

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 1

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

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

**Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Absolutely certain to vote	(10)	4508 56%	2504 63%	2005 49%	275 28%	544 42%	830 54%	825 60%	824 68%	1211 72%	1294 59%	1343 58%	903 53%	969 52%	1134 55%	1173 55%	1122 56%	630 54%	450 64%	655 56%	1803 54%
	(9)	966 12%	520 13%	445 11%	73 8%	149 12%	176 11%	167 12%	148 12%	253 15%	342 16%	270 12%	165 10%	189 10%	238 12%	273 13%	238 12%	136 12%	80 12%	146 13%	379 11%
	(8)	547 7%	218 6%	329 8%	102 11%	124 10%	130 8%	74 5%	58 5%	60 4%	152 7%	171 7%	112 7%	112 6%	140 7%	152 7%	137 7%	77 7%	41 6%	82 7%	273 8%
	(7)	406 5%	156 4%	250 6%	91 9%	93 7%	80 5%	64 5%	30 3%	47 3%	106 5%	100 4%	105 6%	95 5%	110 5%	99 5%	112 6%	50 4%	34 5%	55 5%	180 5%
	(6)	205 3%	83 2%	122 3%	52 5%	56 4%	40 3%	25 2%	17 1%	14 1%	41 2%	59 3%	53 3%	51 3%	61 3%	42 2%	49 2%	33 3%	20 3%	27 2%	105 3%
	(5)	236 3%	82 2%	154 4%	65 7%	53 4%	47 3%	37 2%	19 2%	15 1%	35 2%	66 3%	65 4%	70 4%	59 3%	66 3%	63 3%	39 3%	9 1%	26 2%	105 3%
	(4)	85 1%	33 1%	53 1%	33 3%	19 1%	11 1%	13 1%	3 *	6 *	25 1%	26 1%	21 1%	13 1%	29 1%	20 1%	18 1%	16 1%	2 *	15 1%	35 1%
	(3)	132 2%	43 1%	89 2%	37 4%	32 2%	35 2%	13 1%	11 1%	5 *	23 1%	37 2%	35 2%	37 2%	25 1%	43 2%	34 2%	25 2%	5 1%	23 2%	59 2%
	(2)	118 1%	51 1%	67 2%	32 3%	26 2%	14 1%	20 1%	18 2%	8 *	22 1%	29 1%	34 2%	33 2%	38 2%	32 2%	17 1%	23 2%	7 1%	21 2%	47 1%
Definitely would not vote	(1)	475 6%	165 4%	310 8%	111 11%	100 8%	94 6%	80 6%	42 3%	48 3%	86 4%	120 5%	121 7%	149 8%	117 6%	126 6%	129 6%	78 7%	26 4%	62 5%	199 6%
Don't know		376 5%	92 2%	284 7%	96 10%	93 7%	74 5%	53 4%	37 3%	24 1%	51 2%	113 5%	77 5%	135 7%	96 5%	101 5%	101 5%	53 5%	25 4%	54 5%	159 5%
Mean		8.45	8.82	8.07	6.79	7.81	8.39	8.61	9.03	9.27	8.80	8.56	8.16	8.14	8.41	8.43	8.43	8.26	8.92	8.48	8.37

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

**Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri-vate		
	Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Standard deviation		2.63	2.32	2.86	3.19	2.90	2.63	2.56	2.17	1.81	2.24	2.53	2.84	2.91	2.63	2.64	2.64	2.79	2.18	2.60	2.64
Standard error		0.03	0.04	0.05	0.11	0.09	0.07	0.07	0.06	0.04	0.04	0.06	0.09	0.07	0.06	0.06	0.06	0.08	0.09	0.08	0.05

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

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

**Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010	Not Cons 2010 but Cons now	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Absolutely certain to vote	(10)	4508 56%	1220 69%	1599 67%	287 59%	687 71%	1569 71%	1253 70%	873 61%	1054 75%	515 63%	166 44%	121 48%
	(9)	966 12%	277 16%	299 12%	85 17%	109 11%	296 13%	215 12%	239 17%	200 14%	96 12%	77 20%	48 19%
	(8)	547 7%	117 7%	189 8%	43 9%	57 6%	125 6%	110 6%	93 6%	76 5%	49 6%	40 11%	23 9%
	(7)	406 5%	63 4%	145 6%	33 7%	46 5%	80 4%	73 4%	70 5%	38 3%	42 5%	26 7%	23 9%
	(6)	205 3%	30 2%	58 2%	13 3%	15 2%	27 1%	25 1%	29 2%	7 *	20 2%	23 6%	13 5%
	(5)	236 3%	34 2%	56 2%	10 2%	25 3%	22 1%	29 2%	28 2%	12 1%	11 1%	22 6%	12 5%
	(4)	85 1%	9 1%	11 *	12 2%	9 1%	7 *	1 *	10 1%	3 *	4 *	6 2%	6 2%
	(3)	132 2%	14 1%	19 1%	4 1%	11 1%	12 1%	6 *	14 1%	3 *	8 1%	10 3%	5 2%
	(2)	118 1%	10 1%	21 1%	2 *	8 1%	14 1%	8 *	6 *	4 *	9 1%	5 1%	2 1%
Definitely would not vote	(1)	475 6%	- -	- -	- -	39 2%	48 3%	32 2%	-	39 5%	-	-	-
Don't know	376 5%	- -	- -	- -	- -	26 1%	31 2%	43 3%	-	26 3%	-	-	-
Mean	8.45	9.31	9.17	9.00	9.23	9.27	9.19	9.00	9.55	8.78	8.43	8.56	

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

**Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now	Cons 2010 NOT now	Cons 2010 now		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Standard deviation	2.63	1.39	1.54	1.63	1.59	1.69	1.84	1.90	1.04	2.36	2.03	1.93	
Standard error	0.03	0.03	0.03	0.07	0.05	0.03	0.05	0.05	0.03	0.08	0.10	0.12	

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 2

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Conservative	1773 22%	990 25%	783 19%	133 14%	218 17%	291 19%	292 21%	299 25%	539 32%	654 30%	525 22%	350 21%	243 13%	556 27%	516 24%	344 17%	264 23%	93 13%	182 16%	800 24%
Labour	2395 30%	1214 31%	1181 29%	299 31%	464 36%	522 34%	420 31%	331 27%	358 21%	587 27%	700 30%	501 30%	607 33%	543 27%	609 29%	749 37%	307 26%	186 27%	459 39%	983 29%
Liberal Democrat	489 6%	239 6%	250 6%	48 5%	73 6%	95 6%	76 6%	85 7%	111 7%	184 8%	139 6%	71 4%	95 5%	145 7%	124 6%	104 5%	86 7%	30 4%	66 6%	200 6%
SNP	191 2%	110 3%	81 2%	9 1%	21 2%	36 2%	48 3%	41 3%	36 2%	48 2%	58 2%	36 2%	49 3%	-	-	-	-	191 27%	44 4%	64 2%
Plaid Cymru	43 1%	23 1%	20 *	10 1%	9 1%	6 *	3 *	12 1%	4 *	14 1%	9 *	14 1%	7 *	-	-	-	43 4%	-	9 1%	19 1%
The UK Independence Party	967 12%	580 15%	387 9%	52 5%	70 5%	145 9%	166 12%	175 15%	359 21%	226 10%	236 10%	234 14%	271 15%	254 12%	308 15%	246 12%	132 11%	26 4%	93 8%	351 10%
The Green Party	197 2%	96 2%	101 2%	23 2%	31 2%	34 2%	43 3%	42 3%	24 1%	51 2%	68 3%	44 3%	34 2%	62 3%	48 2%	41 2%	28 2%	18 3%	41 4%	82 2%
The British National Party	42 1%	24 1%	18 *	6 1%	8 1%	5 *	12 1%	7 1%	4 *	5 *	9 *	17 1%	12 1%	9 *	13 1%	13 1%	4 *	3 *	3 *	22 1%
Some other party	29 *	20 1%	9 *	2 *	4 *	8 1%	8 1%	3 *	4 *	8 *	11 *	3 *	7 *	4 *	7 *	10 *	5 *	4 1%	7 1%	11 *
Would not vote	577 7%	211 5%	366 9%	147 15%	122 9%	112 7%	91 7%	52 4%	52 3%	105 5%	147 6%	145 9%	180 10%	139 7%	158 7%	151 7%	98 8%	32 5%	83 7%	234 7%
Rather not say	77 1%	38 1%	38 1%	7 1%	20 2%	26 2%	9 1%	9 1%	5 *	24 1%	26 1%	11 1%	15 1%	25 1%	15 1%	26 1%	4 *	6 1%	11 1%	45 1%
Don't know	1272 16%	400 10%	872 21%	229 24%	247 19%	249 16%	200 15%	151 13%	194 11%	269 12%	408 17%	265 16%	331 18%	310 15%	326 15%	336 17%	190 16%	110 16%	169 14%	531 16%

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Conservative	1773 22%	1773 100%	-	-	-	1397 63%	46 3%	116 8%	1397 100%	-	376 100%	-			
Labour	2395 30%	-	2395 100%	-	-	101 5%	1404 78%	395 27%	-	101 12%	-	58 23%			
Liberal Democrat	489 6%	-	-	489 100%	-	16 1%	25 1%	353 25%	-	16 2%	-	42 17%			
SNP	191 2%	-	-	-	-	2 *	21 1%	18 1%	-	2 *	-	4 2%			
Plaid Cymru	43 1%	-	-	-	-	4 *	5 *	5 *	-	4 *	-	2 1%			
The UK Independence Party	967 12%	-	-	-	967 100%	413 19%	79 4%	142 10%	-	413 50%	-	23 9%			
The Green Party	197 2%	-	-	-	-	10 *	21 1%	62 4%	-	10 1%	-	6 2%			
The British National Party	42 1%	-	-	-	-	13 1%	1 *	4 *	-	13 2%	-	-			
Some other party	29 *	-	-	-	-	3 *	4 *	7 1%	-	3 *	-	2 1%			
Would not vote	577 7%	-	-	-	-	43 2%	51 3%	42 3%	-	43 5%	-	-			
Rather not say	77 1%	-	-	-	-	2 *	3 *	2 *	-	2 *	-	6 2%			
Don't know	1272 16%	-	-	-	-	213 10%	137 8%	292 20%	-	213 26%	-	110 44%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 3

**Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?****Base:** All respondents expressing an intention to vote

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6151	3233	2918	525	838	975	1152	1081	1580	2441	1618	834	1258	1733	1539	1474	884	521	875	2379
Weighted base	6127	3297	2830	582	899	1142	1069	996	1439	1777	1754	1270	1325	1573	1626	1507	869	551	904	2533
Conservative	1773 29%	990 30%	783 28%	133 23%	218 24%	291 25%	292 27%	299 30%	539 37%	654 37%	525 30%	350 28%	243 18%	556 35%	516 32%	344 23%	264 30%	93 17%	182 20%	800 32%
Labour	2395 39%	1214 37%	1181 42%	299 51%	464 52%	522 46%	420 39%	331 33%	358 25%	587 33%	700 40%	501 39%	607 46%	543 35%	609 37%	749 50%	307 35%	186 34%	459 51%	983 39%
Liberal Democrat	489 8%	239 7%	250 9%	48 8%	73 8%	95 8%	76 7%	85 9%	111 8%	184 10%	139 8%	71 6%	95 7%	145 9%	124 8%	104 7%	86 10%	30 5%	66 7%	200 8%
SNP	191 3%	110 3%	81 3%	9 2%	21 2%	36 3%	48 4%	41 4%	36 2%	48 3%	58 3%	36 3%	49 4%	-	-	-	-	191 35%	44 5%	64 3%
Plaid Cymru	43 1%	23 1%	20 1%	10 2%	9 1%	6 *	3 1%	12 1%	4 *	14 1%	9 1%	14 1%	7 1%	-	-	-	43 5%	-	9 1%	19 1%
The UK Independence Party	967 16%	580 18%	387 14%	52 9%	70 8%	145 13%	166 16%	175 18%	359 25%	226 13%	236 13%	234 18%	271 20%	254 16%	308 19%	246 16%	132 15%	26 5%	93 10%	351 14%
The Green Party	197 3%	96 3%	101 4%	23 4%	31 4%	34 3%	43 4%	42 4%	24 2%	51 3%	68 4%	44 3%	34 3%	62 4%	48 3%	41 3%	28 3%	18 3%	41 5%	82 3%
The British National Party	42 1%	24 1%	18 1%	6 1%	8 1%	5 *	12 1%	7 1%	4 *	5 *	9 1%	17 1%	12 1%	9 1%	13 1%	13 1%	4 *	3 1%	3 *	22 1%
Some other party	29 *	20 1%	9 *	2 *	4 *	8 1%	8 1%	3 *	4 *	8 *	11 1%	3 1%	7 1%	4 *	7 1%	10 1%	5 1%	4 1%	7 1%	11 *

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**Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?****Base:** All respondents expressing an intention to vote

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1170	1514					
Unweighted base	6151	1902	2196	537	985	2119	1399	1170	1514	605	388	388	388	135	
Weighted base	6127	1773	2395	489	967	1960	1606	1102	1397	563	376	376	376	137	
Conservative	1773	1773	-	-	-	1397	46	116	1397	-	376	-	-	-	-
	29%	100%	-	-	-	71%	3%	10%	100%	-	100%	-	-	-	-
Labour	2395	-	2395	-	-	101	1404	395	-	101	-	-	-	58	
	39%	-	100%	-	-	5%	87%	36%	-	18%	-	-	-	43%	
Liberal Democrat	489	-	-	489	-	16	25	353	-	16	-	-	-	42	
	8%	-	-	100%	-	1%	2%	32%	-	3%	-	-	-	31%	
SNP	191	-	-	-	-	2	21	18	-	2	-	-	-	4	
	3%	-	-	-	-	*	1%	2%	-	*	-	-	-	3%	
Plaid Cymru	43	-	-	-	-	4	5	5	-	4	-	-	-	2	
	1%	-	-	-	-	*	*	*	-	1%	-	-	-	2%	
The UK Independence Party	967	-	-	-	967	413	79	142	-	413	-	-	-	23	
	16%	-	-	-	100%	21%	5%	13%	-	73%	-	-	-	16%	
The Green Party	197	-	-	-	-	10	21	62	-	10	-	-	-	6	
	3%	-	-	-	-	1%	1%	6%	-	2%	-	-	-	4%	
The British National Party	42	-	-	-	-	13	1	4	-	13	-	-	-	-	
	1%	-	-	-	-	1%	*	*	-	2%	-	-	-	-	
Some other party	29	-	-	-	-	3	4	7	-	3	-	-	-	2	
	*	-	-	-	-	*	*	1%	-	1%	-	-	-	1%	

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Absolutes/col percents

Table 4

**Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?****Base: All respondents expressing an intention to vote****Weighting: Turnout Weights****This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	4893	2642	2252	346	612	763	930	901	1341	1980	1291	641	981	1367	1228	1171	696	432	692	1862
Weighted base	4835	2675	2160	376	653	896	863	826	1221	1438	1402	966	1029	1222	1286	1196	675	456	717	1963
Conservative	1431 30%	811 30%	621 29%	94 25%	157 24%	234 26%	234 27%	251 30%	463 38%	540 38%	426 30%	273 28%	192 19%	446 36%	420 33%	277 23%	213 32%	76 17%	147 21%	636 32%
Labour	1880 39%	989 37%	890 41%	197 52%	338 52%	411 46%	345 40%	282 34%	307 25%	474 33%	552 39%	380 39%	473 46%	417 34%	484 38%	594 50%	233 34%	152 33%	365 51%	756 38%
Liberal Democrat	372 8%	191 7%	181 8%	25 7%	51 8%	71 8%	62 7%	70 8%	93 8%	145 10%	106 8%	50 5%	70 7%	108 9%	96 7%	78 7%	66 10%	24 5%	49 7%	149 8%
SNP	160 3%	95 4%	65 3%	8 2%	15 2%	30 3%	39 5%	37 4%	32 3%	40 3%	49 4%	31 3%	40 4%	-	-	-	-	160 35%	38 5%	53 3%
Plaid Cymru	29 1%	17 1%	12 1%	5 1%	4 1%	4 *	2 *	10 1%	3 *	11 1%	6 *	8 1%	5 *	-	-	-	29 4%	-	8 1%	11 1%
The UK Independence Party	768 16%	470 18%	298 14%	30 8%	55 8%	114 13%	133 15%	136 17%	301 25%	181 13%	192 14%	182 19%	212 21%	198 16%	240 19%	199 17%	108 16%	23 5%	70 10%	279 14%
The Green Party	144 3%	71 3%	73 3%	14 4%	23 4%	22 3%	32 4%	34 4%	19 2%	38 3%	54 4%	29 3%	22 2%	44 4%	34 3%	31 3%	20 3%	15 3%	31 4%	58 3%
The British National Party	30 1%	17 1%	13 1%	3 1%	7 1%	4 *	11 1%	4 *	3 *	4 *	7 1%	11 1%	8 1%	5 *	9 1%	10 1%	4 1%	3 1%	3 *	15 1%
Some other party	21 *	14 1%	7 *	1 *	3 *	7 1%	5 1%	3 *	2 *	5 *	9 1%	1 *	6 1%	3 *	5 *	8 1%	3 *	3 1%	6 1%	7 *

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Absolutes/col percents

Table 4

**Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?****Base: All respondents expressing an intention to vote****Weighting: Turnout Weights****This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	4893	1546	1738	414	787	1779	1165	957	1280	499	266	101		
Weighted base	4835	1431	1880	372	768	1640	1330	894	1176	465	256	101		
Conservative	1431 30%	1431 100%	-	-	-	1176 72%	38 3%	94 11%	1176 100%	-	256 100%	-		
Labour	1880 39%	-	1880 100%	-	-	81 5%	1164 87%	329 37%	-	81 18%	-	43 43%		
Liberal Democrat	372 8%	-	-	372 100%	-	13 1%	21 2%	286 32%	-	13 3%	-	32 32%		
SNP	160 3%	-	-	-	-	1 *	19 1%	16 2%	-	1 *	-	2 2%		
Plaid Cymru	29 1%	-	-	-	-	3 *	3 *	3 *	-	3 1%	-	1 1%		
The UK Independence Party	768 16%	-	-	-	768 100%	346 21%	63 5%	110 12%	-	346 74%	-	16 16%		
The Green Party	144 3%	-	-	-	-	8 1%	18 1%	47 5%	-	8 2%	-	5 5%		
The British National Party	30 1%	-	-	-	-	9 1%	1 *	3 *	-	9 2%	-	-		
Some other party	21 *	-	-	-	-	3 *	3 *	6 1%	-	3 1%	-	1 1%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 5

**Q.2 If there were to be a general election tomorrow, which party do you think you would vote for?****Base: All respondents****Weighting: Turnout Weights**

	Total	Q.3 General Election Vote											
		Conservati ve	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independen ce Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5512	1928	1238	1152	131	26	170	90	36	24	594	99	23
Weighted base	5431	1771	1409	1077	121	23	157	72	35	20	618	105	23
Conservative	1431 26%	1176 66%	38 3%	94 9%	3 3%	2 8%	7 4%	4 6%	* *	* 2%	104 17%	3 3%	1 2%
Labour	1880 35%	81 5%	1164 83%	329 31%	4 3%	2 10%	5 3%	11 15%	5 13%	3 17%	252 41%	21 20%	2 7%
Liberal Democrat	372 7%	13 1%	21 1%	286 27%	1 1%	1 5%	2 1%	1 2%	2 5%	- -	35 6%	8 8%	2 8%
SNP	160 3%	1 *	19 1%	16 1%	100 83%	- -	- -	- -	- -	- -	23 4%	1 1%	- -
Plaid Cymru	29 1%	3 *	3 *	3 *	- -	16 70%	1 1%	- -	- -	- -	3 *	- -	- -
The UK Independence Party	768 14%	346 20%	63 4%	110 10%	4 3%	*	131 83%	5 7%	19 53%	5 26%	74 12%	6 6%	5 22%
The Green Party	144 3%	8 *	18 1%	47 4%	4 3%	- -	- -	39 54%	- -	* 2%	21 3%	4 4%	1 5%
The British National Party	30 1%	9 1%	1 *	3 *	- -	- -	3 2%	1 2%	8 23%	- -	4 1%	- -	- -
Some other party	21 *	3 *	3 *	6 1%	- -	- -	- -	4 6%	- -	3 14%	2 *	1 1%	- -
Would not vote	8 *	*	*	4 *	- -	- -	- -	*	- -	- -	4 1%	- -	*
Rather not say	55 1%	1 *	3 *	2 *	- -	- -	- -	- -	- -	- -	9 1%	41 39%	- -
Don't know	533 10%	130 7%	76 5%	177 16%	5 4%	1 4%	9 6%	6 9%	2 6%	8 40%	88 14%	20 19%	13 56%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 6

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

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

**Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Wales & South West		North England		Mid-lands		South East		C1		C2		DE		Region		Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Conservative	2217 28%	1249 32%	968 24%	88 9%	232 18%	360 24%	367 27%	387 32%	783 46%	791 36%	644 28%	417 25%	365 20%	670 33%	669 31%	458 23%	324 28%	96 14%	240 21%	929 28%
Labour	1797 22%	923 23%	875 21%	140 14%	332 26%	393 26%	315 23%	291 24%	327 19%	450 21%	524 22%	374 22%	450 24%	400 20%	429 20%	546 27%	231 20%	192 27%	358 31%	719 22%
Liberal Democrat	1438 18%	732 19%	706 17%	96 10%	209 16%	281 18%	252 18%	263 22%	337 20%	462 21%	475 20%	229 14%	272 15%	372 18%	351 17%	385 19%	248 21%	82 12%	227 19%	583 17%
SNP	152 2%	90 2%	62 2%	3 *	14 1%	28 2%	39 3%	31 3%	38 2%	40 2%	52 2%	31 2%	30 2%	-	-	-	-	152 22%	33 3%	49 1%
Plaid Cymru	30 *	19 *	11 *	4 *	3 *	5 *	1 *	13 1%	4 *	7 *	6 *	8 *	9 *	-	-	-	-	30 3%	-	7 1%
The UK Independence Party	188 2%	104 3%	84 2%	6 1%	8 1%	34 2%	42 3%	35 3%	63 4%	35 2%	40 2%	61 4%	53 3%	44 2%	70 3%	43 2%	28 2%	4 1%	20 2%	61 2%
The Green Party	97 1%	43 1%	55 1%	4 *	12 1%	17 1%	33 2%	20 2%	11 1%	24 1%	34 1%	23 1%	17 1%	43 2%	20 1%	19 1%	6 1%	9 1%	22 2%	37 1%
The British National Party	48 1%	24 1%	24 1%	4 *	4 *	10 1%	17 1%	8 1%	4 *	4 *	5 *	16 1%	22 1%	13 1%	18 1%	11 1%	6 1%	-	1 *	25 1%
Some other party	24 *	16 *	9 *	-	4 *	4 *	3 *	4 *	9 1%	6 *	10 *	3 *	6 *	7 *	7 *	4 *	3 *	3 1%	6 1%	7 *
Did not vote	1808 22%	637 16%	1171 29%	578 60%	412 32%	335 22%	263 19%	129 11%	91 5%	303 14%	479 20%	469 28%	558 30%	436 21%	494 23%	481 24%	256 22%	140 20%	217 19%	795 24%
Prefer not to say	207 3%	96 2%	111 3%	38 4%	42 3%	58 4%	31 2%	21 2%	16 1%	46 2%	55 3%	45 3%	60 3%	52 3%	57 3%	55 3%	22 2%	20 3%	27 2%	110 3%
Don't know	46 1%	14 *	32 1%	5 1%	17 1%	5 *	5 *	6 *	7 *	7 *	12 1%	15 1%	12 1%	10 1%	10 *	18 1%	6 1%	2 *	9 1%	18 1%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 6

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

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

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514				
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	-	-
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	-	-
Conservative	2217 28%	1397 79%	101 4%	16 3%	413 43%	2217 100%	-	-	1397 100%	820 100%	-	-	-	-
Labour	1797 22%	46 3%	1404 59%	25 5%	79 8%	-	1797 100%	-	-	-	46 12%	52 20%	-	-
Liberal Democrat	1438 18%	116 7%	395 17%	353 72%	142 15%	-	-	1438 100%	-	-	116 31%	107 42%	-	-
SNP	152 2%	4 *	5 *	1 *	4 *	-	-	-	-	-	4 1%	3 1%	-	-
Plaid Cymru	30 *	2 *	3 *	1 *	1 *	-	-	-	-	-	2 1%	1 *	-	-
The UK Independence Party	188 2%	8 *	5 *	2 *	155 16%	-	-	-	-	-	8 2%	10 4%	-	-
The Green Party	97 1%	5 *	14 1%	2 *	7 1%	-	-	-	-	-	5 1%	4 1%	-	-
The British National Party	48 1%	*	7	2 *	25 3%	-	-	-	-	-	*	1	*	1%
Some other party	24 *	*	4	-	6 1%	-	-	-	-	-	*	1	*	*
Did not vote	1808 22%	188 11%	419 17%	72 15%	123 13%	-	-	-	-	-	188 50%	65 26%	-	-
Prefer not to say	207 3%	5 *	36 2%	11 2%	7 1%	-	-	-	-	-	5 1%	8 3%	-	-
Don't know	46 1%	1 *	2	2 *	6 1%	-	-	-	-	-	1 *	1 *	-	-

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 7

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

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

**Base: All respondents giving a past vote**

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	6093	3173	2920	309	755	973	1176	1151	1729	2504	1648	775	1166	1721	1519	1441	891	521	889	2298
Weighted base	5992	3199	2793	345	818	1131	1070	1052	1576	1818	1790	1162	1222	1549	1564	1466	876	537	914	2420
Conservative	2217 37%	1249 39%	968 35%	88 26%	232 28%	360 32%	367 34%	387 37%	783 50%	791 44%	644 36%	417 36%	365 30%	670 43%	669 43%	458 31%	324 37%	96 18%	240 26%	929 38%
Labour	1797 30%	923 29%	875 31%	140 40%	332 41%	393 35%	315 29%	291 28%	327 21%	450 25%	524 29%	374 32%	450 37%	400 26%	429 27%	546 37%	231 26%	192 36%	358 39%	719 30%
Liberal Democrat	1438 24%	732 23%	706 25%	96 28%	209 26%	281 25%	252 24%	263 25%	337 21%	462 25%	475 27%	229 20%	272 22%	372 24%	351 22%	385 26%	248 28%	82 15%	227 25%	583 24%
SNP	152 3%	90 3%	62 2%	3 1%	14 2%	28 2%	39 4%	31 3%	38 2%	40 2%	52 3%	31 3%	30 2%	-	-	-	-	152 28%	33 4%	49 2%
Plaid Cymru	30 1%	19 1%	11 *	4 1%	3 *	5 *	1 *	13 1%	4 *	7 *	6 *	8 1%	9 1%	-	-	-	30 3%	-	7 1%	12 *
The UK Independence Party	188 3%	104 3%	84 3%	6 2%	8 1%	34 3%	42 4%	35 3%	63 4%	35 2%	40 2%	61 5%	53 4%	44 3%	70 4%	43 3%	28 3%	4 1%	20 2%	61 3%
The Green Party	97 2%	43 1%	55 2%	4 1%	12 1%	17 1%	33 3%	20 2%	11 1%	24 1%	34 2%	23 2%	17 1%	43 3%	20 1%	19 1%	6 1%	9 2%	22 2%	37 2%
The British National Party	48 1%	24 1%	24 1%	4 1%	4 1%	10 1%	17 2%	8 1%	4 *	4 *	5 *	16 1%	22 2%	13 1%	18 1%	11 1%	6 1%	-	1 *	25 1%
Some other party	24 *	16 *	9 *	-	4 *	4 *	3 *	4 *	9 1%	6 *	10 1%	3 *	6 *	7 *	7 *	4 *	3 *	3 1%	6 1%	7 *

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 7

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

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

**Base:** All respondents giving a past vote

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Constituents now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514				
Unweighted base	6093	1705	1778	451	860	2406	1571	1513	1514	892	191	182	-	-
Weighted base	5992	1579	1938	404	831	2217	1797	1438	1397	820	183	179	-	-
Conservative	2217	1397	101	16	413	2217	-	-	1397	820	-	-	-	-
	37%	88%	5%	4%	50%	100%	-	-	100%	100%	-	-	-	-
Labour	1797	46	1404	25	79	-	1797	-	-	-	46	52	-	-
	30%	3%	72%	6%	10%	-	100%	-	-	-	25%	29%	-	-
Liberal Democrat	1438	116	395	353	142	-	-	1438	-	-	116	107	-	-
	24%	7%	20%	87%	17%	-	-	100%	-	-	63%	60%	-	-
SNP	152	4	5	1	4	-	-	-	-	-	4	3	-	-
	3%	*	*	*	1%	-	-	-	-	-	2%	2%	-	-
Plaid Cymru	30	2	3	1	1	-	-	-	-	-	2	1	-	-
	1%	*	*	*	*	-	-	-	-	-	1%	*	-	-
The UK Independence Party	188	8	5	2	155	-	-	-	-	-	8	10	-	-
	3%	1%	*	1%	19%	-	-	-	-	-	5%	6%	-	-
The Green Party	97	5	14	2	7	-	-	-	-	-	5	4	-	-
	2%	*	1%	*	1%	-	-	-	-	-	3%	2%	-	-
The British National Party	48	*	7	2	25	-	-	-	-	-	*	1	-	-
	1%	*	*	*	3%	-	-	-	-	-	*	1%	-	-
Some other party	24	*	4	-	6	-	-	-	-	-	*	1	-	-
	*	*	*	-	1%	-	-	-	-	-	*	*	-	-

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 8

**Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?****Base:** All respondents expressing an intention to vote

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	6151	3233	2918	525	838	975	1152	1081	1580	2441	1618	834	1258	1733	1539	1474	884	521	875	2379
Weighted base	6127	3297	2830	582	899	1142	1069	996	1439	1777	1754	1270	1325	1573	1626	1507	869	551	904	2533
Yes, I am pretty sure which party I will vote for at the next general election	4892 80%	2700 82%	2192 77%	421 72%	686 76%	925 81%	874 82%	790 79%	1195 83%	1389 78%	1422 81%	1019 80%	1061 80%	1267 81%	1294 80%	1229 82%	654 75%	448 81%	718 79%	2026 80%
No, I have not finally decided which party to vote for and may well change my mind	1235 20%	597 18%	638 23%	161 28%	213 24%	217 19%	194 18%	206 21%	244 17%	388 22%	332 19%	251 20%	264 20%	306 19%	332 20%	278 18%	215 25%	104 19%	186 21%	507 20%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 8

**Q.4 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?****Base:** All respondents expressing an intention to vote

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP						
Unweighted base	6151	1902	2196	537	985	2119	1399	1170	1514	605	388	135			
Weighted base	6127	1773	2395	489	967	1960	1606	1102	1397	563	376	137			
Yes, I am pretty sure which party I will vote for at the next general election	4892	1510	1996	339	708	1648	1398	790	1259	389	251	-			
	80%	85%	83%	69%	73%	84%	87%	72%	90%	69%	67%	-			
No, I have not finally decided which party to vote for and may well change my mind	1235	263	399	150	259	312	208	312	138	175	125	137			
	20%	15%	17%	31%	27%	16%	13%	28%	10%	31%	33%	100%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 9

**Q.5 Which of the following parties would you seriously consider voting for at the next general election?****Base:** All respondents who haven't decided who to vote for

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	2233	919	1314	262	370	376	398	362	465	876	602	303	452	617	557	531	348	180	332	853
Weighted base	2174	931	1243	297	382	411	345	323	416	623	640	443	467	534	566	534	349	191	308	910
Conservative	694 32%	375 40%	319 26%	75 25%	94 25%	108 26%	102 29%	126 39%	189 46%	273 44%	205 32%	112 25%	104 22%	175 33%	202 36%	158 30%	118 34%	42 22%	89 29%	291 32%
Labour	765 35%	354 38%	411 33%	116 39%	162 42%	144 35%	119 35%	112 35%	112 27%	221 36%	222 35%	152 34%	170 36%	166 31%	207 37%	197 37%	123 35%	72 38%	112 36%	330 36%
Liberal Democrats	508 23%	239 26%	269 22%	68 23%	88 23%	102 25%	68 20%	90 28%	92 22%	196 31%	157 25%	79 18%	75 16%	135 25%	135 24%	111 21%	91 26%	35 18%	74 24%	215 24%
The UK Independence Party (UKIP)	601 28%	319 34%	282 23%	46 16%	56 15%	83 20%	102 30%	118 37%	195 47%	185 30%	150 23%	119 27%	147 31%	159 30%	159 28%	161 30%	103 29%	19 10%	71 23%	225 25%
Another party	267 12%	125 13%	141 11%	18 6%	46 12%	52 13%	48 14%	56 17%	46 11%	92 15%	84 13%	39 9%	51 11%	52 10%	65 11%	45 9%	46 13%	58 30%	51 16%	101 11%
Prefer not to say	83 4%	39 4%	44 4%	7 2%	17 4%	31 7%	12 4%	9 3%	7 2%	19 3%	31 5%	15 3%	17 4%	27 5%	9 2%	30 6%	6 2%	11 6%	8 3%	48 5%
Don't know	533 25%	153 16%	381 31%	98 33%	112 29%	114 28%	91 26%	47 14%	72 17%	108 17%	160 25%	141 32%	124 27%	130 24%	137 24%	123 23%	92 26%	52 27%	87 28%	225 25%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 9

**Q.5 Which of the following parties would you seriously consider voting for at the next general election?****Base:** All respondents who haven't decided who to vote for

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now					
Unweighted base	2233	281	376	162	281	564	284	585	155	409	126	255			
Weighted base	2174	263	399	150	259	499	315	552	138	361	125	253			
Conservative	694 32%	231 88%	77 19%	47 32%	114 44%	330 66%	66 21%	134 24%	120 87%	211 58%	111 88%	253 100%			
Labour	765 35%	58 22%	330 83%	49 33%	49 19%	81 16%	214 68%	201 36%	24 18%	57 16%	34 27%	143 56%			
Liberal Democrats	508 23%	79 30%	102 25%	123 82%	22 8%	77 15%	64 20%	229 41%	35 25%	42 12%	44 35%	127 50%			
The UK Independence Party (UKIP)	601 28%	99 38%	73 18%	17 12%	229 88%	258 52%	59 19%	122 22%	63 46%	195 54%	36 29%	62 24%			
Another party	267 12%	10 4%	57 14%	25 17%	16 6%	26 5%	48 15%	101 18%	6 5%	20 6%	4 3%	31 12%			
Prefer not to say	83 4%	1 *	5 1%	3 2%	- -	1 *	5 2%	4 1%	1 1%	1 *	- -	- -			
Don't know	533 25%	16 6%	26 7%	13 9%	14 6%	95 19%	55 17%	144 26%	7 5%	88 24%	9 7%	- -			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 10

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**Conservative Party****Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Willing to take tough decisions for the long term	3754 47%	2034 52%	1720 42%	295 31%	492 38%	653 43%	659 48%	638 53%	1016 60%	1248 57%	1106 47%	736 44%	664 36%	1009 49%	1015 48%	907 45%	570 49%	253 36%	506 43%	1554 46%
Competent and capable	2517 31%	1401 35%	1117 27%	234 24%	320 25%	390 25%	418 30%	427 35%	729 43%	849 39%	727 31%	532 31%	409 22%	731 36%	744 35%	532 26%	375 32%	136 19%	285 24%	1089 33%
Shares my values	2158 27%	1210 31%	947 23%	175 18%	233 18%	333 22%	341 25%	364 30%	712 42%	793 36%	619 27%	416 25%	330 18%	607 30%	623 29%	462 23%	343 29%	123 18%	227 19%	922 28%
On the side of people like me	2035 25%	1139 29%	897 22%	186 19%	220 17%	309 20%	308 22%	349 29%	663 39%	764 35%	589 25%	390 23%	293 16%	617 30%	593 28%	410 20%	305 26%	111 16%	215 18%	878 26%
Will do what they say	2030 25%	1130 29%	900 22%	177 18%	243 19%	303 20%	328 24%	364 30%	615 36%	674 31%	616 26%	416 25%	324 17%	598 29%	568 27%	447 22%	296 25%	122 17%	246 21%	848 25%
Wants to help ordinary people get on in life	1840 23%	1038 26%	802 20%	161 17%	199 15%	276 18%	280 20%	310 26%	614 36%	659 30%	527 23%	359 21%	295 16%	544 27%	526 25%	390 19%	268 23%	111 16%	183 16%	786 23%
Its heart is in the right place	1739 22%	947 24%	792 19%	151 16%	197 15%	267 17%	268 20%	289 24%	566 33%	604 28%	506 22%	347 20%	282 15%	499 24%	513 24%	358 18%	268 23%	100 14%	178 15%	740 22%
Stands for equal opportunity for all	1689 21%	950 24%	739 18%	148 15%	168 13%	247 16%	252 18%	288 24%	586 35%	574 26%	492 21%	361 21%	261 14%	485 24%	493 23%	345 17%	273 23%	93 13%	168 14%	705 21%
Stands for fairness	1672 21%	918 23%	754 18%	137 14%	176 14%	268 17%	248 18%	276 23%	567 34%	579 27%	474 20%	349 21%	270 15%	487 24%	504 24%	342 17%	253 22%	85 12%	167 14%	708 21%
Represents the whole country, not just some types of people	1564 19%	862 22%	702 17%	126 13%	170 13%	201 13%	237 17%	283 23%	546 32%	531 24%	455 19%	331 20%	247 13%	459 22%	447 21%	328 16%	242 21%	87 12%	146 13%	652 20%
None of these	3638 45%	1603 41%	2035 50%	465 48%	615 48%	779 51%	638 47%	518 43%	622 37%	744 34%	1038 44%	798 47%	1058 57%	822 40%	927 44%	984 49%	510 44%	395 56%	550 47%	1447 43%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 10

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**Conservative Party****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Willing to take tough decisions for the long term	3754 47%	1605 91%	715 30%	242 49%	417 43%	1715 77%	553 31%	683 47%	1280 92%	435 53%	325 86%	187 74%		
Competent and capable	2517 31%	1480 83%	258 11%	142 29%	232 24%	1459 66%	252 14%	341 24%	1185 85%	274 33%	296 79%	126 50%		
Shares my values	2158 27%	1498 84%	80 3%	57 12%	224 23%	1507 68%	89 5%	195 14%	1216 87%	291 35%	282 75%	84 33%		
On the side of people like me	2035 25%	1434 81%	60 3%	64 13%	193 20%	1398 63%	84 5%	194 13%	1163 83%	235 29%	271 72%	75 30%		
Will do what they say	2030 25%	1237 70%	204 9%	99 20%	166 17%	1189 54%	197 11%	267 19%	998 71%	190 23%	239 63%	68 27%		
Wants to help ordinary people get on in life	1840 23%	1268 72%	94 4%	49 10%	181 19%	1262 57%	110 6%	158 11%	1047 75%	215 26%	221 59%	72 28%		
Its heart is in the right place	1739 22%	1169 66%	99 4%	59 12%	176 18%	1172 53%	105 6%	165 11%	967 69%	205 25%	202 54%	55 22%		
Stands for equal opportunity for all	1689 21%	1177 66%	84 4%	46 9%	165 17%	1167 53%	91 5%	146 10%	975 70%	193 24%	202 54%	60 24%		
Stands for fairness	1672 21%	1206 68%	72 3%	40 8%	158 16%	1192 54%	83 5%	138 10%	1003 72%	189 23%	203 54%	48 19%		
Represents the whole country, not just some types of people	1564 19%	1101 62%	69 3%	46 9%	148 15%	1101 50%	80 4%	125 9%	918 66%	183 22%	182 48%	50 20%		
None of these	3638 45%	51 3%	1441 60%	182 37%	501 52%	380 17%	1065 59%	666 46%	36 3%	344 42%	15 4%	32 13%		

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 11

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**The Labour Party**

**Base: All respondents**

	Gender			Age						Social Grade				Region			Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Wants to help ordinary people get on in life	3709 46%	1878 48%	1831 45%	428 44%	599 46%	712 47%	666 49%	582 48%	722 43%	1035 48%	1079 46%	723 43%	873 47%	916 45%	938 44%	1017 50%	519 45%	319 46%	617 53%	1451 43%
On the side of people like me	3071 38%	1558 39%	1513 37%	381 39%	532 41%	634 41%	553 40%	450 37%	522 31%	720 33%	894 38%	664 39%	794 43%	711 35%	744 35%	908 45%	422 36%	285 41%	527 45%	1212 36%
Stands for equal opportunity for all	2889 36%	1494 38%	1395 34%	316 33%	446 35%	568 37%	512 40%	479 34%	569 35%	771 36%	832 34%	573 34%	712 38%	707 35%	702 33%	839 42%	383 33%	258 37%	487 42%	1105 33%
Its heart is in the right place	2804 35%	1407 36%	1397 34%	308 32%	450 35%	554 36%	513 37%	445 37%	534 32%	743 34%	800 34%	583 34%	678 37%	670 33%	711 33%	808 40%	365 31%	251 36%	482 41%	1076 32%
Shares my values	2692 33%	1344 34%	1348 33%	318 33%	458 36%	565 37%	496 36%	402 33%	454 27%	637 29%	767 33%	583 34%	705 38%	633 31%	657 31%	810 40%	350 30%	242 35%	479 41%	1050 31%
Stands for fairness	2635 33%	1381 35%	1254 31%	300 31%	434 34%	531 35%	485 35%	403 33%	482 28%	680 31%	759 33%	515 30%	681 37%	642 31%	637 30%	766 38%	356 31%	235 34%	462 40%	1012 30%
Represents the whole country, not just some types of people	2532 31%	1292 33%	1240 30%	277 29%	401 31%	512 33%	473 35%	396 33%	474 28%	625 29%	689 29%	537 32%	682 37%	597 29%	603 28%	743 37%	362 31%	227 32%	425 36%	977 29%
Competent and capable	2261 28%	1133 29%	1128 27%	283 29%	395 31%	464 30%	401 29%	333 28%	384 23%	512 24%	639 27%	498 29%	611 33%	523 26%	567 27%	673 33%	287 25%	210 30%	381 33%	906 27%
Will do what they say	2107 26%	1064 27%	1043 25%	255 26%	333 26%	456 30%	370 27%	320 27%	372 22%	499 23%	584 25%	453 27%	571 31%	505 25%	504 24%	640 32%	254 22%	205 29%	353 30%	819 25%
Willing to take tough decisions for the long term	2097 26%	1028 26%	1069 26%	292 30%	371 29%	448 29%	351 26%	295 24%	339 20%	502 23%	615 26%	434 26%	546 29%	486 24%	516 24%	621 31%	274 24%	199 29%	337 29%	869 26%
None of these	3334 41%	1579 40%	1755 43%	337 35%	478 37%	618 40%	575 42%	528 44%	798 47%	841 39%	942 40%	746 44%	805 43%	846 41%	946 44%	757 37%	488 42%	297 43%	387 33%	1419 42%

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## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 11

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**The Labour Party**

**Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Wants to help ordinary people get on in life	3709 46%	450 25%	2074 87%	201 41%	195 20%	561 25%	1438 80%	732 51%	337 24%	224 27%	113 30%	143 57%
On the side of people like me	3071 38%	148 8%	2061 86%	95 19%	134 14%	244 11%	1438 80%	543 38%	94 7%	149 18%	54 14%	94 37%
Stands for equal opportunity for all	2889 36%	252 14%	1849 77%	122 25%	127 13%	339 15%	1287 72%	549 38%	186 13%	152 19%	66 17%	94 37%
Its heart is in the right place	2804 35%	245 14%	1781 74%	126 26%	113 12%	320 14%	1244 69%	532 37%	169 12%	151 18%	76 20%	73 29%
Shares my values	2692 33%	91 5%	1948 81%	71 15%	96 10%	156 7%	1388 77%	458 32%	45 3%	111 14%	45 12%	66 26%
Stands for fairness	2635 33%	162 9%	1817 76%	94 19%	99 10%	236 11%	1253 70%	488 34%	109 8%	127 15%	53 14%	61 24%
Represents the whole country, not just some types of people	2532 31%	133 8%	1760 73%	82 17%	112 12%	217 10%	1237 69%	432 30%	91 7%	126 15%	42 11%	61 24%
Competent and capable	2261 28%	56 3%	1695 71%	79 16%	69 7%	123 6%	1169 65%	394 27%	39 3%	84 10%	17 5%	62 25%
Will do what they say	2107 26%	72 4%	1575 66%	59 12%	80 8%	140 6%	1087 60%	349 24%	50 4%	91 11%	22 6%	36 14%
Willing to take tough decisions for the long term	2097 26%	77 4%	1508 63%	85 17%	65 7%	132 6%	1069 59%	327 23%	55 4%	77 9%	22 6%	49 19%
None of these	3334 41%	1027 58%	112 5%	182 37%	674 70%	1371 62%	170 9%	506 35%	846 61%	525 64%	181 48%	69 27%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 12

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**The Liberal Democrats****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Its heart is in the right place	2313 29%	1278 32%	1035 25%	193 20%	320 25%	476 31%	407 30%	385 32%	531 31%	805 37%	716 31%	423 25%	369 20%	572 28%	643 30%	537 27%	372 32%	188 27%	336 29%	1001 30%
Wants to help ordinary people get on in life	1915 24%	997 25%	918 22%	187 19%	277 22%	364 24%	309 23%	319 26%	459 27%	672 31%	562 24%	345 20%	336 18%	525 26%	506 24%	434 21%	314 27%	135 19%	263 23%	799 24%
Stands for fairness	1727 21%	952 24%	775 19%	165 17%	214 17%	328 21%	291 21%	306 25%	424 25%	615 28%	506 22%	308 18%	297 16%	433 21%	466 22%	395 20%	294 25%	139 20%	228 20%	720 22%
Stands for equal opportunity for all	1658 21%	918 23%	740 18%	154 16%	226 18%	313 20%	276 20%	300 25%	391 23%	579 27%	488 21%	292 17%	299 16%	448 22%	458 22%	372 18%	260 22%	121 17%	220 19%	708 21%
On the side of people like me	1466 18%	764 19%	702 17%	138 14%	232 18%	261 17%	236 17%	258 21%	342 20%	497 23%	448 19%	250 15%	270 15%	393 19%	388 18%	341 17%	232 20%	111 16%	194 17%	617 18%
Represents the whole country, not just some types of people	1321 16%	667 17%	653 16%	141 15%	186 14%	252 16%	204 15%	231 19%	306 18%	424 20%	386 17%	256 15%	254 14%	352 17%	344 16%	323 16%	200 17%	102 15%	182 16%	548 16%
Shares my values	1303 16%	651 16%	652 16%	136 14%	209 16%	246 16%	205 15%	215 18%	292 17%	456 21%	406 17%	212 13%	228 12%	368 18%	324 15%	297 15%	208 18%	107 15%	183 16%	537 16%
Willing to take tough decisions for the long term	944 12%	475 12%	469 11%	126 13%	157 12%	159 10%	154 11%	153 13%	196 12%	298 14%	252 11%	195 12%	199 11%	260 13%	251 12%	204 10%	146 13%	84 12%	150 13%	375 11%
Competent and capable	834 10%	419 11%	415 10%	104 11%	141 11%	155 10%	134 10%	140 12%	160 9%	247 11%	250 11%	148 9%	188 10%	235 12%	222 10%	188 9%	116 10%	72 10%	110 9%	342 10%
Will do what they say	735 9%	360 9%	376 9%	89 9%	107 8%	150 10%	126 9%	109 9%	154 9%	211 10%	191 8%	171 10%	163 9%	212 10%	183 9%	162 8%	118 10%	60 9%	93 8%	313 9%
None of these	4223 52%	1935 49%	2288 56%	500 52%	673 52%	807 53%	757 55%	629 52%	857 51%	916 42%	1211 52%	945 56%	1152 62%	1029 50%	1109 52%	1123 56%	577 50%	386 55%	603 52%	1700 51%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 12

**Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the...?**

**The Liberal Democrats**

**Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Its heart is in the right place	2313 29%	675 38%	601 25%	371 76%	144 15%	686 31%	438 24%	696 48%	530 38%	156 19%	144 38%	138 55%
Wants to help ordinary people get on in life	1915 24%	578 33%	392 16%	384 78%	108 11%	584 26%	282 16%	633 44%	456 33%	129 16%	123 33%	108 43%
Stands for fairness	1727 21%	441 25%	399 17%	379 78%	111 12%	458 21%	286 16%	599 42%	338 24%	120 15%	103 27%	97 38%
Stands for equal opportunity for all	1658 21%	442 25%	381 16%	353 72%	112 12%	450 20%	252 14%	568 39%	345 25%	105 13%	97 26%	99 39%
On the side of people like me	1466 18%	329 19%	265 11%	414 85%	65 7%	329 15%	201 11%	605 42%	231 17%	98 12%	99 26%	100 40%
Represents the whole country, not just some types of people	1321 16%	326 18%	302 13%	322 66%	76 8%	324 15%	221 12%	465 32%	247 18%	77 9%	80 21%	75 30%
Shares my values	1303 16%	226 13%	265 11%	408 84%	55 6%	212 10%	163 9%	615 43%	147 10%	66 8%	79 21%	87 35%
Willing to take tough decisions for the long term	944 12%	156 9%	276 12%	248 51%	54 6%	166 7%	201 11%	324 23%	116 8%	50 6%	40 11%	57 22%
Competent and capable	834 10%	140 8%	160 7%	294 60%	33 3%	140 6%	127 7%	329 23%	104 7%	36 4%	37 10%	51 20%
Will do what they say	735 9%	141 8%	133 6%	235 48%	42 4%	143 6%	95 5%	271 19%	106 8%	38 5%	35 9%	33 13%
None of these	4223 52%	691 39%	1305 55%	19 4%	695 72%	1122 51%	1017 57%	467 32%	562 40%	559 68%	129 34%	59 23%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 13

**Q.7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Conservative-Liberal Democrat coalition	4419 55%	2107 53%	2312 56%	544 56%	775 60%	914 60%	776 57%	655 54%	754 45%	1147 53%	1301 56%	911 54%	1061 57%	1123 55%	1070 50%	1125 56%	636 55%	464 66%	730 63%	1824 55%
Conservative government with an overall majority	3634 45%	1840 47%	1795 44%	422 44%	513 40%	616 40%	593 43%	553 46%	937 55%	1028 47%	1035 44%	780 46%	792 43%	924 45%	1055 50%	896 44%	525 45%	235 34%	437 37%	1519 45%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 13

**Q.7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Conservative-Liberal Democrat coalition	4419 55%	368 21%	1814 76%	452 92%	325 34%	457 21%	1333 74%	1142 79%	249 18%	209 25%	119 32%	155 61%		
Conservative government with an overall majority	3634 45%	1405 79%	581 24%	37 8%	642 66%	1760 79%	464 26%	296 21%	1148 82%	611 75%	257 68%	98 39%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 14

**Q.8 Which of the following do you think would make the best Prime Minister?****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
David Cameron	4001 50%	2119 54%	1882 46%	437 45%	591 46%	684 45%	624 46%	606 50%	1059 63%	1279 59%	1186 51%	815 48%	721 39%	1133 55%	1099 52%	876 43%	625 54%	269 39%	499 43%	1730 52%
Ed Miliband	3020 37%	1393 35%	1627 40%	373 39%	529 41%	607 40%	564 41%	464 38%	482 29%	651 30%	862 37%	660 39%	847 46%	662 32%	717 34%	932 46%	392 34%	316 45%	497 43%	1170 35%
Nick Clegg	1032 13%	434 11%	598 15%	156 16%	169 13%	238 16%	181 13%	138 11%	149 9%	245 11%	287 12%	216 13%	284 15%	251 12%	310 15%	213 11%	144 12%	114 16%	171 15%	443 13%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 14

**Q.8 Which of the following do you think would make the best Prime Minister?****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
David Cameron	4001 50%	1714 97%	330 14%	181 37%	646 67%	1982 89%	364 20%	522 36%	1369 98%	613 75%	345 92%	184 73%			
Ed Miliband	3020 37%	25 1%	1889 79%	59 12%	225 23%	159 7%	1313 73%	523 36%	10 1%	149 18%	15 4%	24 10%			
Nick Clegg	1032 13%	34 2%	176 7%	248 51%	96 10%	76 3%	120 7%	394 27%	18 1%	58 7%	16 4%	45 18%			

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 15

**Q.9 Which of the following statements do you most agree with?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
I am satisfied with the job David Cameron is doing overall as Prime Minister	2243 28%	1160 29%	1083 26%	263 27%	399 31%	436 28%	362 26%	300 25%	483 29%	717 33%	669 29%	468 28%	389 21%	664 32%	625 29%	469 23%	349 30%	136 19%	296 25%	1071 32%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	2596 32%	1280 32%	1316 32%	315 33%	363 28%	437 29%	396 29%	394 33%	691 41%	760 35%	761 33%	528 31%	547 30%	656 32%	733 34%	601 30%	395 34%	211 30%	351 30%	1026 31%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	3214 40%	1506 38%	1708 42%	388 40%	527 41%	658 43%	611 45%	514 43%	517 31%	698 32%	905 39%	695 41%	916 49%	726 35%	768 36%	950 47%	417 36%	353 50%	520 45%	1246 37%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 15

**Q.9 Which of the following statements do you most agree with?****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
I am satisfied with the job David Cameron is doing overall as Prime Minister	2243 28%	1240 70%	200 8%	172 35%	138 14%	1133 51%	210 12%	315 22%	992 71%	141 17%	248 66%	91 36%	
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	2596 32%	509 29%	307 13%	203 42%	582 60%	911 41%	288 16%	474 33%	388 28%	523 64%	121 32%	136 54%	
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	3214 40%	24 1%	1888 79%	114 23%	247 26%	173 8%	1300 72%	649 45%	17 1%	156 19%	7 2%	27 11%	

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 16

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****David Cameron, the Prime Minister****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	280 3%	154 4%	126 3%	18 2%	41 3%	43 3%	51 4%	43 4%	86 5%	88 4%	82 4%	56 3%	55 3%	99 5%	72 3%	51 3%	37 3%	22 3%	29 2%	121 4%
	(9)	536 7%	282 7%	254 6%	42 4%	73 6%	91 6%	75 5%	89 7%	167 10%	190 9%	151 6%	111 7%	84 5%	179 9%	137 6%	113 6%	82 7%	24 3%	62 5%	233 7%
	(8)	896 11%	466 12%	430 10%	63 7%	139 11%	149 10%	149 11%	142 12%	255 15%	293 13%	248 11%	205 12%	150 8%	249 12%	264 12%	182 9%	137 12%	64 9%	113 10%	400 12%
	(7)	871 11%	489 12%	383 9%	115 12%	139 11%	150 10%	132 10%	130 11%	205 12%	261 12%	198 12%	142 8%	235 8%	248 11%	203 12%	126 10%	61 9%	119 10%	393 12%	
	(6)	830 10%	418 11%	412 10%	130 13%	144 11%	153 10%	122 9%	102 8%	180 11%	258 12%	255 11%	150 9%	168 9%	210 10%	219 10%	208 10%	133 11%	60 9%	106 9%	379 11%
	(5)	902 11%	415 11%	487 12%	165 17%	177 14%	178 12%	127 9%	93 8%	161 10%	257 12%	273 12%	196 12%	176 10%	255 12%	234 11%	214 11%	131 11%	68 10%	139 12%	424 13%
	(4)	579 7%	296 7%	283 7%	55 6%	77 6%	120 8%	106 8%	102 8%	119 7%	175 8%	184 8%	102 6%	117 6%	140 7%	145 7%	153 8%	80 7%	61 9%	96 8%	234 7%
	(3)	550 7%	271 7%	279 7%	72 7%	66 5%	111 7%	102 7%	93 8%	107 6%	140 6%	160 7%	92 5%	159 9%	126 6%	141 7%	164 8%	76 7%	42 6%	92 8%	222 7%
	(2)	531 7%	266 7%	265 6%	42 4%	88 7%	100 7%	95 7%	94 8%	113 7%	137 6%	164 7%	108 6%	122 7%	120 6%	125 6%	152 8%	81 7%	53 8%	81 7%	204 6%
Very negative indeed	(1)	1704 21%	799 20%	905 22%	156 16%	233 18%	357 23%	372 27%	304 25%	283 17%	316 15%	440 19%	378 22%	570 31%	361 18%	427 20%	489 24%	214 18%	214 31%	278 24%	576 17%
NET: 8-10		1713 21%	902 23%	811 20%	123 13%	253 20%	282 18%	274 20%	273 23%	507 30%	571 26%	480 21%	372 22%	289 16%	527 26%	473 22%	346 17%	256 22%	110 16%	203 17%	754 23%
NET: 4-7		3182 40%	1618 41%	1564 38%	465 48%	537 42%	600 39%	488 36%	427 35%	665 39%	951 44%	983 42%	645 38%	603 33%	840 41%	845 40%	778 38%	470 40%	250 36%	460 39%	1430 43%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 16

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****David Cameron, the Prime Minister****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	2785	1335	1450	270	387	567	568	490	502	593	764	577	851	608	693	805	370	310	451	1002
	35%	34%	35%	28%	30%	37%	42%	41%	30%	27%	33%	34%	46%	30%	33%	40%	32%	44%	39%	30%
Don't know	373	91	282	109	112	80	38	17	16	59	108	96	109	72	114	92	65	30	53	157
	5%	2%	7%	11%	9%	5%	3%	1%	1%	3%	5%	6%	6%	4%	5%	5%	6%	4%	5%	5%
Mean	4.83	4.96	4.70	4.83	4.94	4.59	4.48	4.64	5.39	5.35	4.91	4.85	4.10	5.22	4.95	4.47	4.98	4.13	4.50	5.10
Standard deviation	2.85	2.86	2.85	2.52	2.77	2.82	2.93	2.96	2.89	2.75	2.79	2.90	2.87	2.86	2.84	2.81	2.81	2.85	2.79	2.77
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.07	0.06	0.08	0.11	0.08	0.05

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 16

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****David Cameron, the Prime Minister****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	280 3%	225 13%	17 1%	8 2%	4 *	203 9%	21 1%	14 1%	189 14%	14 2%	36 10%	3 1%
	(9)	536 7%	402 23%	27 1%	33 7%	21 2%	362 16%	34 2%	59 4%	332 24%	30 4%	70 19%	12 5%
	(8)	896 11%	514 29%	87 4%	71 14%	74 8%	504 23%	97 5%	128 9%	415 30%	89 11%	100 26%	43 17%
	(7)	871 11%	349 20%	150 6%	70 14%	106 11%	376 17%	113 6%	153 11%	269 19%	107 13%	81 21%	56 22%
	(6)	830 10%	159 9%	188 8%	66 14%	142 15%	260 12%	146 8%	145 10%	116 8%	144 18%	43 12%	46 18%
	(5)	902 11%	64 4%	253 11%	82 17%	145 15%	181 8%	193 11%	174 12%	46 3%	136 17%	18 5%	57 22%
	(4)	579 7%	17 1%	208 9%	56 11%	107 11%	109 5%	150 8%	161 11%	11 1%	98 12%	6 2%	18 7%
	(3)	550 7%	6 *	250 10%	37 8%	73 8%	57 3%	150 8%	139 10%	3 *	55 7%	4 1%	9 4%
	(2)	531 7%	2 *	261 11%	18 4%	76 8%	48 2%	169 9%	134 9%	2 *	46 6%	- -	1 *
Very negative indeed	(1)	1704 21%	9 1%	915 38%	37 8%	214 22%	95 4%	688 38%	302 21%	3 *	92 11%	7 2%	6 2%
NET: 8-10		1713 21%	1142 64%	130 5%	112 23%	99 10%	1069 48%	152 8%	201 14%	936 67%	133 16%	206 55%	58 23%
NET: 4-7		3182 40%	590 33%	799 33%	274 56%	499 52%	927 42%	601 33%	633 44%	442 32%	485 59%	148 39%	176 70%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 16

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****David Cameron, the Prime Minister****Base: All respondents**

	Vote Intention				2010 Vote							
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
NET: 1-3	2785 35%	18 1%	1426 60%	92 19%	363 38%	201 9%	1007 56%	575 40%	7 1%	193 24%	10 3%	16 6%
Don't know	373 5%	24 1%	39 2%	11 2%	6 1%	21 1%	37 2%	30 2%	12 1%	9 1%	12 3%	3 1%
Mean	4.83	7.89	3.21	5.54	4.32	6.93	3.41	4.35	7.99	5.13	7.54	6.14
Standard deviation	2.85	1.48	2.36	2.30	2.44	2.27	2.54	2.58	1.39	2.33	1.71	1.73
Standard error	0.03	0.03	0.05	0.10	0.08	0.05	0.06	0.07	0.04	0.08	0.09	0.11

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 17

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	90 1%	41 1%	49 1%	4 *	24 2%	19 1%	19 1%	14 1%	10 1%	24 1%	15 1%	27 2%	24 1%	32 2%	26 1%	23 1%	8 1%	1 *	19 2%	46 1%
	(9)	185 2%	86 2%	99 2%	28 3%	41 3%	34 2%	27 2%	19 2%	37 2%	56 3%	65 3%	26 2%	38 2%	57 3%	49 2%	36 2%	29 2%	14 2%	29 2%	88 3%
	(8)	431 5%	217 6%	214 5%	62 6%	83 6%	78 5%	66 5%	69 6%	73 4%	137 6%	145 6%	89 5%	61 3%	119 6%	122 6%	81 4%	75 6%	34 5%	66 6%	207 6%
	(7)	730 9%	336 9%	395 10%	80 8%	130 10%	140 9%	113 8%	109 9%	159 9%	232 11%	197 8%	160 9%	141 8%	190 9%	198 9%	167 8%	116 10%	59 9%	98 8%	329 10%
	(6)	897 11%	446 11%	451 11%	116 12%	153 12%	174 11%	154 11%	134 11%	166 10%	276 13%	270 12%	190 11%	161 9%	265 13%	244 12%	199 10%	123 11%	65 9%	130 11%	430 13%
	(5)	1103 14%	524 13%	580 14%	151 16%	178 14%	257 17%	171 12%	143 12%	204 12%	315 15%	318 14%	244 14%	226 12%	302 15%	267 13%	278 14%	155 13%	102 15%	168 14%	518 15%
	(4)	838 10%	432 11%	406 10%	113 12%	110 9%	160 10%	142 10%	116 10%	196 12%	244 11%	242 10%	155 9%	197 11%	218 11%	217 10%	197 10%	134 12%	72 10%	121 10%	329 10%
	(3)	852 11%	461 12%	391 10%	89 9%	129 10%	149 10%	142 10%	126 10%	216 13%	230 11%	255 11%	170 10%	197 11%	205 10%	207 10%	243 12%	120 10%	77 11%	115 10%	338 10%
	(2)	677 8%	357 9%	319 8%	54 6%	92 7%	131 9%	129 9%	108 9%	162 10%	169 8%	192 8%	136 8%	179 10%	154 8%	179 8%	184 9%	109 9%	51 7%	95 8%	247 7%
Very negative indeed	(1)	1740 22%	926 23%	814 20%	129 13%	197 15%	276 18%	348 25%	340 28%	450 27%	409 19%	490 21%	369 22%	473 26%	392 19%	475 22%	479 24%	207 18%	187 27%	264 23%	591 18%
NET: 8-10		707 9%	344 9%	362 9%	94 10%	148 12%	130 9%	112 8%	102 8%	119 7%	217 10%	224 10%	143 8%	123 7%	208 10%	198 9%	139 7%	112 10%	50 7%	114 10%	341 10%
NET: 4-7		3569 44%	1737 44%	1832 45%	460 48%	571 44%	731 48%	580 42%	502 42%	725 43%	1068 49%	1026 44%	749 44%	725 39%	974 48%	927 44%	841 42%	528 45%	299 43%	517 44%	1606 48%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 17

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	3269	1745	1525	273	418	556	620	574	828	808	937	676	849	751	861	907	435	316	474	1176
		41%	44%	37%	28%	32%	36%	45%	48%	49%	40%	40%	46%	37%	41%	45%	37%	45%	41%	35%
Don't know	508	120	388	140	151	113	57	29	18	82	148	124	155	114	139	134	87	35	62	220
		6%	3%	9%	14%	12%	7%	4%	2%	4%	6%	7%	8%	6%	7%	7%	7%	5%	5%	7%
Mean	4.11	4.00	4.23	4.54	4.57	4.27	3.91	3.86	3.80	4.35	4.15	4.13	3.75	4.34	4.13	3.88	4.27	3.83	4.13	4.42
Standard deviation	2.45	2.43	2.45	2.31	2.50	2.38	2.47	2.50	2.39	2.42	2.44	2.46	2.43	2.46	2.49	2.40	2.41	2.39	2.50	2.43
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.06	0.05	0.05	0.08	0.06	0.05	0.06	0.06	0.07	0.09	0.08	0.04

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 17

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	90 1%	32 2%	12 *	29 6%	-	33 1%	16 1%	24 2%	27 2%	6 1%	5 1%	3 1%
	(9)	185 2%	52 3%	31 1%	61 12%	5 1%	46 2%	33 2%	67 5%	36 3%	10 1%	16 4%	6 3%
	(8)	431 5%	153 9%	78 3%	117 24%	19 2%	140 6%	61 3%	136 9%	122 9%	18 2%	31 8%	26 10%
	(7)	730 9%	271 15%	145 6%	105 21%	44 5%	250 11%	114 6%	181 13%	210 15%	39 5%	60 16%	42 17%
	(6)	897 11%	321 18%	223 9%	73 15%	50 5%	313 14%	146 8%	178 12%	257 18%	56 7%	64 17%	44 17%
	(5)	1103 14%	274 15%	304 13%	41 8%	114 12%	321 14%	223 12%	194 14%	220 16%	101 12%	55 15%	51 20%
	(4)	838 10%	196 11%	269 11%	26 5%	94 10%	257 12%	169 9%	159 11%	162 12%	95 12%	34 9%	21 8%
	(3)	852 11%	183 10%	293 12%	17 4%	111 11%	244 11%	199 11%	142 10%	139 10%	105 13%	43 12%	25 10%
	(2)	677 8%	101 6%	268 11%	3 1%	101 10%	176 8%	208 12%	102 7%	84 6%	92 11%	17 5%	5 2%
Very negative indeed	(1)	1740 22%	148 8%	706 29%	4 1%	415 43%	392 18%	570 32%	219 15%	114 8%	278 34%	34 9%	22 9%
NET: 8-10		707 9%	237 13%	121 5%	207 42%	25 3%	219 10%	110 6%	227 16%	185 13%	34 4%	52 14%	36 14%
NET: 4-7		3569 44%	1062 60%	942 39%	245 50%	302 31%	1140 51%	652 36%	711 49%	849 61%	291 35%	213 57%	159 63%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 17

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	3269	431	1268	25	628	812	977	462	337	475	94	51		
		41%	24%	53%	5%	65%	37%	54%	32%	24%	58%	25%		20%
Don't know	508	43	65	11	13	46	59	38	26	20	17	7		
		6%	2%	3%	2%	1%	2%	3%	3%	2%	2%	4%		3%
Mean	4.11	5.14	3.47	6.95	2.84	4.42	3.45	4.79	5.13	3.21	5.17	5.31		
Standard deviation	2.45	2.23	2.27	1.85	2.08	2.40	2.38	2.52	2.22	2.21	2.28	2.14		
Standard error	0.03	0.05	0.05	0.08	0.07	0.05	0.06	0.07	0.06	0.07	0.12	0.14		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 18

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Miliband, the Labour leader****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	342 4%	173 4%	170 4%	46 5%	64 5%	84 6%	51 4%	43 4%	55 3%	70 3%	66 3%	88 5%	119 6%	78 4%	79 4%	116 6%	38 3%	32 5%	45 4%	137 4%
	(9)	433 5%	229 6%	204 5%	43 4%	80 6%	83 5%	79 6%	78 6%	70 4%	91 4%	119 5%	100 6%	124 7%	111 5%	88 4%	127 6%	66 6%	40 6%	75 6%	182 5%
	(8)	725 9%	370 9%	356 9%	89 9%	126 10%	141 9%	128 9%	119 10%	121 7%	167 8%	216 9%	138 8%	204 11%	177 9%	180 8%	217 11%	93 8%	59 8%	124 11%	273 8%
	(7)	769 10%	356 9%	413 10%	111 11%	149 12%	174 11%	127 9%	105 9%	102 6%	181 8%	227 10%	155 9%	206 11%	173 8%	208 10%	198 10%	98 8%	91 13%	126 11%	323 10%
	(6)	734 9%	369 9%	364 9%	113 12%	137 11%	143 9%	128 9%	91 8%	122 7%	208 10%	213 9%	146 9%	166 9%	189 9%	168 8%	203 10%	110 9%	63 9%	127 11%	312 9%
	(5)	928 12%	398 10%	530 13%	142 15%	184 14%	173 11%	159 12%	121 10%	149 9%	238 11%	303 13%	196 12%	191 10%	252 12%	261 12%	218 11%	114 10%	84 12%	162 14%	413 12%
	(4)	717 9%	368 9%	350 9%	95 10%	83 6%	141 9%	139 10%	109 9%	151 9%	223 10%	210 9%	149 9%	136 7%	187 9%	197 9%	161 8%	106 9%	66 9%	113 10%	328 10%
	(3)	675 8%	327 8%	348 8%	58 6%	97 8%	123 8%	117 9%	111 9%	169 10%	215 10%	198 8%	134 8%	128 7%	177 9%	163 8%	169 8%	106 9%	61 9%	89 8%	292 9%
	(2)	652 8%	349 9%	303 7%	54 6%	65 5%	104 7%	117 9%	107 9%	204 12%	211 10%	197 8%	132 8%	111 6%	171 8%	171 8%	156 8%	107 9%	46 7%	67 6%	247 7%
Very negative indeed	(1)	1567 19%	891 23%	676 16%	69 7%	150 12%	251 16%	270 20%	299 25%	527 31%	488 22%	428 18%	333 20%	317 17%	415 20%	467 22%	325 16%	240 21%	120 17%	172 15%	611 18%
NET: 8-10		1500 19%	772 20%	729 18%	177 18%	270 21%	308 20%	259 19%	239 20%	246 15%	327 15%	401 17%	326 19%	447 24%	366 18%	347 16%	460 23%	196 17%	131 19%	244 21%	592 18%
NET: 4-7		3147 39%	1491 38%	1656 40%	461 48%	553 43%	631 41%	552 40%	426 35%	524 31%	849 39%	953 41%	646 38%	699 38%	801 39%	834 39%	780 39%	428 37%	304 44%	528 45%	1376 41%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 18

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Miliband, the Labour leader****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
	Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167
NET: 1-3	2893	1567	1327	181	312	478	504	517	901	914	823	600	556	763	801	650	452	227	328	1150
		36%	40%	32%	19%	24%	31%	37%	43%	53%	42%	35%	35%	30%	37%	38%	32%	39%	32%	34%
Don't know	512	117	395	147	154	113	54	25	20	84	159	119	150	117	144	130	85	37	67	225
		6%	3%	10%	15%	12%	7%	4%	2%	1%	4%	7%	8%	6%	7%	6%	7%	5%	6%	7%
Mean	4.68	4.57	4.80	5.43	5.34	4.98	4.65	4.44	3.82	4.30	4.64	4.72	5.17	4.58	4.48	5.04	4.48	4.91	5.08	4.71
Standard deviation	2.81	2.87	2.74	2.46	2.67	2.80	2.78	2.88	2.78	2.71	2.71	2.87	2.91	2.78	2.78	2.85	2.79	2.76	2.68	2.75
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.07	0.08	0.06	0.05	0.06	0.09	0.07	0.06	0.06	0.07	0.08	0.11	0.08	0.05

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 18

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Miliband, the Labour leader****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future				
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	342 4%	15 1%	272 11%	4 1%	7 1%	26 1%	202 11%	31 2%	10 1%	16 2%	5 1%	2 1%
	(9)	433 5%	19 1%	352 15%	15 3%	10 1%	30 1%	263 15%	58 4%	14 1%	16 2%	5 1%	-
	(8)	725 9%	27 1%	529 22%	29 6%	29 3%	50 2%	334 19%	144 10%	19 1%	30 4%	7 2%	18 7%
	(7)	769 10%	46 3%	457 19%	48 10%	37 4%	58 3%	297 17%	183 13%	28 2%	31 4%	18 5%	25 10%
	(6)	734 9%	85 5%	282 12%	61 12%	67 7%	112 5%	214 12%	156 11%	59 4%	53 6%	26 7%	26 10%
	(5)	928 12%	146 8%	227 9%	76 16%	95 10%	168 8%	190 11%	199 14%	103 7%	65 8%	43 11%	45 18%
	(4)	717 9%	193 11%	107 4%	74 15%	84 9%	206 9%	95 5%	175 12%	143 10%	63 8%	50 13%	35 14%
	(3)	675 8%	253 14%	46 2%	69 14%	95 10%	262 12%	47 3%	130 9%	189 14%	73 9%	63 17%	30 12%
	(2)	652 8%	285 16%	28 1%	45 9%	107 11%	340 15%	41 2%	120 8%	231 17%	109 13%	54 14%	28 11%
Very negative indeed	(1)	1567 19%	661 37%	44 2%	49 10%	422 44%	915 41%	67 4%	190 13%	572 41%	342 42%	89 24%	34 14%
NET: 8-10		1500 19%	61 3%	1153 48%	49 10%	47 5%	106 5%	800 44%	233 16%	44 3%	62 8%	17 5%	20 8%
NET: 4-7		3147 39%	469 26%	1073 45%	260 53%	282 29%	545 25%	796 44%	712 50%	333 24%	212 26%	136 36%	131 52%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 18

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Miliband, the Labour leader****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2893	1198	118	164	624	1516	155	441	992	524	206	93		
	36%	68%	5%	34%	64%	68%	9%	31%	71%	64%	55%	37%		
Don't know	512	45	52	17	14	49	47	52	28	21	17	9		
	6%	3%	2%	3%	1%	2%	3%	4%	2%	3%	4%	4%		
Mean	4.68	2.81	7.17	4.54	2.93	2.80	6.88	4.85	2.65	3.05	3.43	4.27		
Standard deviation	2.81	2.05	2.01	2.21	2.27	2.19	2.29	2.50	1.98	2.48	2.17	2.19		
Standard error	0.03	0.05	0.04	0.10	0.07	0.05	0.06	0.07	0.05	0.08	0.11	0.14		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 19

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Liberal Democrats****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	80 1%	28 1%	52 1%	8 1%	19 1%	11 1%	14 1%	14 1%	13 1%	27 1%	18 1%	15 1%	20 1%	24 1%	20 1%	9 1%	6 1%	15 1%	34 1%	
	(9)	153 2%	66 2%	87 2%	16 2%	43 3%	22 1%	28 2%	21 2%	23 1%	52 2%	52 2%	17 1%	32 2%	58 3%	35 2%	30 2%	16 1%	13 2%	30 3%	66 2%
	(8)	389 5%	185 5%	205 5%	55 6%	75 6%	71 5%	64 5%	56 5%	69 4%	121 6%	121 5%	82 5%	66 4%	111 5%	102 5%	84 4%	56 5%	37 5%	66 6%	172 5%
	(7)	609 8%	302 8%	307 7%	66 7%	108 8%	144 9%	92 7%	90 7%	108 6%	183 8%	172 7%	132 8%	121 7%	152 7%	171 8%	131 7%	118 10%	36 5%	76 7%	292 9%
	(6)	947 12%	467 12%	480 12%	122 13%	153 12%	184 12%	154 11%	149 12%	184 11%	283 13%	262 11%	209 12%	193 10%	238 12%	247 12%	224 11%	153 13%	85 12%	143 12%	436 13%
	(5)	1302 16%	638 16%	664 16%	171 18%	230 18%	286 19%	202 15%	180 15%	234 14%	346 16%	418 18%	265 16%	274 15%	344 17%	304 14%	346 17%	193 17%	115 16%	189 16%	607 18%
	(4)	868 11%	444 11%	424 10%	89 9%	116 9%	172 11%	165 12%	123 10%	203 12%	270 12%	251 11%	165 10%	181 10%	231 11%	240 11%	206 10%	116 10%	76 11%	135 12%	350 10%
	(3)	831 10%	447 11%	385 9%	81 8%	94 7%	145 9%	157 11%	151 12%	203 12%	241 11%	235 10%	179 11%	177 10%	209 10%	206 10%	228 11%	113 10%	76 11%	105 9%	352 11%
	(2)	693 9%	395 10%	298 7%	58 6%	92 7%	126 8%	119 9%	107 9%	192 11%	186 9%	195 8%	138 8%	174 9%	174 9%	219 10%	148 7%	96 8%	55 8%	93 8%	251 7%
Very negative indeed	(1)	1577 20%	841 21%	736 18%	121 13%	174 14%	253 17%	309 23%	281 23%	438 26%	367 17%	447 19%	347 21%	416 22%	355 17%	415 20%	452 22%	198 17%	157 22%	231 20%	532 16%
NET: 8-10		623 8%	278 7%	344 8%	79 8%	137 11%	104 7%	107 8%	91 8%	105 6%	199 9%	191 8%	114 7%	119 6%	193 9%	157 7%	134 7%	82 7%	56 8%	111 10%	272 8%
NET: 4-7		3726 46%	1851 47%	1875 46%	449 46%	607 47%	786 51%	614 45%	541 45%	729 43%	1082 50%	1103 47%	771 46%	770 42%	965 47%	962 45%	908 45%	579 50%	312 45%	542 46%	1684 50%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 19

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Liberal Democrats****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	3102	1682	1419	260	360	523	585	539	834	794	876	664	767	739	840	828	407	288	428	1134
	39%	43%	35%	27%	28%	34%	43%	45%	49%	37%	38%	39%	41%	36%	40%	41%	35%	41%	37%	34%
Don't know	603	135	468	178	185	116	63	37	23	99	165	142	196	150	166	150	93	43	85	252
	7%	3%	11%	18%	14%	8%	5%	3%	1%	5%	7%	8%	11%	7%	8%	7%	8%	6%	7%	8%
Mean	4.12	3.99	4.25	4.51	4.62	4.28	3.96	3.96	3.70	4.31	4.16	4.06	3.88	4.28	4.07	3.96	4.29	3.98	4.21	4.36
Standard deviation	2.35	2.31	2.38	2.26	2.41	2.26	2.37	2.38	2.30	2.34	2.34	2.33	2.37	2.38	2.36	2.33	2.31	2.36	2.41	2.30
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.07	0.05	0.04	0.05	0.07	0.06	0.05	0.05	0.05	0.07	0.09	0.07	0.04

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 19

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Liberal Democrats****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	80 1%	15 1%	12 *	43 9%	2 *	14 1%	10 1%	47 3%	10 1%	4 1%	5 1%	2 1%
	(9)	153 2%	26 1%	30 1%	72 15%	6 1%	23 1%	31 2%	64 4%	20 1%	3 *	6 2%	5 2%
	(8)	389 5%	73 4%	76 3%	150 31%	15 2%	66 3%	52 3%	168 12%	50 4%	15 2%	22 6%	20 8%
	(7)	609 8%	180 10%	160 7%	117 24%	24 2%	162 7%	116 6%	187 13%	136 10%	26 3%	44 12%	33 13%
	(6)	947 12%	296 17%	288 12%	49 10%	49 5%	291 13%	186 10%	205 14%	232 17%	60 7%	64 17%	47 18%
	(5)	1302 16%	335 19%	414 17%	31 6%	116 12%	375 17%	295 16%	211 15%	271 19%	104 13%	64 17%	64 25%
	(4)	868 11%	237 13%	289 12%	11 2%	96 10%	284 13%	219 12%	130 9%	196 14%	88 11%	40 11%	24 10%
	(3)	831 10%	200 11%	272 11%	5 1%	107 11%	260 12%	194 11%	130 9%	160 11%	99 12%	40 11%	18 7%
	(2)	693 9%	142 8%	248 10%	1 *	122 13%	223 10%	183 10%	91 6%	117 8%	106 13%	25 7%	14 6%
Very negative indeed	(1)	1577 20%	222 12%	527 22%	1 *	413 43%	463 21%	434 24%	169 12%	174 12%	288 35%	47 13%	16 6%
NET: 8-10		623 8%	113 6%	118 5%	266 54%	23 2%	103 5%	93 5%	279 19%	80 6%	22 3%	33 9%	26 10%
NET: 4-7		3726 46%	1047 59%	1151 48%	208 43%	285 29%	1113 50%	816 45%	733 51%	835 60%	278 34%	212 56%	168 66%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 19

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Liberal Democrats****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	3102	564	1047	7	643	945	811	390	451	494	112	48		
	39%	32%	44%	1%	66%	43%	45%	27%	32%	60%	30%	19%		
Don't know	603	49	80	9	17	56	77	37	30	26	19	11		
	7%	3%	3%	2%	2%	3%	4%	3%	2%	3%	5%	4%		
Mean	4.12	4.48	3.85	7.52	2.73	3.91	3.76	5.17	4.43	3.02	4.67	5.15		
Standard deviation	2.35	2.13	2.21	1.51	1.99	2.20	2.26	2.51	2.10	2.07	2.25	1.98		
Standard error	0.03	0.05	0.05	0.07	0.06	0.05	0.06	0.07	0.05	0.07	0.12	0.13		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 20

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****George Osborne, the Chancellor****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	107 1%	71 2%	36 1%	3 *	20 2%	9 1%	17 1%	14 1%	44 3%	37 2%	25 1%	23 1%	22 1%	42 2%	26 1%	20 1%	13 1%	6 1%	12 1%	47 1%
	(9)	260 3%	155 4%	105 3%	21 2%	36 3%	33 2%	19 1%	36 3%	115 7%	99 5%	85 4%	37 2%	40 2%	68 3%	75 4%	58 3%	41 3%	18 3%	27 2%	90 3%
	(8)	566 7%	358 9%	208 5%	40 4%	57 4%	72 5%	84 6%	89 7%	223 13%	222 10%	154 7%	107 6%	82 4%	174 9%	148 7%	138 7%	81 7%	24 3%	60 5%	219 7%
	(7)	762 9%	422 11%	340 8%	64 7%	94 7%	127 8%	129 9%	133 11%	214 13%	266 12%	199 9%	159 9%	138 7%	213 10%	227 11%	155 8%	118 10%	49 7%	100 9%	340 10%
	(6)	842 10%	416 11%	426 10%	100 10%	141 11%	149 10%	148 11%	134 11%	171 10%	253 12%	244 10%	189 11%	156 8%	224 11%	236 11%	191 9%	125 11%	66 9%	105 9%	404 12%
	(5)	1038 13%	485 12%	553 13%	146 15%	178 14%	209 14%	156 11%	135 11%	213 13%	236 11%	339 14%	241 14%	222 12%	292 14%	283 13%	239 12%	154 13%	70 10%	146 13%	478 14%
	(4)	649 8%	309 8%	340 8%	71 7%	94 7%	151 10%	119 9%	99 8%	116 7%	192 9%	178 8%	139 8%	141 8%	161 8%	171 8%	164 8%	89 8%	64 9%	117 10%	267 8%
	(3)	596 7%	300 8%	296 7%	70 7%	84 7%	129 8%	105 8%	89 7%	119 7%	165 8%	174 7%	129 8%	128 7%	157 8%	133 6%	163 8%	86 7%	57 8%	76 7%	269 8%
	(2)	571 7%	310 8%	260 6%	66 7%	87 7%	105 7%	111 8%	95 8%	107 6%	153 7%	158 7%	114 7%	145 8%	136 7%	136 6%	159 8%	73 6%	66 9%	63 5%	260 8%
Very negative indeed	(1)	1769 22%	928 24%	841 20%	105 11%	246 19%	369 24%	387 28%	330 27%	333 20%	407 19%	514 22%	360 21%	488 26%	364 18%	436 21%	509 25%	241 21%	219 31%	334 29%	589 18%
NET: 8-10		933 12%	584 15%	349 9%	64 7%	113 9%	114 7%	120 9%	139 12%	383 23%	358 16%	264 11%	167 10%	143 8%	284 14%	250 12%	216 11%	135 12%	48 7%	99 8%	356 11%
NET: 4-7		3292 41%	1632 41%	1659 40%	380 39%	507 39%	636 42%	552 40%	501 41%	715 42%	947 44%	959 41%	727 43%	658 36%	889 43%	917 43%	749 37%	486 42%	250 36%	468 40%	1488 45%

Lord Ashcroft

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 20

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****George Osborne, the Chancellor****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Weighted base	2936	1539	1397	241	417	603	602	514	558	726	846	603	762	658	704	831	400	342	473	1118
	36%	39%	34%	25%	32%	39%	44%	43%	33%	33%	36%	36%	41%	32%	33%	41%	34%	49%	41%	33%
NET: 1-3	892	192	701	281	252	177	95	53	34	143	266	194	289	216	254	225	140	59	126	380
	11%	5%	17%	29%	20%	12%	7%	4%	2%	7%	11%	11%	16%	11%	12%	11%	12%	8%	11%	11%
Don't know	4.30	4.40	4.19	4.44	4.26	3.96	3.91	4.14	4.97	4.72	4.28	4.27	3.82	4.62	4.45	4.02	4.40	3.57	3.90	4.46
Mean	2.61	2.70	2.50	2.27	2.54	2.45	2.56	2.65	2.79	2.66	2.59	2.53	2.56	2.60	2.60	2.60	2.60	2.50	2.57	2.51
Standard deviation	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.08	0.05
Standard error																				

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 20

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****George Osborne, the Chancellor****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future				
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	107 1%	77 4%	9 *	4 1%	9 1%	81 4%	11 1%	7 1%	68 5%	12 2%	8 2%	2 1%
	(9)	260 3%	162 9%	30 1%	23 5%	23 2%	166 7%	29 2%	27 2%	141 10%	25 3%	21 6%	-
	(8)	566 7%	356 20%	47 2%	33 7%	56 6%	356 16%	41 2%	73 5%	293 21%	63 8%	63 17%	18 7%
	(7)	762 9%	438 25%	99 4%	49 10%	75 8%	435 20%	84 5%	103 7%	358 26%	77 9%	80 21%	27 11%
	(6)	842 10%	286 16%	163 7%	81 16%	111 12%	347 16%	117 7%	153 11%	228 16%	119 15%	58 16%	32 13%
	(5)	1038 13%	186 10%	252 11%	83 17%	165 17%	282 13%	212 12%	202 14%	133 9%	149 18%	53 14%	62 25%
	(4)	649 8%	102 6%	221 9%	54 11%	85 9%	170 8%	142 8%	142 10%	78 6%	92 11%	24 6%	36 14%
	(3)	596 7%	33 2%	216 9%	52 11%	87 9%	95 4%	170 9%	122 8%	21 1%	74 9%	12 3%	30 12%
	(2)	571 7%	27 2%	233 10%	35 7%	85 9%	67 3%	169 9%	134 9%	17 1%	50 6%	10 3%	8 3%
	(1)	1769 22%	27 2%	944 39%	43 9%	236 24%	131 6%	712 40%	379 26%	12 1%	120 15%	15 4%	14 6%
NET: 8-10	933 12%	595 34%	86 4%	60 12%	87 9%	602 27%	81 4%	107 7%	502 36%	100 12%	92 25%	20 8%	
NET: 4-7	3292 41%	1011 57%	735 31%	266 55%	436 45%	1233 56%	555 31%	600 42%	796 57%	437 53%	215 57%	157 62%	

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 20

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****George Osborne, the Chancellor****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem						
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2936	87 36%	1393 5%	130 58%	409 27%	293 13%	1051 58%	635 44%	50 4%	243 30%	37 10%	52 21%		
Don't know	892	80 11%	180 5%	33 8%	35 7%	88 4%	111 6%	96 7%	48 3%	40 5%	32 9%	24 9%		
Mean	4.30	6.72	2.99	4.90	4.04	6.06	3.07	3.82	6.86	4.69	6.15	4.89		
Standard deviation	2.61	1.83	2.23	2.24	2.45	2.25	2.31	2.42	1.74	2.37	2.04	1.88		
Standard error	0.03	0.04	0.05	0.10	0.08	0.05	0.06	0.06	0.05	0.08	0.11	0.12		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 21

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Balls, the Shadow Chancellor****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	150 2%	88 2%	62 2%	13 1%	27 2%	36 2%	24 2%	26 2%	24 1%	37 2%	29 1%	44 3%	40 2%	33 2%	40 2%	46 2%	11 1%	20 3%	30 3%	59 2%
	(9)	200 2%	120 3%	80 2%	26 3%	35 3%	48 3%	26 2%	26 2%	40 2%	57 3%	68 3%	40 2%	35 2%	56 3%	35 2%	61 3%	24 2%	24 3%	42 4%	85 3%
	(8)	363 5%	188 5%	175 4%	30 3%	56 4%	71 5%	79 6%	62 5%	66 4%	103 5%	109 5%	55 3%	97 5%	105 5%	87 4%	96 5%	59 5%	17 2%	54 5%	145 4%
	(7)	549 7%	290 7%	260 6%	60 6%	88 7%	122 8%	94 7%	88 7%	97 6%	141 6%	166 7%	111 7%	131 7%	131 6%	147 7%	132 7%	77 7%	63 9%	106 9%	211 6%
	(6)	784 10%	370 9%	414 10%	89 9%	161 13%	136 9%	144 11%	122 10%	131 8%	193 9%	251 11%	155 9%	185 10%	171 8%	200 9%	217 11%	118 10%	78 11%	126 11%	361 11%
	(5)	1061 13%	507 13%	554 13%	131 14%	190 15%	223 15%	178 13%	136 11%	202 12%	268 12%	302 13%	247 15%	243 13%	298 15%	250 12%	271 13%	145 12%	97 14%	168 14%	464 14%
	(4)	767 10%	409 10%	359 9%	76 8%	133 10%	133 9%	138 10%	142 12%	147 9%	231 11%	246 11%	142 10%	148 8%	201 10%	212 10%	180 9%	102 9%	72 10%	123 11%	323 10%
	(3)	791 10%	382 10%	409 10%	85 9%	91 7%	159 10%	142 10%	118 10%	197 12%	232 11%	219 9%	174 10%	167 9%	206 10%	187 9%	202 10%	125 11%	71 10%	93 8%	350 10%
	(2)	704 9%	388 10%	316 8%	63 7%	78 6%	136 9%	134 10%	101 8%	192 11%	207 10%	191 8%	154 9%	151 8%	175 9%	188 9%	164 8%	124 11%	54 8%	84 7%	300 9%
Very negative indeed	(1)	1625 20%	963 24%	662 16%	71 7%	152 12%	253 17%	291 21%	312 26%	546 32%	516 24%	445 19%	329 19%	334 18%	415 20%	476 22%	387 19%	227 20%	120 17%	176 15%	605 18%
NET: 8-10		713 9%	396 10%	317 8%	70 7%	118 9%	154 10%	129 9%	114 9%	129 8%	197 9%	206 9%	139 8%	171 9%	194 9%	162 8%	203 10%	93 8%	61 9%	126 11%	289 9%
NET: 4-7		3161 39%	1574 40%	1587 39%	357 37%	572 44%	613 40%	554 40%	488 40%	577 34%	834 38%	965 41%	655 39%	707 38%	801 39%	809 38%	799 40%	443 38%	309 44%	522 45%	1359 41%

Lord Ashcroft

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 21

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Balls, the Shadow Chancellor****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate		
	Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	3120	1733	1387	220	320	548	567	531	934	955	855	657	653	796	851	752	476	245	353	30%	1255
		39%	44%	34%	23%	25%	36%	41%	44%	55%	44%	37%	39%	35%	39%	40%	37%	41%	35%	30%	38%
Don't know	1058	243	816	320	279	215	119	76	50	188	309	240	321	255	304	266	150	83	165	14%	440
		13%	6%	20%	33%	22%	14%	9%	6%	3%	9%	13%	14%	17%	12%	14%	13%	13%	12%	14%	13%
Mean	4.08	3.99	4.18	4.61	4.63	4.31	4.05	3.93	3.48	3.90	4.16	4.07	4.22	4.07	3.92	4.21	3.98	4.34	4.56	4.14	
Standard deviation	2.50	2.56	2.41	2.29	2.38	2.52	2.48	2.54	2.46	2.50	2.46	2.50	2.52	2.49	2.49	2.54	2.42	2.51	2.52	2.44	
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.08	0.05	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 21

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Balls, the Shadow Chancellor****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Constituents now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Very positive indeed	(10)	150 2%	14 1%	112 5%	2 *	3 *	20 1%	92 5%	18 1%	10 1%	10 1%	5 1%	-	-
	(9)	200 2%	21 1%	142 6%	12 2%	5 *	25 1%	112 6%	24 2%	21 1%	4 1%	-	-	1 1%
	(8)	363 5%	35 2%	236 10%	23 5%	9 1%	43 2%	180 10%	71 5%	27 2%	16 2%	8 2%	10 4%	
	(7)	549 7%	53 3%	338 14%	32 7%	26 3%	53 2%	247 14%	122 8%	38 3%	15 2%	15 4%	13 5%	
	(6)	784 10%	107 6%	387 16%	52 11%	55 6%	120 5%	270 15%	175 12%	77 5%	43 5%	30 8%	26 10%	
	(5)	1061 13%	164 9%	385 16%	89 18%	93 10%	200 9%	284 16%	223 15%	116 8%	84 10%	48 13%	41 16%	
	(4)	767 10%	197 11%	197 8%	64 13%	92 10%	219 10%	146 8%	175 12%	145 10%	74 9%	52 14%	35 14%	
	(3)	791 10%	226 13%	163 7%	57 12%	96 10%	256 12%	129 7%	164 11%	174 12%	82 10%	52 14%	28 11%	
	(2)	704 9%	265 15%	83 3%	44 9%	111 11%	319 14%	71 4%	121 8%	218 16%	101 12%	47 12%	20 8%	
Very negative indeed	(1)	1625 20%	592 33%	115 5%	73 15%	434 45%	848 38%	123 7%	231 16%	509 36%	339 41%	82 22%	41 16%	
NET: 8-10		713 9%	70 4%	490 20%	37 7%	16 2%	88 4%	384 21%	113 8%	58 4%	30 4%	12 3%	11 4%	
NET: 4-7		3161 39%	521 29%	1309 55%	237 48%	266 27%	592 27%	948 53%	695 48%	376 27%	216 26%	145 39%	116 46%	

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 21

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ed Balls, the Shadow Chancellor****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	3120	1082	361	175	641	1424	323	515	902	522	181	89		
	39%	61%	15%	36%	66%	64%	18%	36%	65%	64%	48%	35%		
Don't know	1058	99	235	41	44	113	143	115	61	52	39	37		
	13%	6%	10%	8%	5%	5%	8%	8%	4%	6%	10%	15%		
Mean	4.08	3.01	5.77	4.19	2.63	2.85	5.67	4.27	2.89	2.77	3.46	3.95		
Standard deviation	2.50	2.13	2.27	2.22	1.98	2.13	2.40	2.31	2.13	2.13	2.09	2.08		
Standard error	0.03	0.05	0.05	0.10	0.06	0.04	0.06	0.06	0.06	0.07	0.11	0.14		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 22

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Conservative Party****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	223 3%	120 3%	103 3%	13 1%	36 3%	34 2%	37 3%	27 2%	77 5%	65 3%	50 2%	55 3%	53 3%	75 4%	65 3%	44 2%	27 2%	12 2%	27 2%	90 3%
	(9)	448 6%	242 6%	206 5%	29 3%	62 5%	66 4%	67 5%	83 7%	142 8%	148 7%	136 6%	89 5%	74 4%	146 7%	131 6%	84 4%	65 6%	21 3%	48 4%	198 6%
	(8)	795 10%	435 11%	359 9%	82 9%	106 8%	130 8%	112 8%	132 11%	233 14%	262 12%	239 10%	180 11%	114 6%	221 11%	218 10%	171 8%	131 11%	54 8%	82 7%	353 11%
	(7)	780 10%	410 10%	370 9%	84 9%	111 9%	133 9%	136 10%	114 9%	202 12%	279 13%	234 10%	144 9%	123 7%	231 11%	221 10%	162 8%	111 10%	56 8%	84 7%	355 11%
	(6)	774 10%	408 10%	365 9%	95 10%	135 10%	133 9%	133 10%	104 9%	174 10%	250 11%	201 9%	156 9%	167 9%	221 11%	193 9%	194 10%	111 10%	55 8%	107 9%	356 11%
	(5)	900 11%	424 11%	476 12%	150 16%	168 13%	179 12%	121 9%	109 9%	172 10%	238 11%	287 12%	194 11%	180 10%	244 12%	233 11%	230 11%	139 12%	54 8%	157 13%	392 12%
	(4)	611 8%	319 8%	293 7%	91 9%	104 8%	113 7%	99 7%	84 7%	121 7%	165 8%	192 8%	144 9%	110 6%	137 7%	155 7%	164 8%	99 9%	57 8%	81 7%	278 8%
	(3)	574 7%	266 7%	309 8%	67 7%	104 8%	127 8%	84 6%	94 8%	99 6%	149 7%	168 7%	113 7%	144 8%	127 6%	177 8%	149 7%	71 6%	51 7%	111 10%	219 7%
	(2)	563 7%	295 7%	267 7%	65 7%	63 5%	125 8%	117 9%	83 7%	111 7%	158 7%	165 7%	103 6%	137 7%	138 7%	134 6%	155 8%	89 8%	47 7%	96 8%	230 7%
Very negative indeed	(1)	1888 23%	921 23%	966 24%	141 15%	241 19%	396 26%	417 30%	353 29%	339 20%	380 17%	518 22%	403 24%	587 32%	394 19%	449 21%	561 28%	235 20%	248 36%	304 26%	659 20%
NET: 8-10		1466 18%	797 20%	668 16%	124 13%	204 16%	230 15%	216 16%	241 20%	451 27%	476 22%	425 18%	324 19%	241 13%	442 22%	415 20%	298 15%	223 19%	87 12%	158 14%	641 19%
NET: 4-7		3065 38%	1561 40%	1504 37%	421 44%	517 40%	558 36%	488 36%	411 34%	670 40%	932 43%	914 39%	639 38%	580 31%	833 41%	801 38%	749 37%	460 40%	221 32%	431 37%	1380 41%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 22

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Conservative Party****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	3025	1482	1543	273	407	647	618	531	549	687	851	618	868	659	759	865	395	347	510	1108
	38%	38%	38%	28%	32%	42%	45%	44%	32%	32%	36%	37%	47%	32%	36%	43%	34%	50%	44%	33%
Don't know	498	106	391	149	160	95	48	25	21	79	145	111	162	112	150	108	83	44	69	214
	6%	3%	10%	15%	12%	6%	3%	2%	1%	4%	6%	7%	9%	5%	7%	5%	7%	6%	6%	6%
Mean	4.55	4.66	4.45	4.64	4.68	4.23	4.17	4.37	5.13	5.03	4.58	4.57	3.91	4.96	4.71	4.17	4.70	3.75	4.13	4.79
Standard deviation	2.83	2.85	2.80	2.49	2.70	2.77	2.88	2.93	2.91	2.76	2.78	2.85	2.83	2.83	2.77	2.78	2.78	2.71	2.77	
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.07	0.06	0.08	0.11	0.08	0.05

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 22

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Conservative Party****Base: All respondents**

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Constituents now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	223 3%	191 11%	11 *	5 1%	1 *	168 8%	10 1%	10 1%	162 12%	6 1%	29 8%	3 1%
	(9)	448 6%	357 20%	34 1%	15 3%	19 2%	319 14%	37 2%	32 2%	294 21%	25 3%	63 17%	8 3%
	(8)	795 10%	577 33%	41 2%	33 7%	53 5%	532 24%	47 3%	92 6%	471 34%	61 7%	106 28%	23 9%
	(7)	780 10%	364 21%	87 4%	68 14%	88 9%	389 18%	75 4%	116 8%	282 20%	108 13%	83 22%	54 21%
	(6)	774 10%	179 10%	126 5%	65 13%	145 15%	285 13%	109 6%	150 10%	126 9%	159 19%	52 14%	51 20%
	(5)	900 11%	58 3%	225 9%	89 18%	177 18%	184 8%	180 10%	196 14%	32 2%	152 19%	26 7%	62 24%
	(4)	611 8%	15 1%	214 9%	70 14%	99 10%	110 5%	147 8%	145 10%	8 1%	101 12%	7 2%	21 8%
	(3)	574 7%	3 *	262 11%	46 9%	78 8%	64 3%	172 10%	138 10%	3 *	62 8%	-	18 7%
	(2)	563 7%	1 *	285 12%	27 6%	70 7%	39 2%	186 10%	142 10%	1 *	39 5%	-	6 2%
	(1)	1888 23%	2 *	1042 44%	58 12%	227 23%	97 4%	775 43%	383 27%	2 *	95 12%	-	3 1%
NET: 8-10	1466 18%	1125 63%	86 4%	53 11%	73 8%	1019 46%	95 5%	134 9%	927 66%	92 11%	197 52%	33 13%	
NET: 4-7	3065 38%	616 35%	652 27%	292 60%	508 53%	968 44%	511 28%	607 42%	448 32%	520 63%	168 45%	187 74%	

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 22

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Conservative Party****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now	Cons 2010 NOT now		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
NET: 1-3	3025	5 38%	1589 66%	131 27%	375 39%	200 9%	1133 63%	664 46%	5 *	195 24%	- -	27 11%
Don't know	498	27 6%	68 2%	13 3%	11 1%	30 1%	58 3%	34 2%	16 1%	14 2%	11 3%	6 2%
Mean	4.55	7.86	2.79	4.81	4.15	6.84	2.96	3.90	7.95	4.96	7.53	5.74
Standard deviation	2.83	1.33	2.15	2.25	2.35	2.22	2.32	2.48	1.30	2.20	1.42	1.70
Standard error	0.03	0.03	0.05	0.10	0.08	0.05	0.06	0.06	0.03	0.07	0.07	0.11

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 23

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Vince Cable, the Business Secretary****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	90 1%	51 1%	39 1%	5 1%	22 2%	10 1%	14 1%	25 1%	32 1%	19 1%	16 1%	23 1%	31 2%	21 1%	19 1%	9 1%	10 1%	13 1%	44 1%	
	(9)	240 3%	144 4%	96 2%	23 2%	41 3%	44 3%	27 2%	46 4%	60 4%	87 4%	79 3%	41 2%	33 2%	73 4%	64 3%	53 3%	30 3%	20 3%	45 4%	98 3%
	(8)	437 5%	261 7%	176 4%	36 4%	57 4%	79 5%	60 4%	81 7%	125 7%	166 8%	153 7%	64 4%	55 3%	122 6%	109 5%	100 5%	65 6%	42 6%	41 4%	208 6%
	(7)	685 9%	422 11%	263 6%	53 6%	94 7%	137 9%	106 8%	103 8%	192 11%	254 12%	200 9%	131 8%	100 5%	201 10%	173 8%	148 7%	117 10%	47 7%	92 8%	297 9%
	(6)	848 11%	468 12%	381 9%	99 10%	116 9%	144 9%	144 11%	141 12%	204 12%	271 12%	235 10%	170 10%	173 9%	219 11%	237 11%	200 10%	134 12%	58 8%	111 10%	377 11%
	(5)	1200 15%	596 15%	604 15%	153 16%	210 16%	229 15%	195 14%	159 13%	253 15%	355 16%	379 16%	243 14%	224 12%	319 16%	309 15%	299 15%	170 15%	102 15%	210 18%	515 15%
	(4)	775 10%	398 10%	376 9%	74 8%	99 8%	145 9%	146 11%	124 10%	186 11%	222 10%	227 10%	152 9%	173 9%	196 10%	209 10%	197 10%	106 9%	67 10%	99 9%	313 9%
	(3)	676 8%	375 9%	301 7%	41 4%	76 6%	123 8%	141 10%	117 10%	179 11%	181 8%	196 8%	146 9%	152 8%	160 8%	169 8%	179 9%	103 9%	65 9%	106 9%	255 8%
	(2)	575 7%	330 8%	245 6%	40 4%	68 5%	128 8%	96 7%	97 8%	147 9%	135 6%	154 7%	134 8%	153 8%	130 6%	152 7%	163 8%	75 6%	55 8%	77 7%	235 7%
Very negative indeed	(1)	1102 14%	554 14%	548 13%	65 7%	130 10%	220 14%	243 18%	212 18%	233 14%	234 11%	280 12%	244 14%	343 19%	242 12%	299 14%	298 15%	137 12%	126 18%	164 14%	385 12%
NET: 8-10		768 10%	456 12%	312 8%	64 7%	119 9%	133 9%	101 7%	141 12%	210 12%	285 13%	251 11%	121 7%	111 6%	227 11%	193 9%	172 9%	104 10%	71 9%	99 8%	349 10%
NET: 4-7		3508 44%	1884 48%	1624 40%	380 39%	519 40%	655 43%	592 43%	527 44%	835 49%	1103 51%	1041 45%	695 41%	669 36%	935 46%	928 44%	844 42%	526 45%	274 39%	513 44%	1502 45%

Lord Ashcroft

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 23

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Vince Cable, the Business Secretary****Base: All respondents**

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Weighted base																				
NET: 1-3	2353	1259	1094	146	274	470	479	425	559	551	630	524	648	533	619	640	315	246	347	875
		29%	32%	27%	15%	21%	31%	35%	35%	33%	25%	27%	31%	35%	26%	29%	32%	27%	35%	30%
Don't know	1425	348	1077	377	376	272	196	115	88	236	413	352	424	351	384	365	216	108	208	616
		18%	9%	26%	39%	29%	18%	14%	10%	5%	11%	18%	21%	23%	17%	18%	18%	19%	16%	18%
Mean	4.50	4.60	4.38	4.83	4.75	4.38	4.17	4.40	4.63	4.93	4.64	4.29	3.93	4.74	4.47	4.32	4.62	4.22	4.44	4.68
Standard deviation	2.40	2.43	2.36	2.16	2.40	2.39	2.36	2.50	2.42	2.37	2.37	2.36	2.40	2.41	2.39	2.38	2.34	2.49	2.38	2.38
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.08	0.05

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 23

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Vince Cable, the Business Secretary****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10) 90 1%	27 2%	22 1%	18 4%	3 *	25 1%	15 1%	33 2%	18 1%	6 1%	8 2%	3 1%	
	(9) 240 3%	86 5%	63 3%	50 10%	14 1%	81 4%	49 3%	72 5%	70 5%	11 1%	16 4%	15 6%	
	(8) 437 5%	175 10%	78 3%	60 12%	32 3%	179 8%	64 4%	130 9%	144 10%	35 4%	31 8%	24 10%	
	(7) 685 9%	261 15%	155 6%	86 18%	42 4%	255 12%	122 7%	178 12%	203 15%	52 6%	58 15%	25 10%	
	(6) 848 11%	305 17%	221 9%	58 12%	74 8%	314 14%	148 8%	169 12%	242 17%	72 9%	63 17%	23 9%	
	(5) 1200 15%	308 17%	385 16%	72 15%	111 11%	375 17%	272 15%	221 15%	246 18%	129 16%	62 16%	55 22%	
	(4) 775 10%	160 9%	269 11%	28 6%	124 13%	249 11%	180 10%	117 8%	130 9%	119 15%	30 8%	24 9%	
	(3) 676 8%	115 6%	233 10%	17 3%	109 11%	193 9%	186 10%	110 8%	98 7%	96 12%	17 5%	12 5%	
	(2) 575 7%	72 4%	212 9%	18 4%	115 12%	124 6%	199 11%	77 5%	52 4%	73 9%	20 5%	9 4%	
Very negative indeed	(1) 1102 14%	88 5%	415 17%	9 2%	260 27%	224 10%	350 19%	141 10%	75 5%	150 18%	14 4%	10 4%	
NET: 8-10	768 10%	288 16%	164 7%	129 26%	50 5%	285 13%	128 7%	235 16%	232 17%	53 6%	56 15%	43 17%	
NET: 4-7	3508 44%	1035 58%	1030 43%	245 50%	351 36%	1194 54%	723 40%	685 48%	821 59%	372 45%	213 57%	126 50%	

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 23

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Vince Cable, the Business Secretary****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now	Cons 2010 NOT now	Cons 2010 now		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
NET: 1-3	2353 29%	275 16%	861 36%	43 9%	484 50%	542 24%	734 41%	329 23%	224 16%	318 39%	51 14%	31 12%	
Don't know	1425 18%	175 10%	340 14%	72 15%	83 9%	196 9%	213 12%	189 13%	119 9%	77 9%	56 15%	53 21%	
Mean	4.50	5.55	4.07	6.33	3.42	4.95	3.93	5.19	5.53	3.97	5.62	5.56	
Standard deviation	2.40	2.12	2.33	2.12	2.22	2.29	2.37	2.45	2.12	2.23	2.11	2.15	
Standard error	0.03	0.05	0.05	0.10	0.07	0.05	0.06	0.07	0.06	0.08	0.12	0.15	

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 24

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nigel Farage, the leader of the UK Independence Party (UKIP)****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	330 4%	207 5%	123 3%	29 3%	44 3%	56 4%	43 3%	59 5%	100 6%	70 3%	75 3%	101 6%	83 4%	109 5%	97 5%	77 4%	31 3%	16 2%	33 3%	150 4%
	(9)	370 5%	235 6%	135 3%	29 3%	45 3%	71 5%	62 5%	47 4%	116 7%	90 4%	108 5%	91 5%	81 4%	103 5%	114 5%	83 4%	53 5%	17 2%	41 3%	160 5%
	(8)	559 7%	341 9%	218 5%	63 6%	72 6%	76 5%	91 7%	86 7%	172 10%	144 7%	144 6%	122 7%	149 8%	148 7%	155 7%	144 7%	78 7%	34 5%	72 6%	218 7%
	(7)	603 7%	344 9%	258 6%	51 5%	77 6%	116 8%	119 9%	104 9%	135 8%	167 8%	174 7%	123 7%	137 7%	159 8%	167 8%	162 8%	85 7%	29 4%	78 7%	296 9%
	(6)	652 8%	348 9%	304 7%	69 7%	105 8%	109 7%	121 9%	108 9%	141 8%	177 8%	172 7%	139 8%	163 9%	178 9%	175 8%	158 8%	96 8%	45 6%	101 9%	256 8%
	(5)	835 10%	409 10%	426 10%	119 12%	124 10%	164 11%	137 10%	124 10%	166 10%	218 10%	229 10%	188 11%	200 11%	217 11%	222 10%	201 10%	135 12%	58 8%	111 10%	347 10%
	(4)	602 7%	295 7%	307 7%	62 6%	82 6%	130 8%	113 8%	95 8%	120 7%	154 7%	173 7%	124 7%	151 8%	162 8%	135 6%	164 8%	85 7%	56 8%	82 7%	257 8%
	(3)	594 7%	313 8%	281 7%	56 6%	98 8%	115 7%	98 7%	94 8%	132 8%	181 8%	185 8%	133 8%	95 5%	152 7%	171 8%	138 7%	89 8%	44 6%	90 8%	268 8%
	(2)	579 7%	316 8%	262 6%	50 5%	74 6%	125 8%	105 8%	82 7%	142 8%	206 9%	163 7%	100 6%	110 6%	139 7%	125 6%	152 8%	90 8%	71 10%	78 7%	238 7%
Very negative indeed	(1)	1803 22%	888 22%	915 22%	142 15%	255 20%	356 23%	330 24%	321 27%	399 24%	585 27%	578 25%	287 17%	353 19%	432 21%	456 21%	435 22%	248 21%	233 33%	307 26%	670 20%
NET: 8-10		1259 16%	783 20%	477 12%	121 13%	161 12%	203 13%	196 14%	191 16%	387 23%	305 14%	327 14%	314 19%	313 17%	360 18%	366 17%	303 15%	162 14%	68 10%	146 13%	527 16%
NET: 4-7		2691 33%	1396 35%	1295 32%	302 31%	388 30%	518 34%	490 36%	431 36%	562 33%	716 33%	749 32%	575 34%	652 35%	716 35%	700 33%	686 34%	401 35%	188 27%	372 32%	1155 35%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 24

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nigel Farage, the leader of the UK Independence Party (UKIP)****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Weighted base																				
NET: 1-3	2975	1517	1458	248	428	595	534	497	673	971	927	519	557	723	751	726	427	348	475	1176
	37%	38%	36%	26%	33%	39%	39%	41%	40%	45%	40%	31%	30%	35%	35%	36%	37%	50%	41%	35%
Don't know	1127	250	877	295	311	213	150	89	69	182	332	283	329	248	307	305	171	95	174	485
	14%	6%	21%	31%	24%	14%	11%	7%	4%	8%	14%	17%	18%	12%	14%	15%	15%	14%	15%	15%
Mean	4.41	4.62	4.17	4.60	4.34	4.22	4.30	4.32	4.68	4.09	4.21	4.85	4.70	4.60	4.58	4.41	4.34	3.46	4.07	4.55
Standard deviation	2.87	2.93	2.77	2.71	2.80	2.81	2.81	2.89	3.01	2.81	2.84	2.90	2.86	2.90	2.91	2.84	2.76	2.67	2.79	2.86
Standard error	0.03	0.05	0.05	0.11	0.09	0.08	0.08	0.08	0.07	0.05	0.07	0.10	0.08	0.07	0.07	0.07	0.09	0.11	0.09	0.06

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 24

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nigel Farage, the leader of the UK Independence Party (UKIP)****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Very positive indeed	(10) 330 4%	39 2%	25 1%	4 1%	242 25%	132 6%	33 2%	31 2%	27 2%	105 13%	12 3%	4 1%
	(9) 370 5%	71 4%	52 2%	12 2%	191 20%	159 7%	56 3%	57 4%	59 4%	100 12%	11 3%	11 4%
	(8) 559 7%	118 7%	109 5%	26 5%	217 22%	225 10%	95 5%	73 5%	92 7%	133 16%	26 7%	13 5%
	(7) 603 7%	181 10%	132 6%	25 5%	144 15%	248 11%	116 6%	88 6%	147 11%	101 12%	34 9%	23 9%
	(6) 652 8%	205 12%	186 8%	24 5%	75 8%	232 10%	141 8%	87 6%	165 12%	67 8%	40 11%	11 4%
	(5) 835 10%	220 12%	243 10%	53 11%	42 4%	252 11%	175 10%	140 10%	170 12%	82 10%	50 13%	29 11%
	(4) 602 7%	179 10%	202 8%	40 8%	28 3%	183 8%	148 8%	104 7%	144 10%	38 5%	35 9%	18 7%
	(3) 594 7%	163 9%	202 8%	47 10%	2 *	167 8%	145 8%	143 10%	130 9%	37 5%	33 9%	21 8%
	(2) 579 7%	150 8%	178 7%	54 11%	4 *	159 7%	148 8%	126 9%	120 9%	39 5%	31 8%	29 11%
Very negative indeed	(1) 1803 22%	310 17%	791 33%	146 30%	11 1%	314 14%	568 32%	456 32%	247 18%	67 8%	63 17%	61 24%
NET: 8-10	1259 16%	227 13%	186 8%	42 9%	650 67%	516 23%	184 10%	160 11%	178 13%	338 41%	49 13%	28 11%
NET: 4-7	2691 33%	786 44%	763 32%	141 29%	289 30%	915 41%	579 32%	419 29%	627 45%	288 35%	159 42%	82 32%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 24

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Nigel Farage, the leader of the UK Independence Party (UKIP)****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2975	623	1171	247	17	640	861	725	497	143	126	111		
	37%	35%	49%	51%	2%	29%	48%	50%	36%	17%	33%	44%		
Don't know	1127	138	274	58	11	146	173	134	95	51	42	32		
	14%	8%	11%	12%	1%	7%	10%	9%	7%	6%	11%	13%		
Mean	4.41	4.51	3.49	3.47	8.03	5.22	3.70	3.67	4.50	6.42	4.54	3.95		
Standard deviation	2.87	2.58	2.53	2.50	1.82	2.81	2.67	2.71	2.57	2.78	2.61	2.69		
Standard error	0.03	0.06	0.06	0.11	0.06	0.06	0.07	0.07	0.07	0.10	0.14	0.18		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 25

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****William Hague, the Foreign Secretary****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	207 3%	120 3%	87 2%	10 1%	26 2%	29 2%	33 2%	33 3%	75 4%	78 4%	48 2%	40 2%	40 2%	73 4%	55 3%	51 3%	20 2%	8 1%	26 2%	82 2%
	(9)	433 5%	255 6%	177 4%	30 3%	39 3%	36 2%	63 5%	86 7%	179 11%	159 7%	148 6%	66 4%	60 3%	126 6%	125 6%	86 4%	70 6%	26 4%	44 4%	158 5%
	(8)	851 11%	480 12%	371 9%	62 6%	102 8%	143 9%	128 9%	144 12%	272 16%	300 14%	252 11%	168 10%	130 7%	240 12%	251 12%	161 8%	137 12%	61 9%	88 8%	362 11%
	(7)	846 11%	480 12%	366 9%	77 8%	137 11%	167 11%	111 8%	130 11%	224 13%	287 13%	220 9%	186 11%	153 8%	238 12%	232 11%	187 9%	125 11%	64 9%	108 9%	391 12%
	(6)	895 11%	456 12%	439 11%	94 10%	142 11%	174 11%	150 11%	131 11%	203 12%	266 12%	261 11%	183 11%	185 10%	210 10%	248 12%	240 12%	134 12%	63 9%	153 13%	377 11%
	(5)	1047 13%	500 13%	547 13%	134 14%	174 13%	231 15%	198 14%	130 11%	179 11%	268 12%	318 14%	224 13%	237 13%	275 13%	265 12%	269 13%	150 13%	87 12%	146 12%	490 15%
	(4)	629 8%	319 8%	310 8%	51 5%	108 8%	151 10%	113 8%	80 7%	126 7%	171 8%	200 9%	115 7%	143 8%	168 8%	162 8%	162 8%	81 7%	56 8%	101 9%	259 8%
	(3)	524 7%	261 7%	264 6%	59 6%	72 6%	98 6%	105 8%	90 7%	100 6%	140 6%	139 6%	125 7%	120 6%	136 7%	114 5%	144 7%	79 7%	52 7%	84 7%	218 7%
	(2)	518 6%	283 7%	235 6%	47 5%	71 6%	85 6%	117 9%	93 8%	104 6%	115 5%	148 6%	122 7%	133 7%	115 6%	116 5%	151 7%	79 7%	58 8%	88 8%	200 6%
Very negative indeed	(1)	1125 14%	583 15%	542 13%	60 6%	148 11%	240 16%	244 18%	243 20%	191 11%	225 10%	305 13%	247 15%	348 19%	244 12%	293 14%	312 15%	124 11%	152 22%	185 16%	397 12%
NET: 8-10		1490 18%	855 22%	635 15%	102 11%	167 13%	209 14%	223 16%	262 22%	526 31%	537 25%	448 19%	274 16%	231 12%	439 21%	431 20%	298 15%	227 20%	95 14%	157 13%	602 18%
NET: 4-7		3417 42%	1755 44%	1661 40%	356 37%	561 44%	723 47%	572 42%	472 39%	732 43%	993 46%	998 43%	708 42%	718 39%	891 44%	907 43%	859 42%	492 42%	269 38%	508 44%	1517 45%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 25

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****William Hague, the Foreign Secretary****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	2167	1127	1040	166	291	424	466	426	395	480	592	494	601	495	522	606	281	262	357	815
	27%	29%	25%	17%	23%	28%	34%	35%	23%	22%	25%	29%	32%	24%	25%	30%	24%	38%	31%	24%
Don't know	979	210	770	342	271	175	108	48	37	165	297	216	302	222	266	258	161	73	144	409
	12%	5%	19%	35%	21%	11%	8%	4%	2%	8%	13%	13%	16%	11%	13%	13%	14%	10%	12%	12%
Mean	5.02	5.12	4.91	5.09	4.95	4.75	4.62	4.85	5.70	5.53	5.07	4.87	4.45	5.28	5.18	4.74	5.21	4.32	4.67	5.14
Standard deviation	2.64	2.69	2.59	2.32	2.48	2.51	2.65	2.83	2.69	2.58	2.62	2.62	2.65	2.64	2.65	2.62	2.56	2.66	2.58	2.55
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.08	0.06	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.11	0.08	0.05

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 25

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****William Hague, the Foreign Secretary****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Very positive indeed	(10) 3%	207 8%	134 1%	22 1%	10 2%	17 2%	147 7%	18 1%	16 1%	118 8%	29 4%	16 4%
	(9) 5%	433 15%	269 15%	36 1%	16 3%	51 5%	278 13%	40 2%	53 4%	225 16%	54 7%	45 12%
	(8) 11%	851 23%	411 23%	121 5%	72 15%	97 10%	460 21%	104 6%	139 10%	343 25%	117 14%	68 18%
	(7) 11%	846 19%	342 19%	149 6%	69 14%	105 11%	390 18%	122 7%	161 11%	275 20%	115 14%	67 18%
	(6) 11%	895 12%	216 12%	246 10%	70 14%	138 14%	289 13%	182 10%	166 12%	167 12%	122 15%	49 13%
	(5) 13%	1047 9%	161 9%	358 15%	73 15%	138 14%	220 10%	251 14%	221 15%	107 8%	114 14%	54 14%
	(4) 8%	629 4%	75 4%	242 10%	57 12%	80 8%	116 5%	172 10%	138 10%	52 4%	63 8%	23 6%
	(3) 7%	524 2%	44 2%	202 8%	32 7%	75 8%	91 4%	139 8%	120 8%	32 2%	59 7%	12 3%
	(2) 6%	518 1%	15 1%	263 11%	21 4%	57 6%	42 2%	201 11%	107 7%	10 1%	32 4%	5 1%
Very negative indeed	(1) 14%	1125 1%	21 1%	557 23%	21 4%	166 17%	86 4%	445 25%	210 15%	13 1%	73 9%	8 2%
NET: 8-10	1490 18%	815 46%	178 7%	98 20%	165 17%	885 40%	161 9%	209 15%	686 49%	200 24%	129 34%	56 22%
NET: 4-7	3417 42%	794 45%	995 42%	270 55%	461 48%	1015 46%	726 40%	686 48%	602 43%	414 50%	192 51%	147 58%

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## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 25

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****William Hague, the Foreign Secretary****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2167	80 27%	1022 43%	74 15%	298 31%	219 10%	784 44%	436 30%	55 4%	164 20%	25 7%	22 9%		
Don't know	979	84 12%	200 5%	47 8%	43 10%	97 4%	126 7%	107 7%	54 4%	43 5%	30 8%	29 11%		
Mean	5.02	7.13	3.86	5.61	4.85	6.67	3.90	4.75	7.26	5.63	6.60	6.02		
Standard deviation	2.64	1.89	2.39	2.16	2.59	2.22	2.48	2.48	1.83	2.45	2.02	1.95		
Standard error	0.03	0.04	0.05	0.10	0.08	0.05	0.06	0.07	0.05	0.08	0.11	0.13		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 26

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Labour Party****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	437 5%	214 5%	223 5%	57 6%	81 6%	103 7%	61 4%	63 5%	73 4%	87 4%	90 4%	99 6%	160 9%	114 6%	97 5%	138 7%	51 4%	36 5%	73 6%	159 5%
	(9)	530 7%	298 8%	232 6%	63 7%	111 9%	118 8%	92 7%	70 6%	76 5%	115 5%	136 6%	130 8%	149 8%	134 7%	123 6%	157 8%	75 6%	42 6%	97 8%	230 7%
	(8)	768 10%	381 10%	386 9%	117 12%	141 11%	137 9%	134 10%	114 9%	125 7%	195 9%	223 10%	149 9%	202 11%	176 9%	188 9%	237 12%	101 9%	65 9%	127 11%	298 9%
	(7)	830 10%	396 10%	434 11%	112 12%	150 12%	184 12%	157 11%	115 9%	112 7%	203 9%	267 11%	183 11%	177 10%	198 10%	202 10%	240 12%	110 9%	80 11%	150 13%	373 11%
	(6)	737 9%	351 9%	386 9%	123 13%	130 10%	147 10%	123 9%	94 8%	119 7%	194 9%	230 10%	140 8%	173 9%	188 9%	206 10%	178 9%	90 8%	75 11%	138 12%	289 9%
	(5)	954 12%	416 11%	538 13%	149 15%	168 13%	180 12%	170 12%	136 11%	151 9%	248 11%	295 13%	199 12%	212 11%	238 12%	249 12%	219 11%	153 13%	94 13%	132 11%	444 13%
	(4)	669 8%	318 8%	351 9%	64 7%	96 7%	140 9%	111 8%	102 8%	155 9%	212 10%	212 9%	121 7%	125 7%	182 9%	168 8%	150 7%	104 9%	64 9%	98 8%	288 9%
	(3)	622 8%	318 8%	304 7%	41 4%	81 6%	100 7%	105 8%	121 10%	174 10%	215 10%	185 8%	104 6%	119 6%	185 9%	149 7%	144 7%	95 8%	49 7%	81 7%	245 7%
	(2)	623 8%	358 9%	264 6%	33 3%	61 5%	114 7%	117 9%	114 9%	184 11%	209 10%	173 7%	137 8%	104 6%	160 8%	154 7%	175 9%	85 7%	49 7%	69 6%	271 8%
Very negative indeed	(1)	1369 17%	777 20%	591 14%	63 7%	124 10%	202 13%	234 17%	247 20%	499 30%	404 19%	385 17%	296 17%	283 15%	348 17%	435 20%	264 13%	214 18%	108 15%	127 11%	515 15%
NET: 8-10		1734 22%	893 23%	841 20%	237 25%	333 26%	358 23%	286 21%	246 20%	274 16%	396 18%	449 19%	378 22%	511 28%	424 21%	408 19%	532 26%	228 20%	143 20%	297 25%	688 21%
NET: 4-7		3190 40%	1481 38%	1709 42%	449 46%	544 42%	651 43%	561 41%	448 37%	537 32%	857 39%	1004 43%	643 38%	686 37%	807 39%	825 39%	788 39%	457 39%	313 45%	517 44%	1394 42%

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**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 26

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Labour Party****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Weighted base																				
NET: 1-3	2614	1454	1160	136	266	416	456	482	858	828	744	536	506	694	738	582	394	206	278	1032
		32%	37%	28%	14%	21%	27%	33%	40%	51%	38%	32%	32%	27%	34%	35%	29%	30%	24%	31%
Don't know	515	119	396	144	146	106	66	32	21	93	139	134	150	122	155	119	83	37	75	229
		6%	3%	10%	15%	11%	7%	5%	3%	1%	4%	6%	8%	6%	7%	6%	7%	6%	7%	7%
Mean	4.97	4.85	5.09	5.90	5.67	5.30	4.92	4.64	4.00	4.61	4.90	5.03	5.42	4.89	4.74	5.35	4.78	5.05	5.54	5.00
Standard deviation	2.85	2.92	2.76	2.45	2.68	2.81	2.81	2.87	2.85	2.76	2.73	2.92	2.95	2.84	2.86	2.86	2.82	2.74	2.71	2.78
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.07	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.07	0.07	0.09	0.11	0.08	0.05

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 26

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Labour Party****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Very positive indeed	(10)	437 5%	13 1%	367 15%	1 *	1 *	30 1%	262 15%	40 3%	10 1%	20 2%	3 1%	-	
	(9)	530 7%	15 1%	443 18%	15 3%	6 1%	30 1%	344 19%	62 4%	13 1%	17 2%	2 1%	2 1%	
	(8)	768 10%	23 1%	590 25%	24 5%	27 3%	47 2%	358 20%	150 10%	15 1%	33 4%	8 2%	27 11%	
	(7)	830 10%	53 3%	486 20%	42 9%	54 6%	72 3%	343 19%	183 13%	35 2%	37 5%	19 5%	30 12%	
	(6)	737 9%	95 5%	235 10%	67 14%	69 7%	98 4%	173 10%	195 14%	57 4%	42 5%	38 10%	33 13%	
	(5)	954 12%	169 10%	149 6%	91 19%	97 10%	204 9%	151 8%	210 15%	118 8%	86 10%	51 14%	51 20%	
	(4)	669 8%	211 12%	46 2%	82 17%	92 10%	228 10%	58 3%	163 11%	157 11%	72 9%	54 14%	32 13%	
	(3)	622 8%	267 15%	17 1%	50 10%	102 11%	301 14%	20 1%	127 9%	212 15%	89 11%	55 15%	19 8%	
	(2)	623 8%	293 17%	12 1%	43 9%	114 12%	354 16%	25 1%	110 8%	246 18%	108 13%	47 12%	26 10%	
Very negative indeed	(1)	1369 17%	591 33%	11 *	49 10%	388 40%	808 36%	22 1%	156 11%	507 36%	301 37%	84 22%	25 10%	
NET: 8-10		1734 22%	51 3%	1400 58%	40 8%	34 3%	107 5%	964 54%	252 18%	38 3%	69 8%	14 4%	29 11%	
NET: 4-7		3190 40%	528 30%	917 38%	283 58%	312 32%	602 27%	724 40%	751 52%	366 26%	236 29%	162 43%	145 57%	

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 26

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The Labour Party****Base: All respondents**

	Vote Intention				2010 Vote							
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons now	Not Cons 2010 or now but perhaps in the future
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
NET: 1-3	2614	1151 32%	40 65%	142 2%	604 29%	1463 62%	66 66%	394 4%	965 27%	499 69%	186 61%	71 50%
Don't know	515	42 6%	38 2%	24 5%	17 2%	45 2%	44 2%	41 3%	28 2%	17 2%	14 4%	8 3%
Mean	4.97	2.92	7.73	4.53	3.00	2.94	7.49	5.06	2.75	3.25	3.57	4.72
Standard deviation	2.85	2.01	1.68	2.12	2.19	2.18	1.95	2.46	1.95	2.50	2.11	2.18
Standard error	0.03	0.05	0.04	0.09	0.07	0.05	0.05	0.06	0.05	0.08	0.11	0.14

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 27

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ken Clarke, the former Justice Secretary****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	79 1%	46 1%	33 1%	7 1%	19 1%	11 1%	15 1%	10 1%	18 1%	30 1%	23 1%	11 1%	16 1%	26 1%	22 1%	15 1%	8 1%	9 1%	13 1%	37 1%
	(9)	169 2%	111 3%	58 1%	16 2%	28 2%	26 2%	23 2%	29 2%	47 3%	59 3%	50 2%	34 2%	26 1%	58 3%	35 2%	34 2%	28 2%	13 2%	29 2%	67 2%
	(8)	380 5%	228 6%	152 4%	34 4%	46 4%	49 3%	60 4%	60 5%	130 8%	172 8%	100 4%	58 3%	50 3%	108 5%	102 5%	85 4%	59 5%	26 4%	57 5%	143 4%
	(7)	600 7%	367 9%	233 6%	44 5%	82 6%	107 7%	78 6%	119 10%	170 10%	221 10%	172 7%	102 6%	104 6%	166 8%	162 8%	133 7%	89 8%	51 7%	90 8%	246 7%
	(6)	901 11%	505 13%	395 10%	90 9%	149 12%	171 11%	140 10%	126 10%	225 13%	301 14%	258 11%	166 10%	175 9%	229 11%	227 11%	232 11%	123 11%	90 13%	131 11%	387 12%
	(5)	1275 16%	641 16%	634 15%	128 13%	177 14%	280 18%	230 17%	182 15%	277 16%	367 17%	354 15%	296 18%	257 14%	317 15%	337 16%	319 16%	202 17%	100 14%	166 14%	581 17%
	(4)	821 10%	460 12%	361 9%	66 7%	108 8%	145 10%	146 11%	146 12%	210 12%	229 11%	274 12%	155 9%	164 9%	216 11%	224 11%	220 11%	101 9%	61 9%	95 8%	362 11%
	(3)	661 8%	336 9%	324 8%	44 5%	73 6%	129 8%	134 10%	123 10%	158 9%	188 9%	196 8%	134 8%	143 8%	154 8%	178 8%	161 8%	109 9%	58 8%	81 7%	271 8%
	(2)	547 7%	280 7%	267 7%	47 5%	51 4%	114 7%	108 8%	103 9%	125 7%	120 6%	170 7%	114 7%	143 8%	146 7%	120 6%	145 7%	85 7%	51 7%	89 8%	210 6%
Very negative indeed	(1)	937 12%	516 13%	421 10%	53 5%	109 8%	172 11%	211 15%	181 15%	212 13%	183 8%	246 11%	211 12%	297 16%	196 10%	273 13%	246 12%	107 9%	115 16%	157 13%	320 10%
NET: 8-10		628 8%	385 10%	243 6%	57 6%	93 7%	87 6%	98 7%	98 8%	195 12%	261 12%	172 7%	103 6%	92 5%	192 9%	159 7%	135 7%	95 8%	48 7%	99 9%	248 7%
NET: 4-7		3597 45%	1973 50%	1624 40%	328 34%	516 40%	703 46%	595 43%	573 47%	882 52%	1119 51%	1058 45%	719 43%	701 38%	927 45%	950 45%	903 45%	515 44%	302 43%	483 41%	1576 47%

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## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 27

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ken Clarke, the former Justice Secretary****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	2145	1132	1012	143	233	415	452	407	495	490	612	459	583	496	571	552	301	224	327	801
		27%	29%	25%	15%	18%	27%	33%	34%	29%	23%	26%	27%	32%	24%	27%	26%	32%	28%	24%
Don't know	1683	456	1227	438	448	325	224	130	118	304	494	410	476	431	445	431	250	126	258	719
		21%	12%	30%	45%	35%	21%	16%	11%	7%	14%	21%	24%	26%	21%	21%	22%	18%	22%	21%
Mean	4.49	4.59	4.38	4.76	4.78	4.39	4.18	4.33	4.67	4.97	4.49	4.32	4.02	4.69	4.45	4.38	4.59	4.26	4.47	4.60
Standard deviation	2.28	2.33	2.22	2.16	2.28	2.18	2.29	2.33	2.32	2.24	2.24	2.24	2.30	2.30	2.29	2.24	2.23	2.37	2.41	2.20
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.06	0.07	0.06	0.04	0.05	0.08	0.06	0.05	0.06	0.06	0.07	0.10	0.08	0.04

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 27

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ken Clarke, the former Justice Secretary****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future				
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	79 1%	38 2%	22 1%	4 1%	6 1%	41 2%	18 1%	9 1%	33 2%	8 1%	6 2%	3 1%
	(9)	169 2%	70 4%	37 2%	18 4%	11 1%	76 3%	29 2%	42 3%	61 4%	15 2%	9 2%	9 3%
	(8)	380 5%	160 9%	78 3%	46 9%	28 3%	171 8%	66 4%	78 5%	139 10%	32 4%	21 6%	11 4%
	(7)	600 7%	201 11%	198 8%	60 12%	38 4%	225 10%	148 8%	128 9%	170 12%	55 7%	31 8%	21 8%
	(6)	901 11%	271 15%	319 13%	75 15%	58 6%	292 13%	231 13%	182 13%	221 16%	71 9%	49 13%	31 12%
	(5)	1275 16%	307 17%	385 16%	71 14%	145 15%	385 17%	279 16%	232 16%	247 18%	138 17%	61 16%	51 20%
	(4)	821 10%	189 11%	266 11%	52 11%	106 11%	248 11%	190 11%	185 13%	148 11%	100 12%	41 11%	27 11%
	(3)	661 8%	124 7%	205 9%	34 7%	114 12%	200 9%	168 9%	112 8%	109 8%	91 11%	15 4%	16 6%
	(2)	547 7%	83 5%	187 8%	20 4%	105 11%	143 6%	146 8%	96 7%	56 4%	86 11%	26 7%	12 5%
Very negative indeed	(1)	937 12%	96 5%	279 12%	21 4%	245 25%	208 9%	253 14%	120 8%	72 5%	136 17%	24 6%	8 3%
NET: 8-10		628 8%	268 15%	137 6%	68 14%	45 5%	287 13%	113 6%	129 9%	232 17%	55 7%	36 10%	23 9%
NET: 4-7		3597 45%	968 55%	1169 49%	258 53%	346 36%	1150 52%	848 47%	727 51%	786 56%	364 44%	182 48%	129 51%

**Lord Ashcroft**

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 27

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Ken Clarke, the former Justice Secretary****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 NOT now	Cons 2010 & now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2145	303	670	75	464	551	566	327	238	314	65	35		
	27%	17%	28%	15%	48%	25%	32%	23%	17%	38%	17%	14%		
Don't know	1683	234	419	88	112	228	270	255	141	87	93	66		
	21%	13%	17%	18%	12%	10%	15%	18%	10%	11%	25%	26%		
Mean	4.49	5.36	4.42	5.40	3.43	4.92	4.32	4.75	5.45	4.03	4.98	5.16		
Standard deviation	2.28	2.19	2.20	2.09	2.19	2.31	2.26	2.18	2.17	2.27	2.21	2.00		
Standard error	0.03	0.05	0.05	0.10	0.07	0.05	0.06	0.06	0.06	0.08	0.13	0.15		

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 28

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Theresa May, the Home Secretary****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	161 2%	84 2%	76 2%	13 1%	24 2%	20 1%	23 2%	26 2%	53 3%	51 2%	34 1%	38 2%	38 2%	68 3%	35 2%	35 2%	15 1%	8 1%	24 2%	58 2%
	(9)	272 3%	149 4%	123 3%	15 2%	39 3%	23 2%	30 2%	47 4%	118 7%	101 5%	83 4%	43 3%	45 2%	71 3%	88 4%	50 2%	44 4%	19 3%	25 2%	97 3%
	(8)	602 7%	342 9%	261 6%	51 5%	74 6%	73 5%	72 5%	112 9%	219 13%	199 9%	195 8%	105 6%	104 6%	184 9%	147 7%	139 7%	90 8%	43 6%	68 6%	217 6%
	(7)	743 9%	441 11%	302 7%	63 6%	84 7%	143 9%	100 7%	110 9%	244 14%	265 12%	202 9%	153 9%	123 7%	201 10%	214 10%	161 8%	105 9%	62 9%	84 7%	307 9%
	(6)	891 11%	434 11%	458 11%	110 11%	113 9%	173 11%	147 11%	142 12%	206 12%	278 13%	240 10%	210 12%	163 9%	247 12%	225 11%	212 10%	143 12%	64 9%	112 10%	407 12%
	(5)	1127 14%	524 13%	603 15%	144 15%	187 14%	229 15%	205 15%	147 12%	215 13%	264 12%	344 15%	269 16%	250 13%	272 13%	312 15%	281 14%	170 15%	91 13%	166 14%	519 16%
	(4)	701 9%	354 9%	347 8%	50 5%	107 8%	153 10%	140 10%	112 9%	139 8%	227 10%	221 9%	112 7%	141 8%	210 10%	170 8%	154 8%	101 9%	66 9%	114 10%	308 9%
	(3)	644 8%	372 9%	272 7%	51 5%	98 8%	145 9%	126 9%	97 8%	127 8%	180 8%	189 8%	129 8%	147 8%	157 8%	165 8%	177 9%	76 7%	68 10%	100 9%	280 8%
	(2)	539 7%	301 8%	238 6%	45 5%	66 5%	112 7%	91 7%	115 9%	110 7%	170 8%	152 7%	91 5%	126 7%	121 6%	125 6%	173 9%	77 7%	43 6%	76 6%	223 7%
Very negative indeed	(1)	1168 15%	643 16%	525 13%	81 8%	165 13%	230 15%	267 19%	231 19%	194 11%	241 11%	332 14%	250 15%	344 19%	244 12%	316 15%	309 15%	152 13%	147 21%	208 18%	409 12%
NET: 8-10		1035 13%	575 15%	460 11%	80 8%	138 11%	116 8%	126 9%	185 15%	390 23%	350 16%	311 13%	186 11%	187 10%	323 16%	269 13%	224 11%	149 13%	70 10%	117 10%	371 11%
NET: 4-7		3462 43%	1753 44%	1709 42%	367 38%	490 38%	698 46%	592 43%	511 42%	804 48%	1035 48%	1008 43%	743 44%	676 37%	930 45%	922 43%	807 40%	519 45%	283 41%	475 41%	1540 46%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 28

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Theresa May, the Home Secretary****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	2351	1316	1035	177	329	487	484	443	431	591	673	470	617	522	606	659	305	258	384	913
		29%	33%	25%	18%	32%	35%	37%	25%	27%	29%	28%	33%	26%	29%	33%	26%	37%	33%	27%
Don't know	1205	303	903	342	332	229	168	70	66	199	343	292	372	272	327	331	188	87	191	518
		15%	8%	22%	35%	26%	15%	12%	6%	4%	9%	15%	17%	20%	13%	15%	16%	16%	16%	16%
Mean	4.68	4.67	4.69	4.85	4.61	4.36	4.22	4.51	5.36	5.00	4.67	4.68	4.26	4.98	4.71	4.44	4.78	4.21	4.31	4.71
Standard deviation	2.53	2.58	2.47	2.32	2.49	2.35	2.46	2.64	2.59	2.50	2.50	2.50	2.58	2.53	2.53	2.51	2.47	2.53	2.51	2.40
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10	0.08	0.05

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 28

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Theresa May, the Home Secretary****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Very positive indeed	(10)	161 2%	95 5%	28 1%	7 1%	16 2%	100 5%	20 1%	11 1%	81 6%	20 2%	14 4%
	(9)	272 3%	149 8%	33 1%	13 3%	38 4%	175 8%	41 2%	25 2%	124 9%	50 6%	25 7%
	(8)	602 7%	311 18%	93 4%	43 9%	69 7%	327 15%	87 5%	83 6%	257 18%	70 9%	54 14%
	(7)	743 9%	310 18%	142 6%	61 12%	87 9%	365 16%	132 7%	110 8%	266 19%	99 12%	45 12%
	(6)	891 11%	285 16%	236 10%	67 14%	107 11%	313 14%	171 10%	175 12%	215 15%	98 12%	70 19%
	(5)	1127 14%	240 14%	338 14%	61 13%	170 18%	316 14%	257 14%	194 14%	182 13%	134 16%	58 15%
	(4)	701 9%	115 7%	229 10%	76 15%	80 8%	186 8%	153 9%	161 11%	90 6%	97 12%	26 7%
	(3)	644 8%	62 3%	258 11%	38 8%	93 10%	113 5%	173 10%	167 12%	47 3%	66 8%	14 4%
	(2)	539 7%	32 2%	232 10%	33 7%	74 8%	71 3%	187 10%	133 9%	21 1%	51 6%	12 3%
	(1)	1168 15%	37 2%	545 23%	34 7%	175 18%	105 5%	407 23%	220 15%	25 2%	80 10%	12 3%
NET: 8-10	1035 13%	555 31%	153 6%	63 13%	123 13%	602 27%	147 8%	119 8%	462 33%	140 17%	93 25%	27 11%
NET: 4-7	3462 43%	951 54%	944 39%	265 54%	444 46%	1180 53%	713 40%	640 45%	752 54%	428 52%	199 53%	139 55%

**Lord Ashcroft**

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 28

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Theresa May, the Home Secretary****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem						
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: 1-3	2351	131 29%	1036 43%	105 22%	342 35%	289 13%	767 43%	520 36%	93 7%	197 24%	38 10%	46 18%		
Don't know	1205	136 15%	262 8%	55 11%	58 11%	146 6%	171 7%	159 10%	90 11%	56 6%	46 7%	42 12%		
Mean	4.68	6.48	3.80	5.04	4.48	6.05	3.94	4.24	6.59	5.14	6.07	5.22		
Standard deviation	2.53	2.03	2.36	2.23	2.52	2.27	2.46	2.31	1.99	2.43	2.13	2.09		
Standard error	0.03	0.05	0.05	0.10	0.08	0.05	0.07	0.06	0.05	0.08	0.12	0.14		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 29

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The UK Independence Party (UKIP)****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	388 5%	224 6%	164 4%	48 5%	49 4%	64 4%	55 4%	62 5%	109 6%	79 4%	88 4%	113 7%	108 6%	124 6%	114 5%	88 4%	37 3%	25 4%	40 3%	168 5%
	(9)	414 5%	233 6%	180 4%	36 4%	59 5%	62 4%	60 4%	69 6%	128 8%	93 4%	118 5%	99 6%	103 6%	119 6%	121 6%	101 5%	57 5%	16 2%	52 4%	161 5%
	(8)	649 8%	389 10%	260 6%	69 7%	85 7%	95 6%	115 8%	104 9%	180 11%	166 8%	154 7%	156 9%	172 9%	162 8%	193 9%	158 8%	97 8%	39 6%	84 7%	267 8%
	(7)	652 8%	333 8%	319 8%	66 7%	82 6%	128 8%	140 10%	91 7%	145 9%	170 8%	178 8%	140 8%	165 9%	183 9%	182 9%	174 9%	82 7%	31 4%	82 7%	288 9%
	(6)	629 8%	320 8%	309 8%	89 9%	86 7%	105 7%	112 8%	107 9%	130 8%	167 8%	188 8%	143 8%	130 7%	163 8%	147 7%	180 9%	98 8%	42 6%	86 7%	264 8%
	(5)	846 11%	421 11%	425 10%	110 11%	151 12%	199 13%	128 9%	112 9%	145 9%	201 9%	229 10%	207 12%	208 11%	205 10%	214 10%	219 11%	129 11%	79 11%	111 9%	377 11%
	(4)	565 7%	277 7%	288 7%	73 8%	80 6%	97 6%	116 8%	92 8%	107 6%	156 7%	195 8%	94 6%	120 6%	142 7%	141 7%	142 7%	100 9%	40 6%	88 8%	241 7%
	(3)	578 7%	297 8%	281 7%	44 5%	72 6%	130 8%	95 7%	100 8%	137 8%	178 8%	168 7%	128 8%	104 6%	132 6%	170 8%	145 7%	80 7%	51 7%	76 7%	251 8%
	(2)	620 8%	322 8%	298 7%	60 6%	94 7%	127 8%	104 8%	87 7%	147 9%	204 9%	194 8%	113 7%	108 6%	157 8%	141 7%	155 8%	97 8%	71 10%	98 8%	263 8%
Very negative indeed	(1)	1771 22%	903 23%	868 21%	140 15%	270 21%	338 22%	309 23%	316 26%	397 23%	605 28%	560 24%	264 16%	342 18%	432 21%	449 21%	419 21%	238 20%	233 33%	312 27%	655 20%
NET: 8-10		1450 18%	847 21%	604 15%	153 16%	194 15%	221 14%	230 17%	235 19%	417 25%	338 16%	361 15%	367 22%	384 21%	405 20%	428 17%	347 17%	190 16%	80 11%	177 15%	596 18%
NET: 4-7		2692 33%	1352 34%	1340 33%	338 35%	400 31%	530 35%	496 36%	401 33%	527 31%	695 32%	790 34%	585 35%	623 34%	694 34%	684 32%	714 35%	409 35%	192 27%	366 31%	1170 35%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 29

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The UK Independence Party (UKIP)****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate		
	Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: 1-3	2969	1522	1447	245	437	595	508	503	681	988	922	505	554	721	759	719	414	355	486	42%	1168
	37%	39%	35%	25%	34%	39%	37%	42%	40%	45%	39%	30%	30%	35%	36%	36%	51%	42%	35%		
Don't know	941	226	716	231	257	184	135	68	66	153	263	235	291	227	255	240	147	73	137	12%	408
	12%	6%	17%	24%	20%	12%	10%	6%	4%	7%	11%	14%	16%	11%	12%	12%	13%	10%	12%	12%	
Mean	4.55	4.67	4.42	4.88	4.42	4.35	4.51	4.45	4.76	4.12	4.31	5.07	4.94	4.73	4.70	4.59	4.47	3.60	4.16	4.65	
Standard deviation	2.92	2.97	2.86	2.80	2.88	2.82	2.87	2.97	3.07	2.87	2.86	2.91	2.96	2.99	2.97	2.87	2.80	2.76	2.88	2.88	
Standard error	0.03	0.05	0.05	0.11	0.09	0.08	0.08	0.08	0.07	0.05	0.07	0.09	0.08	0.07	0.07	0.07	0.09	0.11	0.09	0.05	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 29

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The UK Independence Party (UKIP)****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but perhaps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Very positive indeed	(10)	388 5%	41 2%	26 1%	5 1%	279 29%	150 7%	38 2%	36 2%	32 2%	118 14%	9 2%	3 1%
	(9)	414 5%	57 3%	63 3%	15 3%	224 23%	175 8%	61 3%	62 4%	46 3%	129 16%	11 3%	8 3%
	(8)	649 8%	139 8%	126 5%	18 4%	244 25%	253 11%	115 6%	80 6%	108 8%	145 18%	31 8%	17 7%
	(7)	652 8%	185 10%	166 7%	33 7%	118 12%	241 11%	129 7%	120 8%	152 11%	90 11%	34 9%	25 10%
	(6)	629 8%	204 11%	188 8%	24 5%	44 5%	238 11%	136 8%	74 5%	163 12%	75 9%	41 11%	18 7%
	(5)	846 11%	237 13%	232 10%	40 8%	32 3%	241 11%	172 10%	126 9%	184 13%	56 7%	53 14%	32 13%
	(4)	565 7%	188 11%	172 7%	46 9%	14 1%	178 8%	108 6%	109 8%	144 10%	35 4%	45 12%	12 5%
	(3)	578 7%	166 9%	205 9%	45 9%	1 *	168 8%	144 8%	127 9%	137 10%	31 4%	29 8%	24 9%
	(2)	620 8%	167 9%	201 8%	58 12%	2 *	171 8%	155 9%	145 10%	136 10%	35 4%	31 8%	27 11%
Very negative indeed	(1)	1771 22%	287 16%	806 34%	159 33%	*	294 13%	578 32%	454 32%	226 16%	68 8%	61 16%	59 23%
NET: 8-10		1450 18%	236 13%	215 9%	38 8%	747 77%	577 26%	214 12%	177 12%	186 13%	392 48%	51 14%	28 11%
NET: 4-7		2692 33%	815 46%	757 32%	143 29%	208 22%	898 41%	545 30%	429 30%	643 46%	256 31%	172 46%	88 35%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 29

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****The UK Independence Party (UKIP)****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but per- haps in the future		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 but per- haps in the future	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
NET: 1-3	2969	620	1211	263	3	633	877	726	498	135	122	110	
		37%	35%	51%	54%	*	29%	49%	50%	36%	16%	32%	44%
Don't know	941	102	211	45	9	109	162	105	71	38	31	27	
		12%	6%	9%	9%	1%	5%	9%	7%	5%	5%	8%	11%
Mean	4.55	4.55	3.57	3.38	8.42	5.34	3.78	3.77	4.55	6.69	4.56	4.07	
Standard deviation	2.92	2.54	2.61	2.52	1.47	2.83	2.76	2.79	2.54	2.79	2.53	2.65	
Standard error	0.03	0.06	0.06	0.11	0.05	0.06	0.07	0.07	0.07	0.10	0.13	0.17	

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 30

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Boris Johnson, the Mayor of London****Base: All respondents**

	Gender			Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Very positive indeed	(10)	626 8%	311 8%	315 8%	89 9%	104 8%	106 7%	110 8%	92 8%	126 7%	178 8%	167 7%	127 8%	154 8%	209 10%	169 8%	122 6%	96 8%	30 4%	80 7%	295 9%
	(9)	723 9%	379 10%	344 8%	90 9%	115 9%	136 9%	100 7%	99 8%	184 11%	249 11%	218 9%	143 8%	112 6%	235 12%	191 9%	158 8%	101 9%	37 5%	79 7%	341 10%
	(8)	1155 14%	607 15%	548 13%	135 14%	184 14%	222 14%	181 13%	176 15%	257 15%	344 16%	345 15%	254 15%	213 12%	332 16%	330 16%	245 12%	185 16%	64 9%	163 14%	519 16%
	(7)	1013 13%	532 13%	481 12%	118 12%	144 11%	206 13%	161 12%	141 12%	243 14%	307 14%	310 13%	203 12%	193 10%	247 12%	293 14%	254 13%	147 13%	73 10%	159 14%	430 13%
	(6)	893 11%	479 12%	414 10%	100 10%	143 11%	175 11%	153 11%	154 13%	168 10%	248 11%	257 11%	180 11%	208 11%	226 11%	205 10%	243 12%	127 11%	92 13%	129 11%	398 12%
	(5)	899 11%	388 10%	511 12%	125 13%	141 11%	176 12%	180 13%	128 11%	148 9%	207 10%	281 12%	203 12%	207 11%	223 11%	234 11%	240 12%	119 10%	82 12%	122 10%	381 11%
	(4)	504 6%	229 6%	274 7%	60 6%	73 6%	91 6%	78 6%	82 7%	120 7%	142 7%	130 6%	112 7%	120 6%	127 6%	126 6%	127 6%	62 5%	61 9%	81 7%	192 6%
	(3)	442 5%	224 6%	218 5%	42 4%	66 5%	85 6%	82 6%	70 6%	96 5%	116 5%	140 6%	69 4%	117 6%	103 5%	108 5%	112 6%	70 6%	49 7%	64 5%	157 5%
	(2)	373 5%	203 5%	169 4%	21 2%	50 4%	72 5%	51 4%	64 5%	115 7%	106 5%	100 4%	75 4%	91 5%	89 4%	98 5%	99 5%	45 4%	42 6%	56 5%	123 4%
Very negative indeed	(1)	791 10%	433 11%	357 9%	40 4%	88 7%	137 9%	193 14%	158 13%	175 10%	185 9%	226 10%	168 11%	211 10%	163 8%	187 9%	232 11%	100 9%	108 15%	147 13%	250 7%
NET: 8-10		2504 31%	1296 33%	1208 29%	314 32%	403 31%	463 30%	390 29%	367 30%	568 34%	771 35%	731 31%	524 31%	479 26%	776 38%	690 32%	526 26%	382 33%	130 19%	322 28%	1155 35%
NET: 4-7		3308 41%	1629 41%	1679 41%	404 42%	501 39%	648 42%	571 42%	505 42%	679 40%	904 42%	977 42%	698 41%	728 39%	822 40%	859 40%	864 43%	455 39%	308 44%	492 42%	1402 42%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 30

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Boris Johnson, the Mayor of London****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Weighted base																				
NET: 1-3	1605	860	745	103	204	294	327	292	385	407	466	313	419	355	393	444	215	199	267	530
	20%	22%	18%	11%	16%	19%	24%	24%	23%	19%	20%	18%	23%	17%	19%	22%	18%	28%	23%	16%
Don't know	635	161	475	146	180	125	81	44	59	93	161	156	225	93	183	187	110	62	87	256
	8%	4%	12%	15%	14%	8%	6%	4%	3%	4%	7%	9%	12%	5%	9%	9%	9%	9%	7%	8%
Mean	5.91	5.90	5.92	6.44	6.13	5.92	5.62	5.67	5.88	6.13	5.92	5.92	5.60	6.25	6.03	5.63	6.07	5.01	5.64	6.22
Standard deviation	2.72	2.75	2.68	2.42	2.62	2.65	2.82	2.80	2.78	2.67	2.68	2.70	2.80	2.68	2.68	2.72	2.68	2.71	2.76	2.60
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.07	0.08	0.07	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.11	0.09	0.05

# Blueprint Phase 4

## ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 30

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Boris Johnson, the Mayor of London****Base: All respondents**

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Very positive indeed	(10)	626 8%	254 14%	92 4%	29 6%	105 11%	304 14%	73 4%	86 6%	203 15%	101 12%	51 14%
	(9)	723 9%	306 17%	122 5%	50 10%	103 11%	349 16%	85 5%	130 9%	245 18%	104 13%	60 16%
	(8)	1155 14%	381 21%	243 10%	77 16%	167 17%	473 21%	175 10%	193 13%	315 23%	158 19%	65 17%
	(7)	1013 13%	273 15%	268 11%	72 15%	153 16%	333 15%	211 12%	164 11%	211 15%	121 15%	61 16%
	(6)	893 11%	210 12%	268 11%	59 12%	117 12%	258 12%	209 12%	175 12%	164 12%	94 11%	46 12%
	(5)	899 11%	131 7%	313 13%	63 13%	98 10%	179 8%	221 12%	179 12%	103 7%	75 9%	28 7%
	(4)	504 6%	66 4%	204 9%	36 7%	54 6%	83 4%	138 8%	119 8%	48 3%	35 4%	18 5%
	(3)	442 5%	45 3%	177 7%	29 6%	46 5%	53 2%	117 7%	113 8%	28 2%	25 3%	16 4%
	(2)	373 5%	21 1%	178 7%	24 5%	32 3%	43 2%	139 8%	73 5%	17 1%	25 3%	4 1%
Very negative indeed	(1)	791 10%	34 2%	404 17%	21 4%	72 7%	76 3%	325 18%	136 9%	25 2%	51 6%	9 2%
NET: 8-10		2504 31%	941 53%	457 19%	157 32%	374 39%	1127 51%	334 19%	409 28%	764 55%	363 44%	177 47%
NET: 4-7		3308 41%	680 38%	1052 44%	230 47%	423 44%	852 38%	779 43%	637 44%	527 38%	326 40%	153 41%

**Lord Ashcroft**

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 30

**Q.10 Please can you say how positive or negative you feel towards each of the following politicians and parties?****Boris Johnson, the Mayor of London****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 NOT now	Cons 2010 & now	Not Cons 2010 but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 NOT now	Cons 2010 but Cons now			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
NET: 1-3	1605	100 20%	759 32%	74 15%	150 16%	172 8%	581 32%	321 22%	71 5%	101 12%	29 8%	28 11%	
Don't know	635	52 8%	127 3%	27 5%	20 6%	66 2%	104 3%	71 6%	36 5%	31 3%	16 4%	9 4%	
Mean	5.91	7.34	4.90	6.15	6.40	7.16	4.87	5.68	7.40	6.73	7.12	6.59	
Standard deviation	2.72	2.09	2.72	2.41	2.58	2.25	2.75	2.65	2.05	2.52	2.23	2.25	
Standard error	0.03	0.05	0.06	0.11	0.08	0.05	0.07	0.07	0.05	0.09	0.12	0.14	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 31

**Q.11 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?**

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate		
	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Unweighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
David Cameron and George Osborne	4565	2331	2233	533	686	789	716	681	1159	1411	1348	946	859	1272	1268	1006	695	323	577	1980	
		57%	59%	54%	55%	53%	52%	52%	56%	69%	65%	58%	56%	46%	62%	60%	50%	60%	46%	59%	
Ed Miliband and Ed Balls	3488	1615	1873	434	602	741	653	526	532	763	987	745	993	774	858	1014	466	376	590	1363	
		43%	41%	46%	45%	47%	48%	48%	44%	31%	35%	42%	44%	54%	38%	40%	50%	40%	54%	51%	41%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 31

**Q.11 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
David Cameron and George Osborne	4565 57%	1743 98%	365 15%	352 72%	714 74%	2047 92%	400 22%	742 52%	1383 99%	664 81%	359 96%	213 84%		
Ed Miliband and Ed Balls	3488 43%	30 2%	2030 85%	137 28%	253 26%	170 8%	1398 78%	696 48%	13 1%	156 19%	17 4%	40 16%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 32

**Q.12 Thinking about Britain's economy, which of the following is closest to your own view?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Although things are difficult now, the right decisions are being made and things will improve significantly in the next year or two	3720	2068	1651	416	561	637	548	553	1005	1233	1103	755	628	1062	1026	843	532	256	480	1627
				46%	52%	40%	43%	43%	59%	57%	47%	45%	34%	52%	48%	42%	46%	37%	41%	49%
In a year or two's time the economy will be no better, or even worse, than it is now	4333	1878	2455	550	728	893	822	655	685	941	1232	936	1224	984	1099	1178	630	443	687	1716
				54%	48%	60%	57%	57%	58%	60%	53%	55%	66%	48%	52%	58%	54%	63%	59%	51%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 32

**Q.12 Thinking about Britain's economy, which of the following is closest to your own view?****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Although things are difficult now, the right decisions are being made and things will improve significantly in the next year or two	3720	1626 46%	525 92%	308 22%	429 63%	1766 44%	474 80%	616 26%	1309 43%	457 94%	317 56%	158 84%	
In a year or two's time the economy will be no better, or even worse, than it is now	4333	147 54%	1870 8%	181 78%	538 37%	451 20%	1324 74%	823 57%	88 6%	363 44%	59 16%	95 38%	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 33

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Getting the economy growing and creating jobs**

**Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	3556 44%	1917 49%	1639 40%	314 32%	451 35%	606 40%	591 43%	574 48%	1020 60%	1154 53%	1042 45%	747 44%	613 33%	990 48%	1011 48%	790 39%	532 46%	233 33%	414 36%	1543 46%
Labour	3648 45%	1699 43%	1949 47%	526 54%	677 53%	749 49%	644 47%	518 43%	535 32%	800 37%	1036 44%	787 47%	1026 55%	831 41%	900 42%	1050 52%	486 42%	381 55%	630 54%	1438 43%
The Liberal Democrats	849 11%	329 8%	519 13%	127 13%	161 12%	175 11%	134 10%	116 10%	136 8%	220 10%	258 11%	158 9%	213 12%	226 11%	215 10%	180 9%	143 12%	84 12%	123 11%	362 11%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 33

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Getting the economy growing and creating jobs**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	3556 44%	1672 94%	184 8%	170 35%	597 62%	1934 87%	223 12%	477 33%	1338 96%	596 73%	334 89%	159 63%		
Labour	3648 45%	70 4%	2120 89%	78 16%	282 29%	217 10%	1514 84%	612 43%	39 3%	178 22%	31 8%	68 27%		
The Liberal Democrats	849 11%	31 2%	91 4%	241 49%	88 9%	66 3%	61 3%	350 24%	20 1%	46 6%	11 3%	25 10%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 34

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Cutting the deficit and the debt****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Unweighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	4467 55%	2423 61%	2043 50%	398 41%	616 48%	773 51%	754 55%	734 61%	1191 70%	1419 65%	1331 57%	909 54%	808 44%	1206 59%	1237 58%	1027 51%	673 58%	323 46%	578 50%	1930 58%
Labour	2728 34%	1171 30%	1556 38%	442 46%	497 39%	583 38%	474 35%	353 29%	379 22%	549 25%	760 33%	604 36%	815 44%	611 30%	684 32%	804 40%	351 30%	277 40%	461 40%	1050 31%
The Liberal Democrats	859 11%	351 9%	507 12%	126 13%	176 14%	174 11%	141 10%	121 10%	121 7%	206 9%	244 10%	179 11%	229 12%	230 11%	204 10%	189 9%	137 12%	98 14%	127 11%	363 11%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 34

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Cutting the deficit and the debt****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	4467 55%	1711 97%	608 25%	238 49%	696 72%	2021 91%	513 29%	705 49%	1360 97%	661 81%	351 93%	205 81%		
Labour	2728 34%	39 2%	1647 69%	47 10%	183 19%	144 6%	1193 66%	404 28%	21 2%	122 15%	17 5%	32 13%		
The Liberal Democrats	859 11%	23 1%	140 6%	205 42%	88 9%	52 2%	91 5%	328 23%	15 1%	37 4%	8 2%	16 6%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 35

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Improving the NHS****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Unweighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	2505 31%	1294 33%	1210 29%	274 28%	314 24%	400 26%	372 27%	393 33%	751 44%	781 36%	736 32%	534 32%	453 24%	718 35%	729 34%	545 27%	369 32%	143 21%	251 22%	1078 32%
Labour	4204 52%	2063 52%	2141 52%	552 57%	718 56%	862 56%	760 56%	614 51%	698 41%	1015 47%	1207 52%	891 53%	1092 59%	964 47%	1052 49%	1211 60%	560 48%	417 60%	723 62%	1670 50%
The Liberal Democrats	1344 17%	589 15%	755 18%	140 15%	256 20%	268 18%	237 17%	201 17%	241 14%	378 17%	393 17%	265 16%	307 17%	364 18%	344 16%	264 13%	233 20%	138 20%	193 17%	595 18%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 35

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Improving the NHS****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	2505 31%	1309 74%	79 3%	56 11%	420 43%	1513 68%	94 5%	223 16%	1078 77%	435 53%	230 61%	56 22%		
Labour	4204 52%	242 14%	2210 92%	119 24%	395 41%	440 20%	1601 89%	736 51%	159 11%	280 34%	83 22%	120 48%		
The Liberal Democrats	1344 17%	222 13%	105 4%	314 64%	152 16%	264 12%	103 6%	478 33%	159 11%	105 13%	63 17%	77 30%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 36

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Improving schools****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	2778 35%	1467 37%	1311 32%	272 28%	362 28%	435 28%	432 32%	445 37%	832 49%	887 41%	822 35%	574 34%	495 27%	789 39%	799 38%	608 30%	413 36%	168 24%	286 25%	1197 36%
Labour	3752 47%	1761 45%	1991 48%	515 53%	666 52%	784 51%	676 49%	514 43%	597 35%	846 39%	1066 46%	799 47%	1041 56%	836 41%	918 43%	1089 54%	502 43%	406 58%	658 56%	1457 44%
The Liberal Democrats	1523 19%	718 18%	805 20%	179 19%	261 20%	312 20%	260 19%	249 21%	261 15%	441 20%	448 19%	319 19%	316 17%	421 21%	408 19%	323 16%	246 21%	125 18%	222 19%	690 21%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 36

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Improving schools****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	2778 35%	1399 79%	117 5%	64 13%	490 51%	1651 74%	115 6%	267 19%	1149 82%	502 61%	250 66%	82 32%		
Labour	3752 47%	167 9%	2086 87%	77 16%	301 31%	312 14%	1514 84%	603 42%	98 7%	214 26%	69 18%	93 37%		
The Liberal Democrats	1523 19%	207 12%	193 8%	348 71%	176 18%	254 11%	168 9%	568 40%	150 11%	104 13%	58 15%	78 31%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 37

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Protecting the environment**

**Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	2026 25%	959 24%	1067 26%	229 24%	282 22%	328 21%	328 24%	324 27%	536 32%	562 26%	608 26%	448 27%	407 22%	604 30%	567 27%	428 21%	304 26%	123 18%	213 18%	900 27%
Labour	2740 34%	1201 30%	1539 37%	401 42%	541 42%	566 37%	483 35%	370 31%	379 22%	571 26%	756 32%	574 34%	839 45%	618 30%	695 33%	801 40%	350 30%	276 39%	475 41%	1089 33%
The Liberal Democrats	3287 41%	1787 45%	1501 37%	337 35%	466 36%	637 42%	558 41%	514 43%	775 46%	1042 48%	971 42%	669 40%	605 33%	824 40%	864 41%	792 39%	507 44%	300 43%	479 41%	1354 41%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 37

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Protecting the environment**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	2026 25%	962 54%	118 5%	34 7%	358 37%	1130 51%	112 6%	179 12%	793 57%	337 41%	169 45%	58 23%		
Labour	2740 34%	81 5%	1594 67%	59 12%	215 22%	192 9%	1201 67%	372 26%	48 3%	144 18%	33 9%	38 15%		
The Liberal Democrats	3287 41%	730 41%	682 28%	396 81%	394 41%	895 40%	485 27%	887 62%	556 40%	340 41%	174 46%	157 62%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 38

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Dealing with crime****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	Wales & North Eng-land	South West	Scot-land	Public	Pri- vate
	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Unweighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	4076	2205	1872	367	507	708	700	669	1125	1307	1214	834	721	1131	1130	934	592	288	499	1734
		51%	56%	46%	38%	39%	46%	51%	55%	67%	60%	52%	49%	39%	55%	53%	46%	51%	41%	43% 52%
Labour	3158	1415	1743	467	618	663	540	427	442	672	888	676	922	701	786	913	428	329	558	1264
		39%	36%	42%	48%	48%	43%	39%	35%	26%	31%	38%	40%	50%	34%	37%	45%	37%	47%	48% 38%
The Liberal Democrats	819	327	492	133	163	159	129	111	123	196	233	181	209	214	209	174	141	82	110	345
		10%	8%	12%	14%	13%	10%	9%	9%	7%	9%	10%	11%	11%	10%	9%	12%	9%	9%	10%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 38

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Dealing with crime****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
The Conservatives	4076 51%	1661 94%	449 19%	221 45%	664 69%	1950 88%	407 23%	613 43%	1316 94%	634 77%	344 92%	178 70%
Labour	3158 39%	73 4%	1847 77%	71 15%	214 22%	199 9%	1330 74%	499 35%	50 4%	149 18%	23 6%	59 23%
The Liberal Democrats	819 10%	39 2%	98 4%	197 40%	89 9%	68 3%	61 3%	327 23%	31 2%	37 5%	9 2%	16 6%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 39

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Defending Britain's interests in Europe****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	3962 49%	2111 53%	1851 45%	356 37%	546 42%	682 45%	673 49%	641 53%	1064 63%	1243 57%	1200 51%	800 47%	719 39%	1105 54%	1066 50%	921 46%	597 51%	272 39%	510 44%	1721 51%
Labour	3010 37%	1362 35%	1647 40%	436 45%	567 44%	653 43%	521 38%	403 33%	430 25%	636 29%	818 35%	649 38%	907 49%	645 32%	794 37%	859 42%	396 34%	316 45%	494 42%	1200 36%
The Liberal Democrats	1082 13%	473 12%	608 15%	174 18%	176 14%	195 13%	175 13%	164 14%	197 12%	295 14%	318 14%	243 14%	226 12%	296 14%	265 12%	241 12%	169 15%	111 16%	163 14%	421 13%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 39

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Defending Britain's interests in Europe****Base: All respondents**

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
The Conservatives	3962 49%	1634 92%	439 18%	172 35%	645 67%	1925 87%	384 21%	579 40%	1311 94%	614 75%	322 86%	175 69%	
Labour	3010 37%	76 4%	1788 75%	54 11%	226 23%	187 8%	1296 72%	452 31%	45 3%	142 17%	31 8%	51 20%	
The Liberal Democrats	1082 13%	63 4%	169 7%	263 54%	96 10%	105 5%	118 7%	407 28%	40 3%	64 8%	23 6%	28 11%	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 40

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Reforming welfare to stop scroungers and cut benefit dependency**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	4717	2506	2211	456	636	837	798	761	1229	1446	1392	988	891	1266	1269	1138	684	360	621	2018
		59%	64%	54%	47%	49%	55%	58%	63%	73%	66%	60%	58%	48%	62%	60%	56%	59%	51%	60%
Labour	2464	1099	1365	377	485	520	427	333	322	518	689	509	748	549	620	685	361	249	415	974
		31%	28%	33%	39%	38%	34%	31%	28%	19%	24%	29%	30%	40%	27%	29%	34%	31%	36%	29%
The Liberal Democrats	872	341	530	133	167	173	145	114	139	211	255	194	212	232	236	198	116	90	131	351
		11%	9%	13%	14%	13%	11%	11%	9%	8%	10%	11%	11%	11%	11%	11%	10%	13%	11%	10%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 40

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Reforming welfare to stop scroungers and cut benefit dependency**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	4717 59%	1684 95%	748 31%	241 49%	743 77%	2007 91%	621 35%	766 53%	1334 96%	673 82%	349 93%	211 83%		
Labour	2464 31%	47 3%	1485 62%	43 9%	154 16%	142 6%	1070 60%	351 24%	34 2%	108 13%	13 4%	22 9%		
The Liberal Democrats	872 11%	42 2%	161 7%	205 42%	70 7%	67 3%	106 6%	321 22%	28 2%	39 5%	14 4%	21 8%		

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Absolutes/col percents

Table 41

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Controlling immigration****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
The Conservatives	4214	2275	1939	396	580	749	704	672	1112	1340	1263	858	753	1179	1152	973	603	307	578	1793	
		52%	58%	47%	41%	45%	49%	51%	56%	66%	62%	54%	51%	41%	58%	54%	48%	52%	44%	54%	
Labour	2745	1198	1546	413	504	571	470	382	404	573	751	581	840	578	703	792	384	288	441	1077	
		34%	30%	38%	43%	39%	37%	34%	32%	24%	26%	32%	34%	45%	28%	33%	39%	33%	41%	38%	32%
The Liberal Democrats	1095	473	621	157	204	210	195	153	174	262	322	252	259	290	270	256	174	105	148	473	
		14%	12%	15%	16%	16%	14%	13%	10%	12%	14%	15%	14%	14%	14%	13%	15%	15%	13%	14%	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 41

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Controlling immigration**

**Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
The Conservatives	4214 52%	1627 92%	611 26%	209 43%	661 68%	1938 87%	502 28%	618 43%	1301 93%	637 78%	326 87%	178 70%
Labour	2745 34%	75 4%	1578 66%	51 10%	210 22%	167 8%	1170 65%	412 29%	44 3%	123 15%	31 8%	39 15%
The Liberal Democrats	1095 14%	71 4%	206 9%	229 47%	96 10%	112 5%	126 7%	408 28%	52 4%	60 7%	19 5%	36 14%

## Blueprint Phase 4

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Absolutes/col percents

Table 42

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Cutting taxes****Base:** All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	3008 37%	1727 44%	1281 31%	272 28%	368 29%	482 32%	526 38%	500 41%	859 51%	1041 48%	858 37%	593 35%	516 28%	833 41%	846 40%	677 34%	453 39%	198 28%	362 31%	1314 39%
Labour	3733 46%	1638 41%	2096 51%	530 55%	657 51%	789 52%	638 47%	511 42%	609 36%	786 36%	1065 46%	832 49%	1051 57%	855 42%	942 44%	1053 52%	513 44%	371 53%	610 52%	1461 44%
The Liberal Democrats	1312 16%	582 15%	730 18%	165 17%	263 20%	259 17%	205 15%	196 16%	223 13%	348 16%	413 18%	266 16%	285 15%	358 18%	337 16%	291 14%	196 17%	130 19%	194 17%	568 17%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 42

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Cutting taxes****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	3008 37%	1312 74%	338 14%	133 27%	489 51%	1552 70%	290 16%	422 29%	1077 77%	475 58%	235 62%	116 46%		
Labour	3733 46%	289 16%	1845 77%	97 20%	347 36%	453 20%	1355 75%	566 39%	195 14%	258 31%	93 25%	85 34%		
The Liberal Democrats	1312 16%	172 10%	212 9%	259 53%	131 14%	212 10%	152 8%	451 31%	124 9%	88 11%	48 13%	52 21%		

**Blueprint Phase 4**  
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Absolutes/col percents

Table 43

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Scrapping unnecessary rules and regulations****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	3304	1889 41%	1414 48%	331 34%	439 34%	531 35%	541 40%	508 42%	955 56%	1104 51%	979 42%	646 38%	575 31%	943 46%	932 44%	730 36%	497 43%	202 29%	381 33%	1443 43%
Labour	3065	1319 38%	1746 33%	446 43%	578 46%	660 45%	541 43%	423 39%	418 35%	597 25%	838 27%	711 36%	920 42%	673 50%	765 33%	885 36%	421 44%	321 46%	517 44%	1215 36%
The Liberal Democrats	1685	738 21%	947 19%	190 20%	273 21%	340 22%	288 21%	277 23%	318 19%	474 22%	519 20%	334 19%	358 19%	431 21%	429 20%	406 20%	243 21%	176 25%	269 23%	686 21%

## Blueprint Phase 4

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Absolutes/col percents

Table 43

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Scraping unnecessary rules and regulations****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	3304 41%	1460 82%	326 14%	136 28%	577 60%	1738 78%	285 16%	418 29%	1200 86%	538 66%	260 69%	124 49%		
Labour	3065 38%	100 6%	1756 73%	53 11%	237 24%	223 10%	1279 71%	438 30%	58 4%	165 20%	42 11%	64 25%		
The Liberal Democrats	1685 21%	213 12%	313 13%	300 61%	153 16%	257 12%	234 13%	581 40%	139 10%	118 14%	74 20%	65 26%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 44

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?****Ensuring people are treated fairly****Base: All respondents**

	Gender		Age						Social Grade			Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Unweighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	2243 28%	1145 29%	1098 27%	216 22%	302 23%	356 23%	348 25%	347 29%	673 40%	699 32%	664 28%	479 28%	401 22%	640 31%	646 30%	481 24%	343 30%	133 19%	235 20%	985 29%
Labour	3846 48%	1821 46%	2026 49%	534 55%	657 51%	798 52%	685 50%	552 46%	620 37%	864 40%	1067 46%	837 49%	1079 58%	892 44%	951 45%	1103 55%	508 44%	393 56%	651 56%	1503 45%
The Liberal Democrats	1964 24%	980 25%	983 24%	216 22%	330 26%	375 25%	336 25%	309 26%	398 24%	612 28%	604 26%	375 22%	372 20%	515 25%	528 25%	436 22%	311 27%	173 25%	281 24%	855 26%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 44

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Ensuring people are treated fairly**

**Base: All respondents**

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
The Conservatives	2243 28%	1239 70%	63 3%	24 5%	395 41%	1402 63%	84 5%	170 12%	1020 73%	382 47%	218 58%	53 21%	
Labour	3846 48%	165 9%	2162 90%	70 14%	335 35%	356 16%	1575 88%	602 42%	105 7%	252 31%	61 16%	86 34%	
The Liberal Democrats	1964 24%	369 21%	170 7%	395 81%	237 25%	459 21%	138 8%	667 46%	272 19%	187 23%	97 26%	114 45%	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 45

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Tackle the cost of living and improve the standard of living for people like me**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	2695 33%	1450 37%	1244 30%	225 23%	319 25%	416 27%	435 32%	441 37%	858 51%	896 41%	792 34%	543 34%	463 32%	768 25%	789 38%	591 37%	392 29%	154 34%	277 22%	1152 34%
Labour	4108 51%	1933 49%	2176 53%	580 60%	719 56%	844 55%	728 53%	584 48%	653 39%	925 43%	1180 51%	895 53%	1109 60%	931 46%	1007 47%	1175 58%	578 50%	417 60%	704 60%	1600 48%
The Liberal Democrats	1250 16%	564 14%	686 17%	162 17%	250 19%	270 18%	206 15%	183 15%	179 11%	353 16%	364 16%	253 15%	280 15%	347 17%	330 16%	254 13%	191 16%	129 18%	186 16%	591 18%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 45

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Tackle the cost of living and improve the standard of living for people like me**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	2695 33%	1489 84%	90 4%	67 14%	462 48%	1673 75%	119 7%	258 18%	1208 86%	465 57%	281 75%	99 39%		
Labour	4108 51%	151 9%	2219 93%	102 21%	368 38%	355 16%	1606 89%	707 49%	93 7%	262 32%	58 15%	103 41%		
The Liberal Democrats	1250 16%	133 7%	86 4%	320 65%	137 14%	189 9%	72 4%	472 33%	96 7%	93 11%	37 10%	51 20%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 46

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Introduce practical policies that would work in the long run**

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The Conservatives	3442 43%	1833 46%	1609 39%	345 36%	471 37%	549 36%	558 41%	544 45%	973 58%	1096 50%	1021 44%	712 42%	613 33%	969 47%	967 45%	776 38%	520 45%	211 30%	403 35%	1473 44%
Labour	3386 42%	1574 40%	1813 44%	474 49%	605 47%	718 47%	601 44%	482 40%	507 30%	748 34%	941 40%	744 44%	953 51%	760 37%	864 41%	969 48%	442 38%	351 50%	565 48%	1364 41%
The Liberal Democrats	1225 15%	540 14%	685 17%	147 15%	212 16%	263 17%	210 15%	182 15%	210 12%	330 15%	373 16%	235 14%	286 15%	318 16%	295 14%	276 14%	199 17%	137 20%	199 17%	506 15%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 46

**Q.13 Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?**

**Introduce practical policies that would work in the long run**

**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The Conservatives	3442 43%	1638 92%	187 8%	112 23%	593 61%	1895 85%	223 12%	390 27%	1316 94%	579 71%	322 86%	150 59%		
Labour	3386 42%	57 3%	2060 86%	60 12%	255 26%	200 9%	1462 81%	544 38%	32 2%	168 20%	26 7%	63 25%		
The Liberal Democrats	1225 15%	78 4%	148 6%	317 65%	119 12%	122 6%	113 6%	505 35%	49 3%	74 9%	29 8%	40 16%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 47

**Q.14a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	2406	1314	1092	85	231	328	428	447	887	1113	631	295	367	783	686	495	346	96	268	926
Weighted base	2217	1249	968	88	232	360	367	387	783	791	644	417	365	670	669	458	324	96	240	929
I could never see myself voting Labour	1668 75%	949 76%	720 74%	57 65%	146 63%	249 69%	273 74%	299 82%	645 76%	605 77%	493 76%	304 73%	266 73%	506 76%	518 77%	326 71%	246 76%	72 75%	153 64%	695 75%
I could see myself voting Labour at some point in the future	549 25%	301 24%	248 26%	31 35%	86 37%	112 31%	94 26%	88 23%	138 18%	186 24%	151 23%	113 27%	98 27%	164 24%	151 23%	131 29%	78 24%	24 25%	87 36%	234 25%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 47

**Q.14a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Vote Intention					2010 Vote					Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now	Cons 2010 NOT now		
Unweighted base	2406	1514	110	21	441	2406	-	-	1514	892	-	-
Weighted base	2217	1397	101	16	413	2217	-	-	1397	820	-	-
I could never see myself voting Labour	1668 75%	1158 83%	4 4%	8 48%	325 79%	1668 75%	-	-	1158 83%	510 62%	-	-
I could see myself voting Labour at some point in the future	549 25%	239 17%	97 96%	9 52%	88 21%	549 25%	-	-	239 17%	310 38%	-	-

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 48

**Q.14b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	2406	1314	1092	85	231	328	428	447	887	1113	631	295	367	783	686	495	346	96	268	926
Weighted base	2217	1249	968	88	232	360	367	387	783	791	644	417	365	670	669	458	324	96	240	929
I could never see myself voting Lib Dem	1450 65%	839 67%	611 63%	61 69%	120 52%	214 59%	245 67%	246 64%	564 72%	500 63%	423 66%	279 67%	247 68%	453 68%	431 65%	300 66%	208 64%	58 60%	148 62%	577 62%
I could see myself voting Lib Dem at some point in the future	767 35%	410 33%	357 37%	27 31%	112 48%	146 41%	123 33%	141 36%	218 28%	291 37%	221 34%	138 33%	118 32%	218 32%	237 35%	158 34%	116 36%	39 40%	91 38%	351 38%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 48

**Q.14b Some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but per- haps in the future	Not Cons 2010 or now
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	2406	1514	110	21	441	2406	-	-	1514	892	-	-
Weighted base	2217	1397	101	16	413	2217	-	-	1397	820	-	-
I could never see myself voting Lib Dem	1450 65%	865 62%	68 67%	1 3%	345 84%	1450 65%	-	-	865 62%	585 71%	-	-
I could see myself voting Lib Dem at some point in the future	767 35%	532 38%	33 33%	16 97%	68 16%	767 35%	-	-	532 38%	235 29%	-	-

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 49

**Q.14c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Gender		Age						Social Grade			Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	2406	1314	1092	85	231	328	428	447	887	1113	631	295	367	783	686	495	346	96	268	926
Weighted base	2217	1249	968	88	232	360	367	387	783	791	644	417	365	670	669	458	324	96	240	929
I could never see myself voting UKIP	1001	522	480	57	129	179	165	158	315	389	286	179	146	305	279	199	159	59	130	440
		45%	42%	50%	64%	55%	50%	45%	41%	40%	49%	44%	43%	40%	45%	42%	43%	61%	54%	47%
I could see myself voting UKIP at some point in the future	1216	728	488	31	103	181	202	229	468	402	358	238	219	365	389	259	164	38	109	489
		55%	58%	50%	36%	45%	50%	55%	59%	60%	51%	56%	57%	60%	55%	58%	57%	51%	39%	53%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 49

**Q.14c Some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?**

Base: All respondents who voted Conservative in 2010

	Vote Intention					2010 Vote					Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	
Unweighted base	2406	1514	110	21	441	2406	-	-	1514	892	-
Weighted base	2217	1397	101	16	413	2217	-	-	1397	820	-
I could never see myself voting UKIP	1001 45%	811 58%	63 62%	11 67%	2 *	1001 45%	-	-	811 58%	191 23%	-
I could see myself voting UKIP at some point in the future	1216 55%	586 42%	38 38%	5 33%	411 100%	1216 55%	-	-	586 42%	630 77%	-

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 50

**Q.15a Would you say you are moving towards or away from the Conservatives?****Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Towards	1715 21%	872 22%	844 21%	211 22%	281 22%	297 19%	250 18%	270 22%	408 24%	543 25%	510 22%	367 22%	295 16%	492 24%	472 22%	386 19%	249 21%	117 17%	211 18%	787 24%
Away from	3555 44%	1752 44%	1803 44%	402 42%	532 41%	691 45%	618 45%	556 46%	756 45%	863 40%	980 42%	731 43%	981 53%	855 42%	922 43%	966 48%	486 42%	325 47%	526 45%	1360 41%
Neither	2783 35%	1322 34%	1461 36%	354 37%	475 37%	543 35%	501 37%	382 32%	527 31%	769 35%	845 36%	593 35%	576 31%	699 34%	732 34%	669 33%	426 37%	257 37%	430 37%	1196 36%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 50

**Q.15a Would you say you are moving towards or away from the Conservatives?****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Towards	1715	1136	129	94	52	949	153	238	863	86	273	108		
	21%	64%	5%	19%	5%	43%	9%	17%	62%	11%	73%	43%		
Away from	3555	85	1595	211	693	589	1082	718	70	519	15	53		
	44%	5%	67%	43%	72%	27%	60%	50%	5%	63%	4%	21%		
Neither	2783	552	671	184	223	679	563	482	463	215	89	92		
	35%	31%	28%	38%	23%	31%	31%	34%	33%	26%	24%	36%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 51

**Q.15b Would you say you are moving towards or away from Labour?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Towards	2608 32%	1229 31%	1378 34%	374 39%	512 40%	552 36%	443 32%	333 28%	393 23%	597 27%	767 33%	544 32%	699 38%	634 31%	603 28%	786 39%	359 31%	225 32%	449 38%	1053 31%
Away from	2959 37%	1590 40%	1369 33%	236 24%	372 29%	515 34%	488 36%	491 41%	857 51%	894 41%	820 35%	655 39%	589 32%	792 39%	814 38%	687 34%	430 37%	235 34%	332 28%	1225 37%
Neither	2487 31%	1127 29%	1360 33%	356 37%	405 31%	463 30%	438 32%	384 32%	441 26%	683 31%	748 32%	492 29%	563 30%	620 30%	708 33%	548 27%	372 32%	238 34%	386 33%	1065 32%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 51

**Q.15b Would you say you are moving towards or away from Labour?****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Towards	2608	83	1869	76	65	204	1163	511	60	144	23	42		
		32%	5%	78%	16%	7%	9%	65%	36%	4%	18%	6%		
Away from	2959	1203	134	232	611	1364	235	538	948	416	255	120		
		37%	68%	6%	47%	63%	62%	13%	37%	68%	51%	68%		
Neither	2487	487	392	181	291	649	399	389	388	261	99	91		
		31%	27%	16%	37%	30%	29%	22%	27%	28%	32%	26%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 52

**Q.15c Would you say you are moving towards or away from the Liberal Democrats?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Towards	1037 13%	440 11%	598 15%	129 13%	212 16%	226 15%	144 11%	152 13%	175 10%	307 14%	309 13%	218 13%	203 11%	310 15%	252 12%	227 11%	163 14%	85 12%	157 13%	467 14%
Away from	3714 46%	1969 50%	1744 42%	391 41%	529 41%	639 42%	646 47%	605 50%	903 53%	1002 46%	1027 44%	755 45%	930 50%	898 44%	977 46%	1000 49%	525 45%	314 45%	530 45%	1425 43%
Neither	3302 41%	1537 39%	1765 43%	446 46%	548 43%	666 44%	579 42%	450 37%	613 36%	865 40%	1000 43%	718 42%	719 39%	838 41%	897 42%	794 39%	474 41%	299 43%	480 41%	1450 43%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 52

**Q.15c Would you say you are moving towards or away from the Liberal Democrats?****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Towards	1037	235	202	300	32	247	160	322	182	65	53	45			
	13%	13%	8%	61%	3%	11%	9%	22%	13%	8%	14%	18%			
Away from	3714	741	1407	33	661	1040	995	655	580	460	161	93			
	46%	42%	59%	7%	68%	47%	55%	46%	42%	56%	43%	37%			
Neither	3302	797	785	155	273	930	642	462	635	295	162	115			
	41%	45%	33%	32%	28%	42%	36%	32%	45%	36%	43%	45%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 53

**Q.15d Would you say you are moving towards or away from UKIP?****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Towards	2459 31%	1355 34%	1104 27%	231 24%	281 22%	408 27%	440 32%	423 35%	676 40%	599 28%	669 29%	567 34%	625 34%	639 31%	712 33%	638 32%	337 29%	132 19%	272 23%	999 30%
Away from	2632 33%	1337 34%	1294 32%	319 33%	467 36%	506 33%	400 29%	399 33%	541 32%	844 39%	781 33%	474 28%	533 29%	675 33%	631 30%	657 32%	387 33%	282 40%	417 36%	1089 33%
Neither	2962 37%	1254 32%	1708 42%	416 43%	541 42%	617 40%	529 39%	386 32%	474 28%	732 34%	886 38%	650 38%	694 37%	732 36%	782 37%	726 36%	437 38%	285 41%	478 41%	1255 38%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 53

**Q.15d Would you say you are moving towards or away from UKIP?****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Towards	2459 31%	522 29%	406 17%	73 15%	931 96%	977 44%	366 20%	351 24%	420 30%	558 68%	102 27%	66 26%		
Away from	2632 33%	597 34%	1064 44%	232 48%	6 1%	595 27%	774 43%	583 41%	465 33%	129 16%	132 35%	94 37%		
Neither	2962 37%	654 37%	924 39%	184 38%	30 3%	645 29%	657 37%	503 35%	511 37%	133 16%	142 38%	92 36%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 54

**Q.16 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election?**

**Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
A Conservative government	2516 31%	1354 34%	1162 28%	214 22%	285 22%	416 27%	412 30%	409 34%	780 46%	830 38%	731 31%	513 30%	441 24%	736 36%	729 34%	541 27%	369 32%	141 20%	257 22%	1104 33%
A coalition between the Conservatives and the Liberal Democrats	1223 15%	577 15%	645 16%	162 17%	225 17%	224 15%	193 14%	169 14%	249 15%	364 17%	366 16%	263 16%	230 12%	333 16%	337 16%	257 13%	202 17%	93 13%	164 14%	553 17%
A coalition between Labour and the Liberal Democrats	1589 20%	744 19%	845 21%	230 24%	278 22%	300 20%	257 19%	252 21%	272 16%	407 19%	482 21%	334 20%	366 20%	377 18%	398 19%	395 20%	247 21%	172 25%	271 23%	644 19%
A Labour government	2725 34%	1271 32%	1454 35%	360 37%	501 39%	589 39%	507 37%	378 31%	389 23%	573 26%	757 32%	580 34%	815 44%	600 29%	661 31%	827 41%	343 30%	293 42%	475 41%	1042 31%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 54

**Q.16 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election?**

**Base:** All respondents

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
A Conservative government	2516 31%	1370 77%	63 3%	41 8%	486 50%	1570 71%	103 6%	223 15%	1109 79%	461 56%	261 69%	79 31%		
A coalition between the Conservatives and the Liberal Democrats	1223 15%	333 19%	86 4%	239 49%	120 12%	351 16%	89 5%	342 24%	248 18%	103 13%	86 23%	81 32%		
A coalition between Labour and the Liberal Democrats	1589 20%	42 2%	503 21%	186 38%	150 16%	129 6%	329 18%	498 35%	26 2%	103 13%	16 4%	56 22%		
A Labour government	2725 34%	28 2%	1743 73%	24 5%	211 22%	167 8%	1276 71%	376 26%	14 1%	153 19%	14 4%	38 15%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 55

**Q.17 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?**

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Conservative	1968 24%	1061 27%	906 22%	162 17%	242 19%	331 22%	316 23%	332 27%	584 35%	719 33%	571 24%	381 23%	296 16%	594 29%	574 27%	416 21%	289 25%	94 13%	219 19%	876 26%
Labour	2593 32%	1291 33%	1302 32%	353 37%	510 40%	544 36%	450 33%	356 29%	381 23%	614 28%	748 32%	552 33%	680 37%	579 28%	645 30%	817 40%	338 29%	213 31%	485 42%	1036 31%
Liberal Democrat	593 7%	270 7%	324 8%	65 7%	108 8%	109 7%	91 7%	97 8%	124 7%	207 10%	180 8%	95 6%	111 6%	172 8%	150 7%	128 6%	109 9%	34 5%	69 6%	258 8%
Another party	1429 18%	818 21%	611 15%	120 12%	135 10%	238 16%	269 20%	266 22%	401 24%	335 15%	381 16%	330 19%	383 21%	329 16%	380 18%	300 15%	193 17%	227 33%	191 16%	535 16%
Won't vote	445 6%	163 4%	283 7%	122 13%	94 7%	99 6%	59 4%	37 3%	35 2%	65 3%	127 5%	102 6%	151 8%	105 5%	114 5%	125 6%	77 7%	25 4%	55 5%	191 6%
Don't know	1024 13%	344 9%	681 17%	145 15%	200 15%	210 14%	185 13%	121 10%	165 10%	234 11%	329 14%	231 14%	231 12%	267 13%	263 12%	235 13%	154 13%	106 15%	148 13%	447 13%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 55

**Q.17 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?**

Base: All respondents

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Conservative	1968 24%	1682 95%	28 1%	8 2%	37 4%	1482 67%	69 4%	146 10%	1353 97%	129 16%	329 87%	43 17%		
Labour	2593 32%	15 1%	2229 93%	11 2%	10 1%	109 5%	1444 80%	428 30%	8 1%	100 12%	6 2%	48 19%		
Liberal Democrat	593 7%	9 1%	31 1%	438 90%	3 *	21 1%	36 2%	397 28%	3 *	18 2%	6 2%	53 21%		
Another party	1429 18%	17 1%	24 1%	5 1%	867 90%	405 18%	132 7%	224 16%	6 *	398 49%	11 3%	31 12%		
Won't vote	445 6%	5 *	8 *	3 1%	4 *	22 1%	9 *	25 2%	- -	22 3%	5 1%	4 2%		
Don't know	1024 13%	46 3%	75 3%	24 5%	46 5%	179 8%	108 6%	218 15%	26 2%	152 19%	20 5%	74 29%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 56

**Q.18a Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think the country would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**Base:** All respondents

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
The country would be better off under the Conservatives	2897 36%	1620 41%	1277 31%	220 23%	355 28%	458 30%	466 34%	478 40%	921 54%	1015 47%	865 37%	555 33%	462 25%	822 40%	822 39%	626 31%	445 38%	183 26%	326 28%	1240 37%
The country would be better off under Labour	2625 33%	1272 32%	1354 33%	376 39%	468 36%	578 38%	475 35%	357 30%	371 22%	608 28%	755 32%	529 31%	733 40%	594 29%	626 29%	795 39%	353 30%	256 37%	463 40%	1030 31%
It would make no difference	2530 31%	1055 27%	1476 36%	370 38%	466 36%	494 32%	428 31%	373 31%	399 24%	552 25%	716 31%	607 36%	657 35%	630 31%	677 32%	600 30%	363 31%	260 37%	378 32%	1074 32%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 56

**Q.18a Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think the country would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**Base:** All respondents

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
The country would be better off under the Conservatives	2897	1658	97	194	435	1781	131	413	1326	456	332	121		
	36%	94%	4%	40%	45%	80%	7%	29%	95%	56%	88%	48%		
The country would be better off under Labour	2625	11	1867	88	92	111	1243	492	4	108	7	28		
	33%	1%	78%	18%	10%	5%	69%	34%	*	13%	2%	11%		
It would make no difference	2530	104	430	208	440	324	423	533	67	257	37	104		
	31%	6%	18%	42%	45%	15%	24%	37%	5%	31%	10%	41%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 57

**Q.18b Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
I and my family would be better off under the Conservatives	2344 29%	1336 34%	1008 25%	182 19%	291 23%	377 25%	353 26%	385 32%	755 45%	827 38%	690 30%	466 28%	361 19%	694 34%	664 31%	485 24%	346 30%	155 22%	255 22%	1043 31%
I and my family would be better off under Labour	2800 35%	1369 35%	1431 35%	402 42%	520 40%	602 39%	517 38%	401 33%	359 21%	621 29%	812 35%	564 33%	804 43%	616 30%	677 32%	856 42%	389 33%	262 37%	495 42%	1108 33%
It would make no difference	2909 36%	1241 31%	1668 41%	382 40%	478 37%	551 36%	499 36%	422 35%	576 34%	726 33%	834 36%	661 39%	687 37%	736 36%	784 37%	679 34%	427 37%	282 40%	417 36%	1192 36%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 57

**Q.18b Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**Base:** All respondents

	Vote Intention					2010 Vote					Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now				
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
I and my family would be better off under the Conservatives	2344 29%	1444 81%	86 4%	134 27%	325 34%	1519 69%	106 6%	289 20%	1179 84%	340 41%	265 70%	77 30%	
I and my family would be better off under Labour	2800 35%	44 2%	1896 79%	98 20%	137 14%	156 7%	1294 72%	503 35%	23 2%	133 16%	20 5%	43 17%	
It would make no difference	2909 36%	286 16%	413 17%	257 53%	506 52%	541 24%	397 22%	646 45%	194 14%	347 42%	91 24%	134 53%	

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 58

**Gender****Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Male	3946 49%	3946 100%	-	329 34%	537 42%	768 50%	690 50%	609 50%	1013 60%	1249 57%	1103 47%	822 49%	773 42%	987 48%	1031 49%	1028 51%	546 47%	354 51%	520 45%	1842 55%
Female	4107 51%	-	4107 100%	638 66%	752 58%	762 50%	679 50%	598 50%	677 40%	926 43%	1232 53%	870 51%	1079 58%	1059 52%	1094 51%	993 49%	615 53%	345 49%	646 55%	1500 45%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 58

**Gender****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514	892	388	255		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Male	3946	990	1214	239	580	1249	923	732	796	454	194	130			
		49%	56%	51%	49%	60%	56%	51%	51%	57%	55%	52%			
Female	4107	783	1181	250	387	968	875	706	601	366	182	123			
		51%	44%	49%	51%	40%	44%	49%	49%	43%	45%	48%			

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 59

**Age****Base: All respondents**

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
18-24	966 12%	329 8%	638 16%	966 100%	-	-	-	-	-	178 8%	325 14%	217 13%	246 13%	252 12%	282 13%	232 12%	140 12%	59 8%	106 9%	410 12%
25-34	1289 16%	537 14%	752 18%	-	1289 100%	-	-	-	-	324 15%	395 17%	277 16%	293 16%	374 18%	321 15%	328 16%	159 14%	107 15%	250 21%	752 22%
35-44	1530 19%	768 19%	762 19%	-	-	1530 100%	-	-	-	396 18%	459 20%	371 22%	305 16%	392 19%	393 18%	389 19%	209 18%	147 21%	308 26%	875 26%
45-54	1369 17%	690 17%	679 17%	-	-	-	1369 100%	-	-	301 14%	371 16%	320 19%	377 20%	320 16%	355 17%	360 18%	201 17%	133 19%	299 26%	712 21%
55-64	1208 15%	609 15%	598 15%	-	-	-	-	1208 100%	-	347 16%	341 15%	235 14%	285 15%	289 14%	329 15%	291 14%	191 16%	109 16%	164 14%	447 13%
65+	1691 21%	1013 26%	677 16%	-	-	-	-	-	1691 100%	627 29%	444 19%	272 16%	347 19%	419 20%	446 21%	420 21%	261 22%	144 21%	39 3%	147 4%
Average age	46.92	49.44	44.49	21.45	30.01	39.85	49.73	59.31	69.61	49.99	45.71	45.17	46.42	46.06	46.88	46.92	47.83	48.01	42.22	41.31

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 59

**Age****Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	2010 & now				Cons 2010 NOT now	Cons 2010 now	Cons 2010 but perhaps in the future						
		Con	Lab	LibDem	UKIP			Con	Lab	LibDem				
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
18-24	966	133 12%	299 8%	48 12%	52 10%	88 5%	140 4%	96 8%	60 7%	28 4%	73 3%	42 19%		
25-34	1289	218 16%	464 12%	73 19%	70 15%	232 7%	332 10%	209 18%	156 15%	76 11%	62 9%	43 17%		
35-44	1530	291 19%	522 16%	95 22%	145 19%	360 15%	393 16%	281 22%	233 20%	127 17%	58 15%	47 15%		
45-54	1369	292 17%	420 16%	76 18%	166 16%	367 17%	315 17%	252 18%	230 17%	137 16%	62 17%	35 16%		
55-64	1208	299 15%	331 17%	85 14%	175 17%	387 18%	291 17%	263 16%	248 18%	139 18%	51 17%	42 14%		
65+	1691	539 21%	358 30%	111 15%	359 23%	783 37%	327 35%	337 18%	470 23%	313 34%	70 38%	43 19%		
Average age		46.92	51.25	44.48	48.21	54.71	53.76	47.00	49.52	53.11	54.87	44.36	44.40	

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 60  
**Social Grade**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
AB	2174 27%	1249 32%	926 23%	178 18%	324 25%	396 26%	301 22%	347 29%	627 37%	2174 100%	- -	- -	- -	615 30%	581 27%	515 25%	295 25%	168 24%	398 34%	883 26%
C1	2335 29%	1103 28%	1232 30%	325 34%	395 31%	459 30%	371 27%	341 28%	444 26%	- -	2335 100%	- -	- -	632 31%	571 27%	569 28%	345 30%	219 31%	444 38%	1060 32%
C2	1691 21%	822 21%	870 21%	217 22%	277 21%	371 24%	320 23%	235 19%	272 16%	- -	- -	1691 100%	- -	396 19%	457 21%	438 22%	254 22%	147 21%	193 16%	889 27%
DE	1852 23%	773 20%	1079 26%	246 25%	293 23%	305 20%	377 28%	285 24%	347 21%	- -	- -	- -	1852 100%	404 20%	517 24%	499 25%	267 23%	165 24%	132 11%	512 15%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 60  
**Social Grade**  
**Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514	892	388	255		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
AB	2174 27%	654 37%	587 25%	184 38%	226 23%	791 36%	450 25%	462 32%	523 37%	268 33%	131 35%	97 38%			
C1	2335 29%	525 30%	700 29%	139 28%	236 24%	644 29%	524 29%	475 33%	418 30%	227 28%	107 28%	84 33%			
C2	1691 21%	350 20%	501 21%	71 15%	234 24%	417 19%	374 21%	229 16%	265 19%	152 19%	85 23%	37 15%			
DE	1852 23%	243 14%	607 25%	95 19%	271 28%	365 16%	450 25%	272 19%	190 14%	174 21%	53 14%	35 14%			

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 61  
**GO Region**  
**Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Scotland	699 9%	354 9%	345 8%	59 6%	107 8%	147 10%	133 10%	109 9%	144 9%	168 8%	219 9%	147 9%	165 9%	-	-	-	-	699 100%	111 10%	280 8%
North East	364 5%	191 5%	173 4%	59 6%	61 5%	45 3%	63 5%	45 4%	91 5%	90 4%	120 5%	66 4%	87 5%	-	-	364 18%	-	-	63 5%	122 4%
North West	946 12%	469 12%	477 12%	113 12%	145 11%	188 12%	152 11%	141 12%	208 12%	252 12%	244 10%	198 12%	253 14%	-	-	946 47%	-	-	137 12%	367 11%
Yorkshire & Humberside	710 9%	368 9%	343 8%	61 6%	122 9%	156 10%	146 11%	105 9%	121 7%	173 8%	205 9%	174 10%	158 9%	-	-	710 35%	-	-	108 9%	308 9%
West Midlands	745 9%	354 9%	391 10%	119 12%	129 10%	147 10%	121 9%	103 8%	127 7%	192 9%	193 8%	180 11%	179 10%	-	745 35%	-	-	-	118 10%	300 9%
East Midlands	626 8%	317 8%	309 8%	94 10%	87 7%	111 7%	103 8%	87 7%	143 8%	165 8%	162 7%	136 8%	163 9%	-	626 29%	-	-	-	81 7%	250 7%
Wales	427 5%	206 5%	221 5%	53 5%	69 5%	62 4%	84 6%	84 7%	75 4%	94 4%	131 6%	108 6%	93 5%	-	-	-	427 37%	-	88 8%	162 5%
Eastern	755 9%	360 9%	394 10%	68 7%	105 8%	135 9%	131 10%	139 11%	177 10%	224 10%	216 9%	140 8%	175 9%	-	755 36%	-	-	-	91 8%	304 9%
London	1013 13%	512 13%	502 12%	138 14%	224 17%	211 14%	154 11%	136 11%	150 9%	300 14%	357 15%	170 10%	186 10%	1013 50%	-	-	-	-	148 13%	519 16%
South East	1033 13%	476 12%	557 14%	114 12%	150 12%	181 12%	166 12%	153 13%	270 16%	315 14%	275 12%	226 13%	218 12%	1033 50%	-	-	-	-	123 11%	434 13%
South West	735 9%	340 9%	394 10%	88 9%	90 7%	147 10%	117 9%	107 9%	186 11%	202 9%	213 9%	146 9%	174 9%	-	-	-	735 63%	-	98 8%	297 9%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 61  
**GO Region**  
**Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	2010 & now				Cons 2010 NOT now	Cons 2010 now	Cons 2010 but perhaps in the future	Cons 2010 now	Cons 2010 but perhaps in the future	Cons 2010 now	Cons 2010 but perhaps in the future	Cons 2010 now	Cons 2010 but perhaps in the future
		Con	Lab	LibDem	UKIP									
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Scotland	699 9%	93 5%	186 8%	30 6%	26 3%	96 4%	192 11%	82 6%	70 5%	27 3%	23 6%	20 8%		
North East	364 5%	54 3%	153 6%	13 3%	38 4%	82 4%	105 6%	71 5%	43 3%	38 5%	10 3%	12 5%		
North West	946 12%	162 9%	362 15%	45 9%	113 12%	215 10%	269 15%	162 11%	122 9%	93 11%	40 11%	25 10%		
Yorkshire & Humberside	710 9%	128 7%	235 10%	46 9%	95 10%	161 7%	171 10%	152 11%	95 7%	67 8%	33 9%	21 8%		
West Midlands	745 9%	175 10%	231 10%	36 7%	93 10%	214 10%	178 10%	121 8%	130 9%	84 10%	45 12%	24 10%		
East Midlands	626 8%	151 9%	193 8%	38 8%	92 9%	200 9%	133 7%	99 7%	121 9%	79 10%	30 8%	30 12%		
Wales	427 5%	70 4%	149 6%	20 4%	29 3%	92 4%	130 7%	58 4%	56 4%	36 4%	14 4%	13 5%		
Eastern	755 9%	189 11%	186 8%	49 10%	124 13%	255 11%	118 7%	132 9%	155 11%	99 12%	34 9%	22 9%		
London	1013 13%	245 14%	330 14%	76 16%	102 11%	299 13%	253 14%	172 12%	198 14%	101 12%	47 13%	24 9%		
South East	1033 13%	311 18%	213 9%	69 14%	153 16%	372 17%	147 8%	200 14%	246 18%	125 15%	65 17%	32 12%		
South West	735 9%	195 11%	158 7%	66 14%	103 11%	232 10%	101 6%	189 13%	160 11%	72 9%	35 9%	30 12%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 62

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Yes	4993 62%	2540 64%	2453 60%	624 65%	823 64%	872 57%	776 57%	737 61%	1161 69%	1704 78%	1543 66%	975 58%	770 42%	1387 68%	1233 58%	1250 62%	697 60%	425 61%	794 68%	2186 65%
No	3060 38%	1406 36%	1654 40%	343 35%	466 36%	658 43%	593 43%	471 39%	529 31%	470 22%	792 34%	716 42%	1082 58%	659 32%	892 42%	770 38%	465 40%	274 39%	373 32%	1157 35%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 62

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	UKIP					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Yes	4993 62%	1269 72%	1487 62%	332 68%	529 55%	1499 68%	1106 62%	934 65%	999 72%	501 61%	270 72%	183 72%		
No	3060 38%	504 28%	908 38%	157 32%	438 45%	718 32%	692 38%	505 35%	398 28%	320 39%	106 28%	70 28%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 63  
**Tenure**  
**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: Homeowners	5476 68%	2817 71%	2659 65%	424 44%	653 51%	1005 66%	968 71%	963 80%	1464 87%	1852 85%	1653 71%	1138 67%	833 45%	1262 62%	1499 71%	1424 70%	839 72%	452 65%	850 73%	2259 68%
Owned outright - without mortgage	2657 33%	1457 37%	1200 29%	163 17%	127 10%	200 13%	329 24%	597 49%	1242 73%	936 43%	774 33%	499 30%	448 24%	627 31%	726 34%	647 32%	437 38%	220 31%	238 20%	723 22%
Owned with a mortgage or loan	2819 35%	1360 34%	1459 36%	261 27%	526 41%	805 53%	639 47%	366 30%	222 13%	916 42%	879 38%	639 38%	385 21%	635 31%	774 36%	777 38%	402 35%	231 33%	612 52%	1536 46%
NET: Renters	2483 31%	1087 28%	1396 34%	501 52%	609 47%	514 34%	393 29%	242 20%	224 13%	301 14%	656 28%	534 32%	992 54%	757 37%	605 28%	579 29%	300 26%	242 35%	310 27%	1036 31%
Rented from the council	1047 13%	450 11%	596 15%	180 19%	204 16%	232 15%	207 15%	120 10%	103 6%	72 3%	218 9%	233 14%	524 28%	298 15%	260 12%	257 13%	104 9%	128 18%	121 10%	362 11%
Rented from a housing association	457 6%	208 5%	249 6%	78 8%	83 6%	91 6%	83 6%	62 5%	59 3%	39 2%	113 5%	100 6%	205 11%	129 6%	121 6%	110 5%	53 5%	44 6%	52 4%	162 5%
Rented from someone else	979 12%	428 11%	551 13%	242 25%	322 25%	191 12%	102 7%	59 5%	62 4%	190 9%	325 14%	201 12%	263 14%	330 16%	224 11%	211 10%	143 12%	70 10%	137 12%	512 15%
Rent free	94 1%	43 1%	52 1%	42 4%	27 2%	11 1%	8 1%	3 *	3 *	21 1%	27 1%	19 1%	28 1%	28 1%	21 1%	18 1%	22 2%	5 1%	7 1%	48 1%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 63

**Tenure****Base: All respondents**

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now	Not Cons 2010 but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
NET: Homeowners	5476 68%	1467 83%	1484 62%	351 72%	709 73%	1854 84%	1201 67%	1078 75%	1213 87%	641 78%	255 68%	188 74%			
Owned outright - without mortgage	2657 33%	795 45%	622 26%	177 36%	417 43%	1045 47%	521 29%	524 36%	669 48%	376 46%	126 33%	75 29%			
Owned with a mortgage or loan	2819 35%	673 38%	862 36%	173 35%	293 30%	809 36%	680 38%	554 39%	544 39%	265 32%	129 34%	114 45%			
NET: Renters	2483 31%	290 16%	884 37%	135 28%	252 26%	348 16%	578 32%	346 24%	174 12%	174 21%	116 31%	60 24%			
Rented from the council	1047 13%	82 5%	427 18%	38 8%	126 13%	131 6%	297 17%	124 9%	45 3%	86 10%	37 10%	20 8%			
Rented from a housing association	457 6%	48 3%	168 7%	20 4%	46 5%	66 3%	113 6%	55 4%	31 2%	35 4%	16 4%	9 4%			
Rented from someone else	979 12%	160 9%	288 12%	77 16%	80 8%	151 7%	168 9%	166 12%	98 7%	53 7%	62 17%	31 12%			
Rent free	94 1%	16 1%	28 1%	3 1%	5 1%	15 1%	18 1%	14 1%	10 1%	5 1%	6 2%	5 2%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 64

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
No formal education	53 1%	23 1%	29 1%	8 1%	11 1%	8 1%	5 *	8 1%	12 1%	3 *	6 *	14 1%	30 2%	7 *	17 1%	20 1%	4 *	5 1%	6 *	12 *
Primary school	31 *	14 *	17 *	3 *	9 1%	-	4 *	4 *	11 1%	4 *	4 *	8 1%	15 1%	12 1%	8 *	5 *	3 *	2 *	5 *	5 *
Secondary school, high school, NVQ levels 1 to 3, etc.	3979 49%	1865 47%	2114 51%	414 43%	529 41%	762 50%	781 57%	622 51%	872 52%	593 27%	1076 46%	1049 62%	1260 68%	941 46%	1105 52%	1045 52%	579 50%	309 44%	441 38%	1631 49%
University degree or equivalent professional qualification, NVQ level 4, etc.	2649 33%	1377 35%	1272 31%	220 23%	453 35%	489 32%	446 33%	421 35%	619 37%	1019 47%	837 36%	424 25%	369 20%	678 33%	680 32%	631 31%	402 35%	258 37%	449 39%	1167 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	936 12%	496 13%	441 11%	50 5%	244 19%	236 15%	120 9%	138 11%	148 9%	486 22%	255 11%	120 7%	76 4%	293 14%	200 9%	224 11%	130 11%	89 13%	252 22%	416 12%
Still in full time education	250 3%	84 2%	166 4%	231 24%	14 1%	5 *	1 *	-	-	50 2%	115 5%	38 2%	47 3%	59 3%	81 4%	58 3%	34 3%	19 3%	8 1%	39 1%
Don't know	41 1%	26 1%	15 *	13 1%	6 *	7 *	4 *	1 *	9 1%	3 *	14 1%	8 1%	16 1%	12 1%	11 1%	10 *	3 *	5 1%	1 *	16 *
Prefer not to answer	114 1%	61 2%	53 1%	28 3%	23 2%	23 1%	8 1%	13 1%	19 1%	16 1%	30 1%	30 2%	39 2%	44 2%	24 1%	29 1%	6 1%	10 1%	5 *	58 2%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 64

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

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010	Not Cons 2010 but Cons now	Cons now	Not Cons 2010 or perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
No formal education	53 1%	6 *	19 1%	1 *	7 1%	10 *	16 1%	2 *	4 *	6 1%	2 *	-	-	-
Primary school	31 *	2 *	11 *	1 *	7 1%	8 *	6 *	1 *	2 *	6 1%	-	-	-	-
Secondary school, high school, NVQ levels 1 to 3, etc.	3979 49%	799 45%	1194 50%	180 37%	588 61%	1086 49%	933 52%	600 42%	647 46%	439 54%	152 41%	106 42%		
University degree or equivalent professional qualification, NVQ level 4, etc.	2649 33%	709 40%	694 29%	205 42%	283 29%	837 38%	522 29%	597 42%	554 40%	283 34%	155 41%	103 41%		
Higher university degree, doctorate, MBA, NVQ level 5, etc.	936 12%	196 11%	347 14%	81 17%	66 7%	232 10%	269 15%	204 14%	158 11%	74 9%	38 10%	34 14%		
Still in full time education	250 3%	35 2%	82 3%	16 3%	9 1%	15 1%	26 1%	14 1%	11 1%	4 *	24 6%	8		
Don't know	41 1%	9 *	14 1%	2 *	2 *	12 1%	4 *	5 *	9 1%	3 *	-	3		1%
Prefer not to answer	114 1%	18 1%	34 1%	3 1%	6 1%	18 1%	21 1%	15 1%	13 1%	5 1%	6 2%	-		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 65

**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					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: Yes	1536 19%	706 18%	829 20%	110 11%	145 11%	256 17%	307 22%	286 24%	432 26%	289 13%	334 14%	315 19%	598 32%	345 17%	393 18%	415 21%	222 19%	161 23%	130 11%	335 10%
Yes - mental condition	411 5%	166 4%	245 6%	59 6%	91 7%	97 6%	100 7%	51 4%	13 1%	62 3%	67 4%	70 11%	212 4%	90 5%	101 6%	111 6%	69 6%	40 3%	39 3%	103 3%
Yes - physical condition	884 11%	402 10%	482 12%	42 4%	55 4%	131 9%	164 12%	185 15%	307 18%	180 8%	208 9%	186 11%	311 17%	192 9%	238 11%	227 11%	126 11%	102 15%	67 6%	181 5%
Yes - disability	575 7%	277 7%	298 7%	21 2%	27 2%	110 7%	125 9%	118 10%	173 10%	87 4%	110 5%	112 7%	266 14%	126 6%	136 6%	159 8%	87 8%	67 10%	31 3%	77 2%
Yes - other	91 1%	41 1%	51 1%	13 1%	2 *	11 1%	26 2%	16 1%	24 1%	16 1%	26 1%	15 1%	35 2%	23 1%	28 1%	23 1%	14 1%	4 1%	13 1%	17 1%
No	6321 78%	3145 80%	3176 77%	815 84%	1108 86%	1232 80%	1034 76%	897 74%	1236 73%	1851 85%	1952 84%	1334 79%	1184 64%	1642 80%	1689 79%	1550 77%	916 79%	524 75%	1018 87%	2931 88%
Prefer not to say	196 2%	95 2%	101 2%	41 4%	35 3%	43 3%	28 2%	25 2%	23 1%	35 2%	49 2%	42 2%	70 4%	59 3%	43 2%	56 3%	23 2%	15 2%	20 2%	76 2%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 65

**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

	Vote Intention				2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Cons 2010 but perhaps in the future
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
NET: Yes	1536 19%	236 13%	511 21%	81 16%	248 26%	373 17%	398 22%	272 19%	185 13%	188 23%	50 13%	38 15%
Yes - mental condition	411 5%	40 2%	154 6%	18 4%	44 5%	58 3%	94 5%	66 5%	29 2%	30 4%	11 3%	7 3%
Yes - physical condition	884 11%	154 9%	268 11%	51 11%	160 17%	239 11%	212 12%	182 13%	123 9%	116 14%	31 8%	25 10%
Yes - disability	575 7%	75 4%	210 9%	29 6%	110 11%	138 6%	178 10%	109 8%	59 4%	79 10%	16 4%	15 6%
Yes - other	91 1%	18 1%	32 1%	2 *	14 1%	18 1%	30 2%	11 1%	12 1%	6 1%	6 2%	1 1%
No	6321 78%	1510 85%	1823 76%	400 82%	702 73%	1818 82%	1351 75%	1146 80%	1192 85%	626 76%	318 85%	213 84%
Prefer not to say	196 2%	27 2%	60 3%	8 2%	17 2%	26 1%	48 3%	20 1%	19 1%	7 1%	8 2%	2 1%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 66

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

**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
	Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Yes - responsible for half or more of the items bought	7097 88%	3250 82%	3846 94%	684 71%	1171 91%	1434 94%	1279 93%	1106 92%	1422 84%	1841 85%	2074 89%	1483 88%	1699 92%	1806 88%	1854 87%	1789 89%	1020 88%	628 90%	1066 91%	2975 89%
No - not responsible for most of the items bought	956 12%	696 18%	260 6%	282 29%	117 9%	96 6%	90 7%	102 8%	269 16%	333 15%	262 11%	208 12%	154 8%	241 12%	271 13%	232 11%	141 12%	71 10%	101 9%	368 11%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 66

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

**Base: All respondents**

	Vote Intention				2010 Vote				Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253
Yes - responsible for half or more of the items bought	7097 88%	1558 88%	2147 90%	431 88%	848 88%	1949 88%	1637 91%	1277 89%	1247 89%	703 86%	312 83%	211 83%
No - not responsible for most of the items bought	956 12%	214 12%	247 10%	58 12%	119 12%	268 12%	160 9%	161 11%	150 11%	118 14%	64 17%	42 17%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 67

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
No cars in the household	1627 20%	710 18%	917 22%	325 34%	335 26%	336 22%	266 19%	182 15%	183 11%	199 9%	491 21%	235 14%	702 38%	539 26%	329 16%	417 21%	160 14%	181 26%	197 17%	624 19%
1	3335 41%	1596 40%	1739 42%	233 24%	517 40%	624 41%	539 39%	510 42%	912 54%	852 39%	955 41%	766 45%	761 41%	802 39%	913 43%	861 43%	461 40%	299 43%	415 36%	1301 39%
2	2359 29%	1257 32%	1102 27%	238 25%	333 26%	474 31%	408 30%	401 33%	506 30%	876 40%	675 29%	521 31%	287 15%	519 25%	663 31%	605 30%	389 33%	182 26%	400 34%	1073 32%
3+	732 9%	383 10%	349 8%	171 18%	104 8%	96 6%	157 11%	115 10%	90 5%	248 11%	213 9%	169 10%	102 6%	186 9%	220 10%	138 7%	151 13%	37 5%	155 13%	345 10%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 67

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514	892	388	255		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
No cars in the household	1627 20%	181 10%	577 24%	88 18%	163 17%	240 11%	403 22%	242 17%	126 9%	115 14%	55 15%	32 13%			
1	3335 41%	711 40%	1002 42%	221 45%	437 45%	913 41%	795 44%	638 44%	556 40%	357 44%	155 41%	97 38%			
2	2359 29%	672 38%	619 26%	144 29%	285 29%	838 38%	464 26%	439 31%	563 40%	275 34%	108 29%	104 41%			
3+	732 9%	210 12%	196 8%	36 7%	82 9%	226 10%	136 8%	119 8%	152 11%	74 9%	57 15%	21 8%			

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 68

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
White	7369 92%	3622 92%	3747 91%	796 82%	1057 82%	1384 90%	1282 94%	1182 98%	1668 99%	1987 91%	2108 90%	1572 93%	1703 92%	1717 84%	1966 93%	1901 94%	1117 96%	669 96%	1043 89%	3007 90%
NET: Non-white	579 7%	267 7%	312 8%	140 14%	212 16%	129 8%	68 5%	16 1%	15 1%	157 7%	194 8%	103 6%	124 7%	292 14%	130 6%	97 5%	38 3%	23 3%	110 9%	292 9%
Mixed	125 2%	52 1%	73 2%	34 3%	38 3%	27 2%	18 1%	2 *	7 *	31 1%	50 2%	19 1%	25 1%	63 3%	30 1%	14 1%	15 1%	3 *	18 2%	72 2%
Asian	281 3%	147 4%	134 3%	77 8%	117 9%	57 4%	17 1%	10 1%	4 *	83 4%	80 3%	62 4%	57 3%	134 7%	68 3%	55 3%	11 1%	13 2%	49 4%	146 4%
Black	118 1%	53 1%	65 2%	18 2%	40 3%	34 2%	23 2%	2 *	1 *	25 1%	40 2%	22 1%	30 2%	72 4%	19 1%	17 1%	7 1%	3 *	32 3%	57 2%
Chinese	26 *	12 *	14 *	7 1%	6 *	7 *	6 *	2 *	- -	9 *	14 1%	- -	3 *	12 1%	6 *	4 *	1 *	3 *	7 1%	10 *
Other ethnic group	28 *	3 *	25 1%	5 1%	11 1%	4 *	4 *	* *	3 *	9 *	10 *	* *	8 *	12 1%	6 *	6 *	3 *	1 *	3 *	8 *
Prefer not to answer	105 1%	57 1%	48 1%	30 3%	20 2%	17 1%	19 1%	10 1%	8 *	30 1%	33 1%	16 1%	25 1%	37 2%	30 1%	23 1%	7 1%	8 1%	14 1%	44 1%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 68

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514	892	388	255		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
White	7369 92%	1680 95%	2074 87%	458 94%	948 98%	2130 96%	1573 87%	1352 94%	1339 96%	791 96%	342 91%	234 93%			
NET: Non-white	579 7%	82 5%	285 12%	28 6%	10 1%	75 3%	199 11%	77 5%	54 4%	21 3%	28 7%	15 6%			
Mixed	125 2%	16 1%	55 2%	8 2%	3 *	18 1%	41 2%	30 2%	12 1%	6 1%	4 1%	5 2%			
Asian	281 3%	42 2%	156 7%	14 3%	5 1%	35 2%	107 6%	26 2%	26 2%	8 1%	16 4%	10 4%			
Black	118 1%	16 1%	63 3%	3 1%	1 *	12 1%	45 2%	13 1%	9 1%	3 *	7 2%	- -			
Chinese	26 *	6 *	3 *	- -	- -	7 *	3 *	3 *	6 *	2 *	1 *	- -			
Other ethnic group	28 *	2 *	7 *	4 1%	1 *	4 *	3 *	5 *	2 *	2 *	- -	- -			
Prefer not to answer	105 1%	11 1%	36 2%	3 1%	8 1%	12 1%	26 1%	10 1%	4 *	8 1%	7 2%	4 2%			

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 69

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Christian	4239 53%	2079 53%	2160 53%	299 31%	504 39%	702 46%	781 57%	755 62%	1198 71%	1179 54%	1164 50%	948 56%	948 51%	1078 53%	1119 53%	1096 54%	587 51%	359 51%	595 51%	1637 49%
NET: Other	591 7%	301 8%	290 7%	121 13%	171 13%	108 7%	78 6%	56 5%	57 3%	148 7%	174 7%	100 6%	169 9%	219 11%	155 7%	131 6%	52 4%	36 5%	93 8%	276 8%
Muslim	191 2%	109 3%	82 2%	65 7%	75 6%	34 2%	11 1%	4 *	2 *	50 2%	62 3%	31 2%	47 3%	84 4%	42 2%	53 3%	6 1%	6 1%	42 4%	93 3%
Hindu	77 1%	41 1%	36 1%	16 2%	32 2%	18 1%	4 *	6 *	1 *	31 1%	19 1%	19 1%	7 *	43 2%	13 1%	9 *	6 1%	5 1%	9 1%	43 1%
Jewish	58 1%	32 1%	26 1%	- -	2 *	6 *	14 1%	6 1%	29 2%	23 1%	18 1%	2 *	15 1%	31 2%	9 *	12 1%	4 *	3 *	4 *	25 1%
Sikh	27 *	16 *	11 *	4 *	16 1%	4 *	3 *	- -	- -	3 *	7 *	9 1%	8 *	11 1%	11 1%	5 *	- -	- -	5 *	15 *
Buddhist	53 1%	31 1%	22 1%	7 1%	8 1%	5 *	9 1%	15 1%	9 1%	6 *	21 1%	9 1%	17 1%	11 1%	25 1%	6 *	5 *	5 1%	7 1%	21 1%
Other	186 2%	73 2%	114 3%	29 3%	38 3%	41 3%	38 3%	25 2%	16 1%	35 2%	48 2%	29 2%	74 4%	39 2%	54 3%	46 2%	30 3%	17 2%	25 2%	79 2%
None	3037 38%	1471 37%	1566 38%	496 51%	572 44%	685 45%	484 35%	380 31%	420 25%	807 37%	925 40%	620 37%	686 37%	681 33%	811 38%	748 37%	506 44%	291 42%	455 39%	1341 40%
Prefer not to say	186 2%	95 2%	91 2%	51 5%	41 3%	36 2%	26 2%	18 1%	15 1%	41 2%	73 3%	23 1%	49 3%	69 3%	41 2%	46 2%	17 1%	14 2%	24 2%	89 3%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 69

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514	892	388	255		
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Christian	4239	1162	1179	238	605	1483	967	679	948	534	214	131			
	53%	66%	49%	49%	63%	67%	54%	47%	68%	65%	57%	52%			
NET: Other	591	103	248	40	37	109	165	101	75	34	28	16			
	7%	6%	10%	8%	4%	5%	9%	7%	5%	4%	8%	6%			
Muslim	191	27	105	8	1	27	64	17	22	5	5	4			
	2%	1%	4%	2%	*	1%	4%	1%	2%	1%	1%	2%			
Hindu	77	16	38	9	-	15	31	9	12	4	5	4			
	1%	1%	2%	2%	-	1%	2%	1%	1%	*	1%	1%			
Jewish	58	25	13	2	5	30	10	10	21	9	4	2			
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%			
Sikh	27	4	18	-	1	3	17	-	3	-	2	1			
	*	*	1%	-	*	*	1%	-	*	-	*	*			
Buddhist	53	9	15	5	7	8	9	20	5	4	4	-			
	1%	*	1%	1%	1%	*	1%	1%	*	*	1%	-			
Other	186	23	58	17	23	26	34	46	13	13	9	6			
	2%	1%	2%	3%	2%	1%	2%	3%	1%	2%	2%	2%			
None	3037	484	913	199	312	596	623	634	355	242	129	98			
	38%	27%	38%	41%	32%	27%	35%	44%	25%	29%	34%	39%			
Prefer not to say	186	24	56	11	12	29	43	23	19	10	5	8			
	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	3%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 70

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Urban - Population over 10,000	3204 40%	1799 46%	1405 34%	458 47%	601 47%	622 41%	546 40%	429 35%	549 32%	916 42%	1047 45%	552 33%	690 37%	1140 56%	664 31%	745 37%	366 31%	289 41%	507 43%	1452 43%
Town and Fringe	3147 39%	1338 34%	1809 44%	368 38%	519 40%	622 41%	526 38%	479 40%	633 37%	709 33%	840 36%	781 46%	817 44%	681 33%	880 41%	908 45%	436 38%	241 34%	430 37%	1287 39%
Village	1516 19%	720 18%	796 19%	132 14%	158 12%	268 17%	261 19%	255 21%	442 26%	470 22%	402 17%	326 19%	318 17%	212 10%	522 25%	344 17%	298 26%	140 20%	207 18%	536 16%
Hamlet & Isolated Dwelling	186 2%	90 2%	96 2%	9 1%	10 1%	18 1%	37 3%	46 4%	67 4%	80 4%	46 2%	33 2%	27 1%	13 1%	59 3%	23 1%	62 5%	29 4%	22 2%	67 2%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 70

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Urban - Population over 10,000	3204	639	1093	214	337	755	788	582	490	265	149	87			
	40%	36%	46%	44%	35%	34%	44%	40%	35%	32%	40%	34%			
Town and Fringe	3147	651	897	175	406	847	716	541	510	336	141	105			
	39%	37%	37%	36%	42%	38%	40%	38%	37%	41%	37%	42%			
Village	1516	418	372	84	205	546	268	275	347	200	72	56			
	19%	24%	16%	17%	21%	25%	15%	19%	25%	24%	19%	22%			
Hamlet & Isolated Dwelling	186	64	33	16	19	69	25	41	49	19	15	5			
	2%	4%	1%	3%	2%	3%	1%	3%	4%	2%	4%	2%			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 71

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
NET: Working	4510 56%	2363 60%	2147 52%	516 53%	1002 78%	1183 77%	1012 74%	611 51%	186 11%	1280 59%	1504 64%	1081 64%	644 35%	1224 60%	1145 54%	1105 55%	645 56%	391 56%	1167 100%	3343 100%
Working full time - working 30 hours per week or more	3543 44%	2108 53%	1435 35%	377 39%	852 66%	989 65%	815 60%	434 36%	77 5%	1065 49%	1209 52%	820 49%	448 24%	975 48%	891 42%	869 43%	498 43%	310 44%	910 78%	2633 79%
Working part time - working between 8 and 29 hours per week	966 12%	255 6%	712 17%	139 14%	150 12%	194 13%	197 14%	178 15%	109 6%	215 10%	295 13%	261 15%	195 11%	248 12%	254 12%	236 12%	147 13%	81 12%	256 22%	710 21%
NET: Not working	3543 44%	1583 40%	1960 48%	451 47%	287 22%	347 23%	357 26%	596 49%	1505 89%	894 41%	831 36%	610 36%	1208 65%	823 40%	981 46%	916 45%	516 44%	308 44%	-	-
Not working but seeking work or temporarily unemployed or sick	516 6%	235 6%	280 7%	112 12%	102 8%	102 7%	124 9%	72 6%	3 *	28 1%	77 3%	58 3%	353 19%	138 7%	127 6%	136 7%	65 6%	50 7%	-	-
Not working and not seeking work	490 6%	185 5%	305 7%	275 28%	37 3%	61 4%	60 4%	55 5%	1 *	63 3%	166 7%	65 4%	196 11%	113 6%	142 7%	112 6%	74 6%	48 7%	-	-
Retired on a state pension only	428 5%	165 4%	262 6%	-	-	-	5 *	57 5%	366 22%	36 2%	41 2%	56 3%	294 16%	106 5%	117 6%	106 5%	67 6%	32 5%	-	-
Retired with a private pension	1474 18%	940 24%	534 13%	-	1 *	6 *	19 1%	325 27%	1123 66%	672 31%	448 19%	251 15%	102 5%	325 16%	414 19%	390 19%	219 19%	126 18%	-	-
House person, housewife, househusband, etc.	636 8%	58 1%	578 14%	64 7%	146 11%	177 12%	149 11%	87 7%	12 1%	94 4%	99 4%	180 11%	263 14%	140 7%	181 8%	172 9%	91 8%	52 7%	-	-

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 71

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

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	2010 & now				Cons 2010 NOT now	Cons 2010 now	Cons 2010 but perhaps in the future						
		Con	Lab	LibDem	UKIP									
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
NET: Working	4510 56%	982 55%	1442 60%	266 54%	444 46%	1168 53%	1077 60%	810 56%	772 55%	397 48%	210 56%	159 63%		
Working full time - working 30 hours per week or more	3543 44%	786 44%	1160 48%	205 42%	351 36%	923 42%	865 48%	624 43%	621 44%	302 37%	164 44%	131 52%		
Working part time - working between 8 and 29 hours per week	966 12%	196 11%	282 12%	61 13%	92 10%	245 11%	212 12%	186 13%	150 11%	95 12%	46 12%	28 11%		
NET: Not working	3543 44%	791 45%	953 40%	223 46%	523 54%	1049 47%	720 40%	628 44%	625 45%	423 52%	166 44%	94 37%		
Not working but seeking work or temporarily unemployed or sick	516 6%	52 3%	167 7%	25 5%	53 5%	70 3%	107 6%	67 5%	32 2%	39 5%	21 5%	11 4%		
Not working and not seeking work	490 6%	56 3%	159 7%	31 6%	31 3%	50 2%	83 5%	59 4%	23 2%	27 3%	33 9%	14 5%		
Retired on a state pension only	428 5%	96 5%	107 4%	19 4%	109 11%	162 7%	112 6%	66 5%	83 6%	79 10%	13 3%	6 2%		
Retired with a private pension	1474 18%	485 27%	335 14%	112 23%	267 28%	640 29%	288 16%	338 24%	411 29%	229 28%	74 20%	48 19%		
House person, housewife, househusband, etc.	636 8%	101 6%	185 8%	35 7%	63 7%	126 6%	129 7%	98 7%	76 5%	49 6%	25 7%	15 6%		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 72

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	4270	2104	2166	436	924	1002	1080	632	196	1665	1341	678	586	1282	1021	999	611	357	1133	3137
Weighted base	4510	2363	2147	516	1002	1183	1012	611	186	1280	1504	1081	644	1224	1145	1105	645	391	1167	3343
NET: Public Sector	1167 26%	520 22%	646 30%	106 21%	250 25%	308 26%	299 30%	164 27%	39 21%	398 31%	444 30%	193 18%	132 21%	271 22%	290 25%	308 28%	186 29%	111 28%	1167 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	94 2%	43 2%	52 2%	5 1%	23 2%	31 3%	21 2%	12 2%	2 1%	48 4%	32 2%	10 1%	5 1%	25 2%	17 2%	21 2%	20 3%	12 3%	94 8%	-
HM Forces	21 *	12 1%	9 1%	6 1%	8 1%	5 *	2 *	- -	- -	5 *	6 *	7 1%	4 1%	4 *	3 *	7 1%	6 1%	1 *	21 2%	-
National Health Service	248 6%	93 4%	155 7%	25 5%	44 4%	74 6%	57 6%	42 7%	5 3%	67 5%	91 6%	53 5%	37 6%	45 4%	67 6%	75 7%	41 6%	20 5%	248 21%	-
Universities and Academies funded by government	106 2%	53 2%	53 2%	11 2%	24 2%	34 3%	17 2%	13 2%	7 4%	53 4%	42 3%	9 1%	2 *	23 2%	37 3%	19 2%	16 3%	10 3%	106 9%	-
Courts service	15 *	7 *	8 *	3 1%	3 *	3 *	2 *	2 1%	7 1%	4 *	3 *	- -	5 *	2 *	4 *	3 *	1 *	15 1%	-	
Local government administration	140 3%	68 3%	72 3%	3 1%	23 2%	47 4%	38 4%	23 4%	7 4%	38 3%	85 6%	6 1%	11 2%	28 2%	34 3%	37 3%	27 4%	15 4%	140 12%	-
Police service	29 1%	20 1%	9 *	*	8 1%	9 1%	10 1%	2 *	- -	1 *	28 2%	- -	- -	6 *	8 1%	8 1%	2 *	4 1%	29 2%	-
Public sector housing	46 1%	31 1%	15 1%	8 2%	15 2%	6 *	11 1%	5 1%	1 *	15 1%	7 *	16 2%	7 1%	13 1%	13 1%	13 1%	3 1%	3 1%	46 4%	-

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 72

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Weighted base	4510	2363	2147	516	1002	1183	1012	611	186	1280	1504	1081	644	1224	1145	1105	645	391	1167	3343
Teaching employed by local education authority including voluntary aided schools and foundation schools	185 4%	37 2%	148 7%	12 2%	39 4%	35 3%	58 6%	36 6%	4 2%	94 7%	56 4%	21 2%	14 2%	56 5%	46 4%	46 4%	28 4%	9 2%	185 16%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	40 1%	37 2%	3 *	3 1%	5 *	11 1%	20 2%	2 *	-	8 1%	8 1%	8 1%	16 2%	8 1%	12 1%	8 1%	8 1%	5 1%	40 3%	-
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)	242 5%	120 5%	122 6%	30 6%	58 6%	53 4%	62 6%	28 5%	11 6%	61 5%	85 6%	59 5%	36 6%	60 5%	49 4%	69 6%	32 5%	32 8%	242 21%	-
None of the above (Private Sector)	3343 74%	1842 78%	1500 70%	410 79%	752 75%	875 74%	712 70%	447 73%	147 79%	883 69%	1060 70%	889 82%	512 79%	953 78%	855 75%	797 72%	459 71%	280 72%	-	3343 100%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 72

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

	Vote Intention					2010 Vote				Not Cons 2010 or now but perhaps in the future			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 but Cons now	
Unweighted base	4270	989	1258	285	415	1194	892	805	779	415	210	151	
Weighted base	4510	982	1442	266	444	1168	1077	810	772	397	210	159	
NET: Public Sector	1167 26%	182 19%	459 32%	66 25%	93 21%	240 21%	358 33%	227 28%	150 19%	90 23%	32 15%	29 18%	
Central government including all administrative departments and central government agencies such as the Bank of England	94 2%	15 1%	40 3%	4 1%	6 1%	24 2%	27 2%	13 2%	15 2%	9 2%	-	2 1%	
HM Forces	21 *	4 *	10 1%	-	3 1%	5 *	10 1%	1 *	4 1%	1 *	-	1 1%	
National Health Service	248 6%	39 4%	91 6%	8 3%	26 6%	52 4%	76 7%	29 4%	33 4%	20 5%	7 3%	4 3%	
Universities and Academies funded by government	106 2%	15 2%	39 3%	11 4%	3 1%	16 1%	28 3%	35 4%	12 2%	4 1%	3 1%	2 1%	
Courts service	15 *	6 1%	6 *	1 *	-	4 *	6 1%	1 *	3 *	1 *	3 1%	-	
Local government administration	140 3%	22 2%	59 4%	11 4%	13 3%	24 2%	55 5%	35 4%	16 2%	8 2%	6 3%	5 3%	
Police service	29 1%	6 1%	8 1%	-	4 1%	12 1%	3 *	8 1%	5 1%	7 2%	1 *	2 1%	
Public sector housing	46 1%	7 1%	29 2%	3 1%	3 1%	7 1%	22 2%	3 *	6 1%	1 *	1 1%	1 *	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 72

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

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but per- haps in the future		
Weighted base	4510	982	1442	266	444	1168	1077	810	772	397	210	159	
Teaching employed by local education authority including voluntary aided schools and foundation schools	185	35 4%	66 5%	19 7%	13 3%	47 4%	45 4%	44 5%	29 4%	18 5%	7 3%	8 5%	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	40	4 1%	15 1%	1 *	7 1%	8 1%	14 1%	8 1%	4 1%	4 1%	-	-	
Bradford and Bingley or Northern Rock Building societies	1	-	1 *	-	-	1 *	-	-	-	1 *	-	-	
Other public sector occupation (please specify as much detail as possible)	242	29 5%	97 3%	10 4%	15 3%	41 4%	73 7%	49 6%	24 3%	17 4%	5 2%	4 2%	
None of the above (Private Sector)	3343	800 74%	983 81%	200 75%	351 79%	929 79%	719 67%	583 72%	622 81%	307 77%	178 85%	130 82%	

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 73

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
No children aged 18 or under	5626 70%	2844 72%	2781 68%	772 80%	699 54%	602 39%	798 58%	1091 90%	1664 98%	1551 71%	1712 73%	1054 62%	1308 71%	1442 70%	1508 71%	1381 68%	822 71%	473 68%	715 61%	2053 61%
NET: Yes	2382 30%	1079 27%	1303 32%	173 18%	580 45%	924 60%	563 41%	117 10%	25 1%	614 28%	613 26%	632 37%	523 28%	585 29%	605 28%	636 31%	335 29%	222 32%	449 39%	1265 38%
Yes - children aged under 5 years old	871 11%	350 9%	521 13%	140 15%	388 30%	293 19%	41 3%	5 *	4 *	226 10%	230 10%	214 13%	201 11%	234 11%	234 11%	205 10%	124 11%	73 11%	155 13%	427 13%
Yes - children aged 5 to 10 years old	941 12%	420 11%	521 13%	35 4%	274 21%	464 30%	146 11%	19 2%	3 *	254 12%	245 10%	215 13%	226 12%	238 12%	219 10%	272 13%	119 10%	93 13%	164 14%	499 15%
Yes - children aged 11 to 15 years old	892 11%	449 11%	443 11%	14 1%	121 9%	395 26%	303 22%	50 4%	8 *	216 10%	211 9%	277 16%	189 10%	214 10%	215 10%	244 12%	128 11%	91 13%	179 15%	493 15%
Yes - children aged 16 to 18 years old	571 7%	266 7%	305 7%	10 1%	9 1%	189 12%	285 21%	63 5%	15 1%	146 7%	138 6%	157 9%	130 7%	118 6%	156 7%	150 7%	97 8%	49 7%	112 10%	296 9%
Refused	45 1%	23 1%	22 1%	21 2%	9 1%	5 *	8 1%	1 *	2 *	8 *	11 *	5 *	21 1%	20 1%	13 1%	4 *	4 *	4 1%	3 *	25 1%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 73

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Not Cons 2010 or now	Not Cons 2010 but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
No children aged 18 or under	5626	1295	1539	359	742	1653	1158	1066	1028	625	267	176			
	70%	73%	64%	74%	77%	75%	64%	74%	74%	76%	71%	70%			
NET: Yes	2382	475	836	127	225	557	626	370	365	192	110	77			
	30%	27%	35%	26%	23%	25%	35%	26%	26%	23%	29%	30%			
Yes - children aged under 5 years old	871	152	284	53	72	179	198	120	119	61	33	28			
	11%	9%	12%	11%	7%	8%	11%	8%	9%	7%	9%	11%			
Yes - children aged 5 to 10 years old	941	164	377	47	84	207	289	135	131	76	34	32			
	12%	9%	16%	10%	9%	9%	16%	9%	9%	9%	9%	13%			
Yes - children aged 11 to 15 years old	892	189	322	41	97	229	239	148	143	86	46	22			
	11%	11%	13%	8%	10%	10%	13%	10%	10%	10%	12%	9%			
Yes - children aged 16 to 18 years old	571	129	195	30	63	144	97	97	97	46	32	17			
	7%	7%	8%	6%	7%	6%	8%	7%	7%	6%	8%	7%			
Refused	45	3	21	2	-	6	13	2	3	3	-	-			
	1%	*	1%	1%	-	*	1%	*	*	*	-	-			

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 74

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- ate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Anglia	812 10%	379 10%	433 11%	86 9%	128 10%	145 10%	133 10%	130 11%	189 11%	246 11%	229 10%	143 8%	194 10%	67 3%	739 35%	2 *	2 *	1 *	95 8%	329 10%
Border	76 1%	41 1%	35 1%	4 *	11 1%	21 1%	16 1%	5 *	20 1%	17 1%	14 1%	30 2%	16 1%	1 *	- -	40 2%	- -	36 5%	5 *	31 1%
Central	1192 15%	568 14%	624 15%	177 18%	187 15%	235 15%	205 15%	166 14%	222 13%	308 14%	315 14%	276 16%	292 16%	33 2%	1122 53%	6 *	22 2%	8 1%	177 15%	488 15%
Granada	906 11%	451 11%	455 11%	108 11%	135 10%	168 11%	148 11%	145 12%	203 12%	244 11%	235 10%	175 10%	251 14%	*	5 *	887 44%	14 1%	- -	136 12%	349 10%
London	1395 17%	693 18%	702 17%	181 19%	277 22%	275 18%	215 16%	197 16%	250 15%	425 20%	481 21%	234 14%	255 14%	1297 63%	86 4%	1 *	7 1%	4 1%	204 17%	666 20%
Meridian	755 9%	356 9%	400 10%	86 9%	104 8%	126 8%	123 9%	115 10%	201 12%	229 11%	190 8%	178 11%	158 9%	646 32%	8 *	1 *	101 9%	- -	81 7%	323 10%
STV	643 8%	326 8%	317 8%	54 6%	94 7%	136 9%	123 9%	102 8%	134 8%	158 7%	204 9%	131 8%	149 8%	- -	- -	- -	- -	643 92%	104 9%	259 8%
Tyne Tees	374 5%	196 5%	178 4%	60 6%	59 5%	46 3%	64 5%	48 4%	97 6%	94 4%	121 5%	71 4%	89 5%	- -	3 *	370 18%	- -	2 *	63 5%	127 4%
Wales	415 5%	199 5%	216 5%	51 5%	71 6%	60 4%	82 6%	80 7%	72 4%	94 4%	128 5%	107 6%	86 5%	1 *	- -	2 *	413 36%	- -	86 7%	156 5%
West	273 3%	135 3%	138 3%	40 4%	43 3%	60 4%	33 2%	36 3%	62 4%	78 4%	74 3%	54 3%	67 4%	1 *	32 1%	9 *	231 20%	- -	40 3%	102 3%
Westcountry	379 5%	161 4%	218 5%	48 5%	46 4%	72 5%	67 5%	56 5%	91 5%	93 4%	106 5%	81 5%	99 5%	- -	5 *	- -	372 32%	2 *	48 4%	156 5%
Yorkshire	832 10%	440 11%	392 10%	71 7%	133 10%	186 12%	161 12%	129 11%	151 9%	188 9%	238 10%	211 12%	194 10%	- -	125 6%	703 35%	- -	4 1%	126 11%	357 11%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 74

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- vate	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
UTV	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 74

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

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010	Cons 2010 but Cons now	Not Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Anglia	812 10%	197 11%	192 8%	53 11%	127 13%	256 12%	124 7%	143 10%	151 11%	105 13%	46 12%	23 9%		
Border	76 1%	6 *	27 1%	2 *	5 1%	11 1%	29 2%	11 1%	6 *	6 1%	1 *	1 *		
Central	1192 15%	288 16%	378 16%	58 12%	147 15%	371 17%	275 15%	189 13%	231 17%	141 17%	57 15%	43 17%		
Granada	906 11%	160 9%	344 14%	45 9%	110 11%	208 9%	258 14%	159 11%	120 9%	88 11%	40 11%	24 9%		
London	1395 17%	359 20%	418 17%	97 20%	166 17%	442 20%	305 17%	238 17%	289 21%	153 19%	70 19%	35 14%		
Meridian	755 9%	239 13%	143 6%	59 12%	109 11%	271 12%	102 6%	158 11%	188 13%	83 10%	52 14%	28 11%		
STV	643 8%	84 5%	169 7%	28 6%	22 2%	83 4%	172 10%	79 5%	61 4%	22 3%	23 6%	19 7%		
Tyne Tees	374 5%	56 3%	158 7%	15 3%	39 4%	82 4%	108 6%	74 5%	44 3%	38 5%	12 3%	15 6%		
Wales	415 5%	69 4%	146 6%	17 3%	28 3%	91 4%	127 7%	54 4%	56 4%	35 4%	13 3%	12 5%		
West	273 3%	75 4%	59 2%	25 5%	31 3%	82 4%	41 2%	65 5%	60 4%	23 3%	15 4%	10 4%		
Westcountry	379 5%	85 5%	91 4%	36 7%	57 6%	110 5%	58 3%	97 7%	70 5%	40 5%	15 4%	15 6%		
Yorkshire	832 10%	155 9%	269 11%	54 11%	123 13%	208 9%	197 11%	172 12%	122 9%	87 11%	33 9%	28 11%		

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 74

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons now	Not Cons 2010 or now
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1397	820				
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
UTV	1	-	-	-	-	-	-	-	-	-	-	-		
	*	-	-	-	-	-	-	-	-	-	-	-		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 75  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Single	1995 25%	946 24%	1048 26%	705 73%	464 36%	382 25%	250 18%	125 10%	68 4%	367 17%	705 30%	345 20%	578 31%	566 28%	529 25%	490 24%	240 21%	170 24%	308 26%	945 28%
NET: Married/ Civil partnership/ co habiting	5145 64%	2658 67%	2487 61%	236 24%	789 61%	1043 68%	942 69%	863 71%	1272 75%	1617 74%	1333 57%	1230 73%	966 52%	1244 61%	1375 65%	1302 64%	784 68%	439 63%	762 65%	2123 64%
Married	4029 50%	2201 56%	1828 45%	65 7%	487 38%	738 48%	765 56%	769 64%	1206 71%	1338 62%	1036 44%	972 57%	684 37%	996 49%	1074 51%	1010 50%	616 53%	333 48%	590 51%	1534 46%
Civil Partnership	69 1%	26 1%	43 1%	16 2%	16 1%	15 1%	6 *	5 *	10 1%	21 1%	14 1%	18 1%	15 1%	17 1%	23 1%	17 1%	5 *	7 1%	9 1%	31 1%
Co Habiting	1047 13%	431 11%	616 15%	155 16%	286 22%	291 19%	171 12%	89 7%	56 3%	258 12%	283 12%	240 14%	267 14%	231 11%	278 13%	276 14%	163 14%	100 14%	163 14%	558 17%
NET: Widowed/ separated/ divorced	848 11%	307 8%	541 13%	2 *	21 2%	93 6%	174 13%	213 18%	345 20%	176 8%	275 12%	107 6%	290 16%	222 11%	202 9%	213 11%	131 11%	80 11%	92 8%	240 7%
Widowed	223 3%	70 2%	153 4%	-	3 *	10 1%	15 1%	51 4%	145 9%	55 3%	68 3%	24 1%	76 4%	47 2%	51 2%	61 3%	36 3%	28 4%	16 1%	39 1%
Separated	91 1%	39 1%	52 1%	2 *	4 *	25 2%	22 2%	14 1%	23 1%	19 1%	30 1%	15 1%	26 1%	26 1%	20 1%	22 1%	11 1%	11 2%	10 1%	35 1%
Divorced	534 7%	198 5%	336 8%	-	14 1%	58 4%	137 10%	148 12%	177 10%	103 5%	177 8%	67 4%	187 10%	149 7%	131 6%	130 6%	84 7%	41 6%	66 6%	166 5%
Prefer not to answer	65 1%	35 1%	30 1%	24 2%	15 1%	12 1%	3 *	6 *	6 *	14 1%	23 1%	10 1%	19 1%	14 1%	19 1%	15 1%	6 1%	10 1%	4 *	35 1%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 75  
**Marital Status**  
**Base: All respondents**

	Vote Intention					2010 Vote					Not Cons 2010 or now			
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 NOT now	Cons 2010 but perhaps in the future	Cons now	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255		
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253		
Single	1995 25%	307 17%	659 28%	123 25%	155 16%	318 14%	420 23%	319 22%	194 14%	123 15%	112 30%	60 24%		
NET: Married/ Civil partnership/ cohabiting	5145 64%	1267 71%	1487 62%	307 63%	682 71%	1629 73%	1173 65%	957 67%	1042 75%	587 72%	225 60%	175 69%		
Married	4029 50%	1070 60%	1158 48%	247 51%	578 60%	1407 63%	937 52%	765 53%	897 64%	510 62%	173 46%	139 55%		
Civil Partnership	69 1%	14 1%	19 1%	7 2%	4 *	13 1%	13 1%	12 1%	10 1%	3 *	4 1%	2 1%		
Co Habiting	1047 13%	183 10%	309 13%	53 11%	101 10%	210 9%	223 12%	180 12%	135 10%	75 9%	48 13%	35 14%		
NET: Widowed/ separated/ divorced	848 11%	196 11%	228 10%	58 12%	130 13%	265 12%	192 11%	154 11%	158 11%	107 13%	38 10%	18 7%		
Widowed	223 3%	65 4%	43 2%	14 3%	33 3%	96 4%	41 2%	35 2%	58 4%	38 5%	6 2%	4 2%		
Separated	91 1%	17 1%	32 1%	6 1%	10 1%	27 1%	26 1%	14 1%	16 1%	11 1%	1 *	2 1%		
Divorced	534 7%	114 6%	153 6%	39 8%	87 9%	142 6%	125 7%	105 7%	83 6%	59 7%	30 8%	11 4%		
Prefer not to answer	65 1%	4 *	21 1%	1 *	- -	5 *	12 1%	8 1%	2 *	3 *	2 *	- -		

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 76

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- ate	
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Glasgow	331 4%	175 4%	157 4%	30 3%	53 4%	79 5%	51 4%	58 5%	60 4%	74 3%	106 5%	72 4%	79 4%	-	-	-	-	331 47%	47 4%	145 4%
Edinburgh	275 3%	134 3%	141 3%	26 3%	40 3%	56 4%	55 4%	35 3%	63 4%	67 3%	89 4%	56 3%	64 3%	-	-	1 *	-	274 39%	51 4%	98 3%
Newcastle	363 5%	190 5%	173 4%	63 6%	58 5%	47 3%	60 4%	41 3%	93 6%	90 4%	117 5%	75 4%	80 4%	-	3 *	360 18%	-	-	58 5%	129 4%
Leeds	353 4%	188 5%	164 4%	35 4%	61 5%	71 5%	66 5%	54 4%	65 4%	97 4%	109 5%	76 4%	71 4%	-	1 *	351 17%	-	-	58 5%	150 4%
Hull	156 2%	83 2%	72 2%	7 1%	24 2%	37 2%	32 2%	31 3%	25 1%	30 1%	48 2%	38 2%	41 2%	-	11 1%	145 7%	-	-	21 2%	71 2%
Sheffield	231 3%	120 3%	111 3%	16 2%	39 3%	61 4%	47 3%	33 3%	34 2%	57 3%	52 2%	62 4%	60 3%	-	47 2%	184 9%	-	-	37 3%	98 3%
Manchester	671 8%	325 8%	346 8%	86 9%	94 7%	136 9%	116 8%	100 8%	140 8%	185 9%	174 7%	139 8%	174 9%	1 *	36 2%	629 31%	5 *	-	104 9%	268 8%
Liverpool	305 4%	149 4%	156 4%	43 4%	51 4%	40 3%	46 3%	59 5%	66 4%	80 4%	89 4%	58 3%	78 4%	1 *	10 *	247 12%	47 4%	-	46 4%	116 3%
Nottingham	360 4%	164 4%	196 5%	63 7%	45 3%	65 4%	60 4%	51 4%	75 4%	89 4%	101 4%	82 5%	87 5%	-	354 17%	6 *	-	-	47 4%	144 4%
Birmingham	679 8%	349 9%	330 8%	107 11%	130 10%	128 8%	114 8%	83 7%	117 7%	173 8%	175 7%	164 10%	168 9%	2 *	663 31%	-	13 1%	2 *	105 9%	285 9%
Norwich	316 4%	143 4%	173 4%	31 3%	36 3%	66 4%	48 4%	58 5%	77 5%	78 4%	91 4%	64 4%	82 4%	5 *	310 15%	1 *	-	-	39 3%	122 4%
Milton Keynes	232 3%	123 3%	109 3%	24 2%	39 3%	42 3%	35 3%	33 3%	60 4%	85 4%	63 3%	40 2%	44 2%	43 2%	189 9%	-	-	-	31 3%	100 3%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 76

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-langs	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343
Brighton	178 2%	81 2%	96 2%	27 3%	16 1%	23 2%	28 2%	25 2%	58 3%	49 2%	43 2%	52 3%	34 2%	174 9%	1 *	-	3 *	-	14 1%	67 2%
Oxford	114 1%	55 1%	59 1%	12 1%	19 1%	26 2%	17 1%	17 1%	25 1%	38 2%	33 1%	30 2%	13 1%	81 4%	13 1%	-	20 2%	-	19 2%	48 1%
London	1717 21%	834 21%	883 22%	218 23%	341 26%	325 21%	279 20%	237 20%	317 19%	535 25%	566 24%	290 17%	326 18%	1491 73%	206 10%	-	16 1%	4 1%	238 20%	827 25%
Southampton	267 3%	115 3%	152 4%	29 3%	32 2%	54 3%	37 3%	43 4%	73 4%	75 3%	66 3%	67 4%	59 3%	171 8%	-	-	95 8%	-	35 3%	100 3%
Bristol	335 4%	174 4%	161 4%	37 4%	57 4%	64 4%	44 3%	54 4%	79 5%	101 5%	106 5%	57 3%	71 4%	1 *	13 1%	-	321 28%	-	43 4%	149 4%
Plymouth	215 3%	88 2%	127 3%	22 2%	16 1%	40 3%	47 3%	29 2%	60 4%	54 2%	57 2%	44 3%	60 3%	-	-	-	215 19%	-	31 3%	74 2%
Cardiff	322 4%	160 4%	161 4%	44 5%	58 5%	50 3%	63 5%	56 5%	50 3%	70 3%	98 4%	85 5%	69 4%	1 *	3 *	-	318 27%	-	68 6%	120 4%
None of these	633 8%	296 7%	337 8%	47 5%	80 6%	121 8%	123 9%	110 9%	152 9%	148 7%	153 7%	141 8%	191 10%	75 4%	266 12%	97 5%	107 9%	88 13%	72 6%	229 7%

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 76

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

	Vote Intention					2010 Vote					Cons 2010 & now	Cons 2010 NOT now	Cons 2010 but now	Not Cons 2010 or now	Not Cons 2010 but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	1513	1514					
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255			
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253			
Glasgow	331	39	97	12	15	39	106	26	24	15	15	10	4%	2%	4%
Edinburgh	275	38	73	14	8	38	66	43	29	9	9	6	3%	2%	2%
Newcastle	363	51	162	13	35	81	107	73	40	41	12	13	5%	3%	5%
Leeds	353	67	114	19	45	77	73	83	47	30	21	13	4%	5%	5%
Hull	156	38	41	13	22	52	29	36	33	19	5	3	2%	1%	1%
Sheffield	231	24	95	16	33	38	78	41	20	18	4	8	3%	2%	3%
Manchester	671	120	249	33	87	160	186	108	89	71	31	17	8%	7%	7%
Liverpool	305	54	122	16	21	65	99	53	41	23	13	11	3%	3%	5%
Nottingham	360	89	110	21	47	113	79	62	71	42	18	16	5%	5%	6%
Birmingham	679	157	222	31	80	197	155	104	121	76	35	22	9%	9%	9%
Norwich	316	74	77	20	51	96	51	63	56	40	18	5	4%	5%	2%
Milton Keynes	232	70	65	11	33	79	41	38	56	23	14	10	3%	4%	4%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 76

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

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010	Not Cons 2010 but perhaps in the future	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Brighton	178	52 2%	24 3%	18 4%	27 3%	53 2%	20 1%	43 3%	37 3%	17 2%	16 4%	5 2%	
Oxford	114	32 1%	34 2%	8 2%	12 1%	45 2%	23 1%	18 1%	30 2%	15 2%	2 1%	4 2%	
London	1717	464 21%	487 26%	114 23%	205 21%	564 25%	352 20%	291 20%	374 27%	190 23%	89 24%	41 16%	
Southampton	267	82 3%	47 5%	24 5%	40 4%	99 4%	31 2%	55 4%	65 5%	34 4%	17 4%	14 6%	
Bristol	335	89 4%	71 5%	36 3%	44 7%	103 5%	47 3%	100 7%	75 5%	27 3%	13 3%	16 6%	
Plymouth	215	56 3%	53 2%	12 2%	38 4%	75 3%	36 2%	44 3%	47 3%	28 3%	9 2%	4 2%	
Cardiff	322	45 4%	111 3%	12 5%	23 3%	63 3%	95 5%	44 3%	36 3%	27 3%	10 3%	9 4%	
None of these	633	132 8%	139 7%	45 9%	100 10%	181 8%	125 7%	114 8%	105 8%	76 9%	26 7%	24 9%	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 77

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

	Gender			Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Scot-land	Public	Pri- ate		
Unweighted base	8053	3843	4210	846	1221	1322	1494	1320	1850	2996	2168	1124	1765	2254	2011	1961	1162	665	1133	3137	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
Up to £7,000	(3.5)	396 5%	154 4%	242 6%	125 13%	68 5%	61 4%	72 5%	44 4%	27 2%	14 1%	83 4%	36 2%	264 14%	91 4%	97 5%	104 5%	51 4%	53 8%	18 2%	63 2%
£7,001 to £14,000	(10.5)	1026 13%	408 10%	618 15%	138 14%	128 10%	152 10%	162 12%	183 15%	263 16%	75 3%	227 10%	161 9%	563 30%	234 11%	296 14%	267 13%	147 13%	83 12%	62 5%	275 8%
£14,001 to £21,000	(17.5)	1178 15%	514 13%	664 16%	122 13%	189 15%	204 13%	192 14%	167 14%	304 18%	148 7%	399 17%	281 17%	350 19%	236 12%	360 17%	315 16%	180 15%	89 13%	151 13%	427 13%
£21,001 to £28,000	(24.5)	1120 14%	530 13%	589 14%	126 13%	171 13%	187 12%	173 13%	165 14%	298 18%	200 9%	388 17%	341 20%	191 10%	255 12%	304 14%	277 14%	167 14%	116 17%	158 14%	455 14%
£28,001 to £34,000	(31)	823 10%	430 11%	393 10%	72 7%	125 10%	184 12%	135 10%	118 10%	189 11%	244 11%	250 11%	200 11%	129 7%	202 10%	209 10%	231 11%	106 9%	75 11%	140 12%	374 11%
£34,001 to £41,000	(37.5)	764 9%	422 11%	342 8%	69 7%	117 9%	178 12%	135 10%	111 9%	154 9%	253 12%	255 11%	184 11%	72 4%	200 10%	191 9%	196 10%	112 10%	65 9%	143 12%	366 11%
£41,001 to £48,000	(44.5)	532 7%	304 8%	227 6%	40 4%	108 8%	120 8%	101 7%	83 7%	80 5%	209 10%	158 7%	127 8%	37 2%	140 7%	138 7%	126 6%	90 8%	38 5%	101 9%	293 9%
£48,001 to £55,000	(51.5)	434 5%	267 7%	167 4%	38 4%	90 7%	106 7%	88 6%	52 4%	60 4%	192 9%	132 6%	83 5%	28 2%	128 6%	108 5%	106 5%	62 5%	30 4%	109 9%	236 7%
£55,001 to £62,000	(58.5)	252 3%	141 4%	110 3%	23 2%	55 4%	52 3%	56 4%	33 3%	32 2%	140 6%	69 3%	31 2%	11 1%	78 4%	48 2%	59 3%	40 3%	28 4%	57 5%	130 4%
£62,001 to £69,000	(65.5)	191 2%	136 3%	55 1%	10 1%	44 3%	43 3%	35 3%	31 3%	28 2%	108 5%	58 2%	22 1%	3 *	62 3%	41 2%	49 2%	23 2%	16 2%	38 3%	124 4%
£69,001 to £76,000	(72.5)	125 2%	80 2%	45 1%	6 1%	20 2%	42 3%	20 1%	18 2%	19 1%	82 4%	26 1%	16 1%	-	39 2%	25 1%	26 1%	23 2%	12 2%	31 3%	66 2%
£76,001 to £83,000	(79.5)	90 1%	61 2%	29 1%	4 *	15 1%	22 1%	23 2%	16 1%	10 1%	70 3%	10 1%	10 1%	-	33 2%	25 1%	10 1%	17 1%	4 1%	23 2%	54 2%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 77

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

	Gender		Age						Social Grade				Region			Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land & South West	Wales & Scot-land	Public	Pri- vate		
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1167	3343	
£83,001 or more	(86)	228 3%	131 3%	97 2%	24 3%	38 3%	58 4%	46 3%	37 3%	24 1%	166 8%	47 2%	11 1%	5 *	99 5%	51 2%	29 1%	29 3%	19 3%	42 4%	145 4%
Prefer not to answer	894	368 11%	526 9%	168 13%	120 17%	121 9%	131 8%	152 10%	203 13%	273 12%	233 13%	189 10%	199 11%	248 11%	232 12%	227 11%	115 10%	72 10%	95 8%	333 10%	
Average income (£000's)	31.21	34.18	28.25	25.78	33.19	34.61	32.88	31.19	27.99	45.05	30.85	29.46	17.36	34.70	29.73	29.44	31.53	30.24	37.80	36.41	

## Blueprint Phase 4

### ONLINE Fieldwork : 4th-10th November 2013

Absolutes/col percents

Table 77

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

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons 2010 now	Cons 2010 but perhaps in the future	
Unweighted base	8053	1902	2196	537	985	2406	1571	1513	1514	892	388	255	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
Up to £7,000	(3.5)	396 5%	33 2%	119 5%	20 4%	41 4%	49 2%	93 5%	39 3%	19 1%	30 4%	14 4%	7 3%
£7,001 to £14,000	(10.5)	1026 13%	153 9%	332 14%	62 13%	152 16%	220 10%	257 14%	170 12%	122 9%	99 12%	31 8%	19 7%
£14,001 to £21,000	(17.5)	1178 15%	191 11%	388 16%	67 14%	157 16%	286 13%	289 16%	198 14%	152 11%	134 16%	39 10%	25 10%
£21,001 to £28,000	(24.5)	1120 14%	245 14%	321 13%	73 15%	155 16%	294 13%	252 14%	218 15%	185 13%	109 13%	60 16%	31 12%
£28,001 to £34,000	(31)	823 10%	194 11%	253 11%	59 12%	114 12%	230 10%	201 11%	157 11%	154 11%	76 9%	40 11%	29 11%
£34,001 to £41,000	(37.5)	764 9%	201 11%	223 9%	51 11%	92 10%	253 11%	159 9%	144 10%	167 12%	85 10%	34 9%	25 10%
£41,001 to £48,000	(44.5)	532 7%	139 8%	165 7%	31 6%	57 6%	157 7%	121 7%	102 7%	104 7%	53 6%	35 9%	27 11%
£48,001 to £55,000	(51.5)	434 5%	135 8%	138 6%	22 4%	39 4%	139 6%	97 5%	67 5%	106 8%	33 4%	29 8%	14 5%
£55,001 to £62,000	(58.5)	252 3%	70 4%	67 3%	17 3%	24 3%	79 4%	66 4%	53 4%	52 4%	27 3%	18 5%	11 4%
£62,001 to £69,000	(65.5)	191 2%	57 3%	58 2%	10 2%	14 1%	72 3%	40 2%	37 3%	49 4%	22 3%	8 2%	10 4%
£69,001 to £76,000	(72.5)	125 2%	44 2%	39 2%	7 1%	7 1%	49 2%	33 2%	24 2%	38 3%	12 1%	6 2%	5 2%
£76,001 to £83,000	(79.5)	90 1%	36 2%	24 1%	11 2%	2 *	34 2%	14 1%	26 2%	27 2%	8 1%	9 2%	6 2%

**Blueprint Phase 4**  
**ONLINE Fieldwork : 4th-10th November 2013**

Absolutes/col percents

Table 77

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

	Vote Intention					2010 Vote					Not Cons 2010 or now		
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Cons 2010 & now	Cons 2010 NOT now	Cons now	Not Cons 2010 but per- haps in the future	
Weighted base	8053	1773	2395	489	967	2217	1797	1438	1397	820	376	253	
£83,001 or more	(86)	228 3%	92 5%	57 2%	15 3%	22 2%	109 5%	36 2%	51 4%	75 5%	33 4%	17 4%	6 2%
Prefer not to answer		894 11%	183 10%	210 9%	43 9%	89 9%	247 11%	140 8%	153 11%	147 10%	100 12%	36 10%	40 16%
Average income (£000's)		31.21	37.46	30.47	32.03	28.24	35.74	30.09	33.21	37.84	32.09	36.08	36.18