

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 1

Q.1 Thinking about the issue of immigration, which of the following statements comes closest to your own view?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
On balance, immigration into Britain has produced more advantages than disadvantages for the country as a whole	280 14%	154 16%	126 12%	31 13%	63 19%	48 14%	43 12%	33 11%	62 14%	105 20%	97 18%	38 9%	39 8%	95 17%	66 13%	53 11%	35 12%	32 17%	47 17%	125 15%	47 11%	120 22%	33 22%	3 1%	48 9%	86 21%	72 20%
The advantages and disadvantages of immigration are about even	466 23%	227 23%	240 23%	82 34%	82 24%	67 20%	73 20%	58 20%	104 24%	138 26%	150 27%	84 19%	94 20%	138 25%	119 23%	91 19%	73 26%	44 25%	69 25%	198 23%	92 23%	147 27%	38 26%	25 9%	101 19%	122 29%	103 29%
On balance, the immigration into Britain has produced more disadvantages than advantages for the country as a whole	1260 63%	602 61%	657 64%	126 53%	193 57%	222 66%	241 67%	207 69%	271 62%	293 55%	308 55%	315 72%	343 72%	309 57%	337 65%	337 70%	173 61%	105 58%	163 59%	520 62%	270 66%	279 51%	75 51%	241 90%	385 72%	208 50%	187 52%

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Table 1

Q.1 Thinking about the issue of immigration, which of the following statements comes closest to your own view?

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
On balance, immigration into Britain has produced more advantages than disadvantages for the country as a whole	280 14%	77 23%	9 10%	43 20%	33 11%	15 6%	14 13%	26 25%	46 18%	6 16%	-	-	-	103 23%	-	-	3 1%	137 81%	-	38 24%
The advantages and disadvantages of immigration are about even	466 23%	99 30%	23 26%	48 22%	69 23%	32 14%	23 22%	27 25%	76 30%	12 29%	5 12%	5 5%	1 11%	275 61%	31 12%	24 6%	31 15%	33 19%	1 *	72 46%
On balance, the immigration into Britain has produced more disadvantages than advantages for the country as a whole	1260 63%	150 46%	57 64%	128 59%	201 66%	184 80%	69 66%	52 50%	135 52%	22 56%	32 88%	96 95%	12 89%	76 17%	223 88%	343 94%	182 84%	-	387 100%	48 30%

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Table 2

Q.2 Which two of the following, if any, most concern you about immigration into Britain?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Any	1890	924	965	215	312	320	335	286	422	507	519	414	450	495	494	466	268	165	258	795	402	490	138	269	526	377	343	
	94%	94%	94%	90%	92%	95%	94%	96%	97%	94%	93%	95%	94%	91%	95%	97%	95%	92%	92%	94%	98%	90%	95%	100%	98%	91%	95%	
Immigrants claiming benefits & using public services when they've contributed nothing in return	1263	610	653	128	198	209	230	206	291	343	356	263	302	304	322	334	191	113	171	527	317	296	86	183	381	229	227	
	63%	62%	64%	54%	59%	62%	64%	69%	67%	64%	64%	60%	63%	56%	62%	69%	68%	62%	61%	62%	77%	54%	59%	68%	71%	55%	63%	
Increasing the pressure on public services like schools and hospitals	781	366	415	69	116	127	138	127	204	243	236	143	160	234	199	190	99	58	114	288	203	209	63	104	236	157	166	
	39%	37%	41%	29%	34%	38%	39%	43%	47%	45%	42%	33%	34%	43%	38%	40%	35%	32%	41%	34%	50%	38%	43%	38%	44%	38%	46%	
Immigrants being given priority over established residents when it comes to benefits or using public services	604	281	323	71	112	114	95	76	135	151	165	149	140	148	152	144	95	65	88	256	93	157	34	98	157	134	100	
	30%	29%	32%	30%	33%	34%	27%	26%	31%	28%	30%	34%	29%	27%	29%	30%	34%	36%	31%	30%	23%	29%	23%	36%	29%	32%	28%	
Immigrants taking jobs that would otherwise go to British workers, or pushing down wages in general	527	258	269	76	91	107	117	72	64	91	119	147	171	134	149	135	63	45	64	243	61	157	35	74	107	108	94	
	26%	26%	26%	32%	27%	32%	33%	24%	15%	17%	21%	34%	36%	25%	29%	28%	23%	25%	23%	29%	15%	29%	24%	27%	20%	26%	26%	
Changes in the character of local areas with large numbers of people who are not originally from Britain	385	229	156	40	54	47	55	66	124	116	104	83	82	109	111	83	53	29	42	158	107	73	40	71	140	50	64	
	19%	23%	15%	17%	16%	14%	15%	22%	28%	22%	19%	19%	17%	20%	21%	17%	19%	16%	15%	19%	26%	13%	27%	26%	26%	12%	18%	
No concerns	116	59	58	23	25	18	23	12	15	30	37	23	27	46	27	15	13	15	21	49	8	56	7	-	8	38	19	
	6%	6%	6%	10%	8%	5%	6%	4%	3%	6%	7%	5%	6%	9%	5%	3%	5%	8%	8%	6%	2%	10%	5%	-	2%	9%	5%	

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Table 2

Q.2 Which two of the following, if any, most concern you about immigration into Britain?

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Enti-tle-ments	Mili-tant Multi-cultural-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Any	1890	294	83	196	300	226	102	102	241	36	37	101	13	426	254	365	216	107	389	133
	94%	90%	93%	89%	99%	98%	97%	97%	94%	90%	100%	100%	100%	94%	100%	100%	100%	63%	100%	84%
Immigrants claiming benefits & using public services when they've contributed nothing in return	1263	172	58	124	231	150	85	59	168	27	26	68	9	285	138	306	213	40	248	34
	63%	53%	65%	57%	76%	65%	81%	56%	65%	68%	70%	67%	71%	63%	54%	83%	99%	24%	64%	22%
Increasing the pressure on public services like schools and hospitals	781	123	35	87	153	83	50	50	117	13	14	46	2	237	48	254	-	74	114	54
	39%	38%	39%	40%	50%	36%	48%	47%	45%	32%	38%	45%	18%	52%	19%	69%	-	44%	29%	34%
Immigrants being given priority over established residents when it comes to benefits or using public services	604	101	33	55	67	90	26	29	71	5	13	37	5	121	34	19	216	16	149	50
	30%	31%	37%	25%	22%	39%	25%	27%	28%	13%	35%	36%	35%	27%	13%	5%	100%	10%	38%	32%
Immigrants taking jobs that would otherwise go to British workers, or pushing down wages in general	527	90	18	67	46	61	15	25	68	10	13	22	6	61	254	-	-	20	155	37
	26%	28%	20%	30%	15%	27%	15%	24%	27%	25%	36%	22%	49%	14%	100%	-	-	11%	40%	24%
Changes in the character of local areas with large numbers of people who are not originally from Britain	385	38	12	35	84	56	23	26	37	14	7	28	1	90	20	128	-	21	93	33
	19%	12%	14%	16%	28%	24%	22%	25%	15%	34%	18%	27%	9%	20%	8%	35%	-	13%	24%	21%
No concerns	116	32	6	24	4	4	3	4	16	4	-	-	-	27	-	2	-	63	-	25
	6%	10%	7%	11%	1%	2%	3%	3%	6%	10%	-	-	-	6%	-	*	-	37%	-	16%

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Table 3

Q.3 Which two of the following, if any, do you think are the biggest benefits of immigration into Britain?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Any	1520	753	768	179	253	242	265	232	349	444	443	307	326	429	385	340	229	137	198	646	346	439	131	143	413	330	299
	76%	77%	75%	75%	75%	72%	74%	78%	80%	83%	80%	70%	68%	79%	74%	71%	81%	76%	71%	77%	85%	80%	90%	53%	77%	80%	82%
Immigrants often do jobs that need doing, but British people don't want to do	915	449	466	95	145	137	145	144	250	258	259	185	212	254	247	199	142	73	95	383	239	233	70	96	292	183	169
	46%	46%	46%	40%	43%	40%	41%	48%	57%	48%	47%	42%	45%	47%	47%	41%	50%	40%	34%	45%	58%	43%	48%	36%	55%	44%	47%
Immigrants are often prepared to work harder for lower pay than British workers	702	362	339	77	110	108	129	112	165	188	179	162	173	191	182	165	111	52	86	282	180	169	47	86	212	130	109
	35%	37%	33%	32%	33%	32%	36%	38%	38%	35%	32%	37%	36%	35%	35%	34%	39%	29%	31%	33%	44%	31%	32%	32%	40%	31%	30%
Immigration has contributed to British culture in a way that makes life in Britain more varied and exciting overall	441	197	244	50	62	85	76	68	99	151	150	60	79	129	92	108	63	49	82	179	74	160	61	23	87	111	130
	22%	20%	24%	21%	18%	25%	21%	23%	23%	28%	27%	14%	17%	24%	18%	22%	23%	27%	29%	21%	18%	29%	42%	9%	16%	27%	36%
Overall, the ability of immigrants to work and do business in Britain makes for a more dynamic and prosperous economy for everyone	321	162	160	46	60	48	49	49	69	106	114	55	46	109	75	56	45	37	52	132	63	106	39	20	74	73	85
	16%	16%	16%	19%	18%	14%	14%	16%	16%	20%	20%	13%	10%	20%	14%	12%	16%	20%	19%	16%	15%	19%	27%	7%	14%	18%	24%
Immigrants often have specialist skills that are hard for employers to find in Britain	313	162	151	40	52	40	59	52	69	101	95	67	50	80	76	68	52	37	41	142	79	98	23	19	83	79	51
	16%	16%	15%	17%	15%	12%	17%	18%	16%	19%	17%	15%	10%	15%	15%	14%	18%	20%	15%	17%	19%	18%	16%	7%	16%	19%	14%
No benefits	486	231	255	59	85	95	92	66	88	92	113	130	151	112	136	141	52	44	81	198	63	107	15	126	121	85	64
	24%	23%	25%	25%	25%	28%	26%	22%	20%	17%	20%	30%	32%	21%	26%	29%	19%	24%	29%	23%	15%	20%	10%	47%	23%	20%	18%

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Table 3

Q.3 Which two of the following, if any, do you think are the biggest benefits of immigration into Britain?

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Enti-tle-ments	Mili-tant Multi-cul-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Any	1520	267	63	172	262	151	84	95	204	36	19	60	6	445	182	320	180	170	92	130
	76%	82%	71%	78%	86%	65%	80%	90%	79%	89%	51%	59%	48%	98%	72%	87%	84%	100%	24%	83%
Immigrants often do jobs that need doing, but British people don't want to do	915	143	40	90	185	107	54	56	113	14	17	42	4	299	122	231	150	36	47	30
	46%	44%	45%	41%	61%	46%	51%	54%	44%	34%	45%	42%	33%	66%	48%	63%	70%	21%	12%	19%
Immigrants are often prepared to work harder for lower pay than British workers	702	96	35	73	132	79	48	30	79	17	9	34	5	143	111	221	118	15	57	37
	35%	29%	39%	33%	44%	34%	45%	28%	31%	43%	23%	33%	41%	32%	44%	60%	55%	9%	15%	24%
Immigration has contributed to British culture in a way that makes life in Britain more varied and exciting overall	441	96	15	64	52	35	22	50	80	11	2	9	*	156	29	33	27	132	8	55
	22%	30%	17%	29%	17%	15%	21%	47%	31%	27%	6%	9%	4%	34%	12%	9%	13%	77%	2%	35%
Overall, the ability of immigrants to work and do business in Britain makes for a more dynamic and prosperous economy for everyone	321	61	12	45	47	27	16	29	56	10	1	6	1	114	7	16	6	121	11	47
	16%	19%	14%	21%	16%	12%	15%	28%	22%	25%	3%	6%	11%	25%	3%	4%	3%	71%	3%	30%
Immigrants often have specialist skills that are hard for employers to find in Britain	313	65	15	34	61	22	18	11	40	12	5	9	*	134	37	44	31	26	13	28
	16%	20%	17%	15%	20%	9%	17%	11%	15%	30%	14%	9%	4%	30%	14%	12%	15%	15%	3%	18%
No benefits	486	59	26	48	42	79	21	10	53	4	18	42	7	8	72	46	35	-	297	27
	24%	18%	29%	22%	14%	35%	20%	10%	21%	11%	49%	41%	52%	2%	28%	13%	16%	-	76%	17%

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Table 4

Q.4 Please can you say whether you agree or disagree with each of the following statements?

Summary**Base: All respondents**

	Statements		
	I, or someone in my family, have found it harder to find work or am/is paid less because of competition from immigrants	The character of my local area has changed for the worse in recent years because of the scale of immigration	I, or someone in my family, have been denied access to housing or other public services because priority seems to have been given to immigrants
Unweighted base	2006	2006	2006
Weighted base	2006	2006	2006
NET: Agree	751 37%	754 38%	488 24%
Strongly agree (+2)	338 17%	337 17%	235 12%
Somewhat agree (+1)	413 21%	417 21%	253 13%
Neither agree nor disagree (0)	543 27%	585 29%	535 27%
Somewhat disagree (-1)	244 12%	293 15%	284 14%
Strongly disagree (-2)	468 23%	373 19%	699 35%
NET: Disagree	712 36%	666 33%	983 49%
Mean	-0.05	0.03	-0.48
Standard deviation	1.39	1.33	1.38
Standard error	0.03	0.03	0.03

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Table 5

Q.4 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have found it harder to find work or am/is paid less because of competition from immigrants

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Agree	751 37%	365 37%	386 38%	124 52%	134 40%	144 43%	163 46%	100 34%	86 20%	140 26%	179 32%	199 46%	233 49%	210 39%	206 40%	198 41%	91 32%	46 25%	108 39%	359 43%	100 24%	216 40%	48 33%	140 52%	186 35%	160 39%	109 30%
Strongly agree	(+2) 338 17%	168 17%	170 17%	50 21%	66 19%	74 22%	71 20%	43 14%	35 8%	51 9%	72 13%	112 26%	103 22%	100 18%	104 20%	77 16%	39 14%	19 11%	43 15%	161 19%	38 9%	89 16%	9 6%	83 31%	80 15%	75 18%	41 11%
Somewhat agree	(+1) 413 21%	197 20%	215 21%	73 31%	68 20%	71 21%	92 26%	57 19%	51 12%	90 17%	106 19%	87 20%	129 27%	110 20%	103 20%	121 25%	52 19%	27 15%	65 23%	198 23%	62 15%	126 23%	40 27%	57 21%	106 20%	85 20%	67 19%
Neither agree nor disagree	(0) 543 27%	254 26%	289 28%	54 23%	80 24%	102 30%	100 28%	85 29%	121 28%	158 29%	144 26%	120 27%	121 25%	151 28%	154 30%	105 22%	79 28%	55 30%	79 28%	232 28%	132 32%	128 23%	25 17%	82 30%	155 29%	108 26%	80 22%
Somewhat disagree	(-1) 244 12%	117 12%	127 12%	30 12%	43 13%	35 10%	34 10%	39 13%	64 15%	63 12%	85 15%	45 10%	50 11%	60 11%	57 11%	65 14%	41 15%	21 11%	30 11%	92 11%	63 15%	67 12%	26 18%	20 8%	73 14%	48 12%	59 16%
Strongly disagree	(-2) 468 23%	247 25%	222 22%	30 13%	81 24%	57 17%	60 17%	74 25%	166 38%	175 33%	148 27%	73 17%	73 15%	121 22%	104 20%	113 24%	71 25%	59 33%	63 23%	161 19%	114 28%	135 25%	47 32%	27 10%	120 23%	99 24%	114 32%
NET: Disagree	712 36%	364 37%	349 34%	60 25%	124 37%	92 27%	94 26%	112 38%	230 53%	238 44%	233 42%	118 27%	123 26%	181 33%	161 31%	178 37%	111 40%	80 44%	93 33%	253 30%	178 43%	202 37%	73 50%	47 18%	193 36%	147 36%	173 48%
Mean	-0.05	-0.08	-0.01	0.35	-0.02	0.21	0.22	-0.14	-0.63	-0.41	-0.23	0.28	0.29	0.01	0.09	-0.03	-0.19	-0.41	-0.02	0.12	-0.38	-0.06	-0.43	0.55	-0.09	-0.03	-0.38
Standard deviation	1.39	1.42	1.37	1.29	1.44	1.35	1.33	1.37	1.31	1.34	1.37	1.39	1.33	1.40	1.38	1.40	1.36	1.36	1.37	1.36	1.29	1.41	1.34	1.27	1.35	1.42	1.39
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.08	0.06	0.06	0.06	0.07	0.06	0.06	0.06	0.07	0.08	0.10	0.09	0.05	0.06	0.06	0.11	0.08	0.06	0.07	0.07

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Table 5

Q.4 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have found it harder to find work or am/is paid less because of competition from immigrants

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	751 37%	118 36%	42 47%	98 45%	80 26%	106 46%	20 19%	33 31%	76 30%	16 39%	19 51%	46 46%	11 81%	39 9%	133 52%	89 24%	64 30%	4 2%	324 83%	97 62%
Strongly agree (+2)	338 17%	54 17%	21 24%	35 16%	27 9%	53 23%	11 10%	6 6%	36 14%	3 7%	12 32%	23 23%	6 46%	5 1%	40 16%	11 3%	18 8%	1 *	222 57%	41 26%
Somewhat agree (+1)	413 21%	64 20%	21 24%	63 29%	53 17%	54 23%	9 9%	27 25%	41 16%	13 31%	7 19%	23 23%	5 35%	34 8%	92 36%	78 21%	47 22%	3 2%	102 26%	56 36%
Neither agree nor disagree (0)	543 27%	85 26%	23 26%	43 19%	96 32%	58 25%	35 34%	16 15%	64 25%	9 22%	10 27%	36 35%	2 19%	98 22%	81 32%	162 44%	84 39%	6 3%	54 14%	59 37%
Somewhat disagree (-1)	244 12%	40 12%	8 9%	27 12%	46 15%	27 12%	17 17%	18 17%	41 16%	8 19%	2 5%	6 6%	-	116 25%	18 7%	47 13%	39 18%	15 9%	8 2%	1 1%
Strongly disagree (-2)	468 23%	83 26%	16 18%	52 24%	82 27%	38 17%	32 31%	39 37%	76 30%	8 21%	6 17%	13 13%	-	201 44%	23 9%	69 19%	28 13%	145 85%	3 1%	-
NET: Disagree	712 36%	123 38%	24 27%	79 36%	128 42%	65 28%	50 47%	57 54%	117 45%	16 40%	8 22%	19 19%	-	317 70%	40 16%	116 32%	67 31%	160 94%	10 3%	1 1%
Mean	-0.05	-0.11	0.26	0.01	-0.34	0.24	-0.49	-0.54	-0.31	-0.15	0.44	0.37	1.27	-1.05	0.43	-0.23	-0.06	-1.77	1.37	0.87
Standard deviation	1.39	1.41	1.40	1.42	1.29	1.37	1.29	1.36	1.40	1.28	1.43	1.26	0.79	1.03	1.11	1.08	1.12	0.64	0.84	0.81
Standard error	0.03	0.08	0.14	0.10	0.07	0.09	0.13	0.13	0.08	0.22	0.23	0.12	0.19	0.05	0.07	0.06	0.07	0.05	0.04	0.07

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Absolutes/col percents

Table 6

Q.4 Please can you say whether you agree or disagree with each of the following statements?
The character of my local area has changed for the worse in recent years because of the scale of immigration

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	754	383	372	107	130	130	139	100	148	178	182	196	198	220	241	187	67	39	106	325	138	196	43	166	223	162	91	
	38%	39%	36%	45%	39%	39%	39%	34%	34%	33%	33%	45%	42%	41%	46%	39%	24%	22%	38%	38%	34%	36%	30%	62%	42%	39%	25%	
Strongly agree	(+2)	337	194	144	41	64	59	69	41	64	70	61	115	91	100	106	92	29	12	50	142	51	60	16	94	103	51	37
		17%	20%	14%	17%	19%	17%	19%	14%	15%	13%	11%	26%	19%	18%	20%	19%	10%	6%	18%	17%	13%	11%	35%	19%	12%	10%	
Somewhat agree	(+1)	417	189	228	66	66	71	70	59	85	107	121	82	107	121	135	95	39	28	55	182	86	136	27	71	121	110	54
		21%	19%	22%	28%	20%	21%	20%	20%	19%	20%	22%	19%	22%	22%	26%	20%	14%	15%	20%	22%	21%	25%	18%	26%	23%	27%	15%
Neither agree nor disagree	(0)	585	277	309	79	103	104	105	90	104	144	161	123	158	153	149	134	91	59	87	267	119	158	36	63	140	108	100
		29%	28%	30%	33%	30%	31%	29%	30%	24%	27%	29%	28%	33%	28%	29%	28%	32%	33%	31%	32%	29%	29%	25%	23%	26%	26%	28%
Somewhat disagree	(-1)	293	139	155	27	34	53	55	47	77	98	95	47	53	73	59	80	48	34	40	111	69	78	33	26	78	58	79
		15%	14%	15%	11%	10%	16%	15%	16%	18%	18%	17%	11%	11%	14%	11%	17%	17%	19%	14%	13%	17%	14%	23%	10%	15%	14%	22%
Strongly disagree	(-2)	373	185	188	26	70	50	59	61	107	117	117	71	67	96	73	81	75	49	46	141	83	114	33	15	93	87	91
		19%	19%	18%	11%	21%	15%	16%	20%	25%	22%	21%	16%	14%	18%	14%	17%	27%	27%	17%	17%	20%	21%	22%	5%	17%	21%	25%
NET: Disagree		666	324	343	53	105	103	113	108	184	215	213	118	121	169	131	161	122	83	86	252	153	192	66	41	171	145	171
		33%	33%	33%	22%	31%	31%	32%	36%	42%	40%	38%	27%	25%	31%	25%	33%	44%	46%	31%	30%	37%	35%	45%	15%	32%	35%	47%
Mean		0.03	0.07	-0.01	0.29	0.06	0.11	0.10	-0.09	-0.18	-0.16	-0.16	0.28	0.21	0.10	0.27	0.08	-0.36	-0.45	0.08	0.09	-0.11	-0.09	-0.27	0.76	0.12	-0.05	-0.37
Standard deviation		1.33	1.37	1.29	1.20	1.38	1.29	1.33	1.31	1.38	1.33	1.28	1.39	1.28	1.34	1.29	1.34	1.29	1.22	1.31	1.30	1.30	1.29	1.31	1.19	1.35	1.32	1.29
Standard error		0.03	0.04	0.04	0.08	0.08	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.06	0.06	0.06	0.07	0.09	0.08	0.05	0.07	0.05	0.11	0.07	0.06	0.06	0.07

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Absolutes/col percents

Table 6

Q.4 Please can you say whether you agree or disagree with each of the following statements?

The character of my local area has changed for the worse in recent years because of the scale of immigration

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	754 38%	125 38%	37 41%	71 32%	97 32%	126 55%	41 39%	29 27%	62 24%	14 35%	18 49%	71 70%	9 68%	33 7%	73 29%	169 46%	61 28%	-	339 87%	78 50%
Strongly agree (+2)	337 17%	32 10%	19 21%	28 13%	37 12%	66 29%	14 14%	10 9%	27 10%	7 16%	9 26%	34 33%	6 45%	2 *	9 3%	39 11%	17 8%	-	245 63%	26 16%
Somewhat agree (+1)	417 21%	92 28%	18 20%	43 20%	60 20%	61 26%	26 25%	19 18%	35 14%	8 19%	8 23%	37 36%	23 23%	32 7%	64 25%	130 35%	44 20%	-	94 24%	53 33%
Neither agree nor disagree (0)	585 29%	86 26%	21 24%	71 33%	89 29%	51 22%	30 28%	24 23%	76 30%	12 31%	15 41%	15 15%	3 19%	134 30%	104 41%	137 37%	96 45%	4 2%	47 12%	62 39%
Somewhat disagree (-1)	293 15%	45 14%	14 15%	33 15%	51 17%	27 12%	18 17%	25 24%	54 21%	8 21%	2 6%	10 10%	1 10%	124 27%	54 21%	40 11%	36 17%	23 13%	2 *	16 10%
Strongly disagree (-2)	373 19%	70 21%	17 19%	44 20%	67 22%	26 11%	16 16%	27 26%	64 25%	5 13%	1 4%	6 6%	* 2%	162 36%	23 9%	21 6%	22 10%	143 84%	* *	2 1%
NET: Disagree	666 33%	115 35%	31 35%	77 35%	118 39%	53 23%	35 33%	52 50%	118 46%	14 34%	4 10%	16 16%	2 12%	286 63%	77 30%	60 16%	58 27%	166 98%	2 1%	18 11%
Mean	0.03	-0.08	0.09	-0.10	-0.17	0.49	0.04	-0.39	-0.36	0.05	0.60	0.81	0.99	-0.91	-0.07	0.35	-0.01	-1.82	1.50	0.54
Standard deviation	1.33	1.29	1.41	1.29	1.31	1.32	1.27	1.30	1.28	1.27	1.06	1.18	1.17	0.98	0.98	1.00	1.05	0.44	0.73	0.92
Standard error	0.03	0.07	0.15	0.09	0.08	0.09	0.13	0.13	0.08	0.21	0.17	0.11	0.27	0.04	0.06	0.05	0.07	0.03	0.04	0.07

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Absolutes/col percents

Table 7

Q.4 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have been denied access to housing or other public services because priority seems to have been given to immigrants

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	488	241	247	80	96	102	82	65	63	96	115	140	137	150	134	113	57	35	81	232	60	150	29	100	119	112	74	
	24%	24%	24%	34%	28%	30%	23%	22%	14%	18%	21%	32%	29%	28%	26%	23%	20%	19%	29%	27%	15%	28%	20%	37%	22%	27%	20%	
Strongly agree	(+2)	235	122	113	46	52	39	45	26	27	44	53	69	68	67	64	53	34	18	37	114	26	63	10	52	50	52	26
		12%	12%	11%	19%	15%	11%	13%	9%	6%	8%	10%	16%	14%	12%	12%	11%	12%	10%	13%	14%	6%	11%	7%	19%	9%	13%	7%
Somewhat agree	(+1)	253	119	134	34	44	63	37	39	36	52	62	70	69	83	70	60	23	17	44	118	34	88	19	49	70	60	48
		13%	12%	13%	14%	13%	19%	10%	13%	8%	10%	11%	16%	15%	15%	13%	13%	8%	9%	16%	14%	8%	16%	13%	18%	13%	14%	13%
Neither agree nor disagree	(0)	535	247	288	66	91	98	104	70	107	134	127	132	141	147	134	132	75	46	88	207	113	153	23	88	138	125	70
		27%	25%	28%	28%	27%	29%	29%	23%	24%	25%	23%	30%	30%	27%	26%	27%	27%	26%	31%	24%	28%	28%	16%	33%	26%	30%	19%
Somewhat disagree	(-1)	284	133	151	37	42	43	46	52	63	75	89	51	69	65	80	72	39	28	22	151	77	66	22	27	94	44	53
		14%	14%	15%	16%	13%	13%	13%	18%	14%	14%	16%	12%	14%	12%	15%	15%	14%	15%	8%	18%	19%	12%	15%	10%	18%	11%	15%
Strongly disagree	(-2)	699	362	337	56	109	94	126	111	204	230	225	115	129	179	174	164	111	72	89	255	159	176	71	53	183	134	166
		35%	37%	33%	23%	32%	28%	35%	37%	47%	43%	40%	26%	27%	33%	33%	34%	39%	40%	32%	30%	39%	32%	49%	20%	34%	32%	46%
NET: Disagree		983	495	488	93	151	137	172	163	267	306	314	165	198	244	254	236	149	99	111	405	236	242	94	80	277	178	218
		49%	50%	48%	39%	45%	41%	48%	55%	61%	57%	56%	38%	42%	45%	49%	49%	53%	55%	40%	48%	58%	44%	64%	30%	52%	43%	60%
Mean		-0.48	-0.50	-0.45	-0.10	-0.33	-0.27	-0.48	-0.61	-0.87	-0.74	-0.67	-0.16	-0.26	-0.38	-0.44	-0.49	-0.60	-0.65	-0.29	-0.37	-0.76	-0.38	-0.86	0.07	-0.54	-0.36	-0.78
Standard deviation		1.38	1.41	1.35	1.41	1.43	1.35	1.39	1.33	1.26	1.32	1.35	1.39	1.37	1.40	1.39	1.36	1.38	1.35	1.40	1.39	1.23	1.38	1.34	1.36	1.32	1.39	1.34
Standard error		0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.06	0.06	0.06	0.08	0.10	0.09	0.05	0.06	0.06	0.11	0.08	0.06	0.07	0.07

Immigration Ad Van Poll

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Absolutes/col percents

Table 7

Q.4 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have been denied access to housing or other public services because priority seems to have been given to immigrants

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	488 24%	88 27%	24 27%	63 29%	41 13%	79 34%	20 19%	22 21%	52 20%	7 18%	10 28%	39 38%	7 54%	9 2%	38 15%	54 15%	60 28%	3 2%	253 65%	72 45%
Strongly agree (+2)	235 12%	37 11%	16 17%	26 12%	17 6%	33 14%	10 9%	8 7%	19 7%	3 7%	7 19%	13 13%	5 38%	1 *	14 5%	6 2%	24 11%	- -	164 42%	26 17%
Somewhat agree (+1)	253 13%	51 16%	9 10%	37 17%	24 8%	46 20%	10 10%	14 13%	33 13%	4 11%	3 9%	25 25%	2 15%	8 2%	24 9%	47 13%	36 17%	3 2%	89 23%	45 29%
Neither agree nor disagree (0)	535 27%	95 29%	30 34%	58 26%	81 27%	57 25%	32 31%	12 11%	58 22%	11 28%	12 34%	30 30%	4 33%	72 16%	96 38%	132 36%	73 34%	4 2%	87 22%	71 45%
Somewhat disagree (-1)	284 14%	38 12%	7 7%	28 13%	61 20%	33 14%	16 15%	17 16%	35 14%	5 13%	6 17%	11 11%	1 7%	87 19%	54 21%	63 17%	32 15%	10 6%	27 7%	11 7%
Strongly disagree (-2)	699 35%	106 32%	28 32%	70 32%	122 40%	61 26%	38 36%	54 52%	111 43%	17 41%	8 22%	21 21%	1 6%	286 63%	66 26%	118 32%	50 23%	153 90%	22 6%	4 2%
NET: Disagree	983 49%	144 44%	35 39%	99 45%	183 60%	94 41%	53 51%	72 68%	147 57%	22 54%	14 38%	32 32%	2 13%	372 82%	120 47%	181 49%	83 38%	163 96%	49 13%	15 10%
Mean	-0.48	-0.38	-0.26	-0.37	-0.81	-0.19	-0.59	-0.92	-0.73	-0.70	-0.13	-0.02	0.73	-1.43	-0.53	-0.65	-0.23	-1.84	0.89	0.50
Standard deviation	1.38	1.37	1.45	1.39	1.20	1.39	1.31	1.35	1.33	1.32	1.39	1.32	1.26	0.83	1.14	1.11	1.29	0.54	1.19	0.94
Standard error	0.03	0.07	0.15	0.09	0.07	0.09	0.13	0.13	0.08	0.22	0.22	0.13	0.30	0.04	0.07	0.06	0.09	0.04	0.06	0.08

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Absolutes/col percents

Table 8

Q.5 Please can you say whether you agree or disagree with each of the following statements?

Summary**Base: All respondents**

		<u>Statements</u>		
		<u>I, or someone in my family, have employed immigrants to do things like cleaning or building jobs at home</u>	<u>I, or someone in my family, have been treated in the NHS by nurses, doctors or other staff who are originally from overseas</u>	<u>People who have moved here from outside the UK have made my local area a better place to live</u>
Unweighted base		2006	2006	2006
Weighted base		2006	2006	2006
NET: Agree		236 12%	1682 84%	326 16%
Strongly agree	(+2)	93 5%	1051 52%	115 6%
Somewhat agree	(+1)	143 7%	631 31%	211 11%
Neither agree nor disagree	(0)	342 17%	210 10%	883 44%
Somewhat disagree	(-1)	271 13%	40 2%	403 20%
Strongly disagree	(-2)	1158 58%	74 4%	394 20%
NET: Disagree		1429 71%	114 6%	798 40%
Mean		-1.13	1.27	-0.37
Standard deviation		1.20	0.99	1.09
Standard error		0.03	0.02	0.02

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Absolutes/col percents

Table 9

Q.5 Please can you say whether you agree or disagree with each of the following statements?
I, or someone in my family, have employed immigrants to do things like cleaning or building jobs at home

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Agree	236	126	109	44	55	39	39	21	37	77	87	37	35	111	43	47	19	15	41	122	42	102	23	15	55	69	48
	12%	13%	11%	19%	16%	12%	11%	7%	8%	14%	16%	8%	7%	20%	8%	10%	7%	9%	15%	14%	10%	19%	16%	6%	10%	17%	13%
Strongly agree (+2)	93	39	54	21	26	21	8	5	12	26	37	21	8	44	15	20	5	9	16	53	13	46	6	7	22	34	18
	5%	4%	5%	9%	8%	6%	2%	2%	3%	5%	7%	5%	2%	8%	3%	4%	2%	5%	6%	6%	3%	8%	4%	3%	4%	8%	5%
Somewhat agree (+1)	143	87	56	24	29	18	31	17	25	51	50	16	26	67	28	28	14	7	25	70	29	57	16	8	34	35	30
	7%	9%	5%	10%	9%	5%	9%	6%	6%	10%	9%	4%	6%	12%	5%	6%	5%	4%	9%	8%	7%	10%	11%	3%	6%	9%	8%
Neither agree nor disagree (0)	342	167	175	52	68	68	34	48	71	98	76	90	78	98	83	79	48	34	47	145	76	98	17	35	80	84	51
	17%	17%	17%	22%	20%	20%	10%	16%	16%	18%	14%	20%	16%	18%	16%	16%	17%	19%	17%	17%	19%	18%	12%	13%	15%	20%	14%
Somewhat disagree (-1)	271	115	155	51	40	36	43	40	61	73	81	47	69	67	80	64	43	18	36	119	52	88	13	31	78	53	57
	13%	12%	15%	21%	12%	11%	12%	13%	14%	14%	15%	11%	15%	12%	15%	13%	15%	10%	13%	14%	13%	16%	9%	11%	15%	13%	16%
Strongly disagree (-2)	1158	575	583	91	175	195	241	188	268	287	313	263	295	266	316	292	171	113	155	458	239	257	92	189	321	209	206
	58%	59%	57%	38%	52%	58%	67%	63%	61%	54%	56%	60%	62%	49%	61%	61%	61%	63%	56%	54%	58%	47%	63%	70%	60%	50%	57%
NET: Disagree	1429	691	738	142	214	231	284	229	329	360	393	311	364	333	396	355	213	131	191	577	290	345	105	219	399	261	263
	71%	70%	72%	60%	63%	68%	80%	77%	75%	67%	71%	71%	76%	61%	76%	74%	76%	73%	69%	68%	71%	63%	72%	81%	75%	63%	73%
Mean	-1.13	-1.12	-1.13	-0.70	-0.91	-1.08	-1.34	-1.31	-1.26	-1.01	-1.05	-1.18	-1.29	-0.82	-1.25	-1.20	-1.28	-1.22	-1.03	-1.02	-1.16	-0.83	-1.16	-1.43	-1.20	-0.88	-1.12
Standard deviation	1.20	1.20	1.19	1.30	1.33	1.25	1.10	1.03	1.09	1.24	1.29	1.17	1.04	1.37	1.08	1.15	1.04	1.17	1.27	1.27	1.15	1.34	1.26	1.00	1.15	1.33	1.21
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.06	0.09	0.08	0.04	0.06	0.06	0.11	0.06	0.05	0.06	0.06

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 9

Q.5 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have employed immigrants to do things like cleaning or building jobs at home

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	236 12%	58 18%	11 12%	44 20%	29 9%	27 12%	14 13%	14 14%	33 13%	8 20%	2 4%	8 7%	-	70 15%	10 4%	27 7%	10 5%	40 23%	10 3%	69 44%
Strongly agree (+2)	93 5%	30 9%	4 5%	16 7%	8 3%	14 6%	5 5%	4 4%	14 5%	2 6%	1 2%	3 3%	-	27 6%	1 *	3 1%	4 2%	19 11%	5 1%	35 22%
Somewhat agree (+1)	143 7%	29 9%	6 7%	28 13%	21 7%	13 6%	8 8%	11 10%	19 7%	6 14%	1 2%	4 4%	-	43 9%	10 4%	24 6%	7 3%	21 12%	5 1%	34 22%
Neither agree nor disagree (0)	342 17%	62 19%	22 25%	36 16%	51 17%	29 13%	26 24%	16 16%	35 14%	1 3%	7 19%	5 5%	2 14%	69 15%	45 18%	67 18%	40 19%	35 21%	34 9%	51 33%
Somewhat disagree (-1)	271 13%	47 15%	5 6%	41 18%	46 15%	32 14%	6 6%	12 12%	44 17%	1 2%	3 7%	16 16%	1 10%	75 17%	37 15%	53 14%	31 14%	22 13%	36 9%	17 11%
Strongly disagree (-2)	1158 58%	158 48%	51 57%	99 45%	179 59%	142 62%	60 57%	62 59%	144 56%	30 74%	26 69%	73 72%	10 76%	239 53%	162 64%	221 60%	134 62%	73 43%	309 80%	20 13%
NET: Disagree	1429 71%	205 63%	56 63%	140 64%	225 74%	174 76%	66 63%	75 71%	188 73%	31 77%	28 77%	89 88%	11 86%	315 69%	199 78%	274 75%	165 76%	95 56%	345 89%	37 23%
Mean	-1.13	-0.84	-1.04	-0.82	-1.21	-1.20	-1.01	-1.13	-1.11	-1.25	-1.40	-1.50	-1.63	-1.01	-1.38	-1.27	-1.32	-0.65	-1.64	0.30
Standard deviation	1.20	1.35	1.25	1.32	1.11	1.22	1.27	1.21	1.22	1.37	1.02	1.00	0.74	1.26	0.92	1.02	0.99	1.42	0.80	1.28
Standard error	0.03	0.07	0.13	0.09	0.06	0.08	0.13	0.12	0.07	0.23	0.16	0.10	0.17	0.06	0.06	0.05	0.07	0.10	0.04	0.10

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 10

Q.5 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have been treated in the NHS by nurses, doctors or other staff who are originally from overseas

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	1682	816	866	185	248	272	303	266	409	459	467	370	386	448	443	407	239	145	239	665	364	453	129	229	480	340	323	
	84%	83%	85%	77%	73%	81%	85%	89%	94%	86%	84%	85%	81%	83%	85%	85%	85%	80%	85%	79%	89%	83%	89%	85%	90%	82%	89%	
Strongly agree	(+2)	1051	508	543	106	161	163	194	163	264	284	304	223	240	304	256	268	141	82	138	397	244	286	84	125	288	209	208
		52%	52%	53%	44%	48%	48%	54%	55%	60%	53%	55%	51%	50%	56%	49%	56%	50%	45%	50%	47%	60%	52%	57%	47%	54%	50%	58%
Somewhat agree	(+1)	631	308	323	79	87	109	109	103	145	175	163	147	146	144	187	140	98	63	100	268	120	167	46	104	192	131	115
		31%	31%	32%	33%	26%	32%	30%	35%	33%	33%	29%	34%	31%	27%	36%	29%	35%	35%	36%	32%	29%	31%	31%	38%	36%	32%	32%
Neither agree nor disagree	(0)	210	122	87	30	53	47	40	23	17	47	56	50	57	66	52	45	28	19	23	121	35	62	9	22	37	56	28
		10%	12%	9%	13%	16%	14%	11%	8%	4%	9%	10%	11%	12%	12%	10%	9%	10%	11%	8%	14%	9%	11%	6%	8%	7%	14%	8%
Somewhat disagree	(-1)	40	15	25	14	13	3	3	3	4	16	10	7	7	5	14	10	4	6	8	20	6	12	1	7	12	4	4
		2%	2%	2%	6%	4%	1%	1%	1%	1%	3%	2%	2%	1%	1%	3%	2%	2%	4%	3%	2%	1%	2%	1%	3%	2%	1%	1%
Strongly disagree	(-2)	74	30	44	10	24	16	12	6	7	14	23	10	27	23	12	19	9	10	10	38	4	18	6	11	6	14	7
		4%	3%	4%	4%	7%	5%	3%	2%	2%	3%	4%	2%	6%	4%	2%	4%	3%	6%	4%	4%	1%	3%	4%	4%	1%	3%	2%
NET: Disagree		114	45	69	24	37	19	15	9	11	30	34	17	34	28	26	29	14	17	18	58	10	30	7	18	18	18	11
		6%	5%	7%	10%	11%	6%	4%	3%	2%	6%	6%	4%	7%	5%	5%	6%	5%	9%	6%	7%	2%	6%	5%	7%	3%	4%	3%
Mean		1.27	1.27	1.27	1.08	1.03	1.18	1.31	1.39	1.50	1.30	1.28	1.30	1.19	1.29	1.27	1.30	1.27	1.11	1.25	1.14	1.45	1.27	1.37	1.21	1.39	1.25	1.42
Standard deviation		0.99	0.95	1.02	1.08	1.20	1.03	0.95	0.84	0.75	0.94	1.01	0.90	1.08	1.01	0.92	1.00	0.95	1.10	0.98	1.05	0.79	0.98	0.95	0.99	0.80	0.96	0.83
Standard error		0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.05	0.05	0.08	0.06	0.04	0.04	0.08	0.06	0.03	0.05	0.04	

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 10

Q.5 Please can you say whether you agree or disagree with each of the following statements?

I, or someone in my family, have been treated in the NHS by nurses, doctors or other staff who are originally from overseas

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment								
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony	
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154	
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157	
NET: Agree	1682	268	72	185	276	204	88	95	228	35	32	88	11	413	204	322	187	155	291	111	
	84%	82%	81%	84%	91%	89%	84%	90%	89%	86%	88%	87%	83%	91%	80%	88%	87%	91%	75%	70%	
Strongly agree	(+2)	1051	165	44	121	183	106	61	62	146	21	23	44	10	287	123	203	102	132	158	47
		52%	51%	50%	55%	60%	46%	58%	59%	57%	53%	63%	44%	73%	63%	48%	55%	47%	78%	41%	30%
Somewhat agree	(+1)	631	104	27	64	93	99	27	32	82	14	9	44	1	126	81	119	85	23	133	64
		31%	32%	31%	29%	31%	43%	26%	31%	32%	34%	24%	43%	10%	28%	32%	32%	40%	13%	34%	41%
Neither agree nor disagree	(0)	210	44	12	18	23	14	13	7	21	1	2	6	2	27	40	29	21	7	44	42
		10%	13%	14%	8%	8%	6%	12%	7%	8%	4%	5%	6%	17%	6%	16%	8%	10%	4%	11%	27%
Somewhat disagree	(-1)	40	2	2	10	4	7	1	-	4	1	-	3	-	8	1	10	1	-	19	1
		2%	1%	2%	5%	1%	3%	1%	-	2%	3%	-	3%	-	2%	*	3%	*	-	5%	1%
Strongly disagree	(-2)	74	11	3	7	1	4	3	3	4	3	3	-	5	9	6	7	8	35	4	
		4%	3%	3%	3%	*	2%	3%	3%	1%	7%	8%	3%	-	1%	4%	2%	3%	5%	9%	3%
NET: Disagree		114	14	5	17	6	12	4	3	8	4	3	7	-	13	10	16	8	8	54	5
		6%	4%	5%	8%	2%	5%	4%	3%	3%	10%	8%	7%	-	3%	4%	4%	4%	5%	14%	3%
Mean		1.27	1.25	1.23	1.28	1.48	1.28	1.36	1.43	1.41	1.22	1.36	1.20	1.57	1.50	1.21	1.37	1.27	1.60	0.93	0.94
Standard deviation		0.99	0.96	0.97	1.01	0.73	0.87	0.93	0.87	0.82	1.14	1.12	0.95	0.79	0.78	0.97	0.87	0.90	0.94	1.23	0.90
Standard error		0.02	0.05	0.10	0.07	0.04	0.06	0.10	0.08	0.05	0.19	0.18	0.09	0.19	0.04	0.06	0.05	0.06	0.07	0.07	0.07

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 11

Q.5 Please can you say whether you agree or disagree with each of the following statements?
People who have moved here from outside the UK have made my local area a better place to live

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	326	171	154	61	82	59	44	32	48	100	110	55	60	122	65	65	47	26	65	160	41	156	31	5	54	114	57	
	16%	17%	15%	25%	24%	17%	12%	11%	11%	19%	20%	13%	13%	23%	12%	14%	17%	14%	23%	19%	10%	29%	21%	2%	10%	27%	16%	
Strongly agree	(+2)	115	60	55	17	26	24	17	11	20	39	33	25	19	44	16	28	18	9	18	62	15	62	11	1	22	46	22
		6%	6%	5%	7%	8%	7%	5%	4%	4%	7%	6%	6%	4%	8%	3%	6%	6%	5%	6%	7%	4%	11%	7%	*	4%	11%	6%
Somewhat agree	(+1)	211	111	99	43	56	35	27	20	29	61	78	31	42	79	49	37	29	17	47	98	27	94	21	5	33	68	35
		11%	11%	10%	18%	17%	10%	8%	7%	7%	11%	14%	7%	9%	15%	9%	8%	10%	9%	17%	12%	7%	17%	14%	2%	6%	16%	10%
Neither agree nor disagree	(0)	883	409	474	82	135	163	163	136	204	251	263	175	193	221	219	193	141	108	119	357	188	235	74	81	212	182	194
		44%	42%	46%	34%	40%	48%	45%	46%	47%	47%	47%	40%	41%	41%	42%	40%	50%	60%	43%	42%	46%	43%	51%	30%	40%	44%	54%
Somewhat disagree	(-1)	403	192	212	54	43	58	80	69	98	101	99	90	113	110	114	104	49	26	48	171	98	94	25	72	151	74	56
		20%	19%	21%	23%	13%	17%	22%	23%	22%	19%	18%	21%	24%	20%	22%	22%	17%	14%	17%	20%	24%	17%	17%	27%	28%	18%	16%
Strongly disagree	(-2)	394	211	183	41	77	57	71	61	86	84	84	116	110	88	123	119	44	21	47	156	82	61	15	111	117	44	55
		20%	21%	18%	17%	23%	17%	20%	20%	20%	16%	15%	27%	23%	16%	24%	25%	16%	11%	17%	18%	20%	11%	10%	41%	22%	11%	15%
NET: Disagree		798	403	395	96	121	116	151	130	184	185	183	206	223	198	237	223	93	47	95	327	179	155	40	183	268	118	111
		40%	41%	39%	40%	36%	34%	42%	44%	42%	35%	33%	47%	47%	37%	45%	46%	33%	26%	34%	39%	44%	28%	28%	68%	50%	29%	31%
Mean		-0.37	-0.39	-0.36	-0.25	-0.27	-0.27	-0.45	-0.50	-0.46	-0.24	-0.22	-0.55	-0.53	-0.22	-0.53	-0.51	-0.26	-0.18	-0.21	-0.31	-0.50	*	-0.09	-1.07	-0.58	-0.01	-0.24
Standard deviation		1.09	1.12	1.05	1.16	1.20	1.08	1.04	1.01	1.02	1.08	1.05	1.12	1.06	1.13	1.05	1.12	1.04	0.93	1.11	1.12	1.00	1.12	1.01	0.90	1.02	1.10	1.02
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.04	0.05	0.05	0.08	0.05	0.04	0.05	0.05	0.05

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 11

Q.5 Please can you say whether you agree or disagree with each of the following statements?
People who have moved here from outside the UK have made my local area a better place to live

Base: All respondents

	Total	Labour			Conservatives			Lib Dems			UKIP			Segment						
		Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	326 16%	97 30%	17 19%	59 27%	33 11%	22 9%	9 8%	18 17%	39 15%	13 33%	-	1 1%	-	107 24%	6 3%	2 1%	7 3%	116 68%	-	88 56%
Strongly agree (+2)	115 6%	39 12%	6 7%	23 10%	11 3%	11 5%	4 4%	6 6%	15 6%	4 10%	-	1 1%	-	15 3%	-	-	-	70 41%	-	29 19%
Somewhat agree (+1)	211 11%	58 18%	10 11%	36 16%	22 7%	11 5%	5 4%	12 11%	24 9%	9 22%	-	*	-	92 20%	6 3%	2 1%	7 3%	45 27%	-	58 37%
Neither agree nor disagree (0)	883 44%	140 43%	42 47%	94 43%	134 44%	77 34%	54 51%	59 56%	135 52%	15 36%	16 42%	28 28%	4 33%	316 70%	156 61%	150 41%	130 60%	54 32%	11 3%	66 42%
Somewhat disagree (-1)	403 20%	58 18%	16 18%	36 17%	80 26%	71 31%	18 17%	18 17%	39 15%	8 19%	6 17%	36 36%	4 29%	27 6%	67 26%	136 37%	63 29%	* *	106 27%	4 2%
Strongly disagree (-2)	394 20%	30 9%	14 16%	30 14%	57 19%	60 26%	25 24%	10 10%	44 17%	5 12%	15 40%	36 35%	5 37%	2 1%	25 10%	78 21%	16 8%	-	272 70%	-
NET: Disagree	798 40%	88 27%	30 34%	67 30%	137 45%	131 57%	42 40%	28 26%	83 32%	13 31%	21 58%	72 71%	9 67%	30 7%	92 36%	215 59%	79 37%	* *	378 97%	4 2%
Mean	-0.37	0.05	-0.24	-0.07	-0.50	-0.69	-0.52	-0.13	-0.29	-0.01	-0.98	-1.04	-1.04	0.20	-0.44	-0.79	-0.41	1.09	-1.67	0.72
Standard deviation	1.09	1.10	1.08	1.14	0.99	1.06	1.03	0.95	1.05	1.16	0.92	0.85	0.87	0.61	0.71	0.78	0.68	0.86	0.53	0.79
Standard error	0.02	0.06	0.11	0.08	0.06	0.07	0.11	0.09	0.06	0.20	0.15	0.08	0.21	0.03	0.04	0.04	0.05	0.06	0.03	0.06

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Absolutes/col percents

Table 12
Segment
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Comfortable Pragmatists	453 23%	223 23%	231 23%	50 21%	80 24%	64 19%	70 20%	66 22%	123 28%	145 27%	158 28%	68 15%	82 17%	127 23%	113 22%	86 18%	74 26%	54 30%	70 25%	177 21%	108 26%	128 24%	50 35%	25 9%	107 20%	105 25%	112 31%
Competing for Jobs	254 13%	115 12%	139 14%	41 17%	27 8%	61 18%	58 16%	37 13%	30 7%	48 9%	54 10%	67 15%	85 18%	59 11%	71 14%	62 13%	35 12%	27 15%	27 10%	117 14%	39 9%	68 12%	22 15%	30 11%	55 10%	42 10%	38 10%
Cultural Concerns	367 18%	198 20%	169 16%	10 4%	53 16%	45 13%	62 17%	77 26%	121 28%	121 23%	98 18%	65 15%	82 17%	101 19%	93 18%	94 20%	52 18%	27 15%	39 14%	136 16%	141 34%	70 13%	16 11%	55 20%	153 29%	58 14%	55 15%
Fight for Entitlements	216 11%	86 9%	129 13%	21 9%	34 10%	38 11%	37 10%	35 12%	50 12%	54 10%	66 12%	44 10%	51 11%	47 9%	53 10%	52 11%	41 15%	22 12%	27 10%	90 11%	42 10%	43 8%	11 8%	36 13%	64 12%	37 9%	37 10%
Militant Multiculturals	170 8%	88 9%	82 8%	17 7%	29 9%	25 7%	30 8%	26 9%	43 10%	64 12%	61 11%	23 5%	23 5%	57 10%	32 6%	33 7%	29 10%	19 10%	28 10%	65 8%	24 6%	73 13%	23 16%	1 1%	27 5%	49 12%	52 14%
Universal Hostility	389 19%	186 19%	203 20%	59 25%	68 20%	66 20%	84 24%	50 17%	61 14%	61 11%	71 13%	129 30%	127 27%	95 18%	126 24%	107 22%	38 14%	21 12%	59 21%	163 19%	41 10%	75 14%	15 11%	118 44%	106 20%	52 13%	50 14%
Urban Harmony	157 8%	88 9%	69 7%	41 17%	47 14%	38 11%	17 5%	6 2%	9 2%	43 8%	48 9%	41 9%	26 5%	56 10%	33 6%	46 10%	12 4%	10 6%	29 10%	96 11%	14 3%	89 16%	7 5%	4 1%	22 4%	71 17%	19 5%

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Absolutes/col percents

Table 12
Segment
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fortable Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Comfortable Pragmatists	453 23%	84 26%	21 24%	44 20%	78 26%	29 13%	30 28%	35 34%	77 30%	15 37%	4 12%	5 5%	-	453 100%	-	-	-	-	-	-
Competing for Jobs	254 13%	34 11%	8 9%	34 15%	31 10%	24 10%	8 7%	16 15%	22 8%	6 14%	4 11%	8 8%	3 23%	-	254 100%	-	-	-	-	-
Cultural Concerns	367 18%	42 13%	16 18%	28 13%	104 34%	49 21%	37 35%	13 12%	43 17%	4 9%	6 16%	33 33%	* 4%	-	-	367 100%	-	-	-	-
Fight for Entitlements	216 11%	28 9%	9 11%	15 7%	33 11%	31 13%	9 9%	8 8%	29 11%	3 7%	6 17%	14 14%	1 6%	-	-	-	216 100%	-	-	-
Militant Multiculturals	170 8%	44 13%	6 6%	29 13%	18 6%	10 4%	7 6%	20 19%	32 12%	4 9%	-	1 1%	-	-	-	-	-	170 100%	-	-
Universal Hostility	389 19%	36 11%	16 17%	38 17%	29 9%	78 34%	13 12%	9 9%	41 16%	6 16%	16 44%	39 39%	7 53%	-	-	-	-	-	389 100%	-
Urban Harmony	157 8%	58 18%	13 15%	31 14%	12 4%	10 4%	3 2%	4 4%	14 6%	3 8%	-	-	2 15%	-	-	-	-	-	-	157 100%

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Absolutes/col percents

Table 13

Q.6 Posters like these have been launched in parts of London as part of a government initiative to persuade illegal immigrants to leave the UK voluntarily before they are arrested. What is your overall reaction to these posters?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Support	1578	766	812	192	269	269	285	239	325	406	409	363	400	386	422	403	224	143	214	680	359	372	106	242	461	293	247
	79%	78%	79%	80%	80%	80%	80%	80%	74%	76%	74%	83%	84%	71%	81%	84%	80%	79%	77%	81%	88%	68%	73%	90%	86%	71%	68%
I strongly support the initiative	(4) 931	485	446	99	162	151	168	141	210	231	216	233	250	222	267	247	118	77	113	410	221	205	53	180	294	166	119
	46%	49%	44%	41%	48%	45%	47%	47%	48%	43%	39%	53%	52%	41%	51%	51%	42%	43%	40%	49%	54%	38%	36%	67%	55%	40%	33%
I somewhat support the initiative	(3) 647	281	366	93	107	118	116	98	114	174	193	130	150	165	155	156	105	66	102	270	138	168	53	62	166	127	128
	32%	29%	36%	39%	32%	35%	33%	33%	26%	33%	35%	30%	31%	30%	30%	32%	38%	36%	36%	32%	34%	31%	36%	23%	31%	31%	35%
I somewhat oppose the initiative	(2) 227	114	113	28	40	36	38	29	57	63	87	38	40	75	56	41	33	23	32	92	37	68	20	23	50	46	60
	11%	12%	11%	12%	12%	11%	11%	10%	13%	12%	16%	9%	8%	14%	11%	8%	12%	13%	11%	11%	9%	13%	14%	9%	9%	11%	17%
I strongly oppose the initiative	(1) 201	103	98	19	29	33	35	31	55	68	60	36	37	80	44	38	24	15	33	72	13	105	20	4	24	76	54
	10%	10%	10%	8%	8%	10%	10%	10%	13%	13%	11%	8%	8%	15%	9%	8%	8%	8%	12%	9%	3%	19%	14%	2%	4%	18%	15%
NET: Oppose	428	217	211	47	69	68	73	59	112	130	147	74	76	155	100	78	57	38	65	164	50	173	40	28	73	122	115
	21%	22%	21%	20%	20%	20%	20%	20%	26%	24%	26%	17%	16%	29%	19%	16%	20%	21%	23%	19%	12%	32%	27%	10%	14%	29%	32%
Mean	3.15	3.17	3.13	3.14	3.19	3.15	3.17	3.17	3.10	3.06	3.02	3.28	3.29	2.97	3.23	3.27	3.14	3.13	3.05	3.21	3.39	2.87	2.95	3.55	3.37	2.92	2.86
Standard deviation	0.98	1.00	0.96	0.92	0.95	0.96	0.97	0.98	1.05	1.03	0.99	0.93	0.91	1.07	0.95	0.92	0.93	0.93	1.00	0.95	0.78	1.12	1.03	0.72	0.83	1.11	1.04
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.04	0.04	0.05	0.07	0.06	0.03	0.04	0.05	0.09	0.04	0.04	0.05	0.05

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Absolutes/col percents

Table 13

Q.6 Posters like these have been launched in parts of London as part of a government initiative to persuade illegal immigrants to leave the UK voluntarily before they are arrested. What is your overall reaction to these posters?

Base: All respondents

	Total	Labour			Conservatives			Lib Dems			UKIP			Segment						
		Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Support	1578	220	73	153	266	195	93	73	175	33	33	89	12	297	228	332	196	51	369	106
	79%	67%	82%	70%	88%	85%	88%	69%	68%	83%	89%	88%	89%	65%	90%	91%	91%	30%	95%	67%
I strongly support the initiative	(4) 931	123	43	82	169	126	53	34	85	19	22	66	10	102	129	208	110	18	316	48
	46%	38%	49%	37%	55%	55%	50%	33%	33%	47%	60%	66%	75%	22%	51%	57%	51%	10%	81%	31%
I somewhat support the initiative	(3) 647	97	30	71	98	69	40	38	90	15	10	23	2	195	98	124	86	33	53	57
	32%	30%	34%	32%	32%	30%	38%	36%	35%	36%	28%	23%	15%	43%	39%	34%	40%	20%	14%	37%
I somewhat oppose the initiative	(2) 227	39	7	29	29	21	8	15	45	5	4	9	1	96	19	26	13	36	13	26
	11%	12%	8%	13%	10%	9%	8%	14%	18%	12%	10%	9%	11%	21%	8%	7%	6%	21%	3%	16%
I strongly oppose the initiative	(1) 201	67	9	38	9	15	4	18	37	2	*	3	-	61	7	9	7	83	7	26
	10%	21%	10%	17%	3%	6%	4%	17%	14%	5%	1%	3%	-	13%	3%	2%	3%	49%	2%	17%
NET: Oppose	428	106	16	67	38	36	12	33	82	7	4	12	1	157	26	35	20	119	20	52
	21%	33%	18%	30%	12%	15%	12%	31%	32%	17%	11%	12%	11%	35%	10%	9%	9%	70%	5%	33%
Mean	3.15	2.84	3.21	2.90	3.40	3.33	3.34	2.85	2.87	3.24	3.48	3.51	3.64	2.74	3.38	3.45	3.39	1.92	3.74	2.81
Standard deviation	0.98	1.14	0.96	1.09	0.78	0.89	0.80	1.06	1.03	0.87	0.73	0.77	0.69	0.95	0.75	0.73	0.74	1.05	0.61	1.05
Standard error	0.02	0.06	0.10	0.07	0.04	0.06	0.08	0.10	0.06	0.15	0.12	0.07	0.16	0.04	0.05	0.04	0.05	0.08	0.03	0.08

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Absolutes/col percents

Table 14

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

Summary**Base: All respondents**

	Statements			
	The poster scheme will probably be effective in persuading illegal immigrants to leave the UK	The poster scheme is racist	The poster scheme shows the government is serious about dealing with the problem of illegal immigration	People who are in the UK illegally have a high chance of being arrested and deported
Unweighted base	2006	2006	2006	2006
Weighted base	2006	2006	2006	2006
NET: Agree	349 17%	353 18%	1198 60%	735 37%
Strongly agree (+2)	95 5%	142 7%	419 21%	254 13%
Somewhat agree (+1)	254 13%	211 11%	779 39%	480 24%
Neither agree nor disagree (0)	456 23%	398 20%	382 19%	427 21%
Somewhat disagree (-1)	675 34%	378 19%	261 13%	523 26%
Strongly disagree (-2)	527 26%	877 44%	166 8%	322 16%
NET: Disagree	1202 60%	1255 63%	426 21%	845 42%
Mean	-0.64	-0.82	0.51	-0.09
Standard deviation	1.14	1.29	1.19	1.28
Standard error	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 15

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme will probably be effective in persuading illegal immigrants to leave the UK

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	349	185	163	53	81	54	53	35	72	105	92	76	76	93	82	96	40	37	46	156	89	112	25	38	103	75	52	
	17%	19%	16%	22%	24%	16%	15%	12%	17%	20%	16%	17%	16%	17%	16%	20%	14%	21%	17%	19%	22%	21%	17%	14%	19%	18%	14%	
Strongly agree	(+2)	95	42	53	15	27	20	17	4	12	17	16	31	31	31	19	26	9	10	46	13	34	6	11	25	24	18	
		5%	4%	5%	6%	8%	6%	5%	1%	3%	3%	7%	7%	6%	4%	5%	3%	6%	4%	5%	3%	6%	4%	4%	5%	6%	5%	
Somewhat agree	(+1)	254	144	110	38	54	34	36	31	60	89	75	45	45	62	63	71	32	27	36	111	75	78	19	27	78	50	35
		13%	15%	11%	16%	16%	10%	10%	10%	14%	17%	14%	10%	9%	11%	12%	15%	11%	15%	13%	13%	18%	14%	13%	10%	15%	12%	10%
Neither agree nor disagree	(0)	456	205	251	58	82	79	71	68	98	123	105	120	108	127	108	110	74	36	70	190	107	119	32	62	136	87	73
		23%	21%	25%	24%	24%	23%	20%	23%	23%	23%	19%	27%	23%	23%	21%	23%	27%	20%	25%	23%	26%	22%	22%	23%	25%	21%	20%
Somewhat disagree	(-1)	675	308	367	75	101	107	132	106	154	198	193	116	168	176	192	152	89	66	84	278	129	157	58	94	168	132	137
		34%	31%	36%	32%	30%	32%	37%	35%	35%	37%	35%	27%	35%	32%	37%	32%	32%	37%	30%	33%	31%	29%	40%	35%	31%	32%	38%
Strongly disagree	(-2)	527	285	241	52	73	98	101	90	112	110	166	125	125	146	139	123	77	41	79	219	85	157	31	76	128	121	99
		26%	29%	24%	22%	22%	29%	28%	30%	26%	21%	30%	29%	26%	27%	27%	26%	28%	23%	28%	26%	21%	29%	21%	28%	24%	29%	27%
NET: Disagree		1202	593	609	128	175	205	233	195	266	308	359	241	293	322	331	275	166	107	163	497	214	314	89	169	295	253	237
		60%	60%	60%	53%	52%	61%	65%	66%	61%	57%	65%	55%	62%	59%	64%	57%	59%	59%	58%	59%	52%	58%	61%	63%	55%	61%	65%
Mean		-0.64	-0.66	-0.62	-0.47	-0.41	-0.68	-0.74	-0.83	-0.67	-0.55	-0.75	-0.59	-0.66	-0.63	-0.71	-0.57	-0.69	-0.56	-0.67	-0.61	-0.48	-0.60	-0.61	-0.73	-0.55	-0.66	-0.73
Standard deviation		1.14	1.16	1.11	1.18	1.22	1.16	1.12	1.02	1.09	1.09	1.11	1.20	1.15	1.16	1.10	1.17	1.09	1.16	1.13	1.16	1.11	1.22	1.08	1.10	1.14	1.19	1.11
Standard error		0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.05	0.05	0.05	0.06	0.09	0.07	0.04	0.06	0.05	0.09	0.07	0.05	0.06	0.06

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Absolutes/col percents

Table 15

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme will probably be effective in persuading illegal immigrants to leave the UK

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	349 17%	63 19%	12 13%	49 22%	65 21%	38 17%	24 22%	18 17%	35 13%	7 17%	2 5%	13 13%	2 13%	56 12%	34 13%	60 16%	27 13%	22 13%	85 22%	64 40%
Strongly agree (+2)	95 5%	21 6%	4 4%	14 6%	9 3%	16 7%	4 4%	6 5%	12 5%	- -	* 1%	4 4%	- -	10 2%	13 5%	4 1%	11 5%	5 3%	35 9%	16 10%
Somewhat agree (+1)	254 13%	43 13%	8 9%	35 16%	56 18%	23 10%	19 19%	12 11%	22 9%	7 17%	2 5%	9 8%	2 13%	46 10%	21 8%	56 15%	16 7%	17 10%	50 13%	48 30%
Neither agree nor disagree (0)	456 23%	74 23%	13 15%	45 21%	85 28%	50 22%	21 20%	26 25%	47 18%	6 15%	7 20%	27 27%	1 11%	105 23%	64 25%	94 26%	52 24%	25 15%	68 18%	47 30%
Somewhat disagree (-1)	675 34%	95 29%	37 41%	62 28%	84 27%	84 36%	45 43%	42 40%	95 37%	16 40%	15 42%	37 37%	3 23%	177 39%	88 35%	134 37%	83 39%	55 32%	115 30%	22 14%
Strongly disagree (-2)	527 26%	94 29%	27 31%	64 29%	70 23%	58 25%	15 14%	20 19%	80 31%	11 28%	12 33%	24 24%	7 53%	115 25%	68 27%	78 21%	53 25%	68 40%	120 31%	25 16%
NET: Disagree	1202 60%	189 58%	64 72%	125 57%	154 51%	142 61%	60 57%	62 58%	175 68%	27 68%	28 75%	62 61%	10 76%	292 64%	156 61%	212 58%	137 63%	123 72%	235 61%	46 30%
Mean	-0.64	-0.61	-0.86	-0.58	-0.49	-0.63	-0.45	-0.55	-0.81	-0.79	-1.02	-0.68	-1.16	-0.75	-0.69	-0.62	-0.70	-0.96	-0.60	0.06
Standard deviation	1.14	1.21	1.09	1.24	1.13	1.16	1.07	1.09	1.11	1.05	0.90	1.06	1.11	1.02	1.11	1.02	1.08	1.10	1.29	1.22
Standard error	0.03	0.07	0.11	0.08	0.06	0.08	0.11	0.11	0.07	0.18	0.15	0.10	0.26	0.05	0.07	0.05	0.07	0.08	0.07	0.10

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 16

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme is racist

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	353	161	193	45	70	57	61	46	75	108	125	52	69	123	81	68	47	35	57	161	31	177	34	7	45	124	80	
	18%	16%	19%	19%	21%	17%	17%	15%	17%	20%	22%	12%	14%	23%	16%	14%	17%	19%	20%	19%	8%	32%	23%	3%	8%	30%	22%	
Strongly agree	(+2)	142	68	74	16	23	22	21	21	39	43	47	20	32	49	35	31	13	26	48	10	80	12	2	12	59	34	
		7%	7%	7%	7%	7%	6%	7%	9%	8%	8%	5%	7%	9%	7%	6%	5%	7%	9%	6%	3%	15%	8%	1%	2%	14%	9%	
Somewhat agree	(+1)	211	92	119	29	47	34	40	24	36	65	78	31	37	73	46	36	34	22	31	113	21	97	22	6	33	66	45
		11%	9%	12%	12%	14%	10%	11%	8%	8%	12%	14%	7%	8%	14%	9%	8%	12%	12%	11%	13%	5%	18%	15%	2%	6%	16%	13%
Neither agree nor disagree	(0)	398	178	221	60	78	71	64	54	70	112	102	81	103	115	99	89	62	32	85	158	61	135	29	41	71	104	80
		20%	18%	22%	25%	23%	21%	18%	18%	16%	21%	18%	19%	22%	21%	19%	19%	22%	18%	31%	19%	15%	25%	20%	15%	13%	25%	22%
Somewhat disagree	(-1)	378	180	197	34	57	73	67	60	87	103	118	78	78	86	110	99	42	41	36	181	95	90	29	37	123	71	80
		19%	18%	19%	14%	17%	22%	19%	20%	20%	19%	21%	18%	16%	16%	21%	21%	15%	23%	13%	21%	23%	17%	20%	14%	23%	17%	22%
Strongly disagree	(-2)	877	465	412	99	133	137	166	137	205	213	212	226	227	218	231	226	130	73	100	344	222	143	54	184	296	115	122
		44%	47%	40%	42%	39%	41%	46%	46%	47%	40%	38%	52%	48%	40%	44%	47%	46%	40%	36%	41%	54%	26%	37%	68%	55%	28%	34%
NET: Disagree		1255	645	610	133	190	210	233	198	291	316	329	304	305	304	341	325	172	113	137	525	317	233	83	221	419	186	202
		63%	66%	60%	56%	56%	62%	65%	66%	67%	59%	59%	70%	64%	56%	65%	67%	61%	63%	49%	62%	78%	43%	57%	82%	78%	45%	56%
Mean		-0.82	-0.90	-0.74	-0.72	-0.68	-0.79	-0.89	-0.90	-0.87	-0.70	-0.66	-1.05	-0.91	-0.65	-0.87	-0.94	-0.86	-0.77	-0.55	-0.78	-1.22	-0.22	-0.63	-1.47	-1.23	-0.29	-0.58
Standard deviation		1.29	1.28	1.29	1.30	1.30	1.26	1.27	1.27	1.32	1.32	1.33	1.19	1.26	1.36	1.26	1.24	1.26	1.29	1.33	1.26	1.04	1.39	1.33	0.87	1.04	1.39	1.32
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.06	0.06	0.05	0.06	0.07	0.10	0.09	0.04	0.05	0.06	0.11	0.05	0.05	0.07	0.07

Immigration Ad Van Poll
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Absolutes/col percents

Table 16

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme is racist

Base: All respondents

	Total	Labour			Conservatives			Lib Dems			UKIP			Segment						
		Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	353 18%	110 34%	14 16%	67 31%	19 6%	26 11%	12 12%	25 24%	55 21%	9 22%	2 5%	1 1%	-	112 25%	23 9%	23 6%	20 9%	96 56%	14 4%	66 42%
Strongly agree (+2)	142 7%	54 16%	5 6%	26 12%	5 2%	7 3%	6 5%	9 9%	25 10%	2 6%	1 3%	-	-	37 8%	5 2%	3 1%	2 1%	64 38%	6 1%	25 16%
Somewhat agree (+1)	211 11%	56 17%	9 10%	41 19%	14 5%	18 8%	7 6%	16 15%	30 12%	6 16%	1 2%	1 1%	-	75 16%	18 7%	20 5%	18 8%	32 19%	8 2%	41 26%
Neither agree nor disagree (0)	398 20%	84 26%	20 23%	51 23%	43 14%	27 12%	17 16%	26 25%	54 21%	3 7%	5 14%	9 9%	2 14%	115 25%	58 23%	70 19%	43 20%	23 14%	36 9%	53 33%
Somewhat disagree (-1)	378 19%	54 17%	17 19%	36 16%	73 24%	50 22%	22 21%	19 19%	61 24%	9 23%	3 8%	17 17%	1 10%	101 22%	54 21%	80 22%	55 26%	19 11%	46 12%	22 14%
Strongly disagree (-2)	877 44%	78 24%	38 42%	66 30%	169 56%	127 55%	53 51%	35 33%	87 34%	19 48%	27 74%	75 74%	10 77%	125 28%	119 47%	194 53%	97 45%	32 19%	293 75%	17 11%
NET: Disagree	1255 63%	132 41%	54 61%	101 46%	242 80%	177 77%	75 72%	54 52%	148 58%	29 71%	30 81%	92 90%	11 86%	227 50%	173 68%	274 75%	152 71%	51 30%	339 87%	39 25%
Mean	-0.82	-0.14	-0.81	-0.34	-1.27	-1.17	-1.05	-0.52	-0.60	-0.91	-1.47	-1.64	-1.63	-0.45	-1.04	-1.21	-1.05	0.45	-1.57	0.23
Standard deviation	1.29	1.39	1.25	1.39	0.97	1.12	1.19	1.33	1.32	1.33	1.01	0.67	0.74	1.28	1.07	0.98	1.04	1.54	0.86	1.19
Standard error	0.03	0.08	0.13	0.09	0.06	0.07	0.12	0.13	0.08	0.22	0.16	0.06	0.17	0.06	0.07	0.05	0.07	0.11	0.05	0.10

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Absolutes/col percents

Table 17

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme shows the government is serious about dealing with the problem of illegal immigration

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	1198	572	626	147	211	189	197	180	273	330	311	286	270	296	318	295	175	114	166	503	299	281	86	166	373	220	194	
	60%	58%	61%	62%	62%	56%	55%	61%	62%	62%	56%	65%	57%	55%	61%	61%	62%	63%	59%	60%	73%	52%	59%	62%	70%	53%	54%	
Strongly agree	(+2)	419	190	229	50	81	76	66	55	91	108	92	114	106	105	100	116	52	43	194	109	96	28	65	132	71	61	
		21%	19%	22%	21%	24%	23%	19%	18%	21%	20%	17%	26%	22%	19%	19%	24%	19%	15%	23%	27%	18%	20%	24%	25%	17%	17%	
Somewhat agree	(+1)	779	383	396	98	130	113	131	125	181	223	219	172	165	191	217	179	123	69	123	308	190	186	57	101	241	150	133
		39%	39%	39%	41%	39%	33%	37%	42%	42%	39%	39%	35%	35%	42%	37%	44%	38%	44%	37%	47%	34%	39%	37%	45%	36%	37%	
Neither agree nor disagree	(0)	382	183	199	52	72	69	76	44	69	91	109	71	111	120	99	83	51	29	62	163	58	116	21	42	71	90	77
		19%	19%	19%	22%	21%	20%	21%	15%	16%	17%	20%	16%	23%	22%	19%	17%	18%	16%	22%	19%	14%	21%	14%	15%	13%	22%	21%
Somewhat disagree	(-1)	261	129	132	29	35	54	51	41	50	70	84	45	62	71	65	69	34	21	33	118	40	82	25	35	61	57	49
		13%	13%	13%	12%	10%	16%	14%	14%	11%	13%	15%	10%	13%	13%	12%	14%	12%	12%	12%	14%	10%	15%	17%	13%	11%	14%	13%
Strongly disagree	(-2)	166	99	67	10	20	26	33	32	45	45	52	35	34	54	40	35	21	16	19	60	11	65	14	27	30	47	42
		8%	10%	7%	4%	6%	8%	9%	11%	10%	8%	9%	8%	7%	10%	8%	7%	8%	9%	7%	7%	3%	12%	10%	10%	6%	11%	12%
NET: Disagree		426	228	198	40	55	80	84	73	95	115	136	80	95	126	105	104	55	37	51	178	51	147	39	62	90	104	91
		21%	23%	19%	17%	16%	24%	23%	25%	22%	21%	24%	18%	20%	23%	20%	22%	20%	21%	18%	21%	13%	27%	27%	23%	17%	25%	25%
Mean		0.51	0.44	0.58	0.62	0.64	0.47	0.41	0.44	0.51	0.52	0.39	0.65	0.52	0.41	0.52	0.57	0.54	0.59	0.50	0.54	0.84	0.30	0.42	0.53	0.72	0.34	0.34
Standard deviation		1.19	1.23	1.16	1.08	1.13	1.22	1.21	1.24	1.23	1.19	1.20	1.20	1.17	1.22	1.16	1.20	1.15	1.23	1.10	1.19	1.01	1.26	1.25	1.26	1.12	1.23	1.24
Standard error		0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.07	0.09	0.07	0.04	0.05	0.05	0.11	0.08	0.05	0.06	0.06

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Absolutes/col percents

Table 17

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

The poster scheme shows the government is serious about dealing with the problem of illegal immigration

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	1198 60%	167 51%	53 59%	114 52%	230 75%	143 62%	70 66%	64 61%	130 51%	22 54%	19 52%	62 61%	7 55%	242 53%	166 65%	247 67%	145 67%	59 35%	257 66%	82 52%
Strongly agree (+2)	419 21%	58 18%	12 14%	37 17%	86 28%	46 20%	23 22%	24 23%	37 14%	5 12%	11 29%	21 20%	4 33%	64 14%	69 27%	84 23%	39 18%	19 11%	115 30%	28 18%
Somewhat agree (+1)	779 39%	109 33%	41 46%	77 35%	144 47%	97 42%	47 45%	40 38%	93 36%	17 42%	8 23%	41 41%	3 22%	178 39%	97 38%	163 44%	106 49%	39 23%	142 36%	54 34%
Neither agree nor disagree (0)	382 19%	72 22%	18 21%	45 20%	44 14%	27 12%	14 14%	13 12%	64 25%	8 19%	6 17%	8 8%	3 21%	99 22%	46 18%	59 16%	42 20%	31 18%	53 14%	51 32%
Somewhat disagree (-1)	261 13%	49 15%	8 9%	33 15%	23 7%	38 17%	18 17%	16 15%	33 13%	9 23%	5 13%	20 20%	1 4%	69 15%	27 11%	49 13%	18 8%	27 16%	54 14%	16 10%
Strongly disagree (-2)	166 8%	38 12%	9 11%	28 13%	8 3%	22 9%	3 3%	12 12%	30 12%	2 4%	7 18%	11 11%	3 20%	44 10%	14 6%	11 3%	10 5%	53 31%	24 6%	8 5%
NET: Disagree	426 21%	87 27%	18 20%	61 28%	31 10%	60 26%	21 20%	28 27%	63 25%	11 27%	11 31%	31 30%	3 24%	113 25%	42 16%	60 16%	29 13%	80 47%	78 20%	25 16%
Mean	0.51	0.31	0.42	0.29	0.91	0.47	0.66	0.45	0.29	0.34	0.32	0.40	0.44	0.33	0.71	0.71	0.67	-0.32	0.69	0.49
Standard deviation	1.19	1.25	1.16	1.27	0.98	1.25	1.09	1.31	1.21	1.09	1.48	1.31	1.53	1.18	1.15	1.06	1.02	1.41	1.21	1.07
Standard error	0.03	0.07	0.12	0.09	0.06	0.08	0.11	0.13	0.07	0.18	0.24	0.13	0.36	0.05	0.07	0.06	0.07	0.10	0.06	0.09

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Absolutes/col percents

Table 18

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

People who are in the UK illegally have a high chance of being arrested and deported

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
NET: Agree	735	312	423	111	148	149	117	78	132	177	195	166	197	192	185	173	111	74	96	325	150	230	60	76	174	169	111	
	37%	32%	41%	46%	44%	44%	33%	26%	30%	33%	35%	38%	41%	35%	35%	36%	40%	41%	34%	38%	37%	42%	41%	28%	33%	41%	31%	
Strongly agree	(+2)	254	110	144	38	48	51	45	26	46	53	64	60	78	69	54	66	33	24	125	53	83	26	28	51	55	44	
		13%	11%	14%	16%	14%	15%	13%	9%	11%	10%	12%	14%	16%	13%	10%	14%	12%	9%	15%	13%	15%	18%	10%	10%	13%	12%	
Somewhat agree	(+1)	480	202	278	73	99	98	73	52	86	125	131	106	119	123	131	107	79	41	200	97	146	34	48	122	113	68	
		24%	21%	27%	31%	29%	29%	20%	17%	20%	23%	24%	24%	25%	23%	25%	22%	28%	22%	26%	24%	27%	24%	18%	23%	27%	19%	
Neither agree nor disagree	(0)	427	196	230	52	86	72	80	63	74	123	117	92	94	130	115	100	50	61	186	73	125	28	46	88	108	90	
		21%	20%	23%	22%	25%	21%	22%	21%	17%	23%	21%	21%	20%	24%	22%	21%	18%	22%	22%	18%	23%	19%	17%	17%	26%	25%	
Somewhat disagree	(-1)	523	271	251	62	59	66	96	100	140	156	153	97	116	132	127	139	81	44	75	203	123	127	37	74	160	85	113
		26%	28%	25%	26%	17%	19%	27%	34%	32%	29%	28%	22%	24%	24%	24%	29%	29%	25%	27%	24%	30%	23%	25%	28%	30%	21%	31%
Strongly disagree	(-2)	322	204	118	14	46	51	64	57	91	79	91	82	70	88	95	69	39	30	47	130	63	63	21	73	112	53	48
		16%	21%	12%	6%	13%	15%	18%	19%	21%	15%	16%	19%	15%	16%	18%	14%	14%	17%	17%	15%	15%	12%	14%	27%	21%	13%	13%
NET: Disagree		845	475	370	76	104	117	160	157	231	235	244	179	186	219	222	209	120	75	122	334	186	191	57	147	272	138	161
		42%	48%	36%	32%	31%	35%	45%	53%	53%	44%	44%	41%	39%	41%	43%	43%	43%	41%	44%	40%	45%	35%	39%	55%	51%	33%	44%
Mean		-0.09	-0.26	0.08	0.25	0.14	0.10	-0.17	-0.37	-0.33	-0.16	-0.13	-0.08	0.04	-0.09	-0.15	-0.08	-0.05	0.01	-0.18	-0.02	-0.11	0.11	0.05	-0.43	-0.30	0.08	-0.15
Standard deviation		1.28	1.30	1.24	1.17	1.25	1.30	1.29	1.22	1.29	1.22	1.27	1.33	1.32	1.27	1.27	1.28	1.26	1.38	1.23	1.30	1.29	1.25	1.33	1.33	1.29	1.23	1.22
Standard error		0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.06	0.06	0.05	0.06	0.07	0.10	0.08	0.05	0.06	0.05	0.11	0.08	0.06	0.06	0.06

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Absolutes/col percents

Table 18

Q.7 Please say whether you agree or disagree with each of the following statements about the poster scheme?

People who are in the UK illegally have a high chance of being arrested and deported

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Agree	735 37%	140 43%	29 33%	90 41%	109 36%	64 28%	40 38%	41 39%	70 27%	19 47%	16 43%	16 16%	5 38%	169 37%	119 47%	94 26%	77 36%	57 34%	153 39%	66 42%
Strongly agree (+2)	254 13%	44 14%	11 13%	39 18%	36 12%	15 7%	17 16%	21 20%	23 9%	5 12%	6 16%	5 5%	4 26%	44 10%	49 19%	34 9%	20 9%	21 12%	63 16%	25 16%
Somewhat agree (+1)	480 24%	95 29%	18 20%	51 23%	73 24%	49 21%	24 23%	21 20%	47 18%	14 34%	10 27%	11 11%	1 11%	126 28%	70 27%	60 16%	57 26%	37 21%	90 23%	41 26%
Neither agree nor disagree (0)	427 21%	87 27%	21 23%	38 17%	54 18%	34 15%	20 19%	20 19%	70 27%	8 20%	3 8%	15 15%	1 9%	94 21%	56 22%	64 17%	59 28%	46 27%	47 12%	59 38%
Somewhat disagree (-1)	523 26%	60 18%	26 29%	68 31%	91 30%	70 30%	33 31%	30 28%	83 32%	7 17%	8 20%	35 35%	2 17%	134 29%	44 17%	132 36%	51 24%	44 26%	96 25%	22 14%
Strongly disagree (-2)	322 16%	40 12%	13 15%	23 11%	50 17%	62 27%	12 12%	14 13%	33 13%	6 16%	11 29%	35 34%	5 36%	57 13%	35 14%	77 21%	28 13%	22 13%	93 24%	10 6%
NET: Disagree	845 42%	100 31%	39 44%	91 42%	141 46%	131 57%	45 43%	44 42%	117 46%	13 33%	18 49%	70 69%	7 53%	191 42%	79 31%	209 57%	80 37%	67 39%	188 48%	32 20%
Mean	-0.09	0.14	-0.13	0.06	-0.15	-0.49	*	0.03	-0.22	0.10	-0.19	-0.83	-0.25	-0.08	0.21	-0.43	-0.05	-0.06	-0.17	0.32
Standard deviation	1.28	1.22	1.26	1.30	1.29	1.27	1.29	1.35	1.16	1.30	1.51	1.16	1.72	1.21	1.31	1.25	1.18	1.22	1.43	1.10
Standard error	0.03	0.07	0.13	0.09	0.07	0.08	0.13	0.13	0.07	0.22	0.25	0.11	0.40	0.06	0.08	0.07	0.08	0.09	0.08	0.09

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 19
Gender
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Male	983	983	-	75	174	156	169	165	244	292	246	229	217	241	265	258	143	77	130	466	230	275	72	150	300	203	172	
	49%	100%	-	31%	52%	46%	47%	55%	56%	54%	44%	52%	45%	44%	51%	54%	51%	42%	47%	55%	56%	50%	50%	56%	56%	49%	48%	
Female	1023	-	1023	164	163	181	189	133	192	244	310	208	260	301	257	224	137	104	149	378	179	271	73	120	235	212	190	
	51%	-	100%	69%	48%	54%	53%	45%	44%	46%	56%	48%	55%	56%	49%	46%	49%	58%	53%	45%	44%	50%	50%	44%	44%	51%	52%	

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 19
Gender
Base: All respondents

	<u>Labour</u>			<u>Conservatives</u>			<u>Lib Dems</u>			<u>UKIP</u>			<u>Segment</u>							
	<u>Total</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Join-ers from Cons</u>	<u>Join-ers from Lab</u>	<u>Com-fort-able Prag-mat-ists</u>	<u>Comp-eting for Jobs</u>	<u>Cul-tural Con-cerns</u>	<u>Fight for Ent-itle-ments</u>	<u>Mili-tant Multi-cultural-urals</u>	<u>Uni-versal Host-ility</u>	<u>Urban Har-mony</u>
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Male	983 49%	152 47%	51 58%	123 56%	173 57%	127 55%	57 54%	50 47%	122 48%	22 55%	25 68%	62 61%	9 65%	223 49%	115 45%	198 54%	86 40%	88 52%	186 48%	88 56%
Female	1023 51%	174 53%	37 42%	97 44%	131 43%	104 45%	48 46%	55 53%	134 52%	18 45%	12 32%	39 39%	5 35%	231 51%	139 55%	169 46%	129 60%	82 48%	203 52%	69 44%

Immigration Ad Van Poll
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Absolutes/col percents

Table 20
Age
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
18-24	238	75	164	238	-	-	-	-	-	46	67	46	79	65	65	53	40	15	44	107	20	94	16	20	14	50	21	
	12%	8%	16%	100%	-	-	-	-	-	9%	12%	11%	17%	12%	13%	11%	14%	8%	16%	13%	5%	17%	11%	7%	3%	12%	6%	
25-34	338	174	163	-	338	-	-	-	-	76	114	95	52	88	89	83	47	31	61	209	59	104	23	21	56	79	45	
	17%	18%	16%	-	100%	-	-	-	-	14%	21%	22%	11%	16%	17%	17%	17%	17%	22%	25%	14%	19%	15%	8%	10%	19%	12%	
35-44	338	156	181	-	-	338	-	-	-	79	89	92	78	97	81	84	36	40	73	183	48	113	25	38	61	81	70	
	17%	16%	18%	-	-	100%	-	-	-	15%	16%	21%	16%	18%	16%	17%	13%	22%	26%	22%	12%	21%	17%	14%	11%	20%	19%	
45-54	358	169	189	-	-	-	358	-	-	72	103	77	105	110	89	85	46	27	66	186	53	102	27	57	87	78	81	
	18%	17%	18%	-	-	-	100%	-	-	13%	19%	18%	22%	20%	17%	18%	16%	15%	24%	22%	13%	19%	19%	21%	16%	19%	22%	
55-64	298	165	133	-	-	-	-	298	-	84	90	50	74	63	80	78	51	26	29	116	91	59	21	48	105	52	58	
	15%	17%	13%	-	-	-	-	100%	-	16%	16%	12%	16%	12%	15%	16%	18%	15%	11%	14%	22%	11%	14%	18%	20%	13%	16%	
65+	437	244	192	-	-	-	-	-	437	179	92	76	89	119	117	99	61	41	6	42	140	72	34	84	212	74	88	
	22%	25%	19%	-	-	-	-	-	100%	33%	17%	17%	19%	22%	22%	21%	22%	22%	2%	5%	34%	13%	23%	31%	40%	18%	24%	
Average age	47.21	49.30	45.21	21.72	30.02	39.64	49.65	59.62	69.81	51.59	45.48	44.73	46.59	46.98	47.30	47.26	46.89	48.06	39.82	41.27	53.56	42.60	47.89	53.24	55.96	45.28	50.26	

Immigration Ad Van Poll
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Absolutes/col percents

Table 20
Age
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
18-24	238 12%	46 14%	3 4%	48 22%	9 3%	5 2%	10 10%	3 3%	18 7%	13 33%	-	1 1%	1 8%	50 11%	41 16%	10 3%	21 10%	17 10%	59 15%	41 26%
25-34	338 17%	63 19%	17 19%	41 19%	28 9%	28 12%	31 30%	14 13%	31 12%	9 22%	2 4%	5 5%	-	80 18%	27 11%	53 15%	34 16%	29 17%	68 18%	47 30%
35-44	338 17%	69 21%	12 14%	44 20%	33 11%	28 12%	15 14%	19 18%	51 20%	6 15%	4 10%	7 7%	4 28%	64 14%	61 24%	45 12%	38 18%	25 15%	66 17%	38 24%
45-54	358 18%	54 16%	25 28%	49 22%	44 14%	44 19%	9 8%	19 18%	62 24%	8 20%	13 35%	15 14%	5 38%	70 15%	58 23%	62 17%	37 17%	30 18%	84 22%	17 11%
55-64	298 15%	37 11%	15 17%	22 10%	68 23%	36 16%	22 21%	18 17%	41 16%	3 8%	7 20%	18 18%	2 14%	66 15%	37 15%	77 21%	35 16%	26 15%	50 13%	6 4%
65+	437 22%	57 17%	17 19%	15 7%	121 40%	90 39%	18 17%	33 31%	55 21%	1 3%	11 31%	55 54%	2 12%	123 27%	30 12%	121 33%	50 23%	43 25%	61 16%	9 5%
Average age	47.21	44.31	48.86	40.07	56.42	55.35	45.27	52.78	49.22	35.10	56.84	60.93	49.52	48.59	44.83	53.77	48.45	48.02	44.98	34.75

Immigration Ad Van Poll
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Absolutes/col percents

Table 21
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
AB	536	292	244	46	76	79	72	84	179	536	-	-	-	143	139	132	67	54	86	187	138	141	61	70	169	105	109
	27%	30%	24%	19%	23%	23%	20%	28%	41%	100%	-	-	-	26%	27%	27%	24%	30%	31%	22%	34%	26%	42%	26%	32%	25%	30%
C1	556	246	310	67	114	89	103	90	92	-	556	-	-	171	142	129	70	44	102	279	128	157	38	64	144	121	120
	28%	25%	30%	28%	34%	26%	29%	30%	21%	-	100%	-	-	32%	27%	27%	25%	24%	37%	33%	31%	29%	26%	24%	27%	29%	33%
C2	437	229	208	46	95	92	77	50	76	-	-	437	-	117	121	104	53	43	64	211	82	107	23	77	119	84	67
	22%	23%	20%	19%	28%	27%	22%	17%	17%	-	-	100%	-	22%	23%	22%	19%	24%	23%	25%	20%	20%	16%	28%	22%	20%	18%
DE	477	217	260	79	52	78	105	74	89	-	-	-	477	110	120	117	91	39	27	167	61	141	24	59	102	104	66
	24%	22%	25%	33%	15%	23%	29%	25%	20%	-	-	-	100%	20%	23%	24%	32%	22%	10%	20%	15%	26%	17%	22%	19%	25%	18%

Immigration Ad Van Poll
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Absolutes/col percents

Table 21
Social Grade
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
AB	536 27%	87 27%	18 21%	54 24%	100 33%	69 30%	38 37%	50 47%	59 23%	11 27%	9 24%	39 38%	1 5%	145 32%	48 19%	121 33%	54 25%	64 37%	61 16%	43 27%
C1	556 28%	97 30%	24 27%	60 27%	96 31%	48 21%	33 31%	26 24%	95 37%	12 30%	10 26%	23 22%	2 13%	158 35%	54 21%	98 27%	66 31%	61 36%	71 18%	48 30%
C2	437 22%	63 19%	21 24%	44 20%	63 21%	56 25%	19 18%	18 17%	49 19%	5 12%	14 39%	24 24%	4 28%	68 15%	67 26%	65 18%	44 21%	23 13%	129 33%	41 26%
DE	477 24%	79 24%	25 28%	62 28%	46 15%	56 25%	15 14%	12 11%	54 21%	13 32%	4 12%	16 16%	7 55%	82 18%	85 33%	82 22%	51 24%	23 13%	127 33%	26 16%

Immigration Ad Van Poll

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Absolutes/col percents

Table 22
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Scotland	181	77	104	15	31	40	27	26	41	54	44	43	39	-	-	-	-	181	33	64	23	48	11	7	27	38	28
	9%	8%	10%	6%	9%	12%	8%	9%	9%	10%	8%	10%	8%	-	-	-	-	100%	12%	8%	6%	9%	8%	2%	5%	9%	8%
North East	80	37	44	9	21	10	11	9	21	18	26	18	18	-	-	80	-	-	9	27	9	23	10	16	25	18	19
	4%	4%	4%	4%	6%	3%	3%	3%	5%	3%	5%	4%	4%	-	-	17%	-	-	3%	3%	2%	4%	7%	6%	5%	4%	5%
North West	221	128	93	30	33	32	39	39	48	65	62	39	54	-	-	221	-	-	33	88	43	82	13	23	46	60	42
	11%	13%	9%	13%	10%	9%	11%	13%	11%	12%	11%	9%	11%	-	-	46%	-	-	12%	10%	11%	15%	9%	9%	9%	14%	12%
Yorkshire & Humberside	181	93	88	14	30	42	35	30	31	49	41	46	44	-	-	181	-	-	18	94	49	55	7	26	56	35	28
	9%	9%	9%	6%	9%	12%	10%	10%	7%	9%	7%	11%	9%	-	-	37%	-	-	6%	11%	12%	10%	5%	10%	11%	8%	8%
West Midlands	181	99	82	28	36	26	29	25	36	58	49	36	38	-	181	-	-	-	38	74	39	46	13	20	45	34	29
	9%	10%	8%	12%	11%	8%	8%	8%	8%	11%	9%	8%	8%	-	35%	-	-	-	14%	9%	9%	9%	9%	8%	8%	8%	8%
East Midlands	140	72	69	13	16	22	27	25	39	33	41	31	35	-	140	-	-	-	8	66	40	41	9	16	49	37	23
	7%	7%	7%	5%	5%	6%	8%	8%	9%	6%	7%	7%	7%	-	27%	-	-	-	3%	8%	10%	7%	6%	6%	9%	9%	6%
Wales	100	53	47	9	19	14	22	15	21	21	21	19	39	-	-	-	100	-	21	32	9	37	5	13	14	24	21
	5%	5%	5%	4%	6%	4%	6%	5%	5%	4%	4%	4%	8%	-	-	-	36%	-	7%	4%	2%	7%	4%	5%	3%	6%	6%
Eastern	201	94	107	25	38	34	34	30	41	48	53	53	46	-	201	-	-	-	22	85	43	46	9	51	62	32	34
	10%	10%	10%	10%	11%	10%	9%	10%	9%	9%	9%	12%	10%	-	38%	-	-	-	8%	10%	11%	8%	6%	19%	12%	8%	9%
London	261	124	137	43	54	53	38	27	46	59	103	53	46	261	-	-	-	-	44	126	47	93	19	20	59	76	39
	13%	13%	13%	18%	16%	16%	11%	9%	10%	11%	18%	12%	10%	48%	-	-	-	-	16%	15%	12%	17%	13%	7%	11%	18%	11%
South East	281	117	164	22	34	43	71	36	74	84	69	63	64	281	-	-	-	-	29	111	69	47	26	49	93	44	57
	14%	12%	16%	9%	10%	13%	20%	12%	17%	16%	12%	15%	14%	52%	-	-	-	-	10%	13%	17%	9%	18%	18%	17%	11%	16%
South West	181	91	90	31	28	21	24	36	40	46	48	34	52	-	-	-	181	-	24	78	38	28	24	28	58	17	42
	9%	9%	9%	13%	8%	6%	7%	12%	9%	9%	9%	8%	11%	-	-	-	64%	-	9%	9%	9%	5%	16%	10%	11%	4%	12%

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Absolutes/col percents

Table 22
GO Region
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Scotland	181 9%	30 9%	9 10%	18 8%	14 5%	12 5%	8 8%	11 10%	17 7%	- -	- -	3 3%	- -	54 12%	27 11%	27 7%	22 10%	19 11%	21 6%	10 6%
North East	80 4%	15 5%	2 3%	8 4%	9 3%	15 7%	- -	7 7%	12 5%	3 6%	1 2%	8 8%	1 7%	15 3%	13 5%	12 3%	12 6%	3 2%	19 5%	6 4%
North West	221 11%	39 12%	21 23%	43 19%	28 9%	18 8%	15 14%	11 10%	32 12%	2 5%	4 10%	8 8%	2 14%	44 10%	25 10%	35 10%	30 14%	15 9%	39 10%	33 21%
Yorkshire & Humberside	181 9%	31 9%	4 4%	24 11%	35 12%	21 9%	13 13%	6 5%	22 9%	2 4%	6 16%	7 7%	* 4%	27 6%	24 9%	47 13%	10 5%	15 9%	50 13%	7 5%
West Midlands	181 9%	27 8%	7 8%	20 9%	27 9%	17 8%	11 11%	8 8%	21 8%	5 12%	4 12%	5 5%	- -	46 10%	24 9%	21 6%	18 8%	10 6%	47 12%	15 9%
East Midlands	140 7%	29 9%	8 9%	11 5%	36 12%	13 6%	4 3%	4 4%	18 7%	5 12%	2 6%	5 5%	1 8%	32 7%	21 8%	26 7%	13 6%	11 7%	24 6%	12 8%
Wales	100 5%	19 6%	5 6%	18 8%	7 2%	7 3%	2 2%	3 3%	19 7%	3 7%	1 2%	4 4%	1 6%	26 6%	11 4%	17 5%	14 6%	17 10%	14 4%	1 1%
Eastern	201 10%	29 9%	3 3%	17 8%	29 9%	33 14%	15 14%	5 5%	29 11%	3 9%	3 8%	18 18%	2 18%	35 8%	26 10%	46 13%	22 10%	11 6%	54 14%	6 4%
London	261 13%	62 19%	14 16%	32 15%	29 10%	30 13%	18 17%	14 14%	25 10%	5 12%	3 7%	5 5%	1 6%	70 15%	21 8%	34 9%	18 8%	29 17%	48 12%	41 26%
South East	281 14%	32 10%	12 13%	14 6%	56 18%	37 16%	13 12%	23 21%	34 13%	4 9%	10 27%	24 24%	4 28%	56 12%	39 15%	67 18%	29 13%	27 16%	48 12%	15 10%
South West	181 9%	14 4%	4 4%	15 7%	32 11%	26 11%	6 6%	14 13%	28 11%	10 24%	4 10%	13 13%	1 9%	47 10%	24 9%	35 9%	27 13%	13 7%	24 6%	11 7%

Immigration Ad Van Poll
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Absolutes/col percents

Table 23
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Yes	1224	609	615	146	214	187	186	175	316	400	369	234	222	359	295	282	178	109	179	527	282	335	100	162	345	247	227	
	61%	62%	60%	61%	63%	56%	52%	59%	72%	75%	66%	53%	47%	66%	57%	59%	64%	60%	64%	62%	69%	62%	69%	60%	65%	60%	63%	
No	782	375	408	92	124	150	172	123	121	137	187	203	255	182	226	199	102	72	100	317	127	210	46	107	189	167	135	
	39%	38%	40%	39%	37%	44%	48%	41%	28%	25%	34%	47%	53%	34%	43%	41%	36%	40%	36%	38%	31%	38%	31%	40%	35%	40%	37%	

Immigration Ad Van Poll
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Absolutes/col percents

Table 23
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Labour</u>			<u>Conservatives</u>			<u>Lib Dems</u>			<u>UKIP</u>			<u>Segment</u>							
	<u>Total</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Def-ectors</u>	<u>Join-ers</u>	<u>Loyal-ists</u>	<u>Join-ers from Cons</u>	<u>Join-ers from Lab</u>	<u>Com-fort-able Prag-mat-ists</u>	<u>Comp-eting for Jobs</u>	<u>Cul-tural Con-cerns</u>	<u>Fight for Ent-itle-ments</u>	<u>Mili-tant Multi-cult-urals</u>	<u>Uni-versal Host-ility</u>	<u>Urban Har-mony</u>
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Yes	1224 61%	197 61%	50 56%	138 63%	200 66%	145 63%	82 78%	73 69%	155 60%	27 68%	20 54%	74 73%	7 51%	292 64%	136 54%	246 67%	116 54%	113 67%	206 53%	114 72%
No	782 39%	129 39%	39 44%	81 37%	104 34%	85 37%	23 22%	33 31%	102 40%	13 32%	17 46%	28 27%	7 49%	161 36%	118 46%	121 33%	100 46%	57 33%	183 47%	43 28%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 24
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Homeowners	1304	658	646	106	186	196	226	226	365	416	385	282	221	319	370	321	191	103	172	510	316	328	107	197	414	262	262
	65%	67%	63%	44%	55%	58%	63%	76%	84%	78%	69%	65%	46%	59%	71%	67%	68%	57%	62%	60%	77%	60%	74%	73%	77%	63%	72%
Owned outright - without mortgage	662	361	301	43	30	41	95	146	306	249	173	131	109	160	192	156	108	44	57	168	190	138	59	117	265	113	134
	33%	37%	29%	18%	9%	12%	27%	49%	70%	46%	31%	30%	23%	30%	37%	32%	39%	24%	20%	20%	47%	25%	40%	43%	50%	27%	37%
Owned with a mortgage or loan	642	297	345	63	156	155	130	80	59	167	212	151	112	159	178	164	82	59	115	342	126	190	48	79	149	149	128
	32%	30%	34%	26%	46%	46%	36%	27%	13%	31%	38%	35%	24%	29%	34%	34%	29%	33%	41%	41%	31%	35%	33%	29%	28%	36%	35%
NET: Renters	684	313	372	128	147	139	129	71	71	116	167	152	249	217	146	159	88	75	104	326	92	214	38	70	119	152	95
	34%	32%	36%	54%	43%	41%	36%	24%	16%	22%	30%	35%	52%	40%	28%	33%	31%	41%	37%	39%	23%	39%	26%	26%	22%	37%	26%
Rented from the council	281	130	151	42	40	73	61	29	36	26	56	74	126	84	58	77	25	36	49	111	23	91	17	26	44	69	32
	14%	13%	15%	18%	12%	22%	17%	10%	8%	5%	10%	17%	26%	16%	11%	16%	9%	20%	18%	13%	6%	17%	12%	10%	8%	17%	9%
Rented from a housing association	132	60	72	18	26	21	32	21	14	21	39	23	49	45	32	23	17	15	12	60	21	42	5	20	27	36	18
	7%	6%	7%	8%	8%	6%	9%	7%	3%	4%	7%	5%	10%	8%	6%	5%	6%	8%	4%	7%	5%	8%	4%	8%	5%	9%	5%
Rented from someone else	271	123	149	67	81	45	36	22	21	69	72	56	74	89	56	58	45	24	42	156	48	81	16	23	49	47	46
	14%	12%	15%	28%	24%	13%	10%	7%	5%	13%	13%	13%	16%	16%	11%	12%	16%	13%	15%	18%	12%	15%	11%	9%	9%	11%	13%
Rent free	18	13	5	5	5	3	3	1	1	4	5	3	7	5	6	2	2	3	4	8	1	4	-	3	1	1	5
	1%	1%	*	2%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	*	1%	-	1%	*	*	1%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 24
Tenure
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com- fort- able Prag- mat- ists	Comp- eting for Jobs	Cul- tural Con- cerns	Fight for Enti- tle- ments	Mili- tant Multi- culti- urals	Uni- versal Hosti- lity	Urban Har- mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Homeowners	1304 65%	206 63%	56 63%	122 55%	243 80%	170 74%	73 70%	83 79%	179 70%	25 61%	27 73%	83 82%	8 62%	312 69%	136 54%	284 77%	139 64%	109 64%	229 59%	95 60%
Owned outright - without mortgage	662 33%	97 30%	16 18%	41 19%	151 50%	114 50%	39 38%	45 43%	89 35%	14 35%	15 41%	62 61%	4 32%	166 37%	62 25%	165 45%	68 32%	59 35%	113 29%	28 18%
Owned with a mortgage or loan	642 32%	109 33%	40 45%	81 37%	92 30%	56 25%	34 32%	38 36%	91 35%	10 26%	12 32%	21 21%	4 29%	146 32%	74 29%	119 32%	71 33%	50 29%	116 30%	66 42%
NET: Renters	684 34%	119 36%	33 37%	96 44%	60 20%	59 26%	32 30%	23 21%	72 28%	16 39%	9 24%	17 17%	5 38%	136 30%	113 44%	81 22%	76 35%	60 35%	158 41%	61 39%
Rented from the council	281 14%	50 15%	19 21%	40 18%	16 5%	29 12%	8 7%	10 9%	22 8%	7 18%	4 11%	9 9%	3 22%	45 10%	52 21%	32 9%	29 13%	19 11%	79 20%	24 15%
Rented from a housing association	132 7%	29 9%	6 7%	13 6%	13 4%	14 6%	8 7%	4 3%	14 6%	2 4%	3 9%	6 6%	2 12%	25 6%	21 8%	19 5%	16 7%	9 5%	33 8%	10 7%
Rented from someone else	271 14%	39 12%	8 9%	43 19%	32 10%	17 7%	16 16%	9 9%	37 14%	7 17%	2 4%	3 3%	* 4%	66 15%	40 16%	30 8%	32 15%	31 18%	46 12%	26 16%
Rent free	18 1%	1 *	- -	2 1%	* *	1 *	* *	- -	5 2%	- -	1 3%	1 1%	- -	5 1%	5 2%	2 1%	1 *	1 1%	1 *	2 1%

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 25

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
No formal education	17 1%	7 1%	10 1%	- -	7 2%	4 1%	3 1%	1 *	2 *	1 *	1 *	9 2%	5 1%	2 *	3 *	7 2%	3 1%	3 1%	4 1%	6 1%	3 1%	5 1%	- -	- -	3 1%	8 2%	1 *
Primary	8 *	6 1%	2 *	- -	3 1%	- -	- -	1 *	5 1%	- -	1 *	5 1%	3 1%	3 1%	1 *	5 1%	- -	- -	- -	3 *	3 1%	1 *	- -	1 *	3 1%	1 *	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	1046 52%	484 49%	562 55%	116 49%	152 45%	182 54%	194 54%	177 59%	225 52%	175 33%	265 48%	278 64%	327 69%	266 49%	312 60%	258 54%	127 45%	83 46%	126 45%	445 53%	206 50%	298 55%	42 29%	174 65%	280 52%	221 53%	156 43%
University degree or equivalent professional qualification, NVQ level 4, etc.	683 34%	354 36%	329 32%	60 25%	119 35%	113 33%	123 34%	99 33%	170 39%	262 49%	205 37%	112 26%	104 22%	196 36%	155 30%	160 33%	103 37%	69 38%	118 42%	280 33%	168 41%	155 28%	63 43%	74 28%	207 39%	130 31%	152 42%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	163 8%	88 9%	75 7%	8 3%	42 12%	36 11%	30 8%	19 6%	29 7%	80 15%	45 8%	21 5%	17 4%	54 10%	30 6%	34 7%	26 9%	18 10%	24 9%	88 10%	21 5%	60 11%	25 17%	15 6%	35 7%	43 10%	45 12%
Still in full time education	61 3%	26 3%	34 3%	51 22%	8 2%	1 *	* *	- -	- -	13 2%	31 6%	6 1%	11 2%	13 2%	13 3%	12 2%	16 6%	6 3%	7 2%	14 2%	6 2%	21 4%	13 9%	2 1%	4 1%	7 2%	5 1%
Don't know	6 *	4 *	2 *	1 *	1 *	- -	3 1%	- -	2 1%	- -	1 *	1 *	4 1%	1 *	3 1%	2 *	- -	- -	1 *	1 *	- -	1 *	1 1%	1 *	1 *	2 1%	1 *
Prefer not to answer	21 1%	14 1%	7 1%	3 1%	7 2%	2 *	5 1%	* *	4 1%	4 1%	8 1%	5 1%	3 1%	7 1%	5 1%	3 1%	5 2%	2 1%	1 *	7 1%	2 *	3 1%	1 1%	1 *	1 *	2 1%	2 1%

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 25

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

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
No formal education	17 1%	5 2%	3 3%	- -	3 1%	- -	- -	- -	1 *	- -	- -	- -	- -	2 *	2 1%	6 2%	1 1%	- -	4 1%	2 1%
Primary	8 *	1 *	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	3 1%	- -	1 *	3 1%	1 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1046 52%	173 53%	49 55%	126 57%	152 50%	128 55%	54 52%	30 28%	126 49%	12 29%	25 67%	57 57%	12 92%	194 43%	160 63%	190 52%	127 59%	39 23%	284 73%	50 32%
University degree or equivalent professional qualification, NVQ level 4, etc.	683 34%	101 31%	28 32%	54 25%	128 42%	79 35%	40 38%	52 49%	101 39%	11 28%	10 27%	35 35%	1 8%	181 40%	61 24%	144 39%	74 34%	97 57%	67 17%	60 38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	163 8%	36 11%	7 8%	24 11%	17 6%	18 8%	4 4%	21 19%	24 9%	5 12%	1 2%	7 7%	- -	48 11%	14 6%	13 4%	9 4%	25 15%	21 5%	32 21%
Still in full time education	61 3%	6 2%	* *	14 7%	1 *	3 1%	6 5%	1 1%	3 1%	12 29%	- -	* *	- -	20 4%	14 6%	6 2%	2 1%	6 3%	4 1%	9 6%
Don't know	6 *	1 *	2 2%	1 *	- -	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	2 *	- -	- -	2 1%	1 1%
Prefer not to answer	21 1%	2 1%	- -	1 *	- -	1 *	2 1%	1 1%	2 1%	1 1%	1 3%	- -	- -	7 1%	2 1%	2 1%	1 1%	2 1%	4 1%	2 1%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 26

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		Vote Intention				2010 Vote		
	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	Scotland	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Yes - responsible for half or more of the items bought	1778 89%	807 82%	971 95%	184 77%	307 91%	316 94%	334 93%	271 91%	365 84%	464 87%	501 90%	394 90%	420 88%	476 88%	471 90%	431 89%	232 83%	169 93%	250 89%	774 92%	356 87%	502 92%	121 83%	236 88%	467 87%	383 92%	322 89%
No - not responsible for most of the items bought	228 11%	176 18%	52 5%	54 23%	30 9%	22 6%	24 7%	27 9%	71 16%	72 13%	56 10%	43 10%	57 12%	66 12%	51 10%	51 11%	49 17%	12 7%	29 11%	70 8%	53 13%	43 8%	25 17%	33 12%	67 13%	32 8%	40 11%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 26

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

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mii-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Yes - responsible for half or more of the items bought	1778 89%	303 93%	80 90%	199 91%	267 88%	200 87%	89 85%	87 82%	235 92%	34 85%	31 85%	86 85%	13 100%	390 86%	228 90%	311 85%	196 91%	155 91%	356 91%	143 91%
No - not responsible for most of the items bought	228 11%	23 7%	9 10%	20 9%	37 12%	30 13%	16 15%	19 18%	21 8%	6 15%	6 15%	15 15%	-	64 14%	26 10%	56 15%	20 9%	15 9%	33 9%	14 9%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 27
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
No cars in the household	421 21%	178 18%	243 24%	64 27%	76 23%	100 30%	72 20%	42 14%	67 15%	87 16%	109 20%	73 17%	153 32%	157 29%	78 15%	100 21%	36 13%	50 28%	59 21%	178 21%	49 12%	137 25%	33 23%	37 14%	72 13%	95 23%	69 19%
NET: Any	1585 79%	805 82%	780 76%	174 73%	261 77%	237 70%	286 80%	256 86%	370 85%	450 84%	447 80%	364 83%	324 68%	385 71%	444 85%	381 79%	244 87%	130 72%	220 79%	666 79%	360 88%	409 75%	112 77%	232 86%	463 87%	320 77%	293 81%
1	843 42%	415 42%	428 42%	76 32%	142 42%	135 40%	142 40%	132 44%	216 49%	222 41%	247 44%	176 40%	198 42%	236 44%	200 38%	217 45%	112 40%	76 42%	111 40%	358 42%	161 39%	250 46%	56 39%	117 44%	222 42%	208 50%	163 45%
2	562 28%	298 30%	264 26%	58 24%	90 27%	90 27%	104 29%	89 30%	130 30%	165 31%	153 27%	149 34%	95 20%	119 22%	161 31%	135 28%	95 34%	51 28%	67 24%	248 29%	144 35%	134 25%	42 29%	89 33%	187 35%	95 23%	109 30%
3+	181 9%	92 9%	88 9%	40 17%	29 9%	13 4%	39 11%	34 12%	25 6%	63 12%	47 8%	40 9%	31 6%	30 5%	82 16%	29 6%	37 13%	3 2%	42 15%	60 7%	55 13%	25 5%	15 10%	26 10%	53 10%	17 4%	21 6%

Immigration Ad Van Poll
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Absolutes/col percents

Table 27
How many cars are there in your household?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
No cars in the household	421 21%	76 23%	19 21%	60 27%	32 11%	39 17%	17 16%	23 21%	47 18%	11 27%	8 23%	9 8%	1 10%	91 20%	81 32%	52 14%	37 17%	42 24%	84 22%	35 22%
NET: Any	1585 79%	249 77%	70 79%	159 73%	272 89%	191 83%	88 84%	83 79%	210 82%	30 73%	29 77%	93 92%	12 90%	363 80%	173 68%	315 86%	179 83%	128 76%	305 78%	122 78%
1	843 42%	160 49%	48 54%	90 41%	123 40%	100 43%	38 36%	47 44%	117 46%	10 24%	13 35%	52 51%	10 74%	204 45%	98 38%	153 42%	95 44%	71 42%	145 37%	77 49%
2	562 28%	79 24%	16 18%	55 25%	116 38%	71 31%	28 27%	32 30%	77 30%	10 24%	16 42%	33 33%	2 17%	125 28%	57 22%	106 29%	82 38%	47 28%	105 27%	40 26%
3+	181 9%	11 3%	6 7%	14 6%	33 11%	20 9%	22 21%	4 4%	17 6%	10 26%	- -	8 8%	- -	33 7%	19 8%	56 15%	3 1%	11 6%	54 14%	5 3%

Immigration Ad Van Poll
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Absolutes/col percents

Table 28
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
White	1829	894	935	183	290	304	332	294	426	490	493	406	441	446	485	458	269	172	244	745	391	452	138	264	510	346	347	
	91%	91%	91%	77%	86%	90%	93%	99%	97%	91%	89%	93%	93%	82%	93%	95%	96%	95%	88%	88%	96%	83%	95%	98%	95%	83%	96%	
NET: Non-white	159	78	81	52	43	32	23	3	6	41	61	28	29	85	33	22	12	7	35	92	16	88	6	2	20	65	11	
	8%	8%	8%	22%	13%	9%	6%	1%	1%	8%	11%	6%	6%	16%	6%	5%	4%	4%	12%	11%	4%	16%	4%	1%	4%	16%	3%	
Mixed	33	11	22	12	7	7	5	-	2	12	15	2	4	22	6	*	5	-	9	20	3	14	-	*	4	10	3	
	2%	1%	2%	5%	2%	2%	1%	-	*	2%	3%	*	1%	4%	1%	*	2%	-	3%	2%	1%	3%	-	*	1%	2%	1%	
Asian	87	49	38	32	30	14	11	-	-	24	28	21	14	40	21	16	5	5	21	47	8	60	6	-	11	44	8	
	4%	5%	4%	13%	9%	4%	3%	-	-	4%	5%	5%	3%	7%	4%	3%	2%	3%	7%	6%	2%	11%	4%	-	2%	11%	2%	
Black	27	13	14	5	2	8	5	2	4	4	10	5	8	18	5	2	2	-	3	18	4	8	-	2	4	8	*	
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	1%	*	1%	-	1%	2%	1%	1%	-	1%	1%	2%	*	
Chinese	6	3	4	3	2	-	1	1	-	1	5	-	-	3	1	1	-	2	1	4	2	3	1	-	1	2	1	
	*	*	*	1%	1%	-	*	*	-	*	1%	-	-	1%	*	*	-	1%	1%	*	*	1%	*	-	*	1%	1%	*
Other ethnic group	5	2	3	-	1	2	2	-	-	1	3	-	2	2	-	3	-	-	1	3	-	3	-	-	-	2	-	
	*	*	*	-	*	1%	1%	-	-	*	3	-	*	*	-	1%	-	-	*	*	-	1%	-	-	-	*	-	
Prefer not to answer	18	12	6	4	4	2	2	1	5	6	2	3	7	11	4	1	-	2	-	7	1	5	1	3	4	3	3	
	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	*	1%	1%	2%	1%	*	-	1%	-	1%	*	1%	1%	1%	1%	1%	1%	

Immigration Ad Van Poll
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Absolutes/col percents

Table 28
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com- fort- able Prag- mat- ists	Comp- eting for Jobs	Cul- tural Con- cerns	Fight for Enti- tle- ments	Mili- tant Multi- culti- urals	Uni- versal Host- ility	Urban Har- mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
White	1829	264	82	189	294	216	98	100	248	38	37	98	13	400	239	344	208	150	378	110
	91%	81%	93%	86%	97%	94%	93%	95%	96%	94%	100%	97%	100%	88%	94%	94%	97%	88%	97%	70%
NET: Non-white	159	59	7	29	10	10	6	4	7	2	-	-	-	47	14	20	6	17	8	47
	8%	18%	7%	13%	3%	4%	6%	4%	3%	6%	-	-	-	10%	6%	5%	3%	10%	2%	30%
Mixed	33	10	-	4	3	1	-	-	3	-	-	-	-	8	4	5	3	3	5	5
	2%	3%	-	2%	1%	*	-	-	1%	-	-	-	-	2%	2%	1%	1%	2%	1%	3%
Asian	87	40	4	20	4	7	3	4	3	2	-	-	-	26	3	6	3	10	2	36
	4%	12%	4%	9%	1%	3%	3%	4%	1%	4%	-	-	-	6%	1%	2%	1%	6%	1%	23%
Black	27	5	2	3	2	2	1	-	*	-	-	-	-	7	4	8	-	3	1	4
	1%	2%	2%	1%	1%	1%	1%	-	*	-	-	-	-	2%	1%	2%	-	2%	*	2%
Chinese	6	2	-	1	*	1	1	-	1	1	-	-	-	6	-	*	-	1	-	-
	*	1%	-	*	*	*	1%	-	*	1%	-	-	-	1%	-	*	-	*	-	-
Other ethnic group	5	1	1	2	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	3
	*	*	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	2%
Prefer not to answer	18	3	-	1	*	4	1	1	2	-	-	3	-	7	*	3	1	3	2	1
	1%	1%	-	1%	*	2%	1%	1%	1%	-	-	3%	-	2%	*	1%	1%	2%	1%	*

Immigration Ad Van Poll

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Absolutes/col percents

Table 29

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		Vote Intention				2010 Vote			
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Christian	1118	541	577	62	144	164	214	197	337	311	297	237	272	292	277	293	159	98	147	429	282	263	81	181	379	228	200	
	56%	55%	56%	26%	43%	49%	60%	66%	77%	58%	53%	54%	57%	54%	53%	61%	56%	54%	53%	51%	69%	48%	56%	67%	71%	55%	55%	
NET: Other	158	86	71	42	34	35	22	12	13	41	50	36	30	70	37	28	15	9	27	89	23	74	9	17	32	50	27	
	8%	9%	7%	18%	10%	10%	6%	4%	3%	8%	9%	8%	6%	13%	7%	6%	5%	5%	10%	11%	6%	14%	6%	6%	6%	12%	8%	
Muslim	60	34	26	24	13	11	10	-	1	17	14	12	16	27	15	12	2	4	20	27	3	39	4	-	6	31	5	
	3%	3%	3%	10%	4%	3%	3%	-	*	3%	3%	3%	3%	5%	3%	3%	1%	2%	7%	3%	1%	7%	3%	-	1%	7%	1%	
Hindu	21	17	4	3	12	5	1	-	-	7	9	4	1	12	2	5	2	-	-	17	5	14	1	-	4	7	1	
	1%	2%	*	1%	4%	1%	*	-	-	1%	2%	1%	*	2%	*	1%	1%	-	-	2%	1%	3%	1%	-	1%	2%	*	
Jewish	12	6	5	-	-	2	2	2	6	2	6	-	4	9	1	*	2	-	*	5	8	2	-	2	8	1	3	
	1%	1%	1%	-	-	1%	*	1%	1%	*	1%	-	1%	2%	*	*	1%	-	*	1%	2%	*	-	1%	2%	*	1%	
Sikh	5	3	1	2	1	-	1	-	-	*	-	3	1	-	3	1	-	-	1	2	*	4	-	-	-	5	-	
	*	*	*	1%	*	-	*	-	-	*	-	1%	*	-	1%	*	-	-	*	*	*	1%	-	-	-	-	1%	-
Buddhist	15	8	7	1	3	2	5	2	2	1	10	3	1	7	3	1	1	2	*	12	-	4	2	5	-	2	8	
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	2%	1%	*	1%	1%	*	*	1%	*	1%	-	1%	1%	2%	-	*	2%	
Other	45	17	28	11	4	14	4	9	3	13	12	14	6	15	13	7	8	3	4	27	7	10	1	10	13	6	10	
	2%	2%	3%	5%	1%	4%	1%	3%	1%	2%	2%	3%	1%	3%	2%	1%	3%	1%	1%	3%	2%	2%	1%	4%	2%	1%	3%	
None	701	342	358	125	153	136	116	85	86	175	199	158	169	165	201	158	105	72	101	311	101	198	55	71	119	130	130	
	35%	35%	35%	53%	45%	40%	32%	29%	20%	33%	36%	36%	35%	30%	39%	33%	37%	40%	36%	37%	25%	36%	38%	26%	22%	31%	36%	
Prefer not to say	30	13	16	9	7	3	5	4	1	8	9	7	5	15	6	3	3	2	5	15	3	11	-	*	5	7	5	
	1%	1%	2%	4%	2%	1%	1%	1%	*	2%	2%	2%	1%	3%	1%	1%	1%	1%	2%	2%	1%	2%	-	*	1%	2%	1%	

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Absolutes/col percents

Table 29
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Christian	1118 56%	174 53%	54 61%	88 40%	219 72%	159 69%	63 60%	62 59%	137 54%	19 47%	25 66%	69 68%	12 89%	262 58%	134 53%	243 66%	135 63%	67 40%	224 58%	52 33%
NET: Other	158 8%	47 14%	4 4%	27 12%	18 6%	14 6%	5 5%	7 6%	21 8%	2 6%	4 10%	7 7%	-	35 8%	15 6%	21 6%	14 6%	18 11%	13 3%	42 26%
Muslim	60 3%	30 9%	1 2%	10 4%	2 1%	5 2%	1 1%	3 3%	3 1%	2 4%	-	-	-	18 4%	4 2%	5 1%	2 1%	5 3%	-	26 16%
Hindu	21 1%	5 1%	2 2%	10 4%	3 1%	2 1%	2 2%	1 1%	-	-	-	-	-	4 1%	1 *	1 *	-	4 2%	1 *	11 7%
Jewish	12 1%	1 *	-	1 *	8 3%	* *	* *	-	3 1%	-	-	* *	-	4 1%	-	5 1%	* *	1 *	2 *	-
Sikh	5 *	4 1%	* *	-	-	-	* *	-	-	-	-	-	-	1 *	-	-	* *	-	-	3 2%
Buddhist	15 1%	2 1%	-	2 1%	-	-	-	2 2%	6 2%	-	1 3%	-	-	3 1%	-	3 1%	2 1%	3 2%	5 1%	1 *
Other	45 2%	6 2%	-	5 2%	6 2%	7 3%	1 1%	1 1%	9 4%	* 1%	3 7%	6 6%	-	4 1%	10 4%	8 2%	9 4%	6 4%	6 1%	2 1%
None	701 35%	98 30%	31 35%	100 45%	64 21%	55 24%	37 35%	36 34%	94 37%	19 47%	9 23%	25 25%	1 11%	148 33%	100 39%	100 27%	65 30%	84 49%	147 38%	57 36%
Prefer not to say	30 1%	7 2%	-	4 2%	3 1%	3 1%	* *	-	5 2%	-	-	-	* *	9 2%	4 2%	3 1%	2 1%	* *	4 1%	7 4%

Immigration Ad Van Poll

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Absolutes/col percents

Table 30
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Urban	1576	756	820	218	290	284	269	202	313	403	455	347	371	470	386	377	192	152	228	688	295	464	102	211	389	353	255
	79%	77%	80%	91%	86%	84%	75%	68%	72%	75%	82%	80%	78%	87%	74%	78%	68%	84%	81%	82%	72%	85%	70%	78%	73%	85%	70%
Urban - Population over 10,000	786	425	360	123	142	158	124	93	145	198	266	151	171	287	170	177	77	75	145	361	145	265	63	74	181	191	128
	39%	43%	35%	52%	42%	47%	35%	31%	33%	37%	48%	34%	36%	53%	33%	37%	27%	41%	52%	43%	35%	49%	44%	28%	34%	46%	35%
Town and Fringe	790	330	460	94	148	126	145	109	168	204	189	197	200	183	216	199	115	77	83	327	150	198	39	137	208	162	126
	39%	34%	45%	40%	44%	37%	41%	37%	39%	38%	34%	45%	42%	34%	41%	41%	43%	30%	39%	37%	36%	26%	51%	39%	39%	35%	
NET: Rural	430	228	202	21	47	54	89	96	123	134	102	90	105	72	136	105	89	29	52	156	114	82	44	59	146	62	107
	21%	23%	20%	9%	14%	16%	25%	32%	28%	25%	18%	20%	22%	13%	26%	22%	32%	16%	19%	18%	28%	15%	30%	22%	27%	15%	30%
Village	377	198	179	19	40	51	84	78	103	109	84	83	101	61	126	98	72	19	48	143	93	77	37	53	124	56	99
	19%	20%	17%	8%	12%	15%	24%	26%	24%	20%	15%	19%	21%	11%	24%	20%	26%	11%	17%	17%	23%	14%	25%	20%	23%	14%	27%
Hamlet & Isolated Dwelling	53	30	24	1	7	2	5	18	20	24	17	7	4	11	10	6	17	10	4	13	21	5	7	6	21	6	9
	3%	3%	2%	1%	2%	1%	1%	6%	5%	5%	3%	2%	1%	2%	2%	1%	6%	5%	1%	2%	5%	1%	5%	2%	4%	1%	2%

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Absolutes/col percents

Table 30
Which of the following best describes where you live?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-culturals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Urban	1576	280	73	184	220	169	75	70	185	32	30	75	11	343	208	261	176	141	307	140
	79%	86%	82%	84%	72%	73%	72%	66%	72%	80%	80%	74%	83%	76%	82%	71%	82%	83%	79%	89%
Urban - Population over 10,000	786	155	36	111	109	72	36	45	83	18	15	26	5	196	93	114	63	90	136	94
	39%	48%	41%	50%	36%	31%	35%	43%	32%	45%	40%	26%	41%	43%	37%	31%	29%	53%	35%	60%
Town and Fringe	790	125	37	73	111	97	39	24	102	14	15	49	5	148	115	148	113	51	171	46
	39%	38%	41%	33%	36%	42%	37%	23%	40%	36%	40%	48%	41%	33%	45%	40%	52%	30%	44%	29%
NET: Rural	430	46	16	36	84	61	30	36	72	8	7	26	2	110	46	106	40	29	82	17
	21%	14%	18%	16%	28%	27%	28%	34%	28%	20%	20%	26%	17%	24%	18%	29%	18%	17%	21%	11%
Village	377	43	13	34	68	56	25	30	68	7	6	26	2	93	41	96	36	22	74	15
	19%	13%	15%	15%	22%	24%	23%	29%	27%	16%	17%	26%	13%	20%	16%	26%	17%	13%	19%	10%
Hamlet & Isolated Dwelling	53	3	3	2	16	5	5	5	3	1	1	*	1	18	5	10	4	7	8	2
	3%	1%	3%	1%	5%	2%	5%	5%	1%	3%	3%	*	4%	4%	2%	3%	2%	4%	2%	1%

Immigration Ad Van Poll

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Absolutes/col percents

Table 31
Which of the following best describes your current working status?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Working	1123	596	527	151	270	257	252	146	48	273	381	275	194	310	293	268	154	98	279	844	202	351	81	126	255	253	203
	56%	61%	52%	63%	80%	76%	70%	49%	11%	51%	68%	63%	41%	57%	56%	56%	55%	54%	100%	100%	49%	64%	56%	47%	48%	61%	56%
Working full time - working 30 hours per week or more	883	520	362	104	241	201	203	115	18	222	293	230	138	244	229	211	117	81	223	659	157	281	64	99	195	196	159
	44%	53%	35%	44%	71%	60%	57%	39%	4%	41%	53%	53%	29%	45%	44%	44%	42%	45%	80%	78%	38%	51%	44%	37%	36%	47%	44%
Working part time - working between 8 and 29 hours per week	241	76	164	46	29	56	49	30	30	51	88	45	57	66	64	57	37	16	56	185	45	70	18	27	60	57	44
	12%	8%	16%	19%	9%	17%	14%	10%	7%	10%	16%	10%	12%	12%	12%	12%	13%	9%	20%	22%	11%	13%	12%	10%	11%	14%	12%
NET: Not working	883	387	496	88	67	81	106	152	389	263	175	162	282	231	228	214	127	83	-	-	207	194	64	143	280	161	159
	44%	39%	48%	37%	20%	24%	30%	51%	89%	49%	32%	37%	59%	43%	44%	44%	45%	46%	-	-	51%	36%	44%	53%	52%	39%	44%
Not working but seeking work or temporarily unemployed or sick	110	49	61	23	20	23	34	10	1	11	15	15	69	33	24	29	16	9	-	-	9	26	6	13	17	19	9
	5%	5%	6%	10%	6%	7%	10%	3%	*	2%	3%	3%	15%	6%	5%	6%	6%	5%	-	-	2%	5%	4%	5%	3%	5%	3%
Not working and not seeking work	109	41	68	51	11	7	19	21	-	6	27	26	49	31	27	22	20	8	-	-	15	36	10	11	13	24	16
	5%	4%	7%	21%	3%	2%	5%	7%	-	1%	5%	6%	10%	6%	5%	5%	7%	4%	-	-	4%	7%	7%	4%	3%	6%	4%
Retired on a state pension only	105	41	64	-	-	-	*	18	87	12	7	9	77	29	33	17	16	11	-	-	28	25	5	19	41	28	14
	5%	4%	6%	-	-	-	*	6%	20%	2%	1%	2%	16%	5%	6%	3%	6%	6%	-	-	7%	5%	4%	7%	8%	7%	4%
Retired with a private pension	391	237	153	-	-	2	6	83	299	215	96	60	19	96	101	103	55	35	-	-	129	69	35	75	177	60	95
	19%	24%	15%	-	-	1%	2%	28%	68%	40%	17%	14%	4%	18%	19%	21%	20%	20%	-	-	32%	13%	24%	28%	33%	15%	26%
House person, housewife, househusband, etc.	168	18	151	14	36	49	46	20	3	19	31	52	67	42	43	43	20	20	-	-	26	38	8	26	32	31	25
	8%	2%	15%	6%	11%	15%	13%	7%	1%	4%	6%	12%	14%	8%	8%	9%	7%	11%	-	-	6%	7%	5%	9%	6%	7%	7%

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Table 31
Which of the following best describes your current working status?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Enti-tle-ments	Mili-tant Multi-culturalists	Uni-versal Hos-tility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Working	1123	210	43	141	145	109	57	58	145	23	17	31	4	247	143	176	117	93	222	125
	56%	65%	48%	64%	48%	47%	54%	55%	57%	58%	47%	31%	28%	54%	56%	48%	54%	55%	57%	80%
Working full time - working 30 hours per week or more	883	167	29	114	112	83	45	49	111	15	16	23	3	182	109	145	96	70	179	101
	44%	51%	33%	52%	37%	36%	43%	46%	43%	38%	44%	23%	21%	40%	43%	39%	45%	41%	46%	64%
Working part time - working between 8 and 29 hours per week	241	43	14	27	33	27	12	9	35	8	1	8	1	65	34	31	21	23	43	24
	12%	13%	16%	12%	11%	12%	11%	9%	13%	20%	3%	8%	6%	14%	13%	8%	10%	13%	11%	15%
NET: Not working	883	116	46	78	159	121	48	47	112	17	19	70	10	207	111	191	98	77	167	32
	44%	35%	52%	36%	52%	53%	46%	45%	43%	42%	53%	69%	72%	46%	44%	52%	46%	45%	43%	20%
Not working but seeking work or temporarily unemployed or sick	110	13	6	13	8	9	1	1	8	5	*	3	1	18	20	8	14	6	40	5
	5%	4%	7%	6%	3%	4%	1%	1%	3%	11%	1%	3%	8%	4%	8%	2%	6%	4%	10%	3%
Not working and not seeking work	109	16	7	20	9	5	6	3	13	8	1	2	2	30	25	8	9	13	16	8
	5%	5%	8%	9%	3%	2%	6%	3%	5%	19%	3%	2%	13%	7%	10%	2%	4%	8%	4%	5%
Retired on a state pension only	105	19	8	6	24	17	4	5	9	1	1	9	2	19	9	36	12	7	18	3
	5%	6%	10%	3%	8%	7%	3%	5%	4%	1%	3%	8%	13%	4%	4%	10%	6%	4%	5%	2%
Retired with a private pension	391	47	14	22	102	75	27	34	61	2	11	48	1	113	35	102	45	43	48	5
	19%	14%	15%	10%	34%	33%	26%	32%	24%	4%	29%	48%	6%	25%	14%	28%	21%	25%	12%	3%
House person, housewife, househusband, etc.	168	21	10	17	16	16	10	5	20	3	6	8	4	27	21	37	19	8	45	11
	8%	6%	11%	8%	5%	7%	10%	5%	8%	7%	16%	8%	33%	6%	8%	10%	9%	5%	12%	7%

Immigration Ad Van Poll

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1035	549	486	130	238	254	233	137	43	257	398	210	170	291	274	235	152	83	240	795	185	326	75	117	228	239	204
Weighted base	1123	596	527	151	270	257	252	146	48	273	381	275	194	310	293	268	154	98	279	844	202	351	81	126	255	253	203
NET: Public Sector	279	130	149	44	61	73	66	29	6	86	102	64	27	74	69	59	45	33	279	-	29	103	25	29	37	72	55
	25%	22%	28%	29%	23%	29%	26%	20%	12%	32%	27%	23%	14%	24%	23%	22%	29%	34%	100%	-	14%	29%	31%	23%	15%	29%	27%
Central government including all administrative departments and central government agencies such as the Bank of England	20	7	14	2	3	11	2	2	-	4	14	3	-	2	6	5	3	5	20	-	1	10	2	-	1	6	5
	2%	1%	3%	2%	1%	4%	1%	1%	-	2%	4%	1%	-	1%	2%	2%	2%	5%	7%	-	1%	3%	3%	-	*	2%	3%
HM Forces	6	4	2	5	2	-	-	-	-	-	1	5	-	5	1	1	-	-	6	-	2	5	-	-	1	5	-
	1%	1%	*	3%	1%	-	-	-	-	-	*	2%	-	1%	*	*	-	-	2%	-	1%	1%	-	-	*	2%	-
National Health Service	68	34	34	23	18	5	18	2	1	23	21	8	16	18	14	9	21	6	68	-	8	28	4	4	11	10	13
	6%	6%	6%	15%	7%	2%	7%	2%	1%	8%	5%	3%	8%	6%	5%	4%	14%	6%	24%	-	4%	8%	5%	3%	4%	4%	6%
Universities and Academies funded by government	16	4	12	1	4	5	4	2	-	7	5	4	-	8	1	3	2	1	16	-	4	4	2	2	5	5	2
	1%	1%	2%	1%	2%	2%	1%	1%	-	2%	1%	2%	-	3%	*	1%	2%	1%	6%	-	2%	1%	2%	1%	2%	2%	1%
Courts service	4	2	2	-	1	2	1	-	-	1	3	-	-	2	1	1	1	-	4	-	1	3	-	-	1	-	1
	*	*	*	-	*	1%	*	-	-	*	1%	-	-	1%	*	*	*	-	1%	-	*	1%	-	-	*	-	*
Local government administration	31	17	14	-	6	12	9	4	-	10	20	-	1	10	8	6	3	3	31	-	8	11	3	1	7	10	10
	3%	3%	3%	-	2%	5%	4%	3%	-	4%	5%	-	1%	3%	3%	2%	2%	3%	11%	-	4%	3%	4%	*	3%	4%	5%
Police service	3	1	2	-	1	1	-	2	-	-	3	-	-	1	1	1	-	1	3	-	-	1	-	2	-	2	-
	*	*	*	-	*	*	-	1%	-	-	1%	-	-	*	*	*	-	1%	1%	-	-	*	-	1%	-	1%	-
Public sector housing	6	3	2	-	1	2	1	1	-	3	2	-	1	2	1	3	-	-	6	-	1	3	*	2	-	3	1
	1%	1%	*	-	*	1%	1%	1%	-	1%	1%	-	*	*	*	1%	-	-	2%	-	*	1%	*	1%	-	1%	1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	46	12	34	2	6	11	15	11	1	25	18	3	-	17	12	7	6	2	46	-	4	17	1	9	8	14	7
	4%	2%	6%	1%	2%	4%	6%	8%	2%	9%	5%	1%	-	5%	4%	3%	4%	2%	16%	-	2%	5%	2%	7%	3%	5%	3%

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	1123	596	527	151	270	257	252	146	48	273	381	275	194	310	293	268	154	98	279	844	202	351	81	126	255	253	203
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	14	14	-	1	4	3	6	1	-	-	1	11	2	2	1	8	2	2	14	-	-	8	-	1	-	4	1
	1%	2%	-	*	2%	1%	2%	*	-	-	*	4%	1%	1%	*	3%	1%	2%	5%	-	-	2%	-	*	-	1%	1%
Bradford and Bingley or Northern Rock Building societies	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-	-
Other public sector occupation (please specify as much detail as possible)	64	31	33	10	15	22	9	4	4	14	13	30	7	7	22	14	6	14	64	-	*	12	12	9	3	13	15
	6%	5%	6%	7%	5%	8%	4%	3%	8%	5%	3%	11%	4%	2%	8%	5%	4%	14%	23%	-	*	3%	14%	7%	1%	5%	7%
None of the above (Private Sector)	844	466	378	107	209	183	186	116	42	187	279	211	167	237	225	209	110	64	-	844	173	249	57	98	218	181	148
	75%	78%	72%	71%	77%	71%	74%	80%	88%	68%	73%	77%	86%	76%	77%	78%	71%	66%	-	100%	86%	71%	69%	77%	85%	71%	73%

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Absolutes/col percents

Table 32
Do you work in any of the following occupations?
Base: All respondents who work

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fortable Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Enti-tle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	1035	195	44	131	134	94	51	55	149	20	16	31	5	247	140	146	109	91	184	118
Weighted base	1123	210	43	141	145	109	57	58	145	23	17	31	4	247	143	176	117	93	222	125
NET: Public Sector	279 25%	60 28%	13 30%	43 31%	20 14%	17 16%	10 17%	18 31%	37 25%	7 28%	3 19%	7 22%	1 33%	70 28%	27 19%	39 22%	27 23%	28 30%	59 27%	29 23%
Central government including all administrative departments and central government agencies such as the Bank of England	20 2%	5 3%	* 1%	4 3%	* *	1 1%	1 2%	- -	5 4%	2 9%	- -	- -	- -	6 3%	1 1%	2 1%	5 4%	2 2%	2 1%	2 2%
HM Forces	6 1%	5 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	4 3%
National Health Service	68 6%	7 3%	3 7%	21 15%	6 4%	5 4%	2 3%	2 3%	11 8%	2 9%	1 5%	2 7%	- -	17 7%	7 5%	17 10%	4 4%	6 6%	15 7%	2 1%
Universities and Academies funded by government	16 1%	4 2%	2 4%	- -	3 2%	2 2%	2 3%	1 2%	1 *	1 4%	- -	2 6%	- -	4 2%	- -	4 2%	1 1%	2 2%	2 1%	3 2%
Courts service	4 *	- -	- -	3 2%	- -	1 1%	1 2%	- -	1 *	- -	- -	- -	- -	2 1%	1 *	* *	- -	- -	- -	1 1%
Local government administration	31 3%	9 4%	1 3%	2 1%	6 4%	1 *	2 4%	3 6%	6 4%	- -	- -	1 2%	- -	9 4%	2 1%	4 3%	2 2%	11 11%	1 *	2 2%
Police service	3 *	1 1%	1 2%	- -	- -	- -	- -	- -	- -	- -	1 5%	- -	1 22%	1 1%	- -	- -	1 1%	- -	1 1%	- -
Public sector housing	6 1%	3 1%	- -	- -	- -	- -	1 1%	* 1%	1 1%	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *	2 2%
Teaching employed by local education authority including voluntary aided schools and foundation schools	46 4%	13 6%	1 3%	4 3%	4 2%	4 4%	* 1%	1 2%	6 4%	- -	2 10%	2 7%	* 10%	12 5%	6 4%	6 3%	7 6%	1 1%	9 4%	4 3%

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Absolutes/col percents

Table 32

Do you work in any of the following occupations?

Base: All respondents who work

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Weighted base	1123	210	43	141	145	109	57	58	145	23	17	31	4	247	143	176	117	93	222	125
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	14 1%	4 2%	-	4 3%	-	-	-	-	1 1%	-	-	-	-	1 *	1 1%	-	-	-	7 3%	5 4%
Bradford and Bingley or Northern Rock Building societies	1 *	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	64 6%	8 4%	4 10%	4 3%	-	3 2%	* *	10 18%	5 3%	1 6%	-	* 2%	-	12 5%	9 7%	4 2%	7 6%	7 7%	20 9%	4 3%
None of the above (Private Sector)	844 75%	151 72%	30 70%	98 69%	126 86%	92 84%	47 83%	40 69%	108 75%	17 72%	14 81%	24 78%	2 67%	177 72%	117 81%	136 78%	90 77%	65 70%	163 73%	96 77%

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Table 33
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		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
No children aged 18 or under	1435	729	705	182	164	145	234	281	429	405	404	290	335	398	384	331	204	118	172	539	323	334	113	202	429	266	270	
	72%	74%	69%	76%	49%	43%	66%	94%	98%	76%	73%	66%	70%	73%	74%	69%	73%	65%	62%	64%	79%	61%	78%	75%	80%	64%	74%	
NET: Yes	560	247	313	53	168	192	123	17	7	124	150	146	139	135	136	149	77	63	106	300	85	205	33	68	105	147	89	
	28%	25%	31%	22%	50%	57%	34%	6%	2%	23%	27%	33%	29%	25%	26%	31%	27%	35%	38%	36%	21%	38%	22%	25%	20%	35%	24%	
Yes - children aged under 5 years old	197	67	130	37	101	54	5	1	-	42	50	50	55	58	50	46	24	19	30	106	28	79	12	14	23	60	17	
	10%	7%	13%	15%	30%	16%	1%	*	-	8%	9%	11%	11%	11%	10%	9%	9%	11%	11%	13%	7%	15%	8%	5%	4%	14%	5%	
Yes - children aged 5 to 10 years old	215	98	117	12	83	96	20	-	4	61	47	64	43	45	47	67	26	30	39	121	29	84	11	20	38	65	33	
	11%	10%	11%	5%	25%	28%	6%	-	1%	11%	8%	15%	9%	8%	9%	14%	9%	17%	14%	14%	7%	15%	7%	8%	7%	16%	9%	
Yes - children aged 11 to 15 years old	205	97	107	10	30	103	54	9	-	44	56	63	42	56	44	55	25	24	44	107	35	75	10	29	43	58	39	
	10%	10%	10%	4%	9%	30%	15%	3%	-	8%	10%	14%	9%	10%	9%	12%	9%	13%	16%	13%	8%	14%	7%	11%	8%	14%	11%	
Yes - children aged 16 to 18 years old	136	63	72	7	6	36	75	9	3	25	43	27	39	24	37	35	22	19	36	65	18	52	5	24	31	30	33	
	7%	6%	7%	3%	2%	11%	21%	3%	1%	5%	8%	6%	8%	4%	7%	7%	8%	10%	13%	8%	4%	10%	4%	9%	6%	7%	9%	
Refused	11	7	4	4	5	1	-	*	1	7	1	1	2	9	2	1	-	-	1	6	*	7	-	-	-	2	4	
	1%	1%	*	2%	2%	*	-	*	*	1%	*	*	1%	2%	*	*	-	-	*	1%	*	1%	-	-	-	*	1%	

Immigration Ad Van Poll
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Absolutes/col percents

Table 33
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
No children aged 18 or under	1435 72%	203 62%	64 71%	131 60%	246 81%	183 80%	78 74%	85 81%	184 72%	28 69%	27 74%	87 86%	8 63%	340 75%	180 71%	286 78%	154 72%	127 75%	271 70%	77 49%
NET: Yes	560 28%	122 37%	25 29%	83 38%	58 19%	47 20%	27 26%	20 19%	68 27%	12 31%	10 26%	14 14%	5 37%	111 24%	74 29%	77 21%	60 28%	42 25%	117 30%	79 50%
Yes - children aged under 5 years old	197 10%	54 16%	6 7%	26 12%	15 5%	8 3%	13 13%	5 5%	12 4%	7 16%	1 2%	2 2%	1 8%	45 10%	27 10%	28 8%	18 9%	14 8%	33 8%	32 21%
Yes - children aged 5 to 10 years old	215 11%	53 16%	12 13%	31 14%	20 7%	18 8%	9 9%	8 8%	25 10%	3 7%	1 3%	- -	2 19%	41 9%	23 9%	29 8%	29 13%	12 7%	47 12%	35 22%
Yes - children aged 11 to 15 years old	205 10%	43 13%	15 17%	32 15%	23 7%	20 9%	12 11%	9 8%	30 12%	1 2%	4 11%	9 8%	2 18%	36 8%	29 12%	24 6%	29 13%	9 5%	49 13%	29 18%
Yes - children aged 16 to 18 years old	136 7%	24 7%	6 7%	28 13%	13 4%	18 8%	5 5%	2 2%	31 12%	3 8%	7 19%	6 5%	1 11%	23 5%	19 7%	22 6%	9 4%	14 8%	33 8%	17 11%
Refused	11 1%	2 *	- -	5 2%	- -	- -	* *	- -	4 1%	- -	- -	- -	- -	3 1%	* *	4 1%	1 1%	1 1%	1 *	1 1%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 34
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Private	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Anglia	212	96	115	27	40	33	39	28	46	62	49	56	45	13	197	-	1	-	21	97	45	45	10	54	64	30	30	
	11%	10%	11%	11%	12%	10%	11%	9%	10%	11%	9%	13%	9%	2%	38%	-	*	-	7%	11%	11%	8%	7%	20%	12%	7%	8%	
Border	20	7	13	*	3	1	7	1	8	4	8	4	4	-	-	11	-	9	2	11	6	3	3	1	9	1	4	
	1%	1%	1%	*	1%	*	2%	*	2%	1%	1%	1%	1%	-	-	2%	-	5%	1%	1%	2%	1%	2%	*	2%	*	1%	
Central	274	141	133	39	45	41	42	44	63	75	77	58	65	4	261	-	8	1	42	111	70	80	18	26	78	59	44	
	14%	14%	13%	16%	13%	12%	12%	15%	14%	14%	14%	13%	14%	1%	50%	-	3%	1%	15%	13%	17%	15%	12%	10%	15%	14%	12%	
Granada	210	123	87	30	29	31	37	39	45	65	55	37	53	2	*	206	*	1	30	81	38	82	10	26	41	59	39	
	10%	13%	8%	13%	9%	9%	10%	13%	10%	12%	10%	8%	11%	*	*	43%	*	*	11%	10%	9%	15%	7%	10%	8%	14%	11%	
London	366	172	194	50	64	66	71	38	77	92	132	77	65	347	18	-	1	-	59	165	86	108	28	36	106	90	61	
	18%	17%	19%	21%	19%	20%	20%	13%	18%	17%	24%	18%	14%	64%	3%	-	1%	-	21%	20%	21%	20%	19%	13%	20%	22%	17%	
Meridian	193	84	110	14	24	35	40	33	48	46	50	43	54	175	-	-	19	-	16	75	41	33	19	37	58	33	46	
	10%	9%	11%	6%	7%	10%	11%	11%	11%	9%	9%	10%	11%	32%	-	-	7%	-	6%	9%	10%	6%	13%	14%	11%	8%	13%	
STV	171	75	96	15	31	39	22	26	37	52	44	42	34	-	-	2	-	169	33	60	22	44	9	6	23	36	27	
	9%	8%	9%	6%	9%	12%	6%	9%	9%	10%	8%	10%	7%	-	-	*	-	94%	12%	7%	5%	8%	7%	2%	4%	9%	7%	
Tyne Tees	88	43	45	9	21	10	12	14	21	19	31	18	20	-	-	88	-	-	10	33	14	23	10	17	29	18	20	
	4%	4%	4%	4%	6%	3%	3%	5%	5%	4%	5%	4%	4%	-	-	18%	-	-	4%	4%	3%	4%	7%	6%	5%	4%	5%	
Wales	99	52	47	9	19	14	22	14	21	20	21	19	39	-	-	-	99	-	21	32	9	37	5	12	14	24	20	
	5%	5%	5%	4%	6%	4%	6%	5%	5%	4%	4%	4%	8%	-	-	-	35%	-	7%	4%	2%	7%	3%	5%	3%	6%	6%	
West	51	30	20	8	7	8	10	4	14	19	13	4	14	-	6	1	44	-	4	21	11	10	9	10	24	7	8	
	3%	3%	2%	3%	2%	2%	3%	1%	3%	4%	2%	1%	3%	-	1%	*	16%	-	2%	3%	3%	2%	6%	4%	4%	2%	2%	
Westcountry	110	50	60	23	21	11	11	28	16	26	26	24	34	-	2	-	108	-	19	53	18	19	13	12	27	10	27	
	5%	5%	6%	10%	6%	3%	3%	9%	4%	5%	5%	6%	7%	-	*	-	38%	-	7%	6%	4%	3%	9%	4%	5%	2%	8%	
Yorkshire	213	109	104	13	34	49	45	30	41	58	50	56	49	1	38	174	-	-	23	105	50	62	12	32	63	47	37	
	11%	11%	10%	5%	10%	14%	13%	10%	9%	11%	9%	13%	10%	*	7%	36%	-	-	8%	12%	12%	11%	8%	12%	12%	11%	10%	

Immigration Ad Van Poll
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Absolutes/col percents

Table 34
Which of the following ITV regions do you live in?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Anglia	212 11%	27 8%	3 3%	18 8%	31 10%	32 14%	14 13%	5 5%	25 10%	5 11%	4 12%	18 18%	2 18%	34 8%	30 12%	54 15%	19 9%	11 7%	55 14%	9 6%
Border	20 1%	* *	1 1%	3 1%	5 2%	4 2%	1 1%	3 3%	* *	- -	- -	1 1%	- -	5 1%	1 *	2 *	3 1%	5 3%	5 1%	* *
Central	274 14%	48 15%	10 12%	31 14%	55 18%	23 10%	16 15%	10 10%	33 13%	8 19%	4 12%	7 7%	1 8%	61 13%	39 15%	41 11%	26 12%	23 14%	62 16%	22 14%
Granada	210 10%	39 12%	20 22%	43 19%	24 8%	17 7%	14 13%	8 8%	31 12%	2 5%	6 15%	8 8%	2 14%	42 9%	24 10%	36 10%	27 13%	10 6%	39 10%	32 20%
London	366 18%	73 22%	17 19%	35 16%	61 20%	45 20%	25 24%	22 21%	38 15%	5 13%	7 19%	14 14%	1 6%	89 20%	27 11%	63 17%	35 16%	40 24%	69 18%	43 27%
Meridian	193 10%	22 7%	10 12%	11 5%	33 11%	25 11%	8 8%	17 16%	29 11%	2 5%	6 16%	16 16%	4 28%	48 11%	37 15%	30 8%	20 9%	16 9%	31 8%	11 7%
STV	171 9%	28 9%	8 9%	16 7%	14 5%	9 4%	9 8%	9 9%	17 7%	- -	- -	2 2%	- -	50 11%	27 11%	27 7%	22 10%	19 11%	16 4%	10 6%
Tyne Tees	88 4%	15 5%	3 4%	8 4%	14 5%	15 7%	- -	7 7%	13 5%	3 6%	1 2%	8 8%	1 7%	15 3%	13 5%	17 5%	14 6%	3 2%	19 5%	7 4%
Wales	99 5%	19 6%	5 6%	18 8%	7 2%	7 3%	2 2%	2 2%	19 7%	3 7%	1 2%	4 4%	1 6%	26 6%	11 4%	17 5%	13 6%	16 10%	14 4%	1 1%
West	51 3%	6 2%	1 1%	4 2%	11 4%	13 6%	- -	4 4%	4 1%	5 13%	- -	8 8%	1 4%	11 2%	5 2%	14 4%	7 3%	4 2%	7 2%	4 2%
Westcountry	110 5%	8 3%	2 2%	11 5%	14 4%	13 6%	4 4%	9 9%	18 7%	4 11%	1 3%	4 4%	1 5%	29 6%	16 6%	17 5%	16 7%	8 5%	15 4%	10 6%
Yorkshire	213 11%	38 12%	9 10%	24 11%	37 12%	26 11%	13 13%	8 8%	29 11%	4 9%	7 19%	11 10%	* 4%	44 10%	25 10%	51 14%	13 6%	16 9%	56 14%	9 6%

Immigration Ad Van Poll
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Absolutes/col percents

Table 35
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Single	544 27%	264 27%	279 27%	169 71%	130 39%	110 32%	78 22%	32 11%	24 5%	125 23%	187 34%	107 25%	125 26%	170 31%	134 26%	107 22%	78 28%	54 30%	114 41%	275 33%	77 19%	162 30%	49 33%	52 19%	93 17%	115 28%	90 25%
NET: Married/ Civil partnership/ co habiting	1202 60%	625 64%	577 56%	68 28%	201 59%	205 61%	226 63%	203 68%	298 68%	343 64%	287 52%	301 69%	271 57%	279 52%	326 63%	327 68%	177 63%	93 51%	134 48%	485 57%	265 65%	323 59%	80 55%	185 69%	356 67%	247 60%	216 60%
Married	936 47%	511 52%	425 42%	22 9%	120 35%	137 41%	194 54%	176 59%	287 66%	288 54%	223 40%	230 53%	195 41%	232 43%	241 46%	250 52%	137 49%	75 42%	99 35%	346 41%	217 53%	245 45%	62 42%	158 59%	314 59%	191 46%	184 51%
Civil Partnership	25 1%	13 1%	12 1%	2 1%	9 3%	3 1%	5 1%	5 2%	2 *	3 1%	8 1%	12 3%	3 1%	1 *	7 1%	9 2%	4 1%	4 2%	2 1%	19 2%	7 2%	10 2%	2 1%	- -	6 1%	11 3%	2 1%
Co Habiting	241 12%	101 10%	140 14%	44 18%	73 22%	65 19%	28 8%	22 7%	10 2%	52 10%	56 10%	59 14%	73 15%	45 8%	78 15%	68 14%	36 13%	13 7%	33 12%	120 14%	42 10%	67 12%	16 11%	27 10%	37 7%	45 11%	30 8%
NET: Widowed/ separated/ divorced	255 13%	92 9%	163 16%	- -	5 1%	23 7%	53 15%	61 21%	113 26%	67 13%	82 15%	28 6%	78 16%	92 17%	59 11%	45 9%	25 9%	34 19%	32 12%	83 10%	66 16%	59 11%	17 12%	33 12%	85 16%	51 12%	55 15%
Widowed	63 3%	25 2%	39 4%	- -	- -	3 1%	6 2%	10 3%	44 10%	21 4%	14 3%	8 2%	20 4%	21 4%	17 3%	9 2%	5 2%	10 6%	3 1%	16 2%	25 6%	9 2%	1 1%	6 2%	34 6%	8 2%	8 2%
Separated	23 1%	14 1%	9 1%	- -	1 *	3 1%	6 2%	5 2%	8 2%	5 1%	7 1%	4 1%	7 2%	3 1%	7 1%	5 1%	1 *	7 4%	5 2%	5 1%	3 1%	8 1%	1 1%	4 1%	6 1%	7 2%	2 1%
Divorced	169 8%	53 5%	116 11%	- -	4 1%	17 5%	41 11%	46 15%	61 14%	40 8%	61 11%	16 4%	51 11%	67 12%	35 7%	32 7%	19 7%	16 9%	23 8%	62 7%	37 9%	41 8%	16 11%	22 8%	45 8%	36 9%	45 12%
Prefer not to answer	5 *	2 *	3 *	1 1%	2 1%	- -	- -	1 *	1 *	1 *	* *	1 *	3 1%	1 *	2 *	2 *	- -	- -	- -	1 *	1 *	2 *	- -	- -	- -	1 *	1 *

Immigration Ad Van Poll
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Absolutes/col percents

Table 35
Marital Status
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Enti-tle-ments	Mili-tant Multi-cultural	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Single	544 27%	92 28%	23 25%	70 32%	52 17%	41 18%	25 24%	29 28%	61 24%	19 47%	2 7%	7 7%	3 24%	124 27%	75 29%	56 15%	50 23%	60 36%	117 30%	61 38%
NET: Married/ Civil partnership/ co habiting	1202 60%	191 59%	56 63%	132 60%	200 66%	156 68%	65 62%	61 58%	155 60%	19 46%	25 68%	79 78%	9 69%	270 59%	148 58%	256 70%	126 58%	88 52%	229 59%	87 55%
Married	936 47%	147 45%	44 49%	98 45%	174 57%	140 61%	43 41%	52 49%	131 51%	10 24%	22 61%	74 73%	8 57%	230 51%	104 41%	203 55%	93 43%	66 39%	170 44%	69 44%
Civil Partnership	25 1%	10 3%	1 1%	- -	6 2%	- -	1 1%	1 1%	1 *	1 1%	- -	- -	- -	3 1%	1 1%	6 2%	7 3%	3 2%	3 1%	2 1%
Co Habiting	241 12%	33 10%	12 13%	34 16%	20 7%	16 7%	21 20%	8 7%	23 9%	8 20%	3 7%	6 5%	2 12%	36 8%	43 17%	46 13%	26 12%	19 11%	55 14%	15 10%
NET: Widowed/ separated/ divorced	255 13%	42 13%	10 11%	17 8%	52 17%	33 14%	14 13%	15 14%	40 16%	3 6%	9 25%	15 15%	1 7%	58 13%	30 12%	53 14%	40 18%	21 13%	43 11%	10 6%
Widowed	63 3%	6 2%	2 2%	3 1%	23 8%	11 5%	2 2%	1 1%	7 3%	- -	3 8%	4 4%	- -	17 4%	5 2%	13 4%	9 4%	6 3%	12 3%	1 *
Separated	23 1%	6 2%	1 1%	2 1%	3 1%	3 1%	1 *	- -	2 1%	1 2%	1 3%	2 2%	- -	7 2%	2 1%	3 1%	6 3%	2 1%	3 1%	- -
Divorced	169 8%	29 9%	7 8%	12 6%	26 8%	19 8%	11 11%	14 13%	31 12%	2 4%	5 14%	9 9%	1 7%	34 7%	23 9%	37 10%	24 11%	14 8%	27 7%	9 6%
Prefer not to answer	5 *	1 *	- -	1 *	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	1 *	1 *	2 1%	- -	* *	1 *	- -

Immigration Ad Van Poll
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Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Glasgow	93	39	54	7	22	24	13	11	16	29	20	22	21	-	-	-	-	93	13	40	11	28	4	5	15	25	7	
	5%	4%	5%	3%	6%	7%	4%	4%	4%	5%	4%	5%	4%	-	-	-	-	52%	5%	5%	3%	5%	3%	2%	3%	6%	2%	
Edinburgh	64	25	38	8	6	13	8	9	20	19	18	13	14	-	-	*	-	63	13	18	8	13	6	2	7	9	17	
	3%	3%	4%	3%	2%	4%	2%	3%	5%	4%	3%	3%	3%	-	-	*	-	35%	5%	2%	2%	2%	4%	1%	1%	2%	5%	
Newcastle	86	40	46	9	21	10	13	10	24	19	33	19	16	-	-	86	-	-	10	34	13	23	10	17	30	17	20	
	4%	4%	5%	4%	6%	3%	4%	3%	5%	4%	6%	4%	3%	-	-	18%	-	-	4%	4%	3%	4%	7%	6%	6%	4%	5%	
Leeds	90	43	47	7	14	22	13	18	17	22	22	30	17	-	-	90	-	-	6	43	22	33	5	14	22	22	17	
	5%	4%	5%	3%	4%	6%	4%	6%	4%	4%	4%	7%	3%	-	-	19%	-	-	2%	5%	5%	6%	3%	5%	4%	5%	5%	
Hull	43	23	20	3	6	6	9	8	11	16	8	7	12	-	3	40	-	-	6	21	18	4	3	3	25	4	3	
	2%	2%	2%	1%	2%	2%	3%	3%	3%	3%	1%	2%	3%	-	1%	8%	-	-	2%	3%	4%	1%	2%	1%	5%	1%	1%	
Sheffield	62	35	27	3	11	18	18	4	8	16	16	13	17	-	17	45	-	-	9	35	8	22	3	9	10	17	10	
	3%	4%	3%	1%	3%	5%	5%	1%	2%	3%	3%	3%	4%	-	3%	9%	-	-	3%	4%	2%	4%	2%	3%	2%	4%	3%	
Manchester	168	95	72	27	29	21	30	30	30	54	39	33	42	-	8	159	1	-	22	69	36	59	12	18	35	40	32	
	8%	10%	7%	11%	8%	6%	9%	10%	7%	10%	7%	8%	9%	-	1%	33%	*	-	8%	8%	9%	11%	8%	7%	7%	10%	9%	
Liverpool	45	27	18	7	3	8	7	8	12	11	15	8	11	-	1	37	7	-	11	14	4	21	2	5	5	18	9	
	2%	3%	2%	3%	1%	2%	2%	3%	3%	2%	3%	2%	2%	-	*	8%	2%	-	4%	2%	1%	4%	1%	2%	1%	4%	3%	
Nottingham	81	43	38	8	14	16	14	13	17	16	22	24	18	-	80	1	-	-	3	41	19	26	4	12	24	21	15	
	4%	4%	4%	3%	4%	5%	4%	4%	4%	3%	4%	6%	4%	-	15%	*	-	-	1%	5%	5%	5%	3%	5%	5%	5%	4%	
Birmingham	170	91	79	30	34	25	26	20	34	52	48	36	35	*	169	-	1	-	34	67	40	48	12	15	43	35	26	
	8%	9%	8%	13%	10%	8%	7%	7%	8%	10%	9%	8%	7%	*	32%	-	*	-	12%	8%	10%	9%	8%	6%	8%	8%	7%	
Norwich	101	49	52	19	21	19	12	13	18	27	23	36	15	1	101	-	-	-	14	40	23	18	6	31	33	12	12	
	5%	5%	5%	8%	6%	5%	3%	4%	4%	5%	4%	8%	3%	*	19%	-	-	-	5%	5%	6%	3%	4%	11%	6%	3%	3%	
Milton Keynes	52	20	32	1	4	7	14	11	14	18	16	10	8	11	41	-	1	-	5	27	14	7	1	12	20	5	9	
	3%	2%	3%	1%	1%	2%	4%	4%	3%	3%	3%	2%	2%	2%	8%	-	*	-	2%	3%	3%	1%	1%	4%	4%	1%	2%	
Brighton	39	20	19	3	2	4	9	8	12	12	7	3	16	39	-	-	-	-	3	14	6	8	5	6	6	9	11	
	2%	2%	2%	1%	1%	1%	3%	3%	3%	2%	1%	1%	3%	7%	-	-	-	-	1%	2%	1%	2%	3%	2%	1%	2%	3%	

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362	
Oxford	27 1%	18 2%	9 1%	5 2%	3 1%	3 1%	3 1%	8 3%	5 1%	10 2%	7 1%	3 1%	7 2%	12 2%	6 1%	-	8 3%	-	5 2%	7 1%	7 2%	2 *	5 4%	6 2%	10 2%	1 *	1 *	
London	440 22%	200 20%	239 23%	60 25%	74 22%	82 24%	79 22%	48 16%	96 22%	108 20%	151 27%	95 22%	86 18%	391 72%	47 9%	-	1 1%	-	60 22%	201 24%	97 24%	128 23%	31 21%	55 21%	122 23%	104 25%	73 20%	
Southampton	83 4%	34 3%	49 5%	9 4%	12 3%	15 4%	13 3%	17 6%	19 4%	18 3%	23 4%	20 5%	22 5%	60 11%	-	-	24 8%	-	11 4%	29 3%	21 5%	10 2%	10 7%	16 6%	26 5%	12 3%	21 6%	
Bristol	82 4%	47 5%	35 3%	11 5%	17 5%	13 4%	11 3%	12 4%	18 4%	29 5%	17 3%	12 3%	24 5%	-	*	-	82 29%	-	6 2%	44 5%	14 3%	15 3%	9 6%	16 6%	29 5%	9 2%	19 5%	
Plymouth	52 3%	18 2%	33 3%	9 4%	9 3%	2 1%	7 2%	14 5%	10 2%	9 2%	16 3%	14 3%	12 3%	1 *	-	-	51 18%	-	11 4%	19 2%	14 3%	13 2%	7 4%	4 1%	14 3%	6 2%	11 3%	
Cardiff	81 4%	48 5%	33 3%	6 3%	17 5%	14 4%	17 5%	11 4%	17 4%	18 3%	17 3%	18 4%	28 6%	-	-	-	81 29%	-	20 7%	25 3%	6 2%	30 6%	5 3%	12 5%	12 2%	19 5%	17 5%	
None of these	147 7%	69 7%	78 8%	5 2%	21 6%	17 5%	40 11%	25 8%	40 9%	32 6%	41 7%	20 5%	54 11%	27 5%	49 9%	23 5%	24 9%	24 13%	18 6%	53 6%	30 7%	37 7%	7 4%	12 4%	44 8%	29 7%	33 9%	

Immigration Ad Van Poll
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Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Glasgow	93 5%	19 6%	6 7%	9 4%	6 2%	9 4%	5 5%	4 4%	3 1%	- -	- -	2 2%	- -	22 5%	13 5%	20 5%	10 5%	9 5%	13 3%	7 5%
Edinburgh	64 3%	7 2%	2 2%	6 3%	6 2%	1 *	3 2%	6 6%	10 4%	- -	- -	1 1%	- -	26 6%	8 3%	5 1%	7 3%	7 4%	7 2%	3 2%
Newcastle	86 4%	14 4%	3 4%	9 4%	13 4%	17 7%	- -	7 7%	13 5%	3 6%	1 2%	9 9%	1 7%	16 3%	13 5%	14 4%	12 6%	8 5%	18 5%	7 4%
Leeds	90 5%	19 6%	3 3%	13 6%	14 5%	9 4%	8 7%	3 3%	14 5%	2 4%	2 5%	3 3%	- -	14 3%	10 4%	27 7%	6 3%	4 4%	22 6%	5 3%
Hull	43 2%	3 1%	* 1%	1 *	15 5%	10 4%	3 3%	3 3%	- -	- -	1 3%	2 2%	- -	4 1%	7 3%	10 3%	* *	6 4%	14 4%	1 1%
Sheffield	62 3%	12 4%	5 5%	10 5%	7 2%	4 2%	1 1%	1 1%	9 3%	2 5%	4 10%	3 3%	* 4%	15 3%	7 3%	14 4%	5 3%	3 1%	15 4%	2 1%
Manchester	168 8%	27 8%	14 16%	32 15%	22 7%	13 6%	13 13%	11 10%	21 8%	1 3%	4 10%	6 6%	1 6%	37 8%	17 7%	30 8%	22 10%	6 4%	33 9%	22 14%
Liverpool	45 2%	12 4%	7 7%	9 4%	2 1%	3 1%	2 2%	1 1%	8 3%	1 2%	- -	2 2%	1 8%	9 2%	6 3%	6 2%	6 3%	4 2%	7 2%	7 4%
Nottingham	81 4%	18 5%	3 4%	9 4%	16 5%	8 4%	3 3%	1 1%	13 5%	3 7%	1 2%	3 3%	1 8%	12 3%	15 6%	13 4%	7 3%	10 6%	16 4%	7 5%
Birmingham	170 8%	27 8%	7 8%	21 10%	31 10%	12 5%	8 8%	7 6%	19 7%	5 12%	4 12%	4 4%	- -	45 10%	25 10%	20 5%	14 7%	10 6%	41 11%	16 10%
Norwich	101 5%	11 3%	1 2%	7 3%	13 4%	20 9%	10 9%	3 3%	9 4%	3 9%	1 2%	13 12%	1 11%	14 3%	9 4%	24 7%	10 4%	6 4%	34 9%	5 3%
Milton Keynes	52 3%	4 1%	1 1%	3 1%	14 5%	7 3%	- -	1 1%	8 3%	- -	1 4%	2 2%	1 6%	7 1%	6 3%	16 4%	5 2%	4 2%	13 3%	2 1%
Brighton	39 2%	5 1%	5 5%	4 2%	3 1%	3 1%	3 3%	5 5%	6 2%	- -	3 7%	1 1%	1 8%	8 2%	4 2%	3 1%	5 2%	4 2%	14 3%	1 1%

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 36
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cult-urals	Uni-versal Host-ility	Urban Har-mony
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Oxford	27 1%	1 *	-	1 1%	4 1%	5 2%	3 3%	*	1 *	5 12%	-	2 2%	-	5 1%	4 1%	4 1%	5 2%	1 1%	5 1%	1 1%
London	440 22%	86 26%	18 20%	42 19%	67 22%	55 24%	29 28%	25 24%	48 19%	6 15%	11 29%	23 23%	1 10%	111 24%	39 16%	75 21%	47 22%	45 27%	75 19%	47 30%
Southampton	83 4%	7 2%	4 5%	3 1%	19 6%	7 3%	2 2%	9 9%	12 5%	* 1%	2 6%	6 6%	2 17%	18 4%	24 10%	18 5%	2 1%	6 4%	10 2%	5 3%
Bristol	82 4%	8 3%	1 1%	6 3%	14 4%	15 7%	-	5 5%	14 5%	3 8%	1 1%	10 10%	1 7%	16 4%	11 4%	19 5%	13 6%	7 4%	10 3%	5 3%
Plymouth	52 3%	5 2%	1 1%	8 4%	10 3%	4 2%	4 3%	4 4%	7 3%	3 6%	1 3%	1 1%	* 2%	12 3%	9 3%	8 2%	8 4%	4 3%	7 2%	2 1%
Cardiff	81 4%	15 5%	4 4%	15 7%	5 2%	7 3%	2 2%	2 2%	15 6%	3 7%	1 2%	4 4%	1 6%	20 4%	8 3%	16 4%	8 4%	15 9%	14 4%	1 1%
None of these	147 7%	26 8%	3 3%	12 5%	23 8%	22 9%	7 7%	5 5%	27 11%	1 3%	1 3%	4 4%	-	43 9%	20 8%	24 6%	20 9%	9 5%	21 6%	10 7%

Immigration Ad Van Poll

ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 37
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
		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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base		2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base		2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Up to £7,000	(3.5)	46	19	27	9	5	5	8	10	9	1	6	10	29	12	7	16	8	3	1	9	2	14	2	8	4	10	4
		2%	2%	3%	4%	2%	2%	2%	3%	2%	*	1%	2%	6%	2%	1%	3%	3%	2%	*	1%	*	3%	1%	3%	1%	3%	1%
£7,001 to £14,000	(10.5)	320	115	204	48	44	43	58	45	81	34	71	45	171	90	80	82	35	32	20	113	56	84	15	38	70	71	56
		16%	12%	20%	20%	13%	13%	16%	15%	19%	6%	13%	10%	36%	17%	15%	17%	12%	18%	7%	13%	14%	15%	10%	14%	13%	17%	15%
£14,001 to £21,000	(17.5)	420	223	196	44	60	67	76	61	111	78	141	79	122	101	118	93	68	40	41	167	79	128	28	52	121	89	73
		21%	23%	19%	18%	18%	20%	21%	21%	26%	15%	25%	18%	26%	19%	23%	19%	24%	22%	15%	20%	19%	23%	19%	19%	23%	21%	20%
£21,001 to £28,000	(24.5)	489	238	251	46	88	91	96	65	103	132	136	139	82	125	134	111	74	46	80	199	106	126	34	62	136	82	90
		24%	24%	25%	19%	26%	27%	27%	22%	24%	25%	24%	32%	17%	23%	26%	23%	26%	25%	29%	24%	26%	23%	23%	23%	25%	20%	25%
£28,001 to £34,000	(31)	376	186	190	43	76	79	50	57	72	163	91	85	37	106	76	101	59	33	67	175	83	96	39	55	118	79	85
		19%	19%	19%	18%	22%	23%	14%	19%	16%	30%	16%	19%	8%	20%	15%	21%	21%	19%	24%	21%	20%	18%	27%	20%	22%	19%	23%
£34,001 to £41,000	(37.5)	171	95	76	32	29	27	26	31	27	65	53	39	14	38	59	38	21	15	43	82	39	54	12	24	36	48	27
		9%	10%	7%	13%	8%	8%	7%	10%	6%	12%	10%	9%	3%	7%	11%	8%	7%	8%	15%	10%	10%	10%	8%	9%	7%	12%	7%
£41,001 to £48,000	(44.5)	49	31	18	2	15	6	14	1	10	15	14	18	2	19	6	18	4	2	12	29	18	13	3	6	18	7	6
		2%	3%	2%	1%	5%	2%	4%	*	2%	3%	3%	4%	*	4%	1%	4%	1%	1%	4%	3%	4%	2%	2%	2%	3%	2%	2%
£48,001 to £55,000	(51.5)	26	6	20	4	5	6	5	4	1	6	4	10	5	15	-	5	2	4	4	19	4	3	5	4	7	1	9
		1%	1%	2%	2%	2%	2%	1%	1%	*	1%	1%	2%	1%	3%	-	1%	1%	2%	1%	2%	1%	*	4%	2%	1%	*	2%
£55,001 to £62,000	(58.5)	11	7	4	-	3	2	-	6	-	8	2	1	-	4	6	-	-	-	6	2	-	2	-	6	-	3	-
		1%	1%	*	-	1%	1%	-	2%	-	1%	*	*	-	1%	1%	-	-	-	2%	*	-	*	-	2%	-	1%	-
£62,001 to £69,000	(65.5)	2	2	-	-	2	-	-	-	-	2	-	-	-	1	-	-	-	1	1	1	1	-	1	-	-	-	1
		*	*	-	-	1%	-	-	-	-	*	-	-	-	*	-	-	-	1%	1%	*	*	-	1%	-	-	-	*
£69,001 to £76,000	(72.5)	6	6	-	-	-	2	-	5	-	-	6	-	-	-	2	5	-	-	-	6	5	2	-	-	5	2	-
		*	1%	-	-	-	1%	-	2%	-	-	1%	-	-	-	*	1%	-	-	-	1%	1%	*	-	-	1%	*	-
£76,001 to £83,000	(79.5)	4	4	-	-	-	-	-	4	-	4	-	-	-	4	-	-	-	-	-	4	4	-	-	-	-	-	-
		*	*	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	-
£83,001 or more	(86)	6	5	1	-	1	-	1	-	4	6	-	-	-	1	5	-	-	-	-	2	-	-	1	4	4	-	2
		*	1%	*	-	*	-	*	-	1%	1%	-	-	-	*	1%	-	-	-	-	*	-	-	*	1%	1%	-	*

Immigration Ad Van Poll
ONLINE Fieldwork : 2nd-4th August 2013

Absolutes/col percents

Table 37

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
Prefer not to answer	80	45	36	10	8	8	25	10	19	27	27	12	15	26	27	13	11	3	3	33	11	24	6	11	16	22	10
	4%	5%	3%	4%	3%	2%	7%	3%	4%	5%	5%	3%	3%	5%	5%	3%	4%	2%	1%	4%	3%	4%	4%	4%	3%	5%	3%
Average income (£000's)	24.15	25.40	22.96	23.16	25.83	24.91	23.25	25.50	22.56	28.52	24.86	25.32	17.45	24.92	24.28	23.89	23.25	23.64	28.28	25.88	26.16	23.43	26.22	25.55	25.14	23.66	24.61

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Table 37
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Labour			Conservatives			Lib Dems			UKIP			Segment							
		Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cultural-ists	Uni-versal Host-ility	Urban Har-mony
Unweighted base		2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base		2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Up to £7,000	(3.5)	46 2%	4 1%	6 7%	10 5%	1 *	3 1%	*	1 1%	3 1%	1 2%	1 2%	-	1 8%	7 2%	10 4%	3 1%	7 3%	2 1%	15 4%	2 1%
£7,001 to £14,000	(10.5)	320 16%	51 16%	19 22%	33 15%	38 12%	32 14%	19 18%	12 12%	43 17%	3 6%	10 28%	9 9%	1 11%	71 16%	51 20%	48 13%	36 17%	18 11%	64 17%	32 20%
£14,001 to £21,000	(17.5)	420 21%	81 25%	8 9%	47 21%	62 20%	59 25%	17 16%	24 23%	49 19%	4 11%	7 20%	23 23%	3 20%	81 18%	61 24%	69 19%	47 22%	33 19%	92 24%	37 23%
£21,001 to £28,000	(24.5)	489 24%	64 20%	18 20%	61 28%	78 26%	58 25%	28 26%	22 21%	68 27%	12 29%	12 33%	25 25%	4 27%	105 23%	55 22%	104 28%	57 26%	51 30%	83 21%	34 22%
£28,001 to £34,000	(31)	376 19%	63 19%	15 17%	32 15%	69 23%	49 21%	14 14%	28 27%	56 22%	11 26%	3 9%	23 23%	2 15%	108 24%	48 19%	61 17%	37 17%	40 24%	54 14%	27 17%
£34,001 to £41,000	(37.5)	171 9%	31 9%	17 19%	24 11%	26 9%	10 4%	13 13%	6 6%	21 8%	6 15%	3 9%	6 6%	2 15%	42 9%	18 7%	29 8%	22 10%	11 6%	36 9%	13 8%
£41,001 to £48,000	(44.5)	49 2%	6 2%	1 1%	7 3%	15 5%	3 2%	3 3%	3 3%	4 1%	-	-	3 3%	-	10 2%	1 *	12 3%	3 1%	4 2%	16 4%	2 2%
£48,001 to £55,000	(51.5)	26 1%	1 *	-	1 1%	2 1%	5 2%	2 2%	5 5%	3 1%	-	-	1 1%	-	2 *	3 1%	2 *	1 1%	5 3%	8 2%	6 4%
£55,001 to £62,000	(58.5)	11 1%	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	2 *	1 *	2 1%	-	2 1%	4 1%	-
£62,001 to £69,000	(65.5)	2 *	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	1 *	-	-	-	1 1%	-	-
£69,001 to £76,000	(72.5)	6 *	2 1%	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	2 *	-
£76,001 to £83,000	(79.5)	4 *	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	4 1%	-	-	-	-
£83,001 or more	(86)	6 *	-	-	-	-	4 2%	-	1 1%	1 *	-	-	4 4%	-	1 *	-	4 1%	-	-	1 *	-

Immigration Ad Van Poll
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Absolutes/col percents

Table 37

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

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com- fort- able Prag- mat- ists	Comp- eting for Jobs	Cul- tural Con- cerns	Fight for Ent- itle- ments	Mii- tant Multi- culti- urals	Uni- versal Host- ility	Urban Har- mony
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
Prefer not to answer	80 4%	20 6%	3 3%	4 2%	8 3%	8 4%	3 3%	2 2%	8 3%	4 10%	- -	6 6%	1 4%	22 5%	7 3%	25 7%	5 2%	3 2%	14 4%	3 2%
Average income (£000's)	24.15	23.65	23.72	23.12	25.76	24.32	27.32	26.26	23.92	26.12	20.52	27.28	22.76	24.44	21.69	26.25	22.81	25.77	23.87	23.36

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Absolutes/col percents

Table 38

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2006	1000	1006	228	311	342	344	322	459	527	618	355	506	535	535	456	305	175	240	795	398	562	141	274	533	436	381
Weighted base	2006	983	1023	238	338	338	358	298	437	536	556	437	477	542	522	481	281	181	279	844	409	545	146	269	534	415	362
NET: Yes	462 23%	215 22%	248 24%	45 19%	42 12%	75 22%	100 28%	90 30%	112 26%	83 15%	115 21%	99 23%	166 35%	120 22%	111 21%	127 26%	62 22%	42 23%	49 18%	103 12%	78 19%	119 22%	33 23%	80 30%	118 22%	97 23%	87 24%
Yes - physical condition	276 14%	120 12%	156 15%	17 7%	22 6%	39 11%	56 16%	62 21%	81 19%	57 11%	64 11%	61 14%	95 20%	74 14%	63 12%	74 15%	36 13%	28 16%	26 9%	55 7%	50 12%	64 12%	15 10%	52 19%	77 14%	53 13%	57 16%
Yes - disability	157 8%	78 8%	79 8%	10 4%	12 3%	25 7%	32 9%	34 11%	45 10%	32 6%	31 6%	32 7%	62 13%	46 9%	44 8%	38 8%	19 7%	10 5%	16 6%	23 3%	27 7%	41 8%	11 7%	36 13%	49 9%	38 9%	34 9%
Yes - mental condition	149 7%	57 6%	92 9%	29 12%	23 7%	36 11%	39 11%	21 7%	1 *	17 3%	38 7%	31 7%	62 13%	35 6%	39 8%	41 8%	21 7%	13 7%	17 6%	37 4%	13 3%	42 8%	16 11%	17 6%	21 4%	29 7%	21 6%
Yes - other	37 2%	21 2%	16 2%	3 1%	4 1%	3 1%	10 3%	6 2%	10 2%	3 1%	11 2%	13 3%	11 2%	16 3%	11 2%	7 2%	2 1%	-	8 3%	11 1%	5 1%	20 4%	1 *	4 1%	3 1%	13 3%	7 2%
No	1508 75%	748 76%	760 74%	192 81%	287 85%	259 77%	244 68%	205 69%	320 73%	443 83%	431 77%	333 76%	300 63%	407 75%	402 77%	345 72%	215 77%	138 76%	229 82%	727 86%	329 80%	412 76%	113 77%	188 70%	413 77%	305 73%	270 74%
Prefer not to say	36 2%	21 2%	16 2%	1 *	9 3%	5 1%	14 4%	3 1%	5 1%	10 2%	11 2%	5 1%	10 2%	15 3%	8 1%	9 2%	3 1%	1 1%	2 1%	14 2%	2 *	14 3%	-	1 *	3 1%	13 3%	6 2%

Immigration Ad Van Poll
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Absolutes/col percents

Table 38

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Labour			Conservatives			Lib Dems			UKIP			Segment							
	Total	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Def-ectors	Join-ers	Loyal-ists	Join-ers from Cons	Join-ers from Lab	Com-fort-able Prag-mat-ists	Comp-eting for Jobs	Cul-tural Con-cerns	Fight for Ent-itle-ments	Mili-tant Multi-cul-turals	Uni-versal Host-ility	Urban Har-mony
Unweighted base	2006	342	94	220	303	230	95	106	275	35	38	109	18	480	256	351	225	183	357	154
Weighted base	2006	326	89	220	304	230	105	105	257	40	37	101	13	453	254	367	216	170	389	157
NET: Yes	462 23%	73 23%	23 26%	46 21%	64 21%	54 23%	14 13%	17 17%	69 27%	16 39%	12 32%	31 31%	7 49%	98 22%	54 21%	86 23%	58 27%	32 19%	104 27%	30 19%
Yes - physical condition	276 14%	39 12%	14 15%	25 11%	43 14%	34 15%	7 7%	14 13%	43 17%	1 3%	11 30%	20 20%	3 24%	64 14%	29 12%	61 17%	33 16%	21 12%	54 14%	14 9%
Yes - disability	157 8%	25 8%	13 14%	16 7%	24 8%	25 11%	3 3%	10 10%	24 9%	1 2%	5 12%	14 14%	4 30%	20 4%	21 8%	34 9%	24 11%	11 6%	36 9%	11 7%
Yes - mental condition	149 7%	23 7%	6 6%	18 8%	10 3%	11 5%	4 3%	2 2%	18 7%	14 34%	3 9%	4 4%	2 12%	29 6%	27 11%	15 4%	17 8%	9 5%	42 11%	10 7%
Yes - other	37 2%	13 4%	- -	7 3%	1 *	2 1%	3 3%	1 1%	6 2%	- -	- -	1 *	- -	6 1%	4 1%	5 1%	4 2%	4 2%	12 3%	2 2%
No	1508 75%	245 75%	60 67%	167 76%	238 78%	175 76%	91 86%	88 83%	182 71%	25 61%	25 67%	70 69%	7 51%	349 77%	196 77%	278 76%	149 69%	134 79%	278 71%	124 79%
Prefer not to say	36 2%	8 2%	6 6%	6 3%	2 1%	2 1%	* *	- -	6 2%	- -	1 2%	- -	- -	6 1%	4 2%	2 1%	8 4%	5 3%	7 2%	4 2%