17
	5%	4%	5%	5%	5%	4%	4%	4%	6%	3%	4%	5%	6%	2%	2%	1%	3%	2%	3%
<u>The Conservative Party</u>																			
True	1801	939	862	260	365	360	284	219	308	667	368	228	435	548	418	101	580	348	199
	35%	38%	33%	37%	36%	34%	34%	33%	37%	36%	35%	39%	33%	71%	23%	35%	61%	23%	31%
Not true	3007	1421	1586	405	579	628	530	392	469	1092	626	318	785	211	1352	175	334	1058	425
	59%	57%	60%	57%	57%	60%	63%	60%	56%	60%	60%	54%	59%	27%	74%	62%	35%	71%	66%
Don't know	310	122	188	44	66	57	31	48	63	73	54	39	101	17	70	8	38	78	21
	6%	5%	7%	6%	7%	5%	4%	7%	7%	4%	5%	7%	8%	2%	4%	3%	4%	5%	3%
<u>The Liberal Democrat Party</u>																			
True	2671	1380	1291	371	581	565	464	320	366	1142	553	269	555	487	888	248	518	698	484
	52%	56%	49%	52%	58%	54%	55%	49%	44%	62%	53%	46%	42%	63%	48%	87%	54%	47%	75%
Not true	1979	924	1055	276	337	393	325	273	371	579	413	260	596	240	795	31	357	644	146
	39%	37%	40%	39%	33%	38%	38%	41%	44%	32%	39%	44%	45%	31%	43%	11%	37%	43%	23%
Don't know	468	178	291	62	92	86	55	66	103	110	82	56	171	49	156	5	76	141	16
	9%	7%	11%	9%	9%	8%	7%	10%	12%	6%	8%	10%	13%	6%	8%	2%	8%	9%	2%

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Table 28

Q.13a Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**They believe in equal opportunity for all****Base: All "Sample A" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
<u>The Labour Party</u>																						
True	3517	2086	1960	125	827	343	288	121	74	449	194	209	46	72	36	37	1496	177	677	131	248	715
	69%	64%	64%	71%	77%	75%	82%	79%	73%	83%	80%	87%	79%	68%	61%	77%	66%	72%	79%	78%	65%	66%
Not true	1367	1029	988	41	204	104	54	23	23	70	39	22	10	25	15	10	662	60	145	32	116	317
	27%	32%	32%	23%	19%	23%	15%	15%	22%	13%	16%	9%	16%	24%	26%	21%	29%	24%	17%	19%	31%	29%
Don't know	233	148	137	11	38	13	11	8	5	24	11	11	3	8	7	1	99	10	37	5	15	52
	5%	5%	4%	6%	4%	3%	3%	5%	5%	4%	4%	4%	5%	8%	13%	2%	4%	4%	4%	3%	4%	5%
<u>The Conservative Party</u>																						
True	1801	1157	1106	51	418	205	129	47	38	156	67	71	18	35	22	12	851	117	294	70	120	321
	35%	35%	36%	29%	39%	45%	36%	31%	37%	29%	28%	29%	30%	33%	38%	26%	38%	47%	34%	42%	32%	30%
Not true	3007	1934	1819	116	578	236	200	84	58	350	159	153	38	60	27	33	1287	119	488	92	237	702
	59%	59%	59%	65%	54%	51%	57%	55%	56%	64%	65%	63%	64%	56%	46%	69%	57%	48%	57%	55%	63%	65%
Don't know	310	171	160	11	73	19	25	22	7	38	18	17	3	12	9	2	119	11	78	5	21	61
	6%	5%	5%	6%	7%	4%	7%	14%	7%	7%	7%	7%	6%	11%	16%	5%	5%	5%	9%	3%	6%	6%
<u>The Liberal Democrat Party</u>																						
True	2671	1785	1710	75	517	245	170	54	48	255	96	126	33	51	28	23	1172	132	399	92	199	620
	52%	55%	55%	42%	48%	53%	48%	35%	47%	47%	39%	52%	57%	48%	48%	48%	52%	54%	46%	55%	53%	57%
Not true	1979	1198	1118	80	448	181	149	75	44	233	126	89	19	41	21	20	873	99	366	65	149	378
	39%	37%	36%	45%	42%	39%	42%	49%	42%	43%	52%	37%	32%	39%	36%	43%	39%	40%	43%	39%	39%	35%
Don't know	468	279	257	22	103	34	34	24	11	55	22	26	7	13	9	4	212	16	94	11	31	86
	9%	9%	8%	13%	10%	7%	10%	16%	10%	10%	9%	11%	11%	13%	15%	9%	9%	6%	11%	7%	8%	8%

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Absolutes/col percents

Table 29

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Shares my values****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2019	1026	993	296	403	429	333	239	319	725	399	239	541	137	1207	114	198	930	225
	39%	41%	38%	40%	39%	40%	42%	37%	37%	38%	39%	41%	41%	18%	64%	36%	21%	61%	35%
Not true	2503	1283	1220	359	480	514	378	334	432	997	503	273	590	571	525	171	644	453	353
	49%	51%	46%	48%	47%	48%	47%	52%	50%	52%	49%	46%	45%	74%	28%	54%	69%	30%	55%
Don't know	628	214	414	90	142	126	91	72	105	187	122	75	187	62	157	31	97	134	62
	12%	8%	16%	12%	14%	12%	11%	11%	12%	10%	12%	13%	14%	8%	8%	10%	10%	9%	10%
<u>David Cameron</u>																			
True	1508	776	732	199	323	294	225	165	301	594	313	165	353	564	344	103	568	287	138
	29%	31%	28%	27%	32%	27%	28%	26%	35%	31%	31%	28%	27%	73%	18%	32%	61%	19%	22%
Not true	3238	1602	1636	482	622	701	524	429	473	1202	633	376	834	175	1457	192	302	1153	464
	63%	63%	62%	65%	61%	66%	65%	67%	55%	63%	62%	64%	63%	23%	77%	61%	32%	76%	73%
Don't know	405	146	259	64	80	74	53	51	81	114	77	46	130	31	88	22	68	78	38
	8%	6%	10%	9%	8%	7%	7%	8%	10%	6%	8%	8%	10%	4%	5%	7%	7%	5%	6%
<u>Nick Clegg</u>																			
True	1462	713	749	201	345	311	202	173	229	611	277	161	331	269	525	209	281	393	286
	28%	28%	28%	27%	34%	29%	25%	27%	27%	32%	27%	27%	25%	35%	28%	66%	30%	26%	45%
Not true	3125	1614	1511	465	564	650	519	401	518	1133	620	365	817	441	1212	85	567	1000	305
	61%	64%	58%	62%	55%	61%	65%	62%	61%	59%	61%	62%	62%	57%	64%	27%	60%	66%	48%
Don't know	563	196	367	79	116	108	81	71	108	165	126	61	169	61	151	23	91	124	48
	11%	8%	14%	11%	11%	10%	10%	11%	13%	9%	12%	10%	13%	8%	8%	7%	10%	8%	8%

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Table 29

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Shares my values****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2019 39%	1146 34%	1067 34%	78 39%	489 47%	196 44%	168 48%	65 44%	60 62%	293 53%	108 42%	165 64%	20 47%	44 47%	23 55%	21 40%	855 37%	123 46%	431 49%	66 47%	130 34%	376 36%
Not true	2503 49%	1806 54%	1708 55%	98 48%	393 38%	171 39%	137 39%	60 41%	25 26%	200 36%	113 44%	68 26%	20 46%	31 33%	9 23%	22 42%	1203 52%	94 36%	351 39%	54 38%	203 53%	544 52%
Don't know	628 12%	381 11%	355 11%	26 13%	150 15%	74 17%	42 12%	22 15%	12 12%	64 12%	35 14%	26 10%	3 7%	19 20%	9 22%	9 18%	275 12%	49 18%	107 12%	20 14%	50 13%	121 12%
<u>David Cameron</u>																						
True	1508 29%	998 30%	943 30%	56 27%	338 33%	164 37%	94 27%	45 31%	34 35%	104 19%	43 17%	51 20%	10 24%	32 34%	15 37%	17 31%	767 33%	102 38%	249 28%	53 38%	87 23%	225 22%
Not true	3238 63%	2086 63%	1963 63%	124 61%	606 59%	235 53%	227 65%	88 60%	56 58%	409 73%	188 74%	191 74%	30 70%	50 53%	19 45%	31 59%	1374 59%	135 51%	582 65%	74 53%	261 68%	741 71%
Don't know	405 8%	249 7%	226 7%	23 11%	87 8%	42 10%	25 7%	13 9%	7 7%	44 8%	24 9%	17 7%	3 7%	13 13%	8 19%	5 9%	193 8%	30 11%	58 7%	13 9%	34 9%	75 7%
<u>Nick Clegg</u>																						
True	1462 28%	930 28%	870 28%	59 29%	327 32%	141 32%	109 31%	40 27%	37 39%	148 26%	54 21%	80 31%	13 30%	35 37%	19 46%	15 29%	656 28%	89 33%	268 30%	49 35%	102 27%	274 26%
Not true	3125 61%	2053 62%	1935 62%	117 58%	581 56%	253 57%	198 57%	81 55%	49 51%	351 63%	169 66%	157 61%	25 59%	48 51%	17 41%	31 58%	1425 61%	139 52%	523 59%	80 57%	235 61%	652 63%
Don't know	563 11%	351 11%	325 10%	26 13%	123 12%	47 11%	40 12%	26 18%	10 11%	59 11%	32 13%	22 8%	5 11%	12 12%	5 12%	6 12%	253 11%	38 14%	97 11%	11 8%	46 12%	114 11%

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Absolutes/col percents

Table 30

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Competent and capable****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2075	1037	1038	336	422	426	337	245	308	714	401	265	569	184	1113	132	234	856	234
	40%	41%	40%	45%	41%	40%	42%	38%	36%	37%	39%	45%	43%	24%	59%	42%	25%	56%	37%
Not true	2375	1212	1163	322	461	500	370	300	417	974	489	254	528	516	569	158	598	493	337
	46%	48%	44%	43%	45%	47%	46%	46%	49%	51%	48%	43%	40%	67%	30%	50%	64%	33%	53%
Don't know	700	275	425	88	142	143	95	100	130	221	133	68	220	70	206	27	106	168	68
	14%	11%	16%	12%	14%	13%	12%	16%	15%	12%	13%	12%	17%	9%	11%	9%	11%	11%	11%
<u>David Cameron</u>																			
True	2782	1441	1341	426	598	573	416	312	453	1161	550	313	617	669	868	220	736	688	358
	54%	57%	51%	57%	58%	54%	52%	48%	53%	61%	54%	53%	47%	87%	46%	69%	78%	45%	56%
Not true	2048	964	1084	280	347	445	341	289	343	666	411	247	592	84	943	87	167	765	252
	40%	38%	41%	38%	34%	42%	43%	45%	40%	35%	40%	42%	45%	11%	50%	28%	18%	50%	39%
Don't know	320	119	201	39	80	51	45	44	59	83	63	28	109	18	77	9	36	64	29
	6%	5%	8%	5%	8%	5%	6%	7%	7%	4%	6%	5%	8%	2%	4%	3%	4%	4%	4%
<u>Nick Clegg</u>																			
True	1737	884	853	262	360	366	249	213	284	697	345	200	396	340	561	210	349	467	261
	34%	35%	32%	35%	35%	34%	31%	33%	33%	37%	34%	34%	30%	44%	30%	66%	37%	31%	41%
Not true	2924	1466	1458	424	553	628	484	356	475	1070	577	346	765	375	1195	91	515	944	336
	57%	58%	56%	57%	54%	59%	60%	55%	55%	56%	56%	59%	58%	49%	63%	29%	55%	62%	53%
Don't know	489	173	316	59	112	75	69	76	96	142	102	41	157	55	132	16	75	106	42
	9%	7%	12%	8%	11%	7%	9%	12%	11%	7%	10%	7%	12%	7%	7%	5%	8%	7%	7%

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Absolutes/col percents

Table 30

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Competent and capable****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2075 40%	1164 35%	1090 35%	74 37%	526 51%	223 51%	181 52%	71 49%	50 51%	298 53%	118 46%	158 61%	22 52%	40 43%	18 44%	22 41%	880 38%	120 45%	462 52%	74 53%	141 37%	356 34%
Not true	2375 46%	1733 52%	1632 52%	101 50%	363 35%	160 36%	113 33%	59 40%	31 32%	175 31%	91 36%	68 26%	17 39%	40 42%	15 37%	24 46%	1145 49%	101 38%	309 35%	52 37%	182 48%	540 52%
Don't know	700 14%	436 13%	409 13%	27 13%	143 14%	57 13%	52 15%	17 12%	17 17%	84 15%	47 18%	33 13%	4 9%	14 15%	8 19%	7 13%	309 13%	45 17%	117 13%	14 10%	60 16%	144 14%
<u>David Cameron</u>																						
True	2782 54%	1837 55%	1734 55%	103 51%	584 57%	280 64%	168 48%	84 57%	53 54%	259 46%	114 45%	126 49%	19 45%	52 55%	23 55%	29 54%	1313 56%	170 64%	461 52%	88 62%	180 47%	524 50%
Not true	2048 40%	1306 39%	1224 39%	82 40%	390 38%	140 32%	161 46%	55 38%	34 35%	252 45%	115 45%	115 44%	22 51%	33 35%	11 26%	22 42%	884 38%	75 28%	377 42%	45 32%	172 45%	450 43%
Don't know	320 6%	191 6%	173 6%	18 9%	57 6%	21 5%	18 5%	8 5%	11 11%	46 8%	27 11%	18 7%	2 4%	10 10%	8 19%	2 4%	137 6%	20 8%	51 6%	8 6%	30 8%	66 6%
<u>Nick Clegg</u>																						
True	1737 34%	1130 34%	1064 34%	66 33%	384 37%	173 39%	116 34%	58 40%	36 37%	174 31%	78 31%	82 32%	13 31%	26 28%	8 18%	19 36%	821 35%	94 35%	324 37%	61 43%	106 28%	311 30%
Not true	2924 57%	1900 57%	1788 57%	112 55%	541 52%	230 52%	192 55%	70 48%	48 49%	338 61%	152 60%	158 61%	28 64%	56 59%	26 63%	29 56%	1299 56%	145 54%	469 53%	67 48%	232 61%	644 62%
Don't know	489 9%	303 9%	280 9%	24 12%	107 10%	37 8%	38 11%	18 12%	13 13%	46 8%	25 10%	18 7%	2 5%	12 13%	8 19%	4 8%	215 9%	28 10%	95 11%	13 9%	45 12%	85 8%

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Table 31

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Honest and principled****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2621	1376	1245	364	508	546	441	327	432	1054	497	294	643	353	1269	179	415	975	363
	51%	55%	47%	49%	50%	51%	55%	51%	51%	55%	49%	50%	49%	46%	67%	56%	44%	64%	57%
Not true	1830	893	936	278	374	402	265	223	287	657	393	217	445	345	429	112	424	370	215
	36%	35%	36%	37%	37%	38%	33%	35%	34%	34%	38%	37%	34%	45%	23%	35%	45%	24%	34%
Don't know	699	254	446	103	142	121	97	96	136	198	134	76	230	73	191	26	100	172	61
	14%	10%	17%	14%	14%	11%	12%	15%	16%	10%	13%	13%	17%	9%	10%	8%	11%	11%	9%
<u>David Cameron</u>																			
True	2258	1180	1078	300	442	444	351	291	427	919	453	243	534	617	670	169	656	532	265
	44%	47%	41%	40%	43%	42%	44%	45%	50%	48%	44%	41%	41%	80%	35%	53%	70%	35%	41%
Not true	2495	1194	1301	389	498	560	401	303	339	873	501	302	656	128	1130	135	236	889	345
	48%	47%	50%	52%	49%	52%	50%	47%	40%	46%	49%	51%	50%	17%	60%	43%	25%	59%	54%
Don't know	397	149	248	57	84	65	50	51	89	117	70	42	128	26	89	12	47	97	29
	8%	6%	9%	8%	8%	6%	6%	8%	10%	6%	7%	7%	10%	3%	5%	4%	5%	6%	5%
<u>Nick Clegg</u>																			
True	1862	947	915	228	344	390	297	271	331	782	348	190	440	425	567	217	444	458	302
	36%	38%	35%	31%	34%	36%	37%	42%	39%	41%	34%	32%	33%	55%	30%	69%	47%	30%	47%
Not true	2790	1400	1390	450	573	599	437	313	412	999	569	347	712	297	1186	84	424	939	312
	54%	55%	53%	60%	56%	56%	54%	48%	48%	52%	56%	59%	54%	39%	63%	27%	45%	62%	49%
Don't know	498	176	322	67	108	80	68	62	112	129	106	50	166	48	134	16	71	120	26
	10%	7%	12%	9%	11%	7%	9%	10%	13%	7%	10%	9%	13%	6%	7%	5%	8%	8%	4%

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Table 31

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Honest and principled****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2621	1679	1580	99	530	214	186	78	53	299	126	152	21	51	28	23	1157	135	478	73	190	542
	51%	50%	50%	49%	51%	49%	54%	53%	55%	54%	49%	59%	48%	54%	67%	44%	50%	51%	54%	52%	50%	52%
Not true	1830	1241	1177	64	329	152	99	48	30	174	87	70	18	26	5	22	874	80	276	47	137	376
	36%	37%	38%	32%	32%	35%	29%	33%	31%	31%	34%	27%	41%	28%	11%	41%	37%	30%	31%	34%	36%	36%
Don't know	699	413	374	39	171	74	62	21	14	85	43	37	5	17	9	8	302	50	135	20	56	122
	14%	12%	12%	19%	17%	17%	18%	15%	14%	15%	17%	14%	11%	18%	22%	14%	13%	19%	15%	15%	15%	12%
<u>David Cameron</u>																						
True	2258	1554	1469	84	450	211	143	49	47	177	77	90	10	39	20	19	1136	136	331	66	153	404
	44%	47%	47%	42%	44%	48%	41%	34%	48%	32%	30%	35%	24%	41%	48%	36%	49%	51%	37%	47%	40%	39%
Not true	2495	1551	1452	99	489	188	174	87	40	326	146	150	30	46	14	32	1028	96	488	63	194	568
	48%	47%	46%	49%	47%	43%	50%	59%	41%	58%	57%	58%	69%	48%	33%	61%	44%	36%	55%	45%	51%	55%
Don't know	397	230	210	20	92	42	29	11	11	54	32	20	3	10	8	2	169	35	69	11	35	68
	8%	7%	7%	10%	9%	9%	8%	7%	11%	10%	12%	8%	7%	10%	19%	3%	7%	13%	8%	8%	9%	7%
<u>Nick Clegg</u>																						
True	1862	1295	1215	80	353	141	122	51	40	148	67	75	5	39	17	22	912	97	312	48	113	354
	36%	39%	39%	40%	34%	32%	35%	35%	41%	26%	26%	29%	13%	41%	40%	42%	39%	36%	35%	34%	29%	34%
Not true	2790	1752	1644	108	561	259	177	76	48	344	151	158	35	43	17	26	1190	137	478	84	228	611
	54%	53%	53%	53%	54%	59%	51%	52%	50%	62%	59%	61%	82%	46%	40%	50%	51%	52%	54%	60%	60%	59%
Don't know	498	287	272	15	117	41	47	20	9	65	38	26	2	12	8	4	232	32	98	9	42	75
	10%	9%	9%	7%	11%	9%	14%	13%	9%	12%	15%	10%	5%	13%	19%	8%	10%	12%	11%	6%	11%	7%

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Absolutes/col percents

Table 32

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**His heart is in the right place****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	3092	1597	1495	441	598	659	509	379	501	1213	616	354	745	434	1381	191	495	1103	429
	60%	63%	57%	59%	58%	62%	63%	59%	59%	64%	60%	60%	57%	56%	73%	60%	53%	73%	67%
Not true	1460	711	750	223	288	295	208	196	248	511	288	170	394	272	342	107	344	280	160
	28%	28%	29%	30%	28%	28%	26%	30%	29%	27%	28%	29%	30%	35%	18%	34%	37%	18%	25%
Don't know	598	216	382	81	139	115	85	70	106	185	120	63	179	65	165	18	100	135	50
	12%	9%	15%	11%	14%	11%	11%	11%	12%	10%	12%	11%	14%	8%	9%	6%	11%	9%	8%
<u>David Cameron</u>																			
True	2555	1303	1252	351	500	524	416	284	473	1015	510	295	612	665	716	188	720	593	294
	50%	52%	48%	47%	49%	49%	52%	44%	55%	53%	50%	50%	46%	86%	38%	60%	77%	39%	46%
Not true	2222	1091	1131	339	441	487	334	314	305	765	445	259	596	79	1078	117	166	834	317
	43%	43%	43%	46%	43%	46%	42%	49%	36%	40%	43%	44%	45%	10%	57%	37%	18%	55%	50%
Don't know	373	129	244	55	84	59	52	47	77	129	69	33	109	26	95	11	53	90	28
	7%	5%	9%	7%	8%	5%	6%	7%	9%	7%	7%	6%	8%	3%	5%	4%	6%	6%	4%
<u>Nick Clegg</u>																			
True	2527	1277	1251	348	533	533	384	315	413	1069	502	271	559	531	828	243	561	675	405
	49%	51%	48%	47%	52%	50%	48%	49%	48%	56%	49%	46%	42%	69%	44%	77%	60%	44%	63%
Not true	2094	1069	1025	324	368	451	348	257	340	690	402	261	599	197	913	58	303	716	207
	41%	42%	39%	43%	36%	42%	43%	40%	40%	36%	39%	44%	45%	26%	48%	18%	32%	47%	32%
Don't know	529	177	352	73	124	85	70	74	102	150	119	56	159	43	147	16	74	126	27
	10%	7%	13%	10%	12%	8%	9%	11%	12%	8%	12%	9%	12%	6%	8%	5%	8%	8%	4%

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Table 32

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**His heart is in the right place****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	3092	2029	1913	116	596	255	201	78	62	356	162	173	21	44	19	26	1385	158	509	83	232	660
	60%	61%	61%	57%	58%	58%	58%	53%	64%	64%	63%	67%	50%	47%	45%	49%	59%	59%	57%	59%	61%	63%
Not true	1460	970	907	63	276	118	87	47	24	135	61	56	18	35	14	21	703	68	256	34	100	272
	28%	29%	29%	31%	27%	27%	25%	32%	25%	24%	24%	22%	42%	37%	33%	39%	30%	25%	29%	25%	26%	26%
Don't know	598	335	311	24	159	67	59	22	11	66	33	30	4	15	9	6	246	41	123	23	50	108
	12%	10%	10%	12%	15%	15%	17%	15%	11%	12%	13%	11%	9%	16%	22%	12%	11%	15%	14%	16%	13%	10%
<u>David Cameron</u>																						
True	2555	1778	1689	89	493	241	155	57	41	194	89	92	13	42	20	22	1267	157	373	70	181	468
	50%	53%	54%	44%	48%	55%	45%	39%	42%	35%	35%	35%	31%	45%	48%	43%	54%	59%	42%	50%	47%	45%
Not true	2222	1344	1240	104	449	162	162	76	49	317	142	147	28	41	14	28	901	90	446	55	163	512
	43%	40%	40%	51%	44%	37%	47%	51%	51%	57%	56%	57%	65%	44%	33%	52%	39%	34%	50%	39%	43%	49%
Don't know	373	212	202	10	89	38	30	14	7	47	25	20	2	10	8	3	166	19	70	15	38	60
	7%	6%	6%	5%	9%	9%	9%	10%	7%	8%	10%	8%	4%	11%	19%	5%	7%	8%	8%	11%	10%	6%
<u>Nick Clegg</u>																						
True	2527	1774	1683	91	456	204	150	56	46	222	116	95	11	35	12	22	1197	130	355	67	183	552
	49%	53%	54%	45%	44%	46%	43%	38%	47%	40%	45%	37%	27%	37%	29%	43%	51%	49%	40%	48%	48%	53%
Not true	2094	1262	1169	94	439	186	146	68	39	274	113	132	29	47	22	26	922	106	416	54	148	400
	41%	38%	37%	46%	43%	42%	42%	46%	40%	49%	44%	51%	68%	50%	52%	49%	40%	40%	47%	38%	39%	38%
Don't know	529	297	280	18	136	51	50	23	12	62	27	32	2	12	8	4	215	30	118	20	52	89
	10%	9%	9%	9%	13%	11%	15%	16%	13%	11%	11%	12%	5%	13%	19%	8%	9%	11%	13%	14%	13%	9%

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Absolutes/col percents

Table 33

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Understands minorities****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2605	1383	1222	405	520	558	421	308	391	990	532	283	652	347	1274	159	413	1003	309
	51%	55%	47%	54%	51%	52%	52%	48%	46%	52%	52%	48%	49%	45%	67%	50%	44%	66%	48%
Not true	1818	861	957	236	344	372	287	242	332	697	354	221	438	326	424	131	395	366	261
	35%	34%	36%	32%	34%	35%	36%	38%	39%	36%	35%	38%	33%	42%	22%	41%	42%	24%	41%
Don't know	727	279	447	104	160	139	94	95	132	222	137	84	227	98	190	26	131	149	70
	14%	11%	17%	14%	16%	13%	12%	15%	15%	12%	13%	14%	17%	13%	10%	8%	14%	10%	11%
<u>David Cameron</u>																			
True	1554	814	740	244	310	310	210	168	312	518	325	210	410	401	470	101	443	389	139
	30%	32%	28%	33%	30%	29%	26%	26%	36%	27%	32%	36%	31%	52%	25%	32%	47%	26%	22%
Not true	3091	1516	1575	427	603	667	530	404	453	1227	610	328	749	309	1306	192	406	1028	447
	60%	60%	60%	57%	59%	62%	66%	63%	53%	64%	60%	56%	57%	40%	69%	61%	43%	68%	70%
Don't know	505	194	312	75	112	92	62	73	91	165	88	50	158	61	112	24	89	100	54
	10%	8%	12%	10%	11%	9%	8%	11%	11%	9%	9%	9%	12%	8%	6%	7%	10%	7%	8%
<u>Nick Clegg</u>																			
True	1924	1034	889	294	403	428	268	226	303	762	402	218	441	371	701	184	407	548	294
	37%	41%	34%	39%	39%	40%	33%	35%	35%	40%	39%	37%	33%	48%	37%	58%	43%	36%	46%
Not true	2553	1235	1318	359	472	519	439	326	431	946	487	295	670	308	1002	109	417	817	287
	50%	49%	50%	48%	46%	49%	55%	51%	50%	50%	48%	50%	51%	40%	53%	34%	44%	54%	45%
Don't know	673	254	420	92	150	123	96	93	121	202	135	74	207	92	186	24	115	153	58
	13%	10%	16%	12%	15%	11%	12%	14%	14%	11%	13%	13%	16%	12%	10%	8%	12%	10%	9%

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Absolutes/col percents

Table 33

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Understands minorities****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2605	1561	1455	106	605	255	210	81	59	330	127	183	21	49	26	23	1124	150	546	87	168	482
	51%	47%	46%	53%	59%	58%	61%	55%	61%	59%	50%	70%	48%	52%	63%	43%	48%	56%	61%	62%	44%	46%
Not true	1818	1310	1231	79	267	116	86	42	23	153	91	44	18	33	9	24	880	68	232	36	153	412
	35%	39%	39%	39%	26%	26%	25%	29%	24%	27%	36%	17%	43%	35%	21%	45%	38%	26%	26%	26%	40%	40%
Don't know	727	463	446	17	159	70	51	23	15	75	38	33	4	13	7	6	330	49	111	17	61	146
	14%	14%	14%	8%	15%	16%	15%	16%	15%	13%	15%	13%	9%	13%	16%	12%	14%	18%	12%	12%	16%	14%
<u>David Cameron</u>																						
True	1554	956	896	60	420	188	141	45	46	128	54	60	14	21	3	18	727	115	309	63	93	221
	30%	29%	29%	29%	41%	43%	41%	31%	47%	23%	21%	23%	33%	22%	7%	34%	31%	43%	35%	45%	24%	21%
Not true	3091	2056	1929	127	505	217	169	76	43	376	172	179	25	66	33	32	1381	124	499	66	243	716
	60%	62%	62%	63%	49%	49%	49%	52%	44%	67%	67%	69%	58%	70%	80%	62%	59%	46%	56%	47%	64%	69%
Don't know	505	322	306	16	106	35	37	26	8	54	30	20	4	8	5	3	226	27	81	11	46	103
	10%	10%	10%	8%	10%	8%	11%	18%	8%	10%	12%	8%	9%	8%	12%	5%	10%	10%	9%	8%	12%	10%
<u>Nick Clegg</u>																						
True	1924	1234	1160	74	441	186	151	53	51	177	78	91	9	33	11	23	876	119	352	61	127	361
	37%	37%	37%	36%	43%	42%	44%	36%	53%	32%	30%	35%	20%	35%	26%	43%	38%	45%	40%	44%	33%	35%
Not true	2553	1670	1562	107	450	199	147	70	34	308	141	137	30	50	26	25	1150	106	420	66	196	555
	50%	50%	50%	53%	44%	45%	42%	48%	34%	55%	55%	53%	70%	54%	62%	47%	49%	40%	47%	47%	51%	53%
Don't know	673	430	409	22	140	56	48	24	12	72	37	31	4	10	5	5	308	41	117	13	60	124
	13%	13%	13%	11%	14%	13%	14%	16%	13%	13%	14%	12%	10%	11%	12%	10%	13%	15%	13%	9%	16%	12%

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Absolutes/col percents

Table 34

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Clear about what he stands for****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2438	1194	1244	397	471	484	385	296	404	896	472	295	625	272	1208	142	345	936	274
	47%	47%	47%	53%	46%	45%	48%	46%	47%	47%	46%	50%	47%	35%	64%	45%	37%	62%	43%
Not true	2152	1129	1023	259	425	480	344	281	361	873	438	224	508	448	509	157	512	446	321
	42%	45%	39%	35%	41%	45%	43%	43%	42%	46%	43%	38%	39%	58%	27%	50%	55%	29%	50%
Don't know	560	200	360	89	129	105	74	69	90	141	114	68	184	51	171	18	82	135	45
	11%	8%	14%	12%	13%	10%	9%	11%	11%	7%	11%	12%	14%	7%	9%	6%	9%	9%	7%
<u>David Cameron</u>																			
True	2765	1405	1360	413	569	554	444	322	458	1154	547	311	612	607	932	185	661	741	359
	54%	56%	52%	55%	56%	52%	55%	50%	54%	60%	53%	53%	46%	79%	49%	58%	70%	49%	56%
Not true	2074	999	1075	290	379	465	321	280	339	676	420	245	595	142	884	126	233	700	262
	40%	40%	41%	39%	37%	43%	40%	43%	40%	35%	41%	42%	45%	18%	47%	40%	25%	46%	41%
Don't know	311	119	192	42	77	51	37	43	58	80	57	31	110	21	73	6	44	76	18
	6%	5%	7%	6%	8%	5%	5%	7%	7%	4%	6%	5%	8%	3%	4%	2%	5%	5%	3%
<u>Nick Clegg</u>																			
True	1552	768	784	217	276	291	248	206	314	553	300	187	404	278	498	175	315	425	221
	30%	30%	30%	29%	27%	27%	31%	32%	37%	29%	29%	32%	31%	36%	26%	55%	34%	28%	35%
Not true	3177	1603	1574	469	637	718	501	382	461	1251	638	357	763	452	1268	129	564	998	394
	62%	64%	60%	63%	62%	67%	63%	59%	54%	66%	62%	61%	58%	59%	67%	41%	60%	66%	62%
Don't know	422	152	269	60	111	60	53	57	80	106	85	44	151	40	123	12	60	94	24
	8%	6%	10%	8%	11%	6%	7%	9%	9%	6%	8%	7%	11%	5%	6%	4%	6%	6%	4%

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Table 34

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**Clear about what he stands for****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2438 47%	1469 44%	1374 44%	95 47%	551 53%	227 51%	193 56%	72 49%	59 60%	308 55%	129 51%	158 61%	21 49%	53 57%	29 69%	25 47%	1091 47%	140 53%	497 56%	66 47%	179 47%	415 40%
Not true	2152 42%	1551 47%	1463 47%	88 43%	335 33%	157 36%	101 29%	55 38%	22 23%	180 32%	93 36%	70 27%	18 41%	29 31%	6 15%	22 43%	1004 43%	80 30%	285 32%	60 43%	160 42%	523 50%
Don't know	560 11%	314 9%	295 9%	19 10%	145 14%	57 13%	52 15%	19 13%	16 17%	69 12%	34 13%	31 12%	4 10%	12 13%	6 15%	6 11%	239 10%	46 17%	107 12%	14 10%	43 11%	103 10%
<u>David Cameron</u>																						
True	2765 54%	1880 56%	1779 57%	101 50%	550 53%	248 56%	179 52%	69 47%	53 55%	240 43%	108 42%	112 43%	21 48%	41 43%	12 29%	29 54%	1332 57%	157 59%	419 47%	74 53%	199 52%	542 52%
Not true	2074 40%	1279 38%	1185 38%	94 46%	413 40%	166 38%	145 42%	65 45%	37 38%	270 48%	123 48%	129 50%	19 43%	46 49%	23 55%	23 43%	864 37%	92 35%	419 47%	57 41%	152 40%	441 42%
Don't know	311 6%	175 5%	167 5%	8 4%	68 7%	27 6%	23 7%	12 8%	7 7%	48 9%	25 10%	18 7%	4 9%	8 8%	6 15%	1 2%	138 6%	17 6%	50 6%	9 6%	31 8%	58 6%
<u>Nick Clegg</u>																						
True	1552 30%	1010 30%	947 30%	63 31%	343 33%	140 32%	120 35%	50 34%	33 34%	148 27%	62 24%	76 30%	9 22%	28 30%	10 25%	18 34%	753 32%	86 32%	289 33%	48 34%	106 28%	243 23%
Not true	3177 62%	2091 63%	1963 63%	128 63%	577 56%	267 60%	186 54%	75 51%	49 51%	359 64%	169 66%	159 61%	31 73%	57 61%	26 63%	31 59%	1401 60%	152 57%	506 57%	85 60%	241 63%	727 70%
Don't know	422 8%	233 7%	222 7%	11 5%	111 11%	34 8%	40 12%	22 15%	15 15%	51 9%	25 10%	24 9%	2 5%	9 10%	5 12%	4 8%	180 8%	28 11%	93 10%	7 5%	35 9%	71 7%

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Absolutes/col percents

Table 35

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**He stands for fairness****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2850	1496	1354	408	559	584	474	337	486	1111	555	314	718	341	1372	189	415	1098	379
	55%	59%	52%	55%	55%	55%	59%	52%	57%	58%	54%	53%	54%	44%	73%	60%	44%	72%	59%
Not true	1662	801	861	252	316	361	242	227	260	606	340	201	407	355	350	101	408	298	202
	32%	32%	33%	34%	31%	34%	30%	35%	30%	32%	33%	34%	31%	46%	19%	32%	43%	20%	32%
Don't know	638	226	412	86	150	124	86	81	110	192	129	73	193	74	166	26	116	122	58
	12%	9%	16%	12%	15%	12%	11%	13%	13%	10%	13%	12%	15%	10%	9%	8%	12%	8%	9%
<u>David Cameron</u>																			
True	1985	1041	944	273	400	373	300	231	404	739	391	255	493	601	508	127	650	419	188
	39%	41%	36%	37%	39%	35%	37%	36%	47%	39%	38%	43%	37%	78%	27%	40%	69%	28%	29%
Not true	2793	1342	1451	417	541	637	452	363	379	1057	560	299	703	138	1303	176	240	1025	419
	54%	53%	55%	56%	53%	60%	56%	56%	44%	55%	55%	51%	53%	18%	69%	56%	26%	68%	65%
Don't know	372	140	232	56	84	59	50	50	72	113	73	33	122	31	78	14	49	73	33
	7%	6%	9%	8%	8%	6%	6%	8%	8%	6%	7%	6%	9%	4%	4%	4%	5%	5%	5%
<u>Nick Clegg</u>																			
True	2170	1147	1023	305	446	460	325	266	367	917	428	244	475	483	683	235	504	581	334
	42%	45%	39%	41%	43%	43%	41%	41%	43%	48%	42%	42%	36%	63%	36%	74%	54%	38%	52%
Not true	2453	1199	1254	364	463	530	397	307	386	845	482	295	667	235	1062	65	354	828	267
	48%	48%	48%	49%	45%	50%	49%	48%	45%	44%	47%	50%	51%	31%	56%	21%	38%	55%	42%
Don't know	527	177	350	77	117	80	80	72	102	148	115	48	176	52	143	16	81	108	38
	10%	7%	13%	10%	11%	7%	10%	11%	12%	8%	11%	8%	13%	7%	8%	5%	9%	7%	6%

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Absolutes/col percents

Table 35

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**He stands for fairness****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2850	1805	1705	100	595	243	205	84	64	339	146	169	24	47	22	25	1291	144	516	84	214	545
	55%	54%	54%	49%	58%	55%	59%	57%	66%	61%	57%	65%	56%	49%	52%	47%	55%	54%	58%	60%	56%	52%
Not true	1662	1163	1086	77	273	122	94	43	15	143	72	54	17	29	9	20	759	69	262	36	127	374
	32%	35%	35%	38%	26%	28%	27%	29%	15%	26%	28%	21%	39%	31%	21%	38%	33%	26%	29%	26%	33%	36%
Don't know	638	366	340	26	163	76	48	20	18	75	38	36	2	19	11	7	284	54	110	20	42	121
	12%	11%	11%	13%	16%	17%	14%	14%	19%	14%	15%	14%	5%	20%	27%	14%	12%	20%	12%	14%	11%	12%
<u>David Cameron</u>																						
True	1985	1339	1270	69	429	205	131	50	43	148	65	72	11	33	15	18	995	127	318	67	122	322
	39%	40%	41%	34%	42%	47%	38%	34%	45%	27%	25%	28%	27%	35%	37%	34%	43%	48%	36%	47%	32%	31%
Not true	2793	1761	1655	106	527	204	195	86	43	365	163	173	29	54	21	33	1167	111	515	65	229	647
	54%	53%	53%	52%	51%	46%	56%	58%	44%	66%	64%	67%	69%	57%	51%	62%	50%	42%	58%	46%	60%	62%
Don't know	372	234	206	28	75	31	21	11	11	44	28	14	2	8	5	2	172	29	56	9	32	71
	7%	7%	7%	14%	7%	7%	6%	8%	11%	8%	11%	5%	5%	8%	12%	4%	7%	11%	6%	6%	8%	7%
<u>Nick Clegg</u>																						
True	2170	1491	1404	88	403	173	132	55	43	192	92	92	8	42	22	21	1057	112	318	60	155	432
	42%	45%	45%	43%	39%	39%	38%	38%	45%	35%	36%	36%	18%	45%	52%	39%	45%	42%	36%	43%	40%	42%
Not true	2453	1529	1441	88	502	214	172	75	42	308	130	146	32	36	13	22	1058	114	462	69	185	509
	48%	46%	46%	43%	49%	49%	50%	51%	43%	55%	51%	56%	76%	38%	32%	42%	45%	43%	52%	49%	48%	49%
Don't know	527	313	286	27	126	54	43	17	12	57	33	21	3	16	7	10	218	39	108	11	43	99
	10%	9%	9%	13%	12%	12%	12%	12%	12%	10%	13%	8%	6%	17%	16%	18%	9%	15%	12%	8%	11%	10%

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Absolutes/col percents

Table 36

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**On the side of ordinary people, not just the best off****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2924	1513	1411	423	582	632	489	333	463	1188	560	321	695	415	1375	198	470	1104	386
	57%	60%	54%	57%	57%	59%	61%	52%	54%	62%	55%	55%	53%	54%	73%	63%	50%	73%	60%
Not true	1663	815	847	235	313	335	236	240	298	556	360	197	443	295	377	103	388	299	204
	32%	32%	32%	32%	31%	31%	29%	37%	35%	29%	35%	34%	34%	38%	20%	33%	41%	20%	32%
Don't know	563	195	368	87	130	102	77	72	94	165	104	69	180	60	137	15	81	114	49
	11%	8%	14%	12%	13%	10%	10%	11%	11%	9%	10%	12%	14%	8%	7%	5%	9%	8%	8%
<u>David Cameron</u>																			
True	1529	805	724	232	301	299	221	155	318	599	287	179	385	515	353	107	552	272	136
	30%	32%	28%	31%	29%	28%	28%	24%	37%	31%	28%	30%	29%	67%	19%	34%	59%	18%	21%
Not true	3271	1587	1684	462	646	721	530	443	464	1210	671	373	811	221	1459	201	332	1157	474
	64%	63%	64%	62%	63%	67%	66%	69%	54%	63%	66%	64%	62%	29%	77%	64%	35%	76%	74%
Don't know	350	132	218	51	78	49	51	47	73	100	65	35	121	34	77	8	54	89	29
	7%	5%	8%	7%	8%	5%	6%	7%	9%	5%	6%	6%	9%	4%	4%	3%	6%	6%	5%
<u>Nick Clegg</u>																			
True	2017	1039	978	296	432	428	296	233	331	899	380	213	421	455	638	223	473	527	325
	39%	41%	37%	40%	42%	40%	37%	36%	39%	47%	37%	36%	32%	59%	34%	71%	50%	35%	51%
Not true	2640	1315	1324	385	477	555	440	340	436	869	529	329	736	271	1109	80	392	872	271
	51%	52%	50%	52%	47%	52%	55%	53%	51%	46%	52%	56%	56%	35%	59%	25%	42%	57%	42%
Don't know	493	169	324	64	116	86	66	72	89	141	115	45	160	44	141	13	74	118	43
	10%	7%	12%	9%	11%	8%	8%	11%	10%	7%	11%	8%	12%	6%	7%	4%	8%	8%	7%

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Absolutes/col percents

Table 36

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**On the side of ordinary people, not just the best off****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2924	1878	1762	115	573	238	190	86	60	347	145	181	21	56	29	27	1322	145	521	76	204	603
	57%	56%	56%	57%	56%	54%	55%	59%	61%	62%	57%	70%	49%	60%	71%	51%	57%	54%	59%	54%	53%	58%
Not true	1663	1135	1067	67	311	144	104	42	22	145	76	50	18	19	1	18	767	78	266	48	140	327
	32%	34%	34%	33%	30%	33%	30%	29%	22%	26%	30%	19%	43%	21%	3%	34%	33%	29%	30%	34%	37%	31%
Don't know	563	321	302	20	147	59	53	18	16	65	34	28	4	19	11	8	245	44	102	16	39	110
	11%	10%	10%	10%	14%	13%	15%	13%	17%	12%	13%	11%	8%	20%	26%	15%	10%	16%	11%	11%	10%	11%
<u>David Cameron</u>																						
True	1529	1047	998	49	320	139	108	40	35	112	48	54	10	30	12	18	761	100	258	43	97	245
	30%	31%	32%	24%	31%	31%	31%	27%	36%	20%	19%	21%	23%	32%	29%	34%	33%	38%	29%	30%	25%	24%
Not true	3271	2081	1941	140	627	267	209	95	56	408	184	192	31	55	23	32	1413	142	575	90	250	733
	64%	62%	62%	69%	61%	61%	60%	65%	58%	73%	72%	74%	73%	58%	56%	60%	61%	53%	65%	64%	65%	70%
Don't know	350	206	193	13	84	35	31	12	7	38	23	13	2	9	6	3	159	25	55	8	35	62
	7%	6%	6%	6%	8%	8%	9%	8%	7%	7%	9%	5%	4%	10%	15%	6%	7%	9%	6%	5%	9%	6%
<u>Nick Clegg</u>																						
True	2017	1394	1308	86	376	158	127	50	42	183	86	86	10	36	20	16	969	102	308	58	141	412
	39%	42%	42%	42%	37%	36%	37%	34%	43%	33%	34%	33%	24%	38%	47%	30%	42%	38%	35%	41%	37%	40%
Not true	2640	1661	1561	100	532	232	175	77	47	319	135	153	30	43	14	29	1160	134	477	72	196	541
	51%	50%	50%	49%	52%	53%	51%	53%	49%	57%	53%	59%	71%	46%	34%	54%	50%	50%	54%	51%	51%	52%
Don't know	493	279	262	17	123	50	44	19	8	56	34	19	2	16	8	8	205	30	103	11	46	88
	10%	8%	8%	8%	12%	11%	13%	13%	9%	10%	13%	7%	5%	17%	18%	15%	9%	11%	12%	8%	12%	8%

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Absolutes/col percents

Table 37

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	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	2156	1054	1103	347	440	448	333	251	338	779	411	244	595	165	1225	128	237	944	255
	42%	42%	42%	47%	43%	42%	42%	39%	39%	41%	40%	42%	45%	21%	65%	40%	25%	62%	40%
Not true	2421	1265	1157	313	447	510	389	334	421	952	514	269	552	554	503	171	616	443	325
	47%	50%	44%	42%	44%	48%	49%	52%	49%	50%	50%	46%	42%	72%	27%	54%	66%	29%	51%
Don't know	572	205	368	85	138	111	80	61	97	178	99	73	170	51	160	17	85	129	59
	11%	8%	14%	11%	13%	10%	10%	9%	11%	9%	10%	13%	13%	7%	8%	5%	9%	9%	9%
<u>David Cameron</u>																			
True	1436	763	673	212	301	280	213	143	286	591	282	153	338	523	333	98	514	281	148
	28%	30%	26%	28%	29%	26%	27%	22%	33%	31%	28%	26%	26%	68%	18%	31%	55%	19%	23%
Not true	3403	1654	1749	488	650	749	552	457	504	1240	687	408	865	223	1492	209	380	1163	463
	66%	66%	67%	65%	63%	70%	69%	71%	59%	65%	67%	70%	66%	29%	79%	66%	40%	77%	72%
Don't know	311	106	205	46	74	41	37	46	65	78	55	25	114	25	64	10	45	73	28
	6%	4%	8%	6%	7%	4%	5%	7%	8%	4%	5%	4%	9%	3%	3%	3%	5%	5%	4%
<u>Nick Clegg</u>																			
True	1503	735	768	231	313	319	202	180	256	605	273	169	373	316	493	190	320	398	266
	29%	29%	29%	31%	31%	30%	25%	28%	30%	32%	27%	29%	28%	41%	26%	60%	34%	26%	42%
Not true	3148	1609	1538	448	589	669	532	402	499	1158	642	377	787	404	1253	110	546	1007	332
	61%	64%	59%	60%	57%	63%	66%	62%	58%	61%	63%	64%	60%	52%	66%	35%	58%	66%	52%
Don't know	500	179	320	66	123	81	68	63	100	146	109	41	158	50	142	16	72	113	41
	10%	7%	12%	9%	12%	8%	8%	10%	12%	8%	11%	7%	12%	6%	8%	5%	8%	7%	6%

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Table 37

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**In touch with the concerns of people like you****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	2156	1249	1156	93	507	201	171	76	60	311	124	166	20	39	16	23	926	132	452	59	145	397
	42%	37%	37%	46%	49%	46%	49%	51%	62%	56%	49%	64%	47%	41%	38%	43%	40%	50%	51%	42%	38%	38%
Not true	2421	1763	1674	88	366	169	120	52	26	180	96	65	19	43	19	24	1159	89	327	60	200	540
	47%	53%	53%	44%	36%	38%	34%	35%	27%	32%	38%	25%	45%	46%	46%	46%	50%	34%	37%	43%	52%	52%
Don't know	572	322	301	21	158	70	57	19	11	67	35	28	3	12	7	6	248	45	110	21	37	103
	11%	10%	10%	10%	15%	16%	16%	13%	12%	12%	14%	11%	8%	13%	16%	11%	11%	17%	12%	15%	10%	10%
<u>David Cameron</u>																						
True	1436	1004	948	56	300	142	91	36	31	88	46	39	3	23	6	17	729	101	212	38	92	247
	28%	30%	30%	28%	29%	32%	26%	24%	32%	16%	18%	15%	8%	25%	15%	32%	31%	38%	24%	27%	24%	24%
Not true	3403	2157	2022	135	651	263	224	103	61	427	187	204	36	65	30	35	1465	143	622	86	268	741
	66%	65%	65%	67%	63%	60%	65%	70%	63%	77%	73%	79%	84%	69%	72%	67%	63%	54%	70%	62%	70%	71%
Don't know	311	172	161	12	81	36	32	8	5	42	22	17	3	6	5	1	140	22	55	16	23	51
	6%	5%	5%	6%	8%	8%	9%	5%	5%	8%	9%	6%	8%	6%	12%	1%	6%	8%	6%	11%	6%	5%
<u>Nick Clegg</u>																						
True	1503	1011	943	69	296	132	97	38	28	145	70	70	5	28	11	17	713	82	242	45	107	298
	29%	30%	30%	34%	29%	30%	28%	26%	29%	26%	27%	27%	12%	30%	27%	33%	31%	31%	27%	32%	28%	29%
Not true	3148	2042	1926	117	600	262	197	84	57	353	151	167	34	55	24	31	1414	148	537	82	240	654
	61%	61%	62%	58%	58%	60%	57%	57%	59%	63%	59%	65%	80%	59%	57%	60%	61%	56%	60%	58%	63%	63%
Don't know	500	280	263	17	135	46	53	24	11	59	35	22	3	11	7	4	207	36	109	14	36	88
	10%	8%	8%	9%	13%	11%	15%	17%	12%	11%	14%	8%	8%	11%	16%	8%	9%	14%	12%	10%	9%	9%

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Absolutes/col percents

Table 38

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**He believes in equal opportunity for all****Base: All "Sample B" respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
<u>Ed Miliband</u>																			
True	3136	1628	1508	463	645	677	507	372	470	1265	610	340	759	420	1435	212	497	1133	423
	61%	65%	57%	62%	63%	63%	63%	58%	55%	66%	60%	58%	58%	55%	76%	67%	53%	75%	66%
Not true	1459	707	751	204	244	288	213	210	296	499	296	178	391	288	320	87	349	272	169
	28%	28%	29%	27%	24%	27%	27%	33%	35%	26%	29%	30%	30%	37%	17%	28%	37%	18%	26%
Don't know	556	188	368	78	136	104	83	63	89	146	117	70	167	62	133	18	93	112	47
	11%	7%	14%	10%	13%	10%	10%	10%	10%	8%	11%	12%	13%	8%	7%	6%	10%	7%	7%
<u>David Cameron</u>																			
True	2072	1092	980	319	423	414	300	231	383	812	419	219	506	556	579	144	611	465	227
	40%	43%	37%	43%	41%	39%	37%	36%	45%	43%	41%	37%	38%	72%	31%	45%	65%	31%	35%
Not true	2744	1320	1423	383	528	593	446	377	412	989	546	334	704	189	1235	166	278	974	391
	53%	52%	54%	51%	52%	55%	56%	58%	48%	52%	53%	57%	53%	25%	65%	52%	30%	64%	61%
Don't know	335	111	223	44	74	63	56	37	60	108	58	34	107	25	74	7	50	78	22
	6%	4%	9%	6%	7%	6%	7%	6%	7%	6%	6%	6%	8%	3%	4%	2%	5%	5%	3%
<u>Nick Clegg</u>																			
True	2504	1318	1186	395	514	538	374	296	387	1072	489	260	551	498	843	248	537	662	412
	49%	52%	45%	53%	50%	50%	47%	46%	45%	56%	48%	44%	42%	65%	45%	78%	57%	44%	65%
Not true	2107	1026	1081	290	389	419	342	286	373	693	406	268	608	223	890	57	313	726	192
	41%	41%	41%	39%	38%	39%	43%	44%	44%	36%	40%	46%	46%	29%	47%	18%	33%	48%	30%
Don't know	539	179	360	60	122	112	86	63	95	144	129	60	158	49	155	12	89	129	35
	10%	7%	14%	8%	12%	10%	11%	10%	11%	8%	13%	10%	12%	6%	8%	4%	9%	9%	6%

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Absolutes/col percents

Table 38

Q.13b Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of...?**He believes in equal opportunity for all****Base: All "Sample B" respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
<u>Ed Miliband</u>																						
True	3136 61%	1973 59%	1849 59%	124 61%	655 64%	265 60%	222 64%	94 64%	74 76%	376 68%	163 64%	190 73%	24 57%	56 60%	29 69%	28 53%	1382 59%	166 62%	583 66%	89 63%	222 58%	637 61%
Not true	1459 28%	1028 31%	968 31%	59 29%	254 25%	117 26%	84 24%	39 26%	14 15%	113 20%	62 24%	36 14%	14 33%	21 23%	6 15%	15 29%	704 30%	63 23%	212 24%	36 26%	116 30%	296 28%
Don't know	556 11%	333 10%	314 10%	19 10%	122 12%	59 13%	41 12%	14 9%	9 9%	68 12%	31 12%	33 13%	4 10%	16 17%	7 17%	10 18%	248 11%	38 14%	93 11%	15 11%	45 12%	106 10%
<u>David Cameron</u>																						
True	2072 40%	1408 42%	1329 42%	78 39%	453 44%	212 48%	144 41%	54 36%	44 45%	147 26%	67 26%	67 26%	13 30%	27 29%	6 15%	21 39%	995 43%	130 49%	339 38%	69 49%	136 36%	371 36%
Not true	2744 53%	1721 52%	1610 51%	111 55%	516 50%	205 47%	182 52%	83 56%	46 48%	364 65%	163 64%	174 67%	27 64%	62 65%	32 78%	29 55%	1178 50%	120 45%	494 56%	67 48%	219 57%	603 58%
Don't know	335 6%	204 6%	192 6%	13 6%	62 6%	23 5%	22 6%	10 7%	7 7%	47 8%	26 10%	18 7%	3 6%	6 6%	3 7%	3 5%	160 7%	16 6%	55 6%	4 3%	27 7%	66 6%
<u>Nick Clegg</u>																						
True	2504 49%	1703 51%	1604 51%	99 49%	492 48%	209 47%	164 47%	67 46%	52 54%	222 40%	99 39%	109 42%	14 33%	40 42%	15 36%	25 47%	1150 49%	127 48%	399 45%	77 55%	180 47%	534 51%
Not true	2107 41%	1323 40%	1239 40%	84 41%	418 41%	186 42%	145 42%	56 38%	32 33%	257 46%	116 45%	120 46%	22 50%	41 43%	20 48%	21 40%	958 41%	98 37%	379 43%	58 41%	161 42%	399 38%
Don't know	539 10%	307 9%	288 9%	19 10%	121 12%	46 11%	38 11%	24 16%	13 13%	78 14%	41 16%	30 12%	7 16%	14 14%	7 17%	7 13%	226 10%	41 15%	110 12%	5 4%	42 11%	108 10%

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Absolutes/col percents

Table 39

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

Summary

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Statements				
	The Conservative Party does not seem to have any members or spokesmen from different ethnic and religious backgrounds	Conservative politicians look down on people from different ethnic and religious backgrounds, more than politicians from other parties do	People who vote Conservative probably look down on people from different ethnic and religious backgrounds, more than people who vote for other parties do	Conservative policies have shown that they are hostile to people from different ethnic and religious backgrounds	The Conservative Party used to be hostile or indifferent towards people from different ethnic and religious backgrounds but the party is changing for the better
Unweighted base	6311	6311	6311	6311	6311
Weighted base	6300	6300	6300	6300	6300
NET: Agree	3120 50%	3297 52%	3560 57%	2677 42%	3465 55%
Agree strongly (5)	1134 18%	1570 25%	1621 26%	1083 17%	758 12%
Agree somewhat (4)	1986 32%	1727 27%	1939 31%	1593 25%	2707 43%
Neither/ nor (3)	448 7%	323 5%	311 5%	415 7%	262 4%
Disagree somewhat (2)	1956 31%	1759 28%	1351 21%	1958 31%	1424 23%
Disagree strongly (1)	776 12%	921 15%	1078 17%	1250 20%	1149 18%
NET: Disagree	2732 43%	2680 43%	2429 39%	3208 51%	2573 41%
Mean	3.12	3.20	3.27	2.89	3.08
Standard deviation	1.35	1.45	1.47	1.43	1.36

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Absolutes/col percents

Table 40

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

The Conservative Party does not seem to have any members or spokesmen from different ethnic and religious backgrounds

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6311	3065	3246	695	1147	1340	1142	921	1055	2385	1269	693	1599	612	2629	382	862	2176	897
Weighted base	6300	3049	3251	856	1232	1355	1094	818	936	2418	1291	675	1539	621	2630	401	844	2094	922
NET: Agree	3120	1444	1676	544	670	640	464	384	413	1166	668	348	766	263	1434	192	354	1101	469
	50%	47%	52%	63%	54%	47%	42%	47%	44%	48%	52%	52%	50%	42%	55%	48%	42%	53%	51%
Agree strongly	(5) 1134	541	593	191	209	266	168	152	145	361	232	140	325	50	615	44	85	460	124
	18%	18%	18%	22%	17%	20%	15%	19%	15%	15%	18%	21%	21%	8%	23%	11%	10%	22%	13%
Agree somewhat	(4) 1986	903	1083	352	461	374	296	233	269	805	436	208	441	213	819	149	269	641	344
	32%	30%	33%	41%	37%	28%	27%	28%	29%	33%	34%	31%	29%	34%	31%	37%	32%	31%	37%
Neither/ nor	(3) 448	165	283	66	109	90	91	40	51	137	98	57	109	27	125	28	46	110	45
	7%	5%	9%	8%	9%	7%	8%	5%	5%	6%	8%	8%	7%	4%	5%	7%	5%	5%	5%
Disagree somewhat	(2) 1956	984	972	172	333	439	409	280	320	828	379	199	438	222	738	136	309	638	315
	31%	32%	30%	20%	27%	32%	37%	34%	34%	34%	29%	29%	28%	36%	28%	34%	37%	30%	34%
Disagree strongly	(1) 776	457	320	75	121	185	131	114	151	287	145	72	225	108	332	45	136	246	93
	12%	15%	10%	9%	10%	14%	12%	14%	16%	12%	11%	11%	15%	17%	13%	11%	16%	12%	10%
NET: Disagree	2732	1441	1292	247	453	624	540	394	471	1115	524	270	663	331	1070	181	445	883	408
	43%	47%	40%	29%	37%	46%	49%	48%	50%	46%	41%	40%	43%	53%	41%	45%	53%	42%	44%
Mean	3.12	3.03	3.20	3.48	3.25	3.07	2.96	3.03	2.93	3.05	3.18	3.22	3.13	2.80	3.25	3.02	2.83	3.21	3.10
Standard deviation	1.35	1.39	1.31	1.27	1.29	1.39	1.32	1.39	1.37	1.32	1.33	1.35	1.41	1.30	1.40	1.26	1.31	1.38	1.28

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Absolutes/col percents

Table 40

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

The Conservative Party does not seem to have any members or spokesmen from different ethnic and religious backgrounds

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Ethnicity														Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None	
Unweighted base	6311	3981	3796	185	1241	545	381	185	130	768	349	348	71	144	30	114	2942	254	901	159	498	1401	
Weighted base	6300	4115	3869	247	1111	478	372	154	107	758	347	344	67	133	68	65	2787	262	1008	159	482	1459	
NET: Agree	3120	1980	1835	145	568	246	182	83	57	428	192	191	45	60	28	33	1414	128	489	77	237	705	
		50%	48%	47%	59%	51%	51%	49%	54%	53%	56%	55%	67%	45%	41%	50%	51%	49%	49%	48%	49%	48%	
Agree strongly	(5) 1134	574	502	71	258	99	94	36	29	236	114	101	22	19	6	13	500	60	234	29	64	212	
		18%	14%	13%	29%	23%	21%	25%	24%	27%	31%	33%	29%	32%	14%	9%	19%	18%	23%	23%	18%	13%	15%
Agree somewhat	(4) 1986	1406	1332	74	310	147	88	46	28	192	78	91	23	42	22	20	913	68	255	48	173	493	
		32%	34%	34%	30%	28%	31%	24%	26%	25%	22%	26%	34%	31%	32%	31%	33%	26%	25%	30%	36%	34%	
Neither/ nor	(3) 448	290	270	20	74	36	22	11	5	50	22	23	5	18	14	5	184	12	82	14	31	109	
		7%	7%	7%	8%	7%	8%	6%	7%	5%	7%	6%	7%	14%	20%	7%	7%	5%	8%	9%	7%	7%	
Disagree somewhat	(2) 1956	1347	1293	54	317	136	107	43	31	195	102	82	11	41	24	17	857	83	299	46	151	474	
		31%	33%	33%	22%	29%	28%	29%	29%	26%	29%	24%	16%	31%	35%	26%	31%	32%	30%	29%	31%	32%	
Disagree strongly	(1) 776	498	471	27	152	60	61	18	14	85	31	47	7	13	3	11	332	39	138	22	63	170	
		12%	12%	12%	11%	14%	12%	16%	13%	11%	9%	14%	11%	10%	4%	17%	12%	15%	14%	14%	13%	12%	
NET: Disagree	2732	1845	1764	81	469	196	168	61	45	280	133	129	18	54	26	28	1189	122	437	69	214	644	
		43%	45%	46%	33%	42%	41%	45%	39%	42%	37%	38%	27%	41%	39%	43%	43%	46%	43%	43%	44%	44%	
Mean	3.12	3.05	3.03	3.44	3.18	3.19	3.13	3.27	3.24	3.39	3.41	3.34	3.61	3.08	3.07	3.10	3.14	3.11	3.15	3.10	3.05	3.07	
Standard deviation	1.35	1.31	1.30	1.39	1.42	1.37	1.48	1.39	1.45	1.43	1.42	1.45	1.37	1.26	1.09	1.42	1.35	1.44	1.42	1.37	1.31	1.31	

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Absolutes/col percents

Table 41

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

Conservative politicians look down on people from different ethnic and religious backgrounds, more than politicians from other parties do

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6311	3065	3246	695	1147	1340	1142	921	1055	2385	1269	693	1599	612	2629	382	862	2176	897
Weighted base	6300	3049	3251	856	1232	1355	1094	818	936	2418	1291	675	1539	621	2630	401	844	2094	922
NET: Agree	3297	1640	1658	472	664	749	567	438	403	1296	694	324	789	166	1681	213	246	1331	488
	52%	54%	51%	55%	54%	55%	52%	54%	43%	54%	54%	48%	51%	27%	64%	53%	29%	64%	53%
Agree strongly	(5) 1570	777	793	189	292	369	263	226	227	551	308	161	442	32	907	67	72	701	195
	25%	25%	24%	22%	24%	27%	24%	28%	24%	23%	24%	24%	29%	5%	34%	17%	9%	33%	21%
Agree somewhat	(4) 1727	863	864	283	371	379	304	212	175	744	385	164	347	134	774	145	174	631	293
	27%	28%	27%	33%	30%	28%	28%	26%	19%	31%	30%	24%	23%	22%	29%	36%	21%	30%	32%
Neither/ nor	(3) 323	125	198	47	69	71	59	37	38	103	61	28	94	13	108	17	24	94	49
	5%	4%	6%	6%	6%	5%	5%	5%	4%	4%	5%	4%	6%	2%	4%	4%	3%	4%	5%
Disagree somewhat	(2) 1759	810	949	234	346	367	309	222	280	714	356	212	384	229	563	128	312	457	294
	28%	27%	29%	27%	28%	27%	28%	27%	30%	30%	28%	31%	25%	37%	21%	32%	37%	22%	32%
Disagree strongly	(1) 921	475	446	103	154	168	158	120	215	306	181	110	273	212	279	44	262	211	91
	15%	16%	14%	12%	12%	12%	14%	15%	23%	13%	14%	16%	18%	34%	11%	11%	31%	10%	10%
NET: Disagree	2680	1285	1395	337	499	535	467	342	495	1019	536	323	657	441	841	172	574	669	385
	43%	42%	43%	39%	41%	39%	43%	42%	53%	42%	42%	48%	43%	71%	32%	43%	68%	32%	42%
Mean	3.20	3.22	3.19	3.26	3.25	3.31	3.19	3.25	2.91	3.22	3.22	3.08	3.20	2.27	3.56	3.16	2.39	3.55	3.23
Standard deviation	1.45	1.46	1.43	1.38	1.40	1.43	1.44	1.47	1.54	1.41	1.43	1.47	1.52	1.28	1.41	1.33	1.34	1.40	1.35

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Absolutes/col percents

Table 41

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

Conservative politicians look down on people from different ethnic and religious backgrounds, more than politicians from other parties do

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	6311	3981	3796	185	1241	545	381	185	130	768	349	348	71	144	30	114	2942	254	901	159	498	1401
Weighted base	6300	4115	3869	247	1111	478	372	154	107	758	347	344	67	133	68	65	2787	262	1008	159	482	1459
NET: Agree	3297	2005	1859	146	615	247	220	95	53	521	239	236	46	64	26	37	1375	135	604	75	238	792
		52%	49%	48%	59%	55%	52%	59%	62%	49%	69%	69%	69%	48%	39%	58%	49%	51%	60%	47%	49%	54%
Agree strongly	(5) 1570	868	784	83	300	112	114	44	31	331	153	153	25	24	6	18	684	66	317	29	93	341
		25%	21%	20%	34%	27%	31%	28%	29%	44%	44%	45%	37%	18%	9%	27%	25%	25%	31%	18%	19%	23%
Agree somewhat	(4) 1727	1137	1075	63	316	135	107	52	22	190	86	82	21	40	20	20	691	69	287	46	145	451
		27%	28%	28%	25%	28%	29%	34%	20%	25%	25%	24%	32%	30%	29%	31%	25%	26%	28%	29%	30%	31%
Neither/ nor	(3) 323	190	173	17	67	32	21	8	6	39	23	14	2	17	10	6	117	11	66	9	23	87
		5%	5%	4%	7%	6%	7%	6%	5%	5%	7%	4%	3%	13%	15%	10%	4%	4%	7%	5%	5%	6%
Disagree somewhat	(2) 1759	1279	1227	52	279	131	83	34	31	126	59	56	12	29	19	10	830	74	210	52	139	426
		28%	31%	32%	21%	25%	28%	22%	29%	17%	17%	16%	18%	22%	28%	15%	30%	28%	21%	33%	29%	29%
Disagree strongly	(1) 921	642	610	32	150	68	48	16	17	72	27	38	7	24	12	12	464	43	128	24	82	154
		15%	16%	16%	13%	13%	14%	10%	16%	9%	8%	11%	10%	18%	18%	18%	17%	16%	13%	15%	17%	11%
NET: Disagree	2680	1921	1837	84	429	199	131	50	49	198	86	94	19	52	31	21	1295	116	338	76	221	580
		43%	47%	47%	34%	39%	42%	35%	46%	26%	25%	27%	28%	39%	46%	33%	46%	44%	34%	48%	46%	40%
Mean	3.20	3.08	3.05	3.46	3.30	3.19	3.42	3.47	3.16	3.77	3.80	3.75	3.69	3.09	2.85	3.33	3.11	3.16	3.45	3.03	3.06	3.27
Standard deviation	1.45	1.43	1.43	1.46	1.44	1.42	1.44	1.38	1.51	1.40	1.36	1.44	1.39	1.40	1.29	1.47	1.48	1.48	1.43	1.40	1.43	1.37

BAME Poll - October/November/December 2011
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Absolutes/col percents

Table 42

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

People who vote Conservative probably look down on people from different ethnic and religious backgrounds, more than people who vote for other parties do

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6311	3065	3246	695	1147	1340	1142	921	1055	2385	1269	693	1599	612	2629	382	862	2176	897
Weighted base	6300	3049	3251	856	1232	1355	1094	818	936	2418	1291	675	1539	621	2630	401	844	2094	922
NET: Agree	3560 57%	1770 58%	1790 55%	459 54%	739 60%	820 61%	622 57%	470 57%	446 48%	1437 59%	721 56%	368 55%	841 55%	174 28%	1773 67%	246 61%	254 30%	1413 67%	565 61%
Agree strongly	(5) 1621 26%	796 26%	825 25%	168 20%	319 26%	360 27%	268 24%	254 31%	247 26%	575 24%	319 25%	172 25%	454 30%	50 8%	882 34%	84 21%	89 11%	703 34%	211 23%
Agree somewhat	(4) 1939 31%	975 32%	964 30%	290 34%	420 34%	459 34%	355 32%	216 26%	199 21%	862 36%	403 31%	196 29%	386 25%	123 20%	891 34%	162 40%	164 19%	710 34%	353 38%
Neither/ nor	(3) 311 5%	142 5%	169 5%	52 6%	70 6%	68 5%	43 4%	30 4%	47 5%	87 4%	65 5%	37 5%	87 6%	17 3%	100 4%	15 4%	20 2%	91 4%	45 5%
Disagree somewhat	(2) 1351 21%	597 20%	754 23%	211 25%	249 20%	267 20%	247 23%	166 20%	208 22%	515 21%	297 23%	146 22%	314 20%	144 23%	477 18%	105 26%	221 26%	381 18%	212 23%
Disagree strongly	(1) 1078 17%	539 18%	538 17%	135 16%	173 14%	200 15%	182 17%	152 19%	235 25%	378 16%	207 16%	124 18%	297 19%	286 46%	280 11%	36 9%	350 41%	209 10%	100 11%
NET: Disagree	2429 39%	1137 37%	1292 40%	346 40%	422 34%	468 35%	429 39%	318 39%	442 47%	894 37%	504 39%	270 40%	611 40%	429 69%	757 29%	141 35%	571 68%	591 28%	312 34%
Mean	3.27	3.29	3.24	3.17	3.38	3.38	3.25	3.31	3.02	3.31	3.26	3.21	3.25	2.21	3.62	3.38	2.32	3.63	3.39
Standard deviation	1.47	1.48	1.47	1.41	1.42	1.43	1.46	1.54	1.58	1.43	1.45	1.49	1.53	1.41	1.38	1.31	1.44	1.37	1.35

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 42

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

People who vote Conservative probably look down on people from different ethnic and religious backgrounds, more than people who vote for other parties do

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Total	Ethnicity											Religion										
		NET: White/Mixed	White	Mixed	NET: Asian	Indian	Pakistani	Bangladeshi	Other Asian	NET: Black	Black Caribbean	Black African	Other Black	NET: Chinese/Other	Chinese	Other	Christian	Hindu	Muslim	Sikh	Other	None	
Unweighted base	6311	3981	3796	185	1241	545	381	185	130	768	349	348	71	144	30	114	2942	254	901	159	498	1401	
Weighted base	6300	4115	3869	247	1111	478	372	154	107	758	347	344	67	133	68	65	2787	262	1008	159	482	1459	
NET: Agree	3560	2266	2123	142	602	246	210	91	55	504	239	224	41	87	43	44	1521	133	586	79	267	888	
		57%	55%	55%	58%	54%	52%	56%	59%	52%	66%	69%	65%	60%	65%	64%	67%	55%	51%	58%	50%	55%	61%
Agree strongly	(5) 1621	942	866	77	301	115	110	46	29	297	138	133	25	27	4	22	731	59	298	33	107	349	
		26%	23%	22%	31%	27%	24%	30%	30%	27%	39%	40%	39%	38%	20%	7%	34%	26%	23%	30%	20%	22%	24%
Agree somewhat	(4) 1939	1323	1258	66	301	131	100	45	26	207	101	91	15	60	38	21	790	74	288	47	160	539	
		31%	32%	33%	27%	27%	27%	29%	25%	27%	29%	26%	23%	45%	57%	33%	28%	28%	29%	29%	33%	37%	
Neither/ nor	(3) 311	186	174	11	65	32	20	9	5	43	13	24	6	8	3	5	110	12	57	12	19	92	
		5%	5%	5%	6%	7%	5%	6%	4%	6%	4%	7%	10%	6%	4%	8%	4%	5%	6%	7%	4%	6%	
Disagree somewhat	(2) 1351	902	849	53	284	128	91	33	31	114	58	48	9	14	6	8	627	72	218	41	99	273	
		21%	22%	22%	26%	27%	25%	21%	29%	15%	17%	14%	14%	10%	9%	12%	22%	28%	22%	25%	20%	19%	
Disagree strongly	(1) 1078	762	722	40	160	72	51	22	16	97	38	49	11	25	16	9	529	45	148	28	97	206	
		17%	19%	19%	14%	15%	14%	14%	15%	13%	11%	14%	16%	19%	23%	14%	19%	17%	15%	17%	20%	14%	
NET: Disagree	2429	1664	1571	93	444	200	142	54	47	211	95	96	20	38	22	16	1156	117	365	68	196	479	
		39%	40%	41%	38%	40%	42%	38%	35%	44%	28%	27%	28%	30%	29%	32%	25%	41%	45%	36%	43%	41%	33%
Mean	3.27	3.19	3.18	3.35	3.27	3.19	3.34	3.39	3.20	3.65	3.71	3.62	3.52	3.38	3.14	3.62	3.20	3.12	3.37	3.10	3.17	3.38	
Standard deviation	1.47	1.47	1.47	1.50	1.45	1.44	1.46	1.46	1.48	1.44	1.41	1.46	1.51	1.40	1.37	1.41	1.51	1.46	1.46	1.44	1.49	1.39	

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Absolutes/col percents

Table 43

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

Conservative policies have shown that they are hostile to people from different ethnic and religious backgrounds

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6311	3065	3246	695	1147	1340	1142	921	1055	2385	1269	693	1599	612	2629	382	862	2176	897
Weighted base	6300	3049	3251	856	1232	1355	1094	818	936	2418	1291	675	1539	621	2630	401	844	2094	922
NET: Agree	2677	1300	1377	391	558	621	440	351	311	1025	554	271	668	90	1413	161	160	1104	387
	42%	43%	42%	46%	45%	46%	40%	43%	33%	42%	43%	40%	43%	14%	54%	40%	19%	53%	42%
Agree strongly	(5) 1083	560	523	112	215	259	181	159	156	354	222	102	328	26	632	43	44	508	122
	17%	18%	16%	13%	17%	19%	17%	19%	17%	15%	17%	15%	21%	4%	24%	11%	5%	24%	13%
Agree somewhat	(4) 1593	740	854	279	343	362	259	192	155	671	332	169	340	64	781	118	116	596	265
	25%	24%	26%	33%	28%	27%	24%	23%	17%	28%	26%	25%	22%	10%	30%	29%	14%	28%	29%
Neither/ nor	(3) 415	193	222	66	102	96	58	43	49	141	95	41	95	24	137	27	30	114	73
	7%	6%	7%	8%	8%	7%	5%	5%	5%	6%	7%	6%	6%	4%	5%	7%	4%	5%	8%
Disagree somewhat	(2) 1958	928	1030	272	359	406	353	254	314	809	375	220	444	203	740	144	292	605	329
	31%	30%	32%	32%	29%	30%	32%	31%	34%	33%	29%	33%	29%	33%	28%	36%	35%	29%	36%
Disagree strongly	(1) 1250	629	621	128	212	233	244	170	262	443	267	143	332	304	341	69	362	271	133
	20%	21%	19%	15%	17%	17%	22%	21%	28%	18%	21%	21%	22%	49%	13%	17%	43%	13%	14%
NET: Disagree	3208	1557	1651	400	571	639	596	424	576	1253	642	363	776	507	1081	213	655	876	462
	51%	51%	51%	47%	46%	47%	55%	52%	62%	52%	50%	54%	50%	82%	41%	53%	78%	42%	50%
Mean	2.89	2.89	2.89	2.97	2.99	3.01	2.80	2.90	2.60	2.87	2.90	2.80	2.93	1.88	3.24	2.81	2.04	3.22	2.91
Standard deviation	1.43	1.45	1.41	1.33	1.40	1.42	1.44	1.47	1.46	1.38	1.43	1.41	1.49	1.14	1.42	1.32	1.22	1.42	1.32

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Absolutes/col percents

Table 43

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

Conservative policies have shown that they are hostile to people from different ethnic and religious backgrounds

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Ethnicity													Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None	
Unweighted base	6311	3981	3796	185	1241	545	381	185	130	768	349	348	71	144	30	114	2942	254	901	159	498	1401	
Weighted base	6300	4115	3869	247	1111	478	372	154	107	758	347	344	67	133	68	65	2787	262	1008	159	482	1459	
NET: Agree	2677	1562	1442	120	514	195	195	76	49	465	215	201	49	53	23	31	1121	108	505	59	182	633	
		42%	38%	37%	49%	46%	41%	52%	49%	45%	61%	62%	59%	72%	40%	34%	47%	40%	41%	50%	37%	38%	43%
Agree strongly	(5) 1083	556	493	62	216	69	90	35	22	258	109	125	24	21	6	15	468	38	236	16	68	224	
		17%	13%	13%	25%	19%	14%	24%	23%	20%	34%	31%	36%	36%	16%	9%	23%	17%	15%	23%	10%	14%	15%
Agree somewhat	(4) 1593	1007	949	58	299	126	105	41	27	207	106	76	25	32	17	16	653	70	270	43	115	410	
		25%	24%	25%	24%	27%	26%	28%	27%	25%	27%	31%	22%	24%	25%	24%	23%	27%	27%	27%	27%	24%	28%
Neither/ nor	(3) 415	269	245	24	84	35	29	11	8	42	18	23	2	7	1	5	158	14	74	14	33	110	
		7%	7%	6%	10%	8%	7%	8%	7%	6%	5%	7%	3%	5%	2%	8%	6%	5%	7%	9%	7%	8%	
Disagree somewhat	(2) 1958	1374	1307	67	316	151	96	37	32	168	83	72	13	43	30	13	900	84	262	48	155	471	
		31%	33%	34%	27%	28%	32%	26%	24%	30%	22%	24%	19%	33%	45%	20%	32%	32%	26%	30%	32%	32%	
Disagree strongly	(1) 1250	909	874	35	197	97	52	30	19	83	31	48	4	29	13	16	608	56	166	38	111	244	
		20%	22%	23%	14%	18%	20%	14%	19%	11%	9%	14%	6%	22%	19%	25%	22%	21%	17%	24%	23%	17%	
NET: Disagree	3208	2283	2181	102	513	248	148	67	51	251	114	120	17	73	43	29	1508	140	429	86	267	715	
		51%	55%	56%	41%	46%	52%	40%	47%	33%	33%	35%	25%	55%	64%	45%	54%	53%	43%	54%	55%	49%	
Mean	2.89	2.74	2.71	3.18	3.02	2.83	3.23	3.09	3.01	3.51	3.51	3.46	3.77	2.79	2.60	3.00	2.81	2.81	3.14	2.69	2.73	2.93	
Standard deviation	1.43	1.39	1.38	1.43	1.43	1.39	1.42	1.48	1.44	1.43	1.38	1.50	1.28	1.44	1.30	1.55	1.44	1.41	1.45	1.36	1.41	1.37	

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Absolutes/col percents

Table 44

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

The Conservative Party used to be hostile or indifferent towards people from different ethnic and religious backgrounds but the party is changing for the better

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	6311	3065	3246	695	1147	1340	1142	921	1055	2385	1269	693	1599	612	2629	382	862	2176	897
Weighted base	6300	3049	3251	856	1232	1355	1094	818	936	2418	1291	675	1539	621	2630	401	844	2094	922
NET: Agree	3465 55%	1685 55%	1780 55%	502 59%	698 57%	746 55%	584 53%	422 52%	508 54%	1428 59%	741 57%	367 54%	765 50%	480 77%	1344 51%	277 69%	580 69%	1057 50%	574 62%
Agree strongly	(5) 758 12%	397 13%	360 11%	106 12%	145 12%	168 12%	120 11%	97 12%	121 13%	268 11%	143 11%	99 15%	203 13%	166 27%	272 10%	57 14%	202 24%	212 10%	84 9%
Agree somewhat	(4) 2707 43%	1288 42%	1419 44%	395 46%	553 45%	578 43%	464 42%	325 40%	387 41%	1160 48%	598 46%	269 40%	562 36%	314 51%	1071 41%	219 55%	378 45%	845 40%	490 53%
Neither/ nor	(3) 262 4%	118 4%	144 4%	43 5%	63 5%	50 4%	44 4%	34 4%	27 3%	92 4%	46 4%	25 4%	69 4%	12 2%	92 3%	12 3%	22 3%	70 3%	34 4%
Disagree somewhat	(2) 1424 23%	669 22%	755 23%	176 21%	300 24%	322 24%	257 23%	177 22%	191 20%	559 23%	295 23%	146 22%	333 22%	72 12%	612 23%	71 18%	143 17%	488 23%	199 22%
Disagree strongly	(1) 1149 18%	577 19%	572 18%	135 16%	170 14%	237 17%	210 19%	185 23%	210 22%	340 14%	208 16%	136 20%	372 24%	56 9%	583 22%	42 11%	100 12%	479 23%	114 12%
NET: Disagree	2573 41%	1246 41%	1327 41%	311 36%	470 38%	559 41%	467 43%	361 44%	401 43%	899 37%	503 39%	282 42%	706 46%	128 21%	1194 45%	113 28%	243 29%	967 46%	313 34%
Mean	3.08	3.09	3.07	3.19	3.17	3.09	3.02	2.97	3.02	3.19	3.13	3.07	2.93	3.74	2.94	3.45	3.52	2.92	3.25
Standard deviation	1.36	1.38	1.35	1.33	1.30	1.36	1.37	1.41	1.43	1.30	1.33	1.42	1.44	1.23	1.39	1.23	1.33	1.40	1.24

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Absolutes/col percents

Table 44

Q.14 You said you do not think the Conservative Party/ David Cameron understands minorities. I am going to read out some things that people have said about the Conservatives and people from different ethnic and religious backgrounds. Please could you say in each case whether you agree or disagree with each statement?

The Conservative Party used to be hostile or indifferent towards people from different ethnic and religious backgrounds but the party is changing for the better

Base: All respondents who do not think the Conservative Party/ David Cameron understands minorities

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	6311	3981	3796	185	1241	545	381	185	130	768	349	348	71	144	30	114	2942	254	901	159	498	1401
Weighted base	6300	4115	3869	247	1111	478	372	154	107	758	347	344	67	133	68	65	2787	262	1008	159	482	1459
NET: Agree	3465	2284	2154	130	626	297	196	76	57	385	171	184	30	78	45	33	1575	170	520	105	277	760
	55%	55%	56%	53%	56%	62%	53%	50%	53%	51%	49%	54%	44%	59%	66%	50%	57%	65%	52%	66%	58%	52%
Agree strongly	(5) 758	423	395	28	183	91	50	24	18	117	47	63	7	21	10	11	366	44	135	36	60	103
	12%	10%	10%	11%	16%	19%	13%	16%	17%	15%	14%	18%	10%	16%	15%	16%	13%	17%	13%	22%	12%	7%
Agree somewhat	(4) 2707	1861	1758	102	443	206	146	52	39	268	124	121	23	57	35	22	1209	126	385	69	218	657
	43%	45%	45%	41%	40%	43%	39%	34%	36%	35%	36%	35%	34%	43%	51%	34%	43%	48%	38%	43%	45%	45%
Neither/ nor	(3) 262	176	156	20	41	16	14	5	6	32	18	12	2	7	3	4	109	8	44	5	21	63
	4%	4%	4%	8%	4%	3%	4%	3%	5%	4%	5%	3%	3%	5%	4%	6%	4%	3%	4%	3%	4%	4%
Disagree somewhat	(2) 1424	955	916	39	229	91	77	34	27	165	71	72	22	28	18	10	587	46	208	25	106	411
	23%	23%	24%	16%	21%	19%	21%	22%	25%	22%	21%	21%	32%	21%	27%	16%	21%	18%	21%	15%	22%	28%
Disagree strongly	(1) 1149	701	643	57	215	74	86	38	17	177	87	76	14	20	2	18	516	37	235	24	78	225
	18%	17%	17%	23%	19%	15%	23%	25%	16%	23%	25%	22%	21%	15%	3%	28%	19%	14%	23%	15%	16%	15%
NET: Disagree	2573	1655	1559	96	444	165	163	72	44	342	158	148	36	48	20	28	1103	84	443	49	183	636
	41%	40%	40%	39%	40%	34%	44%	47%	41%	45%	46%	43%	53%	36%	29%	44%	40%	32%	44%	31%	38%	44%
Mean	3.08	3.09	3.09	3.02	3.13	3.31	2.99	2.93	3.12	2.98	2.92	3.07	2.80	3.23	3.50	2.95	3.12	3.36	2.98	3.43	3.16	3.00
Standard deviation	1.36	1.33	1.33	1.40	1.42	1.38	1.44	1.48	1.39	1.46	1.45	1.48	1.38	1.36	1.12	1.52	1.38	1.33	1.44	1.39	1.34	1.28

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Absolutes/col percents

Table 45

Q.15a Thinking about the Conservative Party today and how it sees people from different ethnic and religious backgrounds, which of the following statements do you most agree with?

Base: All "Sample A" respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5110	2457	2653	575	951	1041	882	725	925	1821	1033	579	1345	789	1813	285	980	1507	637
Weighted base	5118	2482	2636	709	1010	1045	845	659	841	1831	1049	584	1321	776	1840	284	951	1483	646
The Conservative Party today values and respects people from different ethnic and religious backgrounds	2508 49%	1256 51%	1251 47%	334 47%	446 44%	480 46%	423 50%	348 53%	470 56%	898 49%	528 50%	310 53%	624 47%	644 83%	617 34%	127 45%	743 78%	541 36%	290 45%
The Conservative Party today does not really care about people from different ethnic and religious backgrounds	1988 39%	933 38%	1055 40%	293 41%	425 42%	440 42%	329 39%	239 36%	260 31%	763 42%	401 38%	213 36%	495 37%	89 11%	998 54%	126 45%	156 16%	752 51%	306 47%
The Conservative Party today is actively hostile to people from different ethnic and religious backgrounds	322 6%	168 7%	154 6%	43 6%	74 7%	64 6%	50 6%	43 7%	48 6%	80 4%	70 7%	39 7%	105 8%	26 3%	151 8%	19 7%	31 3%	124 8%	34 5%
Don't know	300 6%	125 5%	176 7%	39 6%	65 6%	60 6%	43 5%	29 4%	63 8%	90 5%	50 5%	23 4%	97 7%	17 2%	73 4%	12 4%	22 2%	67 5%	15 2%

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Absolutes/col percents

Table 45

Q.15a Thinking about the Conservative Party today and how it sees people from different ethnic and religious backgrounds, which of the following statements do you most agree with?

Base: All "Sample A" respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5110	3143	3011	132	1149	529	349	150	121	554	248	247	59	119	29	90	2383	242	758	168	387	1035
Weighted base	5118	3263	3085	177	1069	461	353	153	103	543	243	241	59	106	58	48	2257	247	859	168	379	1084
The Conservative Party today values and respects people from different ethnic and religious backgrounds	2508 49%	1695 52%	1634 53%	61 34%	501 47%	234 51%	154 44%	67 44%	46 45%	191 35%	78 32%	91 38%	21 36%	59 56%	39 67%	20 43%	1203 53%	125 51%	375 44%	80 48%	192 51%	482 45%
The Conservative Party today does not really care about people from different ethnic and religious backgrounds	1988 39%	1239 38%	1153 37%	87 49%	408 38%	166 36%	140 40%	63 41%	39 38%	268 49%	127 52%	113 47%	28 48%	29 27%	12 21%	16 34%	836 37%	79 32%	354 41%	63 37%	130 34%	477 44%
The Conservative Party today is actively hostile to people from different ethnic and religious backgrounds	322 6%	157 5%	138 4%	19 11%	98 9%	38 8%	36 10%	14 9%	10 10%	45 8%	21 9%	19 8%	4 8%	12 11%	4 7%	8 16%	105 5%	28 11%	72 8%	15 9%	31 8%	64 6%
Don't know	300 6%	172 5%	161 5%	11 6%	62 6%	23 5%	23 7%	8 5%	8 7%	39 7%	17 7%	17 7%	5 8%	6 6%	3 5%	3 7%	113 5%	15 6%	59 7%	11 6%	26 7%	62 6%

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Absolutes/col percents

Table 46

Q.15b Thinking about David Cameron and how he sees people from different ethnic and religious backgrounds, which of the following statements do you most agree with?

Base: All "Sample B" respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	5158	2526	2632	604	968	1066	833	713	965	1870	1019	597	1373	779	1891	294	975	1572	616
Weighted base	5150	2523	2627	745	1025	1069	802	645	855	1909	1024	587	1317	770	1888	317	939	1517	639
David Cameron values and respects people from different ethnic and religious backgrounds	2829 55%	1451 58%	1378 52%	394 53%	580 57%	568 53%	430 54%	349 54%	503 59%	1123 59%	546 53%	336 57%	686 52%	651 85%	810 43%	201 63%	752 80%	672 44%	344 54%
David Cameron does not really care about people from different ethnic and religious backgrounds	1798 35%	855 34%	943 36%	273 37%	345 34%	403 38%	292 36%	222 34%	261 31%	645 34%	378 37%	196 33%	462 35%	77 10%	877 46%	96 30%	132 14%	666 44%	240 38%
David Cameron is actively hostile to people from different ethnic and religious backgrounds	223 4%	118 5%	104 4%	44 6%	41 4%	50 5%	29 4%	23 4%	36 4%	52 3%	46 5%	30 5%	75 6%	17 2%	127 7%	11 4%	17 2%	98 6%	23 4%
Don't know	300 6%	99 4%	201 8%	34 5%	58 6%	48 5%	51 6%	52 8%	56 7%	89 5%	53 5%	25 4%	95 7%	25 3%	75 4%	9 3%	37 4%	81 5%	32 5%

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Absolutes/col percents

Table 46

Q.15b Thinking about David Cameron and how he sees people from different ethnic and religious backgrounds, which of the following statements do you most agree with?

Base: All "Sample B" respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afric- an	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	5158	3228	3078	150	1132	501	352	167	112	565	256	263	46	109	19	90	2448	266	798	136	404	997
Weighted base	5150	3334	3131	202	1031	441	347	147	97	557	256	259	43	94	42	53	2334	266	888	140	383	1040
David Cameron values and respects people from different ethnic and religious backgrounds	2829 55%	1921 58%	1819 58%	102 50%	569 55%	268 61%	184 53%	68 46%	49 50%	241 43%	107 42%	119 46%	15 35%	40 43%	13 32%	27 51%	1366 59%	157 59%	439 49%	95 68%	191 50%	534 51%
David Cameron does not really care about people from different ethnic and religious backgrounds	1798 35%	1099 33%	1028 33%	71 35%	342 33%	131 30%	116 33%	62 42%	33 34%	251 45%	116 46%	113 44%	22 50%	49 52%	27 64%	22 42%	757 32%	82 31%	334 38%	34 25%	148 39%	407 39%
David Cameron is actively hostile to people from different ethnic and religious backgrounds	223 4%	112 3%	100 3%	11 6%	73 7%	22 5%	32 9%	10 7%	10 11%	28 5%	11 4%	15 6%	2 4%	2 2%	- -	2 4%	73 3%	15 6%	71 8%	6 4%	13 3%	36 3%
Don't know	300 6%	202 6%	183 6%	18 9%	47 5%	20 4%	15 4%	8 5%	5 5%	37 7%	21 8%	11 4%	4 10%	3 3%	1 4%	2 3%	138 6%	12 4%	44 5%	5 4%	30 8%	64 6%

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Absolutes/col percents

Table 47
Region
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
England	10223	4983	5240	1449	2028	2103	1641	1301	1683	3724	2065	1166	2624	1542	3708	596	1883	2989	1281
	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%
Wales	45	22	23	5	7	11	6	3	13	16	7	6	14	4	20	5	8	11	5
	*	*	*	*	*	1%	*	*	1%	*	*	*	1%	*	1%	1%	*	*	*
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BAME Poll - October/November/December 2011
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Absolutes/col percents

Table 47
Region
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
England	10223	6556	6178	378	2096	900	698	298	200	1099	499	499	102	200	100	100	4562	513	1743	308	758	2117
	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Wales	45	40	38	2	4	2	2	1	-	2	-	2	-	-	-	-	28	1	5	1	3	7
	*	1%	1%	*	*	*	*	*	-	*	-	*	-	-	-	-	1%	*	*	*	*	*
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48

Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Aylesbury Vale	5 *	5 *	1 *	- -	1 *	- -	- -	2 *	2 *	1 *	2 *	- -	3 *	1 *	1 *	- -	1 *	1 *	2 *
Barking and Dagenham	53 1%	24 *	29 1%	7 1%	9 *	14 1%	4 *	11 1%	8 *	16 *	9 *	7 1%	17 1%	4 *	26 1%	2 *	7 *	23 1%	- -
Barnet	224 2%	103 2%	121 2%	40 3%	32 2%	44 2%	37 2%	28 2%	44 3%	98 3%	51 2%	25 2%	37 1%	52 3%	67 2%	18 3%	67 4%	59 2%	27 2%
Bedford	39 *	20 *	19 *	4 *	4 *	6 *	10 1%	6 *	9 1%	11 *	13 1%	3 *	13 *	8 1%	7 *	- -	8 *	9 *	4 *
Bexley	17 *	8 *	9 *	3 *	2 *	4 *	3 *	3 *	2 *	6 *	4 *	- -	6 *	1 *	3 *	2 *	3 *	7 *	- -
Birmingham	739 7%	341 7%	399 8%	124 9%	178 9%	136 6%	119 7%	66 5%	116 7%	223 6%	142 7%	95 8%	236 9%	68 4%	309 8%	40 7%	107 6%	243 8%	98 8%
Blaby	8 *	3 *	5 *	1 *	5 *	1 *	- -	- -	2 *	2 *	2 *	- -	4 *	3 *	3 *	1 *	3 *	1 *	2 *
Blackburn with Darwen	52 1%	26 1%	26 *	3 *	7 *	6 *	12 1%	13 1%	11 1%	13 *	6 *	5 *	21 1%	6 *	21 1%	1 *	9 1%	19 1%	6 *
Bolton	72 1%	35 1%	38 1%	10 1%	12 1%	14 1%	6 *	12 1%	20 1%	30 1%	12 1%	7 1%	20 1%	11 1%	22 1%	6 1%	17 1%	16 1%	15 1%
Bradford	262 3%	127 3%	135 3%	47 3%	56 3%	39 2%	41 2%	32 2%	46 3%	78 2%	51 2%	35 3%	81 3%	30 2%	119 3%	11 2%	51 3%	92 3%	27 2%
Brent	339 3%	157 3%	182 3%	51 4%	61 3%	78 4%	66 4%	38 3%	44 3%	112 3%	72 3%	45 4%	81 3%	45 3%	114 3%	16 3%	50 3%	86 3%	50 4%
Bristol	28 *	16 *	12 *	3 *	5 *	6 *	7 *	2 *	6 *	5 *	7 *	4 *	11 *	2 *	10 *	5 1%	2 *	10 *	4 *
Bromley	33 *	21 *	12 *	- -	5 *	13 1%	6 *	4 *	6 *	12 *	12 1%	3 *	4 *	5 *	12 *	1 *	6 *	12 *	4 *
Burnley	7 *	3 *	4 *	2 *	1 *	1 *	1 *	2 *	1 *	2 *	3 *	- -	2 *	1 *	4 *	1 *	1 *	2 *	- -

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Bury	27*	16*	11*	4*	5*	6*	3*	6*	3*	10*	3*	1*	11*	3*	12*	2*	5*	10*	1*
Calderdale	24*	15*	9*	-	3*	3*	7*	4*	6*	10*	4*	2*	8*	5*	8*	1*	7*	5*	5*
Camden	163 2%	88 2%	75 1%	19 1%	31 2%	33 2%	24 1%	21 2%	35 2%	77 2%	28 1%	9 1%	38 1%	30 2%	63 2%	14 2%	28 1%	43 1%	26 2%
Cardiff	35*	18*	17*	5*	5*	9*	5*	2*	8*	14*	6*	4*	11*	3*	12*	5 1%	6*	7*	5*
Charnwood	29*	15*	14*	4*	6*	4*	4*	7 1%	5*	11*	3*	2*	13 1%	3*	7*	1*	7*	7*	3*
Coventry	122 1%	63 1%	59 1%	16 1%	15 1%	27 1%	19 1%	20 1%	25 1%	36 1%	29 1%	16 1%	32 1%	19 1%	41 1%	7 1%	28 1%	39 1%	18 1%
Crawley	27*	12*	15*	4*	2*	9*	6*	2*	4*	8*	12 1%	-	5*	10 1%	5*	-	11 1%	5*	-
Croydon	301 3%	154 3%	147 3%	33 2%	66 3%	76 4%	54 3%	31 2%	40 2%	141 4%	43 2%	32 3%	70 3%	47 3%	108 3%	9 2%	60 3%	92 3%	29 2%
Derby	64 1%	28 1%	36 1%	4*	11 1%	14 1%	10 1%	9 1%	14 1%	24 1%	10*	8 1%	18 1%	9 1%	17*	5 1%	10 1%	17 1%	13 1%
Dudley	41*	18*	23*	4*	6*	4*	11 1%	4*	12 1%	13*	4*	12 1%	13*	7*	14*	-	10 1%	12*	4*
Ealing	424 4%	186 4%	238 5%	66 5%	64 3%	85 4%	78 5%	58 4%	72 4%	140 4%	108 5%	45 4%	104 4%	69 4%	169 5%	21 3%	86 5%	138 5%	33 3%
East Staffordshire	16*	6*	9*	-	-	4*	7*	3*	2*	6*	-	5*	4*	3*	5*	1*	5*	3*	3*
Enfield	252 2%	123 2%	128 2%	42 3%	45 2%	44 2%	60 4%	23 2%	38 2%	89 2%	70 3%	21 2%	50 2%	52 3%	86 2%	4 1%	63 3%	62 2%	25 2%
Epping Forest	7*	5*	3*	2*	-	1*	1*	2*	2*	4*	3*	-	-	3*	-	2*	2*	1*	3*

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Gloucester	5 *	2 *	3 *	- -	1 *	- -	2 *	1 *	1 *	- -	- -	2 *	3 *	- -	1 *	- -	1 *	1 *	1 *
Gravesham	33 *	20 *	13 *	4 *	- -	6 *	5 *	6 *	12 1%	10 *	4 *	9 1%	9 *	5 *	7 *	3 *	9 *	7 *	5 *
Greenwich	131 1%	67 1%	63 1%	18 1%	21 1%	26 1%	20 1%	20 2%	26 2%	51 1%	25 1%	16 1%	30 1%	16 1%	46 1%	8 1%	26 1%	38 1%	14 1%
Hackney	213 2%	107 2%	106 2%	37 3%	49 2%	55 3%	20 1%	30 2%	21 1%	90 2%	49 2%	16 1%	42 2%	22 1%	94 3%	12 2%	26 1%	66 2%	26 2%
Hammersmith and Fulham	119 1%	39 1%	80 2%	9 1%	25 1%	28 1%	22 1%	15 1%	21 1%	61 2%	23 1%	9 1%	21 1%	22 1%	40 1%	10 2%	29 2%	32 1%	13 1%
Haringey	211 2%	101 2%	110 2%	22 2%	43 2%	57 3%	37 2%	21 2%	30 2%	73 2%	42 2%	21 2%	53 2%	17 1%	91 2%	11 2%	21 1%	69 2%	27 2%
Harrow	300 3%	146 3%	153 3%	42 3%	43 2%	66 3%	41 2%	46 4%	62 4%	131 4%	61 3%	37 3%	53 2%	55 4%	89 2%	26 4%	83 4%	71 2%	31 2%
Havering	6 *	2 *	5 *	- -	1 *	1 *	- -	1 *	3 *	1 *	4 *	1 *	1 *	1 *	2 *	- -	3 *	- -	1 *
Hillingdon	135 1%	60 1%	74 1%	21 1%	18 1%	22 1%	26 2%	22 2%	26 2%	54 1%	29 1%	19 2%	28 1%	27 2%	37 1%	5 1%	35 2%	33 1%	10 1%
Hounslow	244 2%	119 2%	125 2%	34 2%	51 2%	50 2%	39 2%	37 3%	32 2%	95 3%	59 3%	27 2%	49 2%	33 2%	92 2%	9 1%	49 3%	64 2%	19 1%
Hyndburn	6 *	4 *	2 *	- -	- -	1 *	1 *	2 *	2 *	1 *	- -	1 *	4 *	1 *	2 *	- -	1 *	2 *	- -
Islington	141 1%	80 2%	61 1%	28 2%	26 1%	18 1%	22 1%	17 1%	30 2%	54 1%	29 1%	9 1%	34 1%	18 1%	60 2%	5 1%	13 1%	51 2%	22 2%
Kensington and Chelsea	87 1%	37 1%	49 1%	8 1%	22 1%	17 1%	16 1%	9 1%	14 1%	37 1%	16 1%	13 1%	15 1%	15 1%	24 1%	8 1%	15 1%	18 1%	10 1%
Kingston upon Thames	46 *	22 *	24 *	2 *	9 *	11 *	8 *	8 1%	9 1%	25 1%	9 *	1 *	10 *	17 1%	3 *	9 1%	17 1%	3 *	11 1%

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Kirklees	118 1%	55 1%	62 1%	13 1%	22 1%	11 1%	16 1%	22 2%	35 2%	34 1%	25 1%	17 1%	37 1%	16 1%	37 1%	5 1%	22 1%	31 1%	22 2%
Lambeth	233 2%	118 2%	115 2%	24 2%	53 3%	65 3%	38 2%	26 2%	27 2%	92 2%	45 2%	27 2%	57 2%	42 3%	79 2%	19 3%	40 2%	62 2%	38 3%
Leeds	100 1%	47 1%	53 1%	10 1%	19 1%	20 1%	17 1%	12 1%	22 1%	32 1%	24 1%	12 1%	29 1%	10 1%	37 1%	5 1%	19 1%	31 1%	16 1%
Leicester	270 3%	122 2%	148 3%	36 2%	60 3%	57 3%	38 2%	41 3%	37 2%	88 2%	54 3%	36 3%	78 3%	35 2%	93 2%	9 2%	53 3%	89 3%	33 3%
Lewisham	215 2%	101 2%	114 2%	23 2%	44 2%	56 3%	31 2%	23 2%	36 2%	95 3%	34 2%	25 2%	48 2%	29 2%	76 2%	7 1%	25 1%	59 2%	33 3%
Liverpool	21 *	12 *	10 *	11 1%	1 *	1 *	1 *	5 *	3 *	6 *	5 *	3 *	9 *	- -	14 *	2 *	- -	8 *	2 *
Luton	120 1%	66 1%	54 1%	20 1%	9 *	18 1%	26 2%	19 1%	26 2%	51 1%	19 1%	18 2%	24 1%	19 1%	41 1%	5 1%	22 1%	34 1%	9 1%
Manchester	222 2%	100 2%	122 2%	40 3%	45 2%	40 2%	39 2%	29 2%	29 2%	75 2%	45 2%	19 2%	66 3%	13 1%	93 2%	25 4%	17 1%	76 3%	35 3%
Medway	6 *	4 *	3 *	- -	- -	1 *	3 *	2 *	1 *	4 *	1 *	1 *	1 *	2 *	1 *	- -	3 *	- -	1 *
Merton	118 1%	61 1%	58 1%	11 1%	16 1%	33 2%	17 1%	12 1%	29 2%	52 1%	20 1%	12 1%	27 1%	30 2%	33 1%	7 1%	30 2%	35 1%	16 1%
Middlesbrough	19 *	6 *	13 *	- -	7 *	- -	2 *	5 *	5 *	3 *	5 *	4 *	8 *	2 *	8 *	1 *	1 *	8 *	- -
Milton Keynes	6 *	4 *	3 *	3 *	- -	1 *	1 *	2 *	- -	3 *	- -	1 *	3 *	1 *	- -	2 *	- -	- -	3 *
Newcastle upon Tyne	13 *	7 *	6 *	2 *	- -	1 *	4 *	- -	6 *	3 *	4 *	3 *	3 *	1 *	6 *	- -	1 *	7 *	2 *
Newham	799 8%	426 9%	373 7%	130 9%	204 10%	194 9%	96 6%	86 7%	88 5%	245 7%	167 8%	107 9%	211 8%	70 5%	366 10%	28 5%	99 5%	290 10%	62 5%

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Newport	10*	4*	6*	-	2*	2*	1*	1*	4*	2*	2*	1*	3*	2*	8*	-	2*	4*	-
Northampton	6*	4*	2*	2*	-	2*	2*	-	-	4*	1*	-	1*	2*	1*	1*	-	-	4*
North Hertfordshire	10*	5*	5*	-	2*	2*	*	2*	3*	3*	3*	1*	3*	3*	2*	1*	1*	2*	3*
North Lincolnshire	6*	3*	3*	-	1*	3*	2*	-	-	1*	2*	1*	1*	-	4*	-	1*	3*	-
Nottingham	97 1%	47 1%	50 1%	16 1%	18 1%	6*	22 1%	10 1%	25 1%	23 1%	25 1%	9 1%	32 1%	14 1%	33 1%	8 1%	18 1%	22 1%	18 1%
Nuneaton and Bedworth	23*	7*	16*	9 1%	-	2*	3*	3*	6*	8*	1*	5*	9*	2*	12*	2*	3*	6*	2*
Oadby and Wigston	23*	8*	15*	-	4*	8*	3*	3*	5*	12*	6*	-	4*	10 1%	5*	3 1%	9*	3*	4*
Oldham	41*	19*	22*	5*	7*	3*	8*	6*	11 1%	13*	7*	6*	11*	3*	14*	1*	8*	11*	5*
Oxford	6*	4*	3*	2*	-	1*	2*	-	2*	4*	3*	-	-	1*	3*	-	3*	-	3*
Pendle	34*	20*	13*	4*	9*	3*	5*	6*	7*	11*	7*	5*	9*	5*	11*	2*	7*	11*	4*
Peterborough	29*	15*	14*	4*	5*	4*	4*	6*	4*	8*	4*	2*	11*	8*	6*	-	6*	5*	4*
Portsmouth	7*	3*	4*	-	1*	1*	4*	-	1*	2*	2*	1*	1*	2*	1*	-	4*	-	1*
Preston	34*	18*	15*	7*	4*	5*	4*	3*	11 1%	6*	7*	4*	15 1%	4*	13*	1*	4*	10*	5*
Reading	31*	19*	13*	2*	5*	6*	7*	4*	7*	14*	4*	-	9*	8 1%	2*	1*	8*	3*	2*

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Redbridge	214 2%	97 2%	117 2%	32 2%	39 2%	53 2%	36 2%	24 2%	31 2%	89 2%	44 2%	22 2%	47 2%	36 2%	76 2%	8 1%	50 3%	68 2%	24 2%
Redditch	8 *	4 *	4 *	- -	2 *	1 *	3 *	1 *	1 *	2 *	- -	- -	6 *	3 *	3 *	- -	3 *	3 *	1 *
Richmond upon Thames	6 *	2 *	4 *	- -	1 *	2 *	1 *	- -	2 *	2 *	1 *	1 *	2 *	3 *	1 *	1 *	2 *	- -	3 *
Rochdale	44 *	21 *	24 *	8 1%	6 *	4 *	10 1%	4 *	11 1%	17 *	3 *	2 *	15 1%	11 1%	10 *	3 1%	11 1%	6 *	11 1%
Rossendale	13 *	5 *	7 *	- -	- -	3 *	2 *	2 *	6 *	4 *	3 *	- -	4 *	3 *	4 *	- -	5 *	3 *	- -
Rotherham	23 *	12 *	11 *	- -	4 *	4 *	6 *	6 *	3 *	7 *	3 *	3 *	10 *	3 *	6 *	- -	5 *	6 *	2 *
Rugby	7 *	3 *	4 *	- -	1 *	2 *	1 *	2 *	1 *	2 *	- -	1 *	3 *	1 *	2 *	- -	1 *	2 *	- -
Sandwell	160 2%	73 1%	88 2%	30 2%	28 1%	27 1%	25 1%	24 2%	27 2%	43 1%	29 1%	24 2%	53 2%	22 1%	64 2%	4 1%	28 1%	52 2%	10 1%
Sheffield	69 1%	32 1%	37 1%	12 1%	17 1%	15 1%	5 *	6 *	13 1%	16 *	16 1%	5 *	23 1%	6 *	38 1%	5 1%	4 *	30 1%	13 1%
Slough	92 1%	44 1%	49 1%	15 1%	20 1%	14 1%	17 1%	11 1%	15 1%	27 1%	12 1%	19 2%	31 1%	20 1%	23 1%	6 1%	27 1%	23 1%	9 1%
Southampton	6 *	3 *	3 *	- -	4 *	2 *	- -	- -	- -	5 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *
South Derbyshire	6 *	4 *	3 *	- -	- -	1 *	2 *	2 *	2 *	2 *	2 *	2 *	1 *	1 *	2 *	- -	2 *	2 *	- -
Southwark	422 4%	194 4%	228 4%	52 4%	98 5%	99 5%	70 4%	49 4%	54 3%	171 5%	87 4%	37 3%	101 4%	65 4%	147 4%	47 8%	56 3%	109 4%	105 8%
Stockport	6 *	4 *	2 *	1 *	1 *	- -	2 *	1 *	1 *	4 *	- -	- -	2 *	- -	1 *	1 *	2 *	- -	4 *

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Absolutes/col percents

Table 48

Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Stockton-on-Tees	16*	10*	7*	-	1*	5*	4*	4*	3*	5*	1*	4*	5*	1*	3*	1*	1*	7*	2*
Stoke-on-Trent	26*	15*	11*	5*	1*	2*	3*	6*	8*	6*	2*	6*	11*	4*	9*	-	2*	12*	3*
Swindon	7*	3*	4*	-	1*	4*	1*	-	-	7*	-	-	-	2*	2*	-	2*	-	-
Tameside	24*	10*	14*	4*	4*	3*	4*	2*	7*	4*	4*	3*	9*	3*	8*	1*	5*	9*	-
Telford and Wrekin	13*	7*	6*	-	1*	2*	5*	2*	3*	7*	**	1*	4*	3*	3*	-	2*	4*	-
Three Rivers	7*	4*	3*	2*	1*	1*	1*	2*	-	3*	3*	-	1*	1*	4*	-	1*	2*	1*
Tower Hamlets	551 5%	292 6%	259 5%	94 6%	169 8%	106 5%	52 3%	76 6%	53 3%	229 6%	118 6%	43 4%	131 5%	91 6%	225 6%	50 8%	94 5%	171 6%	80 6%
Trafford	16*	9*	7*	4*	1*	3*	4*	3*	1*	5*	4*	1*	4*	-	11*	1*	1*	8*	3*
Wakefield	11*	6*	5*	4*	2*	2*	1*	2*	-	6*	-	2*	2*	2*	2*	2*	3*	-	5*
Walsall	82 1%	37 1%	45 1%	14 1%	15 1%	12 1%	16 1%	8 1%	17 1%	25 1%	15 1%	10 1%	24 1%	17 1%	16*	6 1%	19 1%	23 1%	6*
Waltham Forest	200 2%	98 2%	102 2%	20 1%	35 2%	50 2%	37 2%	26 2%	32 2%	62 2%	41 2%	30 3%	56 2%	28 2%	86 2%	13 2%	27 1%	61 2%	31 2%
Wandsworth	158 2%	75 2%	83 2%	23 2%	39 2%	44 2%	22 1%	7 1%	23 1%	80 2%	35 2%	11 1%	23 1%	41 3%	47 1%	9 1%	40 2%	41 1%	13 1%
Warwick	15*	11*	4*	-	2*	5*	4*	1*	3*	5*	4*	3*	3*	4*	3*	2*	5*	3*	3*
Watford	20*	9*	11*	-	4*	7*	2*	4*	3*	8*	5*	1*	4*	4*	4*	2*	5*	2*	7 1%

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Wellingborough	9 *	5 *	4 *	2 *	- -	5 *	- -	2 *	1 *	6 *	- -	2 *	1 *	3 *	5 *	- -	7 *	- -	- -
Westminster	124 1%	57 1%	67 1%	10 1%	21 1%	24 1%	22 1%	17 1%	29 2%	47 1%	25 1%	14 1%	27 1%	35 2%	30 1%	10 2%	29 2%	29 1%	7 1%
Windsor and Maidenhead	19 *	10 *	9 *	3 *	1 *	5 *	3 *	3 *	4 *	11 *	2 *	3 *	4 *	9 1%	1 *	- -	9 *	- -	2 *
Woking	9 *	6 *	3 *	- -	1 *	2 *	3 *	1 *	2 *	5 *	- -	1 *	3 *	4 *	1 *	- -	4 *	1 *	2 *
Wokingham	8 *	4 *	4 *	2 *	- -	2 *	1 *	1 *	2 *	2 *	4 *	1 *	1 *	4 *	1 *	2 *	3 *	- -	2 *
Wolverhampton	123 1%	64 1%	59 1%	16 1%	21 1%	19 1%	12 1%	26 2%	29 2%	33 1%	20 1%	23 2%	46 2%	24 2%	32 1%	6 1%	28 1%	32 1%	10 1%
Worcester	7 *	5 *	2 *	- -	1 *	1 *	2 *	2 *	- -	4 *	1 *	* *	2 *	2 *	- -	1 *	3 *	- -	- -
Wycombe	46 *	26 1%	20 *	10 1%	6 *	5 *	11 1%	6 *	7 *	23 1%	8 *	7 1%	7 *	11 1%	8 *	6 1%	14 1%	4 *	7 1%

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Aylesbury Vale	5	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	1	1
Barking and Dagenham	53	29	29	-	13	3	5	2	3	10	2	8	-	-	-	-	28	3	16	1	2	3
	1%	*	*	-	1%	*	1%	1%	1%	1%	*	2%	-	-	-	-	1%	1%	1%	*	*	*
Barnet	224	178	170	8	25	14	3	2	6	11	3	7	2	5	3	2	87	12	26	1	49	41
	2%	3%	3%	2%	1%	2%	*	1%	3%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	*	6%	2%
Bedford	39	36	36	-	1	*	1	-	-	-	-	-	-	1	-	1	24	-	2	-	4	6
	*	1%	1%	-	*	*	*	-	-	-	-	-	-	1%	-	1%	1%	-	*	-	*	*
Bexley	17	14	13	1	2	2	-	-	-	1	-	1	-	-	-	-	7	-	-	2	3	5
	*	*	*	*	*	*	-	-	-	*	-	*	-	-	-	-	*	-	-	1%	*	*
Birmingham	739	334	301	33	294	56	192	28	18	80	53	19	8	8	1	6	261	26	283	27	29	97
	7%	5%	5%	9%	14%	6%	27%	9%	9%	7%	11%	4%	8%	4%	1%	6%	6%	5%	16%	9%	4%	5%
Blaby	8	7	7	-	-	-	-	-	-	1	-	1	-	-	-	-	5	-	-	-	-	4
	*	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*
Blackburn with Darwen	52	35	31	5	13	7	5	1	-	2	-	2	-	-	-	-	25	-	19	-	2	3
	1%	1%	*	1%	1%	1%	1%	*	-	*	-	*	-	-	-	-	1%	-	1%	-	*	*
Bolton	72	65	65	-	6	3	2	1	-	2	2	-	-	-	-	-	44	-	6	-	6	17
	1%	1%	1%	-	*	*	*	*	-	*	*	-	-	-	-	-	1%	-	*	-	1%	1%
Bradford	262	136	128	9	114	13	96	4	2	2	-	2	1	1	-	1	79	8	121	5	8	38
	3%	2%	2%	2%	5%	1%	14%	1%	1%	*	-	*	1%	*	-	1%	2%	1%	7%	2%	1%	2%
Brent	339	164	151	13	74	52	14	1	7	77	35	35	7	7	4	3	137	40	62	4	28	57
	3%	2%	2%	3%	4%	6%	2%	*	4%	7%	7%	7%	7%	4%	4%	3%	3%	8%	4%	1%	4%	3%
Bristol	28	25	21	4	-	-	-	-	-	3	1	1	-	-	-	-	7	2	1	-	3	14
	*	*	*	1%	-	-	-	-	-	*	*	*	-	-	-	-	*	*	*	-	*	1%
Bromley	33	23	22	1	1	1	-	-	-	3	3	-	-	5	5	-	19	1	-	-	2	12
	*	*	*	*	*	*	-	-	-	*	1%	-	-	2%	5%	-	*	*	-	-	*	1%
Burnley	7	6	6	-	1	-	-	1	-	-	-	-	-	-	-	-	5	-	1	-	-	1
	*	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	*	-	-	*

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Absolutes/col percents

Table 48
Area
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Bury	27 *	23 *	23 *	- -	3 *	3 *	- -	- -	- -	1 *	- -	1 *	- -	* *	- -	* *	21 *	- -	1 *	- -	* *	4 *
Calderdale	24 *	22 *	22 *	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 *	- -	2 *	- -	1 *	6 *
Camden	163 2%	129 2%	124 2%	5 1%	12 1%	4 *	1 *	5 2%	2 1%	13 1%	3 1%	10 2%	- -	5 2%	1 1%	3 3%	65 1%	3 1%	18 1%	3 1%	24 3%	49 2%
Cardiff	35 *	30 *	29 *	2 *	3 *	2 *	2 *	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	22 *	1 *	4 *	1 *	2 *	5 *
Charnwood	29 *	27 *	27 *	- -	1 *	- -	1 *	- -	* *	- -	- -	- -	- -	- -	- -	- -	14 *	- -	1 *	- -	1 *	12 1%
Coventry	122 1%	108 2%	101 2%	7 2%	10 *	6 1%	3 *	- -	1 1%	2 *	* *	1 *	- -	2 1%	- -	2 2%	71 2%	1 *	10 1%	4 1%	11 1%	23 1%
Crawley	27 *	25 *	25 *	1 *	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 *	1 *	- -	1 *	2 *	8 *
Croydon	301 3%	177 3%	158 3%	19 5%	61 3%	37 4%	17 2%	1 *	6 3%	52 5%	31 6%	18 4%	3 3%	3 2%	- -	3 3%	149 3%	26 5%	50 3%	1 *	17 2%	50 2%
Derby	64 1%	47 1%	45 1%	2 1%	10 *	3 *	7 1%	- -	- -	3 *	2 *	1 *	- -	1 *	- -	1 1%	35 1%	- -	8 *	3 1%	3 *	13 1%
Dudley	41 *	39 1%	39 1%	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	25 1%	- -	2 *	- -	1 *	13 1%
Ealing	424 4%	213 3%	194 3%	18 5%	154 7%	118 13%	18 3%	6 2%	12 6%	38 3%	13 3%	20 4%	4 4%	8 4%	1 1%	7 7%	156 3%	41 8%	58 3%	87 28%	15 2%	64 3%
East Staffordshire	16 *	16 *	16 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 *	- -	- -	- -	1 *	5 *
Enfield	252 2%	169 3%	156 3%	13 3%	17 1%	6 1%	1 *	6 2%	4 2%	53 5%	26 5%	21 4%	6 6%	7 3%	1 1%	5 5%	141 3%	11 2%	42 2%	- -	16 2%	36 2%
Epping Forest	7 *	7 *	7 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -	- -	- -	1 *	1 *

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	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Gloucester	5 *	5 *	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	-	2 *
Gravesham	33 *	27 *	27 *	-	4 *	4 *	-	-	-	1 *	-	1 *	-	-	-	-	22 *	1 *	-	3 1%	2 *	4 *
Greenwich	131 1%	104 2%	103 2%	1 *	7 *	2 *	1 *	1 *	4 2%	13 1%	2 *	9 2%	2 2%	5 3%	3 3%	2 2%	71 2%	2 *	4 *	-	22 3%	29 1%
Hackney	213 2%	134 2%	122 2%	12 3%	18 1%	9 1%	4 1%	2 1%	3 2%	50 5%	17 3%	28 6%	5 5%	5 3%	-	5 5%	88 2%	3 1%	24 1%	4 1%	26 3%	64 3%
Hammersmith and Fulham	119 1%	90 1%	86 1%	5 1%	6 *	3 *	-	1 *	2 1%	15 1%	11 2%	4 1%	1 1%	6 3%	4 4%	2 2%	76 2%	1 *	9 1%	1 *	13 2%	18 1%
Haringey	211 2%	125 2%	116 2%	9 2%	24 1%	2 *	2 *	7 2%	13 6%	50 5%	22 4%	25 5%	3 3%	7 4%	4 4%	3 3%	100 2%	2 *	39 2%	3 1%	16 2%	45 2%
Harrow	300 3%	172 3%	151 2%	21 6%	85 4%	57 6%	8 1%	6 2%	14 7%	22 2%	6 1%	13 3%	2 2%	13 7%	9 9%	4 4%	112 2%	59 11%	41 2%	4 1%	30 4%	44 2%
Havering	6 *	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	5 *	-	-	-	-	1 *
Hillingdon	135 1%	96 1%	89 1%	7 2%	29 1%	21 2%	2 *	2 1%	4 2%	5 *	2 *	1 *	3 3%	2 1%	-	2 2%	72 2%	8 1%	7 *	13 4%	10 1%	22 1%
Hounslow	244 2%	114 2%	107 2%	6 2%	105 5%	78 9%	17 2%	1 *	9 4%	12 1%	3 1%	6 1%	3 3%	4 2%	1 1%	2 2%	81 2%	35 7%	41 2%	38 12%	9 1%	35 2%
Hyndburn	6 *	4 *	4 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	4 *	-	1 *	-	-	1 *
Islington	141 1%	115 2%	103 2%	12 3%	8 *	1 *	-	7 2%	*	9 1%	5 1%	3 1%	1 1%	4 2%	-	4 4%	62 1%	3 1%	13 1%	-	9 1%	48 2%
Kensington and Chelsea	87 1%	62 1%	62 1%	-	5 *	3 *	-	-	3 1%	13 1%	4 1%	8 2%	1 1%	3 2%	-	3 3%	42 1%	2 *	9 1%	-	8 1%	24 1%
Kingston upon Thames	46 *	36 1%	36 1%	-	5 *	*	2 *	-	2 1%	-	-	-	-	4 2%	4 4%	-	32 1%	1 *	1 *	1 *	3 *	7 *

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48
Area
Base: All respondents

	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Kirklees	118 1%	98 1%	93 2%	5 1%	13 1%	2 *	9 1%	- -	2 1%	2 *	1 *	1 *	- -	2 1%	2 2%	* *	67 1%	- -	14 1%	- -	6 1%	29 1%
Lambeth	233 2%	171 3%	159 3%	11 3%	8 *	1 *	2 *	1 *	3 2%	41 4%	24 5%	17 3%	* *	8 4%	6 6%	2 2%	106 2%	1 *	14 1%	- -	28 4%	81 4%
Leeds	100 1%	81 1%	81 1%	- -	11 1%	4 *	6 1%	1 *	1 *	6 1%	2 *	3 1%	1 1%	* *	- -	* *	50 1%	1 *	8 *	2 1%	9 1%	27 1%
Leicester	270 3%	144 2%	135 2%	9 2%	105 5%	82 9%	13 2%	- -	9 5%	10 1%	5 1%	5 1%	- -	2 1%	- -	2 2%	89 2%	51 10%	61 3%	11 4%	12 2%	41 2%
Lewisham	215 2%	158 2%	145 2%	13 3%	6 *	2 *	2 *	1 *	2 1%	39 4%	23 5%	11 2%	5 5%	2 1%	- -	2 2%	115 3%	2 *	6 *	- -	19 3%	67 3%
Liverpool	21 *	21 *	21 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 *	- -	- -	- -	4 1%	4 *
Luton	120 1%	83 1%	78 1%	5 1%	22 1%	3 *	12 2%	6 2%	1 *	10 1%	7 2%	1 *	1 1%	2 1%	1 1%	* *	72 2%	1 *	19 1%	1 *	8 1%	13 1%
Manchester	222 2%	127 2%	123 2%	4 1%	47 2%	11 1%	30 4%	2 1%	4 2%	30 3%	15 3%	14 3%	1 1%	16 8%	14 14%	2 2%	80 2%	2 *	65 4%	7 2%	11 1%	54 3%
Medway	6 *	5 *	5 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	4 *	- -	- -	- -	- -	3 *
Merton	118 1%	91 1%	87 1%	4 1%	13 1%	5 1%	5 1%	- -	4 2%	9 1%	7 1%	1 *	1 1%	1 1%	- -	1 1%	68 1%	9 2%	5 *	- -	7 1%	27 1%
Middlesbrough	19 *	16 *	16 *	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 *	- -	1 *	- -	- -	6 *
Milton Keynes	6 *	5 *	5 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	3 *	- -	- -	- -	- -	3 *
Newcastle upon Tyne	13 *	12 *	12 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 *	- -	- -	- -	- -	5 *
Newham	799 8%	293 4%	273 4%	19 5%	333 16%	130 14%	115 16%	64 21%	23 12%	147 13%	66 13%	70 14%	11 11%	2 1%	- -	2 2%	268 6%	70 14%	269 15%	23 7%	34 4%	110 5%

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48

Area
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Newport	10 *	9 *	9 *	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	6 *	-	1 *	-	1 *	3 *
Northampton	6 *	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	1 *	2 *
North Hertfordshire	10 *	7 *	7 *	-	-	-	-	-	-	1 *	-	-	1 1%	* *	-	* *	6 *	-	-	-	1 *	2 *
North Lincolnshire	6 *	5 *	5 *	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	4 *	-	1 *	-	-	1 *
Nottingham	97 1%	84 1%	80 1%	5 1%	3 *	1 *	1 *	-	1 *	6 1%	4 1%	-	2 2%	1 1%	-	1 1%	51 1%	1 *	2 *	-	11 1%	30 1%
Nuneaton and Bedworth	23 *	23 *	21 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	16 *	-	-	-	-	7 *
Oadby and Wigston	23 *	19 *	19 *	-	3 *	3 *	-	-	-	-	-	-	-	1 1%	-	1 1%	10 *	3 1%	1 *	-	-	9 *
Oldham	41 *	36 1%	34 1%	2 1%	4 *	-	4 1%	-	-	-	-	-	-	-	-	-	26 1%	-	2 *	-	6 1%	5 *
Oxford	6 *	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	4 *	-	-	-	-	3 *
Pendle	34 *	23 *	22 *	1 *	10 *	-	10 1%	-	-	-	-	-	-	1 *	-	1 1%	19 *	-	8 *	-	1 *	6 *
Peterborough	29 *	21 *	21 *	-	6 *	2 *	4 1%	-	-	1 *	-	-	1 1%	1 *	-	1 1%	16 *	2 *	5 *	-	2 *	5 *
Portsmouth	7 *	6 *	6 *	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-	4 *	-	1 *	-	1 *	1 *
Preston	34 *	30 *	29 *	1 *	2 *	2 *	-	-	-	1 *	1 *	-	-	-	-	-	20 *	2 *	-	-	2 *	9 *
Reading	31 *	27 *	27 *	-	* *	-	-	-	* *	2 *	-	2 *	-	-	-	-	15 *	-	2 *	-	1 *	13 1%

Lord Ashcroft

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48
Area
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Redbridge	214 2%	106 2%	99 2%	8 2%	75 4%	39 4%	17 2%	12 4%	8 4%	25 2%	9 2%	13 3%	3 3%	2 1%	-	2 2%	76 2%	25 5%	42 2%	15 5%	26 3%	26 1%
Redditch	8 *	8 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	4 *	-	-	-	1 *	3 *
Richmond upon Thames	6 *	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	4 *	-	-	-	1 *	1 *
Rochdale	44 *	43 1%	38 1%	4 1%	2 *	-	2 *	-	-	-	-	-	-	-	-	-	29 1%	-	5 *	-	3 *	7 *
Rossendale	13 *	13 *	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	9 *	-	-	-	1 *	1 *
Rotherham	23 *	20 *	20 *	-	2 *	-	2 *	-	-	-	-	-	-	-	-	-	13 *	-	2 *	-	4 1%	3 *
Rugby	7 *	7 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	3 *	1 *
Sandwell	160 2%	105 2%	102 2%	3 1%	34 2%	26 3%	4 1%	3 1%	1 1%	19 2%	14 3%	3 1%	1 1%	*	-	*	87 2%	6 1%	11 1%	19 6%	12 2%	25 1%
Sheffield	69 1%	53 1%	49 1%	4 1%	11 1%	-	10 1%	1 *	-	2 *	1 *	1 *	-	-	-	-	30 1%	-	13 1%	-	4 *	19 1%
Slough	92 1%	65 1%	65 1%	-	15 1%	7 1%	6 1%	1 *	1 1%	6 1%	3 1%	2 *	1 1%	1 1%	-	1 1%	50 1%	3 1%	8 *	6 2%	7 1%	15 1%
Southampton	6 *	3 *	3 *	-	-	-	-	-	-	-	-	-	-	3 1%	3 3%	-	1 *	-	-	-	-	4 *
South Derbyshire	6 *	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	5 *	-	-	-	-	1 *
Southwark	422 4%	302 5%	281 5%	20 5%	16 1%	7 1%	2 *	6 2%	*	85 8%	24 5%	56 11%	6 5%	9 5%	6 6%	4 4%	194 4%	2 *	44 3%	-	41 5%	129 6%
Stockport	6 *	5 *	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	5 *	-	-	-	-	1 *

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48

Area
Base: All respondents

	Ethnicity														Religion							
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Stockton-on-Tees	16*	15*	15*	-	1*	-	1*	-	-	-	-	-	-	-	-	-	12*	-	1*	-	-	3*
Stoke-on-Trent	26*	25*	25*	-	-	-	-	-	-	-	-	-	-	-	-	-	21*	-	-	-	2*	4*
Swindon	7*	4*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	4*	-	2*	-	-	-
Tameside	24*	22*	20*	2 1%	1*	1*	-	-	-	1*	-	1*	-	-	-	-	13*	1*	2*	-	3*	5*
Telford and Wrekin	13*	12*	12*	-	-	-	-	-	-	* *	-	-	* *	-	-	-	6*	-	-	-	2*	4*
Three Rivers	7*	7*	7*	-	-	-	-	-	-	-	-	-	-	-	-	-	3*	-	-	-	1*	2*
Tower Hamlets	551 5%	354 5%	332 5%	22 6%	133 6%	14 2%	4 1%	113 38%	3 1%	38 3%	8 2%	28 6%	2 2%	13 7%	12 12%	1 1%	190 4%	11 2%	147 8%	3 1%	36 5%	155 7%
Trafford	16*	12*	12*	-	3*	1*	2*	-	-	-	-	-	-	-	-	-	5*	1*	2*	-	2*	5*
Wakefield	11*	11*	11*	-	-	-	-	-	-	-	-	-	-	-	-	-	4*	-	-	-	2*	5*
Walsall	82 1%	61 1%	61 1%	-	14 1%	8 1%	3*	1*	2 1%	3*	* *	3 1%	-	* *	-	* *	49 1%	6 1%	7*	1*	5 1%	14 1%
Waltham Forest	200 2%	120 2%	112 2%	9 2%	35 2%	10 1%	16 2%	3 1%	6 3%	33 3%	18 4%	8 2%	7 7%	4 2%	2 2%	3 3%	90 2%	12 2%	27 2%	3 1%	14 2%	53 3%
Wandsworth	158 2%	123 2%	116 2%	7 2%	9*	5 1%	2*	-	2 1%	18 2%	8 2%	10 2%	-	5 2%	1 1%	4 4%	79 2%	3 1%	14 1%	-	16 2%	43 2%
Warwick	15*	12*	12*	-	3*	3*	-	-	-	-	-	-	-	1*	-	1 1%	7*	-	-	3 1%	2*	3*
Watford	20*	16*	16*	-	2*	2*	1*	-	-	1*	1*	-	-	-	-	-	12*	1*	2*	-	2*	3*

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 48

Area**Base: All respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Wellingborough	9 *	4 *	4 *	-	-	-	-	-	-	-	-	-	-	5 2%	5 5%	-	7 *	-	-	-	-	2 *
Westminster	124 1%	93 1%	88 1%	4 1%	10 *	4 *	-	2 1%	5 2%	6 1%	3 1%	2 *	1 1%	8 4%	3 3%	5 5%	55 1%	2 *	7 *	-	17 2%	37 2%
Windsor and Maidenhead	19 *	17 *	16 *	1 *	1 *	-	-	-	1 *	-	-	-	-	2 1%	2 2%	-	10 *	-	-	-	1 *	9 *
Woking	9 *	9 *	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	7 *	-	-	-	-	2 *
Wokingham	8 *	7 *	7 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	6 *	-	-	-	1 *	-
Wolverhampton	123 1%	98 1%	95 2%	3 1%	19 1%	13 1%	3 *	-	3 1%	6 1%	2 *	1 *	2 2%	-	-	-	68 1%	5 1%	4 *	10 3%	7 1%	30 1%
Worcester	7 *	7 *	7 *	-	-	-	-	-	-	-	-	-	-	*	-	*	3 *	-	-	-	*	3 *
Wycombe	46 *	34 1%	34 1%	-	7 *	2 *	3 *	-	1 1%	4 *	3 1%	1 *	*	-	-	-	26 1%	3 1%	2 *	-	2 *	12 1%

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 49

Age
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
18-24	1455 14%	810 16%	644 12%	1455 100%	-	-	-	-	-	432 12%	324 16%	193 16%	342 13%	162 10%	686 18%	107 18%	139 7%	324 11%	167 13%
25-34	2035 20%	977 20%	1058 20%	-	2035 100%	-	-	-	-	891 24%	478 23%	236 20%	303 11%	272 18%	786 21%	144 24%	285 15%	533 18%	280 22%
35-44	2113 21%	947 19%	1166 22%	-	-	2113 100%	-	-	-	956 26%	469 23%	240 21%	354 13%	302 19%	776 21%	121 20%	361 19%	639 21%	322 25%
45-54	1647 16%	834 17%	813 15%	-	-	-	1647 100%	-	-	724 19%	309 15%	211 18%	300 11%	255 17%	554 15%	71 12%	334 18%	524 17%	196 15%
55-64	1304 13%	639 13%	665 13%	-	-	-	-	1304 100%	-	430 12%	244 12%	156 13%	398 15%	215 14%	426 11%	74 12%	282 15%	436 15%	163 13%
65 or older	1696 17%	790 16%	906 17%	-	-	-	-	-	1696 100%	300 8%	244 12%	135 12%	939 36%	339 22%	498 13%	83 14%	483 26%	540 18%	157 12%
Refused	18 *	7 *	11 *	-	-	-	-	-	-	7 *	3 *	-	2 *	2 *	1 *	-	5 *	4 *	-

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 49

Age
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
18-24	1455 14%	790 12%	671 11%	119 31%	437 21%	153 17%	175 25%	78 26%	32 16%	156 14%	50 10%	85 17%	21 21%	40 20%	24 24%	16 16%	433 9%	77 15%	401 23%	55 18%	101 13%	351 17%
25-34	2035 20%	1054 16%	978 16%	76 20%	584 28%	223 25%	208 30%	98 33%	54 27%	303 28%	105 21%	169 34%	29 28%	55 27%	23 23%	32 32%	726 16%	118 23%	401 23%	71 23%	166 22%	512 24%
35-44	2113 21%	1252 19%	1159 19%	92 24%	421 20%	198 22%	126 18%	51 17%	46 23%	326 30%	150 30%	145 29%	32 31%	47 23%	22 22%	25 25%	841 18%	118 23%	419 24%	71 23%	133 18%	481 23%
45-54	1647 16%	1120 17%	1079 17%	41 11%	312 15%	154 17%	91 13%	30 10%	36 18%	123 11%	60 12%	55 11%	8 8%	34 17%	17 17%	17 17%	703 15%	92 18%	279 16%	52 17%	118 16%	354 17%
55-64	1304 13%	988 15%	954 15%	34 9%	182 9%	91 10%	49 7%	24 8%	18 9%	100 9%	65 13%	30 6%	5 5%	13 7%	7 7%	6 6%	728 16%	62 12%	140 8%	31 10%	103 14%	225 11%
65 or older	1696 17%	1383 21%	1366 22%	17 4%	162 8%	81 9%	49 7%	18 6%	14 7%	90 8%	70 14%	15 3%	5 5%	11 5%	7 7%	4 4%	1148 25%	46 9%	105 6%	28 9%	140 18%	200 9%
Refused	18 *	9 *	9 *	- -	2 *	1 *	1 *	- -	- -	3 *	- -	1 *	2 2%	* *	- -	* *	12 *	- -	2 *	* *	- -	2 *

BAME Poll - October/November/December 2011
CATI Fieldwork Dates: 24th October - 4th December 2011

Absolutes/col percents

Table 50

Do you work in the Public, Private or Voluntary sector or do you not work at all?**Base: All respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Public sector	2799 27%	1216 24%	1583 30%	348 24%	649 32%	742 35%	633 38%	339 26%	87 5%	1262 34%	645 31%	357 30%	401 15%	292 19%	1135 30%	157 26%	407 22%	938 31%	395 31%
Private sector	2964 29%	1876 37%	1089 21%	349 24%	817 40%	825 39%	562 34%	316 24%	89 5%	1504 40%	700 34%	362 31%	282 11%	630 41%	891 24%	184 31%	637 34%	676 23%	438 34%
Voluntary sector	387 4%	138 3%	250 5%	35 2%	83 4%	87 4%	72 4%	56 4%	53 3%	164 4%	79 4%	26 2%	90 3%	44 3%	163 4%	23 4%	54 3%	149 5%	52 4%
Do not work	4033 39%	1726 34%	2307 44%	706 49%	475 23%	441 21%	365 22%	582 45%	1457 86%	801 21%	640 31%	421 36%	1854 70%	576 37%	1508 40%	233 39%	787 42%	1218 41%	392 31%
Refused	84 1%	49 1%	34 1%	16 1%	11 1%	19 1%	15 1%	12 1%	9 1%	10 *	8 *	6 1%	11 *	4 *	32 1%	5 1%	5 *	19 1%	8 1%

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Absolutes/col percents

Table 50

Do you work in the Public, Private or Voluntary sector or do you not work at all?**Base: All respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Public sector	2799 27%	1666 25%	1554 25%	113 30%	604 29%	250 28%	219 31%	75 25%	59 30%	406 37%	190 38%	182 36%	34 33%	55 28%	24 24%	31 31%	1196 26%	141 27%	532 30%	96 31%	184 24%	591 28%
Private sector	2964 29%	1974 30%	1852 30%	122 32%	582 28%	321 36%	147 21%	55 18%	59 29%	274 25%	117 23%	131 26%	25 25%	63 32%	34 34%	29 29%	1186 26%	203 39%	369 21%	107 35%	246 32%	798 38%
Voluntary sector	387 4%	271 4%	251 4%	20 5%	63 3%	24 3%	25 4%	8 3%	5 3%	40 4%	16 3%	18 4%	6 6%	6 3%	2 2%	5 5%	168 4%	13 2%	55 3%	5 2%	39 5%	88 4%
Do not work	4033 39%	2652 40%	2530 41%	122 32%	836 40%	302 34%	302 43%	161 54%	72 36%	374 34%	172 34%	165 33%	37 37%	73 36%	37 38%	35 35%	2015 44%	153 30%	776 44%	96 31%	290 38%	635 30%
Refused	84 1%	33 1%	30 *	4 1%	16 1%	4 *	6 1%	- -	5 3%	7 1%	3 1%	4 1%	- -	3 1%	2 2%	* *	25 1%	4 1%	15 1%	4 1%	3 *	13 1%

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Absolutes/col percents

Table 51
SEG
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
A	1309 13%	705 14%	604 11%	153 11%	292 14%	334 16%	248 15%	173 13%	106 6%	1309 35%	-	-	-	249 16%	443 12%	99 16%	265 14%	378 13%	192 15%
B	2431 24%	1253 25%	1178 22%	279 19%	599 29%	622 29%	475 29%	257 20%	194 11%	2431 65%	-	-	-	438 28%	830 22%	180 30%	494 26%	647 22%	404 31%
C1	2072 20%	960 19%	1112 21%	324 22%	478 23%	469 22%	309 19%	244 19%	244 14%	-	2072 100%	-	-	326 21%	755 20%	130 22%	385 20%	576 19%	275 21%
C2	1172 11%	628 13%	544 10%	193 13%	236 12%	240 11%	211 13%	156 12%	135 8%	-	-	1172 100%	-	160 10%	436 12%	51 9%	218 12%	356 12%	115 9%
D	963 9%	467 9%	496 9%	209 14%	190 9%	206 10%	160 10%	109 8%	87 5%	-	-	-	963 36%	97 6%	411 11%	32 5%	139 7%	296 10%	90 7%
E	1676 16%	658 13%	1018 19%	133 9%	113 6%	147 7%	139 8%	289 22%	852 50%	-	-	-	1676 64%	233 15%	598 16%	80 13%	317 17%	565 19%	149 12%
Refused	645 6%	334 7%	311 6%	162 11%	128 6%	94 4%	104 6%	75 6%	77 5%	-	-	-	-	44 3%	254 7%	29 5%	72 4%	182 6%	61 5%

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Absolutes/col percents

Table 51
SEG
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
A	1309 13%	899 14%	861 14%	37 10%	242 12%	117 13%	61 9%	30 10%	34 17%	106 10%	42 8%	56 11%	8 8%	38 19%	21 21%	17 17%	533 12%	81 16%	189 11%	33 11%	123 16%	325 15%
B	2431 24%	1653 25%	1562 25%	91 24%	455 22%	240 27%	131 19%	44 15%	40 20%	210 19%	98 20%	95 19%	16 16%	57 29%	33 33%	24 24%	1017 22%	139 27%	332 19%	76 25%	187 25%	634 30%
C1	2072 20%	1323 20%	1223 20%	100 26%	413 20%	185 21%	124 18%	62 21%	42 21%	249 23%	119 24%	110 22%	20 20%	34 17%	15 15%	19 19%	921 20%	110 21%	321 18%	61 20%	173 23%	443 21%
C2	1172 11%	693 11%	656 11%	36 10%	318 15%	132 15%	117 17%	47 16%	23 11%	121 11%	46 9%	56 11%	19 19%	20 10%	12 12%	8 8%	509 11%	58 11%	256 15%	54 17%	62 8%	207 10%
D	963 9%	486 7%	461 7%	25 7%	268 13%	85 9%	130 19%	29 10%	24 12%	166 15%	67 13%	82 16%	17 17%	19 9%	4 4%	14 14%	403 9%	51 10%	245 14%	32 10%	62 8%	162 8%
E	1676 16%	1204 18%	1155 19%	49 13%	257 12%	83 9%	92 13%	63 21%	20 10%	168 15%	96 19%	59 12%	12 12%	16 8%	4 4%	12 12%	973 21%	40 8%	259 15%	33 11%	110 14%	234 11%
Refused	645 6%	339 5%	298 5%	41 11%	148 7%	60 7%	45 6%	25 8%	17 9%	82 7%	30 6%	42 8%	10 9%	16 8%	11 11%	5 5%	233 5%	34 7%	146 8%	19 6%	45 6%	119 6%

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Absolutes/col percents

Table 52
Ethnic Origin
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
White	6216 61%	3060 61%	3157 60%	671 46%	978 48%	1159 55%	1079 65%	954 73%	1366 81%	2423 65%	1223 59%	656 56%	1616 61%	1234 80%	1807 48%	409 68%	1414 75%	1508 50%	940 73%
Mixed	380 4%	172 3%	207 4%	119 8%	76 4%	92 4%	41 3%	34 3%	17 1%	129 3%	100 5%	36 3%	74 3%	42 3%	164 4%	23 4%	33 2%	113 4%	53 4%
NET: Asian	2100 20%	1053 21%	1047 20%	437 30%	584 29%	421 20%	312 19%	182 14%	162 10%	697 19%	413 20%	318 27%	525 20%	174 11%	983 26%	104 17%	314 17%	787 26%	187 15%
Indian	901 9%	442 9%	460 9%	153 10%	223 11%	198 9%	154 9%	91 7%	81 5%	357 10%	185 9%	132 11%	167 6%	99 6%	371 10%	39 7%	160 8%	330 11%	72 6%
Pakistani	700 7%	350 7%	350 7%	175 12%	208 10%	126 6%	91 6%	49 4%	49 3%	192 5%	124 6%	117 10%	222 8%	46 3%	367 10%	29 5%	89 5%	270 9%	72 6%
Bangladeshi	299 3%	150 3%	150 3%	78 5%	98 5%	51 2%	30 2%	24 2%	18 1%	74 2%	62 3%	47 4%	91 3%	13 1%	161 4%	15 3%	39 2%	126 4%	31 2%
Other Asian background	200 2%	112 2%	88 2%	32 2%	54 3%	46 2%	36 2%	18 1%	14 1%	74 2%	42 2%	23 2%	44 2%	16 1%	84 2%	20 3%	25 1%	61 2%	12 1%
NET: Black	1101 11%	505 10%	596 11%	156 11%	303 15%	326 15%	123 7%	100 8%	90 5%	315 8%	249 12%	121 10%	334 13%	44 3%	626 17%	30 5%	60 3%	465 15%	65 5%
Black Caribbean	499 5%	225 4%	274 5%	50 3%	105 5%	150 7%	60 4%	65 5%	70 4%	140 4%	119 6%	46 4%	163 6%	17 1%	262 7%	8 1%	24 1%	205 7%	28 2%
Black African	500 5%	235 5%	265 5%	85 6%	169 8%	145 7%	55 3%	30 2%	15 1%	151 4%	110 5%	56 5%	142 5%	23 2%	315 8%	20 3%	30 2%	222 7%	30 2%
Other Black background	102 1%	46 1%	56 1%	21 1%	29 1%	32 2%	8 *	5 *	5 *	24 1%	20 1%	19 2%	29 1%	4 *	50 1%	3 *	6 *	38 1%	8 1%
NET: Chinese/ Other	200 2%	89 2%	111 2%	40 3%	55 3%	47 2%	34 2%	13 1%	11 1%	96 3%	34 2%	20 2%	35 1%	35 2%	54 1%	26 4%	40 2%	39 1%	23 2%
Chinese	100 1%	47 1%	53 1%	24 2%	23 1%	22 1%	17 1%	7 1%	7 *	54 1%	15 1%	12 1%	9 *	24 2%	14 *	15 3%	30 2%	8 *	12 1%
Other	100 1%	42 1%	58 1%	16 1%	32 2%	25 1%	17 1%	6 *	4 *	42 1%	19 1%	8 1%	26 1%	10 1%	40 1%	11 2%	10 1%	31 1%	11 1%

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Absolutes/col percents

Table 52
Ethnic Origin
Base: All respondents

	<u>Gender</u>			<u>Age</u>						<u>SEG</u>				<u>Voting Intention</u>			<u>2010 Vote</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65 or older</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Refused	271	126	145	32	40	67	58	20	49	81	54	20	55	17	94	8	29	89	16
	3%	3%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	2%	1%	3%	1%	2%	3%	1%

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Absolutes/col percents

Table 52
Ethnic Origin
Base: All respondents

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
White	6216 61%	6216 94%	6216 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	3519 77%	9 2%	204 12%	10 3%	592 78%	1794 84%
Mixed	380 4%	380 6%	-	380 100%	-	-	-	-	-	-	-	-	-	-	-	-	137 3%	19 4%	83 5%	5 1%	28 4%	97 5%
NET: Asian	2100 20%	-	-	-	2100 100%	901 100%	700 100%	299 100%	200 100%	-	-	-	-	-	-	-	81 2%	462 90%	1171 67%	289 94%	40 5%	40 2%
Indian	901 9%	-	-	-	901 43%	901 100%	-	-	-	-	-	-	-	-	-	-	36 1%	406 79%	139 8%	274 89%	18 2%	22 1%
Pakistani	700 7%	-	-	-	700 33%	-	700 100%	-	-	-	-	-	-	-	-	-	11 *	3 1%	670 38%	-	7 1%	7 *
Bangladeshi	299 3%	-	-	-	299 14%	-	-	299 100%	-	-	-	-	-	-	-	-	7 *	2 *	280 16%	1 *	4 1%	3 *
Other Asian background	200 2%	-	-	-	200 10%	-	-	-	200 100%	-	-	-	-	-	-	-	28 1%	51 10%	82 5%	14 5%	11 1%	7 *
NET: Black	1101 11%	-	-	-	-	-	-	-	-	1101 100%	499 100%	500 100%	102 100%	-	-	-	740 16%	6 1%	195 11%	-	45 6%	96 5%
Black Caribbean	499 5%	-	-	-	-	-	-	-	-	499 45%	499 100%	-	-	-	-	-	380 8%	-	16 1%	-	25 3%	66 3%
Black African	500 5%	-	-	-	-	-	-	-	-	500 45%	-	500 100%	-	-	-	-	306 7%	2 *	159 9%	-	10 1%	17 1%
Other Black background	102 1%	-	-	-	-	-	-	-	-	102 9%	-	-	102 100%	-	-	-	53 1%	5 1%	20 1%	-	10 1%	14 1%
NET: Chinese/ Other	200 2%	-	-	-	-	-	-	-	-	-	-	-	-	200 100%	100 100%	100 100%	53 1%	6 1%	52 3%	4 1%	43 6%	39 2%
Chinese	100 1%	-	-	-	-	-	-	-	-	-	-	-	-	100 50%	100 100%	-	32 1%	-	9 1%	2 1%	29 4%	28 1%
Other	100 1%	-	-	-	-	-	-	-	-	-	-	-	-	100 50%	-	100 100%	21 *	6 1%	43 2%	1 *	14 2%	11 1%

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Absolutes/col percents

Table 52
Ethnic Origin
Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Refused	271 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 1%	12 2%	42 2%	1 *	13 2%	59 3%

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Absolutes/col percents

Table 53

Which of the following best applies to you...?**Base: All ethnic minority respondents**

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	3628	1770	1858	709	976	858	559	268	250	1202	759	490	913	274	1774	165	446	1378	300
Weighted base	3401	1647	1754	632	941	794	469	295	263	1108	696	459	893	253	1663	160	414	1290	276
I am the first generation of my family to live in Britain	1181 35%	627 38%	554 32%	123 19%	309 33%	286 36%	152 32%	121 41%	188 71%	383 35%	245 35%	141 31%	318 36%	76 30%	561 34%	66 41%	123 30%	451 35%	81 29%
My parents were the first generation of my family to live in Britain	1412 42%	648 39%	764 44%	245 39%	340 36%	349 44%	274 59%	145 49%	57 22%	460 42%	290 42%	192 42%	380 43%	113 45%	695 42%	58 36%	204 49%	548 42%	133 48%
My grandparents were the first generation of my family to live in Britain	650 19%	293 18%	358 20%	213 34%	247 26%	132 17%	35 8%	15 5%	5 2%	228 21%	129 19%	101 22%	151 17%	52 21%	331 20%	29 18%	71 17%	231 18%	51 18%
My great grandparents were the first generation of my family to live in Britain	158 5%	80 5%	78 4%	51 8%	45 5%	27 3%	8 2%	14 5%	13 5%	37 3%	31 4%	25 5%	44 5%	13 5%	75 5%	8 5%	16 4%	60 5%	12 4%

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Absolutes/col percents

Table 53

Which of the following best applies to you...?**Base: All ethnic minority respondents**

	Ethnicity												Religion									
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	3628	-	-	-	2281	1030	701	317	233	1119	504	510	105	228	48	180	1006	492	1408	296	169	202
Weighted base	3401	-	-	-	2100	901	700	299	200	1101	499	500	102	200	100	100	874	474	1418	293	128	175
I am the first generation of my family to live in Britain	1181 35%	-	-	-	656 31%	317 35%	170 24%	62 21%	107 54%	415 38%	109 22%	273 55%	33 32%	109 55%	62 62%	48 48%	320 37%	216 46%	445 31%	80 27%	54 42%	55 31%
My parents were the first generation of my family to live in Britain	1412 42%	-	-	-	930 44%	384 43%	322 46%	164 55%	60 30%	422 38%	207 41%	175 35%	40 39%	60 30%	27 27%	33 33%	344 39%	181 38%	637 45%	129 44%	40 31%	67 38%
My grandparents were the first generation of my family to live in Britain	650 19%	-	-	-	425 20%	179 20%	163 23%	57 19%	26 13%	207 19%	147 29%	44 9%	16 16%	18 9%	9 9%	9 9%	165 19%	72 15%	264 19%	75 26%	24 19%	37 21%
My great grandparents were the first generation of my family to live in Britain	158 5%	-	-	-	89 4%	22 2%	45 6%	16 5%	6 3%	56 5%	36 7%	7 1%	13 13%	13 6%	2 2%	11 11%	46 5%	5 1%	72 5%	7 3%	10 7%	16 9%

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Absolutes/col percents

Table 54

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

Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Christian	4590 45%	2030 41%	2560 49%	433 30%	726 36%	841 40%	703 43%	728 56%	1148 68%	1551 41%	921 44%	509 43%	1376 52%	904 58%	1493 40%	265 44%	1094 58%	1273 42%	491 38%
Hindu	513 5%	274 5%	239 5%	77 5%	118 6%	118 6%	92 6%	62 5%	46 3%	220 6%	110 5%	58 5%	91 3%	70 4%	191 5%	26 4%	93 5%	179 6%	35 3%
Muslim	1747 17%	834 17%	914 17%	401 28%	401 20%	419 20%	279 17%	140 11%	105 6%	521 14%	321 15%	256 22%	504 19%	101 7%	887 24%	90 15%	204 11%	644 21%	180 14%
Jew	161 2%	86 2%	75 1%	24 2%	20 1%	29 1%	14 1%	25 2%	49 3%	79 2%	37 2%	9 1%	34 1%	57 4%	43 1%	8 1%	68 4%	34 1%	22 2%
Sikh	308 3%	144 3%	165 3%	55 4%	71 3%	71 3%	52 3%	31 2%	28 2%	110 3%	61 3%	54 5%	65 2%	21 1%	147 4%	11 2%	47 2%	128 4%	26 2%
Buddhist	55 1%	28 1%	27 1%	8 1%	14 1%	5 *	6 *	14 1%	8 *	22 1%	13 1%	7 1%	5 *	11 1%	15 *	2 *	13 1%	11 *	8 1%
Other	545 5%	289 6%	256 5%	69 5%	132 7%	99 5%	98 6%	64 5%	83 5%	209 6%	123 6%	46 4%	133 5%	83 5%	178 5%	28 5%	80 4%	141 5%	94 7%
None	2124 21%	1210 24%	914 17%	351 24%	512 25%	481 23%	354 22%	225 17%	200 12%	959 26%	443 21%	207 18%	397 15%	278 18%	710 19%	160 27%	266 14%	529 18%	406 32%
Refused	223 2%	109 2%	114 2%	36 2%	41 2%	50 2%	47 3%	16 1%	30 2%	70 2%	43 2%	26 2%	34 1%	21 1%	63 2%	10 2%	25 1%	61 2%	23 2%

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Absolutes/col percents

Table 54

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

Base: All respondents

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Christian	4590 45%	3655 55%	3519 57%	137 36%	81 4%	36 4%	11 2%	7 2%	28 14%	740 67%	380 76%	306 61%	53 52%	53 27%	32 32%	21 21%	4590 100%	-	-	-	-	-
Hindu	513 5%	28 *	9 *	19 5%	462 22%	406 45%	3 *	2 1%	51 26%	6 1%	-	2 *	5 5%	6 3%	-	6 6%	-	513 100%	-	-	-	-
Muslim	1747 17%	287 4%	204 3%	83 22%	1171 56%	139 15%	670 96%	280 94%	82 41%	195 18%	16 3%	159 32%	20 20%	52 26%	9 9%	43 43%	-	-	1747 100%	-	-	-
Jew	161 2%	149 2%	148 2%	1 *	2 *	* *	-	2 1%	-	1 *	-	* *	1 1%	6 3%	2 2%	4 4%	-	-	-	-	161 21%	-
Sikh	308 3%	15 *	10 *	5 1%	289 14%	274 30%	-	1 *	14 7%	-	-	-	-	4 2%	2 2%	1 1%	-	-	-	308 100%	-	-
Buddhist	55 1%	27 *	25 *	1 *	7 *	1 *	-	-	6 3%	1 *	1 *	-	-	19 10%	17 17%	3 3%	-	-	-	-	55 7%	-
Other	545 5%	445 7%	419 7%	26 7%	31 1%	16 2%	7 1%	2 1%	5 3%	43 4%	24 5%	10 2%	10 10%	18 9%	10 10%	8 8%	-	-	-	-	545 72%	-
None	2124 21%	1891 29%	1794 29%	97 25%	40 2%	22 2%	7 1%	3 1%	7 4%	96 9%	66 13%	17 3%	14 13%	39 20%	28 28%	11 11%	-	-	-	-	-	2124 100%
Refused	223 2%	100 2%	88 1%	12 3%	17 1%	7 1%	2 *	2 1%	7 3%	18 2%	12 2%	6 1%	-	3 1%	-	3 3%	-	-	-	-	-	-

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Absolutes/col percents

Table 55

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Gender		Age							SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Secondary school, high school, NVQ levels 1 to 3, etc.	5030 49%	2309 46%	2721 52%	823 57%	661 32%	857 41%	832 51%	727 56%	1118 66%	1102 29%	991 48%	762 65%	1848 70%	716 46%	1799 48%	220 37%	987 52%	1436 48%	445 35%
University degree or equivalent professional qualification, NVQ level 4, etc.	3166 31%	1614 32%	1551 29%	405 28%	823 40%	788 37%	501 30%	330 25%	313 18%	1576 42%	720 35%	278 24%	433 16%	543 35%	1111 30%	220 37%	606 32%	925 31%	504 39%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1531 15%	824 16%	707 13%	97 7%	498 24%	406 19%	251 15%	178 14%	100 6%	969 26%	292 14%	73 6%	134 5%	244 16%	583 16%	136 23%	226 12%	469 16%	301 23%
Still in full time education	127 1%	60 1%	67 1%	97 7%	20 1%	8 *	* *	1 *	- -	46 1%	29 1%	9 1%	27 1%	9 1%	72 2%	11 2%	11 1%	32 1%	12 1%
Refused	415 4%	199 4%	216 4%	32 2%	34 2%	54 3%	62 4%	67 5%	165 10%	47 1%	40 2%	50 4%	196 7%	35 2%	164 4%	13 2%	59 3%	139 5%	23 2%

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Absolutes/col percents

Table 55

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Ethnicity													Religion								
	Total	NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Secondary school, high school, NVQ levels 1 to 3, etc.	5030 49%	3356 51%	3165 51%	191 50%	972 46%	370 41%	342 49%	169 57%	91 45%	536 49%	298 60%	187 37%	52 51%	68 34%	27 27%	41 41%	2510 55%	190 37%	920 53%	142 46%	356 47%	838 39%
University degree or equivalent professional qualification, NVQ level 4, etc.	3166 31%	1963 30%	1844 30%	119 31%	686 33%	316 35%	214 31%	82 28%	74 37%	363 33%	131 26%	197 39%	35 34%	71 35%	33 33%	38 38%	1285 28%	179 35%	522 30%	107 35%	228 30%	768 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	1531 15%	998 15%	946 15%	51 14%	314 15%	173 19%	85 12%	30 10%	27 13%	130 12%	39 8%	81 16%	10 10%	57 29%	38 38%	19 19%	577 13%	123 24%	176 10%	43 14%	138 18%	445 21%
Still in full time education	127 1%	56 1%	48 1%	8 2%	42 2%	10 1%	21 3%	8 3%	3 2%	25 2%	9 2%	14 3%	2 2%	3 1%	2 2%	1 1%	46 1%	7 1%	45 3%	1 *	12 2%	16 1%
Refused	415 4%	223 3%	213 3%	10 3%	86 4%	33 4%	38 5%	10 3%	5 3%	47 4%	22 4%	22 4%	3 3%	1 1%	- -	1 1%	172 4%	14 3%	85 5%	15 5%	27 4%	57 3%

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Absolutes/col percents

Table 56
Gender
Base: All respondents

	Gender			Age						SEG				Voting Intention			2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	LibDem	Con	Lab	LibDem
Unweighted base	10268	4983	5285	1179	1919	2107	1715	1438	1890	3691	2052	1176	2718	1568	3704	579	1955	3079	1253
Weighted base	10268	5005	5263	1455	2035	2113	1647	1304	1696	3740	2072	1172	2638	1547	3728	601	1890	3000	1285
Male	5005	5005	-	810	977	947	834	639	790	1958	960	628	1124	865	1862	277	980	1453	605
	49%	100%	-	56%	48%	45%	51%	49%	47%	52%	46%	54%	43%	56%	50%	46%	52%	48%	47%
Female	5263	-	5263	644	1058	1166	813	665	906	1782	1112	544	1514	681	1866	324	910	1548	681
	51%	-	100%	44%	52%	55%	49%	51%	53%	48%	54%	46%	57%	44%	50%	54%	48%	52%	53%

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Absolutes/col percents

Table 56
Gender
Base: All respondents

	Total	Ethnicity											Religion									
		NET: White/ Mixed	White	Mixed	NET: Asian	Indian	Paki- stani	Bang- lad- eshi	Other Asian	NET: Black	Black Carib- bean	Black Afri- can	Other Black	NET: Chin- ese/ Other	Chin- ese	Other	Chris- tian	Hindu	Muslim	Sikh	Other	None
Unweighted base	10268	6371	6089	282	2281	1030	701	317	233	1119	504	510	105	228	48	180	4831	508	1556	304	791	2032
Weighted base	10268	6596	6216	380	2100	901	700	299	200	1101	499	500	102	200	100	100	4590	513	1747	308	761	2124
Male	5005	3232	3060	172	1053	442	350	150	112	505	225	235	46	89	47	42	2030	274	834	144	404	1210
	49%	49%	49%	45%	50%	49%	50%	56%	46%	45%	47%	45%	45%	47%	42%	44%	53%	48%	47%	53%	57%	
Female	5263	3364	3157	207	1047	460	350	150	88	596	274	265	56	111	53	58	2560	239	914	165	357	914
	51%	51%	51%	55%	50%	51%	50%	44%	54%	55%	53%	55%	55%	53%	58%	56%	47%	52%	53%	47%	43%	