THE CONSERVATIVES AND THE 'GENDER GAP'
LORD ASHCROFT KCMG PC
MARCH 2014

1. Voting intention
Project Blueprint Phase 4
4-10 November 2013, sample 8,053

	Men	Women	'Gap'
Conservative	30%	29%	-1%
Labour	37%	41%	+4%
Liberal Democrat	7%	8%	+1%
UKIP	18%	14%	-4%

Public opinion & the politics of immigration
17-29 May 2013, sample 20,062

	Men	Women	'Gap'
Conservative	29%	26%	-3%
Labour	35%	42%	+7%
Liberal Democrat	8%	9%	+1%
UKIP	20%	16%	-4%

Lord Ashcroft Polls

2. Drivers of voting intention

Analysis of Project Blueprint Phase 4
4-10 November 2013, sample 8,053

Drivers of voting Conservative		
	Men	**Women**
1	Con Party shares my values	Con Party shares my values
2	Con Party is on the side of people like me	Con Party is on the side of people like me
3	Positive view of David Cameron	Positive view of David Cameron
4	Country would be better off after 5 years of Con govt	Country would be better off after 5 years of Con govt
5	Cons want to help ordinary people get on in life	**Cons would tackle cost of living and improve living standards for people like me**
6	Me & family would be better off after 5 years of Con govt	I have definitely decided which party to vote for
7	Cons stand for fairness	Con Party stands for fairness
8	Cons have practical policies that would work in the long run	Cons have practical policies that would work in the long run

Drivers of voting Labour		
	Men	**Women**
1	Labour Party shares my values	Labour Party shares my values
2	Labour Party is on the side of people like me	Labour Party is on the side of people like me
3	Labour have practical policies that would work in the long run	Country would NOT be better off after 5 years of Con govt
4	Me & family would NOT be better off after 5 years of Con govt	I have definitely decided which party to vote for
5	**Ed Miliband would make the best Prime Minister**	**Positive view of Ed Miliband**
6	Labour Party is competent and capable	Labour have practical policies that would work in the long run
7	Labour Party stands for fairness	
8	Labour are best on economic growth and creating jobs	

Drivers of voting Lib Dem		
	Men	**Women**
1	LDs share my values	LDs are on the side of people like me
2	LDs are competent and capable	LDs share my values
3	LDs are on the side of people like me	LDs are competent and capable
4	LDs are best on economic growth and creating jobs	LDs have practical policies that would work in the long run
5	LDs are willing to take tough decisions for the long term	Nick Clegg would make the best Prime Minister
6	LDs would tackle cost of living and improve living standards for people like me	LDs stand for fairness
7	LDs will do what they say	LDs will do what they say
8	LDs are the best party to improve schools	LDs would tackle cost of living and improve living standards for people like me

3. Most important issues

Public opinion & the politics of immigration
17-29 May 2013, sample 20,062

% naming issue in their top three most important

	Men	**Women**
1	Getting the economy growing and creating jobs (68%)	Getting the economy growing and creating jobs (69%)
2	Controlling immigration (46%)	Controlling immigration (50%)
3	Managing the economy overall (46%)	Managing the economy overall (41%)
4	Cutting the deficit and the debt (36%)	Improving the NHS (35%)
5	Improving the NHS (26%)	Reforming welfare (28%)
6	Reforming welfare (25%)	Cutting the deficit and the debt (28%)
7	Defending Britain's interests in Europe (23%)	Dealing with crime (17%)
8	Dealing with crime (14%)	Defending Britain's interests in Europe (15%)

4. Party attributes

Project Blueprint Phase 4
4-10 November 2013, sample 8,053

	Conservatives			Labour			Lib Dems		
	Men	Women	'Gap'	Men	Women	'Gap'	Men	Women	'Gap'
Willing to take tough decisions for the long term	52	42	-10	26	26	-	12	11	-1
Competent and capable	35	27	-8	29	27	-2	11	10	-1
Shares my values	31	23	-8	34	33	-1	16	16	-
On the side of people like me	29	22	-7	39	37	-2	19	17	-2
Will do what they say	29	22	-7	27	25	-2	9	9	-
Wants to help ordinary people get on in life	26	20	-6	48	45	-3	25	22	-3
Its heart is in the right place	24	19	-5	36	34	-2	32	25	-7
Stands for equal opportunity for all	24	18	-6	38	34	-4	23	18	-5
Stands for fairness	23	18	-5	35	31	-4	24	19	-5
Represents the whole country, not just some types of people	22	17	-5	33	30	-3	17	16	-1
NONE OF THESE	41	50	+9	40	43	+3	49	56	+7

5. Unprompted reaction to party leaders
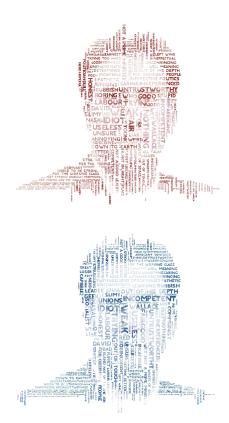*Project Blueprint Phase 4*
4-10 November 2013, sample 8,053

David Cameron

	Women	Men
1	Posh	Posh
2	Out of touch	Out of touch
3	Prime Minister	Competent
4	Idiot	Prime Minister
5	Rich	Rich
6	Smug	Toff
7	Arrogant	Weak
8	Weak	Smug
9	Liar	Leader
10	Conservative	Arrogant
11	Pompous	Liar
12	Competent	Privileged
13	Toff	Eton
14	Useless	Good
15	Leader	Honest
16	Incompetent	Tory
17	Privileged	Useless
18	Honest	Capable
19	Capable	Idiot
20	Family	Determined

Ed Miliband

	Women	Men
1	Weak	Weak
2	Idiot	Idiot
3	Nothing	Trying
4	Fair	Useless
5	Trying	Incompetent
6	Labour	Labour
7	Useless	Good
8	Good	Fair
9	OK	Untrustworthy
10	Untrustworthy	Wallace
11	Wallace	Honest
12	David	Unions
13	Incompetent	David
14	Boring	Out of his depth
15	Honest	OK
16	Who?	Geek
17	Unsure	Red
18	Slimy	Nasal
19	Annoying	Inexperienced
20	Nasal	Socialist

Nick Clegg

	Women	Men
1	Weak	Weak
2	Nothing	Liar
3	Liar	Useless
4	Useless	Untrustworthy
5	Idiot	Puppet
6	OK	OK
7	Who?	Nothing
8	Lib Dem	Who?
9	Nice	Good
10	Follower	Lib Dem
11	Fair	Waste of space
12	Boring	Two-faced
13	Puppet	Idiot
14	Traitor	Indecisive
15	Good	Nice
16	Spineless	Traitor
17	Wet	Fair
18	Untrustworthy	Lap dog
19	Unsure	Opportunist
20	Soft	Follower