

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Absolutely certain to vote	(10) 4632	2528	2104	318	600	806	816	818	1273	1393	1274	937	1028	1149	1190	1120	672	501	618	1822
		58%	64%	51%	33%	47%	53%	60%	68%	75%	64%	55%	55%	56%	56%	55%	58%	72%	56%	53%
	(9) 1003	519	485	104	154	171	174	169	231	315	294	212	182	267	267	258	151	60	138	423
		12%	13%	12%	11%	12%	11%	13%	14%	14%	15%	13%	13%	10%	13%	13%	13%	9%	12%	12%
	(8) 524	222	302	126	108	113	66	51	61	120	173	108	124	149	157	121	68	30	73	263
		7%	6%	7%	13%	8%	7%	5%	4%	4%	6%	7%	6%	7%	7%	6%	6%	4%	7%	8%
	(7) 397	153	244	89	76	98	68	39	26	96	127	84	89	114	100	103	52	28	69	168
		5%	4%	6%	9%	6%	5%	3%	2%	4%	5%	5%	5%	6%	5%	5%	5%	4%	6%	5%
	(6) 164	71	92	41	49	26	26	7	14	36	47	41	40	53	53	38	12	8	22	85
		2%	2%	2%	4%	4%	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	1%	1%	2%	3%
	(5) 266	95	171	68	77	52	37	20	12	41	85	73	67	74	63	72	45	12	38	139
		3%	2%	4%	7%	6%	3%	3%	2%	2%	4%	4%	4%	4%	3%	4%	4%	2%	3%	4%
	(4) 90	31	59	31	18	21	14	4	1	18	30	19	23	28	25	21	13	4	11	50
		1%	1%	1%	3%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	(3) 97	30	68	23	20	25	13	7	8	16	32	23	26	24	27	29	14	4	18	49
		1%	1%	2%	2%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
	(2) 115	51	64	28	24	27	18	11	7	24	35	28	28	29	30	35	20	2	21	57
		1%	1%	2%	3%	2%	1%	1%	*	1%	1%	2%	2%	1%	1%	2%	2%	*	2%	2%
Definitely would not vote	(1) 418	172	246	69	88	92	76	52	41	72	123	87	136	94	100	124	72	29	51	190
		5%	4%	6%	7%	6%	6%	4%	2%	3%	5%	5%	7%	5%	5%	6%	6%	4%	5%	6%
Don't know	346	76	271	69	75	99	60	27	16	44	115	80	108	67	114	101	42	23	48	160
		4%	2%	7%	7%	6%	4%	2%	1%	2%	5%	5%	6%	3%	5%	5%	4%	3%	4%	5%
Mean	8.56	8.83	8.28	7.41	8.01	8.33	8.62	9.02	9.38	8.94	8.46	8.46	8.30	8.54	8.56	8.42	8.48	9.09	8.51	8.37
Standard deviation	2.52	2.32	2.69	2.87	2.80	2.69	2.53	2.19	1.70	2.13	2.56	2.57	2.81	2.46	2.48	2.67	2.66	2.12	2.52	2.63
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.07	0.06	0.04	0.04	0.06	0.07	0.06	0.05	0.06	0.06	0.08	0.08	0.08	0.05

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

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Absolutely certain to vote	(10) 4632 58%	1274 71%	1469 67%	256 58%	843 72%	1583 73%	1247 71%	916 65%	1041 77%	542 67%	234 52%	107 40%
	(9) 1003 12%	271 15%	292 13%	77 17%	149 13%	303 14%	240 14%	230 16%	206 15%	97 12%	65 14%	53 20%
	(8) 524 7%	121 7%	149 7%	43 10%	73 6%	119 6%	82 5%	89 6%	62 5%	58 7%	60 13%	37 14%
	(7) 397 5%	60 3%	122 6%	37 8%	37 3%	58 3%	63 4%	64 5%	23 2%	35 4%	38 8%	29 11%
	(6) 164 2%	23 1%	49 2%	7 2%	23 2%	19 1%	17 1%	14 1%	5 *	14 2%	18 4%	9 3%
	(5) 266 3%	38 2%	67 3%	7 2%	14 1%	18 1%	41 2%	23 2%	12 1%	6 1%	26 6%	14 5%
	(4) 90 1%	3 *	27 1%	8 2%	9 1%	1 *	6 *	7 *	1 *	- -	2 *	9 3%
	(3) 97 1%	14 1%	12 1%	4 1%	8 1%	10 *	11 1%	7 *	4 *	5 1%	9 2%	6 2%
	(2) 115 1%	3 *	12 1%	3 1%	7 1%	8 *	6 *	4 *	2 *	6 1%	1 *	3 1%
Definitely would not vote	(1) 418 5%	- -	- -	- -	- -	26 1%	17 1%	18 1%	- -	26 3%	- -	- -
Don't know	346 4%	- -	- -	- -	- -	19 1%	24 1%	32 2%	- -	19 2%	- -	- -
Mean	8.56	9.39	9.17	9.00	9.36	9.42	9.32	9.23	9.61	9.09	8.71	8.37
Standard deviation	2.52	1.26	1.55	1.60	1.39	1.44	1.55	1.58	0.94	1.98	1.77	1.96
Standard error	0.03	0.03	0.03	0.08	0.04	0.03	0.04	0.04	0.03	0.07	0.09	0.13

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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-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Conservative	1807	1004	803	168	201	258	274	290	616	654	567	331	255	530	539	390	252	95	176	765
		22%	25%	20%	17%	16%	17%	20%	24%	30%	24%	20%	14%	26%	25%	19%	22%	14%	16%	22%
Labour	2200	1115	1085	280	424	497	391	286	322	553	614	461	571	531	537	671	276	185	394	920
		27%	28%	26%	29%	33%	32%	29%	24%	25%	26%	27%	31%	26%	25%	33%	24%	26%	36%	27%
Liberal Democrat	443	239	203	64	78	77	53	76	96	161	131	79	71	126	113	87	81	35	76	178
		5%	6%	5%	7%	6%	5%	4%	6%	7%	6%	5%	4%	6%	5%	4%	7%	5%	7%	5%
SNP	202	120	82	13	37	34	49	43	26	61	51	46	44	-	-	-	-	202	36	95
		3%	3%	2%	1%	3%	2%	4%	4%	3%	2%	3%	2%	-	-	-	-	29%	3%	3%
Plaid Cymru	42	22	20	1	9	10	8	9	5	7	16	11	8	-	-	-	42	-	8	18
		1%	1%	*	*	1%	1%	1%	*	*	1%	1%	*	-	-	-	4%	-	1%	1%
The UK Independence Party	1164	673	491	63	111	174	225	246	345	245	307	296	316	311	324	331	166	33	104	467
		14%	17%	12%	7%	9%	11%	16%	20%	11%	13%	18%	17%	15%	15%	16%	14%	5%	9%	14%
The Green Party	323	135	188	57	64	61	57	46	37	92	95	61	75	88	99	65	48	22	46	136
		4%	3%	5%	6%	5%	4%	4%	2%	4%	4%	4%	4%	4%	5%	3%	4%	3%	4%	4%
The British National Party	41	23	17	8	12	3	7	6	3	2	3	17	19	9	10	15	3	2	2	21
		1%	1%	*	1%	1%	*	1%	1%	*	*	1%	1%	*	*	1%	*	*	*	1%
Some other party	31	21	10	3	4	6	3	7	7	13	6	4	8	11	11	4	3	2	7	10
		*	1%	*	*	*	*	1%	*	1%	*	*	*	1%	1%	*	*	*	1%	*
Would not vote	513	209	304	102	101	116	90	60	45	93	158	107	155	124	123	145	89	31	60	245
		6%	5%	7%	11%	8%	8%	7%	3%	4%	7%	6%	8%	6%	6%	7%	8%	4%	5%	7%
Rather not say	103	42	61	21	15	28	15	15	8	22	34	24	22	37	25	15	18	8	20	53
		1%	1%	1%	2%	1%	2%	1%	*	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%
Don't know	1186	343	843	185	232	267	197	123	181	269	352	255	309	279	343	297	183	84	176	497
		15%	9%	21%	19%	18%	17%	14%	10%	12%	15%	15%	17%	14%	16%	15%	16%	12%	16%	15%

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Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Conservative	1807	1807	-	-	-	1355	65	134	1355	-	452	-
	22%	100%	-	-	-	63%	4%	10%	100%	-	100%	-
Labour	2200	-	2200	-	-	97	1303	354	-	97	-	49
	27%	-	100%	-	-	4%	74%	25%	-	12%	-	19%
Liberal Democrat	443	-	-	443	-	23	13	305	-	23	-	32
	5%	-	-	100%	-	1%	1%	22%	-	3%	-	12%
SNP	202	-	-	-	-	5	31	23	-	5	-	*
	3%	-	-	-	-	*	2%	2%	-	1%	-	*
Plaid Cymru	42	-	-	-	-	2	5	3	-	2	-	1
	1%	-	-	-	-	*	*	*	-	*	-	*
The UK Independence Party	1164	-	-	-	1164	433	130	204	-	433	-	34
	14%	-	-	-	100%	20%	7%	15%	-	54%	-	13%
The Green Party	323	-	-	-	-	27	36	104	-	27	-	11
	4%	-	-	-	-	1%	2%	7%	-	3%	-	4%
The British National Party	41	-	-	-	-	2	6	4	-	2	-	-
	1%	-	-	-	-	*	*	*	-	*	-	-
Some other party	31	-	-	-	-	2	5	4	-	2	-	1
	*	-	-	-	-	*	*	*	-	*	-	1%
Would not vote	513	-	-	-	-	31	20	20	-	31	-	-
	6%	-	-	-	-	1%	1%	1%	-	4%	-	-
Rather not say	103	-	-	-	-	8	3	5	-	8	-	10
	1%	-	-	-	-	*	*	*	-	1%	-	4%
Don't know	1186	-	-	-	-	179	137	243	-	179	-	127
	15%	-	-	-	-	8%	8%	17%	-	22%	-	48%

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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

	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	6266	3232	3034	480	928	1027	1177	1057	1597	2000	1731	975	1560	1709	1582	1506	845	624	762	2384
Weighted base	6252	3353	2899	658	941	1119	1067	1010	1457	1789	1791	1305	1366	1606	1634	1563	872	576	849	2610
Conservative	1807	1004	803	168	201	258	274	290	616	654	567	331	255	530	539	390	252	95	176	765
	29%	30%	28%	26%	21%	23%	26%	29%	42%	37%	32%	25%	19%	33%	33%	25%	29%	17%	21%	29%
Labour	2200	1115	1085	280	424	497	391	286	322	553	614	461	571	531	537	671	276	185	394	920
	35%	33%	37%	43%	45%	44%	37%	28%	22%	31%	34%	35%	42%	33%	33%	43%	32%	32%	46%	35%
Liberal Democrat	443	239	203	64	78	77	53	76	96	161	131	79	71	126	113	87	81	35	76	178
	7%	7%	7%	10%	8%	7%	5%	7%	7%	9%	7%	6%	5%	8%	7%	6%	9%	6%	9%	7%
SNP	202	120	82	13	37	34	49	43	26	61	51	46	44	-	-	-	-	202	36	95
	3%	4%	3%	2%	4%	3%	5%	4%	2%	3%	3%	4%	3%	-	-	-	-	35%	4%	4%
Plaid Cymru	42	22	20	1	9	10	8	9	5	7	16	11	8	-	-	-	42	-	8	18
	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	5%	-	1%	1%
The UK Independence Party	1164	673	491	63	111	174	225	246	345	245	307	296	316	311	324	331	166	33	104	467
	19%	20%	17%	10%	12%	16%	21%	24%	24%	14%	17%	23%	23%	19%	20%	21%	19%	6%	12%	18%
The Green Party	323	135	188	57	64	61	57	46	37	92	95	61	75	88	99	65	48	22	46	136
	5%	4%	6%	9%	7%	5%	5%	5%	3%	5%	5%	5%	5%	5%	6%	4%	6%	4%	5%	5%
The British National Party	41	23	17	8	12	3	7	6	3	2	3	17	19	9	10	15	3	2	2	21
	1%	1%	1%	1%	1%	*	1%	1%	*	*	*	1%	1%	1%	1%	1%	*	*	*	1%
Some other party	31	21	10	3	4	6	3	7	7	13	6	4	8	11	11	4	3	2	7	10
	*	1%	*	1%	*	1%	*	1%	*	1%	*	*	1%	1%	1%	*	*	*	1%	*

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	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	6266	1823	2101	424	1207	2014	1453	1119	1405	609	418	111
Weighted base	6252	1807	2200	443	1164	1946	1594	1136	1355	591	452	129
Conservative	1807	1807	-	-	-	1355	65	134	1355	-	452	-
	29%	100%	-	-	-	70%	4%	12%	100%	-	100%	-
Labour	2200	-	2200	-	-	97	1303	354	-	97	-	49
	35%	-	100%	-	-	5%	82%	31%	-	16%	-	38%
Liberal Democrat	443	-	-	443	-	23	13	305	-	23	-	32
	7%	-	-	100%	-	1%	1%	27%	-	4%	-	25%
SNP	202	-	-	-	-	5	31	23	-	5	-	*
	3%	-	-	-	-	*	2%	2%	-	1%	-	*
Plaid Cymru	42	-	-	-	-	2	5	3	-	2	-	1
	1%	-	-	-	-	*	*	*	-	*	-	1%
The UK Independence Party	1164	-	-	-	1164	433	130	204	-	433	-	34
	19%	-	-	-	100%	22%	8%	18%	-	73%	-	27%
The Green Party	323	-	-	-	-	27	36	104	-	27	-	11
	5%	-	-	-	-	1%	2%	9%	-	5%	-	8%
The British National Party	41	-	-	-	-	2	6	4	-	2	-	-
	1%	-	-	-	-	*	*	*	-	*	-	-
Some other party	31	-	-	-	-	2	5	4	-	2	-	1
	*	-	-	-	-	*	*	*	-	*	-	1%

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Table 4

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

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

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

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	5040	2658	2382	331	683	805	953	890	1378	1655	1384	768	1233	1353	1271	1208	680	527	603	1873
Weighted base	4987	2733	2254	446	696	880	863	847	1255	1476	1414	1025	1072	1263	1304	1236	697	485	670	2039
Conservative	1476	833	643	119	155	206	219	242	535	544	457	264	211	426	438	328	202	82	137	615
	30%	30%	29%	27%	22%	23%	25%	29%	43%	37%	32%	26%	20%	34%	34%	27%	29%	17%	20%	30%
Labour	1723	898	826	188	310	390	315	243	277	458	472	360	433	408	424	513	227	152	307	709
	35%	33%	37%	42%	45%	44%	37%	29%	22%	31%	33%	35%	40%	32%	32%	42%	32%	31%	46%	35%
Liberal Democrat	338	185	153	41	54	56	41	64	82	130	99	55	54	98	86	63	61	29	58	129
	7%	7%	7%	9%	8%	6%	5%	7%	7%	9%	7%	5%	5%	8%	7%	5%	9%	6%	9%	6%
SNP	174	106	68	9	31	30	43	38	23	53	44	39	39	-	-	-	-	174	32	80
	3%	4%	3%	2%	4%	3%	5%	5%	2%	4%	3%	4%	4%	-	-	-	-	36%	5%	4%
Plaid Cymru	31	19	12	*	6	6	6	8	4	6	11	8	7	-	-	-	31	-	7	12
	1%	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	-	5%	-	1%	1%
The UK Independence Party	947	556	391	40	84	138	185	204	297	205	252	240	250	250	263	272	135	27	88	371
	19%	20%	17%	9%	12%	16%	21%	24%	24%	14%	18%	23%	23%	20%	20%	22%	19%	6%	13%	18%
The Green Party	247	107	140	39	47	48	45	38	29	70	72	47	57	65	77	50	37	18	36	104
	5%	4%	6%	9%	7%	5%	5%	4%	2%	5%	5%	5%	5%	5%	6%	4%	5%	4%	5%	5%
The British National Party	28	15	13	7	5	2	6	5	3	2	3	9	14	7	9	8	3	2	1	13
	1%	1%	1%	2%	1%	*	1%	1%	*	*	*	1%	1%	1%	1%	1%	*	*	*	1%
Some other party	22	15	8	2	4	5	2	5	5	8	5	2	7	8	8	2	3	1	5	6
	*	1%	*	*	1%	1%	*	1%	*	1%	*	*	1%	1%	1%	*	*	*	1%	*

Blueprint Phase 5

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Absolutes/col percents

Table 4

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

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

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

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	5040	1498	1657	328	990	1714	1217	931	1199	515	299	77
Weighted base	4987	1476	1723	338	947	1651	1321	944	1152	499	324	87
Conservative	1476	1476	-	-	-	1152	55	112	1152	-	324	-
	30%	100%	-	-	-	70%	4%	12%	100%	-	100%	-
Labour	1723	-	1723	-	-	77	1080	298	-	77	-	29
	35%	-	100%	-	-	5%	82%	32%	-	15%	-	33%
Liberal Democrat	338	-	-	338	-	19	9	249	-	19	-	21
	7%	-	-	100%	-	1%	1%	26%	-	4%	-	24%
SNP	174	-	-	-	-	5	27	20	-	5	-	*
	3%	-	-	-	-	*	2%	2%	-	1%	-	*
Plaid Cymru	31	-	-	-	-	2	2	3	-	2	-	1
	1%	-	-	-	-	*	*	*	-	*	-	1%
The UK Independence Party	947	-	-	-	947	373	112	168	-	373	-	26
	19%	-	-	-	100%	23%	8%	18%	-	75%	-	30%
The Green Party	247	-	-	-	-	20	28	87	-	20	-	8
	5%	-	-	-	-	1%	2%	9%	-	4%	-	9%
The British National Party	28	-	-	-	-	1	5	4	-	1	-	-
	1%	-	-	-	-	*	*	*	-	*	-	-
Some other party	22	-	-	-	-	2	3	3	-	2	-	1
	*	-	-	-	-	*	*	*	-	*	-	1%

Blueprint Phase 5

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Absolutes/col percents

Table 5

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

Base: All respondents

Weighting: Turnout Weights

	Q.3 General Election Vote												
	Total	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	The UK Independence Party	The Green Party	The British National Party	Some other party	Did not vote	Prefer not to say	Don't know
Unweighted base	5602	1844	1295	1080	162	26	209	92	40	25	679	116	36
Weighted base	5548	1773	1402	1098	125	20	165	63	32	18	698	121	34
Conservative	1476 27%	1152 65%	55 4%	112 10%	2 1%	1 3%	6 4%	2 3%	1 4%	1 6%	137 20%	5 4%	2 5%
Labour	1723 31%	77 4%	1080 77%	298 27%	4 3%	1 4%	4 2%	4 7%	3 10%	3 16%	227 33%	19 16%	4 12%
Liberal Democrat	338 6%	19 1%	9 1%	249 23%	1 *	1 4%	2 1%	1 1%	- -	- -	48 7%	4 3%	4 11%
SNP	174 3%	5 *	27 2%	20 2%	108 87%	- -	- -	- -	- -	- -	12 2%	- -	1 4%
Plaid Cymru	31 1%	2 *	2 *	3 *	- -	15 74%	1 *	1 1%	- -	- -	4 1%	4 3%	1 2%
The UK Independence Party	947 17%	373 21%	112 8%	168 15%	4 3%	1 3%	141 85%	5 8%	18 55%	6 36%	108 15%	8 6%	5 14%
The Green Party	247 4%	20 1%	28 2%	87 8%	2 2%	- -	3 2%	39 62%	1 3%	- -	55 8%	9 8%	3 8%
The British National Party	28 1%	1 *	5 *	4 *	- -	* 2%	1 1%	* 1%	9 27%	- -	7 1%	* *	- -
Some other party	22 *	2 *	3 *	3 *	- -	- -	1 *	2 4%	- -	4 21%	8 1%	- -	- -
Would not vote	6 *	* *	1 *	* *	* *	- -	- -	* *	- -	- -	5 1%	* *	- -
Rather not say	73 1%	7 *	3 *	4 *	- -	- -	2 1%	- -	- -	- -	13 2%	43 36%	1 4%
Don't know	482 9%	116 7%	77 5%	150 14%	5 4%	2 8%	6 4%	8 13%	- -	4 21%	74 11%	28 23%	14 40%

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Absolutes/col percents

Table 6

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

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Conservative	2163	1230	933	90	235	306	351	368	814	731	652	424	357	625	643	481	307	107	216	871
	27%	31%	23%	9%	18%	20%	26%	30%	48%	34%	28%	25%	19%	31%	30%	24%	26%	15%	20%	26%
Labour	1754	904	850	129	303	417	340	265	300	416	476	389	472	409	418	522	230	175	314	730
	22%	23%	21%	13%	24%	27%	25%	22%	18%	19%	20%	23%	25%	20%	20%	26%	20%	25%	28%	21%
Liberal Democrat	1403	714	689	73	192	306	215	270	346	462	414	249	278	340	372	351	244	96	222	569
	17%	18%	17%	8%	15%	20%	16%	22%	20%	21%	18%	15%	15%	17%	18%	17%	21%	14%	20%	17%
SNP	148	83	64	6	21	21	36	36	28	39	42	33	35	-	-	-	-	148	25	58
	2%	2%	2%	1%	2%	1%	3%	3%	2%	2%	2%	2%	2%	-	-	-	-	21%	2%	2%
Plaid Cymru	25	11	13	-	1	5	7	7	5	6	8	7	3	-	-	-	25	-	9	6
	*	*	*	-	*	*	*	1%	*	*	*	*	*	-	-	-	2%	-	1%	*
The UK Independence Party	209	112	96	9	15	32	51	42	60	38	38	66	67	55	75	46	30	3	21	70
	3%	3%	2%	1%	1%	2%	4%	3%	4%	2%	2%	4%	4%	3%	4%	2%	3%	*	2%	2%
The Green Party	82	39	42	5	12	17	23	13	12	22	17	15	28	26	21	23	5	7	11	37
	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
The British National Party	40	27	12	5	5	7	8	7	8	4	10	9	16	9	10	15	5	*	*	19
	*	1%	*	*	*	*	1%	1%	*	*	*	1%	1%	*	*	1%	*	*	*	1%
Some other party	24	17	7	1	1	2	5	7	7	7	6	4	6	8	7	4	3	2	2	6
	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*
Did not vote	1893	709	1185	593	424	353	278	159	87	371	583	429	510	486	492	510	272	134	243	868
	24%	18%	29%	61%	33%	23%	20%	13%	5%	17%	25%	25%	28%	24%	23%	25%	23%	19%	22%	26%
Prefer not to say	250	90	159	43	64	50	43	31	19	67	65	55	63	73	74	53	33	16	33	135
	3%	2%	4%	4%	5%	3%	3%	3%	1%	3%	3%	3%	3%	4%	3%	3%	3%	2%	3%	4%
Don't know	64	9	55	14	17	13	11	5	4	12	24	11	17	15	13	17	7	12	8	35
	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

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Absolutes/col percents

Table 6

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Conservative	2163 27%	1355 75%	97 4%	23 5%	433 37%	2163 100%	-	-	1355 100%	809 100%	-	-
Labour	1754 22%	65 4%	1303 59%	13 3%	130 11%	-	1754 100%	-	-	-	65 14%	42 16%
Liberal Democrat	1403 17%	134 7%	354 16%	305 69%	204 18%	-	-	1403 100%	-	-	134 30%	118 44%
SNP	148 2%	2 *	4 *	1 *	4 *	-	-	-	-	-	2 *	2 1%
Plaid Cymru	25 *	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	3 1%
The UK Independence Party	209 3%	7 *	4 *	2 *	165 14%	-	-	-	-	-	7 2%	5 2%
The Green Party	82 1%	3 *	5 *	1 *	6 1%	-	-	-	-	-	3 1%	4 1%
The British National Party	40 *	2 *	4 *	-	22 2%	-	-	-	-	-	2 *	* *
Some other party	24 *	1 *	3 *	-	8 1%	-	-	-	-	-	1 *	* *
Did not vote	1893 24%	225 12%	382 17%	85 19%	174 15%	-	-	-	-	-	225 50%	76 28%
Prefer not to say	250 3%	10 1%	36 2%	7 2%	12 1%	-	-	-	-	-	10 2%	13 5%
Don't know	64 1%	2 *	6 *	4 1%	6 1%	-	-	-	-	-	2 1%	3 1%

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Absolutes/col percents

Table 7

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

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

Base: All respondents giving a past vote

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	5916	3045	2871	228	754	1002	1140	1057	1735	1955	1641	887	1433	1568	1506	1407	844	591	729	2154
Weighted base	5846	3139	2708	317	785	1113	1037	1014	1580	1725	1663	1196	1262	1472	1546	1441	850	538	821	2366
Conservative	2163	1230	933	90	235	306	351	368	814	731	652	424	357	625	643	481	307	107	216	871
	37%	39%	34%	28%	30%	27%	34%	36%	51%	42%	39%	35%	28%	42%	42%	33%	36%	20%	26%	37%
Labour	1754	904	850	129	303	417	340	265	300	416	476	389	472	409	418	522	230	175	314	730
	30%	29%	31%	41%	39%	37%	33%	26%	19%	24%	29%	33%	37%	28%	27%	36%	27%	33%	38%	31%
Liberal Democrat	1403	714	689	73	192	306	215	270	346	462	414	249	278	340	372	351	244	96	222	569
	24%	23%	25%	23%	24%	28%	21%	27%	22%	27%	25%	21%	22%	23%	24%	24%	29%	18%	27%	24%
SNP	148	83	64	6	21	21	36	36	28	39	42	33	35	-	-	-	-	148	25	58
	3%	3%	2%	2%	3%	2%	3%	4%	2%	2%	3%	3%	3%	-	-	-	-	27%	3%	2%
Plaid Cymru	25	11	13	-	1	5	7	7	5	6	8	7	3	-	-	-	25	-	9	6
	*	*	*	-	*	*	1%	1%	*	*	*	1%	*	-	-	-	3%	-	1%	*
The UK Independence Party	209	112	96	9	15	32	51	42	60	38	38	66	67	55	75	46	30	3	21	70
	4%	4%	4%	3%	2%	3%	5%	4%	4%	2%	2%	6%	5%	4%	5%	3%	3%	1%	3%	3%
The Green Party	82	39	42	5	12	17	23	13	12	22	17	15	28	26	21	23	5	7	11	37
	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
The British National Party	40	27	12	5	5	7	8	7	8	4	10	9	16	9	10	15	5	*	*	19
	1%	1%	*	2%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%
Some other party	24	17	7	1	1	2	5	7	7	7	6	4	6	8	7	4	3	2	2	6
	*	1%	*	*	*	*	*	1%	*	*	*	*	1%	1%	*	*	*	*	*	*

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Absolutes/col percents

Table 7

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

Base: All respondents giving a past vote

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	5916	1613	1680	339	1011	2247	1604	1377	1405	842	208	151
Weighted base	5846	1570	1776	345	973	2163	1754	1403	1355	809	215	174
Conservative	2163 37%	1355 86%	97 5%	23 7%	433 45%	2163 100%	-	-	1355 100%	809 100%	-	-
Labour	1754 30%	65 4%	1303 73%	13 4%	130 13%	-	1754 100%	-	-	-	65 30%	42 24%
Liberal Democrat	1403 24%	134 9%	354 20%	305 88%	204 21%	-	-	1403 100%	-	-	134 62%	118 68%
SNP	148 3%	2 *	4 *	1 *	4 *	-	-	-	-	-	2 1%	2 1%
Plaid Cymru	25 *	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	3 2%
The UK Independence Party	209 4%	7 *	4 *	2 1%	165 17%	-	-	-	-	-	7 3%	5 3%
The Green Party	82 1%	3 *	5 *	1 *	6 1%	-	-	-	-	-	3 1%	4 2%
The British National Party	40 1%	2 *	4 *	-	22 2%	-	-	-	-	-	2 1%	* *
Some other party	24 *	1 *	3 *	-	8 1%	-	-	-	-	-	1 1%	* *

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Absolutes/col percents

Table 8

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

Base: All respondents expressing an intention to vote

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	6266	3232	3034	480	928	1027	1177	1057	1597	2000	1731	975	1560	1709	1582	1506	845	624	762	2384
Weighted base	6252	3353	2899	658	941	1119	1067	1010	1457	1789	1791	1305	1366	1606	1634	1563	872	576	849	2610
Yes, I am pretty sure which party I will vote for at the next general election	5163 83%	2844 85%	2319 80%	490 74%	730 78%	914 82%	908 85%	869 86%	1251 86%	1484 83%	1466 82%	1060 81%	1154 84%	1338 83%	1349 83%	1288 82%	709 81%	480 83%	682 80%	2160 83%
No, I have not finally decided which party to vote for and may well change my mind	1089 17%	509 15%	580 20%	168 26%	211 22%	205 18%	159 15%	140 14%	205 14%	306 17%	325 18%	246 19%	212 16%	268 17%	285 17%	275 18%	163 19%	97 17%	167 20%	450 17%

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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

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	6266	1823	2101	424	1207	2014	1453	1119	1405	609	418	111
Weighted base	6252	1807	2200	443	1164	1946	1594	1136	1355	591	452	129
Yes, I am pretty sure which party I will vote for at the next general election	5163 83%	1575 87%	1892 86%	297 67%	937 80%	1693 87%	1414 89%	856 75%	1230 91%	462 78%	344 76%	- -
No, I have not finally decided which party to vote for and may well change my mind	1089 17%	232 13%	308 14%	145 33%	227 20%	253 13%	180 11%	279 25%	124 9%	129 22%	108 24%	129 100%

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Absolutes/col percents

Table 9

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

Base: All respondents who 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	1943	728	1215	211	366	367	349	253	397	595	566	305	477	527	492	440	307	177	275	743
Weighted base	2001	801	1200	300	377	395	307	247	375	542	593	438	428	504	532	482	317	165	311	825
Conservative	623 31%	306 38%	316 26%	76 26%	103 27%	101 26%	85 28%	84 34%	174 46%	198 36%	197 33%	133 30%	95 22%	151 30%	182 34%	159 33%	107 34%	24 15%	80 26%	260 31%
Labour	694 35%	275 34%	418 35%	127 43%	138 37%	147 37%	98 32%	83 34%	100 27%	208 38%	219 37%	130 30%	137 32%	165 33%	181 34%	187 39%	91 29%	70 43%	129 41%	259 31%
Liberal Democrats	441 22%	185 23%	256 21%	51 17%	88 23%	96 24%	57 19%	62 25%	87 23%	151 28%	124 21%	106 24%	60 14%	122 24%	120 22%	101 21%	72 23%	26 16%	82 26%	175 21%
The UK Independence Party (UKIP)	579 29%	294 37%	285 24%	46 15%	71 19%	100 25%	102 33%	99 40%	161 43%	158 29%	147 25%	158 36%	117 27%	131 26%	171 32%	170 35%	91 29%	17 10%	63 20%	232 28%
Another party	281 14%	124 15%	157 13%	29 10%	50 13%	54 14%	42 14%	46 18%	61 16%	104 19%	75 13%	58 13%	44 10%	64 13%	72 14%	54 11%	49 15%	43 26%	56 18%	98 12%
Prefer not to say	75 4%	25 3%	50 4%	16 5%	14 4%	22 6%	15 5%	4 2%	4 1%	19 4%	30 5%	9 2%	17 4%	36 7%	12 2%	11 2%	8 2%	7 4%	14 4%	39 5%
Don't know	467 23%	134 17%	332 28%	84 28%	112 30%	96 24%	77 25%	41 17%	56 15%	90 17%	137 23%	107 24%	132 31%	115 23%	111 21%	108 22%	83 26%	50 30%	68 22%	210 25%

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Absolutes/col percents

Table 9

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

Base: All respondents who haven't decided who to vote for

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	1943	222	295	125	222	429	268	462	124	305	98	229
Weighted base	2001	232	308	145	227	414	294	488	124	290	108	266
Conservative	623 31%	193 83%	59 19%	33 23%	97 43%	269 65%	51 17%	142 29%	105 85%	163 56%	88 81%	266 100%
Labour	694 35%	46 20%	263 85%	64 44%	45 20%	68 16%	191 65%	198 40%	20 16%	47 16%	26 24%	125 47%
Liberal Democrats	441 22%	60 26%	74 24%	112 77%	13 6%	59 14%	43 14%	220 45%	30 24%	29 10%	31 28%	111 42%
The UK Independence Party (UKIP)	579 29%	95 41%	59 19%	29 20%	202 89%	207 50%	82 28%	106 22%	62 50%	145 50%	33 30%	78 29%
Another party	281 14%	13 5%	50 16%	27 19%	9 4%	32 8%	53 18%	114 23%	8 7%	24 8%	4 4%	25 9%
Prefer not to say	75 4%	- -	3 1%	1 *	- -	- -	1 *	3 1%	- -	- -	- -	- -
Don't know	467 23%	8 4%	12 4%	11 8%	14 6%	63 15%	51 17%	93 19%	3 2%	61 21%	6 5%	- -

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 10

Q.6 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	3619 45%	1883 48%	1735 42%	432 45%	579 45%	667 44%	538 39%	503 42%	899 53%	1142 53%	1068 46%	745 44%	663 36%	959 47%	1003 47%	861 43%	530 46%	266 38%	434 39%	1675 49%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	2830 35%	1284 33%	1546 38%	347 36%	449 35%	545 36%	489 36%	457 38%	543 32%	662 30%	839 36%	602 36%	727 39%	706 35%	751 35%	723 36%	375 32%	274 39%	426 39%	1144 34%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	1604 20%	779 20%	825 20%	187 19%	260 20%	319 21%	342 25%	248 21%	248 15%	370 17%	429 18%	344 20%	461 25%	381 19%	372 18%	436 22%	256 22%	159 23%	244 22%	586 17%

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ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 10

Q.6 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	3619 45%	1373 76%	595 27%	207 47%	510 44%	1499 69%	517 29%	516 37%	1057 78%	442 55%	317 70%	145 55%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	2830 35%	411 23%	911 41%	181 41%	434 37%	565 26%	694 40%	574 41%	284 21%	281 35%	127 28%	99 37%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	1604 20%	23 1%	694 32%	55 12%	220 19%	99 5%	543 31%	313 22%	14 1%	85 10%	9 2%	22 8%

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Absolutes/col percents

Table 11

Q.7 Thinking about your and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
I'm already feeling some of the benefits of an economic recovery	1208 15%	696 18%	512 12%	184 19%	245 19%	255 17%	123 9%	133 11%	267 16%	433 20%	351 15%	239 14%	185 10%	347 17%	333 16%	288 14%	149 13%	91 13%	151 14%	637 19%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	3598 45%	1766 45%	1833 45%	460 48%	600 47%	650 42%	590 43%	509 42%	790 47%	1051 48%	1111 48%	750 44%	687 37%	955 47%	929 44%	893 44%	515 44%	306 44%	502 45%	1597 47%
I'm not feeling the benefits of an economic recovery and I don't expect to	3247 40%	1485 38%	1762 43%	322 33%	444 34%	625 41%	657 48%	566 47%	633 37%	690 32%	874 37%	702 42%	980 53%	745 36%	863 41%	839 42%	498 43%	302 43%	452 41%	1171 34%

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Absolutes/col percents

Table 11

Q.7 Thinking about your and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
I'm already feeling some of the benefits of an economic recovery	1208 15%	560 31%	258 12%	77 17%	100 9%	522 24%	214 12%	171 12%	426 31%	96 12%	134 30%	41 15%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	3598 45%	1037 57%	871 40%	239 54%	461 40%	1155 53%	673 38%	628 45%	776 57%	380 47%	261 58%	144 54%
I'm not feeling the benefits of an economic recovery and I don't expect to	3247 40%	210 12%	1071 49%	127 29%	603 52%	486 22%	868 49%	604 43%	153 11%	333 41%	58 13%	81 30%

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Absolutes/col percents

Table 12

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

Conservative Party

Base: All respondents

	Gender			Age						Social Grade				Region			Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Willing to take tough decisions for the long term	3650 45%	2017 51%	1632 40%	301 31%	462 36%	576 38%	618 45%	615 51%	1078 64%	1170 54%	1088 47%	721 43%	670 36%	919 45%	1036 49%	879 43%	563 48%	253 36%	441 40%	1493 44%
Clear about what they stand for	2553 32%	1413 36%	1140 28%	251 26%	318 25%	390 25%	405 30%	433 36%	755 45%	845 39%	767 33%	500 30%	441 24%	682 33%	721 34%	588 29%	397 34%	164 23%	286 26%	1086 32%
Competent and capable	2523 31%	1455 37%	1068 26%	229 24%	317 25%	374 24%	400 29%	420 35%	782 46%	847 39%	769 33%	484 29%	422 23%	678 33%	747 35%	561 28%	387 33%	150 21%	274 25%	1052 31%
Shares my values	2095 26%	1194 30%	902 22%	167 17%	229 18%	300 20%	311 23%	337 28%	752 44%	762 35%	615 26%	410 24%	308 17%	561 27%	633 30%	455 23%	332 29%	115 16%	214 19%	858 25%
Will do what they say	1983 25%	1109 28%	874 21%	161 17%	205 16%	295 19%	337 25%	326 27%	659 39%	659 30%	594 25%	394 23%	337 18%	531 26%	577 27%	437 22%	319 27%	120 17%	208 19%	804 24%
On the side of people like me	1873 23%	1081 27%	792 19%	145 15%	209 16%	247 16%	284 21%	306 25%	681 40%	694 32%	564 24%	343 20%	271 15%	515 25%	538 25%	414 20%	306 26%	99 14%	179 16%	792 23%
Wants to help ordinary people get on in life	1788 22%	1046 26%	742 18%	149 15%	200 16%	255 17%	270 20%	284 24%	630 37%	602 28%	549 23%	365 22%	273 15%	472 23%	542 26%	390 19%	288 25%	96 14%	183 17%	734 22%
Its heart is in the right place	1763 22%	994 25%	768 19%	171 18%	196 15%	245 16%	268 20%	269 22%	614 36%	598 28%	530 23%	361 21%	274 15%	511 25%	477 22%	392 19%	293 25%	89 13%	163 15%	750 22%
Stands for fairness	1683 21%	928 24%	755 18%	152 16%	205 16%	249 16%	240 18%	262 22%	575 34%	575 26%	499 21%	324 19%	285 15%	469 23%	490 23%	379 19%	265 23%	79 11%	156 14%	719 21%
Stands for equal opportunity for all	1642 20%	913 23%	728 18%	129 13%	178 14%	223 15%	258 19%	255 21%	598 35%	555 26%	506 22%	332 20%	249 13%	456 22%	493 23%	334 17%	279 24%	79 11%	150 14%	679 20%
Represents the whole country, not just some types of people	1574 20%	871 22%	703 17%	125 13%	179 14%	216 14%	239 17%	247 20%	568 34%	515 24%	474 20%	314 19%	270 15%	431 21%	474 22%	340 17%	252 22%	76 11%	150 14%	651 19%
None of these	3522 44%	1477 37%	2045 50%	456 47%	619 48%	757 49%	656 48%	518 43%	516 31%	748 34%	999 43%	762 45%	1014 55%	847 41%	846 40%	955 47%	489 42%	385 55%	533 48%	1461 43%

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Absolutes/col percents

Table 12

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

Conservative Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Willing to take tough decisions for the long term	3650 45%	1593 88%	651 30%	216 49%	502 43%	1668 77%	515 29%	682 49%	1212 90%	455 56%	380 84%	190 71%
Clear about what they stand for	2553 32%	1380 76%	391 18%	136 31%	235 20%	1307 60%	330 19%	402 29%	1062 78%	245 30%	319 70%	119 45%
Competent and capable	2523 31%	1452 80%	266 12%	152 34%	292 25%	1398 65%	246 14%	391 28%	1107 82%	291 36%	345 76%	147 55%
Shares my values	2095 26%	1480 82%	89 4%	44 10%	241 21%	1432 66%	107 6%	201 14%	1157 85%	276 34%	323 72%	84 32%
Will do what they say	1983 25%	1253 69%	202 9%	79 18%	191 16%	1169 54%	210 12%	255 18%	984 73%	185 23%	268 59%	81 30%
On the side of people like me	1873 23%	1372 76%	56 3%	39 9%	196 17%	1296 60%	83 5%	168 12%	1085 80%	211 26%	287 63%	71 27%
Wants to help ordinary people get on in life	1788 22%	1217 67%	107 5%	51 12%	200 17%	1185 55%	120 7%	151 11%	977 72%	208 26%	241 53%	68 26%
Its heart is in the right place	1763 22%	1182 65%	88 4%	56 13%	215 18%	1140 53%	111 6%	172 12%	933 69%	206 26%	248 55%	79 30%
Stands for fairness	1683 21%	1171 65%	104 5%	43 10%	188 16%	1114 52%	114 6%	135 10%	933 69%	182 22%	239 53%	56 21%
Stands for equal opportunity for all	1642 20%	1162 64%	81 4%	41 9%	180 15%	1115 52%	93 5%	141 10%	937 69%	178 22%	225 50%	55 21%
Represents the whole country, not just some types of people	1574 20%	1123 62%	87 4%	29 7%	168 14%	1072 50%	100 6%	135 10%	907 67%	164 20%	216 48%	49 18%
None of these	3522 44%	85 5%	1191 54%	145 33%	585 50%	346 16%	984 56%	562 40%	54 4%	293 36%	31 7%	37 14%

Lord Ashcroft

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Absolutes/col percents

Table 13

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

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Wants to help ordinary people get on in life	3303 41%	1689 43%	1614 39%	364 38%	483 37%	653 43%	593 43%	514 43%	697 41%	959 44%	943 40%	659 39%	743 40%	832 41%	852 40%	881 44%	455 39%	284 41%	499 45%	1313 39%
Stands for equal opportunity for all	2771 34%	1419 36%	1353 33%	308 32%	402 31%	551 36%	490 36%	446 37%	574 34%	761 35%	777 33%	568 34%	665 36%	656 32%	704 33%	786 39%	380 33%	245 35%	386 35%	1107 33%
Its heart is in the right place	2545 32%	1331 34%	1214 30%	295 31%	368 29%	541 35%	448 33%	392 32%	501 30%	688 32%	705 30%	541 32%	611 33%	616 30%	667 31%	703 35%	341 29%	217 31%	377 34%	1040 31%
On the side of people like me	2499 31%	1265 32%	1234 30%	300 31%	399 31%	553 36%	453 33%	382 32%	411 24%	596 27%	692 30%	547 32%	664 36%	604 29%	626 29%	712 35%	340 29%	217 31%	401 36%	1010 30%
Stands for fairness	2488 31%	1298 33%	1190 29%	310 32%	384 30%	498 33%	435 32%	376 31%	485 29%	657 30%	700 30%	516 31%	615 33%	602 29%	638 30%	704 35%	328 28%	217 31%	362 33%	1008 30%
Shares my values	2256 28%	1133 29%	1124 27%	263 27%	359 28%	488 32%	421 31%	335 28%	391 23%	545 25%	637 27%	494 29%	580 31%	548 27%	569 27%	639 32%	314 27%	187 27%	353 32%	910 27%
Represents the whole country, not just some types of people	2213 27%	1095 28%	1118 27%	265 27%	334 26%	465 30%	397 29%	332 27%	420 25%	551 25%	594 25%	491 29%	578 31%	525 26%	552 26%	623 31%	324 28%	188 27%	341 31%	888 26%
Clear about what they stand for	2199 27%	1105 28%	1094 27%	262 27%	342 27%	458 30%	402 29%	304 25%	430 25%	573 26%	600 26%	488 29%	537 29%	550 27%	564 27%	609 30%	294 25%	182 26%	335 30%	881 26%
Competent and capable	1852 23%	935 24%	917 22%	214 22%	294 23%	396 26%	353 26%	279 23%	315 19%	425 20%	517 22%	398 24%	511 28%	436 21%	471 22%	531 26%	253 22%	160 23%	300 27%	739 22%
Will do what they say	1812 22%	903 23%	909 22%	248 26%	280 22%	372 24%	349 25%	242 20%	322 19%	412 19%	518 22%	389 23%	493 27%	461 23%	465 22%	507 25%	236 20%	143 20%	281 25%	736 22%
Willing to take tough decisions for the long term	1675 21%	819 21%	857 21%	214 22%	290 23%	363 24%	286 21%	239 20%	283 17%	402 18%	472 20%	359 21%	442 24%	414 20%	431 20%	466 23%	216 19%	148 21%	263 24%	683 20%
None of these	3569 44%	1666 42%	1903 46%	373 39%	553 43%	656 43%	613 45%	569 47%	805 48%	864 40%	1061 45%	788 47%	856 46%	891 44%	954 45%	857 42%	563 49%	304 43%	454 41%	1522 45%

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Absolutes/col percents

Table 13

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

The Labour Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Wants to help ordinary people get on in life	3303 41%	520 29%	1744 79%	171 39%	252 22%	555 26%	1249 71%	671 48%	341 25%	214 26%	179 39%	120 45%
Stands for equal opportunity for all	2771 34%	340 19%	1661 76%	118 27%	190 16%	388 18%	1189 68%	513 37%	229 17%	160 20%	111 25%	102 38%
Its heart is in the right place	2545 32%	270 15%	1589 72%	114 26%	159 14%	308 14%	1126 64%	499 36%	171 13%	137 17%	98 22%	78 29%
On the side of people like me	2499 31%	120 7%	1738 79%	79 18%	157 14%	180 8%	1217 69%	467 33%	63 5%	117 15%	57 13%	66 25%
Stands for fairness	2488 31%	213 12%	1639 75%	109 25%	143 12%	262 12%	1159 66%	463 33%	140 10%	122 15%	73 16%	75 28%
Shares my values	2256 28%	62 3%	1674 76%	58 13%	121 10%	125 6%	1191 68%	415 30%	29 2%	96 12%	33 7%	62 23%
Represents the whole country, not just some types of people	2213 27%	165 9%	1494 68%	62 14%	140 12%	210 10%	1073 61%	377 27%	105 8%	105 13%	59 13%	50 19%
Clear about what they stand for	2199 27%	233 13%	1444 66%	80 18%	133 11%	260 12%	1014 58%	386 27%	151 11%	109 13%	82 18%	52 19%
Competent and capable	1852 23%	59 3%	1408 64%	47 11%	82 7%	112 5%	984 56%	293 21%	40 3%	72 9%	19 4%	39 14%
Will do what they say	1812 22%	78 4%	1366 62%	39 9%	89 8%	125 6%	934 53%	286 20%	56 4%	69 9%	22 5%	28 11%
Willing to take tough decisions for the long term	1675 21%	71 4%	1226 56%	64 15%	79 7%	100 5%	868 49%	281 20%	42 3%	58 7%	29 6%	39 15%
None of these	3569 44%	958 53%	173 8%	173 39%	783 67%	1277 59%	287 16%	507 36%	782 58%	495 61%	176 39%	91 34%

Lord Ashcroft

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Absolutes/col percents

Table 14

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

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Its heart is in the right place	1988 25%	1095 28%	893 22%	189 20%	281 22%	367 24%	311 23%	330 27%	511 30%	672 31%	591 25%	384 23%	341 18%	515 25%	573 27%	458 23%	296 26%	145 21%	269 24%	821 24%
Stands for equal opportunity for all	1634 20%	911 23%	723 18%	170 18%	257 20%	282 18%	259 19%	262 22%	403 24%	578 27%	467 20%	300 18%	289 16%	439 21%	472 22%	353 17%	230 20%	140 20%	234 21%	641 19%
Stands for fairness	1565 19%	869 22%	696 17%	165 17%	211 16%	288 19%	219 16%	255 21%	428 25%	569 26%	460 20%	268 16%	268 14%	424 21%	455 21%	308 15%	253 22%	125 18%	209 19%	607 18%
Wants to help ordinary people get on in life	1531 19%	833 21%	698 17%	160 17%	221 17%	274 18%	227 17%	242 20%	406 24%	542 25%	462 20%	266 16%	261 14%	384 19%	418 20%	351 17%	254 22%	123 18%	216 20%	605 18%
Represents the whole country, not just some types of people	1090 14%	548 14%	542 13%	119 12%	150 12%	205 13%	163 12%	169 14%	283 17%	380 17%	331 14%	186 11%	191 10%	289 14%	296 14%	228 11%	194 17%	83 12%	160 14%	434 13%
On the side of people like me	1032 13%	510 13%	522 13%	105 11%	179 14%	186 12%	151 11%	168 14%	244 14%	355 16%	287 12%	200 12%	189 10%	272 13%	292 14%	214 11%	173 15%	80 11%	151 14%	430 13%
Shares my values	1008 13%	547 14%	461 11%	111 11%	168 13%	175 11%	142 10%	173 14%	239 14%	357 16%	286 12%	166 10%	199 11%	277 14%	281 13%	218 11%	163 14%	69 10%	153 14%	404 12%
Clear about what they stand for	846 11%	462 12%	384 9%	110 11%	146 11%	164 11%	113 8%	126 10%	187 11%	275 13%	242 10%	167 10%	163 9%	245 12%	237 11%	174 9%	142 12%	48 7%	119 11%	364 11%
Willing to take tough decisions for the long term	692 9%	374 9%	318 8%	87 9%	139 11%	122 8%	90 7%	115 10%	139 8%	218 10%	183 8%	146 9%	145 8%	191 9%	192 9%	148 7%	112 10%	49 7%	108 10%	287 8%
Competent and capable	621 8%	319 8%	302 7%	80 8%	123 10%	119 8%	92 7%	104 9%	103 6%	171 8%	176 8%	133 8%	141 8%	192 9%	167 8%	119 6%	94 8%	48 7%	94 9%	274 8%
Will do what they say	610 8%	318 8%	292 7%	64 7%	101 8%	124 8%	95 7%	101 8%	124 7%	190 9%	170 7%	125 7%	124 7%	182 9%	164 8%	125 6%	102 9%	37 5%	84 8%	282 8%
None of these	4537 56%	2067 52%	2470 60%	505 52%	716 56%	864 56%	835 61%	706 58%	910 54%	1030 47%	1315 56%	1003 59%	1189 64%	1096 54%	1149 54%	1209 60%	655 56%	428 61%	599 54%	1898 56%

Lord Ashcroft

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Absolutes/col percents

Table 14

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

The Liberal Democrats

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Its heart is in the right place	1988 25%	604 33%	447 20%	320 72%	171 15%	570 26%	313 18%	682 49%	426 31%	144 18%	178 39%	126 47%
Stands for equal opportunity for all	1634 20%	479 26%	356 16%	294 66%	119 10%	461 21%	244 14%	554 40%	329 24%	132 16%	150 33%	104 39%
Stands for fairness	1565 19%	453 25%	329 15%	318 72%	107 9%	413 19%	222 13%	569 41%	302 22%	111 14%	151 33%	97 36%
Wants to help ordinary people get on in life	1531 19%	482 27%	297 13%	302 68%	110 9%	457 21%	197 11%	543 39%	357 26%	100 12%	125 28%	91 34%
Represents the whole country, not just some types of people	1090 14%	272 15%	214 10%	277 63%	76 7%	266 12%	136 8%	425 30%	191 14%	74 9%	81 18%	75 28%
On the side of people like me	1032 13%	222 12%	178 8%	299 68%	69 6%	202 9%	112 6%	485 35%	144 11%	58 7%	78 17%	88 33%
Shares my values	1008 13%	164 9%	207 9%	322 73%	58 5%	146 7%	123 7%	528 38%	95 7%	51 6%	69 15%	69 26%
Clear about what they stand for	846 11%	209 12%	174 8%	229 52%	48 4%	195 9%	119 7%	329 23%	149 11%	46 6%	60 13%	44 17%
Willing to take tough decisions for the long term	692 9%	119 7%	186 8%	187 42%	39 3%	116 5%	131 7%	265 19%	84 6%	32 4%	35 8%	35 13%
Competent and capable	621 8%	100 6%	122 6%	222 50%	34 3%	99 5%	90 5%	267 19%	70 5%	30 4%	30 7%	40 15%
Will do what they say	610 8%	142 8%	110 5%	184 42%	45 4%	130 6%	80 5%	246 18%	101 7%	29 4%	41 9%	36 13%
None of these	4537 56%	784 43%	1279 58%	32 7%	839 72%	1157 53%	1103 63%	476 34%	630 47%	527 65%	154 34%	75 28%

Lord Ashcroft

Blueprint Phase 5

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Absolutes/col percents

Table 15

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

The SNP

Base: All respondents in Scotland

	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	758	361	397	48	132	140	151	141	146	244	210	123	181	-	-	-	-	758	120	301
Weighted base	699	360	339	58	127	143	128	123	120	198	195	155	150	-	-	-	-	699	122	310
Clear about what they stand for	311 45%	180 50%	131 39%	16 28%	61 48%	54 38%	67 53%	64 52%	50 41%	97 49%	78 40%	73 47%	63 42%	-	-	-	-	311 45%	50 41%	133 43%
Its heart is in the right place	281 40%	152 42%	128 38%	19 33%	51 40%	53 37%	63 49%	58 47%	37 31%	79 40%	73 37%	57 37%	71 47%	-	-	-	-	281 40%	52 42%	119 38%
Wants to help ordinary people get on in life	272 39%	149 41%	123 36%	16 27%	49 38%	49 35%	64 50%	55 44%	39 33%	78 39%	64 33%	63 41%	67 45%	-	-	-	-	272 39%	45 37%	111 36%
Stands for equal opportunity for all	248 35%	140 39%	108 32%	19 32%	44 35%	42 29%	58 45%	53 43%	32 27%	75 38%	60 31%	52 33%	60 40%	-	-	-	-	248 35%	43 35%	106 34%
On the side of people like me	244 35%	135 38%	109 32%	11 19%	45 35%	42 29%	61 48%	52 43%	33 27%	67 34%	60 31%	54 34%	64 42%	-	-	-	-	244 35%	43 35%	102 33%
Stands for fairness	243 35%	140 39%	103 30%	19 32%	43 34%	40 28%	55 43%	51 41%	35 29%	70 36%	62 32%	51 32%	60 40%	-	-	-	-	243 35%	43 35%	102 33%
Will do what they say	233 33%	132 37%	100 30%	14 25%	40 32%	40 28%	53 42%	53 43%	33 27%	69 35%	56 29%	55 35%	53 36%	-	-	-	-	233 33%	39 32%	97 31%
Shares my values	230 33%	130 36%	100 30%	12 21%	39 30%	42 30%	53 41%	55 44%	30 25%	67 34%	58 30%	46 30%	60 40%	-	-	-	-	230 33%	42 34%	97 31%
Competent and capable	230 33%	132 37%	98 29%	11 19%	44 35%	38 27%	51 40%	52 42%	34 28%	72 36%	56 28%	51 33%	52 35%	-	-	-	-	230 33%	36 29%	96 31%
Willing to take tough decisions for the long term	203 29%	113 32%	89 26%	14 24%	39 31%	35 24%	48 37%	41 33%	27 22%	58 29%	51 26%	44 28%	49 33%	-	-	-	-	203 29%	33 27%	83 27%
Represents the whole country, not just some types of people	192 27%	101 28%	91 27%	17 28%	32 25%	27 19%	47 37%	43 35%	26 22%	53 27%	45 23%	44 28%	49 33%	-	-	-	-	192 27%	31 25%	78 25%
None of these	272 39%	130 36%	142 42%	21 36%	54 42%	59 41%	38 29%	47 38%	54 45%	66 34%	89 46%	58 37%	59 39%	-	-	-	-	272 39%	50 41%	117 38%

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Absolutes/col percents

Table 15

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

The SNP

Base: All respondents in Scotland

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	758	104	176	34	38	118	167	98	83	35	21	16
Weighted base	699	95	185	35	33	107	175	96	75	32	20	14
Clear about what they stand for	311 45%	19 20%	56 30%	8 24%	7 21%	28 26%	61 35%	41 42%	17 23%	11 34%	2 11%	7 48%
Its heart is in the right place	281 40%	10 11%	52 28%	7 20%	7 22%	12 11%	66 38%	33 34%	8 10%	4 14%	3 13%	2 17%
Wants to help ordinary people get on in life	272 39%	14 14%	38 20%	6 16%	3 10%	14 13%	51 29%	31 32%	10 13%	4 14%	4 19%	4 28%
Stands for equal opportunity for all	248 35%	6 7%	31 17%	5 15%	3 9%	7 7%	46 26%	28 30%	3 4%	4 14%	3 16%	2 17%
On the side of people like me	244 35%	7 8%	27 15%	3 10%	4 13%	9 8%	53 30%	22 23%	5 7%	3 11%	2 10%	2 12%
Stands for fairness	243 35%	8 9%	27 14%	4 12%	2 7%	9 8%	46 26%	31 32%	4 5%	5 15%	4 21%	2 12%
Will do what they say	233 33%	5 5%	22 12%	5 15%	4 13%	10 9%	40 23%	27 28%	3 4%	6 20%	2 8%	3 19%
Shares my values	230 33%	3 4%	21 11%	2 6%	4 11%	8 7%	44 25%	21 22%	3 4%	5 17%	1 4%	- -
Competent and capable	230 33%	3 3%	25 13%	5 14%	4 13%	6 6%	43 24%	27 29%	2 3%	4 12%	1 4%	* 3%
Willing to take tough decisions for the long term	203 29%	4 4%	24 13%	5 13%	2 7%	6 6%	37 21%	24 26%	2 3%	4 12%	2 9%	- -
Represents the whole country, not just some types of people	192 27%	6 7%	16 9%	1 4%	2 7%	4 4%	36 20%	18 19%	2 2%	2 6%	4 22%	1 8%
None of these	272 39%	59 62%	80 43%	22 64%	22 65%	63 59%	69 39%	42 44%	48 64%	15 47%	11 55%	7 47%

Lord Ashcroft

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Absolutes/col percents

Table 16

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-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
I am satisfied with the job David Cameron is doing overall as Prime Minister	2353 29%	1196 30%	1157 28%	296 31%	400 31%	443 29%	350 26%	330 27%	534 32%	707 33%	744 32%	489 29%	413 22%	667 33%	666 31%	547 27%	333 29%	140 20%	282 26%	1121 33%
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	2745 34%	1323 34%	1423 35%	313 32%	386 30%	446 29%	458 33%	427 35%	714 42%	768 35%	800 34%	587 35%	590 32%	691 34%	776 37%	658 33%	409 35%	211 30%	363 33%	1123 33%
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	2955 37%	1427 36%	1527 37%	358 37%	503 39%	641 42%	561 41%	450 37%	442 26%	699 32%	791 34%	615 36%	849 46%	688 34%	683 32%	816 40%	419 36%	348 50%	460 42%	1161 34%

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Absolutes/col percents

Table 16

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

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
I am satisfied with the job David Cameron is doing overall as Prime Minister	2353 29%	1314 73%	257 12%	145 33%	162 14%	1125 52%	247 14%	314 22%	982 72%	143 18%	332 73%	119 45%
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	2745 34%	472 26%	271 12%	179 40%	732 63%	901 42%	301 17%	497 35%	359 27%	542 67%	113 25%	115 43%
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	2955 37%	20 1%	1672 76%	119 27%	269 23%	137 6%	1206 69%	592 42%	14 1%	124 15%	7 1%	33 12%

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Absolutes/col percents

Table 17

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Very positive																				
(10)	309	177	132	25	39	49	40	58	98	91	98	50	70	87	83	68	55	16	29	130
	4%	4%	3%	3%	3%	3%	3%	5%	6%	4%	4%	3%	4%	4%	4%	3%	5%	2%	3%	4%
(9)	415	210	205	47	45	75	59	57	132	126	136	84	69	123	112	93	62	26	38	194
	5%	5%	5%	5%	3%	5%	4%	5%	8%	6%	6%	5%	4%	6%	5%	5%	5%	4%	3%	6%
(8)	783	432	351	66	94	135	137	127	225	264	225	163	130	218	233	177	112	43	87	342
	10%	11%	9%	7%	7%	9%	10%	10%	13%	12%	10%	10%	7%	11%	11%	9%	10%	6%	8%	10%
(7)	744	394	350	95	129	115	113	105	187	248	217	173	105	204	209	164	110	56	89	343
	9%	10%	9%	10%	10%	7%	8%	9%	11%	11%	9%	10%	6%	10%	10%	8%	10%	8%	8%	10%
(6)	723	380	344	88	136	139	107	105	149	213	220	158	132	207	204	159	103	52	103	353
	9%	10%	8%	9%	11%	9%	8%	9%	9%	10%	9%	9%	7%	10%	10%	8%	9%	7%	9%	10%
(5)	935	448	487	148	159	187	140	103	198	241	313	180	201	252	262	228	125	68	112	424
	12%	11%	12%	15%	12%	12%	10%	9%	12%	11%	13%	11%	11%	12%	12%	11%	11%	10%	10%	12%
(4)	562	273	289	64	107	114	87	85	105	179	165	117	101	148	145	146	76	47	103	241
	7%	7%	7%	7%	8%	7%	6%	7%	6%	8%	7%	7%	5%	7%	7%	7%	7%	7%	9%	7%
(3)	547	273	274	91	85	112	74	80	105	164	167	109	106	150	137	131	85	43	94	208
	7%	7%	7%	9%	7%	7%	5%	7%	6%	8%	7%	6%	6%	7%	6%	6%	7%	6%	8%	6%
(2)	474	233	241	41	81	91	87	75	98	135	131	87	120	98	120	125	79	51	81	168
	6%	6%	6%	4%	6%	6%	6%	6%	6%	6%	6%	5%	6%	5%	6%	6%	7%	7%	7%	5%
(1)	526	256	270	41	69	107	100	90	118	146	136	101	143	101	143	150	80	52	81	186
	7%	6%	7%	4%	5%	7%	7%	7%	7%	7%	6%	6%	8%	5%	7%	7%	7%	8%	7%	5%
Very negative																				
(0)	1597	776	821	142	223	307	362	304	259	300	380	374	542	337	370	465	212	214	221	593
	20%	20%	20%	15%	17%	20%	26%	25%	15%	14%	16%	22%	29%	16%	17%	23%	18%	31%	20%	17%
NET: 8-10	1506	818	688	137	178	259	236	242	454	482	459	297	269	427	427	338	228	85	154	666
	19%	21%	17%	14%	14%	17%	17%	20%	27%	22%	20%	18%	15%	21%	20%	17%	20%	12%	14%	20%
NET: 4-7	2964	1495	1469	395	531	553	448	397	639	882	915	628	539	811	820	697	414	222	408	1361
	37%	38%	36%	41%	41%	36%	33%	33%	38%	41%	39%	37%	29%	40%	39%	34%	36%	32%	37%	40%

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Table 17

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	1105	3405
NET: 0-3	3143	1537	1606	314	458	617	623	550	581	745	815	671	912	686	770	871	455	361	478	1156
	39%	39%	39%	33%	36%	40%	45%	46%	34%	34%	35%	40%	49%	34%	36%	43%	39%	52%	43%	34%
Don't know	440	97	343	120	121	100	63	19	17	65	147	95	133	122	109	115	64	30	64	222
	5%	2%	8%	12%	9%	7%	5%	2%	1%	3%	6%	6%	7%	6%	5%	6%	5%	4%	6%	7%
Mean	4.29	4.42	4.16	4.46	4.26	4.12	3.83	4.04	4.90	4.75	4.56	4.19	3.49	4.67	4.50	3.96	4.38	3.37	3.92	4.57
Standard deviation	3.17	3.19	3.15	2.91	2.99	3.12	3.25	3.32	3.21	3.05	3.10	3.18	3.24	3.11	3.13	3.19	3.19	3.14	3.01	3.12
Standard error	0.04	0.05	0.05	0.12	0.09	0.09	0.09	0.09	0.07	0.06	0.07	0.09	0.07	0.07	0.07	0.07	0.10	0.12	0.10	0.06

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Table 17

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

David Cameron, the Prime Minister

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	309 4%	240 13%	23 1%	7 2%	13 1%	206 10%	32 2%	21 1%	194 14%	12 2%	46 10%	2 1%
	(9)	415 5%	312 17%	34 2%	17 4%	20 2%	274 13%	38 2%	41 3%	253 19%	21 3%	59 13%	16 6%
	(8)	783 10%	509 28%	76 3%	43 10%	65 6%	443 20%	84 5%	110 8%	380 28%	62 8%	129 28%	45 17%
	(7)	744 9%	329 18%	119 5%	55 12%	93 8%	326 15%	94 5%	115 8%	238 18%	87 11%	91 20%	45 17%
	(6)	723 9%	185 10%	134 6%	61 14%	134 12%	268 12%	103 6%	134 10%	139 10%	130 16%	46 10%	43 16%
	(5)	935 12%	133 7%	213 10%	77 17%	162 14%	222 10%	166 9%	176 13%	85 6%	137 17%	49 11%	66 25%
	(4)	562 7%	34 2%	168 8%	53 12%	119 10%	116 5%	118 7%	127 9%	25 2%	91 11%	9 2%	25 10%
	(3)	547 7%	22 1%	187 9%	34 8%	101 9%	89 4%	125 7%	141 10%	13 1%	75 9%	9 2%	9 3%
	(2)	474 6%	12 1%	180 8%	25 6%	99 9%	53 2%	147 8%	89 6%	5 *	48 6%	7 2%	5 2%
	(1)	526 7%	5 *	243 11%	25 6%	83 7%	43 2%	187 11%	131 9%	3 *	41 5%	2 *	4 1%
Very negative	(0)	1597 20%	3 *	772 35%	38 9%	255 22%	95 4%	615 35%	298 21%	2 *	93 12%	1 *	3 1%
NET: 8-10		1506 19%	1061 59%	132 6%	67 15%	98 8%	923 43%	154 9%	172 12%	827 61%	96 12%	234 52%	62 23%
NET: 4-7		2964 37%	682 38%	635 29%	246 56%	508 44%	932 43%	481 27%	552 39%	486 36%	446 55%	196 43%	179 67%

Lord Ashcroft

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Table 17

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

David Cameron, the Prime Minister

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3143	42	1382	122	538	280	1074	659	23	257	18	20
	39%	2%	63%	28%	46%	13%	61%	47%	2%	32%	4%	7%
Don't know	440	23	51	8	19	28	46	21	18	10	5	5
	5%	1%	2%	2%	2%	1%	3%	1%	1%	1%	1%	2%
Mean	4.29	7.62	2.64	4.81	3.64	6.53	2.79	3.75	7.73	4.53	7.29	5.97
Standard deviation	3.17	1.71	2.74	2.57	2.76	2.57	2.92	2.90	1.66	2.58	1.82	1.87
Standard error	0.04	0.04	0.06	0.13	0.08	0.05	0.07	0.08	0.04	0.09	0.09	0.12

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Absolutes/col percents

Table 18

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	57 1%	37 1%	20 *	2 *	6 *	27 2%	11 1%	7 1%	4 *	19 1%	20 1%	7 *	12 1%	20 1%	15 1%	12 1%	7 1%	3 *	15 1%	30 1%
	(9)	129 2%	68 2%	60 1%	20 2%	31 2%	22 1%	18 1%	16 1%	22 1%	34 2%	29 1%	40 2%	26 1%	36 2%	36 2%	26 1%	19 2%	12 2%	20 2%	66 2%
	(8)	303 4%	144 4%	159 4%	41 4%	60 5%	68 4%	34 3%	43 4%	58 3%	76 3%	84 4%	77 5%	66 4%	79 4%	95 4%	67 3%	43 4%	20 3%	35 3%	132 4%
	(7)	405 5%	191 5%	214 5%	45 5%	78 6%	60 4%	60 4%	74 6%	88 5%	140 6%	120 5%	80 5%	64 3%	109 5%	105 5%	110 5%	55 5%	26 4%	67 6%	178 5%
	(6)	581 7%	295 7%	286 7%	78 8%	120 9%	100 7%	91 7%	75 6%	116 7%	185 9%	186 8%	113 7%	97 5%	168 8%	141 7%	133 7%	97 8%	41 6%	93 8%	266 8%
	(5)	1045 13%	471 12%	574 14%	170 18%	196 15%	226 15%	148 11%	117 10%	188 11%	297 14%	333 14%	197 12%	219 12%	287 14%	319 15%	218 11%	145 12%	75 11%	132 12%	497 15%
	(4)	718 9%	371 9%	348 8%	98 10%	125 10%	142 9%	130 10%	89 7%	134 8%	180 8%	230 10%	154 9%	154 8%	189 9%	180 8%	161 8%	124 11%	65 9%	91 8%	338 10%
	(3)	757 9%	376 10%	381 9%	83 9%	114 9%	158 10%	131 10%	108 9%	163 10%	245 11%	228 10%	146 9%	138 7%	186 9%	197 9%	197 10%	104 9%	73 10%	123 11%	326 10%
	(2)	724 9%	347 9%	377 9%	73 8%	116 9%	141 9%	104 8%	121 10%	169 10%	204 9%	214 9%	146 9%	160 9%	178 9%	196 9%	169 8%	114 10%	67 10%	96 9%	280 8%
	(1)	778 10%	425 11%	353 9%	60 6%	90 7%	124 8%	153 11%	144 12%	207 12%	257 12%	191 8%	159 9%	171 9%	190 9%	197 9%	210 10%	111 10%	70 10%	107 10%	283 8%
Very negative	(0)	2023 25%	1102 28%	921 22%	157 16%	208 16%	335 22%	415 30%	388 32%	521 31%	461 21%	518 22%	464 27%	580 31%	453 22%	505 24%	582 29%	272 23%	211 30%	248 22%	741 22%
NET: 8-10		489 6%	249 6%	240 6%	63 7%	97 8%	117 8%	63 5%	66 5%	84 5%	129 6%	132 6%	124 7%	104 6%	135 7%	146 7%	104 5%	69 6%	34 5%	69 6%	228 7%
NET: 4-7		2750 34%	1328 34%	1422 35%	392 41%	519 40%	528 35%	430 31%	355 29%	525 31%	802 37%	869 37%	544 32%	534 29%	753 37%	745 35%	623 31%	421 36%	208 30%	382 35%	1279 38%

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Absolutes/col percents

Table 18

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	4282	2250	2032	373	528	758	803	760	1059	1167	1151	915	1049	1006	1094	1158	601	422	574	1630
	53%	57%	49%	39%	41%	50%	59%	63%	63%	54%	49%	54%	57%	49%	51%	57%	52%	60%	52%	48%
Don't know	533	119	413	139	144	128	73	27	23	76	183	109	165	152	140	135	70	35	79	268
	7%	3%	10%	14%	11%	8%	5%	2%	1%	4%	8%	6%	9%	7%	7%	6%	5%	7%	8%	
Mean	3.07	2.96	3.18	3.64	3.70	3.29	2.72	2.69	2.71	3.24	3.24	3.02	2.68	3.28	3.18	2.83	3.14	2.68	3.23	3.33
Standard deviation	2.67	2.70	2.64	2.56	2.64	2.70	2.62	2.68	2.60	2.64	2.62	2.74	2.67	2.69	2.68	2.66	2.63	2.57	2.71	2.68
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	0.06	0.06	0.06	0.06	0.08	0.10	0.09	0.05

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Absolutes/col percents

Table 18

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	57 1%	18 1%	6 *	19 4%	3 *	16 1%	11 1%	16 1%	13 1%	3 *	5 1%	- -
	(9)	129 2%	44 2%	34 2%	27 6%	6 1%	36 2%	33 2%	33 2%	30 2%	7 1%	14 3%	9 3%
	(8)	303 4%	103 6%	46 2%	89 20%	13 1%	98 5%	40 2%	107 8%	79 6%	18 2%	24 5%	20 7%
	(7)	405 5%	163 9%	76 3%	84 19%	21 2%	152 7%	59 3%	112 8%	127 9%	24 3%	35 8%	21 8%
	(6)	581 7%	231 13%	121 5%	60 14%	28 2%	198 9%	84 5%	130 9%	164 12%	34 4%	67 15%	33 13%
	(5)	1045 13%	324 18%	250 11%	71 16%	77 7%	294 14%	165 9%	198 14%	229 17%	65 8%	95 21%	65 24%
	(4)	718 9%	212 12%	212 10%	29 7%	64 5%	220 10%	151 9%	140 10%	156 12%	64 8%	56 12%	33 12%
	(3)	757 9%	171 9%	214 10%	24 5%	99 9%	208 10%	151 9%	145 10%	124 9%	84 10%	47 10%	25 9%
	(2)	724 9%	136 8%	221 10%	13 3%	120 10%	182 8%	177 10%	119 8%	97 7%	85 10%	39 9%	13 5%
	(1)	778 10%	138 8%	271 12%	6 1%	156 13%	209 10%	217 12%	119 8%	115 8%	94 12%	23 5%	17 6%
Very negative	(0)	2023 25%	225 12%	677 31%	8 2%	549 47%	504 23%	610 35%	259 18%	187 14%	317 39%	39 9%	22 8%
NET: 8-10		489 6%	165 9%	86 4%	135 30%	22 2%	150 7%	84 5%	156 11%	122 9%	28 3%	43 10%	28 11%
NET: 4-7		2750 34%	930 51%	659 30%	245 55%	190 16%	863 40%	459 26%	580 41%	677 50%	187 23%	253 56%	153 57%

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Absolutes/col percents

Table 18

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nick Clegg, the Deputy Prime Minister

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	4282 53%	670 37%	1384 63%	50 11%	924 79%	1103 51%	1154 66%	642 46%	522 39%	581 72%	148 33%	77 29%
Don't know	533 7%	41 2%	71 3%	13 3%	27 2%	47 2%	57 3%	25 2%	34 2%	13 2%	8 2%	8 3%
Mean	3.07	4.15	2.56	6.21	1.62	3.34	2.41	3.79	4.06	2.15	4.41	4.50
Standard deviation	2.67	2.57	2.49	2.16	2.14	2.70	2.57	2.78	2.62	2.41	2.40	2.37
Standard error	0.03	0.06	0.06	0.11	0.06	0.06	0.07	0.08	0.07	0.08	0.12	0.16

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Absolutes/col percents

Table 19

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	247 3%	128 3%	119 3%	25 3%	48 4%	71 5%	43 3%	32 3%	28 2%	51 2%	64 3%	51 3%	81 4%	69 3%	71 3%	68 3%	24 2%	15 2%	42 4%	101 3%
	(9)	295 4%	146 4%	149 4%	48 5%	51 4%	63 4%	47 3%	43 4%	43 3%	61 3%	68 3%	82 5%	84 5%	84 4%	79 4%	77 4%	35 3%	20 3%	54 5%	127 4%
	(8)	495 6%	267 7%	228 6%	47 5%	87 7%	113 7%	93 7%	78 6%	77 5%	117 5%	145 6%	115 7%	117 6%	141 7%	119 6%	135 7%	55 5%	45 6%	85 8%	214 6%
	(7)	578 7%	247 6%	332 8%	72 7%	107 8%	116 8%	117 9%	82 7%	84 5%	137 6%	176 8%	117 7%	148 8%	136 7%	146 7%	154 8%	91 8%	51 7%	101 9%	251 7%
	(6)	612 8%	305 8%	308 7%	81 8%	119 9%	127 8%	86 6%	101 8%	98 6%	183 8%	162 7%	125 7%	142 8%	161 8%	135 6%	164 8%	91 8%	62 9%	82 7%	287 8%
	(5)	888 11%	402 10%	487 12%	152 16%	174 13%	206 13%	132 10%	114 9%	111 7%	219 10%	301 13%	180 11%	188 10%	228 11%	221 10%	231 11%	126 11%	83 12%	133 12%	392 12%
	(4)	648 8%	307 8%	340 8%	92 10%	104 8%	116 8%	113 8%	101 8%	122 7%	197 9%	178 8%	139 8%	134 7%	156 8%	169 8%	163 8%	94 8%	67 10%	100 9%	273 8%
	(3)	720 9%	370 9%	351 9%	101 10%	115 9%	145 9%	117 9%	84 7%	157 9%	221 10%	206 9%	142 8%	151 8%	188 9%	204 10%	166 8%	86 7%	77 11%	112 10%	294 9%
	(2)	738 9%	379 10%	359 9%	56 6%	113 9%	137 9%	141 10%	112 9%	180 11%	235 11%	212 9%	145 9%	146 8%	198 10%	198 9%	173 9%	107 9%	62 9%	96 9%	320 9%
	(1)	736 9%	404 10%	332 8%	51 5%	81 6%	89 6%	139 10%	121 10%	255 15%	244 11%	201 9%	147 9%	144 8%	165 8%	218 10%	178 9%	111 10%	64 9%	88 8%	276 8%
Very negative	(0)	1567 19%	879 22%	688 17%	97 10%	146 11%	227 15%	275 20%	306 25%	515 30%	432 20%	440 19%	341 20%	355 19%	370 18%	436 21%	371 18%	267 23%	123 18%	130 12%	606 18%
NET: 8-10		1037 13%	541 14%	496 12%	120 12%	186 14%	247 16%	183 13%	153 13%	148 9%	229 11%	277 12%	248 15%	282 15%	294 14%	268 13%	281 14%	114 10%	79 11%	181 16%	443 13%
NET: 4-7		2727 34%	1260 32%	1466 36%	397 41%	504 39%	565 37%	447 33%	398 33%	415 25%	736 34%	817 35%	561 33%	612 33%	680 33%	670 32%	712 35%	402 35%	262 37%	416 38%	1203 35%

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Absolutes/col percents

Table 19

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	3762	2031	1730	306	455	598	672	624	1107	1132	1059	775	796	922	1056	888	571	325	427	1497
	47%	51%	42%	32%	35%	39%	49%	52%	66%	52%	45%	46%	43%	45%	50%	44%	49%	47%	39%	44%
Don't know	528	114	414	144	144	120	67	33	20	77	182	107	163	150	131	140	75	32	81	263
	7%	3%	10%	15%	11%	8%	5%	3%	1%	4%	8%	6%	9%	7%	6%	7%	6%	5%	7%	8%
Mean	3.75	3.60	3.90	4.43	4.40	4.29	3.70	3.48	2.75	3.49	3.75	3.83	4.00	3.89	3.61	3.91	3.47	3.76	4.36	3.88
Standard deviation	3.00	3.04	2.95	2.74	2.87	3.00	3.03	3.05	2.83	2.86	2.94	3.07	3.14	3.02	3.02	3.03	2.94	2.84	2.94	2.97
Standard error	0.03	0.05	0.05	0.11	0.09	0.08	0.08	0.09	0.07	0.06	0.06	0.09	0.07	0.07	0.07	0.07	0.09	0.11	0.10	0.06

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Absolutes/col percents

Table 19

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Ed Miliband, the Labour leader

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Very positive												
(10)	247 3%	10 1%	214 10%	4 1%	3 *	13 1%	164 9%	25 2%	8 1%	4 1%	2 *	1 *
(9)	295 4%	10 1%	252 11%	4 1%	11 1%	21 1%	171 10%	43 3%	5 *	16 2%	5 1%	2 1%
(8)	495 6%	19 1%	391 18%	25 6%	26 2%	37 2%	255 15%	90 6%	16 1%	21 3%	3 1%	5 2%
(7)	578 7%	21 1%	377 17%	36 8%	26 2%	36 2%	255 15%	115 8%	15 1%	22 3%	6 1%	10 4%
(6)	612 8%	88 5%	282 13%	34 8%	46 4%	77 4%	223 13%	134 10%	54 4%	23 3%	34 7%	28 11%
(5)	888 11%	125 7%	284 13%	67 15%	92 8%	143 7%	202 12%	187 13%	69 5%	74 9%	56 12%	36 14%
(4)	648 8%	130 7%	121 5%	73 17%	73 6%	126 6%	109 6%	175 12%	89 7%	37 5%	41 9%	50 19%
(3)	720 9%	210 12%	89 4%	58 13%	85 7%	198 9%	97 6%	165 12%	142 10%	56 7%	68 15%	39 15%
(2)	738 9%	243 13%	57 3%	39 9%	149 13%	275 13%	79 5%	130 9%	181 13%	94 12%	62 14%	21 8%
(1)	736 9%	304 17%	39 2%	46 10%	169 15%	357 16%	54 3%	136 10%	249 18%	107 13%	54 12%	31 12%
Very negative												
(0)	1567 19%	604 33%	32 1%	42 10%	452 39%	834 39%	91 5%	174 12%	494 36%	340 42%	110 24%	36 14%
NET: 8-10	1037 13%	40 2%	857 39%	33 7%	41 3%	70 3%	590 34%	158 11%	29 2%	41 5%	10 2%	7 3%
NET: 4-7	2727 34%	365 20%	1063 48%	210 47%	237 20%	382 18%	789 45%	610 43%	227 17%	155 19%	137 30%	125 47%

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Table 19

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Ed Miliband, the Labour leader

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3762	1361	217	185	855	1663	322	606	1066	597	295	127
	47%	75%	10%	42%	73%	77%	18%	43%	79%	74%	65%	48%
Don't know	528	42	62	14	31	48	53	30	32	16	10	7
	7%	2%	3%	3%	3%	2%	3%	2%	2%	2%	2%	3%
Mean	3.75	2.03	6.64	3.87	2.01	1.91	6.05	3.99	1.83	2.04	2.63	3.37
Standard deviation	3.00	2.18	2.31	2.40	2.35	2.28	2.75	2.68	2.11	2.52	2.26	2.22
Standard error	0.03	0.05	0.05	0.12	0.07	0.05	0.07	0.07	0.06	0.09	0.11	0.15

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Absolutes/col percents

Table 20

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	423	266	157	40	34	47	83	87	131	89	107	129	98	126	122	105	60	9	27	180
		5%	7%	4%	4%	3%	3%	6%	7%	8%	4%	5%	8%	5%	6%	6%	5%	5%	1%	2%	5%
	(9)	357	200	157	22	49	66	61	79	81	93	98	70	97	83	95	93	72	14	59	153
		4%	5%	4%	2%	4%	4%	4%	7%	5%	4%	4%	4%	5%	4%	4%	5%	6%	2%	5%	4%
	(8)	548	320	228	39	75	89	92	97	154	136	148	132	132	151	152	141	77	27	72	217
		7%	8%	6%	4%	6%	6%	7%	8%	9%	6%	6%	8%	7%	7%	7%	7%	4%	7%	7%	6%
	(7)	524	283	242	57	90	80	85	88	124	150	130	119	125	126	150	133	77	38	68	219
		7%	7%	6%	6%	7%	5%	6%	7%	7%	7%	6%	7%	7%	6%	7%	7%	5%	5%	6%	6%
	(6)	559	324	235	60	77	118	101	96	108	133	147	156	123	149	149	156	70	34	69	277
		7%	8%	6%	6%	6%	8%	7%	8%	6%	6%	6%	9%	7%	7%	7%	8%	6%	5%	6%	8%
	(5)	710	361	349	72	122	150	133	92	141	173	205	145	186	166	195	204	106	39	90	312
		9%	9%	9%	7%	9%	10%	10%	8%	8%	8%	9%	9%	10%	8%	9%	10%	9%	6%	8%	9%
	(4)	459	234	225	43	57	106	78	71	104	131	121	101	105	115	130	110	71	32	61	212
		6%	6%	5%	4%	4%	7%	6%	6%	6%	6%	5%	6%	6%	6%	6%	5%	6%	5%	6%	6%
	(3)	454	222	232	35	66	85	100	69	99	137	132	82	103	100	139	106	72	36	71	199
		6%	6%	6%	4%	5%	6%	7%	6%	6%	6%	6%	5%	6%	5%	7%	5%	6%	5%	6%	6%
	(2)	518	267	251	60	82	105	83	71	116	160	150	97	111	129	138	116	71	64	53	226
		6%	7%	6%	6%	6%	7%	6%	6%	7%	7%	6%	6%	6%	6%	6%	6%	6%	9%	5%	7%
	(1)	622	304	317	88	80	102	91	97	165	190	197	107	127	170	150	158	87	56	99	218
		8%	8%	8%	9%	6%	7%	7%	8%	10%	9%	8%	6%	7%	8%	7%	8%	8%	8%	9%	6%
Very negative	(0)	2222	1030	1192	298	383	421	367	315	438	684	692	403	443	557	534	519	306	307	329	871
		28%	26%	29%	31%	30%	28%	27%	26%	26%	31%	30%	24%	24%	27%	25%	26%	26%	44%	30%	26%
NET: 8-10		1327	786	541	101	159	203	235	263	366	318	352	331	327	360	370	338	209	51	158	550
		16%	20%	13%	10%	12%	13%	17%	22%	22%	15%	15%	20%	18%	18%	17%	17%	18%	7%	14%	16%
NET: 4-7		2252	1201	1051	232	345	455	397	347	476	587	603	521	540	557	624	603	324	144	289	1020
		28%	30%	26%	24%	27%	30%	29%	29%	28%	27%	26%	31%	29%	27%	29%	30%	28%	21%	26%	30%

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Absolutes/col percents

Table 20

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	3816	1823	1992	482	612	713	641	551	817	1171	1171	689	784	956	961	899	537	463	552	1514
	47%	46%	49%	50%	47%	47%	47%	46%	48%	54%	50%	41%	42%	47%	45%	44%	46%	66%	50%	44%
Don't know	658	136	522	152	172	160	96	47	31	98	208	150	201	173	171	180	92	41	106	321
	8%	3%	13%	16%	13%	10%	7%	4%	2%	5%	9%	9%	11%	8%	8%	9%	8%	6%	10%	9%
Mean	3.68	3.98	3.37	3.09	3.37	3.50	3.81	4.08	3.97	3.36	3.44	4.17	3.96	3.75	3.88	3.83	3.82	2.32	3.39	3.82
Standard deviation	3.36	3.41	3.27	3.25	3.24	3.19	3.36	3.49	3.47	3.28	3.33	3.44	3.36	3.42	3.35	3.35	3.39	2.90	3.27	3.32
Standard error	0.04	0.06	0.05	0.13	0.10	0.09	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.08	0.08	0.08	0.10	0.11	0.11	0.06

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Absolutes/col percents

Table 20

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nigel Farage, the leader of the UK Independence Party (UKIP)

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	423 5%	35 2%	26 1%	4 1%	318 27%	169 8%	49 3%	55 4%	29 2%	140 17%	5 1%	6 2%
	(9)	357 4%	32 2%	58 3%	11 3%	226 19%	124 6%	60 3%	62 4%	24 2%	99 12%	7 2%	8 3%
	(8)	548 7%	109 6%	86 4%	14 3%	250 21%	220 10%	114 7%	80 6%	88 7%	132 16%	21 5%	14 5%
	(7)	524 7%	136 8%	119 5%	19 4%	146 13%	183 8%	111 6%	64 5%	108 8%	76 9%	28 6%	11 4%
	(6)	559 7%	179 10%	141 6%	34 8%	81 7%	198 9%	115 7%	86 6%	142 11%	55 7%	37 8%	16 6%
	(5)	710 9%	198 11%	212 10%	18 4%	74 6%	226 10%	158 9%	90 6%	153 11%	73 9%	45 10%	21 8%
	(4)	459 6%	162 9%	131 6%	15 3%	29 2%	147 7%	86 5%	85 6%	120 9%	27 3%	41 9%	27 10%
	(3)	454 6%	161 9%	118 5%	25 6%	10 1%	146 7%	90 5%	83 6%	119 9%	27 3%	42 9%	20 8%
	(2)	518 6%	168 9%	149 7%	46 10%	8 1%	155 7%	114 6%	100 7%	125 9%	30 4%	44 10%	23 9%
	(1)	622 8%	161 9%	204 9%	52 12%	4 *	151 7%	140 8%	142 10%	120 9%	31 4%	41 9%	20 8%
Very negative	(0)	2222 28%	405 22%	846 38%	183 41%	3 *	384 18%	629 36%	505 36%	283 21%	101 12%	122 27%	85 32%
NET: 8-10		1327 16%	176 10%	169 8%	29 7%	794 68%	513 24%	223 13%	198 14%	142 10%	371 46%	34 7%	27 10%
NET: 4-7		2252 28%	674 37%	602 27%	86 19%	329 28%	753 35%	469 27%	324 23%	523 39%	231 29%	152 34%	75 28%

Lord Ashcroft

Blueprint Phase 5

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Absolutes/col percents

Table 20

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

Nigel Farage, the leader of the UK Independence Party (UKIP)

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3816 47%	895 50%	1317 60%	306 69%	25 2%	835 39%	973 55%	830 59%	646 48%	189 23%	249 55%	149 56%
Don't know	658 8%	62 3%	111 5%	21 5%	15 1%	62 3%	88 5%	51 4%	44 3%	18 2%	18 4%	15 6%
Mean	3.68	3.52	2.67	2.27	8.06	4.59	3.11	3.03	3.66	6.14	3.11	2.99
Standard deviation	3.36	2.86	2.94	2.81	1.87	3.30	3.22	3.26	2.88	3.38	2.78	2.98
Standard error	0.04	0.07	0.07	0.14	0.05	0.07	0.08	0.09	0.08	0.12	0.14	0.20

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Absolutes/col percents

Table 21

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	305	176	129	27	32	41	37	57	109	83	113	50	59	85	78	76	49	17	28	121
		4%	4%	3%	3%	3%	3%	3%	5%	6%	4%	5%	3%	3%	4%	4%	4%	2%	3%	4%	
	(9)	418	226	192	32	60	74	64	58	130	161	121	80	57	145	105	91	57	20	53	197
		5%	6%	5%	3%	5%	5%	5%	5%	8%	7%	5%	5%	3%	7%	5%	4%	5%	3%	5%	6%
	(8)	765	415	350	68	82	116	124	136	239	251	230	163	121	196	224	177	122	46	80	339
		10%	11%	9%	7%	6%	8%	9%	11%	14%	12%	10%	10%	7%	10%	11%	9%	11%	7%	7%	10%
	(7)	714	412	302	68	108	114	98	108	217	262	195	142	115	204	212	147	106	44	67	314
		9%	10%	7%	7%	8%	7%	7%	9%	13%	12%	8%	8%	6%	10%	10%	7%	9%	6%	6%	9%
	(6)	604	325	280	67	103	92	103	79	161	200	195	118	92	152	191	141	72	49	82	270
		8%	8%	7%	7%	8%	6%	8%	7%	9%	9%	8%	7%	5%	7%	9%	7%	6%	7%	7%	8%
	(5)	867	415	452	140	164	187	111	95	170	187	305	188	187	228	263	190	133	53	114	415
		11%	11%	11%	14%	13%	12%	8%	8%	10%	9%	13%	11%	10%	11%	12%	9%	11%	8%	10%	12%
	(4)	568	281	287	99	105	114	97	74	79	166	161	132	109	165	117	168	80	37	88	269
		7%	7%	7%	10%	8%	7%	7%	6%	5%	8%	7%	8%	6%	8%	5%	8%	7%	5%	8%	8%
	(3)	500	227	273	73	90	115	74	74	73	146	149	97	108	142	114	130	72	42	87	195
		6%	6%	7%	8%	7%	8%	5%	6%	4%	7%	6%	6%	6%	7%	5%	6%	6%	6%	8%	6%
	(2)	567	291	276	63	92	112	92	102	105	162	142	114	149	126	149	136	94	62	81	218
		7%	7%	7%	7%	7%	7%	7%	8%	6%	7%	6%	7%	8%	6%	7%	7%	8%	9%	7%	6%
	(1)	548	275	273	60	82	113	97	92	104	160	145	113	131	115	134	156	85	58	103	197
		7%	7%	7%	6%	6%	7%	7%	8%	6%	7%	6%	7%	7%	6%	6%	8%	7%	8%	9%	6%
Very negative	(0)	1708	806	901	137	233	338	405	310	285	327	424	389	569	347	409	489	221	242	248	633
		21%	20%	22%	14%	18%	22%	30%	26%	17%	15%	18%	23%	31%	17%	19%	24%	19%	35%	22%	19%
NET: 8-10		1488	817	671	127	174	232	226	251	478	494	464	293	238	425	408	344	228	83	162	656
		18%	21%	16%	13%	14%	15%	16%	21%	28%	23%	20%	17%	13%	21%	19%	17%	20%	12%	15%	19%
NET: 4-7		2752	1432	1320	374	479	507	409	356	627	815	856	579	503	748	783	646	392	183	350	1269
		34%	36%	32%	39%	37%	33%	30%	29%	37%	37%	37%	34%	27%	37%	37%	32%	34%	26%	32%	37%

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Absolutes/col percents

Table 21

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	3323	1598	1724	333	497	678	668	579	567	794	860	712	957	730	805	911	472	404	520	1242
	41%	40%	42%	34%	39%	44%	49%	48%	34%	37%	37%	42%	52%	36%	38%	45%	41%	58%	47%	36%
Don't know	490	99	391	132	138	113	67	22	19	72	156	107	155	143	129	120	69	30	73	237
	6%	3%	10%	14%	11%	7%	5%	2%	1%	3%	7%	6%	8%	7%	6%	6%	4%	7%	7%	7%
Mean	4.14	4.33	3.95	4.18	4.06	3.84	3.60	3.96	5.00	4.68	4.42	3.99	3.27	4.54	4.36	3.85	4.24	3.05	3.69	4.38
Standard deviation	3.22	3.24	3.18	2.89	3.01	3.11	3.27	3.35	3.29	3.15	3.18	3.19	3.18	3.17	3.18	3.23	3.20	3.13	3.10	3.16
Standard error	0.04	0.05	0.05	0.12	0.09	0.09	0.09	0.10	0.08	0.07	0.07	0.09	0.07	0.07	0.07	0.08	0.10	0.12	0.10	0.06

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Absolutes/col percents

Table 21

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Conservative Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	305 4%	258 14%	14 1%	3 1%	9 1%	216 10%	19 1%	21 1%	208 15%	8 1%	50 11%	2 1%
	(9)	418 5%	340 19%	25 1%	10 2%	16 1%	306 14%	29 2%	29 2%	286 21%	20 2%	54 12%	8 3%
	(8)	765 10%	539 30%	52 2%	32 7%	60 5%	495 23%	57 3%	98 7%	421 31%	74 9%	118 26%	35 13%
	(7)	714 9%	375 21%	78 4%	39 9%	113 10%	370 17%	72 4%	95 7%	260 19%	109 14%	114 25%	42 16%
	(6)	604 8%	162 9%	109 5%	50 11%	116 10%	221 10%	92 5%	143 10%	98 7%	123 15%	64 14%	64 24%
	(5)	867 11%	83 5%	184 8%	66 15%	192 16%	213 10%	129 7%	157 11%	50 4%	163 20%	33 7%	68 25%
	(4)	568 7%	20 1%	177 8%	64 14%	110 9%	96 4%	114 6%	114 8%	12 1%	84 10%	8 2%	18 7%
	(3)	500 6%	8 *	179 8%	57 13%	82 7%	54 3%	151 9%	114 8%	4 *	51 6%	4 1%	11 4%
	(2)	567 7%	3 *	235 11%	43 10%	104 9%	45 2%	183 10%	132 9%	1 *	44 5%	3 1%	5 2%
	(1)	548 7%	2 *	235 11%	22 5%	90 8%	43 2%	173 10%	138 10%	- -	43 5%	2 *	4 1%
Very negative	(0)	1708 21%	3 *	846 38%	48 11%	251 22%	85 4%	678 39%	335 24%	3 *	82 10%	- -	5 2%
NET: 8-10		1488 18%	1137 63%	90 4%	44 10%	84 7%	1017 47%	105 6%	148 11%	915 68%	102 13%	222 49%	46 17%
NET: 4-7		2752 34%	639 35%	548 25%	219 49%	530 46%	899 42%	408 23%	509 36%	420 31%	479 59%	219 48%	192 72%

Lord Ashcroft

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Absolutes/col percents

Table 21

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Conservative Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3323 41%	16 1%	1496 68%	171 39%	528 45%	227 10%	1184 67%	719 51%	8 1%	219 27%	8 2%	24 9%
Don't know	490 6%	15 1%	66 3%	9 2%	21 2%	20 1%	57 3%	27 2%	12 1%	8 1%	3 1%	5 2%
Mean	4.14	7.85	2.27	4.16	3.62	6.78	2.39	3.46	8.00	4.73	7.41	5.79
Standard deviation	3.22	1.49	2.53	2.48	2.73	2.48	2.70	2.89	1.43	2.53	1.61	1.82
Standard error	0.04	0.04	0.06	0.12	0.08	0.05	0.07	0.08	0.04	0.09	0.08	0.12

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Absolutes/col percents

Table 22

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	392	211	181	37	54	100	73	57	70	84	94	87	126	97	97	118	48	31	68	141
		5%	5%	4%	4%	4%	7%	5%	5%	4%	4%	4%	5%	7%	5%	5%	6%	4%	4%	6%	4%
	(9)	417	203	214	45	81	91	85	60	55	89	110	103	115	117	107	124	44	26	65	187
		5%	5%	5%	5%	6%	6%	6%	5%	3%	4%	5%	6%	6%	6%	5%	6%	4%	4%	6%	5%
	(8)	649	343	306	74	113	160	115	93	94	169	205	131	144	155	146	184	87	78	116	275
		8%	9%	7%	8%	9%	10%	8%	8%	6%	8%	9%	8%	8%	8%	7%	9%	8%	11%	11%	8%
	(7)	716	310	406	114	134	153	118	101	97	193	222	153	148	178	181	105	69	144	310	
		9%	8%	10%	12%	10%	10%	9%	8%	6%	9%	10%	9%	8%	9%	9%	9%	10%	13%	9%	
	(6)	636	307	329	108	136	133	84	83	91	183	162	138	152	177	167	152	88	53	80	303
		8%	8%	8%	11%	11%	9%	6%	7%	5%	8%	7%	8%	8%	9%	8%	8%	8%	7%	7%	9%
	(5)	899	405	494	166	161	175	143	128	125	214	295	192	198	224	239	232	116	88	114	412
		11%	10%	12%	17%	12%	11%	10%	11%	7%	10%	13%	11%	11%	11%	11%	10%	13%	10%	12%	
	(4)	668	345	323	82	106	157	105	86	132	212	194	142	121	153	167	180	105	62	88	309
		8%	9%	8%	8%	8%	10%	8%	7%	8%	10%	8%	8%	7%	7%	8%	9%	9%	9%	8%	9%
	(3)	651	339	312	57	107	110	112	100	166	193	184	124	150	198	177	134	79	63	103	269
		8%	9%	8%	6%	8%	7%	8%	8%	10%	9%	8%	7%	8%	10%	8%	7%	7%	9%	9%	8%
	(2)	689	372	317	51	77	102	132	106	221	234	177	149	128	167	195	151	115	61	81	260
		9%	9%	8%	5%	6%	7%	10%	9%	13%	11%	8%	9%	7%	8%	9%	7%	10%	9%	7%	8%
	(1)	613	329	284	37	64	72	110	121	208	200	179	116	117	143	157	164	107	40	71	223
		8%	8%	7%	4%	5%	5%	8%	10%	12%	9%	8%	7%	6%	7%	7%	8%	9%	6%	6%	7%
Very negative	(0)	1227	677	550	66	114	165	223	246	413	327	347	250	303	296	364	265	200	102	100	470
		15%	17%	13%	7%	9%	11%	16%	20%	24%	15%	15%	15%	16%	14%	17%	13%	17%	15%	9%	14%
NET: 8-10		1458	758	700	156	248	351	273	210	220	343	409	321	385	368	350	425	179	135	249	602
		18%	19%	17%	16%	19%	23%	20%	17%	13%	16%	18%	19%	21%	18%	16%	21%	15%	19%	23%	18%
NET: 4-7		2918	1367	1552	470	536	618	450	399	445	802	873	625	619	732	754	745	415	272	426	1333
		36%	35%	38%	49%	42%	40%	33%	33%	26%	37%	37%	37%	33%	36%	35%	37%	36%	39%	39%	39%

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Absolutes/col percents

Table 22

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	3180	1718	1462	211	362	449	578	573	1007	954	888	640	698	805	893	715	502	265	356	1222
	39%	44%	36%	22%	28%	29%	42%	47%	60%	44%	38%	38%	38%	39%	42%	35%	43%	38%	32%	36%
Don't know	497	104	392	129	143	112	68	26	19	76	166	106	149	141	128	135	66	27	74	248
	6%	3%	10%	13%	11%	7%	5%	2%	1%	3%	7%	6%	8%	7%	6%	7%	6%	4%	7%	7%
Mean	4.34	4.21	4.47	5.11	4.97	4.99	4.30	3.96	3.28	4.10	4.35	4.45	4.52	4.39	4.16	4.61	4.03	4.47	4.99	4.47
Standard deviation	3.10	3.15	3.04	2.65	2.87	3.02	3.19	3.18	3.04	2.99	3.05	3.12	3.25	3.08	3.10	3.13	3.07	3.01	3.01	3.01
Standard error	0.04	0.05	0.05	0.11	0.09	0.08	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.07	0.07	0.07	0.09	0.11	0.10	0.06

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Absolutes/col percents

Table 22

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Labour Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Very positive												
(10)	392 5%	8 *	360 16%	1 *	4 *	16 1%	263 15%	50 4%	8 1%	8 1%	-	1 *
(9)	417 5%	14 1%	356 16%	6 1%	7 1%	30 1%	249 14%	63 4%	11 1%	19 2%	3 1%	* *
(8)	649 8%	18 1%	514 23%	23 5%	28 2%	40 2%	339 19%	111 8%	11 1%	29 4%	7 2%	16 6%
(7)	716 9%	54 3%	434 20%	38 9%	51 4%	52 2%	295 17%	153 11%	24 2%	28 3%	30 7%	24 9%
(6)	636 8%	119 7%	193 9%	47 11%	59 5%	105 5%	150 9%	133 9%	66 5%	39 5%	52 12%	42 16%
(5)	899 11%	171 9%	165 7%	73 17%	101 9%	171 8%	148 8%	178 13%	100 7%	71 9%	71 16%	50 19%
(4)	668 8%	189 10%	70 3%	68 15%	88 8%	194 9%	82 5%	175 12%	134 10%	60 7%	55 12%	26 10%
(3)	651 8%	240 13%	26 1%	60 14%	99 9%	250 12%	56 3%	143 10%	175 13%	75 9%	65 14%	23 9%
(2)	689 9%	254 14%	20 1%	42 10%	149 13%	296 14%	48 3%	130 9%	199 15%	97 12%	56 12%	29 11%
(1)	613 8%	247 14%	8 *	33 8%	156 13%	308 14%	34 2%	104 7%	211 16%	97 12%	36 8%	27 10%
Very negative												
(0)	1227 15%	457 25%	5 *	40 9%	396 34%	661 31%	44 2%	137 10%	388 29%	273 34%	69 15%	22 8%
NET: 8-10	1458 18%	39 2%	1231 56%	31 7%	39 3%	87 4%	851 49%	223 16%	29 2%	57 7%	10 2%	17 7%
NET: 4-7	2918 36%	533 29%	862 39%	227 51%	299 26%	523 24%	675 39%	639 46%	325 24%	198 24%	208 46%	142 54%

Lord Ashcroft

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Absolutes/col percents

Table 22

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Labour Party

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3180	1199	59	176	800	1514	183	514	973	541	226	100
	39%	66%	3%	40%	69%	70%	10%	37%	72%	67%	50%	38%
Don't know	497	36	47	9	25	40	45	27	28	12	8	6
	6%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%
Mean	4.34	2.55	7.60	4.02	2.33	2.37	6.97	4.51	2.26	2.55	3.43	4.11
Standard deviation	3.10	2.27	1.85	2.33	2.45	2.40	2.50	2.78	2.19	2.69	2.28	2.37
Standard error	0.04	0.05	0.04	0.11	0.07	0.05	0.06	0.08	0.06	0.09	0.11	0.16

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Absolutes/col percents

Table 23

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	72	43	29	4	16	22	12	12	6	18	22	13	19	32	15	13	8	4	21	30
		1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
	(9)	132	71	62	13	31	31	13	20	25	41	45	16	31	38	30	33	21	11	31	56
		2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%
	(8)	282	137	146	28	57	66	33	44	54	102	86	50	45	72	85	54	49	22	47	128
		4%	3%	4%	3%	4%	4%	2%	4%	3%	5%	4%	3%	2%	4%	4%	3%	4%	3%	4%	4%
	(7)	476	229	247	87	96	92	59	63	79	161	141	92	82	125	129	107	74	40	82	211
		6%	6%	6%	9%	7%	6%	4%	5%	5%	7%	6%	5%	4%	6%	6%	5%	6%	6%	7%	6%
	(6)	618	284	334	87	118	117	92	91	114	181	197	126	114	169	177	149	84	40	88	281
		8%	7%	8%	9%	9%	8%	7%	7%	7%	8%	8%	7%	6%	8%	8%	7%	7%	6%	8%	8%
	(5)	1045	482	563	139	191	254	169	115	177	274	329	203	238	268	302	222	162	91	119	515
		13%	12%	14%	14%	15%	17%	12%	10%	10%	13%	14%	12%	13%	13%	14%	11%	14%	13%	11%	15%
	(4)	772	399	373	123	119	131	141	92	166	225	247	161	139	191	193	204	109	74	110	351
		10%	10%	9%	13%	9%	9%	10%	8%	10%	10%	11%	10%	8%	9%	9%	10%	9%	11%	10%	10%
	(3)	785	403	382	96	132	150	141	113	152	233	217	164	170	201	215	185	96	87	120	317
		10%	10%	9%	10%	10%	10%	10%	9%	9%	11%	9%	10%	9%	10%	10%	9%	8%	13%	11%	9%
	(2)	754	378	376	66	108	131	127	133	190	221	174	186	173	201	178	206	115	55	113	284
		9%	10%	9%	7%	8%	9%	9%	11%	11%	10%	7%	11%	9%	10%	8%	10%	10%	8%	10%	8%
	(1)	754	430	323	64	65	132	154	146	193	231	200	156	167	187	182	207	113	65	95	304
		9%	11%	8%	7%	5%	9%	11%	12%	11%	11%	9%	9%	9%	9%	9%	10%	10%	9%	9%	9%
Very negative	(0)	1775	966	810	111	199	266	347	344	509	406	483	395	492	397	466	486	249	177	196	644
		22%	24%	20%	11%	15%	17%	25%	28%	30%	19%	21%	23%	27%	19%	22%	24%	21%	25%	18%	19%
NET: 8-10		487	250	237	45	104	119	58	76	85	160	154	79	95	143	130	100	78	36	100	214
		6%	6%	6%	5%	8%	8%	4%	6%	5%	7%	7%	5%	5%	7%	6%	5%	7%	5%	9%	6%
NET: 4-7		2910	1394	1517	435	525	594	460	360	536	842	913	582	573	753	801	681	430	245	398	1357
		36%	35%	37%	45%	41%	39%	34%	30%	32%	39%	39%	34%	31%	37%	38%	34%	37%	35%	36%	40%

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Absolutes/col percents

Table 23

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Liberal Democrats

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	4067	2176	1891	337	504	678	769	736	1045	1090	1074	902	1001	986	1041	1084	573	384	524	1549
	51%	55%	46%	35%	39%	44%	56%	61%	62%	50%	46%	53%	54%	48%	49%	54%	49%	55%	47%	45%
Don't know	588	126	462	150	156	139	82	37	25	83	194	129	183	165	153	155	80	34	82	285
	7%	3%	11%	15%	12%	9%	6%	3%	1%	4%	8%	8%	10%	8%	7%	8%	7%	5%	7%	8%
Mean	3.23	3.11	3.37	3.89	3.88	3.60	2.88	2.84	2.72	3.45	3.42	3.04	2.91	3.42	3.31	3.00	3.30	3.03	3.60	3.46
Standard deviation	2.66	2.68	2.64	2.44	2.68	2.69	2.54	2.70	2.59	2.66	2.68	2.58	2.67	2.70	2.66	2.61	2.69	2.59	2.78	2.63
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.08	0.06	0.06	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.10	0.09	0.05

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Absolutes/col percents

Table 23

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Liberal Democrats

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	72 1%	12 1%	5 *	40 9%	3 *	13 1%	10 1%	39 3%	11 1%	2 *	1 *	- -
	(9)	132 2%	17 1%	35 2%	57 13%	3 *	20 1%	30 2%	61 4%	12 1%	8 1%	5 1%	7 3%
	(8)	282 4%	50 3%	55 2%	123 28%	12 1%	51 2%	37 2%	136 10%	31 2%	19 2%	18 4%	15 6%
	(7)	476 6%	125 7%	149 7%	93 21%	14 1%	103 5%	105 6%	150 11%	87 6%	16 2%	37 8%	28 10%
	(6)	618 8%	212 12%	168 8%	55 12%	27 2%	185 9%	86 5%	166 12%	155 11%	30 4%	57 13%	34 13%
	(5)	1045 13%	276 15%	310 14%	35 8%	84 7%	269 12%	220 13%	185 13%	198 15%	71 9%	78 17%	55 21%
	(4)	772 10%	231 13%	234 11%	18 4%	74 6%	239 11%	175 10%	117 8%	171 13%	68 8%	61 13%	26 10%
	(3)	785 10%	193 11%	239 11%	9 2%	85 7%	224 10%	178 10%	124 9%	147 11%	77 10%	47 10%	34 13%
	(2)	754 9%	206 11%	212 10%	2 *	127 11%	230 11%	173 10%	114 8%	150 11%	80 10%	56 12%	15 6%
	(1)	754 9%	156 9%	219 10%	1 *	183 16%	235 11%	198 11%	85 6%	126 9%	109 13%	30 7%	22 8%
Very negative	(0)	1775 22%	282 16%	494 22%	2 1%	522 45%	549 25%	474 27%	203 14%	235 17%	315 39%	47 10%	22 8%
NET: 8-10		487 6%	79 4%	95 4%	221 50%	18 2%	83 4%	78 4%	237 17%	55 4%	28 3%	24 5%	23 8%
NET: 4-7		2910 36%	844 47%	861 39%	202 46%	199 17%	796 37%	586 33%	618 44%	611 45%	185 23%	233 52%	142 53%

Lord Ashcroft

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Absolutes/col percents

Table 23

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The Liberal Democrats

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	4067	837	1164	13	916	1238	1023	525	658	580	180	92
	51%	46%	53%	3%	79%	57%	58%	37%	49%	72%	40%	35%
Don't know	588	47	79	6	31	47	68	23	31	15	15	9
	7%	3%	4%	1%	3%	2%	4%	2%	2%	2%	3%	3%
Mean	3.23	3.56	3.16	7.26	1.61	2.93	2.85	4.46	3.44	2.08	3.94	4.34
Standard deviation	2.66	2.44	2.55	1.77	2.06	2.51	2.58	2.90	2.46	2.35	2.34	2.40
Standard error	0.03	0.06	0.06	0.09	0.06	0.05	0.07	0.08	0.07	0.08	0.12	0.16

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Absolutes/col percents

Table 24

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
Very positive	(10)	433	260	174	31	40	64	79	92	127	87	98	123	125	122	126	112	60	13	32	173
		5%	7%	4%	3%	3%	4%	6%	8%	8%	4%	4%	7%	7%	6%	6%	5%	2%	3%	5%	
	(9)	395	224	171	30	50	70	76	78	91	88	116	83	108	96	115	106	62	16	66	160
		5%	6%	4%	3%	4%	5%	6%	6%	5%	4%	5%	5%	6%	5%	5%	5%	2%	6%	5%	
	(8)	602	332	269	49	102	104	97	110	141	164	139	169	130	142	169	172	101	18	78	268
		7%	8%	7%	5%	8%	7%	7%	9%	8%	8%	6%	10%	7%	7%	8%	9%	3%	7%	8%	
	(7)	555	284	270	55	76	102	112	94	116	146	147	126	136	140	179	119	78	39	70	248
		7%	7%	7%	6%	6%	7%	8%	8%	7%	7%	6%	7%	7%	7%	8%	6%	7%	6%	6%	7%
	(6)	534	275	259	59	73	94	97	95	115	140	141	124	128	132	140	142	84	35	76	238
		7%	7%	6%	6%	6%	6%	7%	8%	7%	6%	6%	7%	7%	6%	7%	7%	5%	7%	7%	
	(5)	737	371	366	84	119	163	134	87	148	170	233	150	184	171	204	202	121	39	83	350
		9%	9%	9%	9%	9%	11%	10%	7%	9%	8%	10%	9%	10%	8%	10%	10%	10%	6%	7%	10%
	(4)	436	218	219	50	60	90	74	63	99	113	113	102	107	115	115	110	56	40	56	191
		5%	6%	5%	5%	5%	6%	5%	5%	6%	5%	5%	6%	6%	6%	5%	5%	5%	6%	5%	6%
	(3)	453	237	216	38	55	92	88	70	110	126	142	75	110	115	122	113	56	47	50	196
		6%	6%	5%	4%	4%	6%	6%	6%	7%	6%	6%	4%	6%	6%	6%	6%	5%	7%	4%	6%
	(2)	479	239	240	52	82	86	76	68	115	151	173	63	92	127	117	119	67	48	77	183
		6%	6%	6%	5%	6%	6%	6%	6%	7%	7%	7%	4%	5%	6%	6%	6%	6%	7%	7%	5%
	(1)	592	301	291	80	81	104	85	95	146	204	145	126	116	158	170	136	80	49	89	218
		7%	8%	7%	8%	6%	7%	6%	8%	9%	9%	6%	7%	6%	8%	8%	7%	7%	7%	8%	6%
Very negative	(0)	2227	1058	1169	298	386	413	361	319	449	692	692	405	437	567	512	520	312	316	331	872
		28%	27%	28%	31%	30%	27%	26%	26%	27%	32%	30%	24%	24%	28%	24%	26%	27%	45%	30%	26%
NET: 8-10		1430	816	614	110	192	238	251	279	359	339	353	375	363	360	410	390	223	47	176	601
		18%	21%	15%	11%	15%	16%	18%	23%	21%	16%	15%	22%	20%	18%	19%	19%	19%	7%	16%	18%
NET: 4-7		2261	1147	1114	248	328	450	417	339	478	569	634	503	555	558	637	574	338	154	285	1027
		28%	29%	27%	26%	25%	29%	30%	28%	28%	26%	27%	30%	30%	27%	30%	28%	29%	22%	26%	30%

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Absolutes/col percents

Table 24

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

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
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: 0-3	3750	1835	1915	468	603	696	611	552	821	1173	1153	670	755	966	921	888	515	460	546	1469
	47%	46%	47%	48%	47%	45%	45%	46%	49%	54%	49%	40%	41%	47%	43%	44%	44%	66%	49%	43%
Don't know	612	148	464	140	165	147	90	38	31	93	196	143	179	162	157	169	85	39	97	308
	8%	4%	11%	15%	13%	10%	7%	3%	2%	4%	8%	8%	10%	8%	7%	8%	7%	6%	9%	9%
Mean	3.78	3.98	3.57	3.19	3.45	3.69	3.97	4.15	3.96	3.38	3.53	4.26	4.16	3.75	4.06	3.94	3.92	2.34	3.49	3.93
Standard deviation	3.40	3.45	3.33	3.24	3.32	3.30	3.40	3.53	3.46	3.31	3.32	3.49	3.43	3.42	3.40	3.40	3.41	2.91	3.35	3.36
Standard error	0.04	0.06	0.05	0.13	0.10	0.09	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.08	0.08	0.08	0.10	0.11	0.11	0.06

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Table 24

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The UK Independence Party (UKIP)

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Very positive	(10)	433 5%	27 2%	15 1%	3 1%	343 30%	175 8%	48 3%	55 4%	25 2%	150 19%	3 1%	5 2%
	(9)	395 5%	35 2%	67 3%	4 1%	260 22%	130 6%	70 4%	67 5%	29 2%	101 12%	6 1%	11 4%
	(8)	602 7%	100 6%	82 4%	26 6%	275 24%	220 10%	107 6%	99 7%	77 6%	143 18%	22 5%	18 7%
	(7)	555 7%	149 8%	124 6%	29 6%	137 12%	209 10%	111 6%	63 4%	121 9%	88 11%	28 6%	11 4%
	(6)	534 7%	184 10%	127 6%	24 6%	58 5%	191 9%	108 6%	85 6%	144 11%	47 6%	40 9%	9 4%
	(5)	737 9%	228 13%	196 9%	35 8%	55 5%	234 11%	150 9%	93 7%	172 13%	62 8%	55 12%	41 15%
	(4)	436 5%	161 9%	134 6%	14 3%	8 1%	152 7%	80 5%	68 5%	124 9%	27 3%	37 8%	18 7%
	(3)	453 6%	165 9%	135 6%	22 5%	3 *	144 7%	98 6%	70 5%	121 9%	22 3%	43 10%	16 6%
	(2)	479 6%	167 9%	140 6%	38 9%	2 *	145 7%	105 6%	97 7%	120 9%	26 3%	47 10%	17 7%
	(1)	592 7%	149 8%	203 9%	43 10%	4 *	138 6%	141 8%	145 10%	108 8%	30 4%	41 9%	28 11%
Very negative	(0)	2227 28%	384 21%	869 39%	187 42%	3 *	362 17%	652 37%	522 37%	267 20%	95 12%	117 26%	83 31%
NET: 8-10		1430 18%	162 9%	163 7%	33 8%	878 75%	525 24%	225 13%	222 16%	131 10%	394 49%	31 7%	34 13%
NET: 4-7		2261 28%	722 40%	581 26%	102 23%	258 22%	786 36%	448 26%	308 22%	561 41%	225 28%	161 35%	79 30%

Lord Ashcroft

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Absolutes/col percents

Table 24

Q.10 Please can you rate the following people or parties by how positively or negatively you feel towards them where 0 means you feel very negatively indeed towards them and 10 means you feel very positively towards them.

The UK Independence Party (UKIP)

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: 0-3	3750 47%	865 48%	1346 61%	291 66%	13 1%	790 37%	994 57%	834 59%	617 46%	173 21%	248 55%	145 55%
Don't know	612 8%	58 3%	109 5%	16 4%	16 1%	62 3%	86 5%	39 3%	46 3%	17 2%	12 3%	8 3%
Mean	3.78	3.60	2.60	2.44	8.36	4.73	3.06	3.07	3.75	6.34	3.16	3.14
Standard deviation	3.40	2.81	2.91	2.89	1.62	3.28	3.24	3.34	2.83	3.34	2.72	3.05
Standard error	0.04	0.07	0.06	0.14	0.05	0.07	0.08	0.09	0.08	0.12	0.13	0.21

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Table 25

Q.11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
David Cameron and George Osborne	4737	2389	2348	542	713	809	751	704	1217	1416	1436	981	904	1285	1319	1117	696	320	574	2110
	59%	61%	57%	56%	55%	53%	55%	58%	72%	65%	62%	58%	49%	63%	62%	55%	60%	46%	52%	62%
Ed Miliband and Ed Balls	3316	1557	1759	425	576	721	618	504	473	759	899	710	948	762	806	904	465	379	531	1296
	41%	39%	43%	44%	45%	47%	45%	42%	28%	35%	38%	42%	51%	37%	38%	45%	40%	54%	48%	38%

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Absolutes/col percents

Table 25

Q.11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
David Cameron and George Osborne	4737 59%	1797 99%	354 16%	304 69%	844 73%	2021 93%	407 23%	742 53%	1348 99%	673 83%	449 99%	225 85%
Ed Miliband and Ed Balls	3316 41%	10 1%	1845 84%	139 31%	320 27%	142 7%	1347 77%	661 47%	7 1%	136 17%	3 1%	41 15%

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Absolutes/col percents

Table 26

Q.12a Which of the following do you think is the most important issue facing Britain as a whole?

Base: All answering

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Controlling immigration	1909	910	998	123	214	347	401	349	474	350	497	513	549	465	552	505	277	111	207	790
	29%	28%	30%	16%	21%	28%	36%	38%	32%	20%	26%	37%	36%	28%	31%	31%	29%	19%	24%	29%
Getting the economy growing and creating jobs	1598	871	727	179	193	287	296	224	419	506	483	307	302	382	400	376	236	204	184	675
	24%	27%	22%	23%	18%	23%	27%	24%	28%	29%	25%	22%	20%	23%	23%	23%	25%	34%	22%	25%
Tackling the cost of living	882	378	504	166	240	213	127	66	70	205	265	163	250	218	227	232	116	89	146	401
	13%	12%	15%	21%	23%	17%	12%	7%	5%	12%	14%	12%	16%	13%	13%	14%	12%	15%	17%	15%
Cutting the deficit and the debt	500	328	172	42	74	71	68	49	196	199	134	81	87	113	139	115	83	50	49	178
	8%	10%	5%	5%	7%	6%	6%	5%	13%	11%	7%	6%	6%	7%	8%	7%	9%	8%	6%	7%
Improving the NHS	441	191	250	87	80	73	63	52	85	116	137	75	113	125	93	96	79	48	56	151
	7%	6%	8%	11%	8%	6%	6%	6%	6%	7%	7%	5%	7%	8%	5%	6%	8%	8%	7%	6%
Introduce practical policies that would work in the long run	404	181	223	35	62	56	63	83	105	130	128	69	77	112	96	105	51	40	59	132
	6%	6%	7%	5%	6%	5%	6%	9%	7%	7%	7%	5%	5%	7%	5%	7%	5%	7%	7%	5%
Reforming welfare to cut benefit dependency	293	111	183	43	70	67	37	35	41	86	113	58	36	67	101	59	40	27	54	150
	4%	3%	6%	6%	7%	5%	3%	4%	3%	5%	6%	4%	2%	4%	6%	4%	4%	5%	6%	6%
Defending Britain's interests in Europe	182	105	77	18	17	27	18	38	63	57	47	40	38	55	55	38	26	8	24	73
	3%	3%	2%	2%	2%	2%	2%	4%	4%	3%	2%	3%	2%	3%	3%	2%	3%	1%	3%	3%
Dealing with crime	145	83	62	45	41	32	9	9	8	36	51	31	27	53	32	45	12	3	28	86
	2%	3%	2%	6%	4%	3%	1%	1%	1%	2%	3%	2%	2%	3%	2%	3%	1%	1%	3%	3%
Protecting the environment	112	57	55	23	23	25	12	17	11	35	34	20	23	25	41	15	21	9	23	41
	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	3%	2%
Improving schools	102	46	56	19	31	36	4	6	6	28	33	20	21	32	29	23	10	8	18	50
	2%	1%	2%	2%	3%	3%	*	1%	*	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%

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Absolutes/col percents

Table 26

Q.12a Which of the following do you think is the most important issue facing Britain as a whole?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Controlling immigration	1909 29%	394 27%	326 18%	51 15%	634 65%	637 36%	347 24%	234 20%	313 28%	323 51%	81 23%	60 27%
Getting the economy growing and creating jobs	1598 24%	418 28%	502 28%	123 36%	88 9%	423 24%	371 26%	339 29%	303 27%	120 19%	115 32%	62 28%
Tackling the cost of living	882 13%	76 5%	369 21%	39 11%	67 7%	89 5%	249 17%	189 16%	53 5%	36 6%	23 6%	25 11%
Cutting the deficit and the debt	500 8%	264 18%	59 3%	36 10%	45 5%	250 14%	55 4%	82 7%	203 18%	47 7%	62 17%	21 9%
Improving the NHS	441 7%	48 3%	190 11%	20 6%	20 2%	51 3%	142 10%	78 7%	34 3%	17 3%	14 4%	13 6%
Introduce practical policies that would work in the long run	404 6%	80 5%	135 8%	29 9%	18 2%	83 5%	105 7%	106 9%	58 5%	25 4%	23 6%	15 7%
Reforming welfare to cut benefit dependency	293 4%	99 7%	45 3%	13 4%	31 3%	99 6%	41 3%	43 4%	75 7%	24 4%	24 7%	16 7%
Defending Britain's interests in Europe	182 3%	61 4%	27 2%	9 3%	54 6%	85 5%	24 2%	25 2%	56 5%	29 4%	5 2%	2 1%
Dealing with crime	145 2%	15 1%	55 3%	9 3%	5 1%	19 1%	45 3%	14 1%	12 1%	8 1%	4 1%	5 2%
Protecting the environment	112 2%	7 *	29 2%	7 2%	4 *	10 1%	18 1%	31 3%	5 *	5 1%	3 1%	3 1%
Improving schools	102 2%	11 1%	44 2%	7 2%	5 1%	13 1%	27 2%	26 2%	9 1%	4 1%	2 1%	2 1%

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Absolutes/col percents

Table 27

Q.12a Which of the following do you think is the second most important issue facing Britain as a whole?

Base: All answering

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Getting the economy growing and creating jobs	1237 19%	634 19%	603 18%	142 18%	210 20%	218 18%	226 21%	154 17%	288 19%	356 20%	364 19%	249 18%	268 18%	308 19%	308 17%	304 19%	196 21%	121 20%	173 20%	512 19%
Tackling the cost of living	963 15%	440 13%	523 16%	148 19%	212 20%	216 17%	182 17%	116 13%	88 6%	197 11%	271 14%	226 16%	270 18%	224 14%	256 15%	227 14%	150 16%	106 18%	159 19%	430 16%
Improving the NHS	904 14%	417 13%	487 15%	104 13%	139 13%	169 14%	140 13%	124 13%	228 15%	218 12%	234 12%	198 14%	254 17%	231 14%	226 13%	208 13%	130 14%	110 18%	89 11%	355 13%
Controlling immigration	836 13%	387 12%	449 14%	111 14%	121 12%	153 12%	132 12%	123 13%	196 13%	180 10%	229 12%	202 15%	226 15%	198 12%	260 15%	218 14%	116 12%	44 7%	105 12%	325 12%
Cutting the deficit and the debt	634 10%	400 12%	234 7%	69 9%	82 8%	105 8%	95 9%	99 11%	185 12%	228 13%	204 11%	105 8%	98 6%	170 10%	167 9%	150 9%	81 9%	66 11%	76 9%	271 10%
Reforming welfare to cut benefit dependency	608 9%	274 8%	334 10%	68 9%	85 8%	123 10%	91 8%	89 10%	152 10%	181 10%	195 10%	129 9%	103 7%	152 9%	172 10%	158 10%	82 9%	44 7%	86 10%	277 10%
Defending Britain's interests in Europe	489 7%	292 9%	197 6%	21 3%	42 4%	71 6%	79 7%	109 12%	167 11%	124 7%	155 8%	115 8%	96 6%	116 7%	132 7%	144 9%	76 8%	22 4%	30 3%	194 7%
Introduce practical policies that would work in the long run	329 5%	159 5%	170 5%	26 3%	41 4%	57 5%	57 5%	55 6%	93 6%	111 6%	98 5%	54 4%	66 4%	91 6%	90 5%	71 4%	42 4%	36 6%	44 5%	117 4%
Dealing with crime	238 4%	118 4%	120 4%	30 4%	41 4%	52 4%	46 4%	31 3%	39 3%	39 2%	75 4%	55 4%	68 4%	68 4%	69 4%	53 3%	31 3%	17 3%	39 5%	102 4%
Improving schools	215 3%	94 3%	120 4%	39 5%	53 5%	51 4%	32 3%	17 2%	23 2%	75 4%	60 3%	31 2%	49 3%	56 3%	65 4%	53 3%	24 3%	16 3%	32 4%	95 3%
Protecting the environment	114 2%	46 1%	68 2%	24 3%	18 2%	19 2%	20 2%	12 1%	21 1%	40 2%	37 2%	14 1%	23 2%	33 2%	20 1%	24 2%	23 2%	14 2%	16 2%	49 2%

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Absolutes/col percents

Table 27

Q.12a Which of the following do you think is the second most important issue facing Britain as a whole?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Getting the economy growing and creating jobs	1237 19%	340 23%	349 20%	62 18%	147 15%	363 21%	282 20%	235 20%	262 23%	101 16%	77 22%	47 21%
Tackling the cost of living	963 15%	91 6%	358 20%	40 12%	117 12%	133 8%	279 20%	161 14%	62 6%	71 11%	29 8%	27 12%
Improving the NHS	904 14%	121 8%	314 18%	53 15%	127 13%	165 9%	245 17%	183 16%	107 10%	58 9%	14 4%	29 13%
Controlling immigration	836 13%	205 14%	213 12%	31 9%	149 15%	254 14%	168 12%	122 10%	161 14%	93 15%	45 13%	29 13%
Cutting the deficit and the debt	634 10%	236 16%	115 6%	40 12%	67 7%	231 13%	98 7%	112 10%	171 15%	60 9%	64 18%	27 12%
Reforming welfare to cut benefit dependency	608 9%	205 14%	101 6%	38 11%	99 10%	226 13%	85 6%	86 7%	153 14%	74 12%	52 15%	30 13%
Defending Britain's interests in Europe	489 7%	156 11%	55 3%	14 4%	180 19%	224 13%	73 5%	65 6%	116 10%	108 17%	40 11%	8 4%
Introduce practical policies that would work in the long run	329 5%	62 4%	99 6%	30 9%	26 3%	79 5%	66 5%	91 8%	47 4%	32 5%	15 4%	9 4%
Dealing with crime	238 4%	29 2%	68 4%	10 3%	50 5%	46 3%	62 4%	30 3%	21 2%	25 4%	8 2%	13 6%
Improving schools	215 3%	20 1%	81 5%	12 4%	5 1%	25 1%	47 3%	48 4%	13 1%	12 2%	7 2%	3 1%
Protecting the environment	114 2%	10 1%	28 2%	12 4%	4 *	11 1%	20 1%	33 3%	6 1%	5 1%	4 1%	3 1%

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Absolutes/col percents

Table 28

Q.12a Which of the following do you think is the third most important issue facing Britain as a whole?**Base: All answering**

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Improving the NHS	988	474	513	97	161	195	192	160	184	246	284	220	238	246	251	257	130	103	144	377
	15%	15%	16%	12%	15%	16%	17%	17%	12%	14%	15%	16%	16%	15%	14%	16%	14%	17%	17%	14%
Getting the economy growing and creating jobs	951	451	500	98	167	192	141	154	199	201	276	232	242	252	242	230	146	81	118	414
	14%	14%	15%	13%	16%	16%	13%	17%	13%	11%	14%	17%	16%	15%	14%	14%	15%	14%	14%	15%
Tackling the cost of living	823	349	474	142	114	172	155	127	113	167	229	191	236	194	192	231	116	90	111	353
	13%	11%	14%	18%	11%	14%	14%	14%	8%	10%	12%	14%	16%	12%	11%	14%	12%	15%	13%	13%
Reforming welfare to cut benefit dependency	668	335	334	50	96	128	117	79	200	227	211	135	95	167	185	154	108	55	94	304
	10%	10%	10%	6%	9%	10%	11%	8%	14%	13%	11%	10%	6%	10%	10%	10%	11%	9%	11%	11%
Controlling immigration	648	300	347	78	103	103	103	86	175	175	209	118	146	167	178	155	93	55	71	264
	10%	9%	11%	10%	10%	8%	9%	9%	12%	10%	11%	9%	10%	10%	10%	10%	10%	9%	8%	10%
Cutting the deficit and the debt	569	342	227	66	100	88	89	59	167	164	167	118	119	129	165	129	80	66	64	253
	9%	10%	7%	8%	10%	7%	8%	6%	11%	9%	9%	9%	8%	8%	9%	8%	8%	11%	7%	9%
Defending Britain's interests in Europe	531	319	211	39	69	81	79	88	175	169	153	91	118	131	159	143	75	23	65	205
	8%	10%	6%	5%	7%	7%	7%	9%	12%	10%	8%	7%	8%	8%	9%	9%	8%	4%	8%	8%
Introduce practical policies that would work in the long run	517	268	250	46	82	84	104	72	129	154	157	98	108	119	134	126	85	54	72	195
	8%	8%	8%	6%	8%	7%	9%	8%	9%	9%	8%	7%	7%	7%	8%	8%	9%	9%	9%	7%
Dealing with crime	346	158	187	58	60	77	38	55	58	81	90	70	105	89	115	79	40	22	39	148
	5%	5%	6%	7%	6%	6%	3%	6%	4%	5%	5%	5%	7%	5%	7%	5%	4%	4%	5%	5%
Improving schools	308	143	165	63	54	71	51	25	43	98	94	49	67	90	76	68	45	29	41	116
	5%	4%	5%	8%	5%	6%	5%	3%	3%	6%	5%	4%	4%	5%	4%	4%	5%	5%	5%	4%
Protecting the environment	221	122	99	45	39	44	32	25	36	67	52	55	47	62	68	38	33	19	29	98
	3%	4%	3%	6%	4%	4%	3%	3%	2%	4%	3%	4%	3%	4%	4%	2%	3%	3%	3%	4%

Blueprint Phase 5

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Absolutes/col percents

Table 28

Q.12a Which of the following do you think is the third most important issue facing Britain as a whole?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Improving the NHS	988	151	338	57	129	180	272	217	105	75	46	28
	15%	10%	19%	17%	13%	10%	19%	19%	9%	12%	13%	13%
Getting the economy growing and creating jobs	951	180	263	40	167	244	219	141	144	100	36	35
	14%	12%	15%	12%	17%	14%	15%	12%	13%	16%	10%	15%
Tackling the cost of living	823	103	287	42	112	125	205	145	69	56	34	24
	13%	7%	16%	12%	12%	7%	14%	12%	6%	9%	10%	11%
Reforming welfare to cut benefit dependency	668	233	107	29	133	279	91	112	184	94	48	32
	10%	16%	6%	8%	14%	16%	6%	10%	16%	15%	14%	14%
Controlling immigration	648	203	174	34	69	216	128	115	153	63	50	20
	10%	14%	10%	10%	7%	12%	9%	10%	14%	10%	14%	9%
Cutting the deficit and the debt	569	163	128	29	85	207	100	104	135	72	28	22
	9%	11%	7%	9%	9%	12%	7%	9%	12%	11%	8%	10%
Defending Britain's interests in Europe	531	180	90	24	128	224	98	74	150	74	29	25
	8%	12%	5%	7%	13%	13%	7%	6%	13%	12%	8%	11%
Introduce practical policies that would work in the long run	517	113	137	22	60	115	114	113	75	40	38	16
	8%	8%	8%	7%	6%	7%	8%	10%	7%	6%	11%	7%
Dealing with crime	346	80	85	15	52	89	63	34	53	36	27	4
	5%	5%	5%	4%	5%	5%	4%	3%	5%	6%	8%	2%
Improving schools	308	48	100	29	23	52	82	60	34	18	14	10
	5%	3%	6%	8%	2%	3%	6%	5%	3%	3%	4%	5%
Protecting the environment	221	20	73	23	13	29	52	51	15	13	4	8
	3%	1%	4%	7%	1%	2%	4%	4%	1%	2%	1%	4%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 29

Q.12a Which of the following do you think are the top three most important issue facing Britain as a whole?

Base: All answering

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Getting the economy growing and creating jobs	3786 58%	1956 60%	1830 55%	420 54%	569 54%	696 56%	662 60%	532 57%	907 61%	1063 61%	1123 58%	788 57%	813 53%	943 57%	951 54%	910 57%	577 61%	406 68%	474 56%	1601 59%
Controlling immigration	3392 52%	1597 49%	1795 54%	312 40%	438 42%	604 49%	635 58%	558 60%	845 57%	704 40%	934 49%	832 60%	922 61%	830 50%	990 56%	877 54%	486 51%	210 35%	384 45%	1379 51%
Tackling the cost of living	2668 41%	1167 36%	1501 45%	457 58%	566 54%	601 49%	464 42%	309 33%	271 18%	568 33%	765 40%	579 42%	756 50%	636 39%	674 38%	690 43%	383 40%	285 48%	416 49%	1184 43%
Improving the NHS	2333 36%	1082 33%	1251 38%	288 37%	380 36%	437 35%	395 36%	336 36%	497 34%	580 33%	655 34%	493 36%	605 40%	602 37%	570 32%	561 35%	339 36%	261 44%	289 34%	883 32%
Cutting the deficit and the debt	1703 26%	1071 33%	633 19%	177 23%	256 25%	263 21%	252 23%	206 22%	548 37%	591 34%	505 26%	304 22%	304 20%	412 25%	470 27%	395 25%	244 26%	182 31%	189 22%	702 26%
Reforming welfare to cut benefit dependency	1569 24%	719 22%	850 26%	161 21%	251 24%	317 26%	245 22%	203 22%	392 27%	493 28%	519 27%	323 23%	235 15%	385 23%	458 26%	371 23%	230 24%	126 21%	234 28%	731 27%
Introduce practical policies that would work in the long run	1250 19%	608 19%	643 19%	107 14%	185 18%	197 16%	224 20%	210 23%	327 22%	395 23%	383 20%	221 16%	250 16%	321 20%	320 18%	302 19%	178 19%	129 22%	176 21%	445 16%
Defending Britain's interests in Europe	1202 18%	716 22%	486 15%	78 10%	128 12%	179 14%	176 16%	235 25%	405 27%	350 20%	355 18%	246 18%	251 17%	302 18%	346 20%	325 20%	176 19%	53 9%	118 14%	472 17%
Dealing with crime	728 11%	359 11%	369 11%	133 17%	142 14%	161 13%	93 8%	96 10%	105 7%	156 9%	216 11%	157 11%	200 13%	210 13%	216 12%	177 11%	82 9%	42 7%	106 13%	336 12%
Improving schools	624 10%	283 9%	341 10%	122 16%	138 13%	158 13%	87 8%	48 5%	71 5%	200 11%	187 10%	100 7%	137 9%	178 11%	170 10%	144 9%	80 8%	53 9%	91 11%	261 10%
Protecting the environment	447 7%	225 7%	222 7%	93 12%	80 8%	87 7%	64 6%	54 6%	68 5%	143 8%	123 6%	89 6%	93 6%	121 7%	130 7%	77 5%	76 8%	43 7%	68 8%	188 7%

Blueprint Phase 5

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Absolutes/col percents

Table 29

Q.12a Which of the following do you think are the top three most important issue facing Britain as a whole?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Getting the economy growing and creating jobs	3786 58%	938 64%	1113 63%	225 66%	401 41%	1030 59%	873 61%	715 61%	709 63%	321 50%	228 64%	144 64%
Controlling immigration	3392 52%	802 54%	713 40%	116 34%	852 88%	1106 63%	643 45%	471 40%	627 56%	480 75%	175 49%	110 49%
Tackling the cost of living	2668 41%	270 18%	1013 57%	121 35%	295 30%	347 20%	733 51%	494 42%	185 17%	162 25%	86 24%	76 34%
Improving the NHS	2333 36%	320 22%	842 47%	129 38%	277 28%	395 22%	658 46%	478 41%	245 22%	149 23%	74 21%	70 31%
Cutting the deficit and the debt	1703 26%	663 45%	302 17%	106 31%	197 20%	688 39%	253 18%	298 26%	509 46%	179 28%	154 43%	70 31%
Reforming welfare to cut benefit dependency	1569 24%	536 36%	253 14%	81 23%	263 27%	604 34%	218 15%	242 21%	412 37%	192 30%	124 35%	78 34%
Introduce practical policies that would work in the long run	1250 19%	256 17%	371 21%	82 24%	103 11%	277 16%	285 20%	310 27%	180 16%	97 15%	76 21%	40 18%
Defending Britain's interests in Europe	1202 18%	397 27%	172 10%	46 13%	363 37%	533 30%	196 14%	164 14%	322 29%	211 33%	75 21%	36 16%
Dealing with crime	728 11%	125 8%	209 12%	35 10%	107 11%	154 9%	169 12%	77 7%	85 8%	68 11%	39 11%	23 10%
Improving schools	624 10%	80 5%	225 13%	48 14%	33 3%	90 5%	157 11%	134 11%	56 5%	34 5%	24 7%	15 7%
Protecting the environment	447 7%	37 2%	131 7%	42 12%	21 2%	49 3%	90 6%	115 10%	26 2%	24 4%	11 3%	15 7%

Blueprint Phase 5

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Absolutes/col percents

Table 30

Q.12b Which of the following do you think is the most important issue facing you and your family?**Base: All answering**

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Tackling the cost of living	2820 43%	1251 38%	1569 47%	383 49%	548 52%	620 50%	527 48%	346 37%	396 27%	570 33%	837 44%	657 48%	756 50%	664 40%	738 42%	732 45%	380 40%	307 51%	407 48%	1260 46%
Getting the economy growing and creating jobs	931 14%	510 16%	421 13%	117 15%	156 15%	171 14%	184 17%	130 14%	172 12%	298 17%	286 15%	157 11%	188 12%	228 14%	242 14%	220 14%	144 15%	97 16%	104 12%	442 16%
Controlling immigration	795 12%	447 14%	347 11%	46 6%	78 8%	116 9%	155 14%	160 17%	240 16%	180 10%	208 11%	212 15%	194 13%	212 13%	237 13%	203 13%	106 11%	38 6%	84 10%	327 12%
Improving the NHS	692 11%	338 10%	353 11%	78 10%	67 6%	78 6%	80 7%	111 12%	277 19%	234 13%	204 11%	122 9%	133 9%	171 10%	189 11%	149 9%	129 14%	53 9%	69 8%	186 7%
Introduce practical policies that would work in the long run	309 5%	162 5%	148 4%	30 4%	41 4%	36 3%	37 3%	60 6%	105 7%	120 7%	92 5%	45 3%	52 3%	82 5%	93 5%	64 4%	44 5%	26 4%	53 6%	97 4%
Cutting the deficit and the debt	264 4%	187 6%	77 2%	24 3%	29 3%	31 2%	31 3%	29 3%	121 8%	102 6%	69 4%	53 4%	40 3%	61 4%	70 4%	62 4%	47 5%	23 4%	28 3%	96 4%
Improving schools	186 3%	67 2%	120 4%	29 4%	40 4%	79 6%	20 2%	10 1%	9 1%	62 4%	63 3%	35 3%	27 2%	65 4%	53 3%	39 2%	18 2%	11 2%	31 4%	102 4%
Defending Britain's interests in Europe	161 2%	93 3%	68 2%	9 1%	10 1%	18 1%	13 1%	25 3%	86 6%	63 4%	42 2%	25 2%	31 2%	38 2%	38 2%	50 3%	28 3%	8 1%	14 2%	42 2%
Dealing with crime	152 2%	80 2%	72 2%	40 5%	30 3%	29 2%	14 1%	17 2%	21 1%	38 2%	48 3%	28 2%	38 2%	59 4%	30 2%	38 2%	17 2%	7 1%	27 3%	77 3%
Protecting the environment	129 2%	56 2%	73 2%	19 2%	19 2%	22 2%	21 2%	22 2%	26 2%	43 2%	40 2%	22 2%	26 2%	30 2%	44 3%	20 1%	22 2%	13 2%	17 2%	43 2%
Reforming welfare to cut benefit dependency	128 2%	70 2%	58 2%	8 1%	28 3%	33 3%	16 1%	19 2%	25 2%	38 2%	31 2%	22 2%	38 2%	36 2%	31 2%	32 2%	15 2%	14 2%	14 2%	54 2%

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Absolutes/col percents

Table 30

Q.12b Which of the following do you think is the most important issue facing you and your family?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Tackling the cost of living	2820 43%	445 30%	921 52%	131 38%	364 37%	546 31%	680 48%	506 43%	323 29%	223 35%	122 34%	87 39%
Getting the economy growing and creating jobs	931 14%	270 18%	244 14%	54 16%	76 8%	259 15%	195 14%	160 14%	196 18%	62 10%	73 21%	33 15%
Controlling immigration	795 12%	195 13%	103 6%	20 6%	304 31%	301 17%	151 11%	98 8%	156 14%	145 23%	40 11%	28 13%
Improving the NHS	692 11%	149 10%	217 12%	56 16%	65 7%	185 11%	171 12%	155 13%	121 11%	64 10%	28 8%	24 10%
Introduce practical policies that would work in the long run	309 5%	84 6%	67 4%	26 8%	30 3%	85 5%	56 4%	82 7%	60 5%	24 4%	24 7%	11 5%
Cutting the deficit and the debt	264 4%	136 9%	33 2%	17 5%	30 3%	147 8%	22 2%	43 4%	116 10%	31 5%	20 6%	14 6%
Improving schools	186 3%	44 3%	57 3%	13 4%	11 1%	43 2%	39 3%	38 3%	28 3%	15 2%	16 5%	6 3%
Defending Britain's interests in Europe	161 2%	56 4%	23 1%	6 2%	53 6%	85 5%	19 1%	24 2%	46 4%	39 6%	10 3%	11 5%
Dealing with crime	152 2%	35 2%	55 3%	5 1%	18 2%	39 2%	40 3%	17 1%	25 2%	14 2%	10 3%	6 2%
Protecting the environment	129 2%	19 1%	28 2%	6 2%	5 1%	28 2%	26 2%	23 2%	15 1%	13 2%	4 1%	2 1%
Reforming welfare to cut benefit dependency	128 2%	41 3%	33 2%	7 2%	14 1%	41 2%	28 2%	20 2%	32 3%	9 1%	9 2%	5 2%

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Absolutes/col percents

Table 31

Q.12b Which of the following do you think is the second most important issue facing you and your family?

Base: All answering

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Improving the NHS	1195	594	601	143	191	202	182	177	299	318	346	225	306	303	304	307	157	123	125	457
	18%	18%	18%	18%	18%	16%	17%	19%	20%	18%	18%	16%	20%	18%	17%	19%	17%	21%	15%	17%
Getting the economy growing and creating jobs	1140	546	594	169	197	241	217	129	187	252	348	270	270	281	290	262	171	135	168	496
	17%	17%	18%	22%	19%	20%	20%	14%	13%	14%	18%	20%	18%	17%	16%	16%	18%	23%	20%	18%
Tackling the cost of living	959	463	496	117	169	184	159	132	197	276	282	185	217	249	257	220	152	81	131	382
	15%	14%	15%	15%	16%	15%	14%	14%	13%	16%	15%	13%	14%	15%	15%	14%	16%	14%	15%	14%
Controlling immigration	808	388	421	72	101	113	178	146	198	162	198	206	242	189	242	215	114	49	89	323
	12%	12%	13%	9%	10%	9%	16%	16%	13%	9%	10%	15%	16%	11%	14%	13%	12%	8%	10%	12%
Cutting the deficit and the debt	449	257	192	51	62	78	65	62	132	148	145	85	71	116	99	103	79	52	54	186
	7%	8%	6%	7%	6%	6%	6%	7%	9%	8%	8%	6%	5%	7%	6%	6%	8%	9%	6%	7%
Introduce practical policies that would work in the long run	408	197	211	27	63	71	72	79	96	124	135	66	84	86	118	104	55	45	56	171
	6%	6%	6%	3%	6%	6%	7%	9%	7%	7%	7%	5%	6%	5%	7%	6%	6%	8%	7%	6%
Improving schools	400	174	226	70	100	130	51	12	37	121	100	85	93	109	122	102	43	24	83	183
	6%	5%	7%	9%	10%	11%	5%	1%	2%	7%	5%	6%	6%	7%	7%	6%	5%	4%	10%	7%
Dealing with crime	344	166	178	39	50	77	48	52	77	72	115	68	89	84	102	96	44	18	36	153
	5%	5%	5%	5%	5%	6%	4%	6%	5%	4%	6%	5%	6%	5%	6%	6%	5%	3%	4%	6%
Reforming welfare to cut benefit dependency	330	173	157	42	36	49	50	51	101	92	97	85	56	81	93	76	47	33	34	151
	5%	5%	5%	5%	3%	4%	5%	5%	7%	5%	5%	6%	4%	5%	5%	5%	5%	5%	4%	6%
Defending Britain's interests in Europe	315	203	112	16	27	45	54	61	113	97	86	78	55	86	83	80	49	19	37	131
	5%	6%	3%	2%	3%	4%	5%	7%	8%	6%	4%	6%	4%	5%	5%	5%	5%	3%	4%	5%
Protecting the environment	220	101	118	37	49	43	24	27	41	86	69	26	39	63	55	45	40	17	38	95
	3%	3%	4%	5%	5%	3%	2%	3%	3%	5%	4%	2%	3%	4%	3%	3%	4%	3%	4%	3%

Blueprint Phase 5

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Absolutes/col percents

Table 31

Q.12b Which of the following do you think is the second most important issue facing you and your family?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Improving the NHS	1195 18%	206 14%	386 22%	46 13%	160 17%	239 14%	314 22%	248 21%	155 14%	84 13%	51 14%	49 22%
Getting the economy growing and creating jobs	1140 17%	250 17%	361 20%	61 18%	114 12%	266 15%	265 19%	209 18%	172 15%	94 15%	78 22%	38 17%
Tackling the cost of living	959 15%	190 13%	289 16%	51 15%	117 12%	201 11%	249 17%	173 15%	137 12%	64 10%	53 15%	26 12%
Controlling immigration	808 12%	190 13%	180 10%	23 7%	211 22%	277 16%	143 10%	106 9%	153 14%	124 19%	37 10%	30 13%
Cutting the deficit and the debt	449 7%	171 12%	79 4%	26 8%	49 5%	187 11%	67 5%	64 5%	138 12%	49 8%	32 9%	18 8%
Introduce practical policies that would work in the long run	408 6%	82 6%	128 7%	35 10%	43 4%	98 6%	87 6%	101 9%	62 6%	36 6%	20 5%	13 6%
Improving schools	400 6%	75 5%	134 8%	29 8%	31 3%	80 5%	100 7%	54 5%	53 5%	27 4%	22 6%	9 4%
Dealing with crime	344 5%	76 5%	93 5%	16 5%	54 6%	105 6%	78 5%	48 4%	63 6%	42 7%	12 3%	12 5%
Reforming welfare to cut benefit dependency	330 5%	118 8%	47 3%	12 3%	65 7%	131 7%	48 3%	37 3%	92 8%	39 6%	26 7%	12 6%
Defending Britain's interests in Europe	315 5%	93 6%	28 2%	18 5%	114 12%	143 8%	38 3%	57 5%	76 7%	67 11%	17 5%	6 3%
Protecting the environment	220 3%	25 2%	56 3%	26 8%	12 1%	31 2%	35 2%	70 6%	18 2%	13 2%	7 2%	10 5%

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Absolutes/col percents

Table 32

Q.12b Which of the following do you think is the third most important issue facing you and your family?**Base: All answering**

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Improving the NHS	1052	445	607	142	176	213	190	152	179	267	296	219	269	268	284	265	132	104	148	414
	16%	14%	18%	18%	17%	17%	17%	16%	12%	15%	15%	16%	18%	16%	16%	16%	14%	17%	17%	15%
Getting the economy growing and creating jobs	947	481	466	89	157	193	173	148	187	223	298	224	201	204	273	260	122	88	131	419
	14%	15%	14%	11%	15%	16%	16%	16%	13%	13%	15%	16%	13%	12%	15%	16%	13%	15%	15%	15%
Controlling immigration	773	368	405	86	98	132	125	115	217	165	217	194	197	187	203	225	112	46	73	315
	12%	11%	12%	11%	9%	11%	11%	12%	15%	9%	11%	14%	13%	11%	12%	14%	12%	8%	9%	12%
Tackling the cost of living	620	320	300	86	94	107	101	97	134	182	186	107	145	156	168	155	86	54	79	255
	9%	10%	9%	11%	9%	9%	9%	10%	9%	10%	10%	8%	10%	9%	10%	10%	9%	9%	9%	9%
Introduce practical policies that would work in the long run	601	305	296	53	77	104	127	80	158	168	175	116	142	164	149	130	99	59	88	236
	9%	9%	9%	7%	7%	8%	12%	9%	11%	10%	9%	8%	9%	10%	8%	8%	10%	10%	10%	9%
Cutting the deficit and the debt	549	332	217	75	102	99	77	67	127	181	165	106	96	150	127	111	96	65	67	254
	8%	10%	7%	10%	10%	8%	7%	7%	9%	10%	9%	8%	6%	9%	7%	7%	10%	11%	8%	9%
Dealing with crime	518	251	267	70	82	102	96	70	98	123	142	112	141	121	160	131	59	46	66	225
	8%	8%	8%	9%	8%	8%	9%	8%	7%	7%	7%	8%	9%	7%	9%	8%	6%	8%	8%	8%
Reforming welfare to cut benefit dependency	432	218	214	51	77	55	64	54	130	126	143	77	86	111	110	95	70	47	62	187
	7%	7%	6%	7%	7%	4%	6%	6%	9%	7%	7%	6%	6%	7%	6%	6%	7%	8%	7%	7%
Defending Britain's interests in Europe	427	243	184	19	44	62	49	87	166	122	118	93	94	109	126	106	64	22	43	140
	7%	7%	6%	2%	4%	5%	4%	9%	11%	7%	6%	7%	6%	7%	7%	7%	7%	4%	5%	5%
Improving schools	355	152	203	66	75	106	51	25	32	95	99	66	96	82	104	75	59	35	50	139
	5%	5%	6%	8%	7%	9%	5%	3%	2%	5%	5%	5%	6%	5%	6%	5%	6%	6%	6%	5%
Protecting the environment	295	146	149	45	61	60	45	34	50	95	83	63	54	94	61	58	51	31	44	144
	4%	4%	5%	6%	6%	5%	4%	4%	3%	5%	4%	5%	4%	6%	3%	4%	5%	5%	5%	5%

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Absolutes/col percents

Table 32

Q.12b Which of the following do you think is the third most important issue facing you and your family?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Improving the NHS	1052 16%	181 12%	309 17%	64 19%	154 16%	218 12%	230 16%	178 15%	134 12%	84 13%	47 13%	34 15%
Getting the economy growing and creating jobs	947 14%	188 13%	307 17%	53 15%	135 14%	219 12%	246 17%	187 16%	141 13%	78 12%	48 13%	39 17%
Controlling immigration	773 12%	166 11%	189 11%	25 7%	164 17%	231 13%	163 11%	121 10%	127 11%	104 16%	39 11%	20 9%
Tackling the cost of living	620 9%	126 9%	184 10%	41 12%	81 8%	154 9%	132 9%	137 12%	95 8%	59 9%	31 9%	21 9%
Introduce practical policies that would work in the long run	601 9%	138 9%	174 10%	35 10%	51 5%	154 9%	158 11%	138 12%	109 10%	44 7%	29 8%	27 12%
Cutting the deficit and the debt	549 8%	180 12%	119 7%	29 8%	72 7%	194 11%	92 6%	85 7%	136 12%	58 9%	44 12%	17 8%
Dealing with crime	518 8%	105 7%	161 9%	17 5%	77 8%	113 6%	120 8%	64 6%	71 6%	42 7%	34 10%	11 5%
Reforming welfare to cut benefit dependency	432 7%	149 10%	65 4%	19 6%	77 8%	184 10%	49 3%	60 5%	120 11%	64 10%	28 8%	20 9%
Defending Britain's interests in Europe	427 7%	150 10%	69 4%	15 4%	108 11%	190 11%	83 6%	60 5%	122 11%	68 11%	28 8%	11 5%
Improving schools	355 5%	57 4%	117 7%	20 6%	29 3%	59 3%	89 6%	64 5%	42 4%	17 3%	15 4%	14 6%
Protecting the environment	295 4%	35 2%	87 5%	24 7%	23 2%	43 2%	63 4%	72 6%	22 2%	21 3%	13 4%	11 5%

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Absolutes/col percents

Table 33

Q.12b Which of the following do you think are the top three most important issue facing you and your family?**Base: All answering**

	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	6613	3136	3477	570	1058	1161	1216	986	1622	1958	1866	1033	1756	1758	1693	1561	957	644	774	2493
Weighted base	6568	3261	3307	783	1045	1234	1099	929	1479	1748	1921	1377	1522	1646	1765	1610	951	596	849	2727
Tackling the cost of living	4399	2034	2365	587	811	911	787	575	727	1028	1305	948	1118	1069	1164	1107	617	442	617	1897
	67%	62%	72%	75%	78%	74%	72%	62%	49%	59%	68%	69%	73%	65%	66%	69%	65%	74%	73%	70%
Getting the economy growing and creating jobs	3017	1536	1480	375	510	605	574	406	547	774	932	651	659	713	806	741	437	319	403	1357
	46%	47%	45%	48%	49%	49%	52%	44%	37%	44%	49%	47%	43%	43%	46%	46%	46%	54%	47%	50%
Improving the NHS	2938	1377	1562	363	435	494	452	440	755	819	846	565	708	742	777	721	418	280	342	1057
	45%	42%	47%	46%	42%	40%	41%	47%	51%	47%	44%	41%	47%	45%	44%	45%	44%	47%	40%	39%
Controlling immigration	2376	1203	1173	204	277	361	458	421	655	508	623	612	633	588	682	642	332	133	246	964
	36%	37%	35%	26%	27%	29%	42%	45%	44%	29%	32%	44%	42%	36%	39%	40%	35%	22%	29%	35%
Introduce practical policies that would work in the long run	1318	664	654	110	181	212	237	219	359	412	402	226	278	332	359	299	198	130	197	504
	20%	20%	20%	14%	17%	17%	22%	24%	24%	24%	21%	16%	18%	20%	20%	19%	21%	22%	23%	18%
Cutting the deficit and the debt	1262	776	487	150	193	208	173	159	381	431	379	244	208	327	296	277	222	141	148	536
	19%	24%	15%	19%	18%	17%	16%	17%	26%	25%	20%	18%	14%	20%	17%	17%	23%	24%	17%	20%
Dealing with crime	1013	497	516	149	163	207	159	139	196	232	305	208	268	265	292	265	121	71	129	455
	15%	15%	16%	19%	16%	17%	14%	15%	13%	13%	16%	15%	18%	16%	17%	16%	13%	12%	15%	17%
Improving schools	942	393	549	165	215	315	122	47	78	278	262	186	216	257	279	216	120	70	164	425
	14%	12%	17%	21%	21%	26%	11%	5%	5%	16%	14%	14%	14%	16%	16%	13%	13%	12%	19%	16%
Defending Britain's interests in Europe	904	539	365	44	81	125	116	173	365	281	246	196	180	232	246	236	141	48	94	312
	14%	17%	11%	6%	8%	10%	11%	19%	25%	16%	13%	14%	12%	14%	14%	15%	15%	8%	11%	11%
Reforming welfare to cut benefit dependency	890	462	428	102	141	138	130	123	257	256	271	183	180	227	234	203	132	94	110	393
	14%	14%	13%	13%	14%	11%	12%	13%	17%	15%	14%	13%	12%	14%	13%	13%	14%	16%	13%	14%
Protecting the environment	644	303	341	100	128	125	90	83	117	223	192	110	119	187	160	123	113	61	99	282
	10%	9%	10%	13%	12%	10%	8%	9%	8%	13%	10%	8%	8%	11%	9%	8%	12%	10%	12%	10%

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Absolutes/col percents

Table 33

Q.12b Which of the following do you think are the top three most important issue facing you and your family?

Base: All answering

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not 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	6613	1498	1706	328	1027	1847	1311	1152	1164	683	334	194
Weighted base	6568	1474	1781	343	971	1758	1425	1166	1119	639	356	225
Tackling the cost of living	4399 67%	761 52%	1394 78%	223 65%	562 58%	900 51%	1061 74%	816 70%	555 50%	345 54%	206 58%	135 60%
Getting the economy growing and creating jobs	3017 46%	707 48%	912 51%	169 49%	325 33%	744 42%	707 50%	555 48%	509 45%	235 37%	199 56%	110 49%
Improving the NHS	2938 45%	536 36%	911 51%	167 49%	379 39%	642 36%	715 50%	580 50%	409 37%	232 36%	126 36%	107 47%
Controlling immigration	2376 36%	551 37%	473 27%	68 20%	679 70%	808 46%	456 32%	324 28%	436 39%	373 58%	115 32%	78 35%
Introduce practical policies that would work in the long run	1318 20%	304 21%	369 21%	96 28%	124 13%	336 19%	301 21%	321 28%	232 21%	104 16%	72 20%	51 22%
Cutting the deficit and the debt	1262 19%	487 33%	230 13%	72 21%	151 16%	528 30%	181 13%	192 16%	390 35%	137 21%	97 27%	50 22%
Dealing with crime	1013 15%	216 15%	309 17%	38 11%	149 15%	257 15%	237 17%	129 11%	159 14%	98 15%	57 16%	29 13%
Improving schools	942 14%	176 12%	308 17%	62 18%	71 7%	183 10%	228 16%	156 13%	123 11%	60 9%	53 15%	29 13%
Defending Britain's interests in Europe	904 14%	299 20%	120 7%	40 12%	276 28%	418 24%	140 10%	141 12%	244 22%	174 27%	55 16%	28 12%
Reforming welfare to cut benefit dependency	890 14%	307 21%	145 8%	38 11%	156 16%	356 20%	125 9%	118 10%	245 22%	112 17%	63 18%	37 17%
Protecting the environment	644 10%	78 5%	172 10%	57 16%	40 4%	103 6%	124 9%	165 14%	55 5%	48 7%	24 7%	23 10%

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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?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	3671	1949	1722	339	460	603	575	605	1088	1178	1126	727	641	988	1049	881	555	197	401	1585
	46%	49%	42%	35%	36%	39%	42%	50%	64%	54%	48%	43%	35%	48%	49%	44%	48%	28%	36%	47%
Labour	3573	1656	1918	492	657	752	667	498	507	809	965	803	996	842	854	975	480	422	582	1462
	44%	42%	47%	51%	51%	49%	49%	41%	30%	37%	41%	47%	54%	41%	40%	48%	41%	60%	53%	43%
The Liberal Democrats	809	342	467	135	172	175	127	105	95	188	245	161	215	216	222	165	127	80	122	358
	10%	9%	11%	14%	13%	11%	9%	9%	6%	9%	10%	10%	12%	11%	10%	8%	11%	11%	11%	11%

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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?

Getting the economy growing and creating jobs

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	3671 46%	1719 95%	193 9%	144 32%	722 62%	1916 89%	233 13%	508 36%	1313 97%	603 75%	406 90%	190 71%
Labour	3573 44%	61 3%	1956 89%	68 15%	341 29%	189 9%	1477 84%	580 41%	27 2%	162 20%	34 8%	59 22%
The Liberal Democrats	809 10%	27 1%	51 2%	230 52%	101 9%	58 3%	45 3%	315 22%	15 1%	43 5%	12 3%	17 6%

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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?

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
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	4572	2431	2141	436	629	763	764	731	1249	1408	1379	920	865	1198	1268	1101	685	321	550	1947
	57%	62%	52%	45%	49%	50%	56%	61%	74%	65%	59%	54%	47%	59%	60%	54%	59%	46%	50%	57%
Labour	2734	1214	1520	394	503	603	495	382	357	586	749	624	775	655	664	754	350	311	441	1146
	34%	31%	37%	41%	39%	39%	36%	32%	21%	27%	32%	37%	42%	32%	31%	37%	30%	44%	40%	34%
The Liberal Democrats	747	301	446	136	157	164	110	95	85	181	207	147	212	194	193	166	127	67	114	312
	9%	8%	11%	14%	12%	11%	8%	8%	5%	8%	9%	9%	11%	9%	9%	8%	11%	10%	10%	9%

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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?

Cutting the deficit and the debt

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	4572 57%	1745 97%	559 25%	217 49%	827 71%	1993 92%	508 29%	743 53%	1320 97%	673 83%	425 94%	217 82%
Labour	2734 34%	39 2%	1569 71%	39 9%	244 21%	129 6%	1192 68%	404 29%	21 2%	108 13%	18 4%	24 9%
The Liberal Democrats	747 9%	23 1%	72 3%	186 42%	93 8%	41 2%	55 3%	256 18%	13 1%	28 3%	9 2%	25 9%

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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 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
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	2566	1291	1274	243	342	390	407	400	783	825	795	489	458	728	743	563	398	133	256	1125
	32%	33%	31%	25%	27%	26%	30%	33%	46%	38%	34%	29%	25%	36%	35%	28%	34%	19%	23%	33%
Labour	4364	2129	2236	584	730	898	778	657	717	1057	1220	963	1125	1032	1059	1232	576	465	677	1784
	54%	54%	54%	60%	57%	59%	57%	54%	42%	49%	52%	57%	61%	50%	50%	61%	50%	67%	61%	52%
The Liberal Democrats	1123	526	597	139	217	242	184	151	190	293	321	240	269	286	323	226	187	101	172	496
	14%	13%	15%	14%	17%	16%	13%	12%	11%	13%	14%	14%	15%	14%	15%	11%	16%	14%	16%	15%

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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 the NHS

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	2566 32%	1356 75%	70 3%	46 10%	506 43%	1518 70%	102 6%	214 15%	1078 80%	440 54%	277 61%	96 36%
Labour	4364 54%	297 16%	2064 94%	145 33%	510 44%	450 21%	1594 91%	779 56%	175 13%	275 34%	123 27%	124 47%
The Liberal Democrats	1123 14%	154 9%	66 3%	251 57%	148 13%	195 9%	58 3%	409 29%	102 8%	93 12%	52 12%	46 17%

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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?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	2921	1559	1361	262	360	461	465	470	902	929	905	568	518	816	804	700	442	157	283	1280
	36%	40%	33%	27%	28%	30%	34%	39%	53%	43%	39%	34%	28%	40%	38%	35%	38%	23%	26%	38%
Labour	3749	1757	1992	517	695	805	661	528	542	867	1025	862	995	877	923	1047	502	401	601	1551
	47%	45%	49%	53%	54%	53%	48%	44%	32%	40%	44%	51%	54%	43%	43%	52%	43%	57%	54%	46%
The Liberal Democrats	1383	630	753	188	233	265	243	209	246	379	405	260	339	353	399	273	217	141	221	574
	17%	16%	18%	19%	18%	17%	18%	17%	15%	17%	17%	15%	18%	17%	19%	14%	19%	20%	20%	17%

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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?

Improving schools

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	2921	1474	114	62	590	1660	163	278	1151	509	323	103
	36%	82%	5%	14%	51%	77%	9%	20%	85%	63%	71%	39%
Labour	3749	174	1921	76	409	303	1469	608	99	204	75	100
	47%	10%	87%	17%	35%	14%	84%	43%	7%	25%	17%	37%
The Liberal Democrats	1383	159	164	305	165	200	122	517	104	96	54	63
	17%	9%	7%	69%	14%	9%	7%	37%	8%	12%	12%	24%

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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?

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	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	2265	1125	1140	247	291	367	362	354	643	670	698	447	450	636	644	514	356	115	254	1003
	28%	29%	28%	26%	23%	24%	26%	29%	38%	31%	30%	26%	24%	31%	30%	25%	31%	16%	23%	29%
Labour	2840	1306	1534	426	535	620	504	381	374	588	768	671	811	695	692	786	360	306	439	1199
	35%	33%	37%	44%	41%	41%	37%	32%	22%	27%	33%	40%	44%	34%	33%	39%	31%	44%	40%	35%
The Liberal Democrats	2949	1516	1433	293	463	543	503	473	673	916	869	573	590	715	790	720	445	278	412	1203
	37%	38%	35%	30%	36%	35%	37%	39%	40%	42%	37%	34%	32%	35%	37%	36%	38%	40%	37%	35%

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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?

Protecting the environment

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	2265 28%	1120 62%	108 5%	39 9%	450 39%	1240 57%	143 8%	180 13%	875 65%	365 45%	245 54%	77 29%
Labour	2840 35%	82 5%	1577 72%	38 9%	278 24%	189 9%	1227 70%	369 26%	56 4%	133 16%	25 6%	39 15%
The Liberal Democrats	2949 37%	605 34%	515 23%	365 82%	436 37%	734 34%	384 22%	854 61%	423 31%	311 38%	182 40%	150 56%

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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?

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	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	4088	2192	1897	390	530	661	659	684	1165	1290	1231	835	733	1082	1135	977	624	271	481	1748
	51%	56%	46%	40%	41%	43%	48%	57%	69%	59%	53%	49%	40%	53%	53%	48%	54%	39%	44%	51%
Labour	3167	1435	1732	446	591	693	578	420	438	672	874	717	904	754	763	887	423	340	518	1288
	39%	36%	42%	46%	46%	45%	42%	35%	26%	31%	37%	42%	49%	37%	36%	44%	36%	49%	47%	38%
The Liberal Democrats	798	320	478	130	168	176	132	104	88	212	231	140	215	210	228	157	114	88	106	369
	10%	8%	12%	13%	13%	12%	10%	9%	5%	10%	10%	8%	12%	10%	11%	8%	10%	13%	10%	11%

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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?

Dealing with crime

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	4088 51%	1705 94%	378 17%	181 41%	740 64%	1924 89%	363 21%	617 44%	1292 95%	632 78%	413 91%	196 74%
Labour	3167 39%	66 4%	1744 79%	56 13%	330 28%	174 8%	1339 76%	489 35%	37 3%	137 17%	30 7%	52 19%
The Liberal Democrats	798 10%	35 2%	78 4%	206 47%	94 8%	66 3%	51 3%	296 21%	26 2%	40 5%	9 2%	19 7%

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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?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	4092	2164	1928	370	536	683	681	673	1149	1249	1230	842	770	1067	1166	994	605	261	466	1726
	51%	55%	47%	38%	42%	45%	50%	56%	68%	57%	53%	50%	42%	52%	55%	49%	52%	37%	42%	51%
Labour	3015	1359	1656	438	572	655	560	416	375	631	855	672	856	727	718	831	399	340	509	1264
	37%	34%	40%	45%	44%	43%	41%	34%	22%	29%	37%	40%	46%	36%	34%	41%	34%	49%	46%	37%
The Liberal Democrats	946	424	523	159	181	192	129	119	167	293	251	176	225	253	242	196	157	98	130	415
	12%	11%	13%	16%	14%	13%	9%	10%	10%	13%	11%	10%	12%	12%	11%	10%	14%	14%	12%	12%

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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?

Defending Britain's interests in Europe

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	4092 51%	1694 94%	389 18%	159 36%	796 68%	1918 89%	380 22%	595 42%	1282 95%	636 79%	412 91%	194 73%
Labour	3015 37%	54 3%	1684 77%	62 14%	278 24%	160 7%	1272 73%	475 34%	30 2%	130 16%	24 5%	55 21%
The Liberal Democrats	946 12%	59 3%	126 6%	222 50%	90 8%	85 4%	101 6%	333 24%	43 3%	42 5%	16 4%	18 7%

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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?

Reforming welfare to 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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	4258	2262	1996	401	590	718	713	659	1177	1304	1299	854	801	1099	1175	1065	634	285	503	1825
	53%	57%	49%	41%	46%	47%	52%	55%	70%	60%	56%	51%	43%	54%	55%	53%	55%	41%	46%	54%
Labour	2911	1316	1595	436	531	625	529	403	387	650	787	657	818	725	685	794	384	324	467	1205
	36%	33%	39%	45%	41%	41%	39%	33%	23%	30%	34%	39%	44%	35%	32%	39%	33%	46%	42%	35%
The Liberal Democrats	884	369	515	129	168	188	126	146	127	220	250	180	233	223	265	162	143	91	135	375
	11%	9%	13%	13%	13%	12%	9%	12%	8%	10%	11%	11%	13%	11%	12%	8%	12%	13%	12%	11%

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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?

Reforming welfare to cut benefit dependency

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	4258 53%	1706 94%	500 23%	173 39%	784 67%	1906 88%	482 27%	656 47%	1291 95%	614 76%	414 92%	199 75%
Labour	2911 36%	65 4%	1600 73%	71 16%	276 24%	181 8%	1205 69%	426 30%	40 3%	141 17%	25 5%	41 15%
The Liberal Democrats	884 11%	36 2%	99 5%	198 45%	105 9%	76 4%	67 4%	321 23%	23 2%	54 7%	14 3%	26 10%

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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?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	4149	2200	1949	458	568	665	668	652	1138	1338	1257	819	736	1138	1146	985	607	274	488	1770
	52%	56%	47%	47%	44%	43%	49%	54%	67%	62%	54%	48%	40%	56%	54%	49%	52%	39%	44%	52%
Labour	2961	1343	1618	385	539	651	540	423	424	609	809	694	850	692	710	829	403	327	479	1221
	37%	34%	39%	40%	42%	43%	39%	35%	25%	28%	35%	41%	46%	34%	33%	41%	35%	47%	43%	36%
The Liberal Democrats	943	403	540	123	183	214	161	133	129	227	270	179	266	216	270	206	151	99	138	413
	12%	10%	13%	13%	14%	14%	12%	11%	8%	10%	12%	11%	14%	11%	13%	10%	13%	14%	12%	12%

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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?

Controlling immigration

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	4149 52%	1665 92%	468 21%	187 42%	754 65%	1876 87%	426 24%	596 42%	1270 94%	606 75%	396 88%	189 71%
Labour	2961 37%	81 4%	1616 73%	63 14%	289 25%	197 9%	1241 71%	477 34%	45 3%	152 19%	36 8%	45 17%
The Liberal Democrats	943 12%	60 3%	115 5%	192 43%	121 10%	91 4%	87 5%	329 23%	40 3%	51 6%	21 5%	31 12%

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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?

Tackling the cost of living

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	3083	1662	1420	250	335	436	501	539	1022	999	949	608	527	834	870	733	479	167	298	1307
	38%	42%	35%	26%	26%	28%	37%	45%	60%	46%	41%	36%	28%	41%	41%	36%	41%	24%	27%	38%
Labour	3999	1864	2136	580	746	872	707	552	542	928	1102	897	1073	950	979	1097	535	439	671	1651
	50%	47%	52%	60%	58%	57%	52%	46%	32%	43%	47%	53%	58%	46%	46%	54%	46%	63%	61%	48%
The Liberal Democrats	971	421	550	136	208	223	161	117	126	248	285	186	251	263	277	191	148	92	136	447
	12%	11%	13%	14%	16%	15%	12%	10%	7%	11%	12%	11%	14%	13%	13%	9%	13%	13%	12%	13%

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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?

Tackling the cost of living

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	3083	1586	103	65	612	1758	168	346	1238	521	348	124
	38%	88%	5%	15%	53%	81%	10%	25%	91%	64%	77%	47%
Labour	3999	148	2041	122	436	294	1538	688	68	226	80	91
	50%	8%	93%	28%	37%	14%	88%	49%	5%	28%	18%	34%
The Liberal Democrats	971	73	56	255	116	111	49	368	49	62	24	51
	12%	4%	3%	58%	10%	5%	3%	26%	4%	8%	5%	19%

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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?

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
The Conservatives	3520	1870	1651	347	456	556	565	558	1038	1085	1070	735	630	956	1000	825	532	208	379	1537
	44%	47%	40%	36%	35%	36%	41%	46%	61%	50%	46%	43%	34%	47%	47%	41%	46%	30%	34%	45%
Labour	3352	1555	1797	442	604	726	610	490	480	768	925	728	932	787	807	939	443	375	534	1362
	42%	39%	44%	46%	47%	47%	45%	41%	28%	35%	40%	43%	50%	38%	38%	46%	38%	54%	48%	40%
The Liberal Democrats	1181	522	659	177	229	248	194	160	173	321	341	229	290	303	318	257	186	116	192	506
	15%	13%	16%	18%	18%	16%	14%	13%	10%	15%	15%	14%	16%	15%	15%	13%	16%	17%	17%	15%

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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?

Introduce practical policies that would work in the long run

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
The Conservatives	3520 44%	1706 94%	160 7%	71 16%	708 61%	1889 87%	240 14%	383 27%	1300 96%	589 73%	406 90%	168 63%
Labour	3352 42%	48 3%	1914 87%	65 15%	333 29%	172 8%	1425 81%	555 40%	26 2%	146 18%	22 5%	50 19%
The Liberal Democrats	1181 15%	53 3%	126 6%	306 69%	123 11%	102 5%	89 5%	466 33%	28 2%	74 9%	24 5%	49 18%

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Absolutes/col percents

Table 45

Q.14a Would you say you are moving towards or away from the Conservatives?**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Towards	1829	964	864	219	254	325	254	266	511	614	554	358	302	521	536	413	260	99	189	833
	23%	24%	21%	23%	20%	21%	19%	22%	30%	28%	24%	21%	16%	25%	25%	20%	22%	14%	17%	24%
Neither	2715	1236	1479	363	483	551	474	372	472	690	841	575	608	656	700	668	419	272	378	1211
	34%	31%	36%	38%	37%	36%	35%	31%	28%	32%	36%	34%	33%	32%	33%	33%	36%	39%	34%	36%
Away from	3509	1746	1764	385	552	654	641	570	708	870	940	758	941	869	890	940	482	328	538	1361
	44%	44%	43%	40%	43%	43%	47%	47%	42%	40%	40%	45%	51%	42%	42%	47%	42%	47%	49%	40%

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Absolutes/col percents

Table 45

Q.14a Would you say you are moving towards or away from the Conservatives?**Base: All respondents**

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Towards	1829	1296	129	71	67	1016	157	254	930	86	365	131
	23%	72%	6%	16%	6%	47%	9%	18%	69%	11%	81%	49%
Neither	2715	428	571	168	287	569	500	429	359	210	69	85
	34%	24%	26%	38%	25%	26%	28%	31%	26%	26%	15%	32%
Away from	3509	83	1499	203	810	578	1098	720	65	512	17	50
	44%	5%	68%	46%	70%	27%	63%	51%	5%	63%	4%	19%

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Absolutes/col percents

Table 46

Q.14b Would you say you are moving towards or away from Labour?**Base: All respondents**

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Towards	2278	1048	1230	328	428	513	386	302	321	553	628	484	613	576	552	634	296	220	389	944
	28%	27%	30%	34%	33%	34%	28%	25%	19%	25%	27%	29%	33%	28%	26%	31%	25%	31%	35%	28%
Neither	2780	1279	1501	386	477	536	482	388	511	709	866	574	631	717	717	699	392	255	396	1212
	35%	32%	37%	40%	37%	35%	35%	32%	30%	33%	37%	34%	34%	35%	34%	35%	34%	37%	36%	36%
Away from	2995	1620	1375	253	383	481	502	518	858	912	842	633	608	754	856	688	473	224	320	1249
	37%	41%	33%	26%	30%	31%	37%	43%	51%	42%	36%	37%	33%	37%	40%	34%	41%	32%	29%	37%

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Absolutes/col percents

Table 46

Q.14b Would you say you are moving towards or away from Labour?**Base: All respondents**

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Towards	2278 28%	71 4%	1661 75%	86 19%	61 5%	154 7%	1042 59%	448 32%	44 3%	110 14%	27 6%	44 16%
Neither	2780 35%	538 30%	404 18%	172 39%	336 29%	672 31%	418 24%	428 31%	393 29%	279 35%	145 32%	98 37%
Away from	2995 37%	1198 66%	135 6%	184 42%	767 66%	1337 62%	294 17%	527 38%	918 68%	420 52%	280 62%	125 47%

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Absolutes/col percents

Table 47

Q.14c Would you say you are moving towards or away from the Liberal Democrats?**Base: All respondents**

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Towards	779	375	404	127	174	173	89	106	110	220	232	156	171	197	235	168	122	58	116	363
	10%	10%	10%	13%	14%	11%	7%	9%	7%	10%	10%	9%	9%	10%	11%	8%	10%	8%	11%	11%
Neither	3226	1406	1820	424	553	671	571	430	577	820	984	667	756	806	898	758	451	313	438	1417
	40%	36%	44%	44%	43%	44%	42%	36%	34%	38%	42%	39%	41%	39%	42%	38%	39%	45%	40%	42%
Away from	4048	2165	1882	416	561	687	709	672	1003	1134	1120	869	925	1044	992	1094	589	328	550	1625
	50%	55%	46%	43%	44%	45%	52%	56%	59%	52%	48%	51%	50%	51%	47%	54%	51%	47%	50%	48%

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Absolutes/col percents

Table 47

Q.14c Would you say you are moving towards or away from the Liberal Democrats?**Base: All respondents**

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Towards	779 10%	130 7%	139 6%	276 62%	24 2%	134 6%	116 7%	272 19%	90 7%	44 5%	40 9%	50 19%
Neither	3226 40%	737 41%	711 32%	125 28%	290 25%	856 40%	575 33%	393 28%	565 42%	291 36%	172 38%	105 39%
Away from	4048 50%	940 52%	1350 61%	42 10%	850 73%	1173 54%	1063 61%	738 53%	700 52%	474 59%	240 53%	112 42%

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Absolutes/col percents

Table 48

Q.14d 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	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Towards	2573	1380	1193	214	316	429	495	461	658	611	679	649	634	595	744	722	402	110	316	1073
	32%	35%	29%	22%	25%	28%	36%	38%	39%	28%	29%	38%	34%	29%	35%	36%	35%	16%	29%	32%
Neither	2737	1209	1528	323	472	566	477	402	497	707	836	535	659	700	700	672	388	277	397	1191
	34%	31%	37%	33%	37%	37%	35%	33%	29%	33%	36%	32%	36%	34%	33%	33%	33%	40%	36%	35%
Away from	2743	1357	1386	429	500	536	398	345	535	857	820	507	558	751	681	627	372	312	392	1141
	34%	34%	34%	44%	39%	35%	29%	29%	32%	39%	35%	30%	30%	37%	32%	31%	32%	45%	35%	34%

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Absolutes/col percents

Table 48

Q.14d Would you say you are moving towards or away from UKIP?**Base: All respondents**

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Towards	2573 32%	492 27%	375 17%	68 15%	1110 95%	952 44%	405 23%	386 27%	399 29%	553 68%	93 21%	72 27%
Neither	2737 34%	683 38%	764 35%	144 32%	38 3%	663 31%	582 33%	412 29%	517 38%	146 18%	166 37%	82 31%
Away from	2743 34%	632 35%	1060 48%	230 52%	16 1%	548 25%	767 44%	605 43%	439 32%	109 14%	193 43%	112 42%

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Absolutes/col percents

Table 49

Q.15 The next general election is set to be held in eight months' time, on 7 May 2015. 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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
A Conservative government	2781	1531	1250	242	326	437	435	434	908	885	865	566	465	771	811	638	420	142	275	1191
	35%	39%	30%	25%	25%	29%	32%	36%	54%	41%	37%	33%	25%	38%	38%	32%	36%	20%	25%	35%
A coalition between the Conservatives and the Liberal Democrats	1036	461	575	139	219	195	155	145	184	296	294	230	217	282	299	223	161	71	157	503
	13%	12%	14%	14%	17%	13%	11%	12%	11%	14%	13%	14%	12%	14%	14%	11%	14%	10%	14%	15%
A coalition between Labour and the Liberal Democrats	1353	584	769	212	255	285	208	208	186	364	371	264	354	342	327	329	204	152	203	555
	17%	15%	19%	22%	20%	19%	15%	17%	11%	17%	16%	16%	19%	17%	15%	16%	18%	22%	18%	16%
A Labour government	2883	1371	1512	374	489	614	571	421	413	629	806	632	816	651	690	831	377	335	470	1157
	36%	35%	37%	39%	38%	40%	42%	35%	24%	29%	35%	37%	44%	32%	32%	41%	32%	48%	43%	34%

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Absolutes/col percents

Table 49

Q.15 The next general election is set to be held in eight months' time, on 7 May 2015. Which of the following would you most like to see as the outcome of the next election?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
A Conservative government	2781 35%	1548 86%	53 2%	27 6%	605 52%	1709 79%	130 7%	226 16%	1187 88%	522 65%	361 80%	102 38%
A coalition between the Conservatives and the Liberal Democrats	1036 13%	236 13%	70 3%	191 43%	128 11%	248 11%	80 5%	324 23%	157 12%	92 11%	79 17%	82 31%
A coalition between Labour and the Liberal Democrats	1353 17%	13 1%	295 13%	208 47%	133 11%	65 3%	194 11%	442 31%	8 1%	57 7%	5 1%	44 16%
A Labour government	2883 36%	10 1%	1781 81%	17 4%	299 26%	140 6%	1350 77%	411 29%	3 *	138 17%	7 2%	38 14%

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Absolutes/col percents

Table 50
Gender
Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Male	3946	3946	-	371	630	671	594	630	1051	1228	1067	835	816	963	1035	1039	549	360	462	1852
	49%	100%	-	38%	49%	44%	43%	52%	62%	56%	46%	49%	44%	47%	49%	51%	47%	52%	42%	54%
Female	4107	-	4107	595	659	859	775	578	640	946	1268	857	1036	1083	1091	982	612	339	643	1553
	51%	-	100%	62%	51%	56%	57%	48%	38%	44%	54%	51%	56%	53%	51%	49%	53%	48%	58%	46%

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Absolutes/col percents

Table 50
Gender
Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but per- haps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Male	3946	1004	1115	239	673	1230	904	714	767	463	237	115
	49%	56%	51%	54%	58%	57%	52%	51%	57%	57%	52%	43%
Female	4107	803	1085	203	491	933	850	689	587	346	216	152
	51%	44%	49%	46%	42%	43%	48%	49%	43%	43%	48%	57%

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Absolutes/col percents

Table 51

Age**Base: All respondents**

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
18-24	966 12%	371 9%	595 14%	966 100%	-	-	-	-	-	225 10%	343 15%	206 12%	193 10%	307 15%	227 11%	252 12%	122 11%	58 8%	130 12%	416 12%
25-34	1289 16%	630 16%	659 16%	-	1289 100%	-	-	-	-	360 17%	410 18%	272 16%	247 13%	355 17%	366 17%	281 14%	160 14%	127 18%	245 22%	804 24%
35-44	1530 19%	671 17%	859 21%	-	-	1530 100%	-	-	-	374 17%	444 19%	353 21%	359 19%	385 19%	407 19%	386 19%	209 18%	143 20%	304 28%	862 25%
45-54	1369 17%	594 15%	775 19%	-	-	-	1369 100%	-	-	253 12%	389 17%	315 19%	412 22%	316 15%	375 18%	352 17%	198 17%	128 18%	256 23%	708 21%
55-64	1208 15%	630 16%	578 14%	-	-	-	-	1208 100%	-	271 12%	302 13%	270 16%	364 20%	270 13%	311 15%	322 16%	182 16%	123 18%	144 13%	436 13%
65+	1691 21%	1051 27%	640 16%	-	-	-	-	-	1691 100%	691 32%	446 19%	276 16%	277 15%	413 20%	441 21%	428 21%	289 25%	120 17%	26 2%	180 5%
Average age	47.02	49.24	44.89	21.61	30.02	39.87	49.62	59.37	70.07	49.57	45.34	45.86	47.22	45.55	47.10	47.35	48.85	47.14	40.91	41.34

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Absolutes/col percents

Table 51

Age**Base: All respondents**

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
18-24	966 12%	168 9%	280 13%	64 14%	63 5%	90 4%	129 7%	73 5%	58 4%	32 4%	111 24%	40 15%
25-34	1289 16%	201 11%	424 19%	78 18%	111 10%	235 11%	303 17%	192 14%	139 10%	95 12%	62 14%	47 18%
35-44	1530 19%	258 14%	497 23%	77 17%	174 15%	306 14%	417 24%	306 22%	187 14%	119 15%	71 16%	58 22%
45-54	1369 17%	274 15%	391 18%	53 12%	225 19%	351 16%	340 19%	215 15%	218 16%	133 16%	55 12%	39 15%
55-64	1208 15%	290 16%	286 13%	76 17%	246 21%	368 17%	265 15%	270 19%	218 16%	150 19%	72 16%	35 13%
65+	1691 21%	616 34%	322 15%	96 22%	345 30%	814 38%	300 17%	346 25%	534 39%	279 35%	82 18%	48 18%
Average age	47.02	52.27	44.25	46.55	53.07	54.64	46.75	50.30	55.12	53.83	43.75	45.04

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Absolutes/col percents

Table 52
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
AB	2174	1228	946	225	360	374	253	271	691	2174	-	-	-	600	572	514	290	198	340	880
	27%	31%	23%	23%	28%	24%	18%	22%	41%	100%	-	-	-	29%	27%	25%	25%	28%	31%	26%
C1	2335	1067	1268	343	410	444	389	302	446	-	2335	-	-	612	600	570	359	195	450	1071
	29%	27%	31%	35%	32%	29%	28%	25%	26%	-	100%	-	-	30%	28%	28%	31%	28%	41%	31%
C2	1691	835	857	206	272	353	315	270	276	-	-	1691	-	425	448	422	240	155	177	891
	21%	21%	21%	21%	21%	23%	23%	22%	16%	-	-	100%	-	21%	21%	21%	21%	22%	16%	26%
DE	1852	816	1036	193	247	359	412	364	277	-	-	-	1852	410	505	514	273	150	137	564
	23%	21%	25%	20%	19%	23%	30%	30%	16%	-	-	-	100%	20%	24%	25%	23%	21%	12%	17%

Blueprint Phase 5
ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 52
Social Grade
Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
AB	2174 27%	654 36%	553 25%	161 36%	245 21%	731 34%	416 24%	462 33%	498 37%	233 29%	156 35%	67 25%
C1	2335 29%	567 31%	614 28%	131 30%	307 26%	652 30%	476 27%	414 30%	409 30%	243 30%	158 35%	85 32%
C2	1691 21%	331 18%	461 21%	79 18%	296 25%	424 20%	389 22%	249 18%	245 18%	178 22%	85 19%	66 25%
DE	1852 23%	255 14%	571 26%	71 16%	316 27%	357 16%	472 27%	278 20%	202 15%	155 19%	53 12%	49 18%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 53
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Scotland	699	360	339	58	127	143	128	123	120	198	195	155	150	-	-	-	-	699	122	310
	9%	9%	8%	6%	10%	9%	9%	10%	7%	9%	8%	9%	8%	-	-	-	-	100%	11%	9%
North East	364	192	172	61	32	56	65	63	87	92	109	68	94	-	-	364	-	-	51	127
	5%	5%	4%	6%	2%	4%	5%	5%	5%	4%	5%	4%	5%	-	-	18%	-	-	5%	4%
North West	946	512	434	102	162	190	151	132	210	267	244	187	248	-	-	946	-	-	116	397
	12%	13%	11%	11%	13%	12%	11%	11%	12%	12%	10%	11%	13%	-	-	47%	-	-	11%	12%
Yorkshire & Humberside	710	335	375	90	87	140	136	127	130	155	217	167	172	-	-	710	-	-	98	303
	9%	9%	9%	9%	7%	9%	10%	10%	8%	7%	9%	10%	9%	-	-	35%	-	-	9%	9%
West Midlands	745	383	362	94	154	147	103	94	153	218	200	149	178	-	745	-	-	-	112	307
	9%	10%	9%	10%	12%	10%	8%	8%	9%	10%	9%	9%	10%	-	35%	-	-	-	10%	9%
East Midlands	626	317	308	66	116	108	119	91	125	154	176	130	165	-	626	-	-	-	76	272
	8%	8%	8%	7%	9%	7%	9%	8%	7%	7%	8%	8%	9%	-	29%	-	-	-	7%	8%
Wales	427	202	224	41	72	79	88	70	76	88	135	98	105	-	-	-	427	-	85	159
	5%	5%	5%	4%	6%	5%	6%	6%	4%	4%	6%	6%	6%	-	-	-	37%	-	8%	5%
Eastern	755	334	421	66	95	152	153	126	163	199	224	169	162	-	755	-	-	-	92	339
	9%	8%	10%	7%	7%	10%	11%	10%	10%	9%	10%	10%	9%	-	36%	-	-	-	8%	10%
London	1013	461	552	175	213	213	155	123	134	280	334	210	190	1013	-	-	-	-	155	483
	13%	12%	13%	18%	17%	14%	11%	10%	8%	13%	14%	12%	10%	50%	-	-	-	-	14%	14%
South East	1033	502	531	132	142	172	161	148	279	320	278	215	221	1033	-	-	-	-	113	407
	13%	13%	13%	14%	11%	11%	12%	12%	16%	15%	12%	13%	12%	50%	-	-	-	-	10%	12%
South West	734	347	388	81	88	130	110	112	213	202	224	142	167	-	-	-	734	-	84	302
	9%	9%	9%	8%	7%	8%	8%	9%	13%	9%	10%	8%	9%	-	-	-	63%	-	8%	9%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 53
GO Region
Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Scotland	699 9%	95 5%	185 8%	35 8%	33 3%	107 5%	175 10%	96 7%	75 6%	32 4%	20 4%	14 5%
North East	364 5%	65 4%	127 6%	16 4%	64 5%	79 4%	101 6%	61 4%	43 3%	36 4%	23 5%	13 5%
North West	946 12%	189 10%	332 15%	40 9%	135 12%	241 11%	257 15%	150 11%	151 11%	91 11%	38 9%	43 16%
Yorkshire & Humberside	710 9%	136 8%	212 10%	31 7%	131 11%	161 7%	163 9%	140 10%	95 7%	66 8%	41 9%	24 9%
West Midlands	745 9%	195 11%	215 10%	44 10%	91 8%	216 10%	164 9%	139 10%	139 10%	76 9%	56 12%	17 6%
East Midlands	626 8%	163 9%	164 7%	26 6%	94 8%	197 9%	135 8%	100 7%	126 9%	71 9%	37 8%	21 8%
Wales	427 5%	75 4%	134 6%	13 3%	43 4%	87 4%	133 8%	48 3%	57 4%	30 4%	18 4%	10 4%
Eastern	755 9%	181 10%	159 7%	44 10%	139 12%	230 11%	120 7%	133 9%	146 11%	85 10%	35 8%	34 13%
London	1013 13%	220 12%	339 15%	55 12%	123 11%	266 12%	271 15%	159 11%	162 12%	104 13%	58 13%	32 12%
South East	1033 13%	310 17%	192 9%	71 16%	188 16%	359 17%	138 8%	181 13%	238 18%	121 15%	72 16%	26 10%
South West	734 9%	177 10%	142 6%	68 15%	122 10%	221 10%	97 6%	196 14%	123 9%	97 12%	53 12%	33 12%

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ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 54

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Yes	4993	2519	2474	664	884	882	715	661	1186	1656	1503	1043	791	1381	1264	1266	684	398	746	2219
	62%	64%	60%	69%	69%	58%	52%	55%	70%	76%	64%	62%	43%	67%	59%	63%	59%	57%	68%	65%
No	3060	1427	1633	302	404	648	654	547	504	518	833	648	1061	666	861	755	477	301	358	1186
	38%	36%	40%	31%	31%	42%	48%	45%	30%	24%	36%	38%	57%	33%	41%	37%	41%	43%	32%	35%

Blueprint Phase 5
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Absolutes/col percents

Table 54

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

	<u>Vote Intention</u>					<u>2010 Vote</u>			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Yes	4993	1296	1310	319	667	1480	1032	902	965	515	331	190
	62%	72%	60%	72%	57%	68%	59%	64%	71%	64%	73%	71%
No	3060	511	889	123	497	683	722	501	390	293	122	76
	38%	28%	40%	28%	43%	32%	41%	36%	29%	36%	27%	29%

Blueprint Phase 5

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Absolutes/col percents

Table 55
Tenure
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: Homeowners	5476	2793	2683	509	753	971	879	884	1480	1810	1679	1158	829	1271	1529	1415	810	450	795	2313
	68%	71%	65%	53%	58%	63%	64%	73%	88%	83%	72%	68%	45%	62%	72%	70%	70%	64%	72%	68%
Owned outright - without mortgage	2657	1452	1205	198	163	186	300	552	1258	938	777	516	427	649	713	670	438	187	219	768
	33%	37%	29%	20%	13%	12%	22%	46%	74%	43%	33%	31%	23%	32%	34%	33%	38%	27%	20%	23%
Owned with a mortgage or loan	2819	1341	1478	311	590	784	579	332	222	873	903	642	402	622	816	745	372	263	576	1545
	35%	34%	36%	32%	46%	51%	42%	28%	13%	40%	39%	38%	22%	30%	38%	37%	32%	38%	52%	45%
NET: Renters	2474	1111	1363	406	508	544	486	321	208	329	631	521	993	747	570	578	335	244	298	1041
	31%	28%	33%	42%	39%	36%	35%	27%	12%	15%	27%	31%	54%	36%	27%	29%	29%	35%	27%	31%
Rented from the council	1047	484	563	139	151	239	250	164	104	89	186	250	522	329	235	249	109	126	101	373
	13%	12%	14%	14%	12%	16%	18%	14%	6%	4%	8%	15%	28%	16%	11%	12%	9%	18%	9%	11%
Rented from a housing association	480	201	279	74	75	99	104	77	51	44	130	86	220	134	112	118	71	45	46	164
	6%	5%	7%	8%	6%	6%	8%	6%	3%	2%	6%	5%	12%	7%	5%	6%	6%	6%	4%	5%
Rented from someone else	947	426	521	193	281	206	132	81	53	196	315	184	251	283	224	211	156	73	152	504
	12%	11%	13%	20%	22%	13%	10%	7%	3%	9%	13%	11%	14%	14%	11%	10%	13%	10%	14%	15%
Rent free	103	43	61	52	28	15	4	3	2	35	25	13	30	29	26	28	16	5	11	51
	1%	1%	1%	5%	2%	1%	*	*	*	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%

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Absolutes/col percents

Table 55
Tenure
Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: Homeowners	5476	1509	1347	329	774	1766	1132	1059	1154	612	354	199
	68%	83%	61%	74%	67%	82%	65%	75%	85%	76%	78%	75%
Owned outright - without mortgage	2657	852	556	162	431	1043	484	549	685	358	167	91
	33%	47%	25%	37%	37%	48%	28%	39%	51%	44%	37%	34%
Owned with a mortgage or loan	2819	657	791	167	343	723	648	510	469	254	187	108
	35%	36%	36%	38%	29%	33%	37%	36%	35%	31%	41%	41%
NET: Renters	2474	282	828	109	381	376	608	330	190	186	92	60
	31%	16%	38%	25%	33%	17%	35%	24%	14%	23%	20%	23%
Rented from the council	1047	103	359	31	205	161	293	111	72	89	30	14
	13%	6%	16%	7%	18%	7%	17%	8%	5%	11%	7%	5%
Rented from a housing association	480	52	173	16	71	66	132	64	35	30	17	11
	6%	3%	8%	4%	6%	3%	8%	5%	3%	4%	4%	4%
Rented from someone else	947	127	296	62	105	149	183	156	82	67	45	36
	12%	7%	13%	14%	9%	7%	10%	11%	6%	8%	10%	13%
Rent free	103	16	24	4	9	21	14	14	10	11	6	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%

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Absolutes/col percents

Table 56

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
No formal education	58 1%	30 1%	28 1%	5 *	13 1%	12 1%	7 1%	10 1%	11 1%	3 *	9 *	8 *	38 2%	15 1%	14 1%	21 1%	6 1%	2 *	3 *	22 1%
Primary school	49 1%	32 1%	17 *	5 1%	4 *	11 1%	6 *	11 1%	11 1%	5 *	10 *	12 1%	22 1%	9 *	10 *	16 1%	12 1%	2 *	3 *	16 *
Secondary school, high school, NVQ levels 1 to 3, etc.	4099 51%	1942 49%	2157 53%	360 37%	478 37%	804 53%	847 62%	747 62%	863 51%	624 29%	1131 48%	1076 64%	1268 68%	916 45%	1153 54%	1101 55%	601 52%	328 47%	445 40%	1751 51%
University degree or equivalent professional qualification, NVQ level 4, etc.	2594 32%	1339 34%	1255 31%	258 27%	515 40%	473 31%	379 28%	340 28%	631 37%	1002 46%	800 34%	423 25%	369 20%	674 33%	673 32%	617 31%	374 32%	257 37%	402 36%	1138 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	876 11%	438 11%	437 11%	82 8%	238 18%	200 13%	114 8%	89 7%	153 9%	450 21%	237 10%	104 6%	84 5%	293 14%	193 9%	193 10%	111 10%	86 12%	231 21%	401 12%
Still in full time education	254 3%	103 3%	150 4%	228 24%	12 1%	10 1%	1 *	2 *	- -	74 3%	117 5%	30 2%	33 2%	88 4%	54 3%	52 3%	42 4%	17 2%	10 1%	26 1%
Don't know	30 *	15 *	15 *	11 1%	3 *	5 *	6 *	2 *	3 *	1 *	8 *	13 1%	8 *	17 1%	6 *	2 *	2 *	2 *	3 *	16 *
Prefer not to answer	94 1%	47 1%	47 1%	18 2%	25 2%	16 1%	10 1%	6 1%	19 1%	16 1%	23 1%	26 2%	29 2%	35 2%	22 1%	18 1%	13 1%	5 1%	6 1%	35 1%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 56

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
No formal education	58 1%	6 *	18 1%	3 1%	6 1%	7 *	17 1%	3 *	4 *	3 *	2 *	- -
Primary school	49 1%	12 1%	15 1%	-	13 1%	17 1%	11 1%	4 *	10 1%	7 1%	2 1%	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	4099 51%	902 50%	1066 48%	170 38%	762 65%	1125 52%	915 52%	618 44%	700 52%	425 53%	203 45%	129 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	2594 32%	642 36%	694 32%	169 38%	292 25%	772 36%	530 30%	547 39%	479 35%	293 36%	162 36%	79 30%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	876 11%	188 10%	297 14%	69 16%	73 6%	210 10%	230 13%	206 15%	143 11%	67 8%	45 10%	38 14%
Still in full time education	254 3%	44 2%	88 4%	27 6%	7 1%	13 1%	27 2%	15 1%	10 1%	3 *	34 7%	16 6%
Don't know	30 *	6 *	4 *	1 *	4 *	7 *	1 *	3 *	3 *	4 *	2 1%	- -
Prefer not to answer	94 1%	7 *	20 1%	4 1%	7 1%	12 1%	23 1%	6 *	5 *	7 1%	2 *	5 2%

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Absolutes/col percents

Table 57

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: Yes	1612	793	820	91	146	263	335	365	413	302	373	299	638	355	421	424	255	159	120	352
	20%	20%	20%	9%	11%	17%	24%	30%	24%	14%	16%	18%	34%	17%	20%	21%	22%	23%	11%	10%
Yes - mental condition	448	198	250	61	74	121	109	60	23	56	93	69	230	103	113	118	63	51	33	100
	6%	5%	6%	6%	6%	8%	8%	5%	1%	3%	4%	4%	12%	5%	5%	6%	5%	7%	3%	3%
Yes - physical condition	986	479	507	24	66	134	211	241	310	200	223	192	371	207	262	265	145	107	71	183
	12%	12%	12%	2%	5%	9%	15%	20%	18%	9%	10%	11%	20%	10%	12%	13%	13%	15%	6%	5%
Yes - disability	641	345	296	24	40	106	139	177	155	95	131	124	290	143	159	173	111	53	41	107
	8%	9%	7%	2%	3%	7%	10%	15%	9%	4%	6%	7%	16%	7%	7%	9%	10%	8%	4%	3%
Yes - other	83	43	40	6	8	12	22	17	17	11	24	15	34	13	32	16	17	5	6	27
	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
No	6270	3071	3199	850	1102	1245	999	818	1256	1834	1917	1355	1165	1655	1655	1555	881	525	968	2987
	78%	78%	78%	88%	86%	81%	73%	68%	74%	84%	82%	80%	63%	81%	78%	77%	76%	75%	88%	88%
Prefer not to say	171	83	88	25	41	22	36	24	22	38	45	38	50	37	49	42	25	16	17	66
	2%	2%	2%	3%	3%	1%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 57

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			Cons 2010 & now	Cons 2010 NOT now	Not 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	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: Yes	1612 20%	276 15%	456 21%	76 17%	308 26%	405 19%	389 22%	304 22%	231 17%	174 22%	45 10%	39 15%
Yes - mental condition	448 6%	40 2%	145 7%	23 5%	59 5%	62 3%	106 6%	71 5%	28 2%	34 4%	12 3%	9 3%
Yes - physical condition	986 12%	193 11%	266 12%	41 9%	202 17%	277 13%	230 13%	199 14%	167 12%	110 14%	26 6%	25 9%
Yes - disability	641 8%	104 6%	207 9%	33 7%	135 12%	161 7%	181 10%	125 9%	85 6%	75 9%	19 4%	16 6%
Yes - other	83 1%	7 *	23 1%	4 1%	16 1%	12 1%	26 1%	16 1%	5 *	8 1%	2 *	4 1%
No	6270 78%	1508 83%	1706 78%	363 82%	837 72%	1734 80%	1329 76%	1077 77%	1110 82%	624 77%	398 88%	213 80%
Prefer not to say	171 2%	23 1%	38 2%	4 1%	19 2%	24 1%	36 2%	22 2%	14 1%	10 1%	9 2%	14 5%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 58

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	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Yes - responsible for half or more of the items bought	7174 89%	3310 84%	3864 94%	652 68%	1173 91%	1450 95%	1320 96%	1137 94%	1442 85%	1874 86%	2096 90%	1505 89%	1699 92%	1805 88%	1895 89%	1807 89%	1033 89%	634 91%	1019 92%	3090 91%
No - not responsible for most of the items bought	879 11%	637 16%	242 6%	314 32%	116 9%	80 5%	49 4%	71 6%	249 15%	300 14%	240 10%	186 11%	153 8%	241 12%	230 11%	214 11%	129 11%	65 9%	86 8%	315 9%

Blueprint Phase 5
ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 58

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Yes - responsible for half or more of the items bought	7174 89%	1591 88%	1983 90%	387 87%	1058 91%	1917 89%	1601 91%	1290 92%	1205 89%	712 88%	386 85%	222 83%
No - not responsible for most of the items bought	879 11%	216 12%	217 10%	56 13%	106 9%	247 11%	153 9%	113 8%	150 11%	97 12%	66 15%	45 17%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 59

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

	Gender			Age						Social Grade				Region				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
No cars in the household	1627	701	926	257	288	368	328	220	166	258	480	218	672	508	356	416	186	162	212	631
	20%	18%	23%	27%	22%	24%	24%	18%	10%	12%	21%	13%	36%	25%	17%	21%	16%	23%	19%	19%
1	3335	1660	1675	235	476	638	556	591	839	830	984	743	777	808	884	876	476	291	414	1387
	41%	42%	41%	24%	37%	42%	41%	49%	50%	38%	42%	44%	42%	39%	42%	43%	41%	42%	37%	41%
2	2359	1218	1141	266	403	443	364	306	576	836	668	546	309	524	717	558	360	199	356	1044
	29%	31%	28%	28%	31%	29%	27%	25%	34%	38%	29%	32%	17%	26%	34%	28%	31%	28%	32%	31%
3+	732	367	365	209	121	81	121	90	110	250	204	184	94	206	168	171	139	47	124	343
	9%	9%	9%	22%	9%	5%	9%	7%	6%	11%	9%	11%	5%	10%	8%	8%	12%	7%	11%	10%

Blueprint Phase 5
ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 59

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

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
No cars in the household	1627 20%	198 11%	541 25%	80 18%	213 18%	241 11%	418 24%	237 17%	135 10%	106 13%	64 14%	40 15%
1	3335 41%	759 42%	977 44%	172 39%	515 44%	932 43%	788 45%	617 44%	573 42%	359 44%	186 41%	79 30%
2	2359 29%	663 37%	539 25%	141 32%	344 30%	784 36%	435 25%	418 30%	521 38%	264 33%	143 32%	114 43%
3+	732 9%	187 10%	142 6%	50 11%	92 8%	207 10%	113 6%	131 9%	127 9%	80 10%	60 13%	33 13%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 60

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106	
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405	
White	7344	3612	3731	773	1083	1358	1276	1183	1670	1975	2085	1570	1714	1672	1970	1905	1120	676	956	3075	
	91%	92%	91%	80%	84%	89%	93%	98%	99%	91%	89%	93%	93%	82%	93%	94%	96%	97%	87%	90%	
NET: Non-white	602	282	320	164	182	145	79	19	14	170	210	106	117	329	129	91	33	20	132	282	
	7%	7%	8%	17%	14%	9%	6%	2%	1%	8%	9%	6%	6%	16%	6%	5%	3%	3%	12%	8%	
Mixed	123	59	64	27	28	36	24	7	1	33	44	17	29	68	17	27	5	7	35	57	
	2%	2%	2%	3%	2%	2%	2%	1%	*	2%	2%	1%	2%	3%	1%	1%	*	1%	3%	2%	
Asian	287	155	132	92	109	58	23	3	2	92	81	66	49	150	74	40	17	6	51	136	
	4%	4%	3%	9%	8%	4%	2%	*	*	4%	3%	4%	3%	7%	3%	2%	1%	1%	5%	4%	
Black	133	46	87	30	27	42	22	6	5	29	58	15	31	80	34	11	7	1	36	62	
	2%	1%	2%	3%	2%	3%	2%	1%	*	1%	2%	1%	2%	4%	2%	1%	1%	*	3%	2%	
Chinese	34	12	22	12	9	6	4	2	-	9	17	3	5	19	2	9	-	4	8	12	
	*	*	1%	1%	1%	*	*	*	-	*	1%	*	*	1%	*	*	-	1%	1%	*	
Other ethnic group	25	10	14	3	8	3	6	*	5	7	10	4	4	13	2	4	4	2	3	14	
	*	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*
Prefer not to answer	107	52	56	30	24	27	14	6	6	29	41	15	21	46	26	24	8	3	17	48	
	1%	1%	1%	3%	2%	2%	1%	*	*	1%	2%	1%	1%	2%	1%	1%	1%	*	1%	1%	

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 60

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
White	7344	1718	1865	415	1129	2070	1518	1327	1305	765	413	240
	91%	95%	85%	94%	97%	96%	87%	95%	96%	95%	91%	90%
NET: Non-white	602	82	302	25	23	75	213	64	48	27	35	21
	7%	5%	14%	6%	2%	3%	12%	5%	4%	3%	8%	8%
Mixed	123	12	55	10	11	18	37	21	7	11	6	6
	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%
Asian	287	40	165	12	9	34	116	28	22	12	18	5
	4%	2%	8%	3%	1%	2%	7%	2%	2%	1%	4%	2%
Black	133	16	66	3	1	13	54	11	11	2	6	7
	2%	1%	3%	1%	*	1%	3%	1%	1%	*	1%	3%
Chinese	34	10	6	-	1	9	1	*	8	1	3	1
	*	1%	*	-	*	*	*	*	1%	*	1%	*
Other ethnic group	25	3	9	*	2	2	6	4	1	1	2	2
	*	*	*	*	*	*	*	*	*	*	*	1%
Prefer not to answer	107	6	33	3	12	18	23	12	2	16	4	6
	1%	*	1%	1%	1%	1%	1%	1%	*	2%	1%	2%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 61

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Christian	4287	2086	2201	291	512	719	759	797	1209	1183	1232	906	966	1006	1159	1159	614	350	597	1670
	53%	53%	54%	30%	40%	47%	55%	66%	72%	54%	53%	54%	52%	49%	55%	57%	53%	50%	54%	49%
NET: Other	525	252	274	108	151	111	73	38	44	148	145	115	118	226	133	99	39	29	76	233
	7%	6%	7%	11%	12%	7%	5%	3%	3%	7%	6%	7%	6%	11%	6%	5%	3%	4%	7%	7%
Muslim	167	85	82	57	63	32	11	4	-	46	48	33	40	83	47	32	1	4	27	68
	2%	2%	2%	6%	5%	2%	1%	*	-	2%	2%	2%	2%	4%	2%	2%	*	1%	2%	2%
Hindu	77	46	31	16	28	24	8	-	1	29	17	23	8	56	10	3	7	1	17	41
	1%	1%	1%	2%	2%	2%	1%	-	*	1%	1%	1%	*	3%	*	*	1%	*	2%	1%
Jewish	51	25	26	5	4	6	15	3	19	19	16	5	12	25	9	11	5	2	4	25
	1%	1%	1%	*	*	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	*	*	*	1%
Sikh	16	10	6	5	6	3	3	-	-	2	5	7	1	7	6	3	-	1	2	8
	*	*	*	1%	*	*	*	-	-	*	*	*	*	*	*	*	-	*	*	*
Buddhist	56	32	24	6	16	11	8	8	7	16	21	6	13	16	17	13	5	5	7	27
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%
Other	159	52	106	20	34	35	28	23	18	35	37	41	44	40	45	37	21	15	19	63
	2%	1%	3%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
None	3056	1517	1538	521	569	664	513	362	426	802	889	639	725	742	793	727	488	305	401	1402
	38%	38%	37%	54%	44%	43%	37%	30%	25%	37%	38%	38%	39%	36%	37%	36%	42%	44%	36%	41%
Prefer not to say	185	92	93	46	56	37	23	11	11	42	69	30	43	73	41	36	21	15	31	99
	2%	2%	2%	5%	4%	2%	2%	1%	1%	2%	3%	2%	2%	4%	2%	2%	2%	2%	3%	3%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 61

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Christian	4287	1210	1083	213	711	1462	930	718	952	510	258	153
	53%	67%	49%	48%	61%	68%	53%	51%	70%	63%	57%	57%
NET: Other	525	87	214	30	42	93	157	74	57	35	30	10
	7%	5%	10%	7%	4%	4%	9%	5%	4%	4%	7%	4%
Muslim	167	9	105	9	5	13	70	21	4	9	5	3
	2%	1%	5%	2%	*	1%	4%	1%	*	1%	1%	1%
Hindu	77	16	44	6	1	12	35	6	10	3	7	-
	1%	1%	2%	1%	*	1%	2%	*	1%	*	1%	-
Jewish	51	26	7	4	2	30	8	3	23	7	3	2
	1%	1%	*	1%	*	1%	*	*	2%	1%	1%	1%
Sikh	16	3	8	-	1	3	7	-	3	-	1	1
	*	*	*	-	*	*	*	-	*	-	*	*
Buddhist	56	7	19	5	8	9	8	16	5	4	2	1
	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	*
Other	159	24	31	7	25	26	31	29	13	13	11	4
	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%
None	3056	496	845	188	400	586	627	585	334	252	162	95
	38%	27%	38%	42%	34%	27%	36%	42%	25%	31%	36%	36%
Prefer not to say	185	14	58	12	12	23	40	26	12	11	2	8
	2%	1%	3%	3%	1%	1%	2%	2%	1%	1%	*	3%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 62

Which of the following best describes where you live?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Urban - Population over 10,000	3258	1769	1488	440	650	661	534	443	529	896	1008	632	722	1160	718	753	357	270	512	1503
	40%	45%	36%	46%	50%	43%	39%	37%	31%	41%	43%	37%	39%	57%	34%	37%	31%	39%	46%	44%
Town and Fringe	3084	1335	1750	349	471	633	540	456	636	756	877	669	782	634	887	874	446	243	391	1265
	38%	34%	43%	36%	37%	41%	39%	38%	38%	35%	38%	40%	42%	31%	42%	43%	38%	35%	35%	37%
Village	1471	730	741	151	157	214	261	250	438	435	372	348	316	236	462	360	274	139	173	552
	18%	19%	18%	16%	12%	14%	19%	21%	26%	20%	16%	21%	17%	12%	22%	18%	24%	20%	16%	16%
Hamlet & Isolated Dwelling	240	112	127	26	11	23	33	60	86	88	78	42	32	16	58	34	84	47	28	86
	3%	3%	3%	3%	1%	2%	2%	5%	5%	4%	3%	2%	2%	1%	3%	2%	7%	7%	3%	3%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 62

Which of the following best describes where you live?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Urban - Population over 10,000	3258 40%	655 36%	1041 47%	183 41%	417 36%	756 35%	853 49%	545 39%	475 35%	280 35%	180 40%	123 46%
Town and Fringe	3084 38%	678 38%	807 37%	152 34%	474 41%	837 39%	625 36%	530 38%	507 37%	331 41%	172 38%	102 38%
Village	1471 18%	386 21%	326 15%	92 21%	229 20%	473 22%	260 15%	279 20%	303 22%	169 21%	83 18%	38 14%
Hamlet & Isolated Dwelling	240 3%	87 5%	25 1%	15 3%	45 4%	98 5%	17 1%	50 4%	69 5%	28 3%	18 4%	3 1%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 63

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
NET: Working	4510	2314	2196	546	1049	1166	964	580	206	1220	1521	1068	701	1158	1198	1091	631	432	1105	3405
	56%	59%	53%	56%	81%	76%	70%	48%	12%	56%	65%	63%	38%	57%	56%	54%	54%	62%	100%	100%
Working full time - working 30 hours per week or more	3543	2038	1505	426	898	941	750	417	112	997	1209	851	486	913	937	852	500	342	880	2663
	44%	52%	37%	44%	70%	62%	55%	35%	7%	46%	52%	50%	26%	45%	44%	42%	43%	49%	80%	78%
Working part time - working between 8 and 29 hours per week	966	276	691	120	151	225	214	163	94	223	312	217	215	245	260	239	131	90	224	742
	12%	7%	17%	12%	12%	15%	16%	13%	6%	10%	13%	13%	12%	12%	12%	12%	11%	13%	20%	22%
NET: Not working	3543	1632	1911	421	240	364	405	628	1485	955	814	623	1151	888	928	929	531	267	-	-
	44%	41%	47%	44%	19%	24%	30%	52%	88%	44%	35%	37%	62%	43%	44%	46%	46%	38%	-	-
Not working but seeking work or temporarily unemployed or sick	447	200	248	68	83	95	125	75	2	28	48	58	313	117	115	108	65	42	-	-
	6%	5%	6%	7%	6%	6%	9%	6%	*	1%	2%	3%	17%	6%	5%	5%	6%	6%	-	-
Not working and not seeking work	571	249	322	314	49	55	75	76	2	98	177	73	223	167	129	147	80	48	-	-
	7%	6%	8%	32%	4%	4%	5%	6%	*	5%	8%	4%	12%	8%	6%	7%	7%	7%	-	-
Retired on a state pension only	396	142	254	-	1	-	4	77	314	30	56	60	250	97	110	90	73	26	-	-
	5%	4%	6%	-	*	-	*	6%	19%	1%	2%	4%	13%	5%	5%	4%	6%	4%	-	-
Retired with a private pension	1474	977	497	1	*	2	18	298	1155	725	428	241	80	349	395	395	230	105	-	-
	18%	25%	12%	*	*	*	1%	25%	68%	33%	18%	14%	4%	17%	19%	20%	20%	15%	-	-
House person, housewife, househusband, etc.	654	64	590	38	107	212	183	101	13	73	106	191	284	158	178	189	83	46	-	-
	8%	2%	14%	4%	8%	14%	13%	8%	1%	3%	5%	11%	15%	8%	8%	9%	7%	7%	-	-

Blueprint Phase 5

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Absolutes/col percents

Table 63

Which of the following best describes your current working status?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
NET: Working	4510	941	1313	255	571	1087	1045	791	687	400	254	159
	56%	52%	60%	58%	49%	50%	60%	56%	51%	49%	56%	60%
Working full time - working 30 hours per week or more	3543	723	1061	202	451	847	849	614	528	319	194	138
	44%	40%	48%	46%	39%	39%	48%	44%	39%	39%	43%	52%
Working part time - working between 8 and 29 hours per week	966	219	252	53	120	240	196	177	159	81	60	21
	12%	12%	11%	12%	10%	11%	11%	13%	12%	10%	13%	8%
NET: Not working	3543	866	887	188	593	1076	710	612	667	409	198	107
	44%	48%	40%	42%	51%	50%	40%	44%	49%	51%	44%	40%
Not working but seeking work or temporarily unemployed or sick	447	35	132	19	64	58	101	62	25	33	10	12
	6%	2%	6%	4%	6%	3%	6%	4%	2%	4%	2%	4%
Not working and not seeking work	571	88	179	39	57	60	92	57	27	33	61	19
	7%	5%	8%	9%	5%	3%	5%	4%	2%	4%	13%	7%
Retired on a state pension only	396	102	86	15	96	137	84	81	83	54	19	16
	5%	6%	4%	3%	8%	6%	5%	6%	6%	7%	4%	6%
Retired with a private pension	1474	551	280	91	277	694	262	316	464	230	88	44
	18%	31%	13%	21%	24%	32%	15%	22%	34%	28%	19%	16%
House person, housewife, househusband, etc.	654	90	209	24	99	127	171	96	68	59	21	16
	8%	5%	9%	5%	8%	6%	10%	7%	5%	7%	5%	6%

Blueprint Phase 5

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Absolutes/col percents

Table 64

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

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4097	1953	2144	374	987	1011	992	538	195	1251	1399	736	711	1136	1038	938	564	421	991	3106
Weighted base	4510	2314	2196	546	1049	1166	964	580	206	1220	1521	1068	701	1158	1198	1091	631	432	1105	3405
NET: Public Sector	1105	462	643	130	245	304	256	144	26	340	450	177	137	268	280	265	169	122	1105	-
	24%	20%	29%	24%	23%	26%	27%	25%	13%	28%	30%	17%	20%	23%	23%	24%	27%	28%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	105	56	49	5	22	45	23	6	4	40	47	17	2	33	13	27	22	10	105	-
	2%	2%	2%	1%	2%	4%	2%	1%	2%	3%	3%	2%	*	3%	1%	3%	3%	2%	10%	-
HM Forces	22	11	11	5	13	3	1	-	-	4	6	9	3	6	5	8	2	2	22	-
	*	*	1%	1%	1%	*	*	-	-	*	*	1%	*	*	*	1%	*	*	2%	-
National Health Service	228	68	160	45	48	51	54	26	3	53	99	36	40	45	68	54	35	26	228	-
	5%	3%	7%	8%	5%	4%	6%	5%	2%	4%	7%	3%	6%	4%	6%	5%	6%	6%	21%	-
Universities and Academies funded by government	97	42	55	15	27	26	19	6	4	43	46	6	2	18	36	21	15	8	97	-
	2%	2%	3%	3%	3%	2%	2%	1%	2%	4%	3%	1%	*	2%	3%	2%	2%	2%	9%	-
Courts service	7	2	5	-	1	2	4	-	-	-	5	2	*	4	-	1	1	1	7	-
	*	*	*	-	*	*	*	-	-	-	*	*	*	*	-	*	*	*	1%	-
Local government administration	141	66	75	4	18	54	37	23	6	40	82	7	12	27	41	33	24	16	141	-
	3%	3%	3%	1%	2%	5%	4%	4%	3%	3%	5%	1%	2%	2%	3%	3%	4%	4%	13%	-
Police service	32	23	10	4	12	8	7	-	1	1	29	2	1	8	7	9	2	7	32	-
	1%	1%	*	1%	1%	1%	1%	-	*	*	2%	*	*	1%	1%	1%	*	2%	3%	-
Public sector housing	31	16	15	1	8	9	6	6	1	12	5	6	7	8	8	8	4	4	31	-
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	179	49	130	22	43	41	42	28	3	92	58	19	10	60	51	30	25	13	179	-
	4%	2%	6%	4%	4%	4%	4%	5%	2%	8%	4%	2%	1%	5%	4%	3%	4%	3%	16%	-

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Absolutes/col percents

Table 64

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	4510	2314	2196	546	1049	1166	964	580	206	1220	1521	1068	701	1158	1198	1091	631	432	1105	3405
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	51 1%	41 2%	10 *	2 *	7 1%	18 2%	14 1%	10 2%	- -	6 1%	6 *	21 2%	17 2%	5 *	13 1%	15 1%	10 2%	8 2%	51 5%	- -
Bradford and Bingley or Northern Rock Building societies	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -
Other public sector occupation (please specify as much detail as possible)	209 5%	86 4%	123 6%	28 5%	44 4%	47 4%	49 5%	38 7%	4 2%	48 4%	67 4%	52 5%	43 6%	52 4%	39 3%	59 5%	30 5%	29 7%	209 19%	- -
None of the above (Private Sector)	3405 76%	1852 80%	1553 71%	416 76%	804 77%	862 74%	708 73%	436 75%	180 87%	880 72%	1071 70%	891 83%	564 80%	890 77%	918 77%	826 76%	461 73%	310 72%	- -	3405 100%

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Absolutes/col percents

Table 64

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

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	4097	845	1153	233	524	1005	857	704	626	379	219	122
Weighted base	4510	941	1313	255	571	1087	1045	791	687	400	254	159
NET: Public Sector	1105 24%	176 19%	394 30%	76 30%	104 18%	216 20%	314 30%	222 28%	122 18%	94 23%	54 21%	39 24%
Central government including all administrative departments and central government agencies such as the Bank of England	105 2%	19 2%	43 3%	4 2%	7 1%	20 2%	39 4%	18 2%	15 2%	5 1%	4 2%	4 3%
HM Forces	22 *	6 1%	3 *	- -	7 1%	7 1%	7 1%	1 *	4 1%	3 1%	3 1%	- -
National Health Service	228 5%	39 4%	66 5%	16 6%	16 3%	48 4%	46 4%	41 5%	30 4%	17 4%	9 3%	9 6%
Universities and Academies funded by government	97 2%	13 1%	37 3%	4 2%	11 2%	15 1%	24 2%	25 3%	10 1%	5 1%	4 2%	5 3%
Courts service	7 *	5 1%	- -	- -	- -	2 *	- -	- -	* *	1 *	5 2%	- -
Local government administration	141 3%	21 2%	57 4%	13 5%	7 1%	30 3%	51 5%	28 4%	17 2%	13 3%	5 2%	4 2%
Police service	32 1%	5 1%	13 1%	2 1%	3 1%	11 1%	9 1%	5 1%	4 1%	7 2%	1 1%	2 1%
Public sector housing	31 1%	4 *	13 1%	5 2%	4 1%	3 *	13 1%	5 1%	2 *	1 *	2 1%	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	179 4%	36 4%	71 5%	15 6%	12 2%	44 4%	48 5%	34 4%	22 3%	22 5%	14 6%	5 3%

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Absolutes/col percents

Table 64

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

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	4510	941	1313	255	571	1087	1045	791	687	400	254	159
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	51 1%	3 *	19 1%	6 2%	13 2%	6 1%	20 2%	17 2%	3 *	4 1%	-	1 *
Bradford and Bingley or Northern Rock Building societies	2 *	-	2 *	-	-	-	2 *	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	209 5%	24 3%	71 5%	11 4%	24 4%	32 3%	55 5%	47 6%	16 2%	16 4%	8 3%	10 6%
None of the above (Private Sector)	3405 76%	765 81%	920 70%	178 70%	467 82%	871 80%	730 70%	569 72%	565 82%	306 77%	200 79%	120 76%

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Absolutes/col percents

Table 65

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
No children aged 18 or under	5736	2951	2786	823	734	586	837	1085	1672	1621	1727	1117	1271	1470	1506	1415	836	509	689	2154
	71%	75%	68%	85%	57%	38%	61%	90%	99%	75%	74%	66%	69%	72%	71%	70%	72%	73%	62%	63%
NET: Yes	2270	973	1298	128	541	934	528	121	18	541	593	566	570	557	606	596	323	189	410	1230
	28%	25%	32%	13%	42%	61%	39%	10%	1%	25%	25%	33%	31%	27%	29%	29%	28%	27%	37%	36%
Yes - children aged under 5 years old	817	326	492	90	381	290	49	4	4	217	223	194	183	228	208	204	113	65	165	428
	10%	8%	12%	9%	30%	19%	4%	*	*	10%	10%	11%	10%	11%	10%	10%	10%	9%	15%	13%
Yes - children aged 5 to 10 years old	1013	459	554	44	262	526	164	13	4	261	267	230	255	257	276	250	143	88	165	566
	13%	12%	13%	5%	20%	34%	12%	1%	*	12%	11%	14%	14%	13%	13%	12%	12%	13%	15%	17%
Yes - children aged 11 to 15 years old	847	400	447	15	91	421	253	62	6	193	189	240	225	208	243	225	107	64	135	476
	11%	10%	11%	2%	7%	28%	18%	5%	*	9%	8%	14%	12%	10%	11%	11%	9%	9%	12%	14%
Yes - children aged 16 to 18 years old	546	206	340	13	13	187	263	61	9	88	147	140	172	118	142	157	85	45	95	265
	7%	5%	8%	1%	1%	12%	19%	5%	1%	4%	6%	8%	9%	6%	7%	8%	7%	6%	9%	8%
Refused	47	23	23	16	14	10	4	1	1	12	16	7	11	19	14	10	2	1	6	21
	1%	1%	1%	2%	1%	1%	*	*	*	1%	1%	*	1%	1%	1%	1%	*	*	1%	1%

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Absolutes/col percents

Table 65

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
No children aged 18 or under	5736 71%	1386 77%	1441 65%	319 72%	903 78%	1662 77%	1157 66%	1049 75%	1034 76%	627 78%	352 78%	190 71%
NET: Yes	2270 28%	415 23%	740 34%	122 28%	259 22%	496 23%	583 33%	353 25%	317 23%	179 22%	97 22%	76 29%
Yes - children aged under 5 years old	817 10%	144 8%	275 13%	47 11%	72 6%	166 8%	200 11%	99 7%	106 8%	59 7%	38 8%	28 10%
Yes - children aged 5 to 10 years old	1013 13%	166 9%	346 16%	61 14%	96 8%	199 9%	287 16%	165 12%	121 9%	77 10%	45 10%	35 13%
Yes - children aged 11 to 15 years old	847 11%	164 9%	271 12%	43 10%	128 11%	209 10%	220 13%	149 11%	127 9%	82 10%	38 8%	30 11%
Yes - children aged 16 to 18 years old	546 7%	107 6%	165 8%	14 3%	74 6%	125 6%	138 8%	73 5%	86 6%	39 5%	21 5%	15 6%
Refused	47 1%	6 *	19 1%	2 *	2 *	6 *	14 1%	1 *	3 *	3 *	3 1%	* *

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Absolutes/col percents

Table 66

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Anglia	811 10%	350 9%	460 11%	82 9%	128 10%	155 10%	151 11%	129 11%	165 10%	213 10%	235 10%	182 11%	180 10%	64 3%	744 35%	1 *	1 *	-	98 9%	353 10%
Border	87 1%	42 1%	44 1%	10 1%	14 1%	14 1%	13 1%	17 1%	20 1%	28 1%	20 1%	22 1%	16 1%	1 *	-	44 2%	-	41 6%	11 1%	33 1%
Central	1174 15%	609 15%	565 14%	128 13%	232 18%	230 15%	181 13%	161 13%	243 14%	321 15%	331 14%	239 14%	284 15%	27 1%	1124 53%	4 *	15 1%	4 1%	172 16%	496 15%
Granada	912 11%	487 12%	425 10%	103 11%	152 12%	184 12%	145 11%	123 10%	204 12%	252 12%	237 10%	180 11%	242 13%	3 *	9 *	889 44%	10 1%	1 *	111 10%	380 11%
London	1414 18%	651 17%	763 19%	215 22%	263 20%	290 19%	222 16%	186 15%	237 14%	433 20%	437 19%	279 17%	265 14%	1312 64%	96 4%	1 *	6 1%	-	202 18%	644 19%
Meridian	712 9%	360 9%	352 9%	97 10%	96 7%	107 7%	111 8%	92 8%	208 12%	196 9%	208 9%	145 9%	164 9%	637 31%	8 *	-	68 6%	-	71 6%	286 8%
STV	652 8%	337 9%	315 8%	48 5%	122 9%	134 9%	123 9%	112 9%	113 7%	183 8%	183 8%	146 9%	140 8%	-	-	1 *	-	651 93%	114 10%	293 9%
Tyne Tees	369 5%	199 5%	171 4%	61 6%	31 2%	57 4%	64 5%	64 5%	92 5%	93 4%	112 5%	70 4%	94 5%	-	-	367 18%	-	2 *	52 5%	128 4%
Wales	415 5%	195 5%	219 5%	42 4%	71 6%	78 5%	87 6%	68 6%	69 4%	85 4%	132 6%	95 6%	102 6%	-	-	-	415 36%	-	85 8%	156 5%
West	264 3%	138 3%	126 3%	32 3%	33 3%	60 4%	34 2%	31 3%	74 4%	84 4%	79 3%	45 3%	55 3%	-	22 1%	11 1%	230 20%	-	34 3%	112 3%
Westcountry	423 5%	190 5%	233 6%	48 5%	51 4%	71 5%	69 5%	73 6%	110 7%	107 5%	123 5%	92 5%	101 5%	* *	6 *	-	416 36%	-	49 4%	179 5%
Yorkshire	821 10%	387 10%	433 11%	100 10%	95 7%	151 10%	168 12%	152 13%	155 9%	180 8%	237 10%	195 12%	209 11%	1 *	117 6%	702 35%	-	1 *	105 10%	345 10%
UTV	1 *	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-

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Absolutes/col percents

Table 66

Which of the following ITV regions do you live in?

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Anglia	811 10%	206 11%	178 8%	43 10%	138 12%	238 11%	129 7%	132 9%	157 12%	81 10%	49 11%	31 12%
Border	87 1%	23 1%	19 1%	6 1%	9 1%	24 1%	18 1%	15 1%	17 1%	7 1%	6 1%	2 1%
Central	1174 15%	307 17%	335 15%	59 13%	146 13%	355 16%	262 15%	215 15%	232 17%	123 15%	75 17%	30 11%
Granada	912 11%	178 10%	318 14%	42 10%	138 12%	238 11%	244 14%	144 10%	143 11%	95 12%	35 8%	42 16%
London	1414 18%	345 19%	399 18%	80 18%	199 17%	416 19%	306 17%	228 16%	260 19%	156 19%	85 19%	52 19%
Meridian	712 9%	203 11%	128 6%	53 12%	136 12%	243 11%	101 6%	131 9%	152 11%	91 11%	51 11%	16 6%
STV	652 8%	87 5%	177 8%	29 7%	29 3%	96 4%	167 10%	87 6%	69 5%	27 3%	18 4%	12 5%
Tyne Tees	369 5%	68 4%	127 6%	16 4%	64 6%	81 4%	100 6%	64 5%	45 3%	36 4%	23 5%	13 5%
Wales	415 5%	72 4%	131 6%	13 3%	40 3%	79 4%	131 7%	48 3%	53 4%	26 3%	19 4%	10 4%
West	264 3%	61 3%	62 3%	28 6%	35 3%	76 3%	58 3%	54 4%	44 3%	32 4%	18 4%	9 4%
Westcountry	423 5%	97 5%	88 4%	36 8%	74 6%	122 6%	49 3%	130 9%	69 5%	53 7%	28 6%	21 8%
Yorkshire	821 10%	161 9%	237 11%	36 8%	155 13%	197 9%	188 11%	155 11%	115 9%	81 10%	45 10%	26 10%
UTV	1 *	-	-	-	-	-	-	-	-	-	-	-

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 67
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Single	2174	1108	1066	726	468	430	299	179	72	501	728	389	557	662	507	526	286	193	357	1048
	27%	28%	26%	75%	36%	28%	22%	15%	4%	23%	31%	23%	30%	32%	24%	26%	25%	28%	32%	31%
NET: Married/ Civil partnership/ co habiting	4856	2431	2425	227	771	997	851	750	1260	1452	1284	1152	969	1126	1357	1221	731	421	630	2039
	60%	62%	59%	24%	60%	65%	62%	62%	75%	67%	55%	68%	52%	55%	64%	60%	63%	60%	57%	60%
Married	3732	1973	1759	58	458	698	690	651	1177	1184	969	875	704	867	1029	944	567	325	477	1407
	46%	50%	43%	6%	36%	46%	50%	54%	70%	54%	41%	52%	38%	42%	48%	47%	49%	47%	43%	41%
Civil Partnership	74	37	37	17	17	13	13	1	12	20	17	18	18	27	17	19	4	7	7	43
	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Co Habiting	1050	422	629	152	297	286	147	97	71	247	297	259	246	233	310	258	161	89	145	589
	13%	11%	15%	16%	23%	19%	11%	8%	4%	11%	13%	15%	13%	11%	15%	13%	14%	13%	13%	17%
NET: Widowed/ separated/ divorced	968	378	590	*	29	91	214	276	357	206	312	138	313	238	247	260	142	81	108	292
	12%	10%	14%	*	2%	6%	16%	23%	21%	9%	13%	8%	17%	12%	12%	13%	12%	12%	10%	9%
Widowed	231	83	148	-	4	4	19	48	157	60	85	24	62	58	56	62	32	23	17	34
	3%	2%	4%	-	*	*	1%	4%	9%	3%	4%	1%	3%	3%	3%	3%	3%	3%	2%	1%
Separated	123	59	65	*	10	23	36	31	23	27	30	25	42	30	29	26	26	13	20	47
	2%	1%	2%	*	1%	2%	3%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%
Divorced	613	236	377	-	15	64	160	197	178	119	197	88	209	150	162	172	84	45	72	211
	8%	6%	9%	-	1%	4%	12%	16%	11%	5%	8%	5%	11%	7%	8%	9%	7%	6%	7%	6%
Prefer not to answer	55	29	26	13	21	12	4	3	2	16	13	13	13	20	15	13	3	5	10	27
	1%	1%	1%	1%	2%	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 67
Marital Status
Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Single	2174 27%	362 20%	673 31%	123 28%	240 21%	351 16%	472 27%	307 22%	210 16%	141 17%	151 33%	67 25%
NET: Married/ Civil partnership/ co habiting	4856 60%	1189 66%	1276 58%	262 59%	760 65%	1497 69%	1055 60%	913 65%	939 69%	558 69%	250 55%	172 65%
Married	3732 46%	1000 55%	969 44%	205 46%	604 52%	1276 59%	829 47%	727 52%	815 60%	461 57%	185 41%	120 45%
Civil Partnership	74 1%	17 1%	21 1%	3 1%	4 *	18 1%	15 1%	11 1%	14 1%	3 *	3 1%	1 *
Co Habiting	1050 13%	172 10%	286 13%	55 12%	152 13%	204 9%	211 12%	175 12%	110 8%	94 12%	62 14%	51 19%
NET: Widowed/ separated/ divorced	968 12%	251 14%	237 11%	53 12%	159 14%	313 14%	210 12%	177 13%	205 15%	108 13%	46 10%	22 8%
Widowed	231 3%	76 4%	56 3%	13 3%	30 3%	95 4%	48 3%	43 3%	67 5%	28 3%	8 2%	6 2%
Separated	123 2%	22 1%	36 2%	7 2%	23 2%	33 2%	26 1%	21 1%	18 1%	15 2%	5 1%	2 1%
Divorced	613 8%	153 8%	145 7%	33 8%	105 9%	185 9%	136 8%	113 8%	120 9%	65 8%	33 7%	14 5%
Prefer not to answer	55 1%	5 *	14 1%	4 1%	6 1%	2 *	17 1%	6 *	* *	2 *	5 1%	5 2%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 68

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Glasgow	333 4%	165 4%	168 4%	22 2%	66 5%	75 5%	58 4%	60 5%	52 3%	93 4%	83 4%	81 5%	76 4%	-	-	1 *	-	332 48%	55 5%	148 4%
Edinburgh	280 3%	143 4%	137 3%	28 3%	49 4%	56 4%	46 3%	50 4%	51 3%	86 4%	80 3%	57 3%	56 3%	-	1 *	2 *	-	277 40%	58 5%	120 4%
Newcastle	356 4%	185 5%	171 4%	53 5%	34 3%	54 4%	65 5%	64 5%	86 5%	87 4%	110 5%	68 4%	92 5%	-	-	356 18%	-	-	52 5%	128 4%
Leeds	353 4%	159 4%	194 5%	46 5%	41 3%	83 5%	52 4%	64 5%	66 4%	87 4%	117 5%	65 4%	83 4%	-	-	353 17%	-	-	42 4%	158 5%
Hull	154 2%	81 2%	74 2%	23 2%	13 1%	12 1%	38 3%	32 3%	37 2%	40 2%	42 2%	29 2%	43 2%	-	19 1%	136 7%	-	-	22 2%	51 2%
Sheffield	218 3%	109 3%	108 3%	25 3%	33 3%	45 3%	46 3%	34 3%	35 2%	42 2%	60 3%	59 4%	56 3%	-	33 2%	185 9%	-	-	34 3%	87 3%
Manchester	653 8%	339 9%	314 8%	69 7%	115 9%	137 9%	106 8%	88 7%	139 8%	190 9%	160 7%	125 7%	179 10%	1	30 1%	617 31%	5 *	-	81 7%	281 8%
Liverpool	284 4%	156 4%	128 3%	24 3%	44 3%	49 3%	54 4%	45 4%	68 4%	68 3%	82 4%	69 4%	66 4%	1 *	3 *	238 12%	42 4%	-	31 3%	118 3%
Nottingham	377 5%	190 5%	186 5%	49 5%	67 5%	67 4%	65 5%	55 5%	74 4%	91 4%	109 5%	83 5%	94 5%	-	369 17%	7 *	-	-	45 4%	175 5%
Birmingham	713 9%	373 9%	339 8%	91 9%	153 12%	139 9%	100 7%	83 7%	146 9%	211 10%	184 8%	147 9%	171 9%	-	707 33%	1 *	5 *	-	112 10%	294 9%
Norwich	334 4%	150 4%	184 4%	37 4%	42 3%	67 4%	68 5%	48 4%	71 4%	85 4%	93 4%	86 5%	70 4%	2 *	332 16%	-	-	-	43 4%	158 5%
Milton Keynes	224 3%	109 3%	115 3%	19 2%	46 4%	42 3%	34 2%	39 3%	45 3%	61 3%	70 3%	40 2%	54 3%	41 2%	184 9%	-	-	-	20 2%	104 3%
Brighton	173 2%	83 2%	90 2%	25 3%	17 1%	22 1%	30 2%	27 2%	52 3%	50 2%	51 2%	33 2%	39 2%	173 8%	-	-	-	-	13 1%	70 2%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 68

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Oxford	103 1%	61 2%	42 1%	18 2%	21 2%	11 1%	10 1%	8 1%	36 2%	38 2%	32 1%	17 1%	16 1%	79 4%	10 *	- -	14 1%	- -	18 2%	39 1%
London	1673 21%	772 20%	901 22%	246 25%	303 23%	345 23%	266 19%	215 18%	299 18%	501 23%	521 22%	334 20%	318 17%	1462 71%	207 10%	- -	5 *	- -	242 22%	751 22%
Southampton	295 4%	144 4%	151 4%	36 4%	43 3%	48 3%	41 3%	37 3%	90 5%	85 4%	77 3%	69 4%	63 3%	209 10%	- -	1 *	85 7%	- -	30 3%	114 3%
Bristol	321 4%	161 4%	160 4%	25 3%	48 4%	74 5%	41 3%	45 4%	88 5%	97 4%	90 4%	72 4%	62 3%	1 *	5 *	- -	315 27%	- -	40 4%	143 4%
Plymouth	252 3%	107 3%	145 4%	34 4%	24 2%	34 2%	50 4%	47 4%	63 4%	59 3%	74 3%	54 3%	65 3%	* *	- -	- -	251 22%	- -	34 3%	98 3%
Cardiff	318 4%	151 4%	168 4%	38 4%	59 5%	69 5%	60 4%	49 4%	43 3%	68 3%	105 4%	72 4%	73 4%	- -	3 *	2 *	314 27%	- -	68 6%	132 4%
None of these	639 8%	308 8%	331 8%	59 6%	72 6%	102 7%	139 10%	117 10%	150 9%	135 6%	195 8%	131 8%	178 10%	78 4%	222 10%	123 6%	125 11%	90 13%	64 6%	233 7%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 68

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Glasgow	333 4%	38 2%	92 4%	11 2%	18 2%	44 2%	102 6%	25 2%	29 2%	15 2%	9 2%	10 4%
Edinburgh	280 3%	44 2%	75 3%	15 3%	15 1%	46 2%	59 3%	51 4%	36 3%	10 1%	8 2%	4 1%
Newcastle	356 4%	62 3%	127 6%	14 3%	63 5%	79 4%	98 6%	65 5%	42 3%	37 5%	20 4%	13 5%
Leeds	353 4%	74 4%	100 5%	16 4%	54 5%	80 4%	70 4%	76 5%	48 4%	32 4%	26 6%	9 3%
Hull	154 2%	29 2%	50 2%	7 2%	31 3%	37 2%	37 2%	28 2%	21 2%	16 2%	8 2%	10 4%
Sheffield	218 3%	29 2%	74 3%	12 3%	49 4%	39 2%	68 4%	37 3%	17 1%	22 3%	11 3%	7 3%
Manchester	653 8%	138 8%	226 10%	24 5%	92 8%	169 8%	172 10%	102 7%	110 8%	59 7%	28 6%	33 12%
Liverpool	284 4%	48 3%	99 5%	13 3%	47 4%	67 3%	88 5%	38 3%	38 3%	29 4%	9 2%	9 4%
Nottingham	377 5%	108 6%	91 4%	16 4%	53 5%	118 5%	84 5%	62 4%	84 6%	34 4%	24 5%	10 4%
Birmingham	713 9%	180 10%	215 10%	42 9%	86 7%	201 9%	152 9%	137 10%	127 9%	74 9%	53 12%	17 7%
Norwich	334 4%	75 4%	65 3%	14 3%	65 6%	96 4%	47 3%	65 5%	59 4%	37 5%	16 4%	14 5%
Milton Keynes	224 3%	62 3%	58 3%	12 3%	35 3%	65 3%	40 2%	45 3%	44 3%	21 3%	18 4%	2 1%
Brighton	173 2%	41 2%	36 2%	14 3%	38 3%	53 2%	23 1%	34 2%	29 2%	24 3%	12 3%	4 2%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 68

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Oxford	103 1%	32 2%	26 1%	7 2%	14 1%	44 2%	19 1%	16 1%	28 2%	17 2%	4 1%	1 *
London	1673 21%	425 24%	450 20%	100 23%	245 21%	497 23%	359 20%	255 18%	320 24%	177 22%	105 23%	62 23%
Southampton	295 4%	91 5%	50 2%	23 5%	52 4%	102 5%	34 2%	55 4%	67 5%	35 4%	24 5%	7 2%
Bristol	321 4%	72 4%	56 3%	36 8%	48 4%	96 4%	56 3%	87 6%	56 4%	40 5%	16 4%	18 7%
Plymouth	252 3%	59 3%	60 3%	21 5%	45 4%	73 3%	26 1%	77 5%	37 3%	36 4%	22 5%	10 4%
Cardiff	318 4%	53 3%	105 5%	10 2%	30 3%	60 3%	102 6%	35 2%	38 3%	22 3%	15 3%	4 1%
None of these	639 8%	149 8%	145 7%	35 8%	83 7%	197 9%	117 7%	112 8%	125 9%	72 9%	24 5%	24 9%

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 69

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8053	3775	4278	717	1287	1428	1513	1260	1848	2425	2249	1261	2118	2169	2039	1941	1146	758	991	3106
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Up to £7,000	(3.5) 5%	389 4%	242 6%	94 10%	54 4%	59 4%	91 7%	66 5%	25 1%	16 1%	86 4%	36 2%	250 14%	114 6%	87 4%	107 5%	51 4%	31 4%	16 1%	85 2%
£7,001 to £14,000	(10.5) 13%	1031 11%	584 14%	106 11%	109 8%	183 12%	193 14%	226 19%	215 13%	92 4%	235 10%	127 7%	577 31%	211 10%	271 13%	294 15%	158 14%	97 14%	70 6%	284 8%
£14,001 to £21,000	(17.5) 15%	1244 16%	616 15%	107 11%	141 11%	210 14%	250 18%	257 21%	280 17%	189 9%	433 19%	274 16%	349 19%	263 13%	355 17%	341 17%	195 17%	89 13%	147 13%	505 15%
£21,001 to £28,000	(24.5) 16%	1264 15%	675 16%	91 9%	182 14%	247 16%	240 18%	237 20%	267 16%	294 14%	396 17%	365 22%	210 11%	276 13%	329 15%	340 17%	207 18%	112 16%	201 18%	534 16%
£28,001 to £34,000	(31) 13%	1019 13%	507 12%	87 9%	160 12%	210 14%	196 14%	173 14%	192 11%	289 13%	318 14%	267 16%	145 8%	252 12%	264 12%	266 13%	143 12%	94 13%	165 15%	487 14%
£34,001 to £41,000	(37.5) 9%	759 10%	371 9%	65 7%	150 12%	174 11%	122 9%	74 6%	175 10%	275 13%	226 10%	181 11%	77 4%	209 10%	214 10%	165 8%	100 9%	72 10%	139 13%	381 11%
£41,001 to £48,000	(44.5) 6%	469 7%	199 5%	61 6%	118 9%	116 8%	66 5%	26 2%	83 5%	208 10%	141 6%	91 5%	30 2%	120 6%	143 7%	100 5%	64 6%	43 6%	98 9%	248 7%
£48,001 to £55,000	(51.5) 4%	353 5%	150 4%	45 5%	82 6%	82 5%	40 3%	22 2%	81 5%	157 7%	103 4%	80 5%	12 1%	110 5%	71 3%	82 4%	55 5%	36 5%	77 7%	171 5%
£55,001 to £62,000	(58.5) 2%	184 3%	70 2%	35 4%	59 5%	28 2%	12 1%	16 1%	34 2%	95 4%	43 2%	36 2%	10 1%	59 3%	42 2%	54 3%	14 1%	15 2%	22 2%	112 3%
£62,001 to £69,000	(65.5) 2%	136 2%	87 2%	48 1%	16 2%	31 2%	28 2%	22 2%	11 1%	28 2%	83 4%	30 1%	21 1%	1 *	44 2%	27 1%	28 1%	20 2%	16 2%	80 3%
£69,001 to £76,000	(72.5) 1%	93 1%	45 1%	18 2%	26 2%	22 1%	9 1%	2 *	15 1%	45 2%	36 2%	12 1%	1 *	25 1%	21 1%	14 1%	22 2%	11 2%	20 2%	53 2%
£76,001 to £83,000	(79.5) 1%	84 1%	35 1%	15 2%	21 2%	18 1%	13 1%	- -	18 1%	59 3%	16 1%	3 *	5 *	24 1%	25 1%	19 1%	7 1%	9 1%	8 1%	48 1%
£83,001 or more	(86) 2%	143 2%	45 1%	31 3%	37 3%	27 2%	11 1%	7 1%	29 2%	106 5%	31 1%	4 *	2 *	65 3%	36 2%	19 1%	13 1%	9 1%	19 2%	94 3%

Blueprint Phase 5
ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 69

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

Base: All respondents

	Gender		Age					Social Grade				Region				Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	8053	3946	4107	966	1289	1530	1369	1208	1691	2174	2335	1691	1852	2046	2125	2021	1161	699	1105	3405
Prefer not to answer	885	366	519	194	119	127	106	92	248	267	242	192	184	274	239	194	112	66	96	325
	11%	9%	13%	20%	9%	8%	8%	8%	15%	12%	10%	11%	10%	13%	11%	10%	10%	9%	9%	10%
Average income (£000's)	29.21	31.19	27.23	31.13	34.67	30.69	26.08	23.04	29.83	39.92	29.12	29.00	17.27	31.78	28.91	27.31	28.26	29.98	33.49	33.07

Blueprint Phase 5

ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 69

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future	
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem					
Unweighted base	8053	1823	2101	424	1207	2247	1604	1377	1405	842	418	229	
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266	
Up to £7,000	(3.5) 5%	389 2%	34 6%	122 5%	21 5%	60 5%	58 3%	91 5%	44 3%	22 2%	36 4%	12 3%	8 3%
£7,001 to £14,000	(10.5) 13%	1031 9%	171 15%	319 11%	47 14%	168 14%	211 10%	273 16%	149 11%	136 10%	76 9%	35 8%	18 7%
£14,001 to £21,000	(17.5) 15%	1244 13%	232 15%	340 9%	38 21%	242 15%	321 16%	276 16%	221 16%	181 13%	139 17%	51 11%	42 16%
£21,001 to £28,000	(24.5) 16%	1264 16%	295 16%	356 16%	65 15%	193 17%	342 16%	289 16%	216 15%	216 16%	126 16%	80 18%	49 18%
£28,001 to £34,000	(31) 13%	1019 13%	242 13%	301 14%	72 16%	151 13%	288 13%	217 12%	226 16%	182 13%	106 13%	60 13%	37 14%
£34,001 to £41,000	(37.5) 9%	759 11%	195 9%	199 10%	44 7%	86 11%	230 10%	170 10%	151 11%	151 11%	79 10%	44 10%	31 12%
£41,001 to £48,000	(44.5) 6%	469 7%	125 5%	119 8%	36 5%	55 7%	142 5%	92 5%	90 6%	93 7%	49 6%	32 7%	18 7%
£48,001 to £55,000	(51.5) 4%	353 6%	108 4%	95 5%	22 3%	32 5%	100 5%	88 5%	71 5%	71 5%	29 4%	37 8%	13 5%
£55,001 to £62,000	(58.5) 2%	184 3%	50 2%	52 5%	23 2%	27 2%	52 2%	37 2%	37 3%	32 2%	20 2%	18 4%	11 4%
£62,001 to £69,000	(65.5) 2%	136 3%	53 2%	42 2%	8 2%	12 1%	52 2%	38 2%	16 1%	42 3%	10 1%	11 2%	* *
£69,001 to £76,000	(72.5) 1%	93 2%	33 1%	26 1%	4 1%	8 1%	33 2%	11 1%	11 1%	18 1%	15 2%	15 3%	- -
£76,001 to £83,000	(79.5) 1%	84 2%	32 1%	25 2%	8 2%	4 *	33 2%	12 1%	16 1%	28 2%	5 1%	4 1%	2 1%
£83,001 or more	(86) 2%	143 2%	42 2%	28 1%	13 3%	26 2%	58 3%	10 1%	32 2%	32 2%	26 3%	10 2%	6 2%

Blueprint Phase 5
ONLINE Fieldwork : 12th-17th September 2014

Absolutes/col percents

Table 69

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

Base: All respondents

	Vote Intention					2010 Vote			Cons 2010 & now	Cons 2010 NOT now	Not Cons 2010 but Cons now	Not Cons 2010 or now but perhaps in the future
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8053	1807	2200	443	1164	2163	1754	1403	1355	809	452	266
Prefer not to answer	885 11%	195 11%	176 8%	41 9%	100 9%	244 11%	148 8%	122 9%	152 11%	92 11%	43 10%	31 12%
Average income (£000's)	29.21	33.56	28.41	33.33	26.72	32.25	27.48	30.67	33.18	30.68	34.67	30.95