

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Absolutely certain to vote	(10) 4336	2371	1965	270	494	748	781	793	1249	1325	1265	869	876	1059	1203	1037	623	414	659	1612
	54%	60%	48%	28%	38%	49%	57%	66%	74%	61%	54%	51%	47%	52%	57%	51%	54%	59%	54%	49%
	(9) 783	416	368	89	105	134	136	120	199	271	233	126	154	205	203	198	115	62	122	313
	10%	11%	9%	9%	8%	9%	10%	10%	12%	12%	10%	7%	8%	10%	10%	10%	10%	9%	10%	10%
	(8) 668	293	375	98	172	143	120	71	64	167	203	123	176	186	191	148	99	45	112	315
	8%	7%	9%	10%	13%	9%	9%	6%	4%	8%	9%	7%	9%	9%	9%	7%	8%	6%	9%	10%
	(7) 432	186	246	91	108	100	60	43	31	76	140	128	88	105	97	118	68	43	87	215
	5%	5%	6%	9%	8%	7%	4%	4%	2%	3%	6%	8%	5%	5%	5%	6%	6%	6%	7%	7%
	(6) 241	91	150	60	47	58	36	22	18	52	63	60	67	67	53	76	30	16	36	117
	3%	2%	4%	6%	4%	4%	3%	2%	1%	2%	3%	4%	4%	3%	2%	4%	3%	2%	3%	4%
	(5) 421	154	266	99	92	106	58	38	28	73	110	122	116	114	107	114	59	26	68	184
	5%	4%	6%	10%	7%	7%	4%	3%	2%	3%	5%	7%	6%	6%	5%	6%	5%	4%	6%	6%
	(4) 119	39	80	38	19	27	20	12	3	25	31	38	24	36	32	27	13	11	19	55
	1%	1%	2%	4%	1%	2%	1%	1%	*	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%
	(3) 194	62	132	54	44	47	29	12	8	42	59	34	60	55	55	42	24	19	22	102
	2%	2%	3%	6%	3%	3%	2%	1%	*	2%	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%
	(2) 177	83	94	45	52	29	28	9	14	36	55	45	42	44	42	42	33	16	34	69
	2%	2%	2%	5%	4%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%
Definitely would not vote	(1) 525	208	316	81	122	120	76	66	60	90	129	119	187	136	100	176	75	37	56	237
	7%	5%	8%	8%	9%	8%	6%	5%	4%	4%	6%	7%	10%	7%	5%	9%	6%	5%	5%	7%
Don't know	162	44	118	41	36	19	26	22	18	20	49	29	64	40	43	43	24	13	15	63
	2%	1%	3%	4%	3%	1%	2%	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%
Mean	8.14	8.49	7.80	6.77	7.33	7.83	8.35	8.74	9.19	8.64	8.23	7.89	7.65	8.05	8.35	7.93	8.14	8.36	8.24	7.92

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Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Standard deviation	2.80	2.60	2.95	3.04	3.08	2.92	2.68	2.46	2.03	2.43	2.71	2.90	3.12	2.83	2.63	2.97	2.81	2.69	2.62	2.87
Standard error	0.03	0.04	0.05	0.11	0.09	0.08	0.07	0.07	0.05	0.04	0.06	0.09	0.07	0.06	0.06	0.07	0.08	0.10	0.08	0.05

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Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
Absolutely certain to vote	(10) 4336 54%	1264 68%	1601 63%	377 58%	1529 70%	1205 68%	869 61%	1084 75%	445 60%	179 43%	116 44%	
	(9) 783 10%	227 12%	253 10%	87 13%	232 11%	198 11%	180 13%	177 12%	55 7%	50 12%	38 15%	
	(8) 668 8%	147 8%	248 10%	68 11%	158 7%	133 8%	145 10%	90 6%	68 9%	57 14%	31 12%	
	(7) 432 5%	82 4%	143 6%	36 6%	85 4%	71 4%	59 4%	44 3%	41 6%	38 9%	21 8%	
	(6) 241 3%	30 2%	86 3%	22 3%	34 2%	39 2%	27 2%	13 1%	21 3%	17 4%	12 5%	
	(5) 421 5%	62 3%	112 4%	35 5%	51 2%	34 2%	53 4%	22 2%	29 4%	40 10%	19 7%	
	(4) 119 1%	11 1%	36 1%	5 1%	11 1%	10 1%	12 1%	4 *	7 1%	7 2%	5 2%	
	(3) 194 2%	24 1%	33 1%	8 1%	21 1%	10 1%	10 1%	9 1%	12 2%	16 4%	11 4%	
	(2) 177 2%	11 1%	28 1%	7 1%	7 *	15 1%	10 1%	- -	7 1%	11 3%	7 3%	
Definitely would not vote	(1) 525 7%	- -	- -	- -	45 2%	42 2%	31 2%	- -	45 6%	- -	- -	
Don't know	162 2%	- -	- -	- -	13 1%	14 1%	21 1%	- -	13 2%	- -	1 *	
Mean	8.14	9.18	8.92	8.86	9.14	9.07	8.91	9.49	8.46	8.11	8.18	

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Base: All respondents

	<u>Vote Intention</u>			<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>					<u>LibDem</u>
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Standard deviation	2.80	1.58	1.82	1.80	1.84	1.93	1.98	1.15	2.60	2.26	2.29
Standard error	0.03	0.04	0.04	0.07	0.04	0.05	0.05	0.03	0.09	0.11	0.14

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Table 2

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Conservative	1859	1033	826	155	214	306	299	283	602	645	589	334	291	541	582	389	268	80	218	792
	23%	26%	20%	16%	17%	20%	22%	23%	36%	30%	25%	20%	16%	26%	27%	19%	23%	11%	18%	24%
Labour	2540	1259	1281	331	465	508	463	384	388	637	732	559	612	625	621	800	315	179	475	997
	32%	32%	31%	34%	36%	33%	34%	32%	23%	29%	31%	33%	33%	31%	29%	40%	27%	26%	39%	30%
Liberal Democrat	645	302	343	81	107	116	95	116	129	204	188	136	118	168	185	137	130	25	89	288
	8%	8%	8%	8%	8%	8%	7%	10%	8%	9%	8%	8%	6%	8%	9%	7%	11%	4%	7%	9%
SNP	240	149	91	19	24	61	52	39	46	56	73	48	63	-	-	-	-	240	53	84
	3%	4%	2%	2%	2%	4%	4%	3%	3%	3%	3%	3%	3%	-	-	-	-	34%	4%	3%
Plaid Cymru	53	28	25	10	7	6	12	8	10	14	16	12	11	-	-	-	53	-	19	16
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	5%	-	2%	*
The UK Independence Party	522	337	185	22	28	66	89	102	215	140	150	114	117	136	168	129	77	11	52	191
	6%	9%	5%	2%	2%	4%	7%	8%	13%	6%	6%	7%	6%	7%	8%	6%	7%	2%	4%	6%
The Green Party	209	95	114	30	32	53	40	32	21	68	55	35	51	52	63	44	35	15	47	86
	3%	2%	3%	3%	3%	3%	3%	3%	1%	3%	2%	2%	3%	3%	3%	2%	3%	2%	4%	3%
The British National Party	94	50	44	12	19	26	18	11	8	9	23	31	31	27	20	28	14	5	14	40
	1%	1%	1%	1%	1%	2%	1%	1%	*	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Some other party	36	23	14	4	3	9	6	11	4	11	10	3	13	7	13	9	5	3	8	14
	*	1%	*	*	*	1%	*	1%	*	*	*	*	1%	*	1%	*	*	*	1%	*
Would not vote	665	260	405	124	158	142	94	78	68	116	173	153	223	166	141	211	99	48	79	296
	8%	7%	10%	13%	12%	9%	7%	6%	4%	5%	7%	9%	12%	8%	7%	10%	9%	7%	6%	9%
Rather not say	100	39	61	12	34	24	8	12	11	23	19	21	37	34	20	20	10	16	7	46
	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
Don't know	1095	376	719	166	196	216	193	134	189	253	308	248	286	292	314	256	155	78	168	432
	14%	10%	17%	17%	15%	14%	14%	11%	11%	12%	13%	15%	15%	14%	15%	13%	13%	11%	14%	13%

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Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Conservative	1859	1859	-	-	1444	46	110	1444	-	415	-
	23%	100%	-	-	66%	3%	8%	100%	-	100%	-
Labour	2540	-	2540	-	130	1485	363	-	130	-	69
	32%	-	100%	-	6%	84%	26%	-	18%	-	26%
Liberal Democrat	645	-	-	645	33	15	477	-	33	-	62
	8%	-	-	100%	2%	1%	34%	-	5%	-	24%
SNP	240	-	-	-	9	21	23	-	9	-	1
	3%	-	-	-	*	1%	2%	-	1%	-	*
Plaid Cymru	53	-	-	-	5	3	6	-	5	-	2
	1%	-	-	-	*	*	*	-	1%	-	1%
The UK Independence Party	522	-	-	-	222	20	71	-	222	-	15
	6%	-	-	-	10%	1%	5%	-	30%	-	6%
The Green Party	209	-	-	-	24	14	68	-	24	-	3
	3%	-	-	-	1%	1%	5%	-	3%	-	1%
The British National Party	94	-	-	-	15	5	8	-	15	-	*
	1%	-	-	-	1%	*	1%	-	2%	-	*
Some other party	36	-	-	-	4	7	7	-	4	-	2
	*	-	-	-	*	*	1%	-	1%	-	1%
Would not vote	665	-	-	-	55	44	38	-	55	-	-
	8%	-	-	-	3%	2%	3%	-	7%	-	-
Rather not say	100	-	-	-	7	5	3	-	7	-	8
	1%	-	-	-	*	*	*	-	1%	-	3%
Don't know	1095	-	-	-	235	107	244	-	235	-	99
	14%	-	-	-	11%	6%	17%	-	32%	-	38%

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Base: All respondents expressing an intention to vote

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6212	3264	2948	568	893	1102	1044	1034	1571	2429	1582	875	1326	1580	1604	1540	919	569	880	2270
Weighted base	6198	3274	2924	665	900	1149	1075	985	1424	1785	1836	1271	1307	1556	1652	1536	897	557	976	2508
Conservative	1859	1033	826	155	214	306	299	283	602	645	589	334	291	541	582	389	268	80	218	792
	30%	32%	28%	23%	24%	27%	28%	29%	42%	36%	32%	26%	22%	35%	35%	25%	30%	14%	22%	32%
Labour	2540	1259	1281	331	465	508	463	384	388	637	732	559	612	625	621	800	315	179	475	997
	41%	38%	44%	50%	52%	44%	43%	39%	27%	36%	40%	44%	47%	40%	38%	52%	35%	32%	49%	40%
Liberal Democrat	645	302	343	81	107	116	95	116	129	204	188	136	118	168	185	137	130	25	89	288
	10%	9%	12%	12%	12%	10%	9%	12%	9%	11%	10%	11%	9%	11%	11%	9%	14%	4%	9%	11%
SNP	240	149	91	19	24	61	52	39	46	56	73	48	63	-	-	-	-	240	53	84
	4%	5%	3%	3%	3%	5%	5%	4%	3%	3%	4%	4%	5%	-	-	-	-	43%	5%	3%
Plaid Cymru	53	28	25	10	7	6	12	8	10	14	16	12	11	-	-	-	53	-	19	16
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	6%	-	2%	1%
The UK Independence Party	522	337	185	22	28	66	89	102	215	140	150	114	117	136	168	129	77	11	52	191
	8%	10%	6%	3%	3%	6%	8%	10%	15%	8%	8%	9%	9%	9%	10%	8%	9%	2%	5%	8%
The Green Party	209	95	114	30	32	53	40	32	21	68	55	35	51	52	63	44	35	15	47	86
	3%	3%	4%	4%	4%	5%	4%	3%	2%	4%	3%	3%	4%	3%	4%	3%	4%	3%	5%	3%
The British National Party	94	50	44	12	19	26	18	11	8	9	23	31	31	27	20	28	14	5	14	40
	2%	2%	2%	2%	2%	2%	2%	1%	1%	*	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%
Some other party	36	23	14	4	3	9	6	11	4	11	10	3	13	7	13	9	5	3	8	14
	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%

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	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	6212	1973	2380	658	2039	1404	1192	1571	468	402	162
Weighted base	6198	1859	2540	645	1887	1615	1132	1444	443	415	154
Conservative	1859	1859	-	-	1444	46	110	1444	-	415	-
	30%	100%	-	-	77%	3%	10%	100%	-	100%	-
Labour	2540	-	2540	-	130	1485	363	-	130	-	69
	41%	-	100%	-	7%	92%	32%	-	29%	-	45%
Liberal Democrat	645	-	-	645	33	15	477	-	33	-	62
	10%	-	-	100%	2%	1%	42%	-	8%	-	40%
SNP	240	-	-	-	9	21	23	-	9	-	1
	4%	-	-	-	*	1%	2%	-	2%	-	1%
Plaid Cymru	53	-	-	-	5	3	6	-	5	-	2
	1%	-	-	-	*	*	1%	-	1%	-	1%
The UK Independence Party	522	-	-	-	222	20	71	-	222	-	15
	8%	-	-	-	12%	1%	6%	-	50%	-	9%
The Green Party	209	-	-	-	24	14	68	-	24	-	3
	3%	-	-	-	1%	1%	6%	-	5%	-	2%
The British National Party	94	-	-	-	15	5	8	-	15	-	*
	2%	-	-	-	1%	*	1%	-	3%	-	*
Some other party	36	-	-	-	4	7	7	-	4	-	2
	1%	-	-	-	*	*	1%	-	1%	-	2%

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Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4734	2557	2176	339	595	800	817	845	1336	1930	1201	637	965	1188	1236	1161	704	443	664	1667
Weighted base	4688	2549	2138	397	607	829	839	803	1213	1411	1395	926	955	1164	1266	1146	683	428	732	1837
Conservative	1462	826	636	97	152	226	234	236	517	520	464	249	228	425	461	300	212	65	170	598
	31%	32%	30%	25%	25%	27%	28%	29%	43%	37%	33%	27%	24%	37%	36%	26%	31%	15%	23%	33%
Labour	1897	966	931	209	307	368	362	313	338	504	551	400	441	456	472	594	241	133	357	722
	40%	38%	44%	53%	51%	44%	43%	39%	28%	36%	40%	43%	46%	39%	37%	52%	35%	31%	49%	39%
Liberal Democrat	477	239	238	45	73	81	79	88	110	158	133	103	83	120	142	100	96	20	67	202
	10%	9%	11%	11%	12%	10%	9%	11%	9%	11%	10%	11%	9%	10%	11%	9%	14%	5%	9%	11%
SNP	184	118	66	10	18	46	42	32	38	47	53	37	47	-	-	-	-	184	42	66
	4%	5%	3%	2%	3%	5%	5%	4%	3%	3%	4%	4%	5%	-	-	-	-	43%	6%	4%
Plaid Cymru	36	20	17	3	4	5	9	6	9	10	11	8	7	-	-	-	36	-	12	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	5%	-	2%	1%
The UK Independence Party	406	263	143	11	16	47	70	85	177	111	122	85	88	110	128	99	61	9	39	148
	9%	10%	7%	3%	3%	6%	8%	11%	15%	8%	9%	9%	9%	9%	10%	9%	9%	2%	5%	8%
The Green Party	141	68	74	16	22	34	27	26	16	48	39	23	31	34	39	32	26	11	33	58
	3%	3%	3%	4%	4%	4%	3%	3%	1%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%
The British National Party	57	34	24	3	12	18	10	8	6	6	14	18	20	14	13	18	9	4	9	23
	1%	1%	1%	1%	2%	2%	1%	1%	1%	*	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%
Some other party	26	17	9	2	3	5	5	8	3	8	6	2	10	5	11	5	2	3	4	11
	1%	1%	*	1%	*	1%	1%	1%	*	1%	*	*	1%	*	1%	*	*	1%	1%	1%

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Absolutes/col percents

Table 4

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	4734	1565	1777	493	1682	1138	963	1311	371	254	111
Weighted base	4688	1462	1897	477	1551	1301	912	1199	352	263	106
Conservative	1462 31%	1462 100%	-	-	1199 77%	36 3%	91 10%	1199 100%	-	263 100%	-
Labour	1897 40%	-	1897 100%	-	101 6%	1201 92%	299 33%	-	101 29%	-	42 40%
Liberal Democrat	477 10%	-	-	477 100%	27 2%	11 1%	382 42%	-	27 8%	-	46 44%
SNP	184 4%	-	-	-	6 *	16 1%	19 2%	-	6 2%	-	* *
Plaid Cymru	36 1%	-	-	-	4 *	2 *	4 *	-	4 1%	-	1 1%
The UK Independence Party	406 9%	-	-	-	185 12%	16 1%	55 6%	-	185 52%	-	12 11%
The Green Party	141 3%	-	-	-	16 1%	10 1%	51 6%	-	16 5%	-	2 2%
The British National Party	57 1%	-	-	-	11 1%	3 *	5 1%	-	11 3%	-	* *
Some other party	26 1%	-	-	-	3 *	5 *	5 1%	-	3 1%	-	1 1%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 5

Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?

Base: All respondents

Weighting: Turnout Weights

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5314	1856	1195	1118	150	28	149	58	43	24	541	131	19
Weighted base	5252	1712	1371	1056	137	26	140	55	38	18	547	135	16
Conservative	1462 28%	1199 70%	36 3%	91 9%	1 *	* 2%	4 3%	1 2%	1 3%	2 12%	112 20%	14 11%	* 3%
Labour	1897 36%	101 6%	1201 88%	299 28%	3 3%	1 5%	8 6%	4 7%	4 10%	5 30%	244 44%	25 19%	2 9%
Liberal Democrat	477 9%	27 2%	11 1%	382 36%	1 1%	- -	- -	1 1%	- -	- -	41 8%	13 10%	* 1%
SNP	184 4%	6 *	16 1%	19 2%	126 92%	- -	- -	- -	- -	- -	16 3%	1 *	- -
Plaid Cymru	36 1%	4 *	2 *	4 *	- -	20 77%	* *	2 3%	- -	- -	5 1%	* *	- -
The UK Independence Party	406 8%	185 11%	16 1%	55 5%	- -	* 2%	112 80%	3 5%	8 22%	- -	23 4%	4 3%	- -
The Green Party	141 3%	16 1%	10 1%	51 5%	* *	- -	3 2%	39 71%	- -	- -	18 3%	2 1%	2 10%
The British National Party	57 1%	11 1%	3 *	5 1%	- -	- -	6 4%	- -	21 56%	- -	9 2%	2 1%	- -
Some other party	26 *	3 *	5 *	5 *	- -	- -	- -	1 1%	2 5%	7 38%	3 *	- -	2 10%
Would not vote	12 *	2 *	* *	* *	- -	* 1%	- -	- -	* 1%	- -	8 1%	* *	1 4%
Rather not say	69 1%	6 *	4 *	3 *	1 1%	- -	- -	- -	- -	1 4%	8 1%	46 34%	- -
Don't know	485 9%	153 9%	65 5%	142 13%	5 4%	3 13%	6 4%	6 10%	1 4%	3 17%	63 11%	28 20%	10 62%

Blueprint Phase 3

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Absolutes/col percents

Table 6

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Conservative	2185	1218	967	105	217	359	355	358	791	741	671	405	367	618	688	447	328	104	281	847
	27%	31%	24%	11%	17%	23%	26%	30%	47%	34%	29%	24%	20%	30%	32%	22%	28%	15%	23%	26%
Labour	1771	916	856	142	313	373	314	295	334	454	514	380	422	386	444	556	218	167	347	667
	22%	23%	21%	15%	24%	24%	23%	24%	20%	21%	22%	22%	23%	19%	21%	28%	19%	24%	28%	20%
Liberal Democrat	1417	709	708	120	195	253	261	261	328	464	433	259	261	340	395	348	263	71	234	566
	18%	18%	17%	12%	15%	17%	19%	22%	19%	21%	19%	15%	14%	17%	19%	17%	23%	10%	19%	17%
SNP	167	108	59	3	18	33	40	32	41	39	48	39	41	-	-	-	-	167	41	55
	2%	3%	1%	*	1%	2%	3%	3%	2%	2%	2%	2%	2%	-	-	-	-	24%	3%	2%
Plaid Cymru	31	18	14	1	2	3	7	9	10	9	7	9	7	-	-	-	31	-	8	11
	*	*	*	*	*	*	*	1%	1%	*	*	1%	*	-	-	-	3%	-	1%	*
The UK Independence Party	177	105	72	7	13	22	34	36	66	36	51	46	44	51	46	42	33	4	14	66
	2%	3%	2%	1%	1%	1%	2%	3%	4%	2%	2%	3%	2%	3%	2%	2%	3%	1%	1%	2%
The Green Party	73	33	40	10	7	9	23	13	10	16	26	13	18	21	21	11	13	7	21	27
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
The British National Party	58	31	27	5	5	19	14	12	2	5	7	19	26	12	21	18	5	1	7	24
	1%	1%	1%	*	*	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	*	*	1%	1%
Some other party	24	10	14	2	-	5	6	4	6	7	7	3	7	6	8	4	2	3	3	10
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Did not vote	1871	694	1177	519	437	394	276	153	94	340	504	454	573	495	444	540	241	152	227	877
	23%	18%	29%	54%	34%	26%	20%	13%	6%	16%	22%	27%	31%	24%	21%	27%	21%	22%	18%	27%
Prefer not to say	255	102	152	52	76	52	32	33	10	57	64	56	78	108	51	50	24	21	39	125
	3%	3%	4%	5%	6%	3%	2%	3%	1%	3%	3%	3%	4%	5%	2%	2%	2%	3%	3%	4%
Don't know	28	4	24	1	5	9	9	3	1	8	4	8	8	11	9	4	4	1	6	9
	*	*	1%	*	*	1%	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*

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Absolutes/col percents

Table 6

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Conservative	2185	1444	130	33	2185	-	-	1444	741	-	-
	27%	78%	5%	5%	100%	-	-	100%	100%	-	-
Labour	1771	46	1485	15	-	1771	-	-	-	46	55
	22%	2%	58%	2%	-	100%	-	-	-	11%	21%
Liberal Democrat	1417	110	363	477	-	-	1417	-	-	110	104
	18%	6%	14%	74%	-	-	100%	-	-	26%	40%
SNP	167	1	5	1	-	-	-	-	-	1	2
	2%	*	*	*	-	-	-	-	-	*	1%
Plaid Cymru	31	*	1	-	-	-	-	-	-	*	-
	*	*	*	-	-	-	-	-	-	*	-
The UK Independence Party	177	6	11	-	-	-	-	-	-	6	6
	2%	*	*	-	-	-	-	-	-	1%	2%
The Green Party	73	1	5	1	-	-	-	-	-	1	3
	1%	*	*	*	-	-	-	-	-	*	1%
The British National Party	58	1	4	-	-	-	-	-	-	1	1
	1%	*	*	-	-	-	-	-	-	*	*
Some other party	24	3	6	-	-	-	-	-	-	3	2
	*	*	*	-	-	-	-	-	-	1%	1%
Did not vote	1871	229	481	91	-	-	-	-	-	229	77
	23%	12%	19%	14%	-	-	-	-	-	55%	29%
Prefer not to say	255	19	45	26	-	-	-	-	-	19	12
	3%	1%	2%	4%	-	-	-	-	-	5%	5%
Don't know	28	1	3	2	-	-	-	-	-	1	*
	*	*	*	*	-	-	-	-	-	*	*

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Absolutes/col percents

Table 7

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	5970	3154	2816	343	740	1043	1027	1068	1749	2438	1531	809	1192	1473	1593	1451	915	538	882	2059
Weighted base	5904	3147	2756	395	771	1076	1053	1021	1588	1772	1765	1173	1194	1435	1623	1427	893	526	958	2271
Conservative	2185	1218	967	105	217	359	355	358	791	741	671	405	367	618	688	447	328	104	281	847
	37%	39%	35%	26%	28%	33%	34%	35%	50%	42%	38%	35%	31%	43%	42%	31%	37%	20%	29%	37%
Labour	1771	916	856	142	313	373	314	295	334	454	514	380	422	386	444	556	218	167	347	667
	30%	29%	31%	36%	41%	35%	30%	29%	21%	26%	29%	32%	35%	27%	27%	39%	24%	32%	36%	29%
Liberal Democrat	1417	709	708	120	195	253	261	261	328	464	433	259	261	340	395	348	263	71	234	566
	24%	23%	26%	30%	25%	23%	25%	26%	21%	26%	25%	22%	22%	24%	24%	24%	29%	14%	24%	25%
SNP	167	108	59	3	18	33	40	32	41	39	48	39	41	-	-	-	-	167	41	55
	3%	3%	2%	1%	2%	3%	4%	3%	3%	2%	3%	3%	3%	-	-	-	-	32%	4%	2%
Plaid Cymru	31	18	14	1	2	3	7	9	10	9	7	9	7	-	-	-	31	-	8	11
	1%	1%	*	*	*	*	1%	1%	1%	1%	*	1%	1%	-	-	-	3%	-	1%	*
The UK Independence Party	177	105	72	7	13	22	34	36	66	36	51	46	44	51	46	42	33	4	14	66
	3%	3%	3%	2%	2%	2%	3%	4%	4%	2%	3%	4%	4%	4%	3%	3%	4%	1%	2%	3%
The Green Party	73	33	40	10	7	9	23	13	10	16	26	13	18	21	21	11	13	7	21	27
	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
The British National Party	58	31	27	5	5	19	14	12	2	5	7	19	26	12	21	18	5	1	7	24
	1%	1%	1%	1%	1%	2%	1%	1%	*	*	*	2%	2%	1%	1%	1%	1%	*	1%	1%
Some other party	24	10	14	2	-	5	6	4	6	7	7	3	7	6	8	4	2	3	3	10
	*	*	1%	1%	-	*	1%	*	*	*	*	*	1%	*	1%	*	*	1%	*	*

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Absolutes/col percents

Table 7

Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Which party did you vote for in the general election in May 2010?

Base: All respondents giving a past vote

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	5970	1735	1866	542	2369	1530	1493	1571	798	164	178
Weighted base	5904	1611	2011	527	2185	1771	1417	1444	741	167	172
Conservative	2185	1444	130	33	2185	-	-	1444	741	-	-
	37%	90%	6%	6%	100%	-	-	100%	100%	-	-
Labour	1771	46	1485	15	-	1771	-	-	-	46	55
	30%	3%	74%	3%	-	100%	-	-	-	27%	32%
Liberal Democrat	1417	110	363	477	-	-	1417	-	-	110	104
	24%	7%	18%	91%	-	-	100%	-	-	66%	60%
SNP	167	1	5	1	-	-	-	-	-	1	2
	3%	*	*	*	-	-	-	-	-	*	1%
Plaid Cymru	31	*	1	-	-	-	-	-	-	*	-
	1%	*	*	-	-	-	-	-	-	*	-
The UK Independence Party	177	6	11	-	-	-	-	-	-	6	6
	3%	*	1%	-	-	-	-	-	-	3%	3%
The Green Party	73	1	5	1	-	-	-	-	-	1	3
	1%	*	*	*	-	-	-	-	-	1%	2%
The British National Party	58	1	4	-	-	-	-	-	-	1	1
	1%	*	*	-	-	-	-	-	-	1%	*
Some other party	24	3	6	-	-	-	-	-	-	3	2
	*	*	*	-	-	-	-	-	-	2%	1%

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Absolutes/col percents

Table 8

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents expressing an intention to vote

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6227	3269	2958	569	897	1104	1049	1037	1571	2434	1586	877	1330	1585	1604	1548	920	570	881	2279
Weighted base	6214	3279	2935	666	904	1151	1081	988	1424	1789	1841	1274	1310	1560	1652	1545	898	558	977	2519
Yes, I am pretty sure which party I will vote for at the next general election	4790	2595	2194	456	639	891	856	792	1155	1368	1387	988	1046	1177	1295	1205	657	456	739	1906
	77%	79%	75%	68%	71%	77%	79%	80%	81%	76%	75%	78%	80%	75%	78%	78%	73%	82%	76%	76%
No, I have not finally decided which party to vote for and may well change my mind	1425	684	741	210	265	260	225	195	269	421	454	286	263	383	357	340	242	102	238	612
	23%	21%	25%	32%	29%	23%	21%	20%	19%	24%	25%	22%	20%	25%	22%	22%	27%	18%	24%	24%

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Absolutes/col percents

Table 8

Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents expressing an intention to vote

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	6227	1973	2380	658	2039	1405	1193	1571	468	402	163
Weighted base	6214	1859	2540	645	1887	1617	1132	1444	443	415	155
Yes, I am pretty sure which party I will vote for at the next general election	4790 77%	1513 81%	2142 84%	408 63%	1481 78%	1447 90%	771 68%	1228 85%	253 57%	285 69%	- -
No, I have not finally decided which party to vote for and may well change my mind	1425 23%	346 19%	398 16%	237 37%	406 22%	169 10%	362 32%	216 15%	190 43%	130 31%	155 100%

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Absolutes/col percents

Table 9

Q.5 Which of the following parties would you seriously consider voting for at the next general election?

Base: All respondents who have not necessarily decided which party to vote for

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	2519	1051	1468	305	468	490	419	330	507	941	657	372	549	694	648	586	407	184	374	953
Weighted base	2458	1055	1403	347	460	480	399	319	452	676	732	526	523	669	648	573	384	183	397	1028
Labour	831	385	447	135	190	177	126	100	104	247	268	149	167	204	232	221	111	63	170	350
	34%	36%	32%	39%	41%	37%	31%	31%	23%	37%	37%	28%	32%	31%	36%	39%	29%	34%	43%	34%
Conservative	742	395	347	77	115	135	131	95	188	267	240	121	114	199	217	157	132	37	109	336
	30%	37%	25%	22%	25%	28%	33%	30%	42%	39%	33%	23%	22%	30%	34%	27%	34%	20%	28%	33%
Liberal Democrats	627	284	343	86	144	107	92	85	113	226	193	109	99	167	179	134	116	31	93	279
	26%	27%	24%	25%	31%	22%	23%	27%	25%	33%	26%	21%	19%	25%	28%	23%	30%	17%	23%	27%
Another party	590	333	257	49	53	78	112	98	200	208	165	101	117	150	160	126	91	62	75	210
	24%	32%	18%	14%	11%	16%	28%	31%	44%	31%	22%	19%	22%	22%	25%	22%	24%	34%	19%	20%
Prefer not to say	79	30	49	9	28	18	8	11	6	18	14	19	28	24	17	15	9	15	5	43
	3%	3%	3%	3%	6%	4%	2%	4%	1%	3%	2%	4%	5%	4%	3%	3%	2%	8%	1%	4%
Don't know	708	220	488	111	134	158	121	92	92	142	202	188	176	206	177	167	106	51	125	283
	29%	21%	35%	32%	29%	33%	30%	29%	20%	21%	28%	36%	34%	31%	27%	29%	28%	28%	32%	28%

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Absolutes/col percents

Table 9

Q.5 Which of the following parties would you seriously consider voting for at the next general election?

Base: All respondents who have not necessarily decided which party to vote for

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	2519	357	406	252	679	236	629	227	452	130	270
Weighted base	2458	346	398	237	636	267	588	216	420	130	262
Labour	831	105	330	77	138	158	221	61	77	44	127
	34%	30%	83%	33%	22%	59%	38%	28%	18%	34%	48%
Conservative	742	281	81	72	374	67	138	174	199	106	262
	30%	81%	20%	30%	59%	25%	23%	81%	47%	81%	100%
Liberal Democrats	627	113	107	194	116	57	291	66	50	47	130
	26%	33%	27%	82%	18%	21%	50%	31%	12%	36%	50%
Another party	590	80	65	44	218	57	157	62	156	18	38
	24%	23%	16%	18%	34%	21%	27%	29%	37%	13%	15%
Prefer not to say	79	3	3	1	4	3	2	2	3	1	-
	3%	1%	1%	*	1%	1%	*	1%	1%	1%	-
Don't know	708	29	32	27	139	74	149	18	121	11	-
	29%	8%	8%	11%	22%	28%	25%	8%	29%	9%	-

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Absolutes/col percents

Table 10

Q.6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Better than I expected	752	417	335	103	138	150	105	95	160	227	241	139	145	225	211	157	99	59	115	345
	9%	11%	8%	11%	11%	10%	8%	8%	9%	10%	10%	8%	8%	11%	10%	8%	9%	8%	9%	11%
About the same as I expected	3519	1666	1853	474	605	698	604	440	697	989	1016	748	766	881	932	862	517	327	489	1517
	44%	42%	45%	49%	47%	46%	44%	36%	41%	45%	43%	44%	41%	43%	44%	43%	45%	47%	40%	46%
Worse than I expected	3787	1865	1922	390	546	683	660	674	836	960	1080	804	943	942	983	1003	546	314	626	1421
	47%	47%	47%	40%	42%	45%	48%	56%	49%	44%	46%	48%	51%	46%	46%	50%	47%	45%	51%	43%

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Absolutes/col percents

Table 10

Q.6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Better than I expected	752 9%	369 20%	133 5%	103 16%	305 14%	128 7%	116 8%	276 19%	29 4%	93 22%	36 14%
About the same as I expected	3519 44%	1080 58%	791 31%	343 53%	1044 48%	595 34%	581 41%	837 58%	207 28%	242 58%	149 57%
Worse than I expected	3787 47%	411 22%	1616 64%	199 31%	835 38%	1048 59%	719 51%	331 23%	504 68%	80 19%	77 30%

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Absolutes/col percents

Table 11

Q.7 Thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office, or worse, or about the same?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Better than I expected	1008	538	470	133	197	196	160	124	199	295	315	198	201	302	292	217	124	72	159	448
	13%	14%	11%	14%	15%	13%	12%	10%	12%	14%	13%	12%	11%	15%	14%	11%	11%	10%	13%	14%
About the same as I expected	3322	1532	1790	443	569	677	562	444	626	903	961	730	728	841	901	819	492	270	502	1429
	41%	39%	44%	46%	44%	44%	41%	37%	37%	42%	41%	43%	39%	41%	42%	40%	42%	39%	41%	44%
Worse than I expected	3728	1879	1850	391	523	658	648	641	867	978	1061	765	925	906	933	986	546	358	569	1406
	46%	48%	45%	40%	41%	43%	47%	53%	51%	45%	45%	45%	50%	44%	44%	49%	47%	51%	46%	43%

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Absolutes/col percents

Table 11

Q.7 Thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office, or worse, or about the same?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Better than I expected	1008 13%	543 29%	145 6%	122 19%	430 20%	147 8%	158 11%	395 27%	36 5%	148 36%	60 23%
About the same as I expected	3322 41%	930 50%	786 31%	346 54%	964 44%	566 32%	607 43%	734 51%	230 31%	196 47%	134 51%
Worse than I expected	3728 46%	386 21%	1608 63%	177 27%	791 36%	1059 60%	651 46%	315 22%	476 64%	71 17%	68 26%

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Absolutes/col percents

Table 12

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative Party?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963	
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283	
Willing to take tough decisions for the long term	4058	2159	1899	389	550	712	713	626	1068	1262	1206	797	792	1049	1161	953	594	301	572	1652	
		50%	55%	46%	40%	43%	46%	52%	52%	63%	58%	52%	47%	43%	51%	55%	47%	51%	43%	47%	50%
Competent and capable	2531	1383	1148	275	353	425	399	375	704	837	734	505	455	725	753	515	386	153	310	1088	
		31%	35%	28%	28%	27%	28%	29%	31%	42%	38%	31%	30%	25%	35%	35%	25%	33%	22%	25%	33%
Shares my values	2217	1206	1011	199	273	361	340	333	712	774	630	422	390	618	669	457	342	132	259	919	
		28%	31%	25%	21%	21%	24%	25%	28%	42%	36%	27%	25%	21%	30%	31%	23%	29%	19%	21%	28%
Will do what they say	2117	1127	990	229	302	361	304	312	610	699	614	404	400	601	590	466	323	137	250	882	
		26%	29%	24%	24%	23%	24%	22%	26%	36%	32%	26%	24%	22%	29%	28%	23%	28%	20%	20%	27%
Its heart is in the right place	2041	1063	978	220	267	353	308	288	605	656	581	401	403	562	612	438	306	123	250	840	
		25%	27%	24%	23%	21%	23%	22%	24%	36%	30%	25%	24%	22%	27%	29%	22%	26%	18%	20%	26%
On the side of people like me	1967	1094	873	207	245	311	287	297	620	696	538	365	367	539	595	403	307	122	217	827	
		24%	28%	21%	21%	19%	20%	21%	25%	37%	32%	23%	22%	20%	26%	28%	20%	26%	17%	18%	25%
Wants to help ordinary people get on in life	1912	1020	891	218	250	292	281	277	593	649	533	374	355	536	570	404	292	110	218	796	
		24%	26%	22%	23%	19%	19%	21%	23%	35%	30%	23%	22%	19%	26%	27%	20%	25%	16%	18%	24%
Stands for fairness	1824	949	875	199	221	297	274	269	563	587	510	362	364	487	537	403	274	123	216	749	
		23%	24%	21%	21%	17%	19%	20%	22%	33%	27%	22%	21%	20%	24%	25%	20%	24%	18%	18%	23%
Stands for equal opportunity for all	1693	903	790	170	210	270	262	237	543	547	482	317	346	448	515	358	268	103	185	697	
		21%	23%	19%	18%	16%	18%	19%	20%	32%	25%	21%	19%	19%	22%	24%	18%	23%	15%	15%	21%
Represents the whole country, not just some types of people	1677	868	809	171	201	265	240	260	541	534	455	338	350	459	517	344	259	97	188	671	
		21%	22%	20%	18%	16%	17%	18%	22%	32%	25%	19%	20%	19%	22%	24%	17%	22%	14%	15%	20%
None of these	3170	1404	1766	355	509	650	570	525	561	710	909	677	873	738	767	867	464	334	505	1259	
		39%	36%	43%	37%	40%	42%	42%	43%	33%	33%	39%	40%	47%	36%	36%	43%	40%	48%	41%	38%

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Absolutes/col percents

Table 12

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative Party?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Willing to take tough decisions for the long term	4058 50%	1699 91%	886 35%	348 54%	1725 79%	625 35%	697 49%	1340 93%	386 52%	359 86%	188 72%
Competent and capable	2531 31%	1473 79%	248 10%	223 35%	1402 64%	207 12%	347 24%	1163 81%	239 32%	310 75%	134 51%
Shares my values	2217 28%	1524 82%	111 4%	90 14%	1494 68%	103 6%	184 13%	1243 86%	250 34%	281 68%	77 29%
Will do what they say	2117 26%	1257 68%	244 10%	146 23%	1165 53%	211 12%	272 19%	1009 70%	156 21%	248 60%	95 36%
Its heart is in the right place	2041 25%	1261 68%	182 7%	99 15%	1238 57%	141 8%	183 13%	1028 71%	209 28%	233 56%	86 33%
On the side of people like me	1967 24%	1388 75%	82 3%	80 12%	1299 59%	84 5%	157 11%	1129 78%	171 23%	259 62%	78 30%
Wants to help ordinary people get on in life	1912 24%	1253 67%	130 5%	103 16%	1202 55%	112 6%	178 13%	1031 71%	170 23%	222 53%	76 29%
Stands for fairness	1824 23%	1219 66%	125 5%	84 13%	1157 53%	114 6%	147 10%	1003 69%	154 21%	216 52%	56 21%
Stands for equal opportunity for all	1693 21%	1120 60%	112 4%	82 13%	1089 50%	92 5%	148 10%	934 65%	156 21%	187 45%	58 22%
Represents the whole country, not just some types of people	1677 21%	1101 59%	122 5%	76 12%	1060 49%	105 6%	131 9%	914 63%	147 20%	188 45%	65 25%
None of these	3170 39%	64 3%	1342 53%	202 31%	327 15%	919 52%	609 43%	52 4%	274 37%	12 3%	34 13%

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Absolutes/col percents

Table 13

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Labour Party?

Base: All respondents

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Wants to help ordinary people get on in life	3959	1969	1990	489	630	745	717	634	745	1108	1146	814	892	961	1021	1098	525	355	675	1562
	49%	50%	48%	51%	49%	49%	52%	52%	44%	51%	49%	48%	48%	47%	48%	54%	45%	51%	55%	48%
Stands for equal opportunity for all	3435	1745	1690	435	531	652	628	561	629	964	969	710	793	833	880	969	435	319	589	1357
	43%	44%	41%	45%	41%	43%	46%	46%	37%	44%	41%	42%	43%	41%	41%	48%	37%	46%	48%	41%
On the side of people like me	3148	1556	1591	395	533	636	586	490	507	771	884	697	796	739	783	942	387	297	560	1262
	39%	39%	39%	41%	41%	42%	43%	41%	30%	35%	38%	41%	43%	36%	37%	47%	33%	42%	46%	38%
Its heart is in the right place	3070	1544	1526	389	489	608	557	465	561	824	856	651	739	735	743	893	405	294	547	1203
	38%	39%	37%	40%	38%	40%	41%	39%	33%	38%	37%	38%	40%	36%	35%	44%	35%	42%	45%	37%
Stands for fairness	3052	1521	1531	424	498	591	531	487	519	835	838	640	738	758	739	886	382	286	531	1194
	38%	39%	37%	44%	39%	39%	39%	40%	31%	38%	36%	38%	40%	37%	35%	44%	33%	41%	43%	36%
Shares my values	2893	1426	1467	374	508	562	531	447	470	722	822	637	712	687	694	857	379	277	514	1160
	36%	36%	36%	39%	39%	37%	39%	37%	28%	33%	35%	38%	38%	34%	33%	42%	33%	40%	42%	35%
Represents the whole country, not just some types of people	2852	1425	1427	368	504	562	500	437	481	732	782	620	719	669	697	837	367	282	518	1096
	35%	36%	35%	38%	39%	37%	36%	36%	28%	34%	33%	37%	39%	33%	33%	41%	32%	40%	42%	33%
Competent and capable	2497	1230	1267	375	447	478	447	371	379	613	687	561	635	576	605	760	306	249	443	1001
	31%	31%	31%	39%	35%	31%	33%	31%	22%	28%	29%	33%	34%	28%	28%	38%	26%	36%	36%	30%
Will do what they say	2345	1141	1203	341	403	459	413	343	386	574	639	542	590	562	569	705	283	225	414	924
	29%	29%	29%	35%	31%	30%	30%	28%	23%	26%	27%	32%	32%	27%	27%	35%	24%	32%	34%	28%
Willing to take tough decisions for the long term	2145	1008	1137	327	380	416	364	326	332	531	568	497	548	517	517	635	277	200	390	840
	27%	26%	28%	34%	29%	27%	27%	27%	20%	24%	24%	29%	30%	25%	24%	31%	24%	29%	32%	26%
None of these	2919	1371	1548	251	424	547	479	453	765	743	859	605	712	755	806	658	452	248	355	1194
	36%	35%	38%	26%	33%	36%	35%	37%	45%	34%	37%	36%	38%	37%	38%	33%	39%	35%	29%	36%

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Absolutes/col percents

Table 13

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Labour Party?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Wants to help ordinary people get on in life	3959 49%	545 29%	2169 85%	242 38%	608 28%	1463 83%	752 53%	377 26%	231 31%	168 40%	126 48%
Stands for equal opportunity for all	3435 43%	391 21%	2032 80%	190 29%	471 22%	1381 78%	614 43%	264 18%	207 28%	127 31%	97 37%
On the side of people like me	3148 39%	158 9%	2139 84%	108 17%	267 12%	1425 80%	524 37%	102 7%	165 22%	57 14%	88 34%
Its heart is in the right place	3070 38%	305 16%	1886 74%	160 25%	377 17%	1275 72%	530 37%	212 15%	166 22%	93 22%	101 39%
Stands for fairness	3052 38%	238 13%	1986 78%	145 22%	300 14%	1324 75%	531 37%	148 10%	152 20%	90 22%	88 33%
Shares my values	2893 36%	92 5%	2087 82%	87 13%	177 8%	1416 80%	454 32%	45 3%	131 18%	46 11%	65 25%
Represents the whole country, not just some types of people	2852 35%	197 11%	1900 75%	106 16%	286 13%	1271 72%	450 32%	128 9%	157 21%	68 16%	82 31%
Competent and capable	2497 31%	87 5%	1805 71%	101 16%	158 7%	1182 67%	370 26%	42 3%	117 16%	46 11%	55 21%
Will do what they say	2345 29%	91 5%	1706 67%	87 13%	164 8%	1136 64%	335 24%	57 4%	107 14%	34 8%	51 19%
Willing to take tough decisions for the long term	2145 27%	74 4%	1518 60%	108 17%	140 6%	998 56%	329 23%	38 3%	102 14%	36 9%	50 19%
None of these	2919 36%	977 53%	118 5%	248 38%	1232 56%	131 7%	457 32%	834 58%	398 54%	144 35%	68 26%

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Absolutes/col percents

Table 14

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Its heart is in the right place	2521 31%	1364 35%	1157 28%	251 26%	367 29%	468 31%	445 32%	427 35%	562 33%	803 37%	768 33%	473 28%	476 26%	630 31%	709 33%	581 29%	396 34%	204 29%	365 30%	1080 33%
Stands for equal opportunity for all	2070 26%	1125 28%	945 23%	220 23%	341 26%	362 24%	331 24%	321 27%	494 29%	678 31%	616 26%	389 23%	388 21%	543 27%	608 29%	458 23%	310 27%	150 21%	272 22%	845 26%
Stands for fairness	2045 25%	1146 29%	899 22%	220 23%	290 23%	360 24%	342 25%	335 28%	497 29%	694 32%	597 26%	377 22%	376 20%	532 26%	595 28%	429 21%	329 28%	159 23%	268 22%	848 26%
Wants to help ordinary people get on in life	2002 25%	1077 27%	925 23%	210 22%	291 23%	367 24%	335 24%	301 25%	498 29%	675 31%	602 26%	367 22%	359 19%	511 25%	582 27%	436 22%	332 29%	142 20%	263 21%	847 26%
Represents the whole country, not just some types of people	1521 19%	764 19%	757 18%	195 20%	243 19%	263 17%	254 19%	231 19%	335 20%	477 22%	461 20%	292 17%	292 16%	380 19%	464 22%	334 16%	236 20%	107 15%	209 17%	638 19%
On the side of people like me	1458 18%	725 18%	734 18%	186 19%	250 19%	246 16%	244 18%	217 18%	315 19%	462 21%	436 19%	267 16%	294 16%	370 18%	436 21%	337 17%	225 19%	90 13%	188 15%	639 19%
Shares my values	1340 17%	670 17%	670 16%	192 20%	229 18%	238 16%	209 15%	207 17%	267 16%	449 21%	369 16%	254 15%	268 14%	333 16%	382 18%	324 16%	208 18%	93 13%	177 14%	560 17%
Willing to take tough decisions for the long term	1008 13%	542 14%	467 11%	148 15%	186 14%	207 14%	148 11%	122 10%	197 12%	309 14%	257 11%	227 13%	216 12%	262 13%	290 14%	217 11%	155 13%	85 12%	149 12%	408 12%
Competent and capable	929 12%	473 12%	456 11%	143 15%	176 14%	182 12%	142 10%	111 9%	174 10%	243 11%	233 10%	231 14%	222 12%	223 11%	294 14%	191 9%	145 12%	76 11%	115 9%	399 12%
Will do what they say	869 11%	457 12%	412 10%	115 12%	137 11%	175 11%	135 10%	116 10%	192 11%	258 12%	226 10%	175 10%	210 11%	221 11%	253 12%	194 10%	132 11%	69 10%	108 9%	355 11%
None of these	3727 46%	1689 43%	2038 50%	391 40%	552 43%	730 48%	668 49%	583 48%	803 47%	860 40%	1063 45%	810 48%	995 54%	911 44%	936 44%	1012 50%	514 44%	355 51%	568 46%	1463 45%

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Absolutes/col percents

Table 14

Q.8 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Liberal Democrats?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Its heart is in the right place	2521 31%	702 38%	651 26%	465 72%	722 33%	446 25%	757 53%	540 37%	182 25%	162 39%	128 49%
Stands for equal opportunity for all	2070 26%	635 34%	449 18%	444 69%	613 28%	291 16%	658 46%	470 33%	143 19%	165 40%	111 42%
Stands for fairness	2045 25%	576 31%	475 19%	452 70%	584 27%	320 18%	672 47%	424 29%	160 22%	152 37%	121 46%
Wants to help ordinary people get on in life	2002 25%	640 34%	418 16%	442 69%	588 27%	296 17%	656 46%	472 33%	116 16%	168 40%	111 42%
Represents the whole country, not just some types of people	1521 19%	393 21%	304 12%	400 62%	372 17%	197 11%	559 39%	277 19%	94 13%	116 28%	82 31%
On the side of people like me	1458 18%	316 17%	280 11%	462 72%	297 14%	183 10%	611 43%	203 14%	93 13%	112 27%	96 36%
Shares my values	1340 17%	220 12%	270 11%	459 71%	207 9%	145 8%	635 45%	135 9%	72 10%	85 21%	102 39%
Willing to take tough decisions for the long term	1008 13%	177 10%	266 10%	287 44%	165 8%	170 10%	372 26%	118 8%	48 6%	60 14%	40 15%
Competent and capable	929 12%	171 9%	194 8%	319 50%	166 8%	116 7%	362 26%	119 8%	47 6%	53 13%	48 18%
Will do what they say	869 11%	173 9%	162 6%	307 48%	193 9%	104 6%	318 22%	136 9%	58 8%	37 9%	40 15%
None of these	3727 46%	627 34%	1300 51%	54 8%	970 44%	928 52%	394 28%	537 37%	433 58%	90 22%	69 26%

Lord Ashcroft

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Absolutes/col percents

Table 15

Q.9 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Conservative-Liberal Democrat coalition	4087	1907	2180	525	743	826	703	624	665	1049	1202	863	973	979	1044	1054	590	420	706	1636
	51%	48%	53%	54%	58%	54%	51%	52%	39%	48%	51%	51%	52%	48%	49%	52%	51%	60%	57%	50%
Conservative government with an overall majority	3971	2041	1930	442	546	705	667	584	1028	1126	1135	830	881	1069	1082	968	572	280	524	1647
	49%	52%	47%	46%	42%	46%	49%	48%	61%	52%	49%	49%	48%	52%	51%	48%	49%	40%	43%	50%

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Absolutes/col percents

Table 15

Q.9 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Conservative-Liberal Democrat coalition	4087 51%	328 18%	1725 68%	563 87%	373 17%	1204 68%	1103 78%	199 14%	174 23%	129 31%	140 54%
Conservative government with an overall majority	3971 49%	1531 82%	815 32%	82 13%	1812 83%	567 32%	314 22%	1245 86%	567 77%	286 69%	122 46%

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Absolutes/col percents

Table 16

Q.10 Thinking about the current coalition government, do you think the Liberal Democrats seem to have too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
The Liberal Democrats seem to have too much influence within the coalition government	1869 23%	1071 27%	798 19%	163 17%	203 16%	232 15%	268 20%	308 25%	696 41%	598 27%	532 23%	400 24%	340 18%	524 26%	524 25%	418 21%	279 24%	124 18%	221 18%	693 21%
The Liberal Democrats seem to have the right amount of influence within the coalition government	2100 26%	1012 26%	1089 26%	342 35%	419 33%	413 27%	308 22%	245 20%	372 22%	579 27%	620 27%	446 26%	455 25%	560 27%	562 26%	497 25%	298 26%	184 26%	291 24%	929 28%
The Liberal Democrats do not seem to have enough influence within the coalition government	4089 51%	1866 47%	2223 54%	462 48%	667 52%	886 58%	793 58%	656 54%	624 37%	999 46%	1185 51%	846 50%	1059 57%	964 47%	1041 49%	1107 55%	585 50%	392 56%	718 58%	1661 51%

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Absolutes/col percents

Table 16

Q.10 Thinking about the current coalition government, do you think the Liberal Democrats seem to have too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
The Liberal Democrats seem to have too much influence within the coalition government	1869 23%	874 47%	255 10%	26 4%	1125 51%	174 10%	96 7%	757 52%	368 50%	117 28%	42 16%
The Liberal Democrats seem to have the right amount of influence within the coalition government	2100 26%	735 40%	406 16%	240 37%	702 32%	312 18%	329 23%	553 38%	150 20%	182 44%	108 41%
The Liberal Democrats do not seem to have enough influence within the coalition government	4089 51%	251 13%	1878 74%	380 59%	358 16%	1285 73%	992 70%	134 9%	224 30%	117 28%	113 43%

Blueprint Phase 3

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Absolutes/col percents

Table 17

Q.11 Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963	
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283	
David Cameron	3780	1945	1835	411	540	659	593	561	1017	1165	1145	754	717	1055	1066	830	563	267	477	1592	
		47%	49%	45%	42%	42%	43%	43%	46%	60%	54%	49%	45%	39%	52%	50%	41%	48%	38%	39%	48%
Ed Miliband	3090	1501	1589	355	524	627	572	488	525	730	884	673	804	719	737	880	422	332	555	1179	
		38%	38%	39%	37%	41%	41%	42%	40%	31%	34%	38%	40%	43%	35%	35%	44%	36%	47%	45%	36%
Nick Clegg	1188	502	686	202	225	245	205	161	150	281	309	265	333	274	324	312	177	101	198	512	
		15%	13%	17%	21%	17%	16%	15%	13%	9%	13%	13%	16%	18%	13%	15%	15%	14%	16%	16%	

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Absolutes/col percents

Table 17

Q.11 Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
David Cameron	3780 47%	1780 96%	343 13%	225 35%	1914 88%	293 17%	458 32%	1402 97%	512 69%	378 91%	182 69%
Ed Miliband	3090 38%	26 1%	1980 78%	92 14%	169 8%	1350 76%	514 36%	11 1%	158 21%	15 4%	31 12%
Nick Clegg	1188 15%	53 3%	218 9%	329 51%	101 5%	128 7%	445 31%	31 2%	71 10%	22 5%	49 19%

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Absolutes/col percents

Table 18

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	627 8%	308 8%	319 8%	59 6%	69 5%	145 9%	118 9%	121 10%	114 7%	138 6%	150 6%	136 8%	202 11%	140 7%	153 7%	166 8%	80 7%	87 12%	104 8%	195 6%
-80 to -99	1020 13%	500 13%	519 13%	94 10%	155 12%	170 11%	214 16%	209 17%	177 10%	250 11%	308 13%	215 13%	247 13%	210 10%	250 12%	309 15%	142 12%	109 16%	197 16%	370 11%
-60 to -79	372 5%	195 5%	178 4%	47 5%	65 5%	68 4%	52 4%	59 5%	80 5%	95 4%	120 5%	81 5%	76 4%	98 5%	75 4%	102 5%	57 5%	40 6%	55 4%	145 4%
-40 to -59	500 6%	273 7%	227 6%	60 6%	77 6%	102 7%	97 7%	65 5%	98 6%	152 7%	134 6%	107 6%	107 6%	140 7%	141 7%	110 5%	68 6%	41 6%	78 6%	214 7%
-20 to -39	409 5%	213 5%	196 5%	49 5%	67 5%	80 5%	63 5%	56 5%	94 6%	114 5%	111 5%	85 5%	99 5%	92 4%	119 6%	100 5%	62 5%	35 5%	69 6%	161 5%
0 to -19	1330 17%	488 12%	842 20%	215 22%	280 22%	309 20%	210 15%	157 13%	159 9%	238 11%	369 16%	305 18%	418 23%	314 15%	348 16%	367 18%	181 16%	120 17%	192 16%	567 17%
1 to 20	599 7%	310 8%	289 7%	82 8%	108 8%	120 8%	94 7%	86 7%	109 6%	170 8%	189 8%	108 6%	132 7%	156 8%	133 6%	161 8%	98 8%	51 7%	99 8%	263 8%
21 to 40	648 8%	336 9%	312 8%	83 9%	135 10%	118 8%	94 7%	93 8%	126 7%	205 9%	199 8%	136 8%	108 6%	168 8%	179 8%	153 8%	89 8%	59 8%	101 8%	298 9%
41 to 60	813 10%	433 11%	379 9%	101 10%	124 10%	155 10%	147 11%	103 8%	183 11%	248 11%	245 11%	189 11%	130 7%	245 12%	230 11%	170 8%	112 10%	55 8%	140 11%	361 11%
61 to 80	927 12%	491 12%	436 11%	106 11%	120 9%	147 10%	146 11%	137 11%	271 16%	309 14%	283 12%	188 11%	147 8%	242 12%	257 12%	218 11%	148 13%	62 9%	107 9%	417 13%
81 to 100	814 10%	402 10%	412 10%	69 7%	89 7%	117 8%	134 10%	123 10%	282 17%	257 12%	230 10%	141 8%	185 10%	242 12%	241 11%	165 8%	124 11%	42 6%	89 7%	292 9%

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Table 18

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-1.72	-0.76	-2.73	-0.61	-3.25	-6.42	-6.62	-9.55	11.76	5.78	-0.31	-3.97	-11.65	4.56	2.49	-8.49	0.75	-18.02	-10.49	2.52
Standard deviation	67.93	67.33	68.56	63.92	63.91	66.72	69.49	70.65	68.52	66.18	66.97	67.95	70.28	66.90	67.85	68.06	67.29	67.95	66.31	65.74
Standard error	0.80	1.11	1.15	2.45	1.95	1.87	2.00	2.07	1.62	1.25	1.57	2.14	1.80	1.56	1.58	1.61	2.05	2.72	2.08	1.29

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Table 18

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	627 8%	5 *	394 15%	9 1%	29 1%	279 16%	112 8%	4 *	25 3%	1 *	2 1%	
-80 to -99	1020 13%	35 2%	566 22%	42 7%	92 4%	394 22%	212 15%	27 2%	65 9%	8 2%	4 1%	
-60 to -79	372 5%	12 1%	190 7%	22 3%	47 2%	125 7%	98 7%	10 1%	37 5%	2 *	3 1%	
-40 to -59	500 6%	11 1%	245 10%	49 8%	63 3%	163 9%	122 9%	6 *	57 8%	5 1%	8 3%	
-20 to -39	409 5%	19 1%	162 6%	51 8%	63 3%	116 7%	110 8%	15 1%	47 6%	4 1%	11 4%	
0 to -19	1330 17%	93 5%	364 14%	106 16%	167 8%	243 14%	173 12%	69 5%	98 13%	25 6%	28 11%	
1 to 20	599 7%	78 4%	189 7%	59 9%	130 6%	125 7%	112 8%	52 4%	78 10%	26 6%	35 14%	
21 to 40	648 8%	135 7%	167 7%	76 12%	176 8%	119 7%	136 10%	87 6%	90 12%	49 12%	46 18%	
41 to 60	813 10%	331 18%	131 5%	106 17%	345 16%	95 5%	142 10%	244 17%	101 14%	87 21%	62 24%	
61 to 80	927 12%	521 28%	97 4%	84 13%	502 23%	80 5%	139 10%	411 28%	91 12%	109 26%	43 17%	
81 to 100	814 10%	619 33%	36 1%	40 6%	572 26%	33 2%	62 4%	519 36%	53 7%	100 24%	20 8%	

Lord Ashcroft

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Absolutes/col percents

Table 18

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

David Cameron, the Prime Minister

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-1.72	62.19	-42.35	12.75	45.40	-40.69	-14.46	64.28	6.71	54.88	33.40
Standard deviation	67.93	37.85	57.13	54.65	53.28	58.93	62.76	37.35	59.78	38.71	40.33
Standard error	0.80	0.87	1.22	2.23	1.12	1.57	1.67	0.96	2.20	1.98	2.50

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Absolutes/col percents

Table 19

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	468 6%	267 7%	201 5%	28 3%	33 3%	94 6%	96 7%	100 8%	117 7%	109 5%	118 5%	105 6%	137 7%	92 4%	121 6%	125 6%	64 6%	66 9%	74 6%	152 5%
-80 to -99	973 12%	502 13%	470 11%	78 8%	110 9%	168 11%	194 14%	196 16%	227 13%	244 11%	275 12%	214 13%	240 13%	207 10%	265 12%	284 14%	121 10%	96 14%	174 14%	338 10%
-60 to -79	415 5%	212 5%	203 5%	64 7%	63 5%	72 5%	59 4%	66 5%	91 5%	135 6%	126 5%	61 4%	94 5%	119 6%	103 5%	104 5%	53 5%	37 5%	67 5%	160 5%
-40 to -59	566 7%	324 8%	242 6%	51 5%	94 7%	99 6%	108 8%	94 8%	120 7%	155 7%	178 8%	112 7%	122 7%	137 7%	134 6%	151 7%	89 8%	54 8%	94 8%	242 7%
-20 to -39	553 7%	318 8%	235 6%	51 5%	89 7%	91 6%	100 7%	85 7%	138 8%	179 8%	159 7%	94 6%	121 7%	124 6%	144 7%	150 7%	91 8%	44 6%	90 7%	213 6%
0 to -19	1769 22%	692 18%	1077 26%	292 30%	361 28%	370 24%	277 20%	206 17%	262 15%	378 17%	477 20%	410 24%	505 27%	460 22%	450 21%	443 22%	231 20%	185 26%	248 20%	747 23%
1 to 20	944 12%	489 12%	455 11%	108 11%	149 12%	201 13%	156 11%	136 11%	193 11%	282 13%	272 12%	197 12%	193 10%	264 13%	246 12%	214 11%	155 13%	64 9%	141 11%	420 13%
21 to 40	865 11%	422 11%	443 11%	95 10%	152 12%	176 11%	143 10%	110 9%	190 11%	254 12%	280 12%	170 10%	160 9%	235 11%	230 11%	220 11%	117 10%	63 9%	119 10%	381 12%
41 to 60	800 10%	389 10%	411 10%	119 12%	127 10%	138 9%	125 9%	112 9%	179 11%	228 10%	243 10%	181 11%	149 8%	214 10%	228 11%	173 9%	136 12%	50 7%	114 9%	360 11%
61 to 80	498 6%	245 6%	253 6%	54 6%	77 6%	84 6%	80 6%	78 6%	125 7%	162 7%	152 6%	103 6%	81 4%	146 7%	128 6%	111 5%	78 7%	35 5%	84 7%	203 6%
81 to 100	207 3%	89 2%	118 3%	27 3%	36 3%	36 2%	31 2%	27 2%	51 3%	51 2%	58 2%	45 3%	53 3%	49 2%	78 4%	47 2%	27 2%	5 1%	25 2%	68 2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 19

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-11.69	-14.11	-9.06	-3.40	-3.96	-11.02	-16.39	-19.82	-11.94	-8.85	-10.21	-11.03	-18.27	-6.92	-9.67	-16.25	-8.35	-24.67	-15.61	-7.90
Standard deviation	57.50	56.86	58.07	54.84	54.38	56.83	58.18	59.32	58.33	55.71	56.56	58.94	59.34	56.24	58.63	57.76	56.17	56.43	57.78	55.57
Standard error	0.68	0.94	0.99	2.15	1.70	1.60	1.69	1.74	1.39	1.06	1.33	1.88	1.54	1.33	1.38	1.37	1.72	2.29	1.83	1.10

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

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Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	468 6%	24 1%	254 10%	* *	69 3%	194 11%	58 4%	22 2%	47 6%	1 *	3 1%	
-80 to -99	973 12%	87 5%	481 19%	13 2%	186 9%	354 20%	131 9%	74 5%	113 15%	13 3%	7 3%	
-60 to -79	415 5%	73 4%	186 7%	11 2%	113 5%	130 7%	59 4%	61 4%	51 7%	12 3%	8 3%	
-40 to -59	566 7%	128 7%	211 8%	16 3%	150 7%	139 8%	113 8%	95 7%	54 7%	32 8%	16 6%	
-20 to -39	553 7%	113 6%	221 9%	14 2%	147 7%	149 8%	97 7%	91 6%	56 8%	22 5%	24 9%	
0 to -19	1769 22%	258 14%	478 19%	94 15%	348 16%	337 19%	201 14%	194 13%	154 21%	64 15%	39 15%	
1 to 20	944 12%	296 16%	235 9%	66 10%	326 15%	178 10%	165 12%	226 16%	100 14%	70 17%	55 21%	
21 to 40	865 11%	321 17%	213 8%	90 14%	305 14%	123 7%	169 12%	243 17%	62 8%	78 19%	34 13%	
41 to 60	800 10%	317 17%	158 6%	136 21%	307 14%	105 6%	183 13%	247 17%	59 8%	69 17%	36 14%	
61 to 80	498 6%	183 10%	74 3%	134 21%	175 8%	48 3%	155 11%	145 10%	30 4%	38 9%	29 11%	
81 to 100	207 3%	59 3%	29 1%	70 11%	59 3%	14 1%	86 6%	45 3%	14 2%	14 3%	10 4%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 19

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			<u>Cons 2010 & now</u>	<u>Cons 2010 NOT now</u>	<u>Not Cons 2010 but Cons now</u>	<u>Not Cons 2010 or now but per- haps in the future</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-11.69	12.31	-33.14	39.69	0.83	-35.95	3.00	11.48	-20.94	15.28	14.11
Standard deviation	57.50	47.69	54.88	42.53	53.21	54.22	57.94	48.59	55.61	44.29	45.87
Standard error	0.68	1.10	1.18	1.73	1.13	1.46	1.54	1.25	2.06	2.28	2.89

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 20

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Ed Miliband, the Labour leader

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	358 4%	204 5%	154 4%	19 2%	31 2%	55 4%	67 5%	72 6%	114 7%	112 5%	104 4%	61 4%	82 4%	98 5%	110 5%	70 3%	52 4%	28 4%	42 3%	139 4%
-80 to -99	894 11%	496 13%	398 10%	42 4%	93 7%	154 10%	152 11%	175 14%	278 16%	308 14%	275 12%	149 9%	161 9%	246 12%	248 12%	187 9%	142 12%	70 10%	103 8%	365 11%
-60 to -79	451 6%	253 6%	198 5%	31 3%	49 4%	95 6%	74 5%	77 6%	125 7%	139 6%	130 6%	95 6%	88 5%	99 5%	137 6%	97 5%	77 7%	41 6%	66 5%	185 6%
-40 to -59	540 7%	318 8%	223 5%	34 3%	59 5%	85 6%	102 7%	83 7%	177 10%	188 9%	161 7%	93 5%	99 5%	148 7%	141 7%	124 6%	81 7%	47 7%	63 5%	216 7%
-20 to -39	528 7%	293 7%	235 6%	61 6%	80 6%	87 6%	81 6%	88 7%	131 8%	171 8%	165 7%	90 5%	103 6%	135 7%	146 7%	125 6%	76 7%	46 7%	67 5%	233 7%
0 to -19	1742 22%	650 16%	1092 27%	311 32%	368 29%	377 25%	276 20%	183 15%	227 13%	334 15%	468 20%	441 26%	498 27%	448 22%	456 21%	428 21%	258 22%	151 22%	247 20%	753 23%
1 to 20	758 9%	368 9%	390 9%	102 11%	134 10%	158 10%	123 9%	105 9%	135 8%	232 11%	251 11%	128 8%	147 8%	182 9%	219 10%	178 9%	102 9%	76 11%	138 11%	315 10%
21 to 40	696 9%	367 9%	329 8%	99 10%	121 9%	123 8%	119 9%	103 9%	131 8%	213 10%	188 8%	153 9%	142 8%	177 9%	167 8%	189 9%	107 9%	56 8%	118 10%	288 9%
41 to 60	735 9%	362 9%	374 9%	85 9%	123 10%	149 10%	137 10%	110 9%	131 8%	193 9%	207 9%	165 10%	170 9%	165 8%	190 9%	216 11%	93 8%	72 10%	145 12%	281 9%
61 to 80	717 9%	338 9%	379 9%	98 10%	128 10%	129 8%	125 9%	107 9%	130 8%	160 7%	201 9%	171 10%	184 10%	196 10%	165 8%	203 10%	99 8%	53 8%	129 10%	271 8%
81 to 100	639 8%	300 8%	340 8%	84 9%	104 8%	119 8%	114 8%	104 9%	113 7%	127 6%	186 8%	147 9%	180 10%	153 7%	148 7%	205 10%	75 6%	57 8%	112 9%	237 7%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 20

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Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-2.44	-6.56	2.07	15.25	9.20	0.02	-1.94	-7.65	-16.81	-10.96	-3.83	4.37	4.75	-4.20	-6.87	6.33	-7.30	-0.93	7.58	-4.02
Standard deviation	62.47	62.14	62.54	54.88	58.54	61.32	62.68	65.55	63.20	60.32	62.37	62.03	64.39	62.95	62.36	62.07	61.67	61.43	60.22	61.47
Standard error	0.75	1.03	1.08	2.19	1.84	1.74	1.83	1.94	1.50	1.15	1.49	1.99	1.68	1.49	1.48	1.49	1.91	2.49	1.91	1.22

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

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Ed Miliband, the Labour leader

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	358 4%	176 9%	5 *	18 3%	222 10%	4 *	37 3%	156 11%	65 9%	20 5%	8 3%	
-80 to -99	894 11%	430 23%	60 2%	59 9%	511 23%	59 3%	113 8%	366 25%	146 20%	64 15%	23 9%	
-60 to -79	451 6%	201 11%	29 1%	40 6%	236 11%	43 2%	71 5%	165 11%	71 10%	36 9%	16 6%	
-40 to -59	540 7%	236 13%	55 2%	55 9%	260 12%	45 3%	112 8%	189 13%	72 10%	47 11%	27 10%	
-20 to -39	528 7%	190 10%	70 3%	75 12%	187 9%	60 3%	135 10%	134 9%	52 7%	56 14%	19 7%	
0 to -19	1742 22%	272 15%	320 13%	160 25%	334 15%	231 13%	268 19%	189 13%	145 20%	83 20%	56 21%	
1 to 20	758 9%	144 8%	228 9%	79 12%	152 7%	154 9%	196 14%	105 7%	47 6%	39 9%	43 16%	
21 to 40	696 9%	102 6%	290 11%	65 10%	121 6%	183 10%	151 11%	71 5%	50 7%	31 8%	34 13%	
41 to 60	735 9%	66 4%	444 17%	49 8%	77 4%	296 17%	147 10%	46 3%	32 4%	20 5%	22 8%	
61 to 80	717 9%	29 2%	505 20%	29 4%	43 2%	340 19%	120 8%	17 1%	27 4%	12 3%	6 2%	
81 to 100	639 8%	13 1%	532 21%	16 2%	42 2%	357 20%	69 5%	7 1%	34 5%	6 1%	8 3%	

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 20

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Ed Miliband, the Labour leader

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-2.44	-44.85	45.71	-11.67	-43.81	41.29	0.30	-49.32	-32.54	-28.82	-9.71
Standard deviation	62.47	48.91	45.00	52.19	52.20	49.59	54.66	47.49	59.17	50.61	51.23
Standard error	0.75	1.13	0.96	2.19	1.11	1.32	1.48	1.23	2.20	2.63	3.29

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

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George Osborne, the Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	561 7%	316 8%	245 6%	30 3%	57 4%	132 9%	115 8%	116 10%	111 7%	157 7%	132 6%	121 7%	151 8%	115 6%	157 7%	155 8%	70 6%	65 9%	102 8%	184 6%
-80 to -99	924 11%	504 13%	421 10%	44 5%	124 10%	159 10%	181 13%	205 17%	211 12%	260 12%	265 11%	182 11%	217 12%	212 10%	222 10%	253 12%	133 11%	105 15%	182 15%	306 9%
-60 to -79	435 5%	258 7%	177 4%	31 3%	67 5%	82 5%	79 6%	74 6%	102 6%	135 6%	134 6%	90 5%	76 4%	105 5%	109 5%	100 5%	71 6%	49 7%	70 6%	179 5%
-40 to -59	492 6%	266 7%	225 5%	52 5%	75 6%	99 6%	100 7%	72 6%	95 6%	145 7%	153 7%	91 5%	102 6%	116 6%	131 6%	125 6%	72 6%	47 7%	88 7%	202 6%
-20 to -39	518 6%	284 7%	233 6%	52 5%	86 7%	108 7%	94 7%	72 6%	107 6%	148 7%	157 7%	110 6%	104 6%	123 6%	131 6%	137 7%	77 7%	50 7%	86 7%	212 6%
0 to -19	2335 29%	784 20%	1550 38%	484 50%	493 38%	471 31%	365 27%	252 21%	270 16%	444 20%	670 29%	542 32%	679 37%	593 29%	609 29%	611 30%	319 27%	202 29%	324 26%	1024 31%
1 to 20	779 10%	409 10%	370 9%	84 9%	128 10%	172 11%	137 10%	115 10%	142 8%	233 11%	231 10%	152 9%	163 9%	217 11%	200 9%	177 9%	127 11%	59 8%	126 10%	341 10%
21 to 40	695 9%	382 10%	313 8%	88 9%	120 9%	110 7%	117 9%	93 8%	167 10%	214 10%	206 9%	150 9%	125 7%	187 9%	199 9%	186 9%	89 8%	35 5%	100 8%	327 10%
41 to 60	667 8%	371 9%	297 7%	47 5%	78 6%	121 8%	106 8%	104 9%	212 13%	204 9%	209 9%	126 7%	129 7%	201 10%	184 9%	137 7%	104 9%	41 6%	79 6%	286 9%
61 to 80	437 5%	245 6%	192 5%	38 4%	41 3%	53 3%	50 4%	76 6%	178 11%	154 7%	137 6%	92 5%	53 3%	109 5%	123 6%	93 5%	72 6%	40 6%	50 4%	151 5%
81 to 100	216 3%	129 3%	87 2%	18 2%	21 2%	25 2%	26 2%	28 2%	98 6%	82 4%	43 2%	36 2%	55 3%	71 3%	61 3%	48 2%	28 2%	8 1%	24 2%	71 2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

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Table 21

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George Osborne, the Chancellor

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-15.81	-15.72	-15.91	-6.82	-16.56	-20.68	-22.71	-23.63	-4.68	-12.31	-14.79	-16.53	-21.57	-10.10	-13.39	-19.88	-14.87	-30.10	-25.52	-12.49
Standard deviation	58.79	59.47	57.96	50.87	54.58	56.34	57.54	61.28	62.80	59.77	57.41	58.45	59.24	58.54	58.81	58.25	58.57	58.49	58.04	55.90
Standard error	0.73	1.00	1.06	2.27	1.82	1.66	1.73	1.84	1.51	1.16	1.42	1.95	1.62	1.43	1.43	1.45	1.89	2.46	1.91	1.16

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

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George Osborne, the Chancellor

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	561 7%	11 1%	328 13%	13 2%	48 2%	233 13%	115 8%	8 1%	40 5%	3 1%	4 2%	
-80 to -99	924 11%	37 2%	496 20%	39 6%	92 4%	362 20%	191 13%	25 2%	67 9%	12 3%	6 2%	
-60 to -79	435 5%	53 3%	176 7%	35 5%	87 4%	132 7%	104 7%	43 3%	44 6%	9 2%	14 5%	
-40 to -59	492 6%	63 3%	200 8%	42 7%	104 5%	138 8%	114 8%	45 3%	59 8%	18 4%	18 7%	
-20 to -39	518 6%	75 4%	183 7%	65 10%	116 5%	113 6%	147 10%	54 4%	62 8%	20 5%	34 13%	
0 to -19	2335 29%	344 18%	610 24%	194 30%	417 19%	392 22%	326 23%	233 16%	184 25%	111 27%	77 29%	
1 to 20	779 10%	227 12%	222 9%	82 13%	256 12%	144 8%	150 11%	169 12%	87 12%	58 14%	40 15%	
21 to 40	695 9%	283 15%	139 5%	79 12%	279 13%	100 6%	123 9%	215 15%	64 9%	68 16%	30 11%	
41 to 60	667 8%	317 17%	119 5%	60 9%	350 16%	104 6%	82 6%	269 19%	81 11%	49 12%	26 10%	
61 to 80	437 5%	291 16%	46 2%	28 4%	282 13%	34 2%	49 3%	240 17%	42 6%	51 12%	10 4%	
81 to 100	216 3%	160 9%	21 1%	8 1%	153 7%	19 1%	15 1%	143 10%	11 1%	17 4%	2 1%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 21

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

George Osborne, the Chancellor

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-15.81	28.68	-42.25	-4.70	17.48	-41.87	-26.62	31.31	-11.42	18.66	-2.09
Standard deviation	58.79	45.01	53.76	48.25	51.99	55.07	53.88	44.84	54.03	44.31	44.11
Standard error	0.73	1.06	1.20	2.07	1.12	1.52	1.49	1.17	2.05	2.40	3.02

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 22

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	391 5%	265 7%	126 3%	8 1%	29 2%	67 4%	71 5%	82 7%	133 8%	137 6%	106 5%	70 4%	78 4%	104 5%	131 6%	72 4%	54 5%	29 4%	40 3%	159 5%
-80 to -99	821 10%	471 12%	350 9%	36 4%	71 5%	126 8%	144 11%	170 14%	273 16%	266 12%	250 11%	142 8%	163 9%	199 10%	222 10%	183 9%	147 13%	70 10%	99 8%	317 10%
-60 to -79	410 5%	239 6%	171 4%	25 3%	51 4%	63 4%	75 5%	64 5%	133 8%	140 6%	113 5%	76 5%	82 4%	109 5%	108 5%	87 4%	69 6%	38 5%	53 4%	163 5%
-40 to -59	537 7%	300 8%	236 6%	49 5%	72 6%	113 7%	86 6%	77 6%	139 8%	172 8%	148 6%	92 5%	125 7%	153 7%	153 7%	109 5%	68 6%	53 8%	73 6%	206 6%
-20 to -39	516 6%	301 8%	215 5%	62 6%	78 6%	96 6%	83 6%	68 6%	129 8%	177 8%	159 7%	95 6%	85 5%	123 6%	156 7%	127 6%	65 6%	44 6%	68 6%	245 7%
0 to -19	2582 32%	898 23%	1684 41%	493 51%	561 44%	533 35%	419 31%	269 22%	306 18%	488 22%	749 32%	615 36%	730 39%	679 33%	663 31%	652 32%	364 31%	223 32%	378 31%	1137 35%
1 to 20	738 9%	381 10%	358 9%	95 10%	111 9%	149 10%	136 10%	113 9%	134 8%	213 10%	213 9%	149 9%	164 9%	183 9%	201 9%	187 9%	100 9%	67 10%	128 10%	286 9%
21 to 40	671 8%	357 9%	314 8%	88 9%	122 9%	121 8%	114 8%	92 8%	133 8%	199 9%	195 8%	154 9%	122 7%	151 7%	168 8%	194 10%	99 9%	58 8%	113 9%	294 9%
41 to 60	598 7%	308 8%	291 7%	58 6%	99 8%	112 7%	107 8%	102 8%	119 7%	162 7%	189 8%	143 8%	104 6%	141 7%	142 7%	177 9%	84 7%	54 8%	113 9%	227 7%
61 to 80	441 5%	237 6%	204 5%	33 3%	64 5%	87 6%	85 6%	79 7%	93 5%	124 6%	126 5%	92 5%	99 5%	110 5%	108 5%	121 6%	63 5%	40 6%	80 6%	168 5%
81 to 100	354 4%	193 5%	161 4%	20 2%	29 2%	63 4%	50 4%	91 8%	100 6%	97 4%	89 4%	65 4%	103 6%	95 5%	74 3%	114 6%	48 4%	23 3%	85 7%	81 2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 22

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-10.61	-13.51	-7.01	0.33	-3.10	-7.67	-10.92	-10.79	-20.69	-15.21	-10.62	-6.30	-8.01	-11.76	-15.30	-2.41	-13.59	-11.25	0.88	-13.23
Standard deviation	59.01	59.87	57.75	47.14	52.68	56.97	59.15	64.40	62.33	58.96	58.56	57.73	60.52	59.55	58.07	58.74	59.80	57.63	58.80	56.38
Standard error	0.75	1.02	1.09	2.16	1.81	1.72	1.81	1.96	1.52	1.16	1.49	1.97	1.70	1.50	1.44	1.49	1.96	2.45	1.98	1.19

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 22

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ed Balls, the Shadow Chancellor

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	391 5%	184 10%	24 1%	18 3%	242 11%	16 1%	45 3%	166 11%	76 10%	18 4%	6 2%	
-80 to -99	821 10%	368 20%	78 3%	55 9%	447 20%	64 4%	117 8%	317 22%	130 18%	51 12%	20 8%	
-60 to -79	410 5%	191 10%	57 2%	39 6%	210 10%	39 2%	68 5%	158 11%	53 7%	34 8%	13 5%	
-40 to -59	537 7%	185 10%	78 3%	62 10%	205 9%	68 4%	120 8%	145 10%	60 8%	40 10%	21 8%	
-20 to -39	516 6%	169 9%	101 4%	63 10%	185 8%	65 4%	129 9%	126 9%	59 8%	42 10%	16 6%	
0 to -19	2582 32%	387 21%	647 25%	218 34%	466 21%	414 23%	401 28%	269 19%	197 27%	117 28%	95 36%	
1 to 20	738 9%	140 8%	307 12%	63 10%	147 7%	206 12%	157 11%	93 6%	54 7%	47 11%	41 16%	
21 to 40	671 8%	111 6%	305 12%	65 10%	133 6%	213 12%	134 9%	89 6%	44 6%	23 5%	27 10%	
41 to 60	598 7%	75 4%	345 14%	37 6%	90 4%	259 15%	96 7%	53 4%	37 5%	22 5%	10 4%	
61 to 80	441 5%	36 2%	310 12%	16 3%	43 2%	212 12%	88 6%	21 1%	22 3%	15 4%	10 4%	
81 to 100	354 4%	13 1%	287 11%	10 1%	15 1%	217 12%	60 4%	7 1%	8 1%	6 1%	3 1%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 22

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Ed Balls, the Shadow Chancellor

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-10.61	-41.98	28.22	-16.89	-43.03	28.13	-6.93	-46.27	-36.22	-25.54	-11.39
Standard deviation	59.01	50.98	49.63	49.26	51.93	50.61	54.41	49.96	55.26	51.56	47.70
Standard error	0.75	1.22	1.13	2.17	1.14	1.41	1.55	1.33	2.13	2.83	3.33

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 23

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Vince Cable, the Business Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	223 3%	131 3%	92 2%	5 *	16 1%	45 3%	54 4%	50 4%	53 3%	50 2%	41 2%	53 3%	78 4%	48 2%	49 2%	70 3%	21 2%	34 5%	37 3%	72 2%
-80 to -99	539 7%	281 7%	259 6%	28 3%	59 5%	99 6%	115 8%	111 9%	127 8%	143 7%	144 6%	129 8%	123 7%	133 7%	133 6%	149 7%	78 7%	46 7%	94 8%	198 6%
-60 to -79	308 4%	180 5%	127 3%	13 1%	54 4%	55 4%	49 4%	50 4%	87 5%	73 3%	99 4%	63 4%	74 4%	70 3%	92 4%	63 3%	37 3%	46 7%	47 4%	107 3%
-40 to -59	464 6%	268 7%	196 5%	39 4%	57 4%	83 5%	82 6%	94 8%	109 6%	138 6%	122 5%	104 6%	100 5%	107 5%	139 7%	96 5%	76 7%	45 6%	60 5%	191 6%
-20 to -39	455 6%	276 7%	179 4%	51 5%	73 6%	94 6%	83 6%	62 5%	90 5%	150 7%	125 5%	90 5%	89 5%	124 6%	126 6%	110 5%	55 5%	39 6%	70 6%	208 6%
0 to -19	2968 37%	1009 26%	1959 48%	551 57%	614 48%	593 39%	505 37%	340 28%	365 22%	563 26%	848 36%	713 42%	844 46%	770 38%	747 35%	774 38%	417 36%	259 37%	444 36%	1293 39%
1 to 20	891 11%	512 13%	379 9%	79 8%	138 11%	184 12%	154 11%	124 10%	212 13%	296 14%	262 11%	152 9%	181 10%	223 11%	254 12%	211 10%	149 13%	54 8%	141 11%	368 11%
21 to 40	772 10%	465 12%	308 7%	76 8%	103 8%	149 10%	118 9%	136 11%	191 11%	247 11%	248 11%	138 8%	140 8%	192 9%	213 10%	187 9%	121 10%	59 8%	124 10%	317 10%
41 to 60	687 9%	398 10%	288 7%	73 8%	92 7%	114 7%	115 8%	107 9%	185 11%	247 11%	211 9%	124 7%	105 6%	183 9%	163 8%	167 8%	108 9%	65 9%	97 8%	288 9%
61 to 80	440 5%	248 6%	192 5%	32 3%	49 4%	68 4%	52 4%	82 7%	157 9%	161 7%	145 6%	67 4%	67 4%	116 6%	115 5%	126 6%	54 5%	29 4%	62 5%	148 4%
81 to 100	312 4%	182 5%	130 3%	21 2%	34 3%	45 3%	44 3%	52 4%	115 7%	107 5%	93 4%	60 4%	52 3%	81 4%	94 4%	68 3%	45 4%	24 3%	52 4%	93 3%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 23

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Vince Cable, the Business Secretary

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-0.80	0.01	-1.91	6.93	-0.44	-3.43	-7.47	-4.38	5.09	5.28	3.05	-6.82	-9.98	1.02	-0.13	-1.59	1.16	-9.28	-2.15	-1.08
Standard deviation	54.70	54.22	55.34	46.32	51.35	53.19	55.21	57.59	56.85	53.25	53.70	55.76	55.56	54.33	54.06	55.50	53.06	57.47	55.48	52.04
Standard error	0.72	0.94	1.11	2.28	1.86	1.68	1.77	1.80	1.40	1.07	1.42	2.01	1.64	1.41	1.39	1.46	1.80	2.54	1.95	1.15

Blueprint Phase 3

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Absolutes/col percents

Table 23

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Vince Cable, the Business Secretary

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	223 3%	21 1%	89 4%	2 *	53 2%	67 4%	18 1%	20 1%	33 4%	1 *	3 1%	
-80 to -99	539 7%	105 6%	214 8%	10 2%	148 7%	159 9%	58 4%	88 6%	60 8%	17 4%	5 2%	
-60 to -79	308 4%	63 3%	111 4%	8 1%	106 5%	82 5%	38 3%	58 4%	48 6%	4 1%	3 1%	
-40 to -59	464 6%	109 6%	162 6%	19 3%	156 7%	131 7%	54 4%	92 6%	65 9%	18 4%	6 2%	
-20 to -39	455 6%	115 6%	161 6%	28 4%	133 6%	123 7%	81 6%	93 6%	40 5%	23 5%	15 6%	
0 to -19	2968 37%	490 26%	851 33%	210 33%	583 27%	516 29%	424 30%	344 24%	239 32%	147 35%	97 37%	
1 to 20	891 11%	271 15%	304 12%	65 10%	294 13%	213 12%	170 12%	215 15%	79 11%	56 14%	39 15%	
21 to 40	772 10%	225 12%	264 10%	74 12%	252 12%	200 11%	146 10%	174 12%	78 10%	51 12%	25 10%	
41 to 60	687 9%	236 13%	181 7%	85 13%	240 11%	125 7%	183 13%	187 13%	53 7%	48 12%	27 10%	
61 to 80	440 5%	138 7%	141 6%	63 10%	132 6%	102 6%	139 10%	104 7%	29 4%	34 8%	23 9%	
81 to 100	312 4%	86 5%	64 3%	81 13%	87 4%	53 3%	108 8%	69 5%	17 2%	17 4%	18 7%	

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 23

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Vince Cable, the Business Secretary

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-0.80	9.05	-7.33	33.68	0.87	-8.04	18.54	7.42	-12.93	15.54	20.85
Standard deviation	54.70	50.35	54.40	45.66	52.81	55.06	51.56	51.40	53.12	45.39	46.58
Standard error	0.72	1.24	1.28	2.06	1.19	1.58	1.50	1.40	2.10	2.63	3.34

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 24

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	292 4%	153 4%	139 3%	10 1%	35 3%	70 5%	70 5%	54 4%	54 3%	49 2%	78 3%	78 5%	88 5%	51 2%	72 3%	87 4%	36 3%	47 7%	51 4%	97 3%
-80 to -99	609 8%	318 8%	291 7%	33 3%	67 5%	115 7%	122 9%	136 11%	137 8%	147 7%	174 7%	121 7%	167 9%	146 7%	134 6%	177 9%	80 7%	72 10%	105 9%	208 6%
-60 to -79	323 4%	174 4%	149 4%	20 2%	57 4%	70 5%	65 5%	58 5%	52 3%	87 4%	91 4%	69 4%	76 4%	82 4%	94 4%	74 4%	47 4%	26 4%	60 5%	128 4%
-40 to -59	406 5%	223 6%	183 4%	39 4%	59 5%	89 6%	85 6%	56 5%	78 5%	116 5%	112 5%	95 6%	83 4%	94 5%	93 4%	108 5%	58 5%	54 8%	78 6%	167 5%
-20 to -39	443 6%	255 6%	188 5%	66 7%	78 6%	87 6%	81 6%	58 5%	72 4%	125 6%	126 5%	90 5%	102 6%	112 5%	131 6%	90 4%	67 6%	44 6%	88 7%	189 6%
0 to -19	2229 28%	724 18%	1504 37%	508 53%	468 36%	457 30%	353 26%	231 19%	211 12%	403 19%	638 27%	519 31%	669 36%	566 28%	584 27%	589 29%	295 25%	195 28%	315 26%	989 30%
1 to 20	763 9%	412 10%	351 9%	78 8%	132 10%	158 10%	147 11%	101 8%	148 9%	244 11%	218 9%	144 9%	157 8%	191 9%	210 10%	195 10%	107 9%	59 8%	125 10%	341 10%
21 to 40	774 10%	400 10%	374 9%	81 8%	132 10%	147 10%	120 9%	117 10%	176 10%	239 11%	244 10%	155 9%	136 7%	187 9%	214 10%	196 10%	125 11%	51 7%	136 11%	305 9%
41 to 60	807 10%	477 12%	330 8%	59 6%	115 9%	141 9%	142 10%	135 11%	215 13%	248 11%	246 11%	168 10%	145 8%	223 11%	202 10%	194 10%	122 11%	65 9%	105 9%	353 11%
61 to 80	763 9%	438 11%	325 8%	50 5%	83 6%	109 7%	101 7%	142 12%	278 16%	275 13%	230 10%	136 8%	122 7%	200 10%	205 10%	177 9%	128 11%	54 8%	91 7%	295 9%
81 to 100	649 8%	374 9%	275 7%	22 2%	62 5%	87 6%	83 6%	121 10%	273 16%	242 11%	181 8%	117 7%	109 6%	197 10%	187 9%	135 7%	97 8%	33 5%	75 6%	210 6%

Blueprint Phase 3
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Absolutes/col percents

Table 24

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	7.04	8.84	4.83	4.04	4.10	-0.79	-1.96	5.77	22.96	16.01	8.42	2.87	-3.98	12.01	9.33	2.60	11.10	-8.70	-1.42	7.50
Standard deviation	60.29	60.16	60.38	49.03	55.34	58.83	60.74	64.71	61.32	57.90	59.61	61.03	61.85	59.52	58.97	60.95	59.79	62.21	59.59	57.37
Standard error	0.75	1.02	1.12	2.31	1.86	1.74	1.84	1.95	1.47	1.13	1.50	2.06	1.70	1.47	1.45	1.53	1.93	2.62	1.97	1.20

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 24

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	292 4%	7 *	186 7%	3 *	15 1%	139 8%	51 4%	7 *	8 1%	1 *	1 *	
-80 to -99	609 8%	39 2%	311 12%	17 3%	74 3%	226 13%	104 7%	25 2%	49 7%	13 3%	3 1%	
-60 to -79	323 4%	28 1%	170 7%	21 3%	44 2%	123 7%	60 4%	23 2%	22 3%	5 1%	2 1%	
-40 to -59	406 5%	31 2%	213 8%	27 4%	50 2%	153 9%	92 6%	22 2%	28 4%	9 2%	6 2%	
-20 to -39	443 6%	50 3%	180 7%	46 7%	63 3%	125 7%	109 8%	32 2%	31 4%	18 4%	13 5%	
0 to -19	2229 28%	226 12%	678 27%	159 25%	295 13%	423 24%	329 23%	136 9%	159 21%	90 22%	55 21%	
1 to 20	763 9%	151 8%	277 11%	83 13%	171 8%	212 12%	179 13%	98 7%	72 10%	52 13%	46 18%	
21 to 40	774 10%	220 12%	222 9%	82 13%	272 12%	151 9%	158 11%	170 12%	102 14%	50 12%	46 18%	
41 to 60	807 10%	340 18%	154 6%	75 12%	354 16%	121 7%	124 9%	270 19%	84 11%	71 17%	32 12%	
61 to 80	763 9%	379 20%	99 4%	83 13%	416 19%	59 3%	136 10%	320 22%	96 13%	59 14%	35 13%	
81 to 100	649 8%	389 21%	49 2%	49 8%	432 20%	41 2%	75 5%	341 24%	91 12%	48 11%	23 9%	

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 24

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

William Hague, the Foreign Secretary

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	7.04	46.80	-22.64	22.15	41.74	-23.16	2.23	50.60	22.75	32.47	32.56
Standard deviation	60.29	44.15	55.86	48.77	49.33	56.21	56.50	43.13	56.01	45.06	40.35
Standard error	0.75	1.04	1.27	2.09	1.06	1.57	1.59	1.12	2.14	2.43	2.71

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 25

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ken Clarke, the Justice Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	271 3%	144 4%	128 3%	13 1%	28 2%	55 4%	67 5%	55 5%	53 3%	39 2%	54 2%	77 5%	102 5%	49 2%	72 3%	79 4%	31 3%	41 6%	43 4%	80 2%
-80 to -99	606 8%	351 9%	255 6%	19 2%	60 5%	107 7%	131 10%	132 11%	157 9%	135 6%	162 7%	140 8%	169 9%	147 7%	138 6%	179 9%	80 7%	62 9%	108 9%	198 6%
-60 to -79	340 4%	201 5%	139 3%	29 3%	47 4%	64 4%	55 4%	69 6%	76 4%	93 4%	104 4%	66 4%	78 4%	86 4%	95 4%	73 4%	46 4%	40 6%	56 5%	130 4%
-40 to -59	444 6%	262 7%	182 4%	37 4%	55 4%	109 7%	73 5%	72 6%	97 6%	124 6%	126 5%	103 6%	90 5%	99 5%	106 5%	141 7%	62 5%	37 5%	64 5%	208 6%
-20 to -39	514 6%	283 7%	230 6%	48 5%	92 7%	98 6%	94 7%	82 7%	99 6%	140 6%	153 7%	116 7%	106 6%	107 5%	135 6%	134 7%	90 8%	48 7%	82 7%	239 7%
0 to -19	2871 36%	983 25%	1888 46%	571 59%	621 48%	572 37%	439 32%	327 27%	342 20%	554 25%	831 36%	679 40%	807 44%	740 36%	753 35%	744 37%	397 34%	237 34%	428 35%	1238 38%
1 to 20	889 11%	516 13%	374 9%	80 8%	122 9%	168 11%	186 14%	117 10%	217 13%	315 14%	271 12%	152 9%	151 8%	245 12%	256 12%	193 10%	118 10%	77 11%	134 11%	372 11%
21 to 40	741 9%	408 10%	333 8%	67 7%	113 9%	141 9%	113 8%	120 10%	188 11%	269 12%	233 10%	111 7%	128 7%	193 9%	206 10%	171 8%	117 10%	55 8%	130 11%	280 9%
41 to 60	706 9%	405 10%	301 7%	60 6%	86 7%	124 8%	112 8%	112 9%	211 12%	243 11%	206 9%	137 8%	119 6%	191 9%	188 9%	157 8%	114 10%	56 8%	87 7%	299 9%
61 to 80	423 5%	262 7%	161 4%	30 3%	38 3%	63 4%	54 4%	75 6%	163 10%	164 8%	130 6%	77 5%	52 3%	126 6%	106 5%	91 4%	68 6%	32 5%	57 5%	158 5%
81 to 100	252 3%	133 3%	118 3%	13 1%	27 2%	30 2%	45 3%	47 4%	90 5%	100 5%	67 3%	33 2%	52 3%	65 3%	73 3%	61 3%	37 3%	15 2%	42 3%	81 2%

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Absolutes/col percents

Table 25

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ken Clarke, the Justice Secretary

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-4.52	-4.54	-4.49	1.61	-4.21	-8.49	-10.04	-9.24	3.29	5.83	-1.99	-12.31	-16.43	-0.37	-2.44	-9.69	-1.16	-13.43	-7.49	-3.17
Standard deviation	55.15	55.07	55.26	47.37	50.64	52.99	56.47	58.54	56.93	52.13	53.50	56.12	57.64	54.59	54.63	55.83	54.21	55.93	55.44	52.31
Standard error	0.72	0.95	1.09	2.41	1.82	1.63	1.78	1.82	1.39	1.05	1.40	1.99	1.67	1.41	1.40	1.45	1.82	2.42	1.92	1.14

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 25

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ken Clarke, the Justice Secretary

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	271 3%	14 1%	127 5%	* *	44 2%	94 5%	30 2%	10 1%	34 5%	4 1%	5 2%	
-80 to -99	606 8%	60 3%	275 11%	15 2%	126 6%	202 11%	92 6%	46 3%	80 11%	14 3%	3 1%	
-60 to -79	340 4%	47 3%	140 5%	23 4%	80 4%	107 6%	55 4%	37 3%	43 6%	11 3%	4 2%	
-40 to -59	444 6%	72 4%	193 8%	26 4%	103 5%	139 8%	80 6%	60 4%	43 6%	11 3%	9 4%	
-20 to -39	514 6%	96 5%	182 7%	46 7%	127 6%	131 7%	113 8%	76 5%	52 7%	20 5%	13 5%	
0 to -19	2871 36%	429 23%	854 34%	226 35%	507 23%	549 31%	452 32%	297 21%	210 28%	132 32%	93 35%	
1 to 20	889 11%	264 14%	279 11%	77 12%	292 13%	204 12%	175 12%	200 14%	92 12%	64 15%	45 17%	
21 to 40	741 9%	251 14%	211 8%	68 11%	270 12%	157 9%	150 11%	200 14%	70 10%	51 12%	31 12%	
41 to 60	706 9%	300 16%	159 6%	76 12%	300 14%	103 6%	128 9%	236 16%	64 9%	65 16%	19 7%	
61 to 80	423 5%	206 11%	75 3%	54 8%	206 9%	56 3%	89 6%	175 12%	30 4%	31 7%	30 11%	
81 to 100	252 3%	120 6%	45 2%	34 5%	130 6%	28 2%	53 4%	106 7%	24 3%	14 3%	12 4%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 25

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Ken Clarke, the Justice Secretary

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-4.52	22.02	-19.49	16.39	12.02	-20.76	0.57	23.37	-11.64	16.57	18.65
Standard deviation	55.15	47.28	53.84	46.88	53.07	53.85	52.31	47.72	55.81	45.11	45.08
Standard error	0.72	1.15	1.26	2.12	1.18	1.55	1.53	1.29	2.19	2.59	3.20

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 26

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Theresa May, the Home Secretary

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	452 6%	259 7%	193 5%	21 2%	51 4%	97 6%	94 7%	95 8%	94 6%	103 5%	130 6%	96 6%	123 7%	100 5%	114 5%	115 6%	62 5%	61 9%	84 7%	142 4%
-80 to -99	908 11%	519 13%	389 9%	46 5%	104 8%	173 11%	192 14%	185 15%	209 12%	256 12%	280 12%	162 10%	210 11%	219 11%	235 11%	253 12%	112 10%	89 13%	177 14%	304 9%
-60 to -79	450 6%	248 6%	202 5%	33 3%	59 5%	110 7%	60 4%	95 8%	93 6%	133 6%	150 6%	82 5%	85 5%	108 5%	110 5%	117 6%	76 7%	39 6%	74 6%	194 6%
-40 to -59	523 6%	305 8%	218 5%	48 5%	79 6%	114 7%	90 7%	83 7%	109 6%	169 8%	149 6%	105 6%	101 5%	125 6%	146 7%	138 7%	72 6%	42 6%	83 7%	221 7%
-20 to -39	554 7%	336 9%	218 5%	58 6%	85 7%	114 7%	86 6%	93 8%	118 7%	179 8%	170 7%	99 6%	107 6%	122 6%	169 8%	120 6%	101 9%	42 6%	79 6%	267 8%
0 to -19	2623 33%	899 23%	1724 42%	510 53%	555 43%	516 34%	433 32%	290 24%	319 19%	509 23%	736 31%	628 37%	750 40%	675 33%	659 31%	698 35%	362 31%	229 33%	354 29%	1141 35%
1 to 20	716 9%	389 10%	327 8%	61 6%	90 7%	121 8%	151 11%	105 9%	188 11%	223 10%	203 9%	149 9%	141 8%	190 9%	204 10%	158 8%	104 9%	60 9%	112 9%	297 9%
21 to 40	721 9%	401 10%	319 8%	78 8%	116 9%	130 8%	112 8%	97 8%	188 11%	248 11%	206 9%	134 8%	133 7%	200 10%	185 9%	167 8%	115 10%	54 8%	111 9%	308 9%
41 to 60	564 7%	309 8%	255 6%	63 7%	74 6%	89 6%	78 6%	76 6%	184 11%	184 8%	153 7%	133 8%	93 5%	153 7%	169 8%	120 6%	80 7%	42 6%	70 6%	225 7%
61 to 80	364 5%	188 5%	176 4%	35 4%	57 4%	42 3%	48 3%	58 5%	124 7%	110 5%	104 4%	77 5%	72 4%	100 5%	91 4%	94 5%	55 5%	23 3%	51 4%	136 4%
81 to 100	184 2%	96 2%	88 2%	15 2%	18 1%	25 2%	26 2%	32 3%	67 4%	63 3%	55 2%	28 2%	37 2%	56 3%	45 2%	42 2%	23 2%	18 3%	36 3%	48 1%

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ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 26

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Theresa May, the Home Secretary

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	-17.23	-18.73	-15.30	-5.71	-14.39	-24.47	-22.90	-24.94	-8.29	-13.31	-19.07	-15.32	-22.36	-13.25	-16.21	-20.28	-15.99	-25.47	-22.75	-15.79
Standard deviation	56.99	56.40	57.68	52.28	54.99	55.04	56.44	58.23	58.60	55.95	57.19	56.67	58.10	57.54	56.04	57.24	56.19	57.77	58.93	53.86
Standard error	0.72	0.96	1.10	2.46	1.91	1.66	1.75	1.78	1.42	1.10	1.46	1.96	1.64	1.44	1.40	1.45	1.86	2.48	1.99	1.14

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Absolutes/col percents

Table 26

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Theresa May, the Home Secretary

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	452 6%	22 1%	231 9%	6 1%	52 2%	165 9%	88 6%	14 1%	38 5%	8 2%	5 2%	
-80 to -99	908 11%	69 4%	478 19%	46 7%	129 6%	342 19%	183 13%	57 4%	72 10%	12 3%	8 3%	
-60 to -79	450 6%	67 4%	184 7%	29 5%	91 4%	141 8%	90 6%	45 3%	47 6%	22 5%	8 3%	
-40 to -59	523 6%	90 5%	207 8%	50 8%	118 5%	150 8%	119 8%	60 4%	58 8%	30 7%	13 5%	
-20 to -39	554 7%	112 6%	178 7%	70 11%	151 7%	125 7%	129 9%	85 6%	67 9%	28 7%	21 8%	
0 to -19	2623 33%	400 21%	730 29%	195 30%	476 22%	463 26%	404 29%	275 19%	200 27%	124 30%	91 35%	
1 to 20	716 9%	256 14%	171 7%	63 10%	283 13%	124 7%	124 9%	212 15%	70 9%	44 11%	41 16%	
21 to 40	721 9%	318 17%	147 6%	83 13%	320 15%	109 6%	130 9%	252 17%	68 9%	66 16%	31 12%	
41 to 60	564 7%	239 13%	123 5%	52 8%	271 12%	79 4%	79 6%	201 14%	69 9%	38 9%	28 11%	
61 to 80	364 5%	192 10%	63 2%	34 5%	193 9%	51 3%	48 3%	157 11%	36 5%	36 9%	13 5%	
81 to 100	184 2%	95 5%	30 1%	17 3%	101 5%	22 1%	23 2%	86 6%	15 2%	9 2%	3 1%	

Blueprint Phase 3
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Absolutes/col percents

Table 26

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Theresa May, the Home Secretary

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			<u>Cons 2010 & now</u>	<u>Cons 2010 NOT now</u>	<u>Not Cons 2010 but Cons now</u>	<u>Not Cons 2010 or now but per- haps in the future</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	-17.23	15.16	-38.18	-3.68	7.66	-38.44	-23.75	17.85	-13.96	4.70	3.80
Standard deviation	56.99	48.02	54.60	50.86	52.32	54.63	53.91	47.68	55.13	48.01	43.32
Standard error	0.72	1.14	1.25	2.24	1.14	1.54	1.54	1.26	2.13	2.63	2.95

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Absolutes/col percents

Table 27

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
-100	249 3%	136 3%	113 3%	18 2%	29 2%	42 3%	59 4%	49 4%	52 3%	62 3%	60 3%	56 3%	70 4%	67 3%	61 3%	64 3%	20 2%	37 5%	51 4%	76 2%
-80 to -99	492 6%	268 7%	224 5%	33 3%	53 4%	84 5%	99 7%	102 8%	123 7%	141 6%	136 6%	98 6%	118 6%	126 6%	102 5%	135 7%	73 6%	56 8%	79 6%	168 5%
-60 to -79	249 3%	123 3%	126 3%	19 2%	33 3%	54 4%	37 3%	48 4%	58 3%	75 3%	74 3%	45 3%	54 3%	52 3%	76 4%	77 4%	23 2%	21 3%	31 3%	97 3%
-40 to -59	349 4%	186 5%	163 4%	36 4%	48 4%	57 4%	73 5%	63 5%	71 4%	97 4%	90 4%	84 5%	78 4%	101 5%	76 4%	72 4%	62 5%	38 5%	63 5%	132 4%
-20 to -39	308 4%	167 4%	141 3%	39 4%	41 3%	63 4%	45 3%	54 4%	66 4%	91 4%	83 4%	58 3%	76 4%	63 3%	94 4%	77 4%	51 4%	23 3%	46 4%	132 4%
0 to -19	1826 23%	672 17%	1153 28%	287 30%	391 30%	410 27%	295 22%	212 18%	229 14%	309 14%	504 22%	430 25%	583 31%	369 18%	486 23%	539 27%	237 20%	195 28%	264 21%	766 23%
1 to 20	648 8%	318 8%	329 8%	64 7%	119 9%	140 9%	114 8%	94 8%	116 7%	194 9%	189 8%	152 9%	113 6%	134 7%	161 8%	185 9%	99 8%	69 10%	109 9%	275 8%
21 to 40	716 9%	358 9%	357 9%	102 11%	123 10%	153 10%	130 9%	80 7%	128 8%	190 9%	215 9%	159 9%	152 8%	172 8%	192 9%	181 9%	106 9%	66 9%	129 10%	306 9%
41 to 60	943 12%	492 12%	450 11%	136 14%	146 11%	172 11%	166 12%	139 12%	184 11%	268 12%	297 13%	187 11%	191 10%	288 14%	235 11%	232 11%	135 12%	53 8%	163 13%	402 12%
61 to 80	996 12%	518 13%	478 12%	96 10%	145 11%	158 10%	158 12%	164 14%	276 16%	340 16%	292 12%	179 11%	185 10%	271 13%	292 14%	217 11%	157 14%	59 8%	139 11%	403 12%
81 to 100	1284 16%	710 18%	574 14%	137 14%	161 13%	199 13%	193 14%	204 17%	389 23%	408 19%	397 17%	245 14%	233 13%	406 20%	352 17%	243 12%	199 17%	84 12%	155 13%	524 16%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 27

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Mean	22.74	22.90	22.57	29.41	24.53	19.52	17.61	17.43	28.53	25.83	25.55	20.75	16.19	28.30	25.62	16.82	25.89	7.53	17.28	26.02
Standard deviation	61.26	62.01	60.43	55.27	56.56	59.07	63.19	65.16	63.44	60.96	59.85	61.24	63.15	61.89	59.95	61.00	59.29	63.84	60.65	58.84
Standard error	0.74	1.04	1.06	2.23	1.81	1.71	1.88	1.94	1.53	1.17	1.45	2.00	1.69	1.46	1.44	1.50	1.86	2.68	1.96	1.19

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 27

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
-100	249 3%	12 1%	151 6%	6 1%	14 1%	115 6%	41 3%	7 *	7 1%	5 1%	2 1%	
-80 to -99	492 6%	32 2%	259 10%	27 4%	55 3%	177 10%	119 8%	24 2%	32 4%	9 2%	4 2%	
-60 to -79	249 3%	27 1%	119 5%	20 3%	39 2%	95 5%	53 4%	24 2%	16 2%	3 1%	5 2%	
-40 to -59	349 4%	29 2%	179 7%	25 4%	42 2%	148 8%	74 5%	19 1%	23 3%	9 2%	4 1%	
-20 to -39	308 4%	30 2%	132 5%	39 6%	48 2%	96 5%	83 6%	24 2%	24 3%	7 2%	13 5%	
0 to -19	1826 23%	182 10%	558 22%	127 20%	251 11%	372 21%	258 18%	129 9%	122 16%	54 13%	36 14%	
1 to 20	648 8%	100 5%	264 10%	63 10%	118 5%	189 11%	146 10%	70 5%	48 7%	31 7%	23 9%	
21 to 40	716 9%	153 8%	224 9%	82 13%	186 9%	147 8%	150 11%	113 8%	73 10%	40 10%	39 15%	
41 to 60	943 12%	285 15%	265 10%	70 11%	319 15%	167 9%	156 11%	217 15%	102 14%	68 16%	38 15%	
61 to 80	996 12%	381 20%	206 8%	107 17%	431 20%	138 8%	173 12%	315 22%	116 16%	66 16%	46 18%	
81 to 100	1284 16%	628 34%	182 7%	80 12%	681 31%	129 7%	164 12%	504 35%	177 24%	123 30%	53 20%	

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Absolutes/col percents

Table 27

Q.12 Now please indicate how positively or negatively you feel about the following individuals? Using a scale from -100 (very negative indeed) to +100 (very positive indeed), where zero means neither positive nor negative. If you don't know enough about any of the people to have a view either way, please say so.

Boris Johnson, the Mayor of London

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Mean	22.74	56.74	-2.96	27.00	52.27	-5.40	12.74	58.44	39.65	50.61	42.60
Standard deviation	61.26	44.37	62.42	53.57	48.26	62.71	60.00	43.58	54.53	46.64	46.32
Standard error	0.74	1.03	1.38	2.24	1.03	1.73	1.64	1.13	2.04	2.44	2.97

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Absolutes/col percents

Table 28

Q.14a Would you say you were more favourable to David Cameron, or the Conservative Party generally?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
I am more favourable to David Cameron than I am to the Conservatives generally	1537 19%	753 19%	784 19%	265 27%	311 24%	325 21%	238 17%	182 15%	215 13%	427 20%	453 19%	341 20%	316 17%	432 21%	392 18%	376 19%	216 19%	121 17%	262 21%	696 21%
I am more favourable to the Conservatives generally than I am to David Cameron	1719 21%	969 25%	750 18%	175 18%	220 17%	274 18%	247 18%	278 23%	525 31%	560 26%	514 22%	331 20%	315 17%	458 22%	503 24%	391 19%	257 22%	111 16%	225 18%	687 21%
I am no more favourable or unfavourable to David Cameron than to the Conservatives generally	4802 60%	2227 56%	2576 63%	526 54%	758 59%	932 61%	885 65%	748 62%	953 56%	1189 55%	1370 59%	1021 60%	1223 66%	1158 57%	1233 58%	1255 62%	689 59%	468 67%	743 60%	1899 58%

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ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 28

Q.14a Would you say you were more favourable to David Cameron, or the Conservative Party generally?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
I am more favourable to David Cameron than I am to the Conservatives generally	1537 19%	434 23%	389 15%	220 34%	398 18%	287 16%	330 23%	290 20%	108 15%	144 35%	103 39%
I am more favourable to the Conservatives generally than I am to David Cameron	1719 21%	625 34%	305 12%	92 14%	857 39%	202 11%	189 13%	510 35%	347 47%	115 28%	61 23%
I am no more favourable or unfavourable to David Cameron than to the Conservatives generally	4802 60%	800 43%	1846 73%	334 52%	930 43%	1282 72%	898 63%	644 45%	286 39%	156 38%	98 37%

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Absolutes/col percents

Table 29

Q.14b Would you say you were more favourable to Ed Miliband, or the Labour Party generally?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
I am more favourable to Ed Miliband than I am to the Labour Party generally	718 9%	349 9%	369 9%	142 15%	166 13%	128 8%	102 7%	83 7%	97 6%	160 7%	218 9%	160 9%	180 10%	219 11%	178 8%	177 9%	80 7%	64 9%	141 11%	291 9%
I am more favourable to the Labour Party generally than I am to Ed Miliband	3324 41%	1734 44%	1590 39%	397 41%	559 43%	671 44%	574 42%	512 42%	612 36%	980 45%	976 42%	663 39%	705 38%	818 40%	808 38%	935 46%	467 40%	297 42%	561 46%	1359 41%
I am no more favourable or unfavourable to Ed Miliband than to the Labour Party generally	4016 50%	1865 47%	2151 52%	428 44%	564 44%	732 48%	693 51%	614 51%	984 58%	1035 48%	1143 49%	870 51%	968 52%	1011 49%	1141 54%	910 45%	615 53%	339 48%	528 43%	1632 50%

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Absolutes/col percents

Table 29

Q.14b Would you say you were more favourable to Ed Miliband, or the Labour Party generally?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
I am more favourable to Ed Miliband than I am to the Labour Party generally	718 9%	109 6%	284 11%	79 12%	134 6%	196 11%	124 9%	73 5%	61 8%	36 9%	14 5%
I am more favourable to the Labour Party generally than I am to Ed Miliband	3324 41%	563 30%	1602 63%	230 36%	621 28%	1133 64%	641 45%	404 28%	217 29%	160 38%	124 47%
I am no more favourable or unfavourable to Ed Miliband than to the Labour Party generally	4016 50%	1187 64%	654 26%	337 52%	1430 65%	442 25%	652 46%	967 67%	463 62%	219 53%	124 47%

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Absolutes/col percents

Table 30

Q.14c Would you say you were more favourable to Nick Clegg, or the Liberal Democrats generally?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
I am more favourable to Nick Clegg than I am to the Liberal Democrats generally	963 12%	491 12%	472 11%	148 15%	170 13%	168 11%	151 11%	110 9%	216 13%	277 13%	282 12%	200 12%	204 11%	286 14%	234 11%	235 12%	147 13%	61 9%	120 10%	432 13%
I am more favourable to the Liberal Democrats generally than I am to Nick Clegg	2364 29%	1254 32%	1110 27%	279 29%	393 30%	448 29%	380 28%	367 30%	496 29%	743 34%	719 31%	413 24%	490 26%	556 27%	638 30%	622 31%	346 30%	202 29%	395 32%	920 28%
I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally	4731 59%	2204 56%	2527 61%	540 56%	726 56%	915 60%	839 61%	732 61%	980 58%	1157 53%	1336 57%	1079 64%	1159 63%	1206 59%	1255 59%	1165 58%	669 58%	437 63%	715 58%	1931 59%

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Absolutes/col percents

Table 30

Q.14c Would you say you were more favourable to Nick Clegg, or the Liberal Democrats generally?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
I am more favourable to Nick Clegg than I am to the Liberal Democrats generally	963 12%	378 20%	174 7%	88 14%	396 18%	120 7%	131 9%	299 21%	97 13%	79 19%	41 16%
I am more favourable to the Liberal Democrats generally than I am to Nick Clegg	2364 29%	436 23%	938 37%	277 43%	458 21%	618 35%	665 47%	303 21%	154 21%	133 32%	85 33%
I am no more favourable or unfavourable to Nick Clegg than to the Liberal Democrats generally	4731 59%	1045 56%	1428 56%	279 43%	1331 61%	1033 58%	620 44%	842 58%	490 66%	203 49%	136 52%

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Absolutes/col percents

Table 31

Q.15 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
David Cameron and George Osborne	4281	2167	2113	494	630	742	691	626	1097	1283	1267	885	846	1190	1218	932	646	294	562	1820
		53%	55%	51%	49%	48%	50%	52%	65%	59%	54%	52%	46%	58%	57%	46%	56%	42%	46%	55%
Ed Miliband and Ed Balls	3777	1781	1996	473	659	789	679	582	595	893	1070	807	1007	857	909	1089	516	405	668	1462
		47%	45%	49%	49%	51%	52%	50%	48%	41%	46%	48%	54%	42%	43%	54%	44%	58%	54%	45%

Blueprint Phase 3

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Absolutes/col percents

Table 31

Q.15 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
David Cameron and George Osborne	4281 53%	1827 98%	349 14%	436 68%	1996 91%	299 17%	684 48%	1431 99%	565 76%	396 95%	213 81%
Ed Miliband and Ed Balls	3777 47%	32 2%	2191 86%	209 32%	189 9%	1472 83%	732 52%	13 1%	176 24%	20 5%	49 19%

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Absolutes/col percents

Table 32

Q.16 Thinking about Britain's economy, which of the following is closest to your own view?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two or three years	3080 38%	1646 42%	1434 35%	352 36%	492 38%	539 35%	463 34%	428 35%	806 48%	968 44%	940 40%	598 35%	574 31%	853 42%	906 43%	674 33%	444 38%	203 29%	372 30%	1391 42%
In two or three years' time the economy will be no better, or even worse, than it is now	4978 62%	2303 58%	2675 65%	615 64%	797 62%	992 65%	907 66%	781 65%	887 52%	1208 56%	1397 60%	1094 65%	1279 69%	1195 58%	1221 57%	1348 67%	718 62%	496 71%	858 70%	1892 58%

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Absolutes/col percents

Table 32

Q.16 Thinking about Britain's economy, which of the following is closest to your own view?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two or three years	3080 38%	1540 83%	380 15%	320 50%	1532 70%	313 18%	457 32%	1221 85%	311 42%	319 77%	155 59%
In two or three years' time the economy will be no better, or even worse, than it is now	4978 62%	320 17%	2160 85%	325 50%	653 30%	1459 82%	959 68%	223 15%	430 58%	96 23%	107 41%

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Absolutes/col percents

Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
<u>Getting the economy growing and creating jobs</u>																				
The Conservatives	3145	1618	1527	298	392	539	498	501	917	968	959	618	599	895	891	673	489	196	389	1321
	39%	41%	37%	31%	30%	35%	36%	41%	54%	44%	41%	37%	32%	44%	42%	33%	42%	28%	32%	40%
Labour	3916	1899	2016	494	720	784	713	580	625	951	1117	847	1001	914	946	1121	507	427	688	1534
	49%	48%	49%	51%	56%	51%	52%	48%	37%	44%	48%	50%	54%	45%	45%	55%	44%	61%	56%	47%
The Liberal Democrats	998	432	566	174	177	208	160	127	150	257	261	227	253	239	289	227	166	76	153	428
	12%	11%	14%	18%	14%	14%	12%	11%	9%	12%	11%	13%	14%	12%	14%	11%	14%	11%	12%	13%
<u>Cutting the deficit and the debt</u>																				
The Conservatives	4413	2341	2072	424	592	784	753	703	1157	1371	1359	848	835	1193	1252	1012	652	304	612	1824
	55%	59%	50%	44%	46%	51%	55%	58%	68%	63%	58%	50%	45%	58%	59%	50%	56%	43%	50%	56%
Labour	2809	1258	1551	388	534	572	483	411	421	616	755	646	791	650	645	826	378	309	483	1108
	35%	32%	38%	40%	41%	37%	35%	34%	25%	28%	32%	38%	43%	32%	30%	41%	33%	44%	39%	34%
The Liberal Democrats	837	350	487	154	163	175	133	96	115	188	223	198	228	205	229	184	132	87	134	351
	10%	9%	12%	16%	13%	11%	10%	8%	7%	9%	10%	12%	12%	10%	11%	9%	11%	12%	11%	11%
<u>Improving the NHS</u>																				
The Conservatives	2355	1138	1217	253	315	392	331	349	715	732	705	436	482	664	703	482	362	145	275	973
	29%	29%	30%	26%	24%	26%	24%	29%	42%	34%	30%	26%	26%	32%	33%	24%	31%	21%	22%	30%
Labour	4314	2157	2157	529	735	858	805	668	718	1055	1237	951	1071	1005	1056	1255	568	430	739	1709
	54%	55%	52%	55%	57%	56%	59%	55%	42%	48%	53%	56%	58%	49%	50%	62%	49%	61%	60%	52%
The Liberal Democrats	1389	654	736	185	239	280	234	191	259	389	394	306	300	379	368	285	233	124	216	601
	17%	17%	18%	19%	19%	18%	17%	16%	15%	18%	17%	18%	16%	19%	17%	14%	20%	18%	18%	18%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
<u>Improving schools</u>																				
The Conservatives	2685	1320	1365	285	338	438	402	409	813	835	805	545	500	765	745	590	408	177	316	1104
	33%	33%	33%	29%	26%	29%	29%	34%	48%	38%	34%	32%	27%	37%	35%	29%	35%	25%	26%	34%
Labour	3890	1901	1989	482	688	809	729	575	607	919	1106	867	999	896	980	1094	528	392	696	1557
	48%	48%	48%	50%	53%	53%	53%	48%	36%	42%	47%	51%	54%	44%	46%	54%	45%	56%	57%	47%
The Liberal Democrats	1483	727	756	200	263	283	239	224	272	422	425	280	355	387	402	338	225	130	219	622
	18%	18%	18%	21%	20%	19%	17%	19%	16%	19%	18%	17%	19%	19%	19%	17%	19%	19%	18%	19%
<u>Protecting the environment</u>																				
The Conservatives	1987	924	1062	225	267	354	328	272	541	551	573	426	436	558	561	447	311	109	238	841
	25%	23%	26%	23%	21%	23%	24%	22%	32%	25%	25%	25%	24%	27%	26%	22%	27%	16%	19%	26%
Labour	2796	1295	1502	406	527	580	479	381	423	605	757	652	782	679	648	821	371	277	499	1103
	35%	33%	37%	42%	41%	38%	35%	31%	25%	28%	32%	39%	42%	33%	30%	41%	32%	40%	41%	34%
The Liberal Democrats	3275	1729	1545	335	495	597	563	557	728	1020	1006	613	636	810	918	753	480	313	493	1338
	41%	44%	38%	35%	38%	39%	41%	46%	43%	47%	43%	36%	34%	40%	43%	37%	41%	45%	40%	41%
<u>Dealing with crime</u>																				
The Conservatives	3971	2110	1861	344	539	709	671	626	1082	1244	1205	768	754	1104	1099	875	594	300	535	1663
	49%	53%	45%	36%	42%	46%	49%	52%	64%	57%	52%	45%	41%	54%	52%	43%	51%	43%	44%	51%
Labour	3182	1452	1730	460	577	632	561	458	495	703	894	716	870	722	772	931	432	326	558	1218
	39%	37%	42%	48%	45%	41%	41%	38%	29%	32%	38%	42%	47%	35%	36%	46%	37%	47%	45%	37%
The Liberal Democrats	905	386	519	163	173	190	138	125	116	229	238	208	230	222	256	217	137	74	136	402
	11%	10%	13%	17%	13%	12%	10%	10%	7%	11%	10%	12%	12%	11%	12%	11%	12%	11%	11%	12%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
<u>Defending Britain's interests in Europe</u>																				
The Conservatives	4216	2194	2022	406	582	749	730	664	1085	1282	1291	814	829	1132	1179	981	614	310	588	1738
	52%	56%	49%	42%	45%	49%	53%	55%	64%	59%	55%	48%	45%	55%	55%	49%	53%	44%	48%	53%
Labour	2824	1306	1517	398	522	589	480	409	426	603	777	655	789	649	665	817	386	305	486	1094
	35%	33%	37%	41%	40%	38%	35%	34%	25%	28%	33%	39%	43%	32%	31%	40%	33%	44%	39%	33%
The Liberal Democrats	1019	448	571	163	186	193	160	136	182	291	269	224	235	267	283	224	161	84	156	450
	13%	11%	14%	17%	14%	13%	12%	11%	11%	13%	12%	13%	13%	13%	13%	11%	14%	12%	13%	14%
<u>Reforming welfare to stop scroungers and cut benefit dependency</u>																				
The Conservatives	4842	2529	2313	453	666	868	823	774	1258	1452	1487	961	942	1290	1332	1150	697	373	690	2004
	60%	64%	56%	47%	52%	57%	60%	64%	74%	67%	64%	57%	51%	63%	63%	57%	60%	53%	56%	61%
Labour	2268	992	1276	364	430	482	403	297	291	483	601	517	667	521	533	653	323	239	394	871
	28%	25%	31%	38%	33%	31%	29%	25%	17%	22%	26%	31%	36%	25%	25%	32%	28%	34%	32%	27%
The Liberal Democrats	948	428	520	150	193	181	143	138	143	241	249	214	244	237	262	219	142	88	146	407
	12%	11%	13%	15%	15%	12%	10%	11%	8%	11%	11%	13%	13%	12%	12%	11%	12%	13%	12%	12%
<u>Controlling immigration</u>																				
The Conservatives	4387	2281	2106	432	618	789	750	661	1137	1352	1352	859	824	1195	1212	1030	630	320	624	1820
	54%	58%	51%	45%	48%	52%	55%	55%	67%	62%	58%	51%	44%	58%	57%	51%	54%	46%	51%	55%
Labour	2545	1165	1380	358	462	520	444	371	392	556	676	559	754	585	599	722	350	289	428	959
	32%	30%	34%	37%	36%	34%	32%	31%	23%	26%	29%	33%	41%	29%	28%	36%	30%	41%	35%	29%
The Liberal Democrats	1126	503	623	177	210	222	176	177	163	268	308	275	275	268	316	269	182	90	178	504
	14%	13%	15%	18%	16%	14%	13%	15%	10%	12%	13%	16%	15%	13%	15%	13%	16%	13%	14%	15%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
<u>Cutting taxes</u>																				
The Conservatives	2784	1547	1237	269	353	471	442	433	815	923	822	509	530	779	793	612	405	195	359	1137
	35%	39%	30%	28%	27%	31%	32%	36%	48%	42%	35%	30%	29%	38%	37%	30%	35%	28%	29%	35%
Labour	3888	1748	2140	494	671	803	716	565	638	887	1106	893	1001	920	942	1096	533	396	670	1531
	48%	44%	52%	51%	52%	52%	52%	47%	38%	41%	47%	53%	54%	45%	44%	54%	46%	57%	54%	47%
The Liberal Democrats	1387	654	733	203	265	256	211	211	239	366	409	290	322	349	392	314	224	108	201	614
	17%	17%	18%	21%	21%	17%	15%	17%	14%	17%	17%	17%	17%	17%	18%	16%	19%	15%	16%	19%
<u>Scrapping unnecessary rules and regulations</u>																				
The Conservatives	3488	1958	1530	301	433	611	563	553	1026	1126	1065	653	644	941	990	810	498	249	443	1423
	43%	50%	37%	31%	34%	40%	41%	46%	61%	52%	46%	39%	35%	46%	47%	40%	43%	36%	36%	43%
Labour	2880	1235	1645	443	544	581	519	401	392	596	775	703	806	699	664	820	392	305	521	1148
	36%	31%	40%	46%	42%	38%	38%	33%	23%	27%	33%	42%	43%	34%	31%	41%	34%	44%	42%	35%
The Liberal Democrats	1690	756	934	223	312	339	288	255	274	454	497	336	403	408	473	392	272	146	265	712
	21%	19%	23%	23%	24%	22%	21%	21%	16%	21%	21%	20%	22%	20%	22%	19%	23%	21%	22%	22%
<u>Ensuring people are treated fairly</u>																				
The Conservatives	2148	1070	1078	221	289	366	316	306	649	627	650	449	422	617	628	463	320	119	235	904
	27%	27%	26%	23%	22%	24%	23%	25%	38%	29%	28%	27%	23%	30%	30%	23%	28%	17%	19%	28%
Labour	3877	1861	2016	501	669	801	713	574	619	931	1070	864	1012	911	939	1101	517	409	709	1505
	48%	47%	49%	52%	52%	52%	52%	47%	37%	43%	46%	51%	55%	44%	44%	54%	45%	58%	58%	46%
The Liberal Democrats	2033	1017	1016	245	331	364	341	329	424	617	617	380	419	520	560	457	325	171	286	873
	25%	26%	25%	25%	26%	24%	25%	27%	25%	28%	26%	22%	23%	25%	26%	23%	28%	25%	23%	27%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Managing the economy overall																				
The Conservatives	3687	1908	1779	362	489	633	600	579	1025	1155	1117	722	693	1032	1060	815	549	231	452	1559
	46%	48%	43%	37%	38%	41%	44%	48%	61%	53%	48%	43%	37%	50%	50%	40%	47%	33%	37%	48%
Labour	3390	1614	1776	444	606	695	612	503	529	778	963	750	899	767	803	984	457	379	620	1306
	42%	41%	43%	46%	47%	45%	45%	42%	31%	36%	41%	44%	48%	37%	38%	49%	39%	54%	50%	40%
The Liberal Democrats	982	427	555	161	195	203	158	127	138	242	257	220	262	249	264	223	157	89	158	418
	12%	11%	14%	17%	15%	13%	12%	11%	8%	11%	11%	13%	14%	12%	12%	11%	13%	13%	13%	13%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
<u>Getting the economy growing and creating jobs</u>											
The Conservatives	3145 39%	1666 90%	141 6%	186 29%	1773 81%	155 9%	350 25%	1326 92%	447 60%	340 82%	139 53%
Labour	3916 49%	127 7%	2286 90%	132 20%	300 14%	1545 87%	664 47%	74 5%	227 31%	53 13%	73 28%
The Liberal Democrats	998 12%	66 4%	113 4%	327 51%	111 5%	72 4%	403 28%	44 3%	67 9%	22 5%	51 19%
<u>Cutting the deficit and the debt</u>											
The Conservatives	4413 55%	1781 96%	665 26%	334 52%	1973 90%	506 29%	717 51%	1398 97%	575 78%	383 92%	203 77%
Labour	2809 35%	53 3%	1743 69%	86 13%	151 7%	1198 68%	390 28%	26 2%	124 17%	27 6%	33 12%
The Liberal Democrats	837 10%	25 1%	132 5%	226 35%	61 3%	68 4%	310 22%	19 1%	42 6%	6 1%	27 10%
<u>Improving the NHS</u>											
The Conservatives	2355 29%	1288 69%	115 5%	85 13%	1410 65%	97 5%	179 13%	1076 75%	334 45%	212 51%	71 27%
Labour	4314 54%	332 18%	2308 91%	162 25%	511 23%	1588 90%	713 50%	211 15%	300 41%	121 29%	109 42%
The Liberal Democrats	1389 17%	239 13%	116 5%	398 62%	264 12%	87 5%	525 37%	157 11%	107 14%	82 20%	82 31%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
<u>Improving schools</u>											
The Conservatives	2685	1410	147	108	1548	125	249	1167	381	243	89
	33%	76%	6%	17%	71%	7%	18%	81%	51%	58%	34%
Labour	3890	218	2206	126	372	1524	597	132	240	86	96
	48%	12%	87%	20%	17%	86%	42%	9%	32%	21%	37%
The Liberal Democrats	1483	232	186	411	264	122	571	145	120	87	77
	18%	12%	7%	64%	12%	7%	40%	10%	16%	21%	29%
<u>Protecting the environment</u>											
The Conservatives	1987	979	170	62	1080	115	156	799	280	180	68
	25%	53%	7%	10%	49%	7%	11%	55%	38%	43%	26%
Labour	2796	123	1670	83	229	1160	382	72	157	51	48
	35%	7%	66%	13%	10%	65%	27%	5%	21%	12%	18%
The Liberal Democrats	3275	758	700	501	876	496	879	572	303	185	146
	41%	41%	28%	78%	40%	28%	62%	40%	41%	45%	56%
<u>Dealing with crime</u>											
The Conservatives	3971	1686	513	265	1872	421	569	1349	523	336	183
	49%	91%	20%	41%	86%	24%	40%	93%	71%	81%	70%
Labour	3182	119	1892	113	230	1273	491	65	165	54	49
	39%	6%	74%	18%	11%	72%	35%	4%	22%	13%	19%
The Liberal Democrats	905	54	136	266	83	77	357	30	53	25	30
	11%	3%	5%	41%	4%	4%	25%	2%	7%	6%	12%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>				Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem	Cons 2010 & now			
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
<u>Defending Britain's interests in Europe</u>											
The Conservatives	4216 52%	1715 92%	611 24%	284 44%	1921 88%	440 25%	624 44%	1362 94%	558 75%	353 85%	200 76%
Labour	2824 35%	70 4%	1735 68%	80 12%	164 8%	1204 68%	392 28%	38 3%	126 17%	32 8%	41 16%
The Liberal Democrats	1019 13%	74 4%	194 8%	281 44%	100 5%	127 7%	400 28%	44 3%	56 8%	31 7%	20 8%
<u>Reforming welfare to stop scroungers and cut benefit dependency</u>											
The Conservatives	4842 60%	1752 94%	968 38%	317 49%	1988 91%	697 39%	759 54%	1389 96%	599 81%	363 87%	205 78%
Labour	2268 28%	51 3%	1382 54%	73 11%	113 5%	951 54%	302 21%	22 2%	92 12%	29 7%	25 10%
The Liberal Democrats	948 12%	56 3%	189 7%	255 40%	83 4%	124 7%	355 25%	33 2%	51 7%	24 6%	32 12%
<u>Controlling immigration</u>											
The Conservatives	4387 54%	1655 89%	802 32%	319 49%	1856 85%	584 33%	663 47%	1316 91%	540 73%	338 81%	181 69%
Labour	2545 32%	90 5%	1508 59%	81 13%	191 9%	1033 58%	376 27%	54 4%	137 19%	36 9%	48 18%
The Liberal Democrats	1126 14%	115 6%	230 9%	246 38%	137 6%	154 9%	378 27%	74 5%	64 9%	41 10%	33 13%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
<u>Cutting taxes</u>											
The Conservatives	2784	1234	357	151	1385	300	343	1012	373	222	87
	35%	66%	14%	23%	63%	17%	24%	70%	50%	53%	33%
Labour	3888	374	1965	172	530	1354	573	267	263	107	104
	48%	20%	77%	27%	24%	76%	40%	18%	35%	26%	40%
The Liberal Democrats	1387	251	218	322	270	117	501	165	105	87	71
	17%	14%	9%	50%	12%	7%	35%	11%	14%	21%	27%
<u>Scrapping unnecessary rules and regulations</u>											
The Conservatives	3488	1549	493	182	1737	388	436	1261	476	289	129
	43%	83%	19%	28%	79%	22%	31%	87%	64%	70%	49%
Labour	2880	99	1692	93	214	1149	405	56	158	43	53
	36%	5%	67%	14%	10%	65%	29%	4%	21%	10%	20%
The Liberal Democrats	1690	211	355	370	234	234	576	127	107	84	80
	21%	11%	14%	57%	11%	13%	41%	9%	14%	20%	30%
<u>Ensuring people are treated fairly</u>											
The Conservatives	2148	1219	90	62	1324	94	132	1014	310	205	55
	27%	66%	4%	10%	61%	5%	9%	70%	42%	49%	21%
Labour	3877	191	2251	98	357	1536	558	113	244	78	98
	48%	10%	89%	15%	16%	87%	39%	8%	33%	19%	37%
The Liberal Democrats	2033	450	199	485	504	141	727	317	187	133	109
	25%	24%	8%	75%	23%	8%	51%	22%	25%	32%	42%

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Table 33

Q.17 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
<u>Managing the economy overall</u>											
The Conservatives	3687 46%	1788 96%	250 10%	243 38%	1939 89%	223 13%	463 33%	1405 97%	534 72%	383 92%	188 72%
Labour	3390 42%	36 2%	2171 85%	88 14%	170 8%	1462 83%	542 38%	18 1%	152 21%	18 4%	40 15%
The Liberal Democrats	982 12%	35 2%	119 5%	314 49%	76 3%	86 5%	412 29%	21 1%	55 7%	14 3%	33 13%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 34

Q.18a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	2369	1309	1060	96	229	364	366	393	921	1076	609	296	388	677	715	502	356	119	277	814
Weighted base	2185	1218	967	105	217	359	355	358	791	741	671	405	367	618	688	447	328	104	281	847
I could never see myself voting Labour	1513 69%	842 69%	671 69%	57 55%	120 56%	219 61%	230 65%	255 71%	630 80%	532 72%	453 68%	269 66%	258 70%	410 66%	500 73%	300 67%	230 70%	72 70%	155 55%	569 67%
I could see myself voting Labour at some point in the future	672 31%	376 31%	296 31%	47 45%	96 44%	140 39%	125 35%	103 29%	161 20%	209 28%	218 32%	136 34%	109 30%	208 34%	187 27%	147 33%	98 30%	31 30%	126 45%	278 33%

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Absolutes/col percents

Table 34

Q.18a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	2369	1571	142	36	2369	-	-	1571	798	-	-
Weighted base	2185	1444	130	33	2185	-	-	1444	741	-	-
I could never see myself voting Labour	1513 69%	1130 78%	3 3%	21 64%	1513 69%	-	-	1130 78%	383 52%	-	-
I could see myself voting Labour at some point in the future	672 31%	314 22%	127 97%	12 36%	672 31%	-	-	314 22%	358 48%	-	-

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Absolutes/col percents

Table 35

Q.18b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	2369	1309	1060	96	229	364	366	393	921	1076	609	296	388	677	715	502	356	119	277	814
Weighted base	2185	1218	967	105	217	359	355	358	791	741	671	405	367	618	688	447	328	104	281	847
I could never see myself voting Lib Dem	1383 63%	819 67%	564 58%	56 54%	105 49%	206 57%	230 65%	229 64%	556 70%	466 63%	420 62%	265 65%	233 63%	389 63%	443 64%	295 66%	194 59%	62 60%	164 58%	512 61%
I could see myself voting Lib Dem at some point in the future	802 37%	399 33%	403 42%	48 46%	111 51%	153 43%	125 35%	129 36%	236 30%	276 37%	252 38%	140 35%	134 37%	229 37%	245 36%	152 34%	134 41%	42 40%	117 42%	334 39%

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Absolutes/col percents

Table 35

Q.18b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	2369	1571	142	36	2369	-	-	1571	798	-	-
Weighted base	2185	1444	130	33	2185	-	-	1444	741	-	-
I could never see myself voting Lib Dem	1383 63%	906 63%	107 83%	2 7%	1383 63%	-	-	906 63%	477 64%	-	-
I could see myself voting Lib Dem at some point in the future	802 37%	538 37%	23 17%	31 93%	802 37%	-	-	538 37%	264 36%	-	-

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Absolutes/col percents

Table 36

Q.18c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	2369	1309	1060	96	229	364	366	393	921	1076	609	296	388	677	715	502	356	119	277	814
Weighted base	2185	1218	967	105	217	359	355	358	791	741	671	405	367	618	688	447	328	104	281	847
I could never see myself voting UKIP	1082	541	541	64	111	201	180	176	350	388	328	185	181	299	339	227	162	54	147	420
	50%	44%	56%	61%	51%	56%	51%	49%	44%	52%	49%	46%	49%	48%	49%	51%	50%	52%	52%	50%
I could see myself voting UKIP at some point in the future	1103	677	426	40	106	158	175	182	442	353	344	220	186	319	349	220	166	49	134	427
	50%	56%	44%	39%	49%	44%	49%	51%	56%	48%	51%	54%	51%	52%	51%	49%	50%	48%	48%	50%

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Absolutes/col percents

Table 36

Q.18c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base: All respondents who voted Conservative in 2010

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	2369	1571	142	36	2369	-	-	1571	798	-	-
Weighted base	2185	1444	130	33	2185	-	-	1444	741	-	-
I could never see myself voting UKIP	1082 50%	831 58%	79 61%	23 68%	1082 50%	-	-	831 58%	251 34%	-	-
I could see myself voting UKIP at some point in the future	1103 50%	613 42%	51 39%	11 32%	1103 50%	-	-	613 42%	490 66%	-	-

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Absolutes/col percents

Table 37

Q.19 Thinking about the performance of David Cameron and the Conservative Party in government, do you think you will be more likely to consider voting Conservative at the next election, or less likely, or has it made no difference?

Base: All respondents who didn't vote Conservative in 2010 but would consider doing so in future

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	672	344	328	103	123	137	106	81	122	298	178	83	113	201	172	162	103	34	88	307
Weighted base	677	355	322	119	119	144	106	80	109	226	216	119	116	198	187	160	101	32	89	349
I will be more likely to consider voting Conservative than I was before	316 47%	165 47%	151 47%	58 49%	56 47%	62 43%	51 48%	32 40%	57 52%	92 41%	111 52%	55 46%	58 50%	88 45%	90 48%	73 46%	49 48%	16 50%	47 53%	160 46%
I will be no more or less likely to consider voting Conservative than I was before	290 43%	153 43%	137 43%	41 34%	53 44%	68 47%	47 44%	39 49%	42 38%	111 49%	87 40%	50 42%	41 36%	82 41%	79 42%	78 49%	37 36%	14 43%	36 40%	150 43%
I will be less likely to consider voting Conservative than I was before	71 11%	37 10%	34 11%	20 17%	10 8%	14 10%	8 8%	9 11%	10 9%	23 10%	18 8%	14 11%	17 15%	28 14%	18 10%	8 5%	15 15%	2 6%	6 7%	39 11%

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Absolutes/col percents

Table 37

Q.19 Thinking about the performance of David Cameron and the Conservative Party in government, do you think you will be more likely to consider voting Conservative at the next election, or less likely, or has it made no difference?

Base: All respondents who didn't vote Conservative in 2010 but would consider doing so in future

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	672	402	70	66	-	81	231	-	-	402	270
Weighted base	677	415	69	62	-	101	213	-	-	415	262
I will be more likely to consider voting Conservative than I was before	316 47%	227 55%	18 27%	17 27%	-	64 64%	91 42%	-	-	227 55%	89 34%
I will be no more or less likely to consider voting Conservative than I was before	290 43%	159 38%	32 46%	39 64%	-	29 28%	98 46%	-	-	159 38%	130 50%
I will be less likely to consider voting Conservative than I was before	71 11%	29 7%	18 27%	6 9%	-	8 8%	25 12%	-	-	29 7%	42 16%

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Absolutes/col percents

Table 38

Q.20a Would you say you are moving towards or away from the Conservatives?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Towards	1727	838	889	217	273	318	252	234	434	534	531	326	336	514	491	365	254	104	228	763
	21%	21%	22%	22%	21%	21%	18%	19%	26%	25%	23%	19%	18%	25%	23%	18%	22%	15%	19%	23%
Away from	3423	1754	1669	415	556	649	584	542	678	864	949	767	842	809	867	923	503	321	585	1324
	42%	44%	41%	43%	43%	42%	43%	45%	40%	40%	41%	45%	45%	40%	41%	46%	43%	46%	48%	40%
Neither	2908	1357	1551	335	461	565	533	434	580	777	856	599	675	725	769	735	405	275	417	1196
	36%	34%	38%	35%	36%	37%	39%	36%	34%	36%	37%	35%	36%	35%	36%	36%	35%	39%	34%	36%

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Absolutes/col percents

Table 38

Q.20a Would you say you are moving towards or away from the Conservatives?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Towards	1727	1124	99	126	929	118	224	825	103	299	102
	21%	60%	4%	20%	42%	7%	16%	57%	14%	72%	39%
Away from	3423	101	1744	241	486	1154	675	76	410	25	60
	42%	5%	69%	37%	22%	65%	48%	5%	55%	6%	23%
Neither	2908	634	697	278	770	499	518	543	227	92	100
	36%	34%	27%	43%	35%	28%	37%	38%	31%	22%	38%

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Absolutes/col percents

Table 39

Q.20b Would you say you are moving towards or away from Labour?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Towards	2803	1348	1455	400	534	547	482	409	430	674	799	621	708	695	676	818	367	247	519	1101
	35%	34%	35%	41%	41%	36%	35%	34%	25%	31%	34%	37%	38%	34%	32%	40%	32%	35%	42%	34%
Away from	2677	1463	1214	239	349	488	422	436	742	824	779	543	531	717	770	587	393	209	320	1122
	33%	37%	30%	25%	27%	32%	31%	36%	44%	38%	33%	32%	29%	35%	36%	29%	34%	30%	26%	34%
Neither	2579	1138	1441	327	406	496	466	364	520	678	758	528	614	636	681	617	402	243	390	1060
	32%	29%	35%	34%	32%	32%	34%	30%	31%	31%	32%	31%	33%	31%	32%	30%	35%	35%	32%	32%

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Absolutes/col percents

Table 39

Q.20b Would you say you are moving towards or away from Labour?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Towards	2803	77	2013	79	218	1220	503	51	167	26	53
	35%	4%	79%	12%	10%	69%	35%	4%	23%	6%	20%
Away from	2677	1194	107	355	1261	160	513	927	334	266	122
	33%	64%	4%	55%	58%	9%	36%	64%	45%	64%	46%
Neither	2579	588	420	211	706	391	401	466	240	123	87
	32%	32%	17%	33%	32%	22%	28%	32%	32%	30%	33%

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Absolutes/col percents

Table 40

Q.20c Would you say you are moving towards or away from the Liberal Democrats?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Towards	1070	488	582	158	208	226	176	142	161	325	290	236	219	287	314	235	161	73	145	510
	13%	12%	14%	16%	16%	15%	13%	12%	10%	15%	12%	14%	12%	14%	15%	12%	14%	10%	12%	16%
Away from	3494	1907	1587	369	503	617	612	570	824	1002	963	737	793	844	918	915	502	315	586	1315
	43%	48%	39%	38%	39%	40%	45%	47%	49%	46%	41%	44%	43%	41%	43%	45%	43%	45%	48%	40%
Neither	3494	1553	1940	441	578	688	581	497	708	849	1084	719	842	916	895	872	499	312	499	1458
	43%	39%	47%	46%	45%	45%	42%	41%	42%	39%	46%	42%	45%	45%	42%	43%	43%	45%	41%	44%

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Absolutes/col percents

Table 40

Q.20c Would you say you are moving towards or away from the Liberal Democrats?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Towards	1070 13%	228 12%	164 6%	383 59%	245 11%	121 7%	353 25%	162 11%	83 11%	66 16%	65 25%
Away from	3494 43%	686 37%	1530 60%	63 10%	877 40%	1052 59%	597 42%	517 36%	360 49%	169 41%	84 32%
Neither	3494 43%	945 51%	846 33%	199 31%	1064 49%	598 34%	467 33%	765 53%	299 40%	180 43%	113 43%

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Absolutes/col percents

Table 41

Q.21 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
A Labour government	3160	1522	1638	388	532	609	613	503	515	721	914	701	824	694	782	946	401	336	554	1236
	39%	39%	40%	40%	41%	40%	45%	42%	30%	33%	39%	41%	44%	34%	37%	47%	35%	48%	45%	38%
A Conservative government	2501	1348	1152	218	290	434	388	386	785	819	753	473	456	704	725	535	385	150	289	1029
	31%	34%	28%	22%	22%	28%	28%	32%	46%	38%	32%	28%	25%	34%	34%	26%	33%	21%	24%	31%
A coalition between Labour and the Liberal Democrats	1434	652	782	189	272	317	230	207	219	371	394	299	370	366	356	333	232	147	248	585
	18%	17%	19%	20%	21%	21%	17%	17%	13%	17%	17%	18%	20%	18%	17%	16%	20%	21%	20%	18%
A coalition between the Conservatives and the Liberal Democrats	964	427	537	173	195	171	138	113	174	264	276	219	204	283	264	208	144	66	139	432
	12%	11%	13%	18%	15%	11%	10%	9%	10%	12%	12%	13%	11%	14%	12%	10%	12%	9%	11%	13%

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Absolutes/col percents

Table 41

Q.21 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election?

Base: All respondents

	Vote Intention				2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
A Labour government	3160 39%	81 4%	2000 79%	62 10%	251 11%	1361 77%	478 34%	45 3%	205 28%	35 8%	65 25%
A Conservative government	2501 31%	1483 80%	69 3%	67 10%	1584 72%	96 5%	185 13%	1196 83%	388 52%	287 69%	89 34%
A coalition between Labour and the Liberal Democrats	1434 18%	69 4%	389 15%	236 37%	128 6%	234 13%	449 32%	49 3%	79 11%	20 5%	37 14%
A coalition between the Conservatives and the Liberal Democrats	964 12%	226 12%	83 3%	281 44%	222 10%	80 5%	305 22%	153 11%	69 9%	73 18%	71 27%

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Absolutes/col percents

Table 42

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Labour	2746	1336	1410	379	507	566	498	395	400	656	806	602	682	674	670	849	336	217	514	1089
		34%	34%	39%	39%	37%	36%	33%	24%	30%	34%	36%	37%	33%	31%	42%	29%	31%	42%	33%
Conservative	1966	1058	908	150	242	337	307	288	642	691	587	359	329	557	616	411	291	91	212	828
		24%	27%	22%	16%	19%	22%	24%	38%	32%	25%	21%	18%	27%	29%	20%	25%	13%	17%	25%
Liberal Democrat	728	336	392	105	125	129	119	118	133	233	201	149	145	185	210	161	136	36	111	326
		9%	9%	10%	11%	10%	8%	9%	10%	11%	9%	9%	8%	9%	10%	8%	12%	5%	9%	10%
Another party	1084	653	431	87	107	199	202	194	295	294	299	232	259	230	259	200	163	231	177	403
		13%	17%	10%	9%	8%	13%	15%	16%	14%	13%	14%	14%	11%	12%	10%	14%	33%	14%	12%
Won't vote	493	185	308	100	110	113	73	55	42	82	120	113	178	114	96	157	81	46	51	223
		6%	5%	7%	10%	9%	7%	5%	5%	4%	5%	7%	10%	6%	5%	8%	7%	7%	4%	7%
Don't know	1041	380	661	146	198	187	171	159	181	219	325	238	259	288	276	243	156	78	165	414
		13%	10%	16%	15%	15%	12%	13%	13%	10%	14%	14%	14%	14%	13%	12%	13%	11%	13%	13%

Blueprint Phase 3

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Absolutes/col percents

Table 42

Q.22 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Labour	2746 34%	28 1%	2347 92%	16 3%	142 6%	1516 86%	395 28%	11 1%	131 18%	17 4%	51 19%
Conservative	1966 24%	1694 91%	31 1%	12 2%	1485 68%	55 3%	115 8%	1355 94%	130 18%	339 82%	43 16%
Liberal Democrat	728 9%	18 1%	41 2%	541 84%	36 2%	27 2%	490 35%	2 *	34 5%	16 4%	70 27%
Another party	1084 13%	14 1%	21 1%	11 2%	254 12%	65 4%	181 13%	8 1%	246 33%	6 1%	15 6%
Won't vote	493 6%	10 1%	16 1%	4 1%	22 1%	9 1%	19 1%	4 *	18 2%	6 1%	5 2%
Don't know	1041 13%	96 5%	84 3%	61 9%	246 11%	100 6%	217 15%	65 5%	181 24%	31 8%	79 30%

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Absolutes/col percents

Table 43
Gender
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Male	3948	3948	-	323	555	758	686	614	1013	1269	1051	822	807	949	1058	1037	538	366	533	1852
	49%	100%	-	33%	43%	49%	50%	51%	60%	58%	45%	49%	44%	46%	50%	51%	46%	52%	43%	56%
Female	4110	-	4110	644	734	773	684	594	680	907	1286	870	1047	1098	1069	985	624	333	696	1430
	51%	-	100%	67%	57%	51%	50%	49%	40%	42%	55%	51%	56%	54%	50%	49%	54%	48%	57%	44%

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 43
Gender
Base: All respondents

	<u>Vote Intention</u>			<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Male	3948	1033	1259	302	1218	916	709	817	400	216	139
	49%	56%	50%	47%	56%	52%	50%	57%	54%	52%	53%
Female	4110	826	1281	343	967	856	708	626	341	200	123
	51%	44%	50%	53%	44%	48%	50%	43%	46%	48%	47%

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Absolutes/col percents

Table 44

Age**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
18-24	967	323	644	967	-	-	-	-	-	188	329	217	234	302	221	252	125	68	133	399
	12%	8%	16%	100%	-	-	-	-	-	9%	14%	13%	13%	15%	10%	12%	11%	10%	11%	12%
25-34	1289	555	734	-	1289	-	-	-	-	298	400	314	279	374	310	331	158	117	265	728
	16%	14%	18%	-	100%	-	-	-	-	14%	17%	19%	15%	18%	15%	16%	14%	17%	22%	22%
35-44	1531	758	773	-	-	1531	-	-	-	401	437	344	349	377	429	384	205	136	321	844
	19%	19%	19%	-	-	100%	-	-	-	18%	19%	20%	19%	18%	20%	19%	18%	19%	26%	26%
45-54	1370	686	684	-	-	-	1370	-	-	330	375	321	344	322	390	338	195	124	301	702
	17%	17%	17%	-	-	-	100%	-	-	15%	16%	19%	19%	16%	18%	17%	17%	18%	24%	21%
55-64	1209	614	594	-	-	-	-	1209	-	336	341	236	297	247	318	324	205	115	167	440
	15%	16%	14%	-	-	-	-	100%	-	15%	15%	14%	16%	12%	15%	16%	18%	16%	14%	13%
65+	1692	1013	680	-	-	-	-	-	1692	623	456	261	352	426	459	393	275	139	42	171
	21%	26%	17%	-	-	-	-	-	100%	29%	19%	15%	19%	21%	22%	19%	24%	20%	3%	5%
Average age	46.72	49.25	44.29	21.44	29.61	39.70	49.50	59.17	69.42	49.89	45.53	44.42	46.62	45.21	47.51	46.29	48.35	47.29	41.47	41.34

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 44

Age**Base: All respondents**

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
18-24	967 12%	155 8%	331 13%	81 13%	105 5%	142 8%	120 8%	64 4%	40 5%	91 22%	28 11%	
25-34	1289 16%	214 12%	465 18%	107 17%	217 10%	313 18%	195 14%	148 10%	69 9%	66 16%	53 20%	
35-44	1531 19%	306 16%	508 20%	116 18%	359 16%	373 21%	253 18%	222 15%	137 18%	84 20%	60 23%	
45-54	1370 17%	299 16%	463 18%	95 15%	355 16%	314 18%	261 18%	237 16%	118 16%	62 15%	44 17%	
55-64	1209 15%	283 15%	384 15%	116 18%	358 16%	295 17%	261 18%	241 17%	117 16%	42 10%	38 14%	
65+	1692 21%	602 32%	388 15%	129 20%	791 36%	334 19%	328 23%	532 37%	259 35%	70 17%	38 15%	
Average age	46.72	51.32	44.58	46.72	53.69	46.85	49.19	53.93	53.21	42.24	44.27	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 45
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
AB	2176	1269	907	188	298	401	330	336	623	2176	-	-	-	632	588	484	288	183	383	861
	27%	32%	22%	19%	23%	26%	24%	28%	37%	100%	-	-	-	31%	28%	24%	25%	26%	31%	26%
C1	2337	1051	1286	329	400	437	375	341	456	-	2337	-	-	627	560	582	350	217	459	1072
	29%	27%	31%	34%	31%	29%	27%	28%	27%	-	100%	-	-	31%	26%	29%	30%	31%	37%	33%
C2	1692	822	870	217	314	344	321	236	261	-	-	1692	-	379	440	464	272	137	245	857
	21%	21%	21%	22%	24%	22%	23%	19%	15%	-	-	100%	-	18%	21%	23%	23%	20%	20%	26%
DE	1853	807	1047	234	279	349	344	297	352	-	-	-	1853	409	538	492	252	162	143	492
	23%	20%	25%	24%	22%	23%	25%	25%	21%	-	-	-	100%	20%	25%	24%	22%	23%	12%	15%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 45
Social Grade
Base: All respondents

	<u>Vote Intention</u>			<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
AB	2176 27%	645 35%	637 25%	204 32%	741 34%	454 26%	464 33%	519 36%	222 30%	126 30%	100 38%
C1	2337 29%	589 32%	732 29%	188 29%	671 31%	514 29%	433 31%	449 31%	223 30%	140 34%	76 29%
C2	1692 21%	334 18%	559 22%	136 21%	405 19%	380 21%	259 18%	247 17%	157 21%	87 21%	32 12%
DE	1853 23%	291 16%	612 24%	118 18%	367 17%	422 24%	261 18%	229 16%	138 19%	63 15%	54 21%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 46
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Scotland	699	366	333	68	117	136	124	115	139	183	217	137	162	-	-	-	-	699	142	245
		9%	9%	8%	7%	9%	9%	9%	8%	8%	9%	8%	9%	-	-	-	-	100%	12%	7%
North East	364	171	194	52	62	65	62	47	77	85	100	79	101	-	-	364	-	-	57	137
		5%	4%	5%	5%	4%	5%	4%	5%	4%	4%	5%	5%	-	-	18%	-	-	5%	4%
North West	947	496	451	121	169	170	154	151	183	245	258	210	234	-	-	947	-	-	115	402
		12%	13%	11%	12%	13%	11%	12%	11%	11%	11%	12%	13%	-	-	47%	-	-	9%	12%
Yorkshire & Humberside	711	370	340	79	100	149	122	126	134	154	224	175	157	-	-	711	-	-	116	299
		9%	9%	8%	8%	10%	9%	10%	8%	7%	10%	10%	8%	-	-	35%	-	-	9%	9%
West Midlands	745	380	365	90	120	152	142	91	150	210	197	150	190	-	745	-	-	-	112	308
		9%	10%	9%	9%	10%	10%	8%	9%	10%	8%	9%	10%	-	35%	-	-	-	9%	9%
East Midlands	626	286	340	67	105	117	119	88	130	143	173	145	166	-	626	-	-	-	79	253
		8%	7%	8%	7%	8%	8%	9%	7%	7%	7%	9%	9%	-	29%	-	-	-	6%	8%
Wales	427	214	213	42	69	67	81	75	92	100	147	94	85	-	-	-	427	-	112	151
		5%	5%	5%	4%	5%	4%	6%	6%	5%	6%	6%	5%	-	-	-	37%	-	9%	5%
Eastern	755	392	363	63	85	160	130	139	179	236	191	146	183	-	755	-	-	-	103	301
		9%	10%	9%	7%	10%	9%	12%	11%	11%	8%	9%	10%	-	36%	-	-	-	8%	9%
London	1014	488	525	155	230	219	151	118	140	326	326	156	206	1014	-	-	-	-	156	480
		13%	12%	13%	16%	18%	14%	11%	10%	15%	14%	9%	11%	50%	-	-	-	-	13%	15%
South East	1034	461	573	147	144	158	171	129	286	306	302	223	203	1034	-	-	-	-	133	415
		13%	12%	14%	15%	11%	10%	12%	11%	14%	13%	13%	11%	50%	-	-	-	-	11%	13%
South West	735	324	411	83	88	138	113	130	183	187	203	177	167	-	-	-	735	-	104	291
		9%	8%	10%	9%	7%	9%	8%	11%	9%	9%	10%	9%	-	-	-	63%	-	8%	9%

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Absolutes/col percents

Table 46
GO Region
Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
Scotland	699	80	179	25	104	167	71	66	37	13	19	
	9%	4%	7%	4%	5%	9%	5%	5%	5%	3%	7%	
North East	364	60	164	20	71	108	59	42	29	18	13	
	5%	3%	6%	3%	3%	6%	4%	3%	4%	4%	5%	
North West	947	177	389	67	217	276	155	133	84	44	25	
	12%	9%	15%	10%	10%	16%	11%	9%	11%	10%	10%	
Yorkshire & Humberside	711	152	247	50	159	173	134	112	47	40	19	
	9%	8%	10%	8%	7%	10%	9%	8%	6%	10%	7%	
West Midlands	745	182	249	59	240	173	113	157	83	26	24	
	9%	10%	10%	9%	11%	10%	8%	11%	11%	6%	9%	
East Midlands	626	160	197	63	180	154	120	113	67	47	23	
	8%	9%	8%	10%	8%	9%	8%	8%	9%	11%	9%	
Wales	427	75	144	25	95	114	64	59	35	16	15	
	5%	4%	6%	4%	4%	6%	4%	4%	5%	4%	6%	
Eastern	755	240	175	62	268	116	161	196	72	44	23	
	9%	13%	7%	10%	12%	7%	11%	14%	10%	11%	9%	
London	1014	260	377	75	269	261	147	188	81	72	36	
	13%	14%	15%	12%	12%	15%	10%	13%	11%	17%	14%	
South East	1034	280	248	94	349	125	193	226	123	55	35	
	13%	15%	10%	15%	16%	7%	14%	16%	17%	13%	13%	
South West	735	193	171	104	233	104	199	152	81	41	29	
	9%	10%	7%	16%	11%	6%	14%	11%	11%	10%	11%	

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Absolutes/col percents

Table 47

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Yes	4996	2531	2465	610	833	843	777	769	1164	1690	1526	987	792	1396	1247	1224	725	404	818	2136
	62%	64%	60%	63%	65%	55%	57%	64%	69%	78%	65%	58%	43%	68%	59%	61%	62%	58%	67%	65%
No	3062	1417	1645	357	457	687	593	440	528	485	811	705	1061	651	880	798	438	295	412	1146
	38%	36%	40%	37%	35%	45%	43%	36%	31%	22%	35%	42%	57%	32%	41%	39%	38%	42%	33%	35%

Blueprint Phase 3
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Absolutes/col percents

Table 47

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Yes	4996 62%	1302 70%	1544 61%	453 70%	1486 68%	1100 62%	919 65%	1022 71%	464 63%	280 67%	177 68%
No	3062 38%	558 30%	996 39%	192 30%	699 32%	671 38%	498 35%	422 29%	277 37%	135 33%	85 32%

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Absolutes/col percents

Table 48
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
NET: Homeowners	5480	2825	2654	449	683	973	955	947	1473	1864	1670	1122	824	1272	1569	1354	843	442	884	2222
	68%	72%	65%	46%	53%	64%	70%	78%	87%	86%	71%	66%	44%	62%	74%	67%	73%	63%	72%	68%
Owned outright - without mortgage	2659	1470	1189	143	140	202	321	594	1258	982	761	462	454	629	736	650	425	220	271	725
	33%	37%	29%	15%	11%	13%	23%	49%	74%	45%	33%	27%	25%	31%	35%	32%	37%	31%	22%	22%
Owned with a mortgage or loan	2821	1355	1465	306	542	770	634	353	215	882	909	660	370	643	834	705	418	221	613	1497
	35%	34%	36%	32%	42%	50%	46%	29%	13%	41%	39%	39%	20%	31%	39%	35%	36%	32%	50%	46%
NET: Renters	2478	1079	1398	463	585	548	408	259	215	284	640	549	1004	745	526	649	307	251	334	1010
	31%	27%	34%	48%	45%	36%	30%	21%	13%	13%	27%	32%	54%	36%	25%	32%	26%	36%	27%	31%
Rented from the council	1047	442	605	160	191	248	196	137	115	68	180	257	542	317	206	295	93	135	126	372
	13%	11%	15%	17%	15%	16%	14%	11%	7%	3%	8%	15%	29%	15%	10%	15%	8%	19%	10%	11%
Rented from a housing association	446	207	238	75	80	93	85	62	52	37	119	94	196	122	112	111	58	43	49	154
	6%	5%	6%	8%	6%	6%	6%	5%	3%	2%	5%	6%	11%	6%	5%	5%	5%	6%	4%	5%
Rented from someone else	984	430	554	228	314	207	127	61	49	180	342	198	265	305	208	242	155	73	159	483
	12%	11%	13%	24%	24%	14%	9%	5%	3%	8%	15%	12%	14%	15%	10%	12%	13%	10%	13%	15%
Rent free	101	44	57	55	22	10	7	2	4	27	27	21	26	31	31	19	12	7	12	50
	1%	1%	1%	6%	2%	1%	1%	*	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 48
Tenure
Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
NET: Homeowners	5480	1523	1597	476	1811	1200	1065	1225	585	298	195
	68%	82%	63%	74%	83%	68%	75%	85%	79%	72%	75%
Owned outright - without mortgage	2659	840	687	229	1030	544	537	695	335	145	84
	33%	45%	27%	36%	47%	31%	38%	48%	45%	35%	32%
Owned with a mortgage or loan	2821	683	910	247	781	656	527	530	251	153	111
	35%	37%	36%	38%	36%	37%	37%	37%	34%	37%	43%
NET: Renters	2478	323	914	165	359	561	338	209	150	114	59
	31%	17%	36%	26%	16%	32%	24%	14%	20%	28%	23%
Rented from the council	1047	106	393	62	141	261	116	71	71	35	18
	13%	6%	15%	10%	6%	15%	8%	5%	10%	9%	7%
Rented from a housing association	446	51	191	23	62	124	63	38	24	14	9
	6%	3%	8%	3%	3%	7%	4%	3%	3%	3%	4%
Rented from someone else	984	166	329	80	156	177	160	101	55	65	32
	12%	9%	13%	12%	7%	10%	11%	7%	7%	16%	12%
Rent free	101	13	29	4	15	10	14	10	6	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 49
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Under 16	2830	1427	1403	142	245	447	595	578	822	392	685	777	975	572	825	818	386	229	299	977
	35%	36%	34%	15%	19%	29%	43%	48%	49%	18%	29%	46%	53%	28%	39%	40%	33%	33%	24%	30%
17-18	1684	772	912	196	241	331	329	231	355	451	577	342	313	450	444	381	263	146	273	760
	21%	20%	22%	20%	19%	22%	24%	19%	21%	21%	25%	20%	17%	22%	21%	19%	23%	21%	22%	23%
19-24	2210	1144	1066	228	551	451	300	299	382	960	654	328	268	622	568	499	336	186	412	1054
	27%	29%	26%	24%	43%	29%	22%	25%	23%	44%	28%	19%	14%	30%	27%	25%	29%	27%	34%	32%
25-34	359	192	167	1	96	131	50	32	48	175	102	31	51	109	80	79	48	44	91	180
	4%	5%	4%	*	7%	9%	4%	3%	3%	8%	4%	2%	3%	5%	4%	4%	4%	6%	7%	5%
35+	99	35	64	-	1	15	26	28	29	28	32	24	15	23	16	22	16	21	19	26
	1%	1%	2%	-	*	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%
Still in full time education	417	149	268	322	55	26	6	5	3	81	178	84	73	120	102	112	46	37	51	90
	5%	4%	7%	33%	4%	2%	*	*	*	4%	8%	5%	4%	6%	5%	6%	4%	5%	4%	3%
Never had any full time education	52	34	19	11	8	20	5	4	4	8	14	7	23	21	8	14	4	6	14	16
	1%	1%	*	1%	1%	1%	*	*	*	*	1%	*	1%	1%	*	1%	*	1%	1%	*
Don't know	142	62	80	20	27	43	26	12	15	28	33	33	49	39	25	39	27	13	27	61
	2%	2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%
Prefer not to answer	264	133	131	46	65	65	34	20	34	51	61	65	86	91	60	60	36	18	45	118
	3%	3%	3%	5%	5%	4%	2%	2%	2%	2%	3%	4%	5%	4%	3%	3%	3%	3%	4%	4%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 49

At what age did you finish your full time education?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Under 16	2830	604	903	161	819	674	415	511	308	92	82
	35%	32%	36%	25%	38%	38%	29%	35%	42%	22%	31%
17-18	1684	482	436	136	567	287	300	388	180	94	55
	21%	26%	17%	21%	26%	16%	21%	27%	24%	23%	21%
19-24	2210	563	697	238	615	512	514	423	192	140	94
	27%	30%	27%	37%	28%	29%	36%	29%	26%	34%	36%
25-34	359	65	144	37	69	106	72	46	23	20	14
	4%	4%	6%	6%	3%	6%	5%	3%	3%	5%	5%
35+	99	14	31	8	16	19	26	10	6	3	2
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Still in full time education	417	75	159	34	36	74	47	28	8	47	12
	5%	4%	6%	5%	2%	4%	3%	2%	1%	11%	5%
Never had any full time education	52	7	11	4	7	7	4	3	4	4	-
	1%	*	*	1%	*	*	*	*	1%	1%	-
Don't know	142	17	44	6	16	35	10	12	5	5	1
	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to answer	264	32	113	22	39	57	29	24	15	8	2
	3%	2%	4%	3%	2%	3%	2%	2%	2%	2%	1%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 50

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Secondary school, high school, NVQ levels 1 to 3, etc.	4108	1928	2181	444	578	774	793	642	878	625	1126	1091	1267	964	1146	1086	574	338	516	1650
	51%	49%	53%	46%	45%	51%	58%	53%	52%	29%	48%	64%	68%	47%	54%	54%	49%	48%	42%	50%
University degree or equivalent professional qualification, NVQ level 4, etc.	2657	1379	1279	250	478	509	421	399	600	1025	843	418	371	708	694	602	412	241	459	1178
	33%	35%	31%	26%	37%	33%	31%	33%	35%	47%	36%	25%	20%	35%	33%	30%	35%	34%	37%	36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	830	455	375	49	176	188	121	131	165	466	222	78	64	245	183	192	126	84	212	335
	10%	12%	9%	5%	14%	12%	9%	11%	10%	21%	9%	5%	3%	12%	9%	9%	11%	12%	17%	10%
Still in full time education	216	69	147	191	15	8	1	-	1	38	100	44	34	64	47	65	25	16	15	33
	3%	2%	4%	20%	1%	*	*	-	*	2%	4%	3%	2%	3%	2%	3%	2%	2%	1%	1%
Don't know	79	38	42	15	15	14	8	14	14	5	14	18	42	18	19	22	13	7	8	22
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Prefer not to answer	167	80	87	19	28	38	26	23	35	16	32	44	75	48	38	54	13	15	19	64
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3%	4%	2%	2%	3%	1%	2%	2%	2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 50

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

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Secondary school, high school, NVQ levels 1 to 3, etc.	4108 51%	903 49%	1290 51%	277 43%	1127 52%	910 51%	631 45%	726 50%	402 54%	178 43%	127 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	2657 33%	691 37%	810 32%	233 36%	791 36%	556 31%	540 38%	536 37%	255 34%	154 37%	100 38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	830 10%	200 11%	268 11%	108 17%	213 10%	216 12%	192 14%	147 10%	66 9%	53 13%	26 10%
Still in full time education	216 3%	31 2%	81 3%	16 2%	16 1%	30 2%	25 2%	13 1%	3 *	18 4%	5 2%
Don't know	79 1%	9 *	23 1%	1 *	12 1%	17 1%	4 *	7 *	5 1%	2 1%	1 1%
Prefer not to answer	167 2%	25 1%	68 3%	10 1%	26 1%	42 2%	24 2%	16 1%	10 1%	9 2%	3 1%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 51

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

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Yes - responsible for half or more of the items bought	7030 87%	3175 80%	3854 94%	675 70%	1176 91%	1428 93%	1268 93%	1086 90%	1396 83%	1815 83%	2066 88%	1485 88%	1663 90%	1793 88%	1848 87%	1746 86%	1029 89%	613 88%	1131 92%	2887 88%
No - not responsible for most of the items bought	1028 13%	773 20%	255 6%	292 30%	114 9%	103 7%	101 7%	123 10%	296 17%	361 17%	271 12%	207 12%	190 10%	255 12%	279 13%	275 14%	133 11%	86 12%	99 8%	396 12%

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 51

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

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Yes - responsible for half or more of the items bought	7030 87%	1578 85%	2276 90%	564 87%	1871 86%	1609 91%	1243 88%	1226 85%	645 87%	352 85%	218 83%
No - not responsible for most of the items bought	1028 13%	281 15%	264 10%	82 13%	314 14%	163 9%	173 12%	218 15%	96 13%	63 15%	44 17%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 52

How many cars are there in your household?**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
No cars in the household	1628	670	958	323	339	340	256	174	196	185	474	257	711	535	313	449	160	171	166	614
	20%	17%	23%	33%	26%	22%	19%	14%	12%	9%	20%	15%	38%	26%	15%	22%	14%	24%	14%	19%
1	3337	1672	1665	261	495	632	541	523	885	834	961	791	752	789	904	844	480	320	480	1280
	41%	42%	41%	27%	38%	41%	39%	43%	52%	38%	41%	47%	41%	39%	43%	42%	41%	46%	39%	39%
2	2360	1216	1145	196	359	481	435	376	514	862	709	501	288	538	678	579	406	160	464	1039
	29%	31%	28%	20%	28%	31%	32%	31%	30%	40%	30%	30%	16%	26%	32%	29%	35%	23%	38%	32%
3+	733	391	342	187	95	78	138	136	97	295	192	143	102	186	232	151	116	48	120	350
	9%	10%	8%	19%	7%	5%	10%	11%	6%	14%	8%	8%	6%	9%	11%	7%	10%	7%	10%	11%

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 52

How many cars are there in your household?**Base: All respondents**

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
No cars in the household	1628 20%	230 12%	564 22%	113 18%	248 11%	375 21%	224 16%	147 10%	101 14%	83 20%	25 10%
1	3337 41%	754 41%	1111 44%	281 44%	886 41%	829 47%	635 45%	593 41%	293 40%	161 39%	119 45%
2	2360 29%	658 35%	696 27%	177 27%	807 37%	465 26%	440 31%	537 37%	270 36%	121 29%	91 35%
3+	733 9%	216 12%	169 7%	73 11%	244 11%	102 6%	117 8%	167 12%	78 10%	50 12%	28 11%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 53

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
White	7362	3645	3716	794	1062	1372	1283	1180	1670	1959	2123	1581	1698	1672	1974	1915	1128	673	1092	2971
	91%	92%	90%	82%	82%	90%	94%	98%	99%	90%	91%	93%	92%	82%	93%	95%	97%	96%	89%	90%
NET: Non-white	577	241	336	155	185	136	67	20	14	170	184	92	131	318	129	89	24	17	116	259
	7%	6%	8%	16%	14%	9%	5%	2%	1%	8%	8%	5%	7%	16%	6%	4%	2%	2%	9%	8%
Mixed	105	44	62	27	28	24	14	6	5	34	36	13	23	51	22	18	10	4	16	47
	1%	1%	2%	3%	2%	2%	1%	1%	*	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Asian	257	121	136	76	100	50	21	7	2	78	71	50	57	141	68	38	3	6	50	115
	3%	3%	3%	8%	8%	3%	2%	1%	*	4%	3%	3%	3%	7%	3%	2%	*	1%	4%	3%
Black	142	53	89	29	39	38	25	5	5	37	47	22	37	94	26	14	5	4	44	59
	2%	1%	2%	3%	3%	2%	2%	*	*	2%	2%	1%	2%	5%	1%	1%	*	1%	4%	2%
Chinese	41	10	32	17	9	13	-	1	1	10	21	6	5	18	7	11	5	1	4	24
	1%	*	1%	2%	1%	1%	-	*	*	*	1%	*	*	1%	*	1%	*	*	*	1%
Other ethnic group	32	14	18	5	9	11	6	-	1	12	10	1	9	15	5	7	2	2	2	15
	*	*	*	1%	1%	1%	*	-	*	1%	*	*	*	1%	*	*	*	*	*	*
Prefer not to answer	119	62	57	18	41	23	20	9	8	46	30	19	24	58	24	18	10	9	22	53
	1%	2%	1%	2%	3%	1%	1%	1%	*	2%	1%	1%	1%	3%	1%	1%	1%	1%	2%	2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 53

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

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
White	7362	1767	2190	599	2101	1554	1336	1398	703	369	240
	91%	95%	86%	93%	96%	88%	94%	97%	95%	89%	92%
NET: Non-white	577	76	315	37	70	195	65	39	32	38	18
	7%	4%	12%	6%	3%	11%	5%	3%	4%	9%	7%
Mixed	105	13	40	10	13	21	23	6	8	8	4
	1%	1%	2%	2%	1%	1%	2%	*	1%	2%	2%
Asian	257	35	149	14	34	104	27	18	17	18	8
	3%	2%	6%	2%	2%	6%	2%	1%	2%	4%	3%
Black	142	17	94	5	13	55	8	9	4	7	6
	2%	1%	4%	1%	1%	3%	1%	1%	1%	2%	2%
Chinese	41	6	18	6	4	10	3	4	-	2	-
	1%	*	1%	1%	*	1%	*	*	-	1%	-
Other ethnic group	32	5	13	2	6	3	4	2	3	3	1
	*	*	*	*	*	*	*	*	*	1%	*
Prefer not to answer	119	16	36	9	13	23	16	7	6	9	4
	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	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 of?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Christian	4521	2237	2284	358	569	744	804	801	1246	1219	1280	992	1030	1078	1184	1178	678	402	677	1715
	56%	57%	56%	37%	44%	49%	59%	66%	74%	56%	55%	59%	56%	53%	56%	58%	58%	58%	55%	52%
NET: Other	573	234	339	114	157	114	78	57	52	154	161	101	157	244	137	125	34	32	101	245
	7%	6%	8%	12%	12%	7%	6%	5%	3%	7%	7%	6%	8%	12%	6%	6%	3%	5%	8%	7%
Muslim	167	73	94	51	68	30	9	5	3	46	45	23	52	78	41	41	4	3	35	75
	2%	2%	2%	5%	5%	2%	1%	*	*	2%	2%	1%	3%	4%	2%	2%	*	*	3%	2%
Hindu	76	39	37	18	30	20	6	3	1	28	15	19	14	53	15	5	1	2	14	32
	1%	1%	1%	2%	2%	1%	*	*	*	1%	1%	1%	1%	3%	1%	*	*	*	1%	1%
Jewish	56	30	27	1	3	5	10	11	27	26	18	5	8	29	8	16	2	3	5	25
	1%	1%	1%	*	*	*	1%	1%	2%	1%	1%	*	*	1%	*	1%	*	*	*	1%
Sikh	22	8	13	6	7	-	6	2	-	3	4	9	5	12	9	*	-	-	1	14
	*	*	*	1%	1%	-	*	*	-	*	*	1%	*	1%	*	*	-	-	*	*
Buddhist	62	28	34	12	16	15	11	3	5	11	19	16	16	29	13	11	5	5	8	30
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Other	190	56	134	26	34	43	37	33	17	40	60	29	61	44	52	52	23	19	39	69
	2%	1%	3%	3%	3%	3%	3%	3%	1%	2%	3%	2%	3%	2%	2%	3%	2%	3%	3%	2%
None	2777	1386	1391	459	519	632	456	338	373	745	837	555	640	655	758	687	424	252	407	1257
	34%	35%	34%	47%	40%	41%	33%	28%	22%	34%	36%	33%	35%	32%	36%	34%	36%	36%	33%	38%
Prefer not to say	187	92	96	36	44	42	31	13	21	58	59	44	26	70	47	32	26	12	45	67
	2%	2%	2%	4%	3%	3%	2%	1%	1%	3%	3%	3%	1%	3%	2%	2%	2%	2%	4%	2%

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ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 54

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

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Christian	4521	1248	1387	341	1534	1008	722	1015	519	233	137
	56%	67%	55%	53%	70%	57%	51%	70%	70%	56%	52%
NET: Other	573	94	229	62	104	153	98	62	43	32	17
	7%	5%	9%	10%	5%	9%	7%	4%	6%	8%	6%
Muslim	167	12	101	14	12	70	23	4	8	8	2
	2%	1%	4%	2%	1%	4%	2%	*	1%	2%	1%
Hindu	76	16	42	2	13	27	6	8	5	8	5
	1%	1%	2%	*	1%	2%	*	1%	1%	2%	2%
Jewish	56	27	12	3	36	6	6	25	11	2	2
	1%	1%	*	1%	2%	*	*	2%	1%	*	1%
Sikh	22	1	14	-	2	5	-	-	2	1	-
	*	*	1%	-	*	*	-	-	*	*	-
Buddhist	62	8	13	17	7	3	26	3	5	5	2
	1%	*	1%	3%	*	*	2%	*	1%	1%	1%
Other	190	30	47	26	35	42	38	22	13	8	6
	2%	2%	2%	4%	2%	2%	3%	2%	2%	2%	2%
None	2777	494	861	230	529	566	562	358	171	136	102
	34%	27%	34%	36%	24%	32%	40%	25%	23%	33%	39%
Prefer not to say	187	23	63	12	17	44	34	9	8	14	6
	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%	2%

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Absolutes/col percents

Table 55

Which of the following best describes where you live?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Urban - Population over 10,000	3152	1713	1439	438	624	633	506	407	543	889	983	585	695	1124	674	735	334	286	549	1381
	39%	43%	35%	45%	48%	41%	37%	34%	32%	41%	42%	35%	37%	55%	32%	36%	29%	41%	45%	42%
Town and Fringe	3093	1393	1700	361	498	604	544	461	625	706	879	719	788	654	868	885	466	219	432	1260
	38%	35%	41%	37%	39%	39%	40%	38%	37%	32%	38%	42%	43%	32%	41%	44%	40%	31%	35%	38%
Village	1578	725	852	164	160	263	276	284	430	490	404	351	333	248	523	379	272	155	227	555
	20%	18%	21%	17%	12%	17%	20%	23%	25%	23%	17%	21%	18%	12%	25%	19%	23%	22%	18%	17%
Hamlet & Isolated Dwelling	235	118	118	4	7	30	44	57	94	90	71	37	37	22	62	23	89	40	22	87
	3%	3%	3%	*	1%	2%	3%	5%	6%	4%	3%	2%	2%	1%	3%	1%	8%	6%	2%	3%

Blueprint Phase 3

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Absolutes/col percents

Table 55

Which of the following best describes where you live?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Urban - Population over 10,000	3152 39%	684 37%	1148 45%	228 35%	765 35%	815 46%	538 38%	502 35%	263 36%	182 44%	97 37%
Town and Fringe	3093 38%	670 36%	959 38%	265 41%	810 37%	652 37%	540 38%	521 36%	288 39%	148 36%	97 37%
Village	1578 20%	433 23%	396 16%	127 20%	523 24%	276 16%	290 20%	358 25%	165 22%	75 18%	59 23%
Hamlet & Isolated Dwelling	235 3%	72 4%	37 1%	25 4%	86 4%	28 2%	48 3%	63 4%	24 3%	9 2%	9 3%

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Absolutes/col percents

Table 56

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
NET: Working	4513	2386	2127	533	993	1165	1003	607	212	1244	1531	1102	635	1184	1157	1127	658	387	1230	3283
	56%	60%	52%	55%	77%	76%	73%	50%	13%	57%	66%	65%	34%	58%	54%	56%	57%	55%	100%	100%
Working full time - working 30 hours per week or more	3546	2106	1439	372	859	977	811	419	107	1003	1224	870	448	917	911	907	505	306	981	2565
	44%	53%	35%	38%	67%	64%	59%	35%	6%	46%	52%	51%	24%	45%	43%	45%	43%	44%	80%	78%
Working part time - working between 8 and 29 hours per week	967	279	688	161	134	187	191	188	105	241	307	232	187	266	246	220	153	82	249	718
	12%	7%	17%	17%	10%	12%	14%	16%	6%	11%	13%	14%	10%	13%	12%	11%	13%	12%	20%	22%
NET: Not working	3545	1563	1983	434	296	366	367	602	1480	932	805	590	1218	864	969	895	504	312	-	-
	44%	40%	48%	45%	23%	24%	27%	50%	87%	43%	34%	35%	66%	42%	46%	44%	43%	45%	-	-
Not working but seeking work or temporarily unemployed or sick	597	265	332	126	111	119	147	93	1	55	61	105	376	163	147	151	83	53	-	-
	7%	7%	8%	13%	9%	8%	11%	8%	*	3%	3%	6%	20%	8%	7%	7%	7%	8%	-	-
Not working and not seeking work	437	161	276	245	37	46	54	55	-	54	163	61	159	110	118	113	54	42	-	-
	5%	4%	7%	25%	3%	3%	4%	5%	-	2%	7%	4%	9%	5%	6%	6%	5%	6%	-	-
Retired on a state pension only	441	164	277	-	-	*	3	68	370	35	45	54	307	111	131	110	63	26	-	-
	5%	4%	7%	-	-	*	*	6%	22%	2%	2%	3%	17%	5%	6%	5%	5%	4%	-	-
Retired with a private pension	1423	928	495	1	-	3	19	304	1096	675	431	213	104	321	381	363	223	136	-	-
	18%	24%	12%	*	-	*	1%	25%	65%	31%	18%	13%	6%	16%	18%	18%	19%	19%	-	-
House person, housewife, househusband, etc.	647	44	603	63	148	198	144	82	12	113	105	157	272	159	192	159	82	55	-	-
	8%	1%	15%	6%	11%	13%	11%	7%	1%	5%	4%	9%	15%	8%	9%	8%	7%	8%	-	-

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Absolutes/col percents

Table 56

Which of the following best describes your current working status?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
NET: Working	4513	1011	1472	378	1128	1015	799	751	377	259	179
	56%	54%	58%	59%	52%	57%	56%	52%	51%	62%	68%
Working full time - working 30 hours per week or more	3546	806	1139	295	891	808	628	602	289	204	148
	44%	43%	45%	46%	41%	46%	44%	42%	39%	49%	56%
Working part time - working between 8 and 29 hours per week	967	205	333	83	237	207	171	149	87	55	31
	12%	11%	13%	13%	11%	12%	12%	10%	12%	13%	12%
NET: Not working	3545	849	1068	267	1057	757	617	692	364	156	83
	44%	46%	42%	41%	48%	43%	44%	48%	49%	38%	32%
Not working but seeking work or temporarily unemployed or sick	597	74	199	38	90	114	74	52	38	22	15
	7%	4%	8%	6%	4%	6%	5%	4%	5%	5%	6%
Not working and not seeking work	437	73	165	26	58	88	62	35	23	38	8
	5%	4%	7%	4%	3%	5%	4%	2%	3%	9%	3%
Retired on a state pension only	441	118	125	36	166	109	89	104	62	15	6
	5%	6%	5%	6%	8%	6%	6%	7%	8%	4%	2%
Retired with a private pension	1423	494	347	123	635	298	292	435	200	59	42
	18%	27%	14%	19%	29%	17%	21%	30%	27%	14%	16%
House person, housewife, househusband, etc.	647	89	232	45	108	149	101	67	41	22	13
	8%	5%	9%	7%	5%	8%	7%	5%	6%	5%	5%

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Absolutes/col percents

Table 57

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4079	2064	2015	419	930	1057	916	555	202	1581	1235	695	568	1095	1011	1012	604	357	1116	2963
Weighted base	4513	2386	2127	533	993	1165	1003	607	212	1244	1531	1102	635	1184	1157	1127	658	387	1230	3283
NET: Public Sector	1230	533	696	133	265	321	301	167	42	383	459	245	143	288	295	289	216	142	1230	-
	27%	22%	33%	25%	27%	28%	30%	28%	20%	31%	30%	22%	23%	24%	25%	26%	33%	37%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	108	55	53	12	19	30	24	24	-	47	34	18	9	21	26	22	23	16	108	-
	2%	2%	2%	2%	2%	3%	2%	4%	-	4%	2%	2%	1%	2%	2%	2%	3%	4%	9%	-
HM Forces	26	21	5	1	7	7	5	2	3	1	9	13	3	2	7	5	7	5	26	-
	1%	1%	*	*	1%	1%	*	*	1%	*	1%	1%	*	*	1%	*	1%	1%	2%	-
National Health Service	277	96	180	39	65	73	68	27	5	61	106	69	41	51	70	84	40	32	277	-
	6%	4%	8%	7%	7%	6%	7%	4%	2%	5%	7%	6%	6%	4%	6%	7%	6%	8%	22%	-
Universities and Academies funded by government	96	35	60	5	36	17	20	14	4	50	31	11	4	26	31	19	14	7	96	-
	2%	1%	3%	1%	4%	1%	2%	2%	2%	4%	2%	1%	1%	2%	3%	2%	2%	2%	8%	-
Courts service	9	7	2	1	2	4	1	1	1	5	3	-	1	3	2	2	1	2	9	-
	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	1%	1%	-
Local government administration	133	67	66	6	32	43	33	11	7	32	84	12	4	42	28	24	30	9	133	-
	3%	3%	3%	1%	3%	4%	3%	2%	3%	3%	5%	1%	1%	4%	2%	2%	5%	2%	11%	-
Police service	52	33	19	6	9	24	10	2	-	5	41	4	2	11	13	9	11	8	52	-
	1%	1%	1%	1%	1%	2%	1%	*	-	*	3%	*	*	1%	1%	1%	2%	2%	4%	-
Public sector housing	40	19	21	9	4	7	14	4	*	12	13	10	5	12	7	8	6	7	40	-
	1%	1%	1%	2%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	-

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Table 57

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	4513	2386	2127	533	993	1165	1003	607	212	1244	1531	1102	635	1184	1157	1127	658	387	1230	3283
Teaching employed by local education authority including voluntary aided schools and foundation schools	181 4%	43 2%	138 7%	14 3%	33 3%	38 3%	49 5%	39 6%	9 4%	94 8%	57 4%	22 2%	8 1%	51 4%	43 4%	39 4%	34 5%	15 4%	181 15%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	33 1%	30 1%	3 *	5 1%	5 *	8 1%	12 1%	4 1%	-	3 *	8 *	8 1%	15 2%	7 1%	9 1%	11 1%	6 1%	-	33 3%	-
Bradford and Bingley or Northern Rock Building societies	4 *	4 *	1 *	-	4 *	-	-	-	-	-	1 *	2 *	2 *	-	2 *	3 *	-	-	4 *	-
Other public sector occupation (please specify as much detail as possible)	270 6%	122 5%	148 7%	35 7%	50 5%	68 6%	65 7%	39 6%	13 6%	70 6%	73 5%	76 7%	50 8%	64 5%	58 5%	63 6%	44 7%	42 11%	270 22%	-
None of the above (Private Sector)	3283 73%	1852 78%	1430 67%	399 75%	728 73%	844 72%	702 70%	440 72%	171 80%	861 69%	1072 70%	857 78%	492 77%	895 76%	862 75%	838 74%	442 67%	245 63%	-	3283 100%

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Table 57

Do you work in any of the following occupations?

Base: All respondents who work

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	4079	956	1268	345	1091	800	772	732	359	224	171
Weighted base	4513	1011	1472	378	1128	1015	799	751	377	259	179
NET: Public Sector	1230	218	475	89	281	347	234	171	110	48	41
	27%	22%	32%	24%	25%	34%	29%	23%	29%	18%	23%
Central government including all administrative departments and central government agencies such as the Bank of England	108	10	48	6	16	39	26	7	9	3	2
	2%	1%	3%	2%	1%	4%	3%	1%	2%	1%	1%
HM Forces	26	5	6	4	12	4	6	3	8	2	3
	1%	1%	*	1%	1%	*	1%	*	2%	1%	2%
National Health Service	277	42	120	20	57	79	45	32	24	10	4
	6%	4%	8%	5%	5%	8%	6%	4%	6%	4%	2%
Universities and Academies funded by government	96	11	38	11	19	32	28	10	9	1	6
	2%	1%	3%	3%	2%	3%	4%	1%	2%	*	3%
Courts service	9	3	2	1	1	1	1	1	-	2	-
	*	*	*	*	*	*	*	*	-	1%	-
Local government administration	133	37	56	10	38	44	26	30	8	7	7
	3%	4%	4%	3%	3%	4%	3%	4%	2%	3%	4%
Police service	52	10	14	2	26	1	1	10	17	1	-
	1%	1%	1%	*	2%	*	*	1%	4%	*	-
Public sector housing	40	7	17	3	8	11	5	6	2	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 57

Do you work in any of the following occupations?

Base: All respondents who work

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Weighted base	4513	1011	1472	378	1128	1015	799	751	377	259	179
Teaching employed by local education authority including voluntary aided schools and foundation schools	181 4%	34 3%	55 4%	22 6%	41 4%	43 4%	47 6%	25 3%	16 4%	9 4%	9 5%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	33 1%	6 1%	18 1%	1 *	5 *	15 1%	4 *	5 1%	1 *	2 1%	- -
Bradford and Bingley or Northern Rock Building societies	4 *	- -	4 *	- -	1 *	2 *	2 *	- -	1 *	- -	- -
Other public sector occupation (please specify as much detail as possible)	270 6%	53 5%	96 7%	10 3%	57 5%	76 8%	43 5%	42 6%	15 4%	11 4%	6 3%
None of the above (Private Sector)	3283 73%	792 78%	997 68%	288 76%	847 75%	667 66%	566 71%	581 77%	266 71%	212 82%	137 77%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 58

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
No children aged 18 or under	5609	2855	2754	776	704	565	806	1096	1662	1545	1698	1097	1270	1429	1505	1356	829	490	717	2085
	70%	72%	67%	80%	55%	37%	59%	91%	98%	71%	73%	65%	68%	70%	71%	67%	71%	70%	58%	64%
NET: Yes	2374	1050	1325	166	571	940	559	113	26	615	622	587	550	590	606	652	326	200	505	1170
	29%	27%	32%	17%	44%	61%	41%	9%	2%	28%	27%	35%	30%	29%	28%	32%	28%	29%	41%	36%
Yes - children aged under 5 years old	906	365	542	135	411	317	33	8	2	238	245	207	216	237	226	232	129	83	184	416
	11%	9%	13%	14%	32%	21%	2%	1%	*	11%	10%	12%	12%	12%	11%	11%	11%	12%	15%	13%
Yes - children aged 5 to 10 years old	925	387	538	44	244	480	141	14	2	243	228	219	236	219	256	262	121	68	186	450
	11%	10%	13%	5%	19%	31%	10%	1%	*	11%	10%	13%	13%	11%	12%	13%	10%	10%	15%	14%
Yes - children aged 11 to 15 years old	882	412	470	15	109	383	313	53	9	233	215	223	212	204	229	256	125	69	181	455
	11%	10%	11%	2%	8%	25%	23%	4%	1%	11%	9%	13%	11%	10%	11%	13%	11%	10%	15%	14%
Yes - children aged 16 to 18 years old	557	259	297	10	11	202	256	62	16	144	146	145	122	146	128	150	84	49	139	276
	7%	7%	7%	1%	1%	13%	19%	5%	1%	7%	6%	9%	7%	7%	6%	7%	7%	7%	11%	8%
Refused	75	44	31	25	14	26	5	1	4	16	17	8	34	29	15	13	8	9	8	28
	1%	1%	1%	3%	1%	2%	*	*	*	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 58

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
No children aged 18 or under	5609 70%	1407 76%	1613 64%	467 72%	1675 77%	1127 64%	1051 74%	1117 77%	558 75%	290 70%	183 70%
NET: Yes	2374 29%	442 24%	893 35%	176 27%	502 23%	626 35%	357 25%	320 22%	182 25%	122 29%	76 29%
Yes - children aged under 5 years old	906 11%	155 8%	338 13%	77 12%	156 7%	244 14%	129 9%	102 7%	53 7%	52 13%	32 12%
Yes - children aged 5 to 10 years old	925 11%	177 10%	366 14%	69 11%	201 9%	248 14%	143 10%	137 9%	64 9%	40 10%	27 10%
Yes - children aged 11 to 15 years old	882 11%	170 9%	339 13%	64 10%	202 9%	236 13%	144 10%	130 9%	72 10%	40 10%	29 11%
Yes - children aged 16 to 18 years old	557 7%	117 6%	195 8%	31 5%	133 6%	124 7%	91 6%	84 6%	49 7%	33 8%	19 7%
Refused	75 1%	10 1%	34 1%	2 *	7 *	18 1%	9 1%	7 *	1 *	4 1%	3 1%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 59

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Anglia	915	440	475	94	129	191	158	149	195	255	234	193	234	112	792	9	2	-	126	383
	11%	11%	12%	10%	10%	12%	12%	12%	11%	12%	10%	11%	13%	5%	37%	*	*	-	10%	12%
Border	88	53	35	10	13	18	15	15	17	23	20	26	19	3	1	42	1	41	8	42
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	*	2%	*	6%	1%	1%
Central	1177	575	602	126	202	242	221	146	240	314	331	232	300	34	1097	12	23	12	174	475
	15%	15%	15%	13%	16%	16%	16%	12%	14%	14%	14%	14%	16%	2%	52%	1%	2%	2%	14%	14%
Granada	895	467	428	114	148	160	143	149	180	234	248	183	230	4	10	868	13	1	110	371
	11%	12%	10%	12%	11%	10%	10%	12%	11%	11%	11%	11%	12%	*	*	43%	1%	*	9%	11%
London	1409	671	738	211	277	280	213	178	250	460	427	249	273	1334	65	5	3	1	208	622
	17%	17%	18%	22%	21%	18%	16%	15%	15%	21%	18%	15%	15%	65%	3%	*	*	*	17%	19%
Meridian	634	286	349	79	81	89	112	73	200	191	200	129	114	549	11	-	74	-	72	266
	8%	7%	8%	8%	6%	6%	8%	6%	12%	9%	9%	8%	6%	27%	1%	-	6%	-	6%	8%
TyneTees	361	170	191	43	56	67	63	50	83	90	101	74	96	-	1	356	-	4	52	130
	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	4%	4%	5%	-	*	18%	-	1%	4%	4%
Wales	413	205	208	40	69	65	82	69	88	100	142	90	81	1	-	1	410	-	112	145
	5%	5%	5%	4%	5%	4%	6%	6%	5%	5%	6%	5%	4%	*	-	*	35%	-	9%	4%
West	277	132	145	43	50	43	42	46	53	57	91	57	72	6	40	22	207	3	46	112
	3%	3%	4%	4%	4%	3%	3%	4%	3%	3%	4%	3%	4%	*	2%	1%	18%	*	4%	3%
Westcountry	440	194	247	55	51	86	64	84	101	113	107	123	97	2	4	2	430	1	62	175
	5%	5%	6%	6%	4%	6%	5%	7%	6%	5%	5%	7%	5%	*	*	*	37%	*	5%	5%
Yorkshire	801	418	383	92	106	161	139	146	157	170	238	204	188	-	105	696	-	-	124	333
	10%	11%	9%	10%	8%	11%	10%	12%	9%	8%	10%	12%	10%	-	5%	34%	-	-	10%	10%
STV	647	338	309	60	107	129	118	105	128	169	197	132	149	2	-	8	-	637	135	229
	8%	9%	8%	6%	8%	8%	9%	9%	8%	8%	8%	8%	8%	*	-	*	-	91%	11%	7%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 59

Which of the following ITV regions do you live in?

Base: All respondents

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem					
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270	
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262	
Anglia	915 11%	270 15%	225 9%	76 12%	297 14%	146 8%	180 13%	209 14%	88 12%	61 15%	28 11%	
Border	88 1%	13 1%	31 1%	10 2%	19 1%	23 1%	20 1%	12 1%	7 1%	1 *	3 1%	
Central	1177 15%	292 16%	402 16%	100 15%	360 16%	303 17%	190 13%	235 16%	125 17%	57 14%	41 16%	
Granada	895 11%	175 9%	365 14%	58 9%	204 9%	256 14%	149 11%	127 9%	77 10%	48 11%	25 10%	
London	1409 17%	381 21%	462 18%	107 17%	418 19%	289 16%	218 15%	286 20%	131 18%	95 23%	48 18%	
Meridian	634 8%	182 10%	139 5%	68 11%	226 10%	84 5%	135 10%	147 10%	79 11%	35 8%	24 9%	
TyneTees	361 4%	65 4%	154 6%	24 4%	74 3%	104 6%	61 4%	45 3%	29 4%	20 5%	14 5%	
Wales	413 5%	72 4%	139 5%	24 4%	89 4%	109 6%	63 4%	56 4%	33 5%	16 4%	15 6%	
West	277 3%	65 4%	72 3%	37 6%	87 4%	45 3%	60 4%	59 4%	29 4%	7 2%	9 4%	
Westcountry	440 5%	96 5%	112 4%	66 10%	119 5%	74 4%	124 9%	72 5%	47 6%	24 6%	19 7%	
Yorkshire	801 10%	175 9%	271 11%	56 9%	193 9%	187 11%	155 11%	134 9%	59 8%	41 10%	20 8%	
STV	647 8%	72 4%	170 7%	20 3%	99 5%	150 8%	62 4%	62 4%	37 5%	10 2%	15 6%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 60
Marital Status
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963	
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283	
Single	1899	907	992	694	452	346	233	113	61	384	617	361	536	580	454	473	225	167	279	908	
		24%	23%	24%	72%	35%	23%	17%	9%	4%	18%	26%	21%	29%	28%	21%	23%	19%	24%	23%	28%
NET: Married/ Civil partnership/ co habiting	5125	2667	2459	247	779	1059	931	864	1245	1603	1402	1169	951	1192	1404	1306	772	450	818	2060	
		64%	68%	60%	26%	60%	69%	68%	72%	74%	74%	60%	69%	51%	58%	66%	65%	66%	64%	67%	63%
Married	3928	2155	1772	72	445	757	732	748	1173	1357	1039	857	675	920	1086	978	599	344	623	1420	
		49%	55%	43%	7%	35%	49%	53%	62%	69%	62%	44%	51%	36%	45%	51%	48%	52%	49%	51%	43%
Civil Partnership	96	40	56	14	29	23	16	6	8	16	25	16	40	30	20	19	17	10	11	50	
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%
Co Habiting	1101	472	630	161	304	279	183	110	64	231	338	296	236	242	298	309	156	96	184	590	
		14%	12%	15%	17%	24%	18%	13%	9%	4%	11%	14%	17%	13%	12%	14%	15%	13%	14%	15%	18%
NET: Widowed/ separated/ divorced	957	338	619	3	37	111	195	228	383	175	300	134	349	249	248	229	154	76	121	278	
		12%	9%	15%	*	3%	7%	14%	19%	23%	8%	13%	8%	19%	12%	11%	13%	11%	10%	8%	
Widowed	250	76	174	1	7	1	11	53	178	52	90	30	78	65	64	57	41	22	14	51	
		3%	2%	4%	*	1%	*	1%	4%	11%	2%	4%	2%	4%	3%	3%	4%	3%	1%	2%	
Separated	134	60	75	2	16	33	33	19	31	24	35	22	54	34	32	36	17	16	24	48	
		2%	2%	2%	*	1%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	1%	
Divorced	573	203	370	*	13	78	151	156	174	99	175	82	216	149	153	136	96	38	83	179	
		7%	5%	9%	*	1%	5%	11%	13%	10%	5%	8%	5%	12%	7%	7%	7%	8%	5%	7%	5%
Prefer not to answer	76	37	39	23	22	15	10	4	2	13	18	28	18	26	20	13	10	6	12	36	
		1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 60
Marital Status
Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Single	1899 24%	336 18%	641 25%	142 22%	338 15%	372 21%	301 21%	208 14%	130 18%	128 31%	64 24%
NET: Married/ Civil partnership/ co habiting	5125 64%	1279 69%	1619 64%	409 63%	1551 71%	1175 66%	929 66%	1032 71%	519 70%	247 59%	174 66%
Married	3928 49%	1046 56%	1247 49%	317 49%	1306 60%	916 52%	734 52%	874 61%	432 58%	172 41%	130 50%
Civil Partnership	96 1%	18 1%	30 1%	12 2%	14 1%	17 1%	17 1%	10 1%	4 1%	8 2%	1 *
Co Habiting	1101 14%	215 12%	342 13%	81 13%	232 11%	242 14%	179 13%	148 10%	83 11%	67 16%	43 16%
NET: Widowed/ separated/ divorced	957 12%	233 13%	257 10%	84 13%	286 13%	212 12%	178 13%	195 14%	91 12%	37 9%	23 9%
Widowed	250 3%	84 4%	55 2%	23 4%	109 5%	53 3%	43 3%	75 5%	34 5%	9 2%	2 1%
Separated	134 2%	28 1%	46 2%	9 1%	30 1%	33 2%	24 2%	22 2%	8 1%	6 1%	5 2%
Divorced	573 7%	121 7%	156 6%	52 8%	147 7%	126 7%	111 8%	98 7%	49 7%	23 6%	16 6%
Prefer not to answer	76 1%	11 1%	23 1%	9 1%	10 *	13 1%	9 1%	9 1%	1 *	3 1%	1 *

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 61

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Glasgow	320	151	169	40	50	66	53	52	58	79	91	63	87	-	-	1	2	317	64	110
	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	5%	-	-	*	*	45%	5%	3%
Edinburgh	290	162	128	23	60	52	49	48	57	80	96	57	57	1	-	3	-	286	71	95
	4%	4%	3%	2%	5%	3%	4%	4%	3%	4%	4%	3%	3%	*	-	*	-	41%	6%	3%
Newcastle	355	165	190	45	53	70	61	46	80	85	99	82	88	-	-	355	-	-	53	135
	4%	4%	5%	5%	4%	5%	4%	4%	5%	4%	4%	5%	5%	-	-	18%	-	-	4%	4%
Leeds	344	181	163	33	54	68	51	65	73	92	104	81	67	-	2	342	-	-	59	146
	4%	5%	4%	3%	4%	4%	4%	5%	4%	4%	4%	5%	4%	-	*	17%	-	-	5%	4%
Hull	161	83	78	21	15	31	31	26	38	29	51	45	36	1	10	150	-	-	23	66
	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	*	*	7%	-	-	2%	2%
Sheffield	225	119	106	30	31	49	42	44	29	41	70	56	57	-	33	192	-	-	35	98
	3%	3%	3%	3%	2%	3%	3%	4%	2%	2%	3%	3%	3%	-	2%	9%	-	-	3%	3%
Manchester	677	355	321	88	122	128	111	103	125	176	190	150	160	-	34	629	13	-	85	305
	8%	9%	8%	9%	9%	8%	8%	9%	7%	8%	8%	9%	9%	-	2%	31%	1%	-	7%	9%
Liverpool	289	151	138	37	49	42	49	59	53	68	92	55	75	2	8	232	48	-	41	120
	4%	4%	3%	4%	4%	3%	4%	5%	3%	3%	4%	3%	4%	*	*	11%	4%	-	3%	4%
Nottingham	386	181	205	43	64	77	76	54	73	84	99	90	113	-	383	3	-	-	50	160
	5%	5%	5%	4%	5%	5%	6%	5%	4%	4%	4%	5%	6%	-	18%	*	-	-	4%	5%
Birmingham	694	336	358	91	116	141	126	80	140	191	186	136	181	-	676	4	14	-	101	287
	9%	9%	9%	9%	9%	9%	9%	7%	8%	9%	8%	8%	10%	-	32%	*	1%	-	8%	9%
Norwich	384	184	200	37	53	91	51	73	79	95	94	95	100	22	363	-	-	-	60	167
	5%	5%	5%	4%	4%	6%	4%	6%	5%	4%	4%	6%	5%	1%	17%	-	-	-	5%	5%
Milton Keynes	224	121	103	28	34	44	40	28	50	78	56	47	43	51	169	3	1	-	22	92
	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	2%	3%	2%	2%	8%	*	*	-	2%	3%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 61
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283
Brighton	162	70	92	23	19	25	23	21	51	46	39	37	40	160	-	-	2	-	13	70
	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	8%	-	-	*	-	1%	2%
Oxford	105	49	56	15	12	14	23	14	27	44	30	19	12	72	14	1	18	-	14	45
	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	4%	1%	*	2%	-	1%	1%
London	1714	805	909	247	319	336	273	220	319	550	539	287	338	1512	190	5	6	-	260	744
	21%	20%	22%	26%	25%	22%	20%	18%	19%	25%	23%	17%	18%	74%	9%	*	1%	-	21%	23%
Southampton	246	112	134	26	34	38	35	28	85	67	70	61	48	164	*	*	82	-	35	86
	3%	3%	3%	3%	3%	3%	3%	2%	5%	3%	3%	4%	3%	8%	*	*	7%	-	3%	3%
Bristol	362	164	198	42	51	73	52	70	75	90	124	67	81	4	19	-	340	-	59	136
	4%	4%	5%	4%	4%	5%	4%	6%	4%	4%	5%	4%	4%	*	1%	-	29%	-	5%	4%
Plymouth	242	105	137	27	27	47	40	48	53	63	58	71	50	4	-	-	238	-	37	103
	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	4%	3%	*	-	-	20%	-	3%	3%
Cardiff	292	160	132	27	55	44	63	41	62	71	98	64	58	2	3	-	287	-	83	97
	4%	4%	3%	3%	4%	3%	5%	3%	4%	3%	4%	4%	3%	*	*	-	25%	-	7%	3%
None of these	588	295	293	43	72	95	122	90	166	145	151	130	162	54	223	102	112	97	64	221
	7%	7%	7%	4%	6%	6%	9%	7%	10%	7%	6%	8%	9%	3%	10%	5%	10%	14%	5%	7%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 61
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base	8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Glasgow	320 4%	24 1%	100 4%	3 *	40 2%	89 5%	18 1%	22 2%	18 2%	2 1%	9 3%
Edinburgh	290 4%	42 2%	65 3%	15 2%	42 2%	69 4%	39 3%	31 2%	11 2%	11 3%	8 3%
Newcastle	355 4%	59 3%	162 6%	24 4%	74 3%	104 6%	65 5%	43 3%	31 4%	16 4%	12 5%
Leeds	344 4%	79 4%	113 4%	27 4%	80 4%	82 5%	69 5%	56 4%	24 3%	23 6%	12 4%
Hull	161 2%	36 2%	39 2%	12 2%	44 2%	31 2%	30 2%	30 2%	14 2%	6 1%	4 1%
Sheffield	225 3%	38 2%	101 4%	13 2%	39 2%	65 4%	42 3%	28 2%	11 1%	10 2%	4 2%
Manchester	677 8%	128 7%	266 10%	49 8%	157 7%	191 11%	116 8%	98 7%	59 8%	30 7%	20 8%
Liverpool	289 4%	62 3%	124 5%	19 3%	66 3%	89 5%	36 3%	46 3%	20 3%	16 4%	10 4%
Nottingham	386 5%	90 5%	129 5%	38 6%	102 5%	102 6%	76 5%	59 4%	43 6%	31 8%	17 6%
Birmingham	694 9%	171 9%	238 9%	47 7%	220 10%	175 10%	87 6%	142 10%	78 11%	29 7%	18 7%
Norwich	384 5%	112 6%	99 4%	24 4%	118 5%	63 4%	82 6%	87 6%	31 4%	25 6%	14 5%
Milton Keynes	224 3%	80 4%	51 2%	19 3%	86 4%	35 2%	34 2%	64 4%	22 3%	16 4%	6 2%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 61
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	Con	Lab					LibDem
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Brighton	162 2%	26 1%	52 2%	22 3%	36 2%	31 2%	41 3%	21 1%	15 2%	5 1%	4 1%
Oxford	105 1%	41 2%	21 1%	7 1%	45 2%	10 1%	13 1%	31 2%	14 2%	10 2%	6 2%
London	1714 21%	456 25%	538 21%	137 21%	521 24%	335 19%	285 20%	351 24%	170 23%	105 25%	55 21%
Southampton	246 3%	81 4%	50 2%	29 5%	95 4%	30 2%	52 4%	66 5%	30 4%	16 4%	13 5%
Bristol	362 4%	99 5%	73 3%	50 8%	122 6%	46 3%	89 6%	82 6%	41 6%	18 4%	17 6%
Plymouth	242 3%	53 3%	74 3%	31 5%	60 3%	43 2%	75 5%	37 3%	24 3%	16 4%	10 4%
Cardiff	292 4%	48 3%	110 4%	18 3%	63 3%	89 5%	43 3%	36 3%	26 4%	11 3%	8 3%
None of these	588 7%	133 7%	134 5%	63 10%	176 8%	93 5%	125 9%	115 8%	61 8%	18 4%	16 6%

Blueprint Phase 3

ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 62

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Unweighted base	8058	3912	4146	830	1284	1483	1344	1257	1860	2991	2032	1173	1862	2067	2059	2027	1194	711	1116	2963	
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283	
Up to £7,000	(3.5) 5%	376 4%	234 6%	121 13%	54 4%	68 4%	63 5%	45 4%	25 1%	9 *	79 3%	32 2%	255 14%	95 5%	85 4%	100 5%	51 4%	44 6%	15 1%	66 2%	
£7,001 to £14,000	(10.5) 13%	1079 11%	658 16%	123 13%	146 11%	169 11%	171 12%	183 15%	286 17%	80 4%	250 11%	184 11%	566 31%	238 12%	289 14%	312 15%	156 13%	83 12%	51 4%	299 9%	
£14,001 to £21,000	(17.5) 14%	1132 14%	537 14%	595 14%	129 13%	168 13%	200 13%	161 12%	186 15%	288 17%	143 7%	379 16%	261 15%	349 19%	252 12%	317 15%	304 15%	159 14%	101 14%	135 11%	427 13%
£21,001 to £28,000	(24.5) 14%	1152 15%	577 15%	576 14%	88 9%	175 14%	219 14%	201 15%	173 14%	296 17%	222 10%	381 16%	209 20%	209 11%	253 12%	325 15%	290 14%	171 15%	113 16%	161 13%	495 15%
£28,001 to £34,000	(31) 10%	827 10%	401 10%	426 10%	86 9%	151 12%	155 10%	140 10%	117 10%	178 11%	242 11%	283 12%	207 12%	94 5%	180 9%	199 9%	223 11%	148 13%	77 11%	157 13%	379 12%
£34,001 to £41,000	(37.5) 10%	785 11%	420 9%	365 9%	66 7%	133 10%	166 11%	149 11%	134 11%	137 8%	288 13%	238 10%	203 12%	57 3%	185 9%	216 10%	208 10%	113 10%	64 9%	169 14%	387 12%
£41,001 to £48,000	(44.5) 6%	483 7%	275 5%	209 5%	45 5%	96 7%	110 7%	87 6%	60 5%	84 5%	193 9%	156 7%	112 7%	22 1%	110 5%	145 7%	105 5%	86 7%	38 5%	126 10%	228 7%
£48,001 to £55,000	(51.5) 5%	408 6%	243 4%	165 4%	33 3%	79 6%	88 6%	102 7%	50 4%	56 3%	185 8%	115 5%	81 5%	26 1%	120 6%	83 4%	99 5%	73 6%	32 5%	111 9%	205 6%
£55,001 to £62,000	(58.5) 3%	242 4%	157 2%	85 2%	20 2%	57 4%	58 4%	41 3%	23 2%	44 3%	129 6%	76 3%	32 2%	5 *	88 4%	63 3%	46 2%	28 2%	17 2%	71 6%	119 4%
£62,001 to £69,000	(65.5) 2%	170 3%	112 1%	58 1%	15 2%	34 3%	43 3%	31 2%	28 2%	18 1%	99 5%	45 2%	23 1%	3 *	60 3%	36 2%	34 2%	19 2%	21 3%	37 3%	98 3%
£69,001 to £76,000	(72.5) 1%	117 2%	67 1%	51 1%	12 1%	20 2%	35 2%	19 1%	14 1%	17 1%	77 4%	21 1%	13 1%	6 *	42 2%	26 1%	28 1%	11 1%	10 1%	27 2%	60 2%
£76,001 to £83,000	(79.5) 1%	88 1%	53 1%	35 1%	7 1%	10 1%	22 1%	22 2%	16 1%	11 1%	55 3%	30 1%	3 *	1 *	27 1%	27 1%	15 1%	9 1%	9 1%	28 2%	45 1%

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 62

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Weighted base	8058	3948	4110	967	1289	1531	1370	1209	1692	2176	2337	1692	1853	2048	2127	2022	1162	699	1230	3283	
£83,001 or more	(86)	197	129	69	29	26	53	43	24	22	155	30	1	11	87	52	30	14	14	34	127
		2%	3%	2%	3%	2%	3%	3%	2%	1%	7%	1%	*	1%	4%	2%	2%	1%	2%	3%	4%
Prefer not to answer	1001	415	587	193	141	145	139	155	229	298	254	201	249	313	261	229	125	73	108	347	
		12%	11%	14%	20%	11%	9%	10%	13%	14%	11%	12%	13%	15%	12%	11%	11%	10%	9%	11%	
Average income (£000's)	30.62	33.42	27.81	27.14	32.14	33.49	32.61	29.48	27.68	43.98	30.39	28.66	17.08	33.81	30.28	28.57	29.66	30.18	38.47	34.80	

Blueprint Phase 3

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Absolutes/col percents

Table 62

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Vote Intention			2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
		Total	Con	Lab	LibDem	Con	Lab					LibDem
Unweighted base		8058	1973	2380	658	2369	1530	1493	1571	798	402	270
Weighted base		8058	1859	2540	645	2185	1771	1417	1444	741	415	262
Up to £7,000	(3.5)	376 5%	34 2%	122 5%	18 3%	47 2%	71 4%	47 3%	23 2%	23 3%	10 2%	7 3%
£7,001 to £14,000	(10.5)	1079 13%	188 10%	379 15%	75 12%	209 10%	264 15%	182 13%	136 9%	73 10%	52 12%	23 9%
£14,001 to £21,000	(17.5)	1132 14%	226 12%	389 15%	84 13%	291 13%	280 16%	188 13%	179 12%	112 15%	47 11%	35 13%
£21,001 to £28,000	(24.5)	1152 14%	267 14%	365 14%	113 17%	304 14%	262 15%	229 16%	211 15%	93 13%	55 13%	40 15%
£28,001 to £34,000	(31)	827 10%	193 10%	258 10%	92 14%	206 9%	201 11%	156 11%	148 10%	58 8%	45 11%	28 11%
£34,001 to £41,000	(37.5)	785 10%	193 10%	261 10%	61 9%	244 11%	177 10%	138 10%	151 10%	93 13%	42 10%	27 10%
£41,001 to £48,000	(44.5)	483 6%	124 7%	151 6%	41 6%	160 7%	107 6%	100 7%	103 7%	57 8%	21 5%	21 8%
£48,001 to £55,000	(51.5)	408 5%	108 6%	134 5%	28 4%	128 6%	91 5%	70 5%	85 6%	43 6%	24 6%	18 7%
£55,001 to £62,000	(58.5)	242 3%	80 4%	61 2%	24 4%	94 4%	41 2%	54 4%	63 4%	31 4%	18 4%	8 3%
£62,001 to £69,000	(65.5)	170 2%	61 3%	54 2%	9 1%	64 3%	35 2%	34 2%	47 3%	17 2%	14 3%	7 3%
£69,001 to £76,000	(72.5)	117 1%	40 2%	34 1%	16 2%	41 2%	17 1%	28 2%	31 2%	10 1%	9 2%	2 1%
£76,001 to £83,000	(79.5)	88 1%	39 2%	19 1%	7 1%	39 2%	19 1%	13 1%	32 2%	7 1%	7 2%	6 2%

Blueprint Phase 3
ONLINE Fieldwork : 21st-28th May 2012

Absolutes/col percents

Table 62

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	<u>Vote Intention</u>				<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	Con	Lab	LibDem				
Weighted base	8058	1859	2540	645	2185	1771	1417	1444	741	415	262
£83,001 or more	(86) 2%	91 5%	45 2%	12 2%	87 4%	32 2%	34 2%	66 5%	20 3%	25 6%	9 3%
Prefer not to answer	1001 12%	214 12%	268 11%	65 10%	271 12%	173 10%	143 10%	169 12%	102 14%	44 11%	31 12%
Average income (£000's)	30.62	36.15	29.28	31.53	35.18	29.34	31.79	36.25	33.07	35.82	34.32