

Blueprint Phase 6A

ONLINE Fieldwork : 20th - 27th February 2015

Absolutes/col percents

Table 1

Q.1 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Conservative	1936	1034	902	154	235	308	304	314	621	704	595	348	289	566	574	412	294	90	204	836
	24%	26%	22%	16%	18%	20%	22%	26%	37%	32%	25%	21%	16%	28%	27%	20%	25%	13%	18%	24%
Labour	2193	1137	1056	265	425	469	379	316	340	553	623	438	580	526	549	681	299	138	399	890
	27%	29%	26%	27%	33%	31%	28%	26%	20%	25%	27%	26%	31%	26%	26%	34%	26%	20%	36%	26%
Liberal Democrat	370	197	173	34	64	72	48	61	92	135	99	70	67	106	110	67	61	26	37	159
	5%	5%	4%	3%	5%	5%	3%	5%	5%	6%	4%	4%	4%	5%	5%	3%	5%	4%	3%	5%
SNP	285	149	136	26	52	62	55	43	47	65	82	76	63	-	-	-	-	285	49	117
	4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	3%	4%	3%	-	-	-	-	41%	4%	3%
Plaid Cymru	28	18	10	3	5	6	5	6	2	5	10	5	7	-	-	-	28	-	8	11
	*	*	*	*	*	*	*	1%	*	*	*	*	*	-	-	-	2%	-	1%	*
The UK Independence Party	1113	644	469	73	110	174	234	224	297	237	254	291	331	275	352	299	159	28	120	456
	14%	16%	11%	8%	8%	11%	17%	19%	18%	11%	11%	17%	18%	13%	17%	15%	14%	4%	11%	13%
The Green Party	373	160	213	92	65	76	50	44	45	128	134	43	68	115	89	92	60	17	53	155
	5%	4%	5%	10%	5%	5%	4%	4%	3%	6%	6%	3%	4%	6%	4%	5%	5%	2%	5%	5%
The British National Party	21	8	13	3	8	1	5	2	3	2	3	11	6	6	9	3	1	2	-	15
	*	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*	-	*
Some other party	42	26	16	1	5	9	6	12	9	12	13	6	10	11	10	12	8	2	13	9
	1%	1%	*	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*	1%	*
Would not vote	500	222	278	120	106	102	79	47	46	83	171	118	128	152	121	145	64	19	70	229
	6%	6%	7%	12%	8%	7%	6%	4%	3%	4%	7%	7%	7%	7%	6%	7%	5%	3%	6%	7%
Rather not say	83	38	45	10	9	26	17	8	13	24	22	17	20	24	17	23	16	4	11	39
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	1128	323	805	188	209	230	191	133	178	233	337	272	287	269	301	293	174	91	142	498
	14%	8%	20%	19%	16%	15%	14%	11%	10%	11%	14%	16%	15%	13%	14%	14%	15%	13%	13%	15%

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Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Conservative	1936 24%	1936 100%	-	-	-	1374 65%	70 4%	173 13%	562 67%	1374 100%	-	-
Labour	2193 27%	-	2193 100%	-	-	101 5%	1240 72%	366 27%	51 6%	-	101 66%	-
Liberal Democrat	370 5%	-	-	370 100%	-	26 1%	19 1%	236 17%	33 4%	-	26 17%	-
SNP	285 4%	-	-	-	-	8 *	58 3%	22 2%	2 *	-	8 5%	-
Plaid Cymru	28 *	-	-	-	-	2 *	1 *	-	3 *	-	2 1%	-
The UK Independence Party	1113 14%	-	-	-	1113 100%	382 18%	116 7%	193 14%	34 4%	-	-	382 98%
The Green Party	373 5%	-	-	-	-	17 1%	42 2%	130 9%	18 2%	-	17 11%	-
The British National Party	21 *	-	-	-	-	3 *	1 *	2 *	-	-	-	3 1%
Some other party	42 1%	-	-	-	-	5 *	7 *	14 1%	-	-	-	5 1%
Would not vote	500 6%	-	-	-	-	31 1%	18 1%	20 1%	-	-	-	-
Rather not say	83 1%	-	-	-	-	3 *	5 *	5 *	7 1%	-	-	-
Don't know	1128 14%	-	-	-	-	180 8%	148 9%	221 16%	130 15%	-	-	-

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Table 2

Q.2 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Conservative	2129	1184	945	58	240	310	378	377	766	709	625	436	359	595	669	479	294	92	230	881
	26%	30%	23%	6%	19%	20%	28%	31%	45%	33%	27%	26%	19%	29%	31%	24%	25%	13%	21%	26%
Labour	1726	915	811	88	291	395	345	275	332	446	456	356	469	378	421	522	223	182	310	719
	21%	23%	20%	9%	23%	26%	25%	23%	20%	20%	19%	21%	25%	18%	20%	26%	19%	26%	28%	21%
Liberal Democrat	1381	673	709	84	197	294	223	245	338	452	420	244	264	347	326	379	247	83	219	565
	17%	17%	17%	9%	15%	19%	16%	20%	20%	21%	18%	14%	14%	17%	15%	19%	21%	12%	20%	17%
SNP	161	84	77	10	19	29	31	33	39	31	37	51	42	-	-	-	-	161	26	55
	2%	2%	2%	1%	1%	2%	2%	3%	2%	1%	2%	3%	2%	-	-	-	-	23%	2%	2%
Plaid Cymru	27	19	8	-	5	4	5	10	2	5	11	7	4	-	-	-	27	-	7	12
	*	*	*	-	*	*	*	1%	*	*	*	*	*	-	-	-	2%	-	1%	*
The UK Independence Party	190	104	86	9	10	26	41	43	61	41	43	45	61	61	61	41	24	3	22	63
	2%	3%	2%	1%	1%	2%	3%	4%	4%	2%	2%	3%	3%	3%	3%	2%	2%	*	2%	2%
The Green Party	82	35	47	5	11	14	15	22	15	23	22	19	17	28	23	15	10	7	11	43
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
The British National Party	36	21	15	4	5	8	8	4	6	4	6	10	16	11	9	13	3	-	2	18
	*	1%	*	*	*	1%	1%	*	*	*	*	1%	1%	1%	*	1%	*	-	*	1%
Some other party	22	17	5	-	*	4	6	5	7	5	7	3	7	5	11	3	1	2	6	7
	*	*	*	-	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*
Did not vote	1907	775	1132	637	412	366	237	155	100	383	610	414	500	520	488	478	271	149	210	858
	24%	20%	28%	66%	32%	24%	17%	13%	6%	18%	26%	24%	27%	25%	23%	24%	23%	21%	19%	25%
Prefer not to say	134	58	76	27	20	31	30	13	13	33	39	31	31	43	34	31	19	7	22	60
	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Don't know	278	71	207	46	79	53	53	30	16	48	64	80	86	62	89	64	45	16	42	133
	3%	2%	5%	5%	6%	3%	4%	2%	1%	2%	3%	5%	5%	3%	4%	3%	4%	2%	4%	4%

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Q.2 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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Conservative	2129	1374	101	26	382	2129	-	-	-	1374	153	389
	26%	71%	5%	7%	34%	100%	-	-	-	100%	100%	100%
Labour	1726	70	1240	19	116	-	1726	-	126	-	-	-
	21%	4%	57%	5%	10%	-	100%	-	15%	-	-	-
Liberal Democrat	1381	173	366	236	193	-	-	1381	263	-	-	-
	17%	9%	17%	64%	17%	-	-	100%	31%	-	-	-
SNP	161	5	4	-	5	-	-	-	8	-	-	-
	2%	*	*	-	*	-	-	-	1%	-	-	-
Plaid Cymru	27	3	3	-	3	-	-	-	5	-	-	-
	*	*	*	-	*	-	-	-	1%	-	-	-
The UK Independence Party	190	6	3	2	149	-	-	-	17	-	-	-
	2%	*	*	*	13%	-	-	-	2%	-	-	-
The Green Party	82	2	6	3	5	-	-	-	3	-	-	-
	1%	*	*	1%	*	-	-	-	*	-	-	-
The British National Party	36	*	3	-	24	-	-	-	1	-	-	-
	*	*	*	-	2%	-	-	-	*	-	-	-
Some other party	22	5	2	-	7	-	-	-	6	-	-	-
	*	*	*	-	1%	-	-	-	1%	-	-	-
Did not vote	1907	265	391	67	191	-	-	-	352	-	-	-
	24%	14%	18%	18%	17%	-	-	-	42%	-	-	-
Prefer not to say	134	7	13	2	6	-	-	-	18	-	-	-
	2%	*	1%	1%	1%	-	-	-	2%	-	-	-
Don't know	278	27	61	15	32	-	-	-	41	-	-	-
	3%	1%	3%	4%	3%	-	-	-	5%	-	-	-

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Table 3

Q.2 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	5854	3034	2820	200	743	921	1149	1114	1727	2095	1575	781	1403	1512	1487	1457	819	579	775	2190
Weighted base	5753	3052	2701	258	781	1083	1053	1013	1566	1716	1627	1171	1239	1425	1519	1452	829	529	833	2363
Conservative	2129	1184	945	58	240	310	378	377	766	709	625	436	359	595	669	479	294	92	230	881
	37%	39%	35%	22%	31%	29%	36%	37%	49%	41%	38%	37%	29%	42%	44%	33%	35%	17%	28%	37%
Labour	1726	915	811	88	291	395	345	275	332	446	456	356	469	378	421	522	223	182	310	719
	30%	30%	30%	34%	37%	36%	33%	27%	21%	26%	28%	30%	38%	27%	28%	36%	27%	34%	37%	30%
Liberal Democrat	1381	673	709	84	197	294	223	245	338	452	420	244	264	347	326	379	247	83	219	565
	24%	22%	26%	33%	25%	27%	21%	24%	22%	26%	26%	21%	21%	24%	21%	26%	30%	16%	26%	24%
SNP	161	84	77	10	19	29	31	33	39	31	37	51	42	-	-	-	-	161	26	55
	3%	3%	3%	4%	2%	3%	3%	3%	2%	2%	2%	4%	3%	-	-	-	-	30%	3%	2%
Plaid Cymru	27	19	8	-	5	4	5	10	2	5	11	7	4	-	-	-	27	-	7	12
	*	1%	*	-	1%	*	1%	1%	*	*	1%	1%	*	-	-	-	3%	-	1%	1%
The UK Independence Party	190	104	86	9	10	26	41	43	61	41	43	45	61	61	61	41	24	3	22	63
	3%	3%	3%	3%	1%	2%	4%	4%	4%	2%	3%	4%	5%	4%	4%	3%	3%	1%	3%	3%
The Green Party	82	35	47	5	11	14	15	22	15	23	22	19	17	28	23	15	10	7	11	43
	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
The British National Party	36	21	15	4	5	8	8	4	6	4	6	10	16	11	9	13	3	-	2	18
	1%	1%	1%	2%	1%	1%	1%	*	*	*	*	1%	1%	1%	1%	1%	*	-	*	1%
Some other party	22	17	5	-	*	4	6	5	7	5	7	3	7	5	11	3	1	2	6	7
	*	1%	*	-	*	*	1%	*	*	*	*	*	1%	*	1%	*	*	*	1%	*

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

Base: All respondents giving a past vote

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	5854	1702	1636	302	908	2241	1564	1413	421	1445	166	404
Weighted base	5753	1637	1728	286	885	2129	1726	1381	429	1374	153	389
Conservative	2129	1374	101	26	382	2129	-	-	-	1374	153	389
	37%	84%	6%	9%	43%	100%	-	-	-	100%	100%	100%
Labour	1726	70	1240	19	116	-	1726	-	126	-	-	-
	30%	4%	72%	7%	13%	-	100%	-	29%	-	-	-
Liberal Democrat	1381	173	366	236	193	-	-	1381	263	-	-	-
	24%	11%	21%	83%	22%	-	-	100%	61%	-	-	-
SNP	161	5	4	-	5	-	-	-	8	-	-	-
	3%	*	*	-	1%	-	-	-	2%	-	-	-
Plaid Cymru	27	3	3	-	3	-	-	-	5	-	-	-
	*	*	*	-	*	-	-	-	1%	-	-	-
The UK Independence Party	190	6	3	2	149	-	-	-	17	-	-	-
	3%	*	*	1%	17%	-	-	-	4%	-	-	-
The Green Party	82	2	6	3	5	-	-	-	3	-	-	-
	1%	*	*	1%	1%	-	-	-	1%	-	-	-
The British National Party	36	*	3	-	24	-	-	-	1	-	-	-
	1%	*	*	-	3%	-	-	-	*	-	-	-
Some other party	22	5	2	-	7	-	-	-	6	-	-	-
	*	*	*	-	1%	-	-	-	1%	-	-	-

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Table 4

Q3. And thinking about the party you voted for in the 2010 general election, which of these statements comes closest to what you did?

Base: All respondents who voted in the 2010 general election

	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	5956	3069	2887	209	761	941	1179	1126	1740	2122	1605	796	1433	1541	1512	1481	839	583	787	2239
Weighted base	5865	3093	2771	273	799	1113	1080	1023	1577	1741	1662	1194	1267	1454	1549	1478	849	534	844	2423
I had always voted for that particular Party at a General Election	2465 42%	1318 43%	1147 41%	77 28%	304 38%	467 42%	445 41%	444 43%	727 46%	671 39%	682 41%	528 44%	583 46%	600 41%	655 42%	632 43%	326 38%	251 47%	336 40%	965 40%
I had voted regularly for that particular party in General Elections but not every time	1849 32%	1012 33%	837 30%	32 12%	224 28%	363 33%	348 32%	335 33%	547 35%	649 37%	504 30%	347 29%	349 28%	456 31%	505 33%	417 28%	311 37%	160 30%	267 32%	761 31%
It was the first time in a long time I had voted for that particular Party at a General Election	459 8%	240 8%	219 8%	14 5%	43 5%	79 7%	108 10%	94 9%	120 8%	125 7%	132 8%	117 10%	85 7%	119 8%	113 7%	124 8%	67 8%	36 7%	76 9%	187 8%
It was the first time I had voted for that particular Party at a General Election	824 14%	417 13%	407 15%	24 9%	125 16%	181 16%	167 15%	146 14%	181 11%	224 13%	242 15%	159 13%	199 16%	188 13%	213 14%	247 17%	105 12%	71 13%	121 14%	357 15%
It was the first time I had voted in a General Election	268 5%	106 3%	162 6%	126 46%	102 13%	24 2%	11 1%	3 *	2 *	71 4%	102 6%	43 4%	51 4%	92 6%	63 4%	58 4%	40 5%	15 3%	44 5%	153 6%

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Table 4

Q3. And thinking about the party you voted for in the 2010 general election, which of these statements comes closest to what you did?

Base: All respondents who voted in the 2010 general election

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	5956	1706	1641	303	916	2241	1564	1413	434	1445	166	404
Weighted base	5865	1640	1733	287	893	2129	1726	1381	443	1374	153	389
I had always voted for that particular Party at a General Election	2465 42%	824 50%	894 52%	86 30%	307 34%	1049 49%	1082 63%	198 14%	75 17%	777 57%	32 21%	181 47%
I had voted regularly for that particular party in General Elections but not every time	1849 32%	556 34%	438 25%	140 49%	254 28%	714 34%	503 29%	437 32%	142 32%	480 35%	41 27%	127 33%
It was the first time in a long time I had voted for that particular Party at a General Election	459 8%	78 5%	130 7%	19 7%	97 11%	151 7%	69 4%	184 13%	54 12%	46 3%	33 21%	38 10%
It was the first time I had voted for that particular Party at a General Election	824 14%	136 8%	201 12%	32 11%	197 22%	143 7%	23 1%	453 33%	147 33%	37 3%	40 27%	33 9%
It was the first time I had voted in a General Election	268 5%	47 3%	71 4%	11 4%	37 4%	72 3%	50 3%	108 8%	26 6%	33 2%	6 4%	9 2%

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Table 5

Q4. 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	6417	3316	3101	540	959	997	1191	1112	1618	2218	1749	859	1591	1696	1622	1574	896	629	818	2446
Weighted base	6360	3372	2988	650	968	1177	1086	1023	1457	1840	1812	1288	1421	1606	1692	1565	910	587	883	2647
Yes, I am pretty sure which party I will vote for at the next general election	5277 83%	2855 85%	2422 81%	451 69%	774 80%	986 84%	903 83%	893 87%	1268 87%	1515 82%	1461 81%	1091 85%	1212 85%	1312 82%	1388 82%	1317 84%	738 81%	523 89%	718 81%	2211 84%
No, I have not finally decided which party to vote for and may well change my mind	1083 17%	517 15%	566 19%	199 31%	193 20%	190 16%	182 17%	130 13%	189 13%	325 18%	351 19%	197 15%	210 15%	294 18%	304 18%	249 16%	172 19%	65 11%	166 19%	437 16%

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Absolutes/col percents

Table 5

Q4. 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>			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	6417	1986	2088	384	1132	2015	1413	1165	674	1445	166	404
Weighted base	6360	1936	2193	370	1113	1916	1554	1135	703	1374	153	389
Yes, I am pretty sure which party I will vote for at the next general election	5277 83%	1691 87%	1897 87%	254 69%	873 78%	1660 87%	1379 89%	875 77%	426 61%	1265 92%	112 74%	283 73%
No, I have not finally decided which party to vote for and may well change my mind	1083 17%	245 13%	296 13%	115 31%	240 22%	255 13%	175 11%	260 23%	277 39%	109 8%	40 26%	107 27%

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Absolutes/col percents

Table 6

Q5. 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	1969	792	1177	264	329	317	383	276	400	652	606	260	451	550	496	474	306	143	277	730
Weighted base	1981	811	1170	323	337	369	343	244	365	545	624	408	403	522	527	480	316	136	292	812
Conservative	695 35%	337 41%	358 31%	106 33%	111 33%	118 32%	128 37%	80 33%	151 41%	226 41%	218 35%	144 35%	107 26%	196 38%	191 36%	163 34%	101 32%	44 32%	87 30%	303 37%
Labour	734 37%	320 39%	414 35%	155 48%	131 39%	141 38%	123 36%	80 33%	104 28%	210 38%	263 42%	127 31%	134 33%	181 35%	186 35%	180 38%	129 41%	57 42%	122 42%	288 36%
Liberal Democrats	439 22%	187 23%	252 22%	71 22%	73 22%	75 20%	73 21%	65 27%	81 22%	148 27%	144 23%	77 19%	71 18%	109 21%	121 23%	99 21%	80 25%	30 22%	73 25%	184 23%
The UK Independence Party (UKIP)	565 29%	291 36%	274 23%	47 15%	87 26%	100 27%	111 32%	90 37%	131 36%	139 25%	144 23%	149 36%	133 33%	133 25%	171 32%	153 32%	92 29%	16 12%	69 24%	242 30%
Another party	362 18%	161 20%	201 17%	61 19%	68 20%	53 14%	62 18%	45 18%	74 20%	129 24%	118 19%	46 11%	69 17%	103 20%	79 15%	74 15%	67 21%	40 30%	53 18%	122 15%
Prefer not to say	70 4%	32 4%	38 3%	9 3%	12 3%	24 7%	14 4%	3 1%	8 2%	20 4%	18 3%	18 4%	14 3%	24 5%	17 3%	12 3%	14 4%	3 2%	8 3%	34 4%
Don't know	416 21%	114 14%	301 26%	80 25%	70 21%	81 22%	66 19%	49 20%	69 19%	91 17%	138 22%	97 24%	90 22%	111 21%	107 20%	103 22%	60 19%	35 26%	60 21%	182 22%

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Absolutes/col percents

Table 6

Q5. 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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	1969	241	292	114	246	439	277	477	393	111	42	114
Weighted base	1981	245	296	115	240	418	311	463	413	109	40	107
Conservative	695 35%	214 87%	60 20%	45 39%	112 47%	295 71%	75 24%	124 27%	400 97%	91 84%	24 59%	78 74%
Labour	734 37%	67 27%	248 84%	39 34%	59 25%	90 22%	176 57%	192 41%	187 45%	26 24%	21 53%	12 11%
Liberal Democrats	439 22%	58 24%	77 26%	95 82%	22 9%	73 17%	50 16%	194 42%	122 30%	28 26%	17 43%	1 1%
The UK Independence Party (UKIP)	565 29%	90 37%	57 19%	19 16%	213 89%	224 54%	78 25%	95 21%	110 27%	54 50%	14 36%	96 90%
Another party	362 18%	20 8%	70 24%	23 20%	16 7%	41 10%	73 23%	129 28%	39 9%	8 8%	7 19%	7 7%
Prefer not to say	70 4%	- -	3 1%	- -	3 1%	2 *	3 1%	3 1%	- -	- -	- -	2 2%
Don't know	416 21%	9 3%	10 3%	6 5%	12 5%	53 13%	60 19%	94 20%	4 1%	5 4%	- -	1 1%

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Absolutes/col percents

Table 7

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Summary table

	Conservative Party	Labour Party	Liberal Democrats	UKIP
Unweighted base	8072	8072	8072	8072
Weighted base	8072	8072	8072	8072
On the side of people like me	1985 25%	2710 34%	1078 13%	1605 20%
Wants to help ordinary people get on in life	1921 24%	3525 44%	1630 20%	1556 19%
Willing to take tough decisions for the long term	3853 48%	1912 24%	691 9%	1348 17%
Shares my values	2144 27%	2523 31%	1077 13%	1560 19%
Competent and capable	2995 37%	2199 27%	755 9%	891 11%
Will do what they say	2071 26%	1993 25%	542 7%	1466 18%
Clear about what they stand for	2684 33%	2317 29%	870 11%	2548 32%
Represents the whole country, not just some types of people	1734 21%	2468 31%	1162 14%	1104 14%
Its heart is in the right place	1783 22%	2772 34%	2164 27%	1501 19%
Stands for fairness	1806 22%	2726 34%	1718 21%	1196 15%
Stands for equal opportunity for all	1833 23%	3113 39%	1717 21%	1000 12%
None of these	3259 40%	3283 41%	4400 55%	4275 53%

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Absolutes/col percents

Table 8

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Conservative Party

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Willing to take tough decisions for the long term	3853 48%	2021 51%	1832 45%	341 35%	464 36%	644 42%	663 48%	660 54%	1081 64%	1272 58%	1137 49%	753 44%	692 37%	970 47%	1076 50%	952 47%	593 51%	263 38%	483 44%	1578 46%
Competent and capable	2995 37%	1638 41%	1357 33%	288 30%	352 27%	471 31%	481 35%	495 41%	908 54%	1037 48%	903 39%	557 33%	499 27%	793 39%	827 39%	729 36%	464 40%	182 26%	339 31%	1238 36%
Clear about what they stand for	2684 33%	1434 36%	1250 30%	236 24%	298 23%	438 29%	430 31%	471 39%	812 48%	917 42%	806 34%	519 31%	443 24%	693 34%	734 34%	638 31%	417 36%	203 29%	323 29%	1079 32%
Shares my values	2144 27%	1138 29%	1006 24%	179 18%	228 18%	334 22%	330 24%	350 29%	724 43%	774 36%	669 29%	380 22%	321 17%	580 28%	609 29%	500 25%	327 28%	128 18%	219 20%	882 26%
Will do what they say	2071 26%	1077 27%	994 24%	178 18%	231 18%	313 20%	329 24%	347 29%	673 40%	707 32%	632 27%	386 23%	345 19%	547 27%	574 27%	471 23%	328 28%	151 21%	233 21%	819 24%
On the side of people like me	1985 25%	1065 27%	920 22%	158 16%	226 18%	306 20%	306 22%	314 26%	674 40%	740 34%	606 26%	345 20%	294 16%	553 27%	568 27%	444 22%	314 27%	106 15%	190 17%	835 24%
Wants to help ordinary people get on in life	1921 24%	1028 26%	892 22%	157 16%	201 16%	288 19%	290 21%	321 27%	663 39%	660 30%	574 25%	369 22%	318 17%	512 25%	580 27%	434 21%	287 25%	107 15%	197 18%	769 23%
Stands for equal opportunity for all	1833 23%	963 24%	870 21%	134 14%	193 15%	281 18%	273 20%	300 25%	650 38%	632 29%	544 23%	344 20%	312 17%	483 24%	540 25%	407 20%	307 26%	95 14%	180 16%	741 22%
Stands for fairness	1806 22%	941 24%	865 21%	155 16%	197 15%	278 18%	248 18%	291 24%	637 38%	615 28%	559 24%	329 19%	303 16%	486 24%	517 24%	420 21%	284 24%	99 14%	182 16%	728 21%
Its heart is in the right place	1783 22%	907 23%	876 21%	143 15%	189 15%	272 18%	273 20%	297 25%	609 36%	609 28%	546 23%	343 20%	285 15%	491 24%	494 23%	418 21%	277 24%	103 15%	171 15%	729 21%
Represents the whole country, not just some types of people	1734 21%	890 22%	844 21%	122 13%	176 14%	247 16%	266 19%	290 24%	633 37%	593 27%	502 21%	330 19%	310 17%	466 23%	507 24%	380 19%	283 24%	99 14%	172 16%	692 20%
None of these	3259 40%	1458 37%	1801 44%	432 45%	585 45%	714 47%	594 43%	452 37%	483 28%	643 29%	913 39%	725 43%	978 53%	800 39%	811 38%	853 42%	440 38%	356 51%	474 43%	1382 40%

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Table 8

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Conservative Party

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Willing to take tough decisions for the long term	3853 48%	1746 90%	691 31%	185 50%	424 38%	1684 79%	572 33%	658 48%	696 83%	1264 92%	72 47%	211 54%
Competent and capable	2995 37%	1691 87%	310 14%	139 38%	367 33%	1562 73%	288 17%	467 34%	648 77%	1231 90%	42 27%	191 49%
Clear about what they stand for	2684 33%	1494 77%	428 20%	121 33%	189 17%	1321 62%	340 20%	417 30%	505 60%	1114 81%	41 27%	91 23%
Shares my values	2144 27%	1611 83%	61 3%	45 12%	172 15%	1435 67%	81 5%	210 15%	504 60%	1209 88%	26 17%	118 30%
Will do what they say	2071 26%	1380 71%	201 9%	83 22%	120 11%	1187 56%	181 10%	276 20%	426 51%	1038 76%	30 20%	62 16%
On the side of people like me	1985 25%	1541 80%	69 3%	46 12%	111 10%	1307 61%	91 5%	198 14%	464 55%	1159 84%	17 11%	62 16%
Wants to help ordinary people get on in life	1921 24%	1399 72%	83 4%	65 18%	150 13%	1276 60%	98 6%	185 13%	389 46%	1086 79%	24 16%	99 26%
Stands for equal opportunity for all	1833 23%	1334 69%	96 4%	51 14%	162 15%	1176 55%	102 6%	180 13%	381 45%	1016 74%	15 10%	89 23%
Stands for fairness	1806 22%	1359 70%	93 4%	39 11%	126 11%	1185 56%	98 6%	161 12%	387 46%	1040 76%	10 7%	77 20%
Its heart is in the right place	1783 22%	1277 66%	106 5%	45 12%	140 13%	1125 53%	114 7%	181 13%	383 46%	968 70%	13 9%	86 22%
Represents the whole country, not just some types of people	1734 21%	1267 65%	98 4%	38 10%	133 12%	1124 53%	106 6%	168 12%	348 42%	980 71%	14 9%	82 21%
None of these	3259 40%	50 3%	1184 54%	116 31%	528 47%	274 13%	939 54%	557 40%	41 5%	30 2%	64 42%	121 31%

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Absolutes/col percents

Table 9

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Labour Party

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Wants to help ordinary people get on in life	3525 44%	1786 45%	1738 42%	439 45%	532 41%	682 44%	644 47%	542 45%	686 40%	1021 47%	1035 44%	664 39%	804 43%	898 44%	856 40%	976 48%	524 45%	270 39%	564 51%	1399 41%
Stands for equal opportunity for all	3113 39%	1585 40%	1528 37%	365 38%	494 38%	613 40%	555 40%	485 40%	601 35%	875 40%	857 37%	641 38%	740 40%	783 38%	769 36%	847 42%	479 41%	235 34%	501 45%	1218 36%
Its heart is in the right place	2772 34%	1429 36%	1342 33%	331 34%	440 34%	534 35%	492 36%	429 35%	545 32%	767 35%	793 34%	540 32%	671 36%	682 33%	667 31%	814 40%	394 34%	214 31%	456 41%	1063 31%
Stands for fairness	2726 34%	1390 35%	1336 32%	334 34%	442 34%	555 36%	479 35%	417 34%	498 29%	727 33%	771 33%	547 32%	681 37%	678 33%	655 31%	774 38%	400 34%	219 31%	454 41%	1072 31%
On the side of people like me	2710 34%	1344 34%	1366 33%	321 33%	447 35%	575 37%	492 36%	421 35%	454 27%	680 31%	780 33%	547 32%	703 38%	632 31%	648 30%	800 40%	415 36%	216 31%	469 42%	1069 31%
Shares my values	2523 31%	1254 32%	1269 31%	308 32%	414 32%	518 34%	461 34%	390 32%	432 26%	643 30%	712 30%	500 29%	668 36%	593 29%	620 29%	745 37%	366 31%	199 28%	439 40%	997 29%
Represents the whole country, not just some types of people	2468 31%	1261 32%	1206 29%	276 28%	404 31%	509 33%	428 31%	387 32%	465 27%	631 29%	690 29%	513 30%	634 34%	610 30%	613 29%	699 35%	350 30%	195 28%	407 37%	972 28%
Clear about what they stand for	2317 29%	1182 30%	1135 28%	281 29%	378 29%	464 30%	406 30%	363 30%	425 25%	602 28%	645 28%	480 28%	590 32%	561 27%	569 27%	661 33%	336 29%	191 27%	392 35%	889 26%
Competent and capable	2199 27%	1103 28%	1096 27%	266 27%	369 29%	472 31%	400 29%	329 27%	364 21%	537 25%	604 26%	466 27%	593 32%	541 26%	528 25%	631 31%	318 27%	181 26%	364 33%	884 26%
Will do what they say	1993 25%	1006 25%	986 24%	226 23%	327 25%	427 28%	341 25%	293 24%	380 22%	490 22%	539 23%	442 26%	522 28%	462 23%	500 23%	597 29%	278 24%	156 22%	340 31%	794 23%
Willing to take tough decisions for the long term	1912 24%	960 24%	952 23%	220 23%	348 27%	398 26%	313 23%	291 24%	343 20%	475 22%	523 22%	407 24%	506 27%	479 23%	457 21%	570 28%	264 23%	142 20%	321 29%	762 22%
None of these	3283 41%	1549 39%	1733 42%	332 34%	503 39%	612 40%	527 38%	512 42%	797 47%	802 37%	964 41%	724 43%	793 43%	822 40%	909 43%	765 38%	475 41%	311 44%	374 34%	1431 42%

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Table 9

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Labour Party

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Wants to help ordinary people get on in life	3525 44%	546 28%	1882 86%	146 39%	217 20%	523 25%	1334 77%	712 52%	380 45%	316 23%	95 62%	57 15%
Stands for equal opportunity for all	3113 39%	362 19%	1796 82%	126 34%	193 17%	403 19%	1273 74%	598 43%	271 32%	222 16%	84 55%	46 12%
Its heart is in the right place	2772 34%	278 14%	1705 78%	114 31%	135 12%	328 15%	1203 70%	528 38%	191 23%	181 13%	83 55%	25 6%
Stands for fairness	2726 34%	220 11%	1761 80%	93 25%	129 12%	254 12%	1242 72%	495 36%	201 24%	119 9%	77 50%	28 7%
On the side of people like me	2710 34%	118 6%	1861 85%	75 20%	116 10%	176 8%	1289 75%	522 38%	183 22%	42 3%	88 58%	17 4%
Shares my values	2523 31%	89 5%	1836 84%	62 17%	87 8%	143 7%	1269 74%	464 34%	151 18%	29 2%	79 52%	12 3%
Represents the whole country, not just some types of people	2468 31%	183 9%	1678 77%	71 19%	116 10%	232 11%	1137 66%	459 33%	161 19%	99 7%	80 52%	21 5%
Clear about what they stand for	2317 29%	219 11%	1518 69%	70 19%	111 10%	251 12%	1027 60%	409 30%	160 19%	133 10%	72 47%	23 6%
Competent and capable	2199 27%	92 5%	1576 72%	57 15%	111 10%	148 7%	1091 63%	376 27%	111 13%	42 3%	70 46%	20 5%
Will do what they say	1993 25%	95 5%	1484 68%	52 14%	58 5%	135 6%	993 58%	342 25%	91 11%	47 3%	66 43%	6 1%
Willing to take tough decisions for the long term	1912 24%	88 5%	1370 62%	53 14%	83 7%	134 6%	937 54%	348 25%	95 11%	40 3%	61 40%	19 5%
None of these	3283 41%	1045 54%	90 4%	129 35%	706 63%	1269 60%	190 11%	441 32%	276 33%	829 60%	37 24%	285 73%

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Table 10

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Liberal Democrats

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Its heart is in the right place	2164 27%	1183 30%	982 24%	216 22%	299 23%	387 25%	378 28%	360 30%	525 31%	751 34%	650 28%	389 23%	374 20%	549 27%	595 28%	515 25%	336 29%	170 24%	294 27%	887 26%
Stands for fairness	1718 21%	963 24%	755 18%	168 17%	223 17%	322 21%	289 21%	269 22%	447 26%	639 29%	499 21%	301 18%	279 15%	458 22%	456 21%	410 20%	253 22%	141 20%	228 21%	705 21%
Stands for equal opportunity for all	1717 21%	969 25%	748 18%	179 18%	249 19%	324 21%	268 20%	274 23%	423 25%	652 30%	522 22%	261 15%	282 15%	473 23%	400 19%	432 21%	278 24%	135 19%	236 21%	690 20%
Wants to help ordinary people get on in life	1630 20%	872 22%	758 18%	164 17%	223 17%	294 19%	285 21%	260 21%	404 24%	589 27%	498 21%	267 16%	276 15%	439 21%	428 20%	367 18%	263 23%	133 19%	232 21%	643 19%
Represents the whole country, not just some types of people	1162 14%	597 15%	566 14%	144 15%	149 12%	227 15%	193 14%	167 14%	282 17%	425 19%	359 15%	181 11%	198 11%	302 15%	305 14%	268 13%	201 17%	86 12%	157 14%	474 14%
On the side of people like me	1078 13%	556 14%	522 13%	115 12%	161 12%	226 15%	173 13%	164 14%	239 14%	385 18%	335 14%	168 10%	190 10%	274 13%	279 13%	248 12%	182 16%	95 13%	165 15%	440 13%
Shares my values	1077 13%	561 14%	516 13%	120 12%	162 13%	213 14%	158 12%	171 14%	253 15%	403 19%	322 14%	169 10%	182 10%	292 14%	285 13%	231 11%	171 15%	98 14%	151 14%	442 13%
Clear about what they stand for	870 11%	452 11%	418 10%	92 10%	117 9%	159 10%	140 10%	152 13%	210 12%	276 13%	258 11%	162 10%	175 9%	216 11%	240 11%	198 10%	136 12%	80 11%	132 12%	333 10%
Competent and capable	755 9%	376 9%	380 9%	98 10%	134 10%	145 9%	113 8%	111 9%	154 9%	242 11%	221 9%	162 10%	131 7%	209 10%	190 9%	170 8%	128 11%	59 8%	100 9%	327 10%
Willing to take tough decisions for the long term	691 9%	393 10%	299 7%	66 7%	107 8%	144 9%	104 8%	122 10%	148 9%	241 11%	175 7%	127 8%	148 8%	188 9%	182 9%	140 7%	118 10%	64 9%	106 10%	262 8%
Will do what they say	542 7%	247 6%	295 7%	58 6%	83 6%	110 7%	89 6%	85 7%	117 7%	177 8%	151 6%	98 6%	116 6%	153 7%	151 7%	108 5%	83 7%	47 7%	56 5%	237 7%
None of these	4400 55%	2033 51%	2367 57%	524 54%	684 53%	873 57%	769 56%	660 55%	891 53%	968 44%	1283 55%	963 57%	1187 64%	1055 51%	1181 55%	1157 57%	610 52%	397 57%	580 52%	1860 54%

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Absolutes/col percents

Table 10

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

Liberal Democrats

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Its heart is in the right place	2164 27%	635 33%	546 25%	281 76%	169 15%	579 27%	391 23%	652 47%	337 40%	420 31%	51 34%	56 14%
Stands for fairness	1718 21%	478 25%	401 18%	294 79%	118 11%	436 20%	311 18%	555 40%	260 31%	319 23%	42 27%	39 10%
Stands for equal opportunity for all	1717 21%	501 26%	382 17%	289 78%	132 12%	449 21%	281 16%	557 40%	281 34%	327 24%	38 25%	38 10%
Wants to help ordinary people get on in life	1630 20%	493 25%	348 16%	277 75%	102 9%	451 21%	235 14%	545 39%	243 29%	336 24%	40 26%	31 8%
Represents the whole country, not just some types of people	1162 14%	273 14%	242 11%	256 69%	57 5%	234 11%	167 10%	438 32%	192 23%	166 12%	28 18%	16 4%
On the side of people like me	1078 13%	221 11%	229 10%	286 77%	36 3%	169 8%	152 9%	480 35%	177 21%	113 8%	28 18%	4 1%
Shares my values	1077 13%	185 10%	225 10%	290 79%	49 4%	141 7%	149 9%	504 37%	168 20%	89 6%	22 14%	5 1%
Clear about what they stand for	870 11%	189 10%	196 9%	211 57%	64 6%	187 9%	130 8%	299 22%	118 14%	128 9%	25 17%	17 4%
Competent and capable	755 9%	126 6%	153 7%	241 65%	48 4%	118 6%	101 6%	293 21%	102 12%	77 6%	28 19%	8 2%
Willing to take tough decisions for the long term	691 9%	85 4%	183 8%	203 55%	51 5%	102 5%	124 7%	273 20%	63 7%	54 4%	25 17%	14 3%
Will do what they say	542 7%	104 5%	108 5%	187 51%	22 2%	101 5%	76 4%	210 15%	67 8%	67 5%	18 12%	6 2%
None of these	4400 55%	889 46%	1217 56%	18 5%	769 69%	1127 53%	1009 58%	488 35%	305 36%	660 48%	70 46%	276 71%

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Absolutes/col percents

Table 11

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

UKIP

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Clear about what they stand for	2548 32%	1354 34%	1194 29%	297 31%	357 28%	478 31%	461 34%	410 34%	546 32%	661 30%	722 31%	572 34%	593 32%	629 31%	713 33%	643 32%	385 33%	178 25%	341 31%	1096 32%
On the side of people like me	1605 20%	888 22%	717 17%	95 10%	202 16%	264 17%	321 23%	323 27%	400 24%	357 16%	364 16%	431 25%	453 24%	402 20%	484 23%	397 20%	248 21%	73 10%	166 15%	695 20%
Shares my values	1560 19%	845 21%	715 17%	113 12%	188 15%	252 16%	304 22%	307 25%	396 23%	327 15%	383 16%	409 24%	441 24%	381 19%	462 22%	409 20%	237 20%	72 10%	162 15%	663 19%
Wants to help ordinary people get on in life	1556 19%	832 21%	723 18%	119 12%	197 15%	280 18%	299 22%	297 25%	363 21%	341 16%	376 16%	419 25%	420 23%	381 19%	449 21%	403 20%	248 21%	76 11%	171 15%	655 19%
Its heart is in the right place	1501 19%	849 21%	652 16%	92 10%	170 13%	238 16%	296 22%	297 25%	408 24%	367 17%	351 15%	383 23%	401 22%	379 18%	443 21%	374 18%	239 21%	67 10%	139 13%	642 19%
Will do what they say	1466 18%	850 21%	616 15%	135 14%	197 15%	250 16%	285 21%	265 22%	334 20%	346 16%	360 15%	369 22%	391 21%	369 18%	427 20%	381 19%	211 18%	78 11%	165 15%	653 19%
Willing to take tough decisions for the long term	1348 17%	730 18%	619 15%	148 15%	194 15%	235 15%	252 18%	231 19%	289 17%	322 15%	342 15%	329 19%	356 19%	325 16%	373 17%	361 18%	211 18%	79 11%	152 14%	592 17%
Stands for fairness	1196 15%	638 16%	558 14%	84 9%	143 11%	215 14%	237 17%	232 19%	286 17%	249 11%	259 11%	322 19%	366 20%	298 15%	346 16%	304 15%	202 17%	45 6%	125 11%	515 15%
Represents the whole country, not just some types of people	1104 14%	621 16%	483 12%	72 7%	121 9%	191 12%	205 15%	218 18%	297 18%	243 11%	251 11%	293 17%	317 17%	267 13%	305 14%	306 15%	178 15%	47 7%	121 11%	454 13%
Stands for equal opportunity for all	1000 12%	512 13%	488 12%	72 7%	125 10%	153 10%	195 14%	198 16%	256 15%	215 10%	241 10%	241 14%	302 16%	248 12%	275 13%	279 14%	148 13%	49 7%	106 10%	410 12%
Competent and capable	891 11%	453 11%	438 11%	83 9%	133 10%	152 10%	172 13%	166 14%	184 11%	164 8%	187 8%	250 15%	289 16%	233 11%	252 12%	221 11%	134 12%	50 7%	97 9%	391 11%
None of these	4275 53%	1948 49%	2327 57%	518 53%	689 53%	842 55%	710 52%	618 51%	898 53%	1190 55%	1286 55%	812 48%	986 53%	1076 52%	1084 51%	1081 53%	581 50%	454 65%	597 54%	1739 51%

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Absolutes/col percents

Table 11

Q6. 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, the Labour Party, the Liberal Democrats and UKIP? Please select all that apply for each column.

Base: All respondents

UKIP

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Clear about what they stand for	2548 32%	491 25%	481 22%	93 25%	881 79%	758 36%	433 25%	461 33%	276 33%	334 24%	41 27%	317 81%
On the side of people like me	1605 20%	260 13%	133 6%	25 7%	917 82%	582 27%	206 12%	236 17%	130 16%	186 14%	16 11%	328 84%
Shares my values	1560 19%	251 13%	105 5%	24 6%	916 82%	593 28%	188 11%	217 16%	108 13%	192 14%	18 12%	337 87%
Wants to help ordinary people get on in life	1556 19%	256 13%	149 7%	38 10%	821 74%	529 25%	208 12%	239 17%	130 15%	182 13%	16 10%	284 73%
Its heart is in the right place	1501 19%	307 16%	141 6%	30 8%	785 71%	584 27%	202 12%	209 15%	125 15%	228 17%	10 7%	297 76%
Will do what they say	1466 18%	207 11%	172 8%	30 8%	799 72%	466 22%	213 12%	239 17%	112 13%	142 10%	18 12%	274 70%
Willing to take tough decisions for the long term	1348 17%	174 9%	176 8%	35 9%	717 64%	402 19%	199 12%	214 15%	99 12%	120 9%	20 13%	238 61%
Stands for fairness	1196 15%	150 8%	106 5%	20 5%	741 67%	420 20%	160 9%	175 13%	74 9%	108 8%	13 9%	263 68%
Represents the whole country, not just some types of people	1104 14%	126 7%	87 4%	23 6%	685 62%	377 18%	157 9%	171 12%	64 8%	83 6%	17 11%	248 64%
Stands for equal opportunity for all	1000 12%	137 7%	73 3%	14 4%	611 55%	359 17%	124 7%	141 10%	62 7%	102 7%	11 7%	222 57%
Competent and capable	891 11%	59 3%	85 4%	13 4%	600 54%	240 11%	125 7%	138 10%	35 4%	36 3%	11 7%	179 46%
None of these	4275 53%	1023 53%	1417 65%	219 59%	57 5%	949 45%	1055 61%	760 55%	400 48%	736 54%	90 59%	19 5%

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Absolutes/col percents

Table 12

Q7. Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
David Cameron	4211	2185	2026	450	602	722	690	647	1099	1307	1256	901	747	1131	1191	978	618	293	476	1877
	52%	55%	49%	46%	47%	47%	50%	53%	65%	60%	54%	53%	40%	55%	56%	48%	53%	42%	43%	55%
Ed Miliband	2851	1336	1515	370	513	596	519	401	452	615	798	589	849	663	705	796	398	289	486	1111
	35%	34%	37%	38%	40%	39%	38%	33%	27%	28%	34%	35%	46%	32%	33%	39%	34%	41%	44%	33%
Nick Clegg	1011	434	576	149	177	216	163	163	143	258	288	204	261	258	234	252	148	118	145	426
	13%	11%	14%	15%	14%	14%	12%	13%	8%	12%	12%	12%	14%	13%	11%	12%	13%	17%	13%	12%

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Absolutes/col percents

Table 12

Q7. Which of the following do you think would make the best Prime Minister?**Base: All respondents**

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
David Cameron	4211 52%	1885 97%	340 16%	127 34%	703 63%	1928 91%	373 22%	544 39%	767 91%	1351 98%	61 40%	331 85%
Ed Miliband	2851 35%	22 1%	1710 78%	40 11%	274 25%	125 6%	1230 71%	497 36%	31 4%	8 1%	71 46%	33 8%
Nick Clegg	1011 13%	29 1%	144 7%	202 55%	135 12%	76 4%	123 7%	340 25%	42 5%	15 1%	21 14%	26 7%

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Absolutes/col percents

Table 13

Q8. 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
I am satisfied with the job David Cameron is doing overall as Prime Minister	2463 31%	1276 32%	1187 29%	283 29%	401 31%	452 29%	378 28%	358 30%	590 35%	830 38%	731 31%	508 30%	394 21%	700 34%	700 33%	547 27%	356 31%	159 23%	279 25%	1139 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	2530 31%	1228 31%	1302 32%	315 33%	361 28%	450 29%	429 31%	376 31%	600 35%	671 31%	727 31%	572 34%	560 30%	643 31%	694 33%	615 30%	368 32%	209 30%	331 30%	1088 32%
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	3079 38%	1452 37%	1627 40%	371 38%	530 41%	632 41%	565 41%	477 39%	505 30%	679 31%	883 38%	615 36%	903 49%	708 35%	736 35%	863 43%	440 38%	332 47%	496 45%	1187 35%

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Absolutes/col percents

Table 13

Q8. Which of the following statements do you most agree with?**Base: All respondents**

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
I am satisfied with the job David Cameron is doing overall as Prime Minister	2463 31%	1487 77%	213 10%	113 31%	141 13%	1228 58%	227 13%	288 21%	521 62%	1074 78%	26 17%	70 18%
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	2530 31%	422 22%	295 13%	162 44%	639 57%	757 36%	280 16%	461 33%	284 34%	285 21%	50 33%	282 72%
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	3079 38%	27 1%	1686 77%	95 26%	333 30%	143 7%	1220 71%	632 46%	34 4%	14 1%	77 51%	38 10%

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Table 14

Q9. 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
David Cameron and George Osborne	4676	2360	2316	528	688	826	755	706	1172	1433	1372	986	885	1264	1317	1083	680	331	540	2097
	58%	60%	56%	54%	53%	54%	55%	58%	69%	66%	59%	58%	48%	62%	62%	53%	58%	47%	49%	61%
Ed Miliband and Ed Balls	3396	1596	1800	441	604	708	617	504	522	747	969	709	971	787	814	942	484	369	567	1316
	42%	40%	44%	46%	47%	46%	45%	42%	31%	34%	41%	42%	52%	38%	38%	47%	42%	53%	51%	39%

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Absolutes/col percents

Table 14

Q9. 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

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
David Cameron and George Osborne	4676 58%	1904 98%	354 16%	256 69%	757 68%	1973 93%	399 23%	711 51%	791 94%	1360 99%	63 42%	351 90%
Ed Miliband and Ed Balls	3396 42%	31 2%	1840 84%	113 31%	356 32%	156 7%	1327 77%	671 49%	49 6%	13 1%	89 58%	38 10%

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Absolutes/col percents

Table 15

Q10. Thinking about Britain's economy, which of the following is closest to your own view?**Base: All respondents**

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Although things are difficult now, the right decisions are being made and things will improve significantly in the next year or two	4085 51%	2140 54%	1945 47%	489 51%	620 48%	731 48%	633 46%	583 48%	1029 61%	1334 61%	1194 51%	838 49%	720 39%	1111 54%	1121 53%	969 48%	599 51%	284 41%	517 47%	1792 52%
In a year or two's time the economy will be no better, or even worse, than it is now	3987 49%	1816 46%	2171 53%	480 49%	672 52%	803 52%	740 54%	628 52%	665 39%	845 39%	1147 49%	857 51%	1137 61%	940 46%	1009 47%	1056 52%	565 49%	416 59%	590 53%	1622 48%

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Table 15

Q10. Thinking about Britain's economy, which of the following is closest to your own view?

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Although things are difficult now, the right decisions are being made and things will improve significantly in the next year or two	4085 51%	1827 94%	666 30%	214 58%	463 42%	1747 82%	544 32%	609 44%	718 86%	1310 95%	66 43%	227 58%
In a year or two's time the economy will be no better, or even worse, than it is now	3987 49%	109 6%	1527 70%	156 42%	650 58%	382 18%	1182 68%	773 56%	121 14%	64 5%	87 57%	163 42%

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Absolutes/col percents

Table 16

Q11. 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
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	3362 42%	1716 43%	1646 40%	397 41%	559 43%	600 39%	530 39%	448 37%	828 49%	1060 49%	992 42%	704 42%	606 33%	896 44%	954 45%	801 40%	490 42%	221 32%	387 35%	1517 44%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	2861 35%	1350 34%	1511 37%	389 40%	443 34%	562 37%	473 34%	442 36%	553 33%	700 32%	874 37%	607 36%	680 37%	714 35%	731 34%	728 36%	418 36%	269 38%	452 41%	1205 35%
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	1849 23%	889 22%	959 23%	183 19%	290 22%	372 24%	370 27%	321 27%	312 18%	419 19%	475 20%	384 23%	570 31%	441 21%	445 21%	496 25%	257 22%	210 30%	267 24%	691 20%

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Absolutes/col percents

Table 16

Q11. 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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
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	3362 42%	1471 76%	470 21%	170 46%	449 40%	1426 67%	385 22%	477 35%	542 65%	1069 78%	43 28%	201 52%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	2861 35%	431 22%	950 43%	144 39%	392 35%	575 27%	735 43%	540 39%	257 31%	292 21%	70 46%	130 33%
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	1849 23%	33 2%	773 35%	56 15%	272 24%	128 6%	606 35%	363 26%	41 5%	13 1%	40 26%	58 15%

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Absolutes/col percents

Table 17

Q12. And 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
I'm already feeling some of the benefits of an economic recovery	1563 19%	900 23%	662 16%	199 21%	286 22%	305 20%	184 13%	189 16%	400 24%	589 27%	446 19%	310 18%	217 12%	464 23%	440 21%	358 18%	186 16%	115 16%	209 19%	737 22%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	3277 41%	1557 39%	1719 42%	470 48%	519 40%	619 40%	554 40%	468 39%	648 38%	922 42%	1041 44%	676 40%	637 34%	848 41%	855 40%	796 39%	502 43%	276 39%	465 42%	1509 44%
I'm not feeling the benefits of an economic recovery and I don't expect to	3233 40%	1498 38%	1735 42%	301 31%	488 38%	610 40%	635 46%	553 46%	647 38%	668 31%	853 36%	709 42%	1002 54%	740 36%	835 39%	872 43%	476 41%	310 44%	432 39%	1168 34%

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Absolutes/col percents

Table 17

Q12. And 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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
I'm already feeling some of the benefits of an economic recovery	1563 19%	817 42%	269 12%	82 22%	147 13%	745 35%	226 13%	216 16%	263 31%	613 45%	18 12%	70 18%
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point	3277 41%	942 49%	798 36%	175 47%	396 36%	948 45%	616 36%	523 38%	439 52%	640 47%	63 42%	145 37%
I'm not feeling the benefits of an economic recovery and I don't expect to	3233 40%	176 9%	1127 51%	112 30%	570 51%	437 21%	884 51%	642 46%	137 16%	121 9%	71 47%	174 45%

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Absolutes/col percents

Table 18

Q13. Which of the following do you think is the ... issue facing Britain as a whole?

Base: All respondents

Britain as a whole - Summary table

	Britain as a whole			
	Most important	Second most important	Third most important	Top 3 most important
Unweighted base	8072	8072	8072	8072
Weighted base	8072	8072	8072	8072
Getting the economy growing and creating jobs	1918 24%	1403 17%	1199 15%	4520 56%
Cutting the deficit and the debt	587 7%	836 10%	873 11%	2297 28%
Improving the NHS	1268 16%	1638 20%	1361 17%	4268 53%
Improving schools	137 2%	283 4%	513 6%	933 12%
Protecting the environment	169 2%	181 2%	313 4%	663 8%
Dealing with crime	143 2%	279 3%	443 5%	866 11%
Defending Britain's interests in Europe	269 3%	583 7%	652 8%	1504 19%
Reforming welfare to cut benefit dependency	484 6%	772 10%	912 11%	2167 27%
Controlling immigration	2051 25%	1003 12%	846 10%	3901 48%
Tackling the cost of living	1046 13%	1093 14%	959 12%	3098 38%

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Absolutes/col percents

Table 19

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Controlling immigration	2051	969	1082	137	260	343	420	392	500	405	503	526	617	491	586	558	280	136	240	847
	25%	24%	26%	14%	20%	22%	31%	32%	29%	19%	22%	31%	33%	24%	28%	28%	24%	19%	22%	25%
Getting the economy growing and creating jobs	1918	1054	863	190	227	360	354	316	470	652	585	327	354	476	485	489	276	193	227	797
	24%	27%	21%	20%	18%	23%	26%	26%	28%	30%	25%	19%	19%	23%	23%	24%	24%	27%	20%	23%
Improving the NHS	1268	538	730	162	187	227	187	207	297	315	382	260	312	268	345	355	195	106	195	434
	16%	14%	18%	17%	14%	15%	14%	17%	18%	14%	16%	15%	17%	13%	16%	18%	17%	15%	18%	13%
Tackling the cost of living	1046	460	585	233	261	285	161	66	40	230	347	221	248	311	246	242	133	113	192	495
	13%	12%	14%	24%	20%	19%	12%	5%	2%	11%	15%	13%	13%	15%	12%	12%	11%	16%	17%	14%
Cutting the deficit and the debt	587	360	227	53	79	100	90	91	174	199	173	113	102	153	149	134	91	59	72	262
	7%	9%	6%	5%	6%	7%	7%	7%	10%	9%	7%	7%	6%	7%	7%	7%	8%	8%	7%	8%
Reforming welfare to cut benefit dependency	484	181	302	61	125	77	64	50	107	174	152	94	63	115	145	100	75	49	92	227
	6%	5%	7%	6%	10%	5%	5%	4%	6%	8%	7%	6%	3%	6%	7%	5%	6%	7%	8%	7%
Defending Britain's interests in Europe	269	157	112	33	35	52	34	43	72	86	63	62	58	81	66	73	38	10	25	132
	3%	4%	3%	3%	3%	3%	2%	4%	4%	4%	3%	4%	3%	4%	3%	4%	3%	1%	2%	4%
Protecting the environment	169	87	82	34	26	41	29	26	13	54	48	27	40	47	43	27	36	16	21	74
	2%	2%	2%	4%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
Dealing with crime	143	78	65	31	52	28	12	13	7	24	45	38	36	59	36	24	17	9	21	80
	2%	2%	2%	3%	4%	2%	1%	1%	*	1%	2%	2%	2%	3%	2%	1%	1%	1%	2%	2%
Improving schools	137	70	68	34	40	21	21	7	14	41	42	27	27	51	29	24	23	9	22	67
	2%	2%	2%	4%	3%	1%	2%	1%	1%	2%	2%	2%	1%	3%	1%	1%	2%	1%	2%	2%

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Absolutes/col percents

Table 19

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Most important**

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Controlling immigration	2051 25%	442 23%	355 16%	41 11%	694 62%	684 32%	339 20%	248 18%	152 18%	339 25%	34 23%	246 63%
Getting the economy growing and creating jobs	1918 24%	611 32%	577 26%	135 37%	82 7%	525 25%	443 26%	414 30%	261 31%	429 31%	36 23%	24 6%
Improving the NHS	1268 16%	177 9%	540 25%	69 19%	74 7%	198 9%	400 23%	273 20%	109 13%	107 8%	31 21%	26 7%
Tackling the cost of living	1046 13%	95 5%	418 19%	40 11%	74 7%	97 5%	288 17%	161 12%	76 9%	49 4%	21 14%	11 3%
Cutting the deficit and the debt	587 7%	266 14%	62 3%	33 9%	54 5%	265 12%	61 4%	86 6%	87 10%	207 15%	9 6%	30 8%
Reforming welfare to cut benefit dependency	484 6%	214 11%	56 3%	16 4%	42 4%	196 9%	54 3%	73 5%	92 11%	150 11%	6 4%	15 4%
Defending Britain's interests in Europe	269 3%	73 4%	46 2%	11 3%	75 7%	104 5%	48 3%	40 3%	28 3%	54 4%	2 2%	35 9%
Protecting the environment	169 2%	13 1%	44 2%	8 2%	6 1%	14 1%	38 2%	45 3%	12 1%	6 *	6 4%	1 *
Dealing with crime	143 2%	23 1%	53 2%	6 2%	6 1%	26 1%	31 2%	10 1%	11 1%	17 1%	5 3%	1 *
Improving schools	137 2%	22 1%	42 2%	10 3%	6 1%	19 1%	23 1%	30 2%	12 1%	16 1%	1 1%	- -

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Absolutes/col percents

Table 20

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Second most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Improving the NHS	1638 20%	745 19%	893 22%	182 19%	230 18%	298 19%	296 22%	266 22%	366 22%	421 19%	439 19%	364 21%	415 22%	451 22%	420 20%	379 19%	228 20%	160 23%	213 19%	645 19%
Getting the economy growing and creating jobs	1403 17%	696 18%	707 17%	157 16%	228 18%	253 16%	246 18%	218 18%	302 18%	409 19%	403 17%	287 17%	305 16%	346 17%	332 16%	377 19%	203 17%	145 21%	209 19%	579 17%
Tackling the cost of living	1093 14%	490 12%	604 15%	185 19%	235 18%	241 16%	183 13%	139 11%	111 7%	226 10%	331 14%	228 13%	309 17%	230 11%	283 13%	308 15%	163 14%	110 16%	148 13%	500 15%
Controlling immigration	1003 12%	455 12%	548 13%	71 7%	165 13%	196 13%	175 13%	160 13%	236 14%	233 11%	250 11%	231 14%	290 16%	214 10%	303 14%	272 13%	144 12%	70 10%	118 11%	430 13%
Cutting the deficit and the debt	836 10%	495 13%	341 8%	102 11%	103 8%	145 9%	149 11%	120 10%	217 13%	277 13%	276 12%	155 9%	128 7%	238 12%	248 12%	173 9%	116 10%	60 9%	114 10%	351 10%
Reforming welfare to cut benefit dependency	772 10%	365 9%	407 10%	68 7%	92 7%	157 10%	132 10%	120 10%	202 12%	228 10%	240 10%	153 9%	150 8%	177 9%	199 9%	200 10%	128 11%	68 10%	107 10%	337 10%
Defending Britain's interests in Europe	583 7%	351 9%	232 6%	48 5%	79 6%	87 6%	92 7%	111 9%	166 10%	151 7%	174 7%	145 9%	114 6%	151 7%	181 9%	131 6%	90 8%	30 4%	62 6%	249 7%
Improving schools	283 4%	147 4%	136 3%	62 6%	59 5%	75 5%	34 3%	20 2%	32 2%	105 5%	76 3%	53 3%	49 3%	89 4%	64 3%	63 3%	42 4%	25 4%	62 6%	110 3%
Dealing with crime	279 3%	133 3%	147 4%	64 7%	64 5%	55 4%	36 3%	31 3%	29 2%	65 3%	91 4%	54 3%	70 4%	85 4%	62 3%	92 5%	20 2%	20 3%	45 4%	141 4%
Protecting the environment	181 2%	79 2%	102 2%	29 3%	37 3%	26 2%	29 2%	27 2%	33 2%	64 3%	63 3%	27 2%	26 1%	70 3%	38 2%	31 2%	30 3%	12 2%	28 3%	72 2%

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Table 20

Q13. Which of the following do you think is the ... issue facing Britain as a whole?

Base: All respondents

Britain as a whole - Second most important

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Improving the NHS	1638 20%	277 14%	529 24%	79 21%	222 20%	330 16%	406 24%	301 22%	143 17%	184 13%	44 29%	59 15%
Getting the economy growing and creating jobs	1403 17%	359 19%	399 18%	67 18%	151 14%	380 18%	315 18%	241 17%	152 18%	260 19%	23 15%	60 16%
Tackling the cost of living	1093 14%	121 6%	411 19%	42 11%	116 10%	109 5%	284 16%	212 15%	94 11%	62 5%	18 12%	13 3%
Controlling immigration	1003 12%	259 13%	226 10%	32 9%	187 17%	319 15%	218 13%	140 10%	105 12%	194 14%	21 14%	68 17%
Cutting the deficit and the debt	836 10%	365 19%	141 6%	39 11%	77 7%	338 16%	116 7%	146 11%	110 13%	278 20%	7 5%	34 9%
Reforming welfare to cut benefit dependency	772 10%	277 14%	132 6%	40 11%	127 11%	297 14%	120 7%	119 9%	107 13%	202 15%	17 11%	52 13%
Defending Britain's interests in Europe	583 7%	188 10%	89 4%	26 7%	169 15%	246 12%	82 5%	84 6%	59 7%	146 11%	5 3%	74 19%
Improving schools	283 4%	44 2%	120 5%	13 3%	7 1%	42 2%	73 4%	55 4%	31 4%	23 2%	8 5%	4 1%
Dealing with crime	279 3%	34 2%	91 4%	14 4%	43 4%	50 2%	68 4%	32 2%	26 3%	19 1%	6 4%	19 5%
Protecting the environment	181 2%	14 1%	56 3%	17 5%	12 1%	18 1%	44 3%	52 4%	12 1%	4 *	3 2%	6 2%

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Table 21

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Third most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Improving the NHS	1361	663	699	159	208	262	256	221	255	341	416	272	333	360	341	352	187	121	198	556
	17%	17%	17%	16%	16%	17%	19%	18%	15%	16%	18%	16%	18%	18%	16%	17%	16%	17%	18%	16%
Getting the economy growing and creating jobs	1199	577	623	154	178	241	217	167	242	286	355	271	287	302	336	289	174	99	161	518
	15%	15%	15%	16%	14%	16%	16%	14%	14%	13%	15%	16%	15%	15%	16%	14%	15%	14%	15%	15%
Tackling the cost of living	959	417	541	120	195	214	167	142	121	222	287	183	266	244	234	248	137	96	130	439
	12%	11%	13%	12%	15%	14%	12%	12%	7%	10%	12%	11%	14%	12%	11%	12%	12%	14%	12%	13%
Reforming welfare to cut benefit dependency	912	464	448	105	121	148	164	123	250	280	287	191	154	235	239	229	133	76	133	391
	11%	12%	11%	11%	9%	10%	12%	10%	15%	13%	12%	11%	8%	11%	11%	11%	11%	11%	12%	11%
Cutting the deficit and the debt	873	474	399	97	142	174	135	138	187	279	263	161	170	212	237	215	139	70	115	387
	11%	12%	10%	10%	11%	11%	10%	11%	11%	13%	11%	9%	9%	10%	11%	11%	12%	10%	10%	11%
Controlling immigration	846	408	438	102	128	143	149	135	188	221	219	217	188	191	235	209	125	86	99	359
	10%	10%	11%	11%	10%	9%	11%	11%	11%	10%	9%	13%	10%	9%	11%	10%	11%	12%	9%	11%
Defending Britain's interests in Europe	652	332	320	53	67	82	97	108	245	188	174	133	156	172	171	165	104	40	54	239
	8%	8%	8%	5%	5%	5%	7%	9%	14%	9%	7%	8%	8%	8%	8%	8%	9%	6%	5%	7%
Improving schools	513	253	261	75	88	117	89	58	87	168	137	100	109	141	131	134	64	44	86	209
	6%	6%	6%	8%	7%	8%	6%	5%	5%	8%	6%	6%	6%	7%	6%	7%	6%	6%	8%	6%
Dealing with crime	443	208	235	44	88	96	60	74	83	93	120	112	119	110	127	111	55	40	88	175
	5%	5%	6%	5%	7%	6%	4%	6%	5%	4%	5%	7%	6%	5%	6%	5%	5%	6%	8%	5%
Protecting the environment	313	161	152	61	76	57	39	44	36	100	84	54	74	85	79	75	46	28	44	141
	4%	4%	4%	6%	6%	4%	3%	4%	2%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%

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Table 21

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Third most important**

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Improving the NHS	1361 17%	286 15%	423 19%	40 11%	198 18%	324 15%	327 19%	232 17%	105 12%	222 16%	24 16%	53 14%
Getting the economy growing and creating jobs	1199 15%	266 14%	331 15%	40 11%	185 17%	293 14%	282 16%	184 13%	136 16%	174 13%	19 12%	64 16%
Tackling the cost of living	959 12%	130 7%	315 14%	50 14%	126 11%	146 7%	236 14%	190 14%	85 10%	71 5%	24 16%	34 9%
Reforming welfare to cut benefit dependency	912 11%	310 16%	156 7%	39 11%	150 13%	349 16%	133 8%	154 11%	121 14%	229 17%	16 10%	76 20%
Cutting the deficit and the debt	873 11%	282 15%	209 10%	53 14%	109 10%	270 13%	178 10%	144 10%	134 16%	186 14%	16 10%	46 12%
Controlling immigration	846 10%	248 13%	209 10%	48 13%	90 8%	263 12%	164 10%	145 10%	108 13%	179 13%	18 12%	32 8%
Defending Britain's interests in Europe	652 8%	228 12%	128 6%	28 8%	126 11%	262 12%	113 7%	100 7%	65 8%	183 13%	10 7%	43 11%
Improving schools	513 6%	81 4%	192 9%	31 8%	33 3%	79 4%	140 8%	89 6%	33 4%	59 4%	12 8%	5 1%
Dealing with crime	443 5%	75 4%	135 6%	23 6%	77 7%	103 5%	85 5%	65 5%	29 3%	52 4%	10 7%	30 8%
Protecting the environment	313 4%	30 2%	96 4%	18 5%	17 2%	40 2%	69 4%	78 6%	24 3%	19 1%	4 3%	8 2%

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Absolutes/col percents

Table 22

Q13. Which of the following do you think is the ... issue facing Britain as a whole?

Base: All respondents

Britain as a whole - Top 3 most important

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Getting the economy growing and creating jobs	4520 56%	2327 59%	2193 53%	502 52%	633 49%	854 56%	817 60%	701 58%	1014 60%	1347 62%	1342 57%	884 52%	946 51%	1123 55%	1153 54%	1154 57%	653 56%	437 62%	597 54%	1894 55%
Improving the NHS	4268 53%	1946 49%	2321 56%	503 52%	625 48%	788 51%	739 54%	695 57%	918 54%	1076 49%	1236 53%	896 53%	1060 57%	1080 53%	1106 52%	1085 54%	610 52%	387 55%	606 55%	1635 48%
Controlling immigration	3901 48%	1833 46%	2068 50%	310 32%	554 43%	683 44%	744 54%	686 57%	924 55%	860 39%	972 42%	974 57%	1094 59%	896 44%	1124 53%	1039 51%	548 47%	293 42%	457 41%	1636 48%
Tackling the cost of living	3098 38%	1367 35%	1730 42%	537 55%	690 53%	740 48%	511 37%	347 29%	272 16%	679 31%	965 41%	631 37%	823 44%	785 38%	763 36%	798 39%	433 37%	319 46%	469 42%	1434 42%
Cutting the deficit and the debt	2297 28%	1329 34%	967 23%	252 26%	324 25%	420 27%	375 27%	349 29%	578 34%	755 35%	712 30%	429 25%	400 22%	603 29%	635 30%	522 26%	347 30%	189 27%	300 27%	999 29%
Reforming welfare to cut benefit dependency	2167 27%	1010 26%	1157 28%	234 24%	339 26%	382 25%	360 26%	294 24%	559 33%	682 31%	679 29%	438 26%	368 20%	527 26%	583 27%	529 26%	336 29%	193 28%	332 30%	955 28%
Defending Britain's interests in Europe	1504 19%	840 21%	665 16%	134 14%	181 14%	221 14%	222 16%	261 22%	484 29%	425 19%	411 18%	341 20%	328 18%	403 20%	419 20%	369 18%	232 20%	81 12%	141 13%	621 18%
Improving schools	933 12%	469 12%	464 11%	172 18%	187 14%	212 14%	144 11%	85 7%	133 8%	314 14%	255 11%	181 11%	185 10%	281 14%	224 11%	221 11%	130 11%	78 11%	170 15%	385 11%
Dealing with crime	866 11%	419 11%	448 11%	139 14%	205 16%	179 12%	108 8%	117 10%	119 7%	182 8%	256 11%	205 12%	224 12%	254 12%	225 11%	226 11%	92 8%	69 10%	154 14%	396 12%
Protecting the environment	663 8%	326 8%	336 8%	125 13%	139 11%	124 8%	96 7%	97 8%	82 5%	219 10%	195 8%	108 6%	141 8%	202 10%	160 8%	133 7%	112 10%	56 8%	94 8%	287 8%

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Absolutes/col percents

Table 22

Q13. Which of the following do you think is the ... issue facing Britain as a whole?**Base: All respondents****Britain as a whole - Top 3 most important**

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Getting the economy growing and creating jobs	4520 56%	1235 64%	1308 60%	242 65%	418 38%	1198 56%	1041 60%	839 61%	549 65%	863 63%	77 51%	148 38%
Improving the NHS	4268 53%	739 38%	1492 68%	189 51%	495 44%	852 40%	1133 66%	806 58%	357 42%	512 37%	99 65%	139 36%
Controlling immigration	3901 48%	948 49%	790 36%	121 33%	971 87%	1266 59%	722 42%	532 39%	365 44%	711 52%	73 48%	345 89%
Tackling the cost of living	3098 38%	346 18%	1144 52%	132 36%	316 28%	352 17%	808 47%	563 41%	254 30%	183 13%	64 42%	58 15%
Cutting the deficit and the debt	2297 28%	913 47%	412 19%	125 34%	241 22%	873 41%	355 21%	376 27%	331 39%	671 49%	33 21%	110 28%
Reforming welfare to cut benefit dependency	2167 27%	801 41%	343 16%	95 26%	319 29%	841 40%	307 18%	345 25%	320 38%	582 42%	39 26%	143 37%
Defending Britain's interests in Europe	1504 19%	490 25%	263 12%	65 18%	371 33%	612 29%	243 14%	225 16%	153 18%	383 28%	18 12%	152 39%
Improving schools	933 12%	146 8%	354 16%	54 15%	46 4%	140 7%	236 14%	174 13%	76 9%	98 7%	21 14%	8 2%
Dealing with crime	866 11%	132 7%	278 13%	43 12%	126 11%	179 8%	183 11%	107 8%	66 8%	88 6%	21 14%	49 13%
Protecting the environment	663 8%	56 3%	196 9%	43 12%	35 3%	72 3%	150 9%	175 13%	48 6%	30 2%	12 8%	16 4%

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Absolutes/col percents

Table 23

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Summary table

	You and your family			
	Most important	Second most important	Third most important	Top 3 most important
Unweighted base	8072	8072	8072	8072
Weighted base	8072	8072	8072	8072
Getting the economy growing and creating jobs	1290 16%	1358 17%	1161 14%	3808 47%
Cutting the deficit and the debt	342 4%	613 8%	687 9%	1643 20%
Improving the NHS	1402 17%	1875 23%	1477 18%	4754 59%
Improving schools	266 3%	513 6%	589 7%	1369 17%
Protecting the environment	186 2%	306 4%	458 6%	949 12%
Dealing with crime	170 2%	407 5%	723 9%	1300 16%
Defending Britain's interests in Europe	204 3%	421 5%	575 7%	1200 15%
Reforming welfare to cut benefit dependency	209 3%	476 6%	608 8%	1293 16%
Controlling immigration	903 11%	843 10%	998 12%	2744 34%
Tackling the cost of living	3100 38%	1260 16%	796 10%	5156 64%

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Absolutes/col percents

Table 24

Q14. Which of the following do you think is the ... issue facing You and your family?**Base: All respondents****You and your family - Most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Tackling the cost of living	3100	1384	1716	424	636	740	545	396	360	678	936	666	819	764	786	781	471	298	496	1420
	38%	35%	42%	44%	49%	48%	40%	33%	21%	31%	40%	39%	44%	37%	37%	39%	40%	43%	45%	42%
Improving the NHS	1402	627	774	110	164	180	180	245	523	445	406	256	295	332	381	356	224	109	172	418
	17%	16%	19%	11%	13%	12%	13%	20%	31%	20%	17%	15%	16%	16%	18%	18%	19%	16%	16%	12%
Getting the economy growing and creating jobs	1290	707	583	168	165	244	266	207	239	410	403	233	243	340	335	328	169	118	140	599
	16%	18%	14%	17%	13%	16%	19%	17%	14%	19%	17%	14%	13%	17%	16%	16%	15%	17%	13%	18%
Controlling immigration	903	490	413	58	94	116	195	190	251	189	217	267	231	243	250	259	99	53	98	374
	11%	12%	10%	6%	7%	8%	14%	16%	15%	9%	9%	16%	12%	12%	12%	13%	8%	8%	9%	11%
Cutting the deficit and the debt	342	211	131	41	37	42	60	47	114	129	97	58	58	79	86	84	59	33	46	148
	4%	5%	3%	4%	3%	3%	4%	4%	7%	6%	4%	3%	3%	4%	4%	4%	5%	5%	4%	4%
Improving schools	266	132	135	45	70	86	40	8	17	93	81	53	39	89	71	57	23	25	62	128
	3%	3%	3%	5%	5%	6%	3%	1%	1%	4%	3%	3%	2%	4%	3%	3%	2%	4%	6%	4%
Reforming welfare to cut benefit dependency	209	98	111	27	38	33	27	29	56	71	42	41	55	48	62	47	32	19	24	82
	3%	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%
Defending Britain's interests in Europe	204	105	99	25	18	25	15	39	82	59	41	60	44	39	60	52	38	15	21	71
	3%	3%	2%	3%	1%	2%	1%	3%	5%	3%	2%	4%	2%	2%	3%	3%	3%	2%	2%	2%
Protecting the environment	186	97	89	26	24	38	30	32	35	68	59	26	33	46	54	34	37	16	17	91
	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	3%
Dealing with crime	170	106	64	46	46	30	14	17	16	36	59	36	39	71	45	26	13	15	30	83
	2%	3%	2%	5%	4%	2%	1%	1%	1%	2%	3%	2%	2%	3%	2%	1%	1%	2%	3%	2%

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Table 24

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Most important

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Tackling the cost of living	3100 38%	526 27%	960 44%	127 34%	352 32%	571 27%	723 42%	551 40%	313 37%	338 25%	64 42%	92 24%
Improving the NHS	1402 17%	324 17%	485 22%	77 21%	137 12%	369 17%	371 21%	294 21%	124 15%	243 18%	33 22%	51 13%
Getting the economy growing and creating jobs	1290 16%	407 21%	353 16%	80 22%	109 10%	379 18%	271 16%	214 15%	168 20%	283 21%	21 14%	40 10%
Controlling immigration	903 11%	206 11%	128 6%	13 4%	351 32%	335 16%	140 8%	105 8%	65 8%	156 11%	6 4%	144 37%
Cutting the deficit and the debt	342 4%	163 8%	42 2%	25 7%	36 3%	155 7%	35 2%	53 4%	54 6%	121 9%	10 6%	13 3%
Improving schools	266 3%	73 4%	68 3%	15 4%	19 2%	64 3%	55 3%	48 3%	30 4%	50 4%	5 3%	5 1%
Reforming welfare to cut benefit dependency	209 3%	88 5%	46 2%	3 1%	22 2%	84 4%	34 2%	22 2%	35 4%	67 5%	4 3%	9 2%
Defending Britain's interests in Europe	204 3%	80 4%	34 2%	11 3%	49 4%	97 5%	25 1%	32 2%	17 2%	70 5%	3 2%	17 4%
Protecting the environment	186 2%	37 2%	30 1%	13 3%	11 1%	35 2%	34 2%	43 3%	17 2%	23 2%	3 2%	7 2%
Dealing with crime	170 2%	32 2%	48 2%	5 1%	29 3%	39 2%	39 2%	20 1%	16 2%	24 2%	2 2%	10 3%

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Absolutes/col percents

Table 25

Q14. Which of the following do you think is the ... issue facing You and your family?**Base: All respondents****You and your family - Second most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Improving the NHS	1875 23%	847 21%	1028 25%	199 21%	289 22%	320 21%	340 25%	349 29%	378 22%	467 21%	545 23%	405 24%	457 25%	469 23%	481 23%	495 24%	258 22%	173 25%	281 25%	722 21%
Getting the economy growing and creating jobs	1358 17%	696 18%	662 16%	174 18%	237 18%	285 19%	258 19%	190 16%	213 13%	356 16%	405 17%	273 16%	325 17%	332 16%	314 15%	366 18%	189 16%	156 22%	176 16%	640 19%
Tackling the cost of living	1260 16%	598 15%	662 16%	198 20%	193 15%	248 16%	217 16%	176 15%	228 13%	335 15%	388 17%	249 15%	288 16%	328 16%	352 17%	283 14%	171 15%	126 18%	193 17%	525 15%
Controlling immigration	843 10%	406 10%	437 11%	54 6%	99 8%	142 9%	173 13%	133 11%	242 14%	178 8%	212 9%	194 11%	259 14%	184 9%	271 13%	217 11%	121 10%	49 7%	82 7%	337 10%
Cutting the deficit and the debt	613 8%	357 9%	256 6%	62 6%	102 8%	103 7%	101 7%	91 8%	154 9%	194 9%	203 9%	131 8%	86 5%	170 8%	154 7%	138 7%	105 9%	47 7%	63 6%	292 9%
Improving schools	513 6%	227 6%	286 7%	83 9%	112 9%	174 11%	63 5%	23 2%	59 3%	178 8%	135 6%	99 6%	102 6%	136 7%	125 6%	131 6%	81 7%	41 6%	79 7%	235 7%
Reforming welfare to cut benefit dependency	476 6%	238 6%	238 6%	57 6%	95 7%	81 5%	49 4%	76 6%	118 7%	141 6%	130 6%	97 6%	109 6%	103 5%	140 7%	125 6%	68 6%	41 6%	63 6%	221 6%
Defending Britain's interests in Europe	421 5%	243 6%	179 4%	33 3%	40 3%	49 3%	48 4%	96 8%	155 9%	120 6%	113 5%	100 6%	89 5%	116 6%	107 5%	112 6%	64 5%	23 3%	44 4%	158 5%
Dealing with crime	407 5%	195 5%	212 5%	70 7%	82 6%	76 5%	62 4%	39 3%	78 5%	107 5%	120 5%	94 6%	86 5%	127 6%	108 5%	104 5%	44 4%	24 3%	78 7%	165 5%
Protecting the environment	306 4%	148 4%	157 4%	39 4%	43 3%	55 4%	62 4%	39 3%	67 4%	104 5%	91 4%	55 3%	56 3%	87 4%	78 4%	55 3%	64 5%	21 3%	48 4%	119 3%

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Absolutes/col percents

Table 25

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Second most important

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Improving the NHS	1875 23%	356 18%	589 27%	93 25%	234 21%	397 19%	479 28%	345 25%	185 22%	230 17%	45 29%	78 20%
Getting the economy growing and creating jobs	1358 17%	294 15%	422 19%	67 18%	128 11%	296 14%	330 19%	245 18%	160 19%	201 15%	26 17%	37 10%
Tackling the cost of living	1260 16%	272 14%	368 17%	61 16%	167 15%	269 13%	260 15%	246 18%	133 16%	175 13%	22 14%	54 14%
Controlling immigration	843 10%	239 12%	175 8%	22 6%	215 19%	297 14%	164 9%	119 9%	75 9%	185 13%	12 8%	77 20%
Cutting the deficit and the debt	613 8%	240 12%	115 5%	38 10%	54 5%	244 11%	92 5%	82 6%	66 8%	183 13%	11 7%	28 7%
Improving schools	513 6%	101 5%	178 8%	24 6%	35 3%	98 5%	122 7%	99 7%	65 8%	69 5%	9 6%	9 2%
Reforming welfare to cut benefit dependency	476 6%	159 8%	92 4%	13 3%	89 8%	184 9%	77 4%	58 4%	54 6%	121 9%	8 5%	38 10%
Defending Britain's interests in Europe	421 5%	151 8%	49 2%	10 3%	128 11%	191 9%	62 4%	48 3%	41 5%	120 9%	4 2%	52 13%
Dealing with crime	407 5%	84 4%	115 5%	18 5%	49 4%	106 5%	76 4%	58 4%	36 4%	63 5%	10 7%	13 3%
Protecting the environment	306 4%	39 2%	90 4%	24 6%	13 1%	47 2%	64 4%	81 6%	25 3%	27 2%	7 4%	3 1%

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Absolutes/col percents

Table 26

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Third most important

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Improving the NHS	1477	723	755	206	229	328	285	192	239	384	429	305	359	386	364	367	214	147	184	668
	18%	18%	18%	21%	18%	21%	21%	16%	14%	18%	18%	18%	19%	19%	17%	18%	18%	21%	17%	20%
Getting the economy growing and creating jobs	1161	555	605	121	191	206	201	179	263	307	335	240	280	317	312	271	164	96	166	473
	14%	14%	15%	13%	15%	13%	15%	15%	16%	14%	14%	14%	15%	15%	15%	13%	14%	14%	15%	14%
Controlling immigration	998	466	533	79	146	193	146	200	235	214	236	277	271	232	248	266	166	85	116	430
	12%	12%	13%	8%	11%	13%	11%	17%	14%	10%	10%	16%	15%	11%	12%	13%	14%	12%	10%	13%
Tackling the cost of living	796	394	402	117	101	153	141	125	159	200	250	160	186	205	198	228	93	70	96	322
	10%	10%	10%	12%	8%	10%	10%	10%	9%	9%	11%	9%	10%	10%	9%	11%	8%	10%	9%	9%
Dealing with crime	723	334	389	89	131	121	154	106	121	177	224	168	154	192	195	174	104	59	147	307
	9%	8%	9%	9%	10%	8%	11%	9%	7%	8%	10%	10%	8%	9%	9%	9%	9%	8%	13%	9%
Cutting the deficit and the debt	687	373	314	87	103	130	97	108	162	243	198	113	134	172	189	182	99	46	103	279
	9%	9%	8%	9%	8%	8%	7%	9%	10%	11%	8%	7%	7%	8%	9%	9%	8%	7%	9%	8%
Reforming welfare to cut benefit dependency	608	305	303	68	94	100	113	69	163	166	193	135	114	142	176	159	79	52	75	269
	8%	8%	7%	7%	7%	7%	8%	6%	10%	8%	8%	8%	6%	7%	8%	8%	7%	7%	7%	8%
Improving schools	589	286	303	98	135	148	81	59	69	163	191	105	131	148	142	155	89	55	96	250
	7%	7%	7%	10%	10%	10%	6%	5%	4%	7%	8%	6%	7%	7%	7%	8%	8%	8%	9%	7%
Defending Britain's interests in Europe	575	327	248	43	75	70	93	100	194	183	148	129	115	139	182	129	89	37	65	219
	7%	8%	6%	4%	6%	5%	7%	8%	11%	8%	6%	8%	6%	7%	9%	6%	8%	5%	6%	6%
Protecting the environment	458	193	265	62	89	84	61	73	88	143	136	64	114	117	125	95	68	53	59	195
	6%	5%	6%	6%	7%	6%	4%	6%	5%	7%	6%	4%	6%	6%	6%	5%	6%	8%	5%	6%

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Absolutes/col percents

Table 26

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Third most important

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Improving the NHS	1477	311	428	58	181	336	320	242	154	209	34	55
	18%	16%	20%	16%	16%	16%	19%	17%	18%	15%	22%	14%
Getting the economy growing and creating jobs	1161	248	356	39	150	280	287	205	97	183	11	53
	14%	13%	16%	11%	13%	13%	17%	15%	12%	13%	7%	14%
Controlling immigration	998	238	242	34	201	299	213	152	89	183	16	61
	12%	12%	11%	9%	18%	14%	12%	11%	11%	13%	11%	16%
Tackling the cost of living	796	159	248	35	118	191	168	130	77	113	22	32
	10%	8%	11%	10%	11%	9%	10%	9%	9%	8%	15%	8%
Dealing with crime	723	164	206	40	109	173	158	126	85	107	12	41
	9%	8%	9%	11%	10%	8%	9%	9%	10%	8%	8%	10%
Cutting the deficit and the debt	687	232	164	39	73	234	124	117	85	172	11	36
	9%	12%	7%	11%	7%	11%	7%	8%	10%	13%	8%	9%
Reforming welfare to cut benefit dependency	608	206	93	27	109	217	104	93	82	145	8	48
	8%	11%	4%	7%	10%	10%	6%	7%	10%	11%	5%	12%
Improving schools	589	112	201	27	42	103	147	97	63	72	15	9
	7%	6%	9%	7%	4%	5%	9%	7%	8%	5%	10%	2%
Defending Britain's interests in Europe	575	200	116	34	103	228	113	89	70	151	13	44
	7%	10%	5%	9%	9%	11%	7%	6%	8%	11%	9%	11%
Protecting the environment	458	65	139	36	25	69	92	131	37	40	8	9
	6%	3%	6%	10%	2%	3%	5%	9%	4%	3%	6%	2%

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Absolutes/col percents

Table 27

Q14. Which of the following do you think is the ... issue facing You and your family?**Base: All respondents****You and your family - Top 3 most important**

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Tackling the cost of living	5156	2376	2780	739	930	1141	903	697	747	1213	1575	1075	1293	1297	1336	1293	735	495	785	2266
	64%	60%	68%	76%	72%	74%	66%	58%	44%	56%	67%	63%	70%	63%	63%	64%	63%	71%	71%	66%
Improving the NHS	4754	2197	2557	514	682	827	804	786	1141	1296	1380	967	1111	1187	1225	1218	695	428	637	1809
	59%	56%	62%	53%	53%	54%	59%	65%	67%	59%	59%	57%	60%	58%	58%	60%	60%	61%	58%	53%
Getting the economy growing and creating jobs	3808	1958	1850	464	593	736	725	575	715	1072	1143	745	848	990	961	965	523	369	482	1712
	47%	50%	45%	48%	46%	48%	53%	48%	42%	49%	49%	44%	46%	48%	45%	48%	45%	53%	44%	50%
Controlling immigration	2744	1361	1383	191	339	451	513	523	728	582	664	738	760	660	769	742	386	187	296	1140
	34%	34%	34%	20%	26%	29%	37%	43%	43%	27%	28%	44%	41%	32%	36%	37%	33%	27%	27%	33%
Cutting the deficit and the debt	1643	942	701	189	242	275	259	246	431	567	498	301	277	421	429	404	263	126	213	720
	20%	24%	17%	20%	19%	18%	19%	20%	25%	26%	21%	18%	15%	21%	20%	20%	23%	18%	19%	21%
Improving schools	1369	644	724	225	316	408	183	90	146	434	407	256	272	373	338	343	193	121	236	613
	17%	16%	18%	23%	24%	27%	13%	7%	9%	20%	17%	15%	15%	18%	16%	17%	17%	17%	21%	18%
Dealing with crime	1300	635	664	205	260	228	230	162	215	319	404	298	278	389	348	304	161	98	255	556
	16%	16%	16%	21%	20%	15%	17%	13%	13%	15%	17%	18%	15%	19%	16%	15%	14%	14%	23%	16%
Reforming welfare to cut benefit dependency	1293	641	652	153	226	214	190	173	337	378	365	272	278	294	378	331	178	112	162	572
	16%	16%	16%	16%	17%	14%	14%	14%	20%	17%	16%	16%	15%	14%	18%	16%	15%	16%	15%	17%
Defending Britain's interests in Europe	1200	675	526	100	133	145	157	235	431	362	302	288	249	294	349	293	190	75	130	448
	15%	17%	13%	10%	10%	9%	11%	19%	25%	17%	13%	17%	13%	14%	16%	14%	16%	11%	12%	13%
Protecting the environment	949	438	512	127	156	178	153	144	191	316	286	145	203	249	257	184	168	91	125	405
	12%	11%	12%	13%	12%	12%	11%	12%	11%	14%	12%	9%	11%	12%	12%	9%	14%	13%	11%	12%

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Absolutes/col percents

Table 27

Q14. Which of the following do you think is the ... issue facing You and your family?

Base: All respondents

You and your family - Top 3 most important

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Tackling the cost of living	5156 64%	957 49%	1576 72%	223 60%	637 57%	1031 48%	1151 67%	927 67%	523 62%	625 45%	109 71%	178 46%
Improving the NHS	4754 59%	991 51%	1501 68%	228 62%	552 50%	1103 52%	1169 68%	880 64%	463 55%	682 50%	112 73%	184 47%
Getting the economy growing and creating jobs	3808 47%	949 49%	1132 52%	187 51%	387 35%	954 45%	888 51%	664 48%	425 51%	668 49%	58 38%	131 34%
Controlling immigration	2744 34%	682 35%	545 25%	70 19%	768 69%	930 44%	517 30%	376 27%	229 27%	524 38%	35 23%	283 73%
Cutting the deficit and the debt	1643 20%	634 33%	321 15%	102 28%	163 15%	633 30%	252 15%	252 18%	205 24%	476 35%	32 21%	78 20%
Improving schools	1369 17%	286 15%	446 20%	66 18%	96 9%	265 12%	324 19%	243 18%	157 19%	190 14%	29 19%	23 6%
Dealing with crime	1300 16%	281 15%	369 17%	63 17%	187 17%	318 15%	273 16%	204 15%	137 16%	193 14%	25 16%	64 16%
Reforming welfare to cut benefit dependency	1293 16%	453 23%	231 11%	43 12%	220 20%	485 23%	215 12%	173 13%	172 20%	333 24%	20 13%	95 24%
Defending Britain's interests in Europe	1200 15%	431 22%	200 9%	54 15%	280 25%	516 24%	200 12%	169 12%	128 15%	340 25%	20 13%	114 29%
Protecting the environment	949 12%	141 7%	259 12%	72 20%	50 4%	151 7%	189 11%	255 18%	79 9%	90 7%	18 12%	19 5%

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Absolutes/col percents

Table 28

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Summary table

	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Protecting the environment	Dealing with crime	Defending Britain's interests in Europe	Reforming welfare to cut benefit dependency	Controlling immigration	Tackling the cost of living	Introducing practical policies that would work in the long run
Unweighted base	8072	8072	8072	8072	8072	8072	8072	8072	8072	8072	8072
Weighted base	8072	8072	8072	8072	8072	8072	8072	8072	8072	8072	8072
The Conservatives	3717 46%	4672 58%	2588 32%	2980 37%	2280 28%	4067 50%	4148 51%	4409 55%	4066 50%	3110 39%	3578 44%
Labour	3596 45%	2656 33%	4339 54%	3705 46%	2806 35%	3214 40%	2952 37%	2814 35%	3011 37%	3996 50%	3415 42%
The Liberal Democrats	759 9%	745 9%	1146 14%	1387 17%	2986 37%	792 10%	972 12%	849 11%	994 12%	966 12%	1079 13%

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Absolutes/col percents

Table 29

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Getting the economy growing and creating jobs

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	3717	1942	1776	366	465	625	601	609	1051	1196	1084	759	678	1008	1034	897	549	230	400	1620
	46%	49%	43%	38%	36%	41%	44%	50%	62%	55%	46%	45%	37%	49%	49%	44%	47%	33%	36%	47%
Labour	3596	1688	1908	503	672	739	646	501	535	788	1020	787	1001	845	910	967	494	380	600	1459
	45%	43%	46%	52%	52%	48%	47%	41%	32%	36%	44%	46%	54%	41%	43%	48%	42%	54%	54%	43%
The Liberal Democrats	759	326	433	100	155	169	125	101	108	195	236	150	178	199	187	162	121	91	106	335
	9%	8%	11%	10%	12%	11%	9%	8%	6%	9%	10%	9%	10%	10%	9%	8%	10%	13%	10%	10%

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Absolutes/col percents

Table 29

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Getting the economy growing and creating jobs

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	3717	1840	190	98	655	1887	255	472	691	1333	49	333
	46%	95%	9%	27%	59%	89%	15%	34%	82%	97%	32%	86%
Labour	3596	80	1942	70	351	202	1418	624	119	31	91	46
	45%	4%	89%	19%	32%	10%	82%	45%	14%	2%	60%	12%
The Liberal Democrats	759	16	61	202	106	39	53	286	30	10	12	10
	9%	1%	3%	55%	10%	2%	3%	21%	4%	1%	8%	3%

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Absolutes/col percents

Table 30

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Cutting the deficit and the debt

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	4672	2439	2233	455	625	792	806	769	1225	1457	1388	980	846	1202	1296	1144	698	332	584	2001
	58%	62%	54%	47%	48%	52%	59%	63%	72%	67%	59%	58%	46%	59%	61%	56%	60%	47%	53%	59%
Labour	2656	1210	1445	401	524	577	449	345	359	535	748	571	802	652	650	723	356	275	420	1098
	33%	31%	35%	41%	41%	38%	33%	28%	21%	25%	32%	34%	43%	32%	30%	36%	31%	39%	38%	32%
The Liberal Democrats	745	307	438	112	143	165	118	97	110	187	206	144	208	197	185	158	110	95	103	315
	9%	8%	11%	12%	11%	11%	9%	8%	6%	9%	9%	9%	11%	10%	9%	8%	9%	14%	9%	9%

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Absolutes/col percents

Table 30

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Cutting the deficit and the debt

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	4672	1891	584	166	766	1980	551	717	763	1350	80	354
	58%	98%	27%	45%	69%	93%	32%	52%	91%	98%	53%	91%
Labour	2656	29	1519	38	244	119	1102	407	49	17	62	29
	33%	2%	69%	10%	22%	6%	64%	29%	6%	1%	41%	7%
The Liberal Democrats	745	16	91	166	103	30	74	257	28	7	10	6
	9%	1%	4%	45%	9%	1%	4%	19%	3%	*	7%	2%

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Absolutes/col percents

Table 31

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents
Improving the NHS

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	2588	1296	1292	250	321	388	398	414	816	805	764	545	474	694	750	592	409	142	260	1106
	32%	33%	31%	26%	25%	25%	29%	34%	48%	37%	33%	32%	26%	34%	35%	29%	35%	20%	23%	32%
Labour	4339	2130	2208	576	783	883	782	633	682	1061	1242	908	1127	1062	1085	1202	567	423	704	1792
	54%	54%	54%	59%	61%	58%	57%	52%	40%	49%	53%	54%	61%	52%	51%	59%	49%	60%	64%	52%
The Liberal Democrats	1146	530	616	143	188	263	193	163	196	313	335	243	255	295	295	232	188	136	143	515
	14%	13%	15%	15%	15%	17%	14%	13%	12%	14%	14%	14%	14%	14%	14%	11%	16%	19%	13%	15%

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Absolutes/col percents

Table 31

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Improving the NHS

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	2588	1449	59	42	456	1492	116	231	422	1103	18	252
	32%	75%	3%	11%	41%	70%	7%	17%	50%	80%	12%	65%
Labour	4339	305	2080	102	490	449	1545	758	281	162	111	109
	54%	16%	95%	27%	44%	21%	90%	55%	33%	12%	73%	28%
The Liberal Democrats	1146	182	55	226	167	187	65	392	137	108	23	28
	14%	9%	2%	61%	15%	9%	4%	28%	16%	8%	15%	7%

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Absolutes/col percents

Table 32

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Improving schools

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	2980	1516	1463	284	385	482	477	472	881	921	876	637	546	801	843	697	469	169	300	1311
	37%	38%	36%	29%	30%	31%	35%	39%	52%	42%	37%	38%	29%	39%	40%	34%	40%	24%	27%	38%
Labour	3705	1774	1931	522	691	762	645	536	549	866	1059	772	1008	902	932	1007	479	385	618	1529
	46%	45%	47%	54%	53%	50%	47%	44%	32%	40%	45%	46%	54%	44%	44%	50%	41%	55%	56%	45%
The Liberal Democrats	1387	665	722	162	216	291	251	203	264	392	406	286	303	348	355	322	216	147	189	575
	17%	17%	18%	17%	17%	19%	18%	17%	16%	18%	17%	17%	16%	17%	17%	16%	19%	21%	17%	17%

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Table 32

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Improving schools

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	2980	1607	113	50	528	1631	158	286	515	1195	21	280
	37%	83%	5%	13%	47%	77%	9%	21%	61%	87%	14%	72%
Labour	3705	153	1912	65	393	286	1427	627	183	72	98	72
	46%	8%	87%	18%	35%	13%	83%	45%	22%	5%	64%	19%
The Liberal Democrats	1387	176	169	255	191	212	141	469	142	107	34	37
	17%	9%	8%	69%	17%	10%	8%	34%	17%	8%	22%	10%

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Absolutes/col percents

Table 33

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Protecting the environment

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	2280	1063	1216	234	305	371	358	351	660	644	693	477	466	611	635	552	347	136	237	980
	28%	27%	30%	24%	24%	24%	26%	29%	39%	30%	30%	28%	25%	30%	30%	27%	30%	19%	21%	29%
Labour	2806	1317	1489	404	553	614	474	376	386	609	778	610	809	675	701	745	390	296	470	1160
	35%	33%	36%	42%	43%	40%	35%	31%	23%	28%	33%	36%	44%	33%	33%	37%	34%	42%	42%	34%
The Liberal Democrats	2986	1575	1411	332	434	549	540	483	648	927	870	608	581	766	795	729	427	269	400	1273
	37%	40%	34%	34%	34%	36%	39%	40%	38%	43%	37%	36%	31%	37%	37%	36%	37%	38%	36%	37%

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Absolutes/col percents

Table 33

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Protecting the environment

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	2280	1178	103	42	414	1205	150	202	374	875	21	220
	28%	61%	5%	11%	37%	57%	9%	15%	45%	64%	14%	56%
Labour	2806	84	1552	44	266	174	1139	409	88	46	63	43
	35%	4%	71%	12%	24%	8%	66%	30%	10%	3%	41%	11%
The Liberal Democrats	2986	673	538	284	433	750	437	770	377	453	68	127
	37%	35%	25%	77%	39%	35%	25%	56%	45%	33%	45%	33%

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Absolutes/col percents

Table 34

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Dealing with crime

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	4067	2130	1936	370	529	688	700	646	1134	1312	1210	811	734	1077	1135	963	599	293	472	1761
	50%	54%	47%	38%	41%	45%	51%	53%	67%	60%	52%	48%	40%	53%	53%	48%	51%	42%	43%	52%
Labour	3214	1494	1720	458	615	678	559	455	449	656	906	728	922	766	794	903	422	328	528	1312
	40%	38%	42%	47%	48%	44%	41%	38%	26%	30%	39%	43%	50%	37%	37%	45%	36%	47%	48%	38%
The Liberal Democrats	792	332	460	141	148	168	113	110	111	211	224	156	200	208	201	160	143	80	106	341
	10%	8%	11%	15%	11%	11%	8%	9%	7%	10%	10%	9%	11%	10%	9%	8%	12%	11%	10%	10%

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Absolutes/col percents

Table 34

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Dealing with crime

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	4067	1793	385	145	669	1873	395	586	684	1303	62	332
	50%	93%	18%	39%	60%	88%	23%	42%	81%	95%	41%	85%
Labour	3214	84	1744	52	333	194	1263	525	110	36	84	45
	40%	4%	80%	14%	30%	9%	73%	38%	13%	3%	55%	12%
The Liberal Democrats	792	58	64	173	111	62	68	271	46	34	6	13
	10%	3%	3%	47%	10%	3%	4%	20%	5%	3%	4%	3%

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Absolutes/col percents

Table 35

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Defending Britain's interests in Europe

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	4148	2150	1998	420	540	686	704	675	1123	1273	1224	871	780	1105	1163	994	613	272	489	1772
	51%	54%	49%	43%	42%	45%	51%	56%	66%	58%	52%	51%	42%	54%	55%	49%	53%	39%	44%	52%
Labour	2952	1373	1579	416	566	649	498	414	409	625	832	644	851	693	719	819	395	326	483	1227
	37%	35%	38%	43%	44%	42%	36%	34%	24%	29%	36%	38%	46%	34%	34%	40%	34%	46%	44%	36%
The Liberal Democrats	972	433	540	133	187	199	170	122	162	281	285	181	226	253	248	212	156	104	135	416
	12%	11%	13%	14%	14%	13%	12%	10%	10%	13%	12%	11%	12%	12%	12%	10%	13%	15%	12%	12%

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Absolutes/col percents

Table 35

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Defending Britain's interests in Europe

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	4148	1814	379	121	724	1886	382	571	698	1310	53	348
	51%	94%	17%	33%	65%	89%	22%	41%	83%	95%	35%	89%
Labour	2952	70	1641	52	281	162	1215	470	92	33	76	30
	37%	4%	75%	14%	25%	8%	70%	34%	11%	2%	50%	8%
The Liberal Democrats	972	51	174	198	107	80	129	341	50	30	23	12
	12%	3%	8%	53%	10%	4%	7%	25%	6%	2%	15%	3%

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Absolutes/col percents

Table 36

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Reforming welfare to cut benefit dependency

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	4409	2315	2094	437	582	741	724	739	1187	1373	1314	891	832	1142	1200	1108	656	303	545	1885
	55%	59%	51%	45%	45%	48%	53%	61%	70%	63%	56%	53%	45%	56%	56%	55%	56%	43%	49%	55%
Labour	2814	1283	1530	415	540	622	508	357	372	595	791	616	811	686	700	753	374	301	441	1167
	35%	32%	37%	43%	42%	41%	37%	29%	22%	27%	34%	36%	44%	33%	33%	37%	32%	43%	40%	34%
The Liberal Democrats	849	357	492	118	170	171	140	115	135	211	236	189	213	224	231	164	134	97	120	362
	11%	9%	12%	12%	13%	11%	10%	10%	8%	10%	10%	11%	11%	11%	11%	8%	11%	14%	11%	11%

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Absolutes/col percents

Table 36

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Reforming welfare to cut benefit dependency

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	4409	1837	555	153	735	1910	517	671	713	1329	69	341
	55%	95%	25%	41%	66%	90%	30%	49%	85%	97%	45%	88%
Labour	2814	65	1529	40	262	160	1126	431	82	25	69	37
	35%	3%	70%	11%	24%	8%	65%	31%	10%	2%	45%	9%
The Liberal Democrats	849	33	109	177	116	59	83	279	45	20	15	12
	11%	2%	5%	48%	10%	3%	5%	20%	5%	1%	10%	3%

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Absolutes/col percents

Table 37

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Controlling immigration

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	4066	2134	1932	424	573	662	652	626	1130	1291	1235	821	719	1099	1125	962	588	293	485	1761
	50%	54%	47%	44%	44%	43%	48%	52%	67%	59%	53%	48%	39%	54%	53%	48%	51%	42%	44%	52%
Labour	3011	1403	1608	389	548	634	555	450	435	632	813	679	887	707	759	837	417	292	481	1215
	37%	35%	39%	40%	42%	41%	40%	37%	26%	29%	35%	40%	48%	34%	36%	41%	36%	42%	43%	36%
The Liberal Democrats	994	418	576	156	172	238	165	134	129	257	293	195	250	246	246	227	159	116	141	437
	12%	11%	14%	16%	13%	15%	12%	11%	8%	12%	13%	12%	13%	12%	12%	11%	14%	17%	13%	13%

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Absolutes/col percents

Table 37

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Controlling immigration

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	4066	1759	448	136	666	1846	410	568	641	1288	57	335
	50%	91%	20%	37%	60%	87%	24%	41%	76%	94%	37%	86%
Labour	3011	96	1608	58	314	205	1190	494	115	44	84	39
	37%	5%	73%	16%	28%	10%	69%	36%	14%	3%	55%	10%
The Liberal Democrats	994	80	137	175	133	78	126	319	83	42	11	16
	12%	4%	6%	47%	12%	4%	7%	23%	10%	3%	7%	4%

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Absolutes/col percents

Table 38

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Tackling the cost of living

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	3110	1632	1478	218	365	483	507	545	991	1015	895	650	550	834	893	731	473	180	328	1346
	39%	41%	36%	23%	28%	32%	37%	45%	58%	47%	38%	38%	30%	41%	42%	36%	41%	26%	30%	39%
Labour	3996	1887	2109	616	737	824	705	538	575	927	1159	837	1072	941	1000	1100	542	413	648	1639
	50%	48%	51%	64%	57%	54%	51%	44%	34%	43%	50%	49%	58%	46%	47%	54%	47%	59%	59%	48%
The Liberal Democrats	966	436	530	134	189	227	160	128	128	237	286	208	234	276	237	195	150	108	130	429
	12%	11%	13%	14%	15%	15%	12%	11%	8%	11%	12%	12%	13%	13%	11%	10%	13%	15%	12%	13%

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Absolutes/col percents

Table 38

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Tackling the cost of living

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	3110	1682	92	77	547	1718	186	358	567	1248	26	297
	39%	87%	4%	21%	49%	81%	11%	26%	68%	91%	17%	76%
Labour	3996	174	2039	71	426	310	1468	692	204	85	105	78
	50%	9%	93%	19%	38%	15%	85%	50%	24%	6%	69%	20%
The Liberal Democrats	966	80	62	221	139	101	71	331	69	41	22	15
	12%	4%	3%	60%	12%	5%	4%	24%	8%	3%	14%	4%

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Absolutes/col percents

Table 39

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Introducing practical policies that would work in the long run

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
The Conservatives	3578	1854	1724	342	468	597	593	567	1011	1120	1076	747	635	963	1010	860	525	220	373	1592
	44%	47%	42%	35%	36%	39%	43%	47%	60%	51%	46%	44%	34%	47%	47%	42%	45%	31%	34%	47%
Labour	3415	1595	1820	484	639	717	599	471	505	751	968	725	971	794	864	925	478	355	577	1352
	42%	40%	44%	50%	49%	47%	44%	39%	30%	34%	41%	43%	52%	39%	41%	46%	41%	51%	52%	40%
The Liberal Democrats	1079	506	573	143	184	220	181	172	178	308	298	223	250	295	257	240	161	126	157	470
	13%	13%	14%	15%	14%	14%	13%	14%	11%	14%	13%	13%	13%	14%	12%	12%	14%	18%	14%	14%

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Table 39

Q15. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

Introducing practical policies that would work in the long run

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
The Conservatives	3578	1829	138	79	640	1857	225	408	687	1318	36	329
	44%	95%	6%	21%	58%	87%	13%	30%	82%	96%	24%	84%
Labour	3415	54	1941	46	324	193	1399	570	93	28	94	44
	42%	3%	88%	12%	29%	9%	81%	41%	11%	2%	61%	11%
The Liberal Democrats	1079	52	114	244	148	79	102	404	59	27	23	17
	13%	3%	5%	66%	13%	4%	6%	29%	7%	2%	15%	4%

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Table 40

Q16. The next general election is set to be held in just under three 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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
A Conservative government	2828	1466	1361	259	350	452	454	449	863	913	830	588	498	773	797	687	410	160	286	1241
	35%	37%	33%	27%	27%	29%	33%	37%	51%	42%	35%	35%	27%	38%	37%	34%	35%	23%	26%	36%
A coalition between the Conservatives and the Liberal Democrats	1103	544	559	150	214	208	171	156	203	343	319	227	214	291	307	231	182	93	150	530
	14%	14%	14%	15%	17%	14%	12%	13%	12%	16%	14%	13%	12%	14%	14%	11%	16%	13%	14%	16%
A coalition between Labour and the Liberal Democrats	1391	638	753	171	252	295	263	192	218	359	418	283	332	339	347	339	211	156	207	592
	17%	16%	18%	18%	20%	19%	19%	16%	13%	16%	18%	17%	18%	17%	16%	17%	18%	22%	19%	17%
A Labour government	2750	1307	1443	389	475	579	484	412	410	564	775	598	813	649	679	769	362	292	464	1051
	34%	33%	35%	40%	37%	38%	35%	34%	24%	26%	33%	35%	44%	32%	32%	38%	31%	42%	42%	31%

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Table 40

Q16. The next general election is set to be held in just under three 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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
A Conservative government	2828 35%	1622 84%	48 2%	27 7%	526 47%	1657 78%	136 8%	245 18%	533 63%	1207 88%	17 11%	295 76%
A coalition between the Conservatives and the Liberal Democrats	1103 14%	284 15%	72 3%	166 45%	144 13%	259 12%	96 6%	308 22%	203 24%	158 12%	24 15%	42 11%
A coalition between Labour and the Liberal Democrats	1391 17%	15 1%	369 17%	167 45%	159 14%	77 4%	284 16%	426 31%	37 4%	6 *	35 23%	17 4%
A Labour government	2750 34%	14 1%	1705 78%	10 3%	284 26%	136 6%	1211 70%	402 29%	67 8%	2 *	77 51%	35 9%

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Absolutes/col percents

Table 41

Q17a. Thinking about the general election in May, which of the following sentiments comes closest to summing up your personal feelings , even if neither sentiment captures exactly how you feel?

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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
It's time for a change	4577	2124	2453	616	849	935	801	673	702	1022	1309	984	1261	1084	1129	1227	653	484	722	1860
	57%	54%	60%	64%	66%	61%	58%	56%	41%	47%	56%	58%	68%	53%	53%	61%	56%	69%	65%	54%
It would be better to let them finish the job they've started	3495	1832	1663	353	443	599	571	537	992	1157	1032	711	595	968	1001	799	511	217	385	1554
	43%	46%	40%	36%	34%	39%	42%	44%	59%	53%	44%	42%	32%	47%	47%	39%	44%	31%	35%	46%

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Absolutes/col percents

Table 41

Q17a. Thinking about the general election in May, which of the following sentiments comes closest to summing up your personal feelings , even if neither sentiment captures exactly how you feel?

Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
It's time for a change	4577	104	2019	190	693	388	1481	884	135	52	116	169
	57%	5%	92%	52%	62%	18%	86%	64%	16%	4%	76%	43%
It would be better to let them finish the job they've started	3495	1831	174	179	420	1740	245	498	705	1322	36	221
	43%	95%	8%	48%	38%	82%	14%	36%	84%	96%	24%	57%

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Absolutes/col percents

Table 42

Q17b. Thinking about the general election in May, which of the following sentiments comes closest to summing up the mood of others as far as you know, even if neither sentiment captures exactly how you feel?

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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
It's time for a change	5256	2438	2819	708	926	1073	907	795	847	1238	1516	1124	1378	1268	1329	1391	734	535	825	2171
	65%	62%	68%	73%	72%	70%	66%	66%	50%	57%	65%	66%	74%	62%	62%	69%	63%	76%	75%	64%
It would be better to let them finish the job they've started	2816	1518	1297	261	366	461	465	415	847	941	825	571	478	784	801	635	430	165	282	1243
	35%	38%	32%	27%	28%	30%	34%	34%	50%	43%	35%	34%	26%	38%	38%	31%	37%	24%	25%	36%

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Absolutes/col percents

Table 42

Q17b. Thinking about the general election in May, which of the following sentiments comes closest to summing up the mood of others as far as you know, even if neither sentiment captures exactly how you feel?

Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
It's time for a change	5256	454	1934	244	792	741	1459	977	317	292	125	225
	65%	23%	88%	66%	71%	35%	85%	71%	38%	21%	82%	58%
It would be better to let them finish the job they've started	2816	1482	259	126	320	1388	267	404	523	1081	28	165
	35%	77%	12%	34%	29%	65%	15%	29%	62%	79%	18%	42%

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Absolutes/col percents

Table 43
Gender
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Male	3956	3956	-	364	594	789	741	635	834	1251	1048	870	787	1012	996	1075	518	356	565	1924
	49%	100%	-	38%	46%	51%	54%	52%	49%	57%	45%	51%	42%	49%	47%	53%	44%	51%	51%	56%
Female	4116	-	4116	605	698	745	632	576	860	928	1293	825	1070	1040	1134	951	646	345	541	1490
	51%	-	100%	62%	54%	49%	46%	48%	51%	43%	55%	49%	58%	51%	53%	47%	56%	49%	49%	44%

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Absolutes/col percents

Table 43
Gender
Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Male	3956 49%	1034 53%	1137 52%	197 53%	644 58%	1184 56%	915 53%	673 49%	397 47%	754 55%	95 62%	256 66%
Female	4116 51%	902 47%	1056 48%	173 47%	469 42%	945 44%	811 47%	709 51%	442 53%	619 45%	57 38%	134 34%

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Absolutes/col percents

Table 44
Age
Base: All respondents

	Gender		Age						Social Grade				Region			Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
18-24	969 12%	364 9%	605 15%	969 100%	-	-	-	-	-	196 9%	426 18%	168 10%	178 10%	301 15%	212 10%	236 12%	144 12%	75 11%	104 9%	370 11%
25-34	1292 16%	594 15%	698 17%	-	1292 100%	-	-	-	-	362 17%	381 16%	292 17%	257 14%	373 18%	371 17%	297 15%	140 12%	110 16%	241 22%	795 23%
35-44	1534 19%	789 20%	745 18%	-	-	1534 100%	-	-	-	431 20%	429 18%	360 21%	314 17%	394 19%	381 18%	389 19%	211 18%	159 23%	292 26%	923 27%
45-54	1372 17%	741 19%	632 15%	-	-	-	1372 100%	-	-	322 15%	354 15%	342 20%	354 19%	330 16%	403 19%	329 16%	194 17%	117 17%	293 26%	742 22%
55-64	1211 15%	635 16%	576 14%	-	-	-	-	1211 100%	-	271 12%	314 13%	256 15%	369 20%	266 13%	313 15%	329 16%	201 17%	102 15%	137 12%	441 13%
65+	1694 21%	834 21%	860 21%	-	-	-	-	-	1694 100%	596 27%	436 19%	277 16%	384 21%	386 19%	451 21%	446 22%	274 24%	137 20%	40 4%	142 4%
Average age	47.02	48.15	45.95	21.36	30.00	39.90	49.63	59.40	70.18	48.78	44.51	46.41	48.70	45.12	47.55	47.60	48.61	46.71	42.03	41.40

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Absolutes/col percents

Table 44
Age
Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
18-24	969 12%	154 8%	265 12%	34 9%	73 7%	58 3%	88 5%	84 6%	182 22%	40 3%	5 3%	5 1%
25-34	1292 16%	235 12%	425 19%	64 17%	110 10%	240 11%	291 17%	197 14%	122 14%	153 11%	33 22%	27 7%
35-44	1534 19%	308 16%	469 21%	72 19%	174 16%	310 15%	395 23%	294 21%	160 19%	198 14%	26 17%	51 13%
45-54	1372 17%	304 16%	379 17%	48 13%	234 21%	378 18%	345 20%	223 16%	124 15%	224 16%	41 27%	71 18%
55-64	1211 15%	314 16%	316 14%	61 16%	224 20%	377 18%	275 16%	245 18%	107 13%	235 17%	21 14%	89 23%
65+	1694 21%	621 32%	340 16%	92 25%	297 27%	766 36%	332 19%	338 24%	145 17%	524 38%	26 17%	146 37%
Average age	47.02	51.82	44.99	48.33	51.78	54.63	48.27	49.96	43.46	55.07	47.46	56.80

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Absolutes/col percents

Table 45
Social Grade
Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
AB	2179	1251	928	196	362	431	322	271	596	2179	-	-	-	632	562	529	285	172	374	945
	27%	32%	23%	20%	28%	28%	23%	22%	35%	100%	-	-	-	31%	26%	26%	24%	25%	34%	28%
C1	2341	1048	1293	426	381	429	354	314	436	-	2341	-	-	623	565	576	377	199	419	1030
	29%	26%	31%	44%	29%	28%	26%	26%	26%	-	100%	-	-	30%	27%	28%	32%	28%	38%	30%
C2	1695	870	825	168	292	360	342	256	277	-	-	1695	-	392	481	418	220	183	193	915
	21%	22%	20%	17%	23%	23%	25%	21%	16%	-	-	100%	-	19%	23%	21%	19%	26%	17%	27%
DE	1856	787	1070	178	257	314	354	369	384	-	-	-	1856	404	522	502	282	146	121	524
	23%	20%	26%	18%	20%	20%	26%	31%	23%	-	-	-	100%	20%	25%	25%	24%	21%	11%	15%

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Absolutes/col percents

Table 45
Social Grade
Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
AB	2179 27%	704 36%	553 25%	135 36%	237 21%	709 33%	446 26%	452 33%	292 35%	504 37%	40 26%	110 28%
C1	2341 29%	595 31%	623 28%	99 27%	254 23%	625 29%	456 26%	420 30%	274 33%	402 29%	43 29%	108 28%
C2	1695 21%	348 18%	438 20%	70 19%	291 26%	436 20%	356 21%	244 18%	138 16%	260 19%	33 22%	90 23%
DE	1856 23%	289 15%	580 26%	67 18%	331 30%	359 17%	469 27%	264 19%	134 16%	207 15%	36 24%	81 21%

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Absolutes/col percents

Table 46
GO Region
Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Scotland	701	356	345	75	110	159	117	102	137	172	199	183	146	-	-	-	-	701	110	296
	9%	9%	8%	8%	9%	10%	8%	8%	8%	8%	9%	11%	8%	-	-	-	-	100%	10%	9%
North East	365	193	172	51	48	52	56	63	95	99	110	60	95	-	-	365	-	-	46	115
	5%	5%	4%	5%	4%	3%	4%	5%	6%	5%	5%	4%	5%	-	-	18%	-	-	4%	3%
North West	949	511	438	116	151	183	127	136	236	260	254	196	239	-	-	949	-	-	120	385
	12%	13%	11%	12%	12%	12%	9%	11%	14%	12%	11%	12%	13%	-	-	47%	-	-	11%	11%
Yorkshire & Humberside	712	371	341	69	98	153	146	130	115	170	212	162	167	-	-	712	-	-	96	318
	9%	9%	8%	7%	8%	10%	11%	11%	7%	8%	9%	10%	9%	-	-	35%	-	-	9%	9%
West Midlands	747	351	395	95	148	128	123	94	159	219	188	162	178	-	747	-	-	-	97	329
	9%	9%	10%	10%	11%	8%	9%	8%	9%	10%	8%	10%	10%	-	35%	-	-	-	9%	10%
East Midlands	627	303	324	49	115	114	129	84	136	142	176	144	166	-	627	-	-	-	96	253
	8%	8%	8%	5%	9%	7%	9%	7%	8%	7%	7%	8%	9%	-	29%	-	-	-	9%	7%
Wales	428	207	221	51	65	96	82	75	60	88	142	94	104	-	-	-	428	-	91	149
	5%	5%	5%	5%	5%	6%	6%	6%	4%	4%	6%	6%	6%	-	-	-	37%	-	8%	4%
Eastern	756	342	414	68	109	139	151	135	155	201	202	176	178	-	756	-	-	-	107	331
	9%	9%	10%	7%	8%	9%	11%	11%	9%	9%	9%	10%	10%	-	36%	-	-	-	10%	10%
London	1016	519	497	185	192	229	171	115	124	327	349	171	169	1016	-	-	-	-	124	540
	13%	13%	12%	19%	15%	15%	12%	9%	7%	15%	15%	10%	9%	50%	-	-	-	-	11%	16%
South East	1036	493	543	116	182	166	159	152	261	305	274	222	235	1036	-	-	-	-	130	425
	13%	12%	13%	12%	14%	11%	12%	13%	15%	14%	12%	13%	13%	50%	-	-	-	-	12%	12%
South West	736	311	425	93	75	115	112	126	214	197	236	126	178	-	-	-	736	-	91	273
	9%	8%	10%	10%	6%	7%	8%	10%	13%	9%	10%	7%	10%	-	-	-	63%	-	8%	8%

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Absolutes/col percents

Table 46
GO Region
Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Scotland	701	90	138	26	28	92	182	83	55	58	20	7
	9%	5%	6%	7%	2%	4%	11%	6%	7%	4%	13%	2%
North East	365	64	124	10	65	72	105	73	43	37	4	22
	5%	3%	6%	3%	6%	3%	6%	5%	5%	3%	3%	6%
North West	949	186	334	29	127	228	250	162	87	135	20	49
	12%	10%	15%	8%	11%	11%	15%	12%	10%	10%	13%	13%
Yorkshire & Humberside	712	162	223	28	107	179	166	144	80	110	17	37
	9%	8%	10%	7%	10%	8%	10%	10%	10%	8%	11%	9%
West Midlands	747	204	197	28	110	224	156	121	79	148	15	42
	9%	11%	9%	7%	10%	11%	9%	9%	9%	11%	10%	11%
East Midlands	627	177	177	36	103	216	152	94	56	142	12	41
	8%	9%	8%	10%	9%	10%	9%	7%	7%	10%	8%	10%
Wales	428	78	141	10	48	77	123	50	44	52	7	10
	5%	4%	6%	3%	4%	4%	7%	4%	5%	4%	5%	3%
Eastern	756	193	176	45	139	229	113	110	61	155	9	40
	9%	10%	8%	12%	12%	11%	7%	8%	7%	11%	6%	10%
London	1016	256	315	47	111	247	225	164	112	170	18	42
	13%	13%	14%	13%	10%	12%	13%	12%	13%	12%	12%	11%
South East	1036	310	211	59	165	349	154	182	118	230	18	58
	13%	16%	10%	16%	15%	16%	9%	13%	14%	17%	12%	15%
South West	736	216	158	51	111	216	101	198	105	138	13	41
	9%	11%	7%	14%	10%	10%	6%	14%	13%	10%	8%	11%

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Table 47

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

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Yes	5005	2536	2469	692	895	907	737	638	1135	1693	1534	993	784	1348	1280	1293	672	411	762	2216
	62%	64%	60%	71%	69%	59%	54%	53%	67%	78%	66%	59%	42%	66%	60%	64%	58%	59%	69%	65%
No	3067	1420	1647	277	397	627	635	572	559	486	807	702	1072	703	850	733	492	290	345	1198
	38%	36%	40%	29%	31%	41%	46%	47%	33%	22%	34%	41%	58%	34%	40%	36%	42%	41%	31%	35%

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Absolutes/col percents

Table 47

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

	<u>Vote Intention</u>					<u>2010 Vote</u>			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Yes	5005 62%	1376 71%	1310 60%	266 72%	630 57%	1420 67%	1016 59%	891 65%	633 75%	954 69%	93 61%	242 62%
No	3067 38%	560 29%	884 40%	104 28%	483 43%	709 33%	710 41%	490 35%	207 25%	420 31%	59 39%	147 38%

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Absolutes/col percents

Table 48
Tenure
Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
NET: Homeowners	5489	2806	2683	437	732	1010	960	887	1463	1839	1578	1205	867	1273	1523	1432	809	452	831	2345
	68%	71%	65%	45%	57%	66%	70%	73%	86%	84%	67%	71%	47%	62%	71%	71%	69%	64%	75%	69%
Owned outright - without mortgage	2663	1382	1281	173	168	198	316	563	1246	900	741	538	484	622	704	703	432	204	255	761
	33%	35%	31%	18%	13%	13%	23%	47%	74%	41%	32%	32%	26%	30%	33%	35%	37%	29%	23%	22%
Owned with a mortgage or loan	2826	1424	1402	263	564	813	644	324	217	939	837	667	384	652	819	730	377	248	576	1584
	35%	36%	34%	27%	44%	53%	47%	27%	13%	43%	36%	39%	21%	32%	38%	36%	32%	35%	52%	46%
NET: Renters	2478	1105	1372	481	531	515	405	315	229	312	734	467	964	746	587	557	344	244	270	1019
	31%	28%	33%	50%	41%	34%	30%	26%	14%	14%	31%	28%	52%	36%	28%	27%	30%	35%	24%	30%
Rented from the council	1049	481	568	138	176	223	216	176	121	75	227	210	537	322	260	209	122	136	115	374
	13%	12%	14%	14%	14%	15%	16%	15%	7%	3%	10%	12%	29%	16%	12%	10%	11%	19%	10%	11%
Rented from a housing association	456	202	254	88	70	97	78	70	52	46	129	80	200	131	116	112	57	40	35	160
	6%	5%	6%	9%	5%	6%	6%	6%	3%	2%	6%	5%	11%	6%	5%	6%	5%	6%	3%	5%
Rented from someone else	972	422	551	255	285	196	111	69	56	191	377	177	227	294	210	236	164	68	120	486
	12%	11%	13%	26%	22%	13%	8%	6%	3%	9%	16%	10%	12%	14%	10%	12%	14%	10%	11%	14%
Rent free	105	44	61	51	29	9	7	8	2	28	29	23	25	31	21	36	11	5	6	49
	1%	1%	1%	5%	2%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%

Blueprint Phase 6A
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Absolutes/col percents

Table 48
Tenure
Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
NET: Homeowners	5489	1615	1371	255	755	1778	1184	1019	620	1198	101	306
	68%	83%	63%	69%	68%	84%	69%	74%	74%	87%	66%	78%
Owned outright - without mortgage	2663	871	610	134	417	1020	543	497	271	688	40	195
	33%	45%	28%	36%	37%	48%	31%	36%	32%	50%	26%	50%
Owned with a mortgage or loan	2826	744	761	122	338	759	640	522	349	510	60	111
	35%	38%	35%	33%	30%	36%	37%	38%	42%	37%	39%	28%
NET: Renters	2478	294	801	107	351	331	532	342	200	162	51	80
	31%	15%	36%	29%	32%	16%	31%	25%	24%	12%	33%	21%
Rented from the council	1049	82	362	30	186	122	264	128	52	47	22	42
	13%	4%	17%	8%	17%	6%	15%	9%	6%	3%	14%	11%
Rented from a housing association	456	51	166	13	62	64	114	52	29	34	12	10
	6%	3%	8%	4%	6%	3%	7%	4%	3%	2%	8%	3%
Rented from someone else	972	162	272	65	104	145	154	162	120	82	17	28
	12%	8%	12%	17%	9%	7%	9%	12%	14%	6%	11%	7%
Rent free	105	26	22	7	6	20	10	20	19	13	1	4
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%

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Absolutes/col percents

Table 49

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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
No formal education	71 1%	41 1%	30 1%	8 1%	20 2%	13 1%	9 1%	6 *	16 1%	7 *	13 1%	18 1%	34 2%	18 1%	18 1%	20 1%	5 *	9 1%	11 1%	22 1%
Primary school	42 1%	22 1%	20 *	7 1%	8 1%	7 *	4 *	9 1%	7 *	1 *	6 *	13 1%	23 1%	10 *	10 *	6 *	11 1%	4 1%	1 *	17 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	3994 49%	1841 47%	2153 52%	334 34%	498 39%	716 47%	798 58%	753 62%	895 53%	595 27%	1084 46%	1037 61%	1278 69%	920 45%	1137 53%	1038 51%	584 50%	315 45%	447 40%	1657 49%
University degree or equivalent professional qualification, NVQ level 4, etc.	2635 33%	1381 35%	1254 30%	241 25%	502 39%	554 36%	404 29%	338 28%	596 35%	1004 46%	817 35%	454 27%	359 19%	689 34%	659 31%	644 32%	400 34%	242 35%	403 36%	1226 36%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	895 11%	460 12%	435 11%	61 6%	221 17%	222 14%	140 10%	100 8%	152 9%	499 23%	202 9%	98 6%	96 5%	290 14%	201 9%	203 10%	114 10%	87 12%	230 21%	398 12%
Still in full time education	325 4%	139 4%	185 5%	294 30%	22 2%	5 *	2 *	1 *	- -	59 3%	188 8%	44 3%	34 2%	88 4%	70 3%	83 4%	44 4%	39 6%	6 1%	40 1%
Don't know	28 *	22 1%	7 *	11 1%	4 *	- -	2 *	1 *	11 1%	3 *	9 *	10 1%	6 *	11 1%	6 *	9 *	2 *	1 *	2 *	9 *
Prefer not to answer	82 1%	51 1%	31 1%	13 1%	17 1%	18 1%	13 1%	2 *	19 1%	11 1%	21 1%	23 1%	27 1%	24 1%	28 1%	22 1%	4 *	4 1%	7 1%	44 1%

Blueprint Phase 6A

ONLINE Fieldwork : 20th - 27th February 2015

Absolutes/col percents

Table 49

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

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
No formal education	71 1%	6 *	25 1%	* *	9 1%	6 *	25 1%	3 *	3 *	2 *	1 1%	1 *
Primary school	42 1%	10 *	9 *	- -	10 1%	11 1%	4 *	1 *	7 1%	7 1%	- -	1 *
Secondary school, high school, NVQ levels 1 to 3, etc.	3994 49%	930 48%	1061 48%	142 38%	691 62%	1084 51%	886 51%	600 43%	371 44%	686 50%	68 44%	225 58%
University degree or equivalent professional qualification, NVQ level 4, etc.	2635 33%	723 37%	704 32%	132 36%	305 27%	778 37%	533 31%	537 39%	289 34%	522 38%	64 42%	124 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	895 11%	203 10%	275 13%	64 17%	69 6%	223 10%	228 13%	212 15%	88 10%	143 10%	19 13%	31 8%
Still in full time education	325 4%	55 3%	86 4%	22 6%	20 2%	13 1%	21 1%	15 1%	75 9%	9 1%	1 *	* *
Don't know	28 *	3 *	3 *	1 *	5 *	6 *	3 *	3 *	2 *	1 *	- -	4 1%
Prefer not to answer	82 1%	6 *	30 1%	8 2%	5 *	8 *	26 1%	10 1%	4 1%	3 *	- -	3 1%

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Absolutes/col percents

Table 50

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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
NET: Yes	1574	709	865	104	168	239	278	348	437	285	373	273	642	357	410	420	249	137	127	327
	19%	18%	21%	11%	13%	16%	20%	29%	26%	13%	16%	16%	35%	17%	19%	21%	21%	20%	11%	10%
Yes - mental condition	478	214	264	76	94	108	105	74	21	70	92	75	241	111	128	120	68	52	36	106
	6%	5%	6%	8%	7%	7%	8%	6%	1%	3%	4%	4%	13%	5%	6%	6%	6%	7%	3%	3%
Yes - physical condition	999	442	556	40	75	126	170	256	331	187	234	184	392	229	270	252	162	85	76	197
	12%	11%	14%	4%	6%	8%	12%	21%	20%	9%	10%	11%	21%	11%	13%	12%	14%	12%	7%	6%
Yes - disability	561	266	295	11	40	86	122	150	151	86	114	72	289	122	139	156	94	51	34	76
	7%	7%	7%	1%	3%	6%	9%	12%	9%	4%	5%	4%	16%	6%	7%	8%	8%	7%	3%	2%
Yes - other	75	46	28	1	8	15	18	12	20	12	14	17	31	16	21	22	10	6	4	17
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%
No	6319	3166	3153	836	1094	1266	1054	841	1227	1863	1923	1375	1158	1659	1673	1552	886	549	965	3029
	78%	80%	77%	86%	85%	83%	77%	69%	72%	85%	82%	81%	62%	81%	79%	77%	76%	78%	87%	89%
Prefer not to say	179	81	98	29	30	29	40	21	30	31	45	47	56	35	48	53	29	14	15	58
	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	3%	3%	2%	2%	3%	2%	2%	1%	2%

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Absolutes/col percents

Table 50

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			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
NET: Yes	1574	270	459	70	289	385	372	275	99	213	43	89
	19%	14%	21%	19%	26%	18%	22%	20%	12%	16%	28%	23%
Yes - mental condition	478	51	156	21	63	68	97	80	33	34	12	12
	6%	3%	7%	6%	6%	3%	6%	6%	4%	2%	8%	3%
Yes - physical condition	999	198	270	46	187	277	220	192	60	161	29	61
	12%	10%	12%	12%	17%	13%	13%	14%	7%	12%	19%	16%
Yes - disability	561	76	192	23	126	138	158	101	24	59	21	42
	7%	4%	9%	6%	11%	6%	9%	7%	3%	4%	14%	11%
Yes - other	75	11	26	3	10	14	23	14	6	9	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*
No	6319	1648	1686	294	800	1719	1313	1079	726	1151	109	292
	78%	85%	77%	80%	72%	81%	76%	78%	87%	84%	71%	75%
Prefer not to say	179	18	48	6	23	25	42	27	15	9	1	8
	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	*	2%

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Absolutes/col percents

Table 51

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

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Yes - responsible for half or more of the items bought	7211 89%	3358 85%	3853 94%	649 67%	1196 93%	1448 94%	1283 93%	1138 94%	1497 88%	1893 87%	2066 88%	1517 89%	1735 93%	1824 89%	1907 90%	1805 89%	1044 90%	632 90%	1008 91%	3104 91%
No - not responsible for most of the items bought	861 11%	598 15%	263 6%	320 33%	96 7%	86 6%	89 7%	72 6%	197 12%	287 13%	275 12%	178 11%	121 7%	227 11%	224 10%	221 11%	120 10%	69 10%	98 9%	310 9%

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Absolutes/col percents

Table 51

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

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Yes - responsible for half or more of the items bought	7211 89%	1718 89%	1997 91%	327 88%	1018 91%	1904 89%	1599 93%	1266 92%	706 84%	1228 89%	137 90%	349 90%
No - not responsible for most of the items bought	861 11%	218 11%	197 9%	43 12%	95 9%	224 11%	127 7%	115 8%	134 16%	146 11%	16 10%	41 10%

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Absolutes/col percents

Table 52

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
No cars in the household	1631	695	936	301	284	349	269	221	207	229	531	208	663	556	328	398	180	170	165	620
	20%	18%	23%	31%	22%	23%	20%	18%	12%	11%	23%	12%	36%	27%	15%	20%	15%	24%	15%	18%
1	3343	1660	1682	218	488	631	556	578	872	831	950	749	812	797	900	878	467	302	434	1345
	41%	42%	41%	22%	38%	41%	40%	48%	51%	38%	41%	44%	44%	39%	42%	43%	40%	43%	39%	39%
2	2364	1240	1124	244	417	480	412	310	501	855	673	539	298	517	699	586	385	177	411	1059
	29%	31%	27%	25%	32%	31%	30%	26%	30%	39%	29%	32%	16%	25%	33%	29%	33%	25%	37%	31%
3+	734	360	374	207	103	74	136	101	114	264	188	199	83	181	204	164	133	52	96	389
	9%	9%	9%	21%	8%	5%	10%	8%	7%	12%	8%	12%	4%	9%	10%	8%	11%	7%	9%	11%

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Absolutes/col percents

Table 52

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

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
No cars in the household	1631 20%	212 11%	512 23%	73 20%	196 18%	229 11%	378 22%	234 17%	126 15%	135 10%	25 16%	48 12%
1	3343 41%	784 40%	1003 46%	146 39%	504 45%	912 43%	820 47%	601 44%	301 36%	567 41%	76 50%	179 46%
2	2364 29%	740 38%	513 23%	116 31%	331 30%	781 37%	429 25%	442 32%	306 36%	540 39%	46 30%	123 32%
3+	734 9%	200 10%	166 8%	35 9%	81 7%	207 10%	99 6%	105 8%	106 13%	132 10%	5 3%	39 10%

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Absolutes/col percents

Table 53

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

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
White	7389	3630	3759	768	1104	1371	1285	1191	1670	1966	2124	1563	1736	1688	1969	1930	1119	683	982	3045
	92%	92%	91%	79%	85%	89%	94%	98%	99%	90%	91%	92%	94%	82%	92%	95%	96%	97%	89%	89%
NET: Non-white	600	285	315	174	168	148	78	16	16	188	190	113	109	329	137	86	33	15	112	328
	7%	7%	8%	18%	13%	10%	6%	1%	1%	9%	8%	7%	6%	16%	6%	4%	3%	2%	10%	10%
Mixed	99	36	63	24	28	21	14	8	5	37	23	14	25	44	26	21	6	2	13	50
	1%	1%	2%	2%	2%	1%	1%	1%	*	2%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%
Asian	296	168	128	93	98	73	28	1	4	103	71	77	45	158	72	46	11	8	60	163
	4%	4%	3%	10%	8%	5%	2%	*	*	5%	3%	5%	2%	8%	3%	2%	1%	1%	5%	5%
Black	140	56	84	36	26	39	28	5	4	29	66	13	32	97	26	10	6	*	24	85
	2%	1%	2%	4%	2%	3%	2%	*	*	1%	3%	1%	2%	5%	1%	*	1%	*	2%	3%
Chinese	35	13	22	10	12	9	3	1	-	10	17	4	4	15	8	7	1	4	10	16
	*	*	1%	1%	1%	1%	*	*	-	*	1%	*	*	1%	*	*	*	1%	1%	*
Other ethnic group	30	12	18	11	4	6	5	1	4	9	11	5	4	15	4	3	8	-	4	15
	*	*	*	1%	*	*	*	*	*	*	*	*	*	1%	*	*	1%	-	*	*
Prefer not to answer	83	40	43	28	20	15	9	4	8	26	27	19	11	34	25	9	12	3	13	40
	1%	1%	1%	3%	2%	1%	1%	*	*	1%	1%	1%	1%	2%	1%	*	1%	*	1%	1%

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Absolutes/col percents

Table 53

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

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
White	7389	1839	1870	350	1085	2045	1498	1317	761	1333	132	378
	92%	95%	85%	95%	97%	96%	87%	95%	91%	97%	87%	97%
NET: Non-white	600	84	295	15	21	68	201	58	72	32	18	9
	7%	4%	13%	4%	2%	3%	12%	4%	9%	2%	12%	2%
Mixed	99	14	39	5	6	11	31	18	13	4	2	4
	1%	1%	2%	1%	1%	1%	2%	1%	2%	*	1%	1%
Asian	296	45	161	6	10	41	111	21	35	18	14	4
	4%	2%	7%	2%	1%	2%	6%	2%	4%	1%	10%	1%
Black	140	10	74	*	2	7	50	12	14	4	1	-
	2%	1%	3%	*	*	*	3%	1%	2%	*	1%	-
Chinese	35	8	11	3	1	6	1	3	3	5	-	-
	*	*	1%	1%	*	*	*	*	*	*	-	-
Other ethnic group	30	7	10	-	2	4	8	4	6	1	-	2
	*	*	*	-	*	*	*	*	1%	*	-	*
Prefer not to answer	83	13	28	4	7	16	26	6	7	8	3	3
	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	2%	1%

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Absolutes/col percents

Table 54

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Christian	4257	2015	2243	287	510	721	750	774	1214	1125	1223	923	986	988	1141	1135	640	354	584	1641
	53%	51%	54%	30%	39%	47%	55%	64%	72%	52%	52%	54%	53%	48%	54%	56%	55%	51%	53%	48%
NET: Other	512	264	248	98	132	125	79	33	45	159	107	137	109	208	129	103	45	27	89	249
	6%	7%	6%	10%	10%	8%	6%	3%	3%	7%	5%	8%	6%	10%	6%	5%	4%	4%	8%	7%
Muslim	170	93	77	53	54	48	14	1	-	47	42	48	33	72	48	44	4	3	44	80
	2%	2%	2%	5%	4%	3%	1%	*	-	2%	2%	3%	2%	3%	2%	2%	*	*	4%	2%
Hindu	63	38	26	12	29	12	8	1	1	34	4	17	8	44	12	1	3	4	12	34
	1%	1%	1%	1%	2%	1%	1%	*	*	2%	*	1%	*	2%	1%	*	*	1%	1%	1%
Jewish	52	30	22	5	5	7	13	6	16	23	14	1	14	28	6	12	5	-	4	27
	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	*	1%	1%	*	1%	*	-	*	1%
Sikh	23	17	5	5	6	8	3	-	-	5	3	15	-	8	12	3	-	-	5	17
	*	*	*	1%	*	1%	*	-	-	*	*	1%	-	*	1%	*	-	-	*	*
Buddhist	43	25	19	6	9	6	11	7	5	10	11	15	8	11	10	12	5	6	6	21
	1%	1%	*	1%	1%	*	1%	1%	*	*	*	1%	*	1%	*	1%	*	1%	1%	1%
Other	160	61	99	17	29	44	29	19	22	39	34	42	46	46	41	32	28	13	18	69
	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
None	3103	1582	1520	518	613	660	519	385	408	845	928	607	722	751	813	761	462	315	408	1429
	38%	40%	37%	53%	47%	43%	38%	32%	24%	39%	40%	36%	39%	37%	38%	38%	40%	45%	37%	42%
Prefer not to say	200	95	105	66	37	28	24	18	27	50	83	29	39	104	47	26	18	5	25	95
	2%	2%	3%	7%	3%	2%	2%	1%	2%	2%	4%	2%	2%	5%	2%	1%	2%	1%	2%	3%

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Absolutes/col percents

Table 54

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

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Christian	4257	1252	1109	195	658	1417	945	715	433	956	86	251
	53%	65%	51%	53%	59%	67%	55%	52%	52%	70%	57%	65%
NET: Other	512	94	217	23	37	93	157	61	51	56	19	10
	6%	5%	10%	6%	3%	4%	9%	4%	6%	4%	12%	3%
Muslim	170	15	103	5	5	15	63	16	14	7	8	-
	2%	1%	5%	1%	*	1%	4%	1%	2%	1%	5%	-
Hindu	63	15	31	4	2	12	24	6	12	5	4	1
	1%	1%	1%	1%	*	1%	1%	*	1%	*	2%	*
Jewish	52	29	10	2	4	25	10	1	9	22	-	2
	1%	1%	*	1%	*	1%	1%	*	1%	2%	-	1%
Sikh	23	2	19	-	1	2	16	-	2	-	2	-
	*	*	1%	-	*	*	1%	-	*	-	1%	-
Buddhist	43	6	9	8	6	9	5	11	2	5	-	3
	1%	*	*	2%	1%	*	*	1%	*	*	-	1%
Other	160	27	46	4	18	30	40	27	12	17	5	4
	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%
None	3103	556	811	145	403	584	579	584	331	345	43	122
	38%	29%	37%	39%	36%	27%	34%	42%	39%	25%	28%	31%
Prefer not to say	200	32	56	7	15	34	44	21	25	17	4	6
	2%	2%	3%	2%	1%	2%	3%	2%	3%	1%	3%	2%

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Absolutes/col percents

Table 55

Which of the following best describes where you live?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Urban - Population over 10,000	3384	1815	1569	535	637	697	560	448	507	950	1064	625	745	1185	736	831	340	293	510	1531
	42%	46%	38%	55%	49%	45%	41%	37%	30%	44%	45%	37%	40%	58%	35%	41%	29%	42%	46%	45%
Town and Fringe	2990	1330	1660	278	469	595	520	455	672	724	829	679	758	625	837	833	461	234	379	1235
	37%	34%	40%	29%	36%	39%	38%	38%	40%	33%	35%	40%	41%	30%	39%	41%	40%	33%	34%	36%
Village	1508	728	780	137	176	223	259	261	452	438	392	361	318	233	499	340	296	139	197	583
	19%	18%	19%	14%	14%	15%	19%	22%	27%	20%	17%	21%	17%	11%	23%	17%	25%	20%	18%	17%
Hamlet & Isolated Dwelling	189	82	107	18	10	19	32	47	63	68	56	30	35	8	58	22	67	34	21	65
	2%	2%	3%	2%	1%	1%	2%	4%	4%	3%	2%	2%	2%	*	3%	1%	6%	5%	2%	2%

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Absolutes/col percents

Table 55

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

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Urban - Population over 10,000	3384 42%	759 39%	1040 47%	169 46%	393 35%	758 36%	813 47%	565 41%	371 44%	498 36%	74 49%	112 29%
Town and Fringe	2990 37%	683 35%	773 35%	123 33%	480 43%	805 38%	609 35%	515 37%	299 36%	492 36%	47 31%	189 49%
Village	1508 19%	426 22%	356 16%	63 17%	215 19%	498 23%	283 16%	263 19%	137 16%	335 24%	27 18%	79 20%
Hamlet & Isolated Dwelling	189 2%	67 3%	25 1%	15 4%	24 2%	68 3%	21 1%	38 3%	33 4%	48 3%	5 3%	9 2%

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Absolutes/col percents

Table 56

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
NET: Working	4520	2489	2031	475	1036	1215	1035	578	182	1319	1448	1108	645	1219	1212	1080	604	405	1107	3414
	56%	63%	49%	49%	80%	79%	75%	48%	11%	61%	62%	65%	35%	59%	57%	53%	52%	58%	100%	100%
Working full time - working 30 hours per week or more	3552	2207	1345	339	878	1003	841	411	80	1104	1137	881	429	944	955	855	472	326	885	2666
	44%	56%	33%	35%	68%	65%	61%	34%	5%	51%	49%	52%	23%	46%	45%	42%	41%	47%	80%	78%
Working part time - working between 8 and 29 hours per week	969	283	686	136	158	212	194	167	102	215	311	227	216	275	257	225	132	79	221	747
	12%	7%	17%	14%	12%	14%	14%	14%	6%	10%	13%	13%	12%	13%	12%	11%	11%	11%	20%	22%
NET: Not working	3552	1466	2085	494	256	319	338	632	1512	861	893	587	1211	832	918	946	560	295	-	-
	44%	37%	51%	51%	20%	21%	25%	52%	89%	39%	38%	35%	65%	41%	43%	47%	48%	42%	-	-
Not working but seeking work or temporarily unemployed or sick	428	188	240	71	88	90	106	72	1	23	49	68	288	122	103	100	63	40	-	-
	5%	5%	6%	7%	7%	6%	8%	6%	*	1%	2%	4%	16%	6%	5%	5%	5%	6%	-	-
Not working and not seeking work	640	280	360	389	49	56	64	81	1	94	273	44	229	176	129	176	96	63	-	-
	8%	7%	9%	40%	4%	4%	5%	7%	*	4%	12%	3%	12%	9%	6%	9%	8%	9%	-	-
Retired on a state pension only	480	121	360	-	-	-	2	60	418	34	58	65	323	97	152	122	83	27	-	-
	6%	3%	9%	-	-	-	*	5%	25%	2%	2%	4%	17%	5%	7%	6%	7%	4%	-	-
Retired with a private pension	1403	802	601	-	2	1	16	302	1081	640	421	234	107	307	354	402	221	118	-	-
	17%	20%	15%	-	*	*	1%	25%	64%	29%	18%	14%	6%	15%	17%	20%	19%	17%	-	-
House person, housewife, househusband, etc.	600	76	524	35	116	172	149	117	10	70	91	176	263	130	180	145	98	48	-	-
	7%	2%	13%	4%	9%	11%	11%	10%	1%	3%	4%	10%	14%	6%	8%	7%	8%	7%	-	-

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Absolutes/col percents

Table 56

Which of the following best describes your current working status?

Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
NET: Working	4520	1039	1289	196	577	1111	1030	784	462	721	86	193
	56%	54%	59%	53%	52%	52%	60%	57%	55%	53%	57%	50%
Working full time - working 30 hours per week or more	3552	833	1052	154	463	886	862	606	374	572	80	159
	44%	43%	48%	42%	42%	42%	50%	44%	45%	42%	53%	41%
Working part time - working between 8 and 29 hours per week	969	206	237	41	113	225	167	178	87	149	6	35
	12%	11%	11%	11%	10%	11%	10%	13%	10%	11%	4%	9%
NET: Not working	3552	896	904	174	536	1018	696	597	378	652	66	196
	44%	46%	41%	47%	48%	48%	40%	43%	45%	47%	43%	50%
Not working but seeking work or temporarily unemployed or sick	428	41	136	23	70	48	86	51	33	24	10	9
	5%	2%	6%	6%	6%	2%	5%	4%	4%	2%	7%	2%
Not working and not seeking work	640	101	185	29	59	57	81	63	115	22	8	17
	8%	5%	8%	8%	5%	3%	5%	5%	14%	2%	5%	4%
Retired on a state pension only	480	117	122	14	109	165	128	82	38	93	7	43
	6%	6%	6%	4%	10%	8%	7%	6%	4%	7%	5%	11%
Retired with a private pension	1403	546	286	88	217	631	269	307	137	449	23	111
	17%	28%	13%	24%	19%	30%	16%	22%	16%	33%	15%	28%
House person, housewife, househusband, etc.	600	92	174	21	82	117	133	94	55	64	18	16
	7%	5%	8%	6%	7%	6%	8%	7%	7%	5%	12%	4%

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Absolutes/col percents

Table 57

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	4142	2155	1987	328	988	991	1074	575	186	1472	1322	679	669	1194	1042	962	549	395	1019	3123
Weighted base	4520	2489	2031	475	1036	1215	1035	578	182	1319	1448	1108	645	1219	1212	1080	604	405	1107	3414
NET: Public Sector	1107	565	541	104	241	292	293	137	40	374	419	193	121	254	299	262	181	110	1107	-
	24%	23%	27%	22%	23%	24%	28%	24%	22%	28%	29%	17%	19%	21%	25%	24%	30%	27%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	90	54	36	4	22	23	24	12	5	43	36	6	5	25	17	18	22	9	90	-
	2%	2%	2%	1%	2%	2%	2%	2%	3%	3%	2%	1%	1%	2%	1%	2%	4%	2%	8%	-
HM Forces	16	12	3	-	10	5	1	-	-	2	3	8	2	1	10	1	4	-	16	-
	*	*	*	-	1%	*	*	-	-	*	*	1%	*	*	1%	*	1%	-	1%	-
National Health Service	235	92	144	26	53	60	65	23	8	78	76	40	41	46	73	64	36	16	235	-
	5%	4%	7%	6%	5%	5%	6%	4%	4%	6%	5%	4%	6%	4%	6%	6%	6%	4%	21%	-
Universities and Academies funded by government	112	52	60	9	30	27	33	10	3	54	38	15	5	30	37	22	15	8	112	-
	2%	2%	3%	2%	3%	2%	3%	2%	2%	4%	3%	1%	1%	2%	3%	2%	2%	2%	10%	-
Courts service	6	4	3	-	-	2	1	2	1	2	3	2	-	1	2	2	1	*	6	-
	*	*	*	-	-	*	*	*	*	*	*	*	-	*	*	*	*	*	1%	-
Local government administration	132	73	60	2	28	41	37	17	7	36	80	12	5	33	45	22	22	9	132	-
	3%	3%	3%	*	3%	3%	4%	3%	4%	3%	6%	1%	1%	3%	4%	2%	4%	2%	12%	-
Police service	39	32	7	2	7	16	10	3	1	1	35	1	2	2	11	20	3	3	39	-
	1%	1%	*	*	1%	1%	1%	*	1%	*	2%	*	*	*	1%	2%	1%	1%	4%	-
Public sector housing	41	32	10	2	14	15	8	3	1	16	5	13	8	12	3	20	2	5	41	-
	1%	1%	*	*	1%	1%	1%	1%	*	1%	*	1%	1%	1%	*	2%	*	1%	4%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	163	57	106	26	37	31	40	25	5	74	65	18	6	44	38	39	31	11	163	-
	4%	2%	5%	5%	4%	3%	4%	4%	3%	6%	5%	2%	1%	4%	3%	4%	5%	3%	15%	-

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Absolutes/col percents

Table 57

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

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Weighted base	4520	2489	2031	475	1036	1215	1035	578	182	1319	1448	1108	645	1219	1212	1080	604	405	1107	3414
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	43 1%	35 1%	8 *	4 1%	7 1%	19 2%	11 1%	3 *	- -	6 *	6 *	20 2%	11 2%	12 1%	11 1%	4 *	14 2%	3 1%	43 4%	- -
Bradford and Bingley or Northern Rock Building societies	3 *	1 *	1 *	- -	2 *	* *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	* *	- -	1 *	3 *	- -
Other public sector occupation (please specify as much detail as possible)	225 5%	122 5%	103 5%	30 6%	30 3%	53 4%	64 6%	39 7%	8 5%	61 5%	72 5%	59 5%	34 5%	48 4%	51 4%	50 5%	32 5%	44 11%	225 20%	- -
None of the above (Private Sector)	3414 76%	1924 77%	1490 73%	370 78%	795 77%	923 76%	742 72%	441 76%	142 78%	945 72%	1030 71%	915 83%	524 81%	965 79%	913 75%	818 76%	423 70%	296 73%	- -	3414 100%

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Absolutes/col percents

Table 57

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

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	4142	948	1143	193	536	1051	859	739	403	673	87	181
Weighted base	4520	1039	1289	196	577	1111	1030	784	462	721	86	193
NET: Public Sector	1107	204	399	37	120	230	310	219	94	133	31	37
	24%	20%	31%	19%	21%	21%	30%	28%	20%	19%	36%	19%
Central government including all administrative departments and central government agencies such as the Bank of England	90	19	35	5	10	18	31	22	9	11	1	4
	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	1%	2%
HM Forces	16	1	6	-	3	5	2	-	-	1	-	2
	*	*	*	-	1%	*	*	-	-	*	-	1%
National Health Service	235	30	89	5	27	42	71	37	13	21	7	6
	5%	3%	7%	3%	5%	4%	7%	5%	3%	3%	8%	3%
Universities and Academies funded by government	112	24	37	7	7	23	31	27	10	16	2	3
	2%	2%	3%	4%	1%	2%	3%	3%	2%	2%	2%	1%
Courts service	6	3	2	-	-	1	2	-	1	1	-	-
	*	*	*	-	-	*	*	-	*	*	-	-
Local government administration	132	31	57	6	12	31	45	36	14	19	4	6
	3%	3%	4%	3%	2%	3%	4%	5%	3%	3%	4%	3%
Police service	39	6	14	1	10	18	4	9	-	6	8	4
	1%	1%	1%	*	2%	2%	*	1%	-	1%	9%	2%
Public sector housing	41	3	22	-	4	7	14	6	1	3	4	-
	1%	*	2%	-	1%	1%	1%	1%	*	*	5%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	163	37	51	6	9	36	39	38	18	25	2	4
	4%	4%	4%	3%	2%	3%	4%	5%	4%	3%	3%	2%

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Absolutes/col percents

Table 57

Do you work in any of the following occupations?

Base: All respondents who work

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	4520	1039	1289	196	577	1111	1030	784	462	721	86	193
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	43 1%	7 1%	13 1%	2 1%	12 2%	10 1%	15 1%	6 1%	3 1%	5 1%	- -	3 2%
Bradford and Bingley or Northern Rock Building societies	3 *	- -	1 *	- -	* *	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	225 5%	42 4%	73 6%	6 3%	25 4%	39 4%	55 5%	38 5%	24 5%	25 3%	3 4%	6 3%
None of the above (Private Sector)	3414 76%	836 80%	890 69%	159 81%	456 79%	881 79%	719 70%	565 72%	367 80%	588 81%	55 64%	156 81%

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Absolutes/col percents

Table 58

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

Base: All respondents

	Gender		Age						Social Grade				Region				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
No children aged 18 or under	5755 71%	2845 72%	2910 71%	809 84%	749 58%	611 40%	818 60%	1100 91%	1669 99%	1571 72%	1761 75%	1082 64%	1340 72%	1451 71%	1513 71%	1429 71%	855 73%	507 72%	701 63%	2094 61%
NET: Yes	2275 28%	1089 28%	1186 29%	148 15%	532 41%	911 59%	552 40%	110 9%	22 1%	602 28%	567 24%	601 35%	506 27%	588 29%	603 28%	590 29%	304 26%	190 27%	401 36%	1296 38%
Yes - children aged under 5 years old	773 10%	316 8%	457 11%	92 10%	367 28%	272 18%	34 3%	5 *	2 *	204 9%	194 8%	205 12%	171 9%	224 11%	202 9%	189 9%	99 9%	59 8%	111 10%	450 13%
Yes - children aged 5 to 10 years old	1014 13%	496 13%	518 13%	60 6%	275 21%	494 32%	160 12%	20 2%	6 *	302 14%	264 11%	234 14%	214 12%	285 14%	261 12%	229 11%	147 13%	91 13%	190 17%	566 17%
Yes - children aged 11 to 15 years old	900 11%	478 12%	422 10%	40 4%	109 8%	422 28%	279 20%	44 4%	6 *	231 11%	213 9%	254 15%	201 11%	206 10%	250 12%	248 12%	114 10%	80 11%	169 15%	524 15%
Yes - children aged 16 to 18 years old	555 7%	280 7%	275 7%	10 1%	10 1%	197 13%	264 19%	59 5%	13 1%	126 6%	135 6%	149 9%	145 8%	126 6%	160 8%	156 8%	75 6%	37 5%	90 8%	295 9%
Refused	42 1%	22 1%	20 *	11 1%	12 1%	12 1%	3 *	1 *	3 *	7 *	13 1%	12 1%	10 1%	12 1%	14 1%	7 *	5 *	4 1%	5 *	23 1%

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Absolutes/col percents

Table 58

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

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
No children aged 18 or under	5755 71%	1473 76%	1466 67%	270 73%	834 75%	1618 76%	1127 65%	1047 76%	627 75%	1053 77%	98 64%	308 79%
NET: Yes	2275 28%	458 24%	713 33%	98 26%	279 25%	504 24%	589 34%	333 24%	212 25%	318 23%	53 35%	81 21%
Yes - children aged under 5 years old	773 10%	151 8%	242 11%	41 11%	80 7%	144 7%	177 10%	98 7%	76 9%	98 7%	20 13%	19 5%
Yes - children aged 5 to 10 years old	1014 13%	189 10%	351 16%	44 12%	88 8%	209 10%	302 17%	134 10%	84 10%	137 10%	26 17%	25 6%
Yes - children aged 11 to 15 years old	900 11%	165 9%	285 13%	41 11%	122 11%	207 10%	257 15%	134 10%	77 9%	115 8%	25 17%	42 11%
Yes - children aged 16 to 18 years old	555 7%	125 6%	164 7%	18 5%	91 8%	146 7%	136 8%	78 6%	51 6%	89 6%	14 9%	26 7%
Refused	42 1%	4 *	14 1%	2 1%	1 *	6 *	10 1%	2 *	1 *	3 *	1 1%	1 *

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Absolutes/col percents

Table 59

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Anglia	794 10%	349 9%	445 11%	80 8%	139 11%	138 9%	147 11%	134 11%	156 9%	203 9%	217 9%	181 11%	192 10%	43 2%	747 35%	1 *	2 *	-	110 10%	354 10%
Border	79 1%	43 1%	36 1%	7 1%	8 1%	20 1%	14 1%	9 1%	21 1%	17 1%	24 1%	25 1%	14 1%	-	-	44 2%	-	35 5%	10 1%	37 1%
Central	1181 15%	581 15%	600 15%	120 12%	232 18%	207 13%	211 15%	154 13%	258 15%	329 15%	310 13%	249 15%	292 16%	29 1%	1115 52%	4 *	26 2%	7 1%	168 15%	493 14%
Granada	915 11%	486 12%	430 10%	112 12%	142 11%	178 12%	118 9%	132 11%	233 14%	253 12%	238 10%	186 11%	239 13%	2 *	10 *	893 44%	8 1%	2 *	111 10%	369 11%
London	1371 17%	674 17%	698 17%	218 23%	246 19%	299 20%	242 18%	170 14%	196 12%	447 20%	432 18%	250 15%	242 13%	1287 63%	77 4%	2 *	6 1%	-	180 16%	693 20%
Meridian	785 10%	386 10%	398 10%	88 9%	125 10%	119 8%	109 8%	112 9%	231 14%	229 11%	212 9%	156 9%	187 10%	687 33%	8 *	1 *	90 8%	-	82 7%	310 9%
STV	660 8%	335 8%	325 8%	73 8%	104 8%	146 9%	112 8%	98 8%	127 7%	161 7%	195 8%	168 10%	135 7%	2 *	-	-	1 *	656 94%	108 10%	273 8%
Tyne Tees	369 5%	194 5%	174 4%	49 5%	47 4%	54 4%	57 4%	64 5%	97 6%	100 5%	110 5%	59 3%	99 5%	-	-	369 18%	-	-	45 4%	116 3%
Wales	420 5%	202 5%	218 5%	52 5%	65 5%	93 6%	81 6%	73 6%	55 3%	84 4%	142 6%	91 5%	102 6%	-	2 *	1 *	417 36%	-	90 8%	146 4%
West	170 2%	65 2%	105 3%	37 4%	29 2%	25 2%	17 1%	10 1%	51 3%	50 2%	58 2%	20 1%	41 2%	1 *	26 1%	7 *	136 12%	-	25 2%	71 2%
Westcountry	484 6%	201 5%	283 7%	57 6%	45 3%	80 5%	77 6%	100 8%	125 7%	118 5%	151 6%	98 6%	117 6%	-	6 *	1 *	477 41%	-	61 5%	178 5%
Yorkshire	845 10%	439 11%	406 10%	75 8%	110 9%	174 11%	187 14%	155 13%	145 9%	188 9%	251 11%	211 12%	194 10%	-	141 7%	703 35%	1 *	-	117 11%	375 11%
UTV	1 *	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-	-

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Absolutes/col percents

Table 59
Which of the following ITV regions do you live in?
Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Anglia	794 10%	201 10%	192 9%	48 13%	138 12%	233 11%	122 7%	116 8%	61 7%	160 12%	9 6%	39 10%
Border	79 1%	15 1%	18 1%	7 2%	8 1%	20 1%	14 1%	17 1%	7 1%	14 1%	1 1%	3 1%
Central	1181 15%	330 17%	330 15%	50 14%	171 15%	369 17%	268 16%	192 14%	125 15%	243 18%	27 18%	65 17%
Granada	915 11%	178 9%	325 15%	23 6%	125 11%	220 10%	250 14%	149 11%	81 10%	130 9%	19 12%	47 12%
London	1371 17%	364 19%	381 17%	67 18%	170 15%	386 18%	272 16%	218 16%	148 18%	252 18%	27 17%	68 18%
Meridian	785 10%	244 13%	150 7%	47 13%	130 12%	260 12%	112 6%	146 11%	96 11%	181 13%	10 6%	44 11%
STV	660 8%	85 4%	127 6%	20 6%	26 2%	84 4%	168 10%	79 6%	53 6%	53 4%	17 11%	6 2%
Tyne Tees	369 5%	67 3%	125 6%	10 3%	64 6%	73 3%	104 6%	77 6%	44 5%	39 3%	4 3%	22 6%
Wales	420 5%	73 4%	140 6%	10 3%	48 4%	72 3%	122 7%	50 4%	43 5%	49 4%	7 5%	10 3%
West	170 2%	49 3%	53 2%	13 4%	16 1%	45 2%	39 2%	35 2%	24 3%	32 2%	2 1%	7 2%
Westcountry	484 6%	132 7%	100 5%	34 9%	83 7%	136 6%	56 3%	138 10%	66 8%	82 6%	7 5%	31 8%
Yorkshire	845 10%	196 10%	254 12%	39 11%	134 12%	230 11%	199 12%	165 12%	93 11%	140 10%	22 14%	47 12%
UTV	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -

Blueprint Phase 6A

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Absolutes/col percents

Table 60
Marital Status
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Single	2200 27%	1115 28%	1085 26%	775 80%	472 37%	431 28%	274 20%	182 15%	64 4%	468 21%	809 35%	362 21%	561 30%	683 33%	492 23%	535 26%	285 24%	204 29%	300 27%	1046 31%
NET: Married/ Civil partnership/ co habiting	4872 60%	2497 63%	2375 58%	175 18%	788 61%	1004 65%	905 66%	761 63%	1239 73%	1523 70%	1234 53%	1182 70%	933 50%	1103 54%	1396 66%	1243 61%	711 61%	419 60%	713 64%	2070 61%
Married	3790 47%	2009 51%	1782 43%	59 6%	466 36%	733 48%	735 54%	638 53%	1159 68%	1247 57%	944 40%	909 54%	691 37%	856 42%	1071 50%	982 48%	551 47%	330 47%	540 49%	1473 43%
Civil Partnership	53 1%	30 1%	23 1%	1 *	14 1%	18 1%	10 1%	2 *	7 *	15 1%	11 *	14 1%	14 1%	15 1%	13 1%	18 1%	5 *	2 *	7 1%	24 1%
Co Habiting	1029 13%	459 12%	570 14%	114 12%	308 24%	253 16%	160 12%	120 10%	74 4%	262 12%	279 12%	259 15%	229 12%	232 11%	311 15%	243 12%	155 13%	88 13%	167 15%	573 17%
NET: Widowed/ separated/ divorced	949 12%	320 8%	629 15%	-	21 2%	90 6%	187 14%	265 22%	386 23%	175 8%	285 12%	144 9%	345 19%	248 12%	229 11%	237 12%	161 14%	73 10%	88 8%	271 8%
Widowed	230 3%	60 2%	169 4%	-	5 *	3 *	15 1%	44 4%	163 10%	48 2%	72 3%	29 2%	81 4%	61 3%	55 3%	57 3%	38 3%	20 3%	8 1%	33 1%
Separated	113 1%	43 1%	70 2%	-	8 1%	28 2%	31 2%	23 2%	23 1%	21 1%	38 2%	19 1%	35 2%	31 2%	26 1%	26 1%	21 2%	9 1%	13 1%	44 1%
Divorced	606 8%	216 5%	390 9%	-	8 1%	59 4%	141 10%	198 16%	200 12%	105 5%	176 8%	96 6%	228 12%	156 8%	148 7%	155 8%	103 9%	44 6%	67 6%	195 6%
Prefer not to answer	51 1%	24 1%	27 1%	19 2%	11 1%	8 1%	6 *	2 *	5 *	14 1%	13 1%	7 *	17 1%	16 1%	13 1%	11 1%	6 1%	3 *	6 1%	27 1%

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Absolutes/col percents

Table 60
Marital Status
Base: All respondents

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Single	2200 27%	353 18%	683 31%	99 27%	236 21%	328 15%	396 23%	324 23%	265 32%	181 13%	41 27%	61 16%
NET: Married/ Civil partnership/ co habiting	4872 60%	1312 68%	1267 58%	223 60%	738 66%	1493 70%	1121 65%	880 64%	483 58%	986 72%	95 62%	275 71%
Married	3790 47%	1096 57%	985 45%	178 48%	566 51%	1285 60%	900 52%	693 50%	374 45%	849 62%	87 57%	232 59%
Civil Partnership	53 1%	13 1%	11 *	4 1%	5 *	11 *	11 1%	13 1%	8 1%	8 1%	- -	1 *
Co Habiting	1029 13%	202 10%	272 12%	42 11%	167 15%	197 9%	210 12%	174 13%	101 12%	128 9%	9 6%	43 11%
NET: Widowed/ separated/ divorced	949 12%	264 14%	232 11%	46 12%	137 12%	306 14%	199 12%	174 13%	86 10%	206 15%	16 11%	53 14%
Widowed	230 3%	80 4%	49 2%	8 2%	31 3%	97 5%	41 2%	40 3%	22 3%	66 5%	1 1%	17 4%
Separated	113 1%	19 1%	32 1%	6 2%	15 1%	26 1%	23 1%	21 2%	8 1%	16 1%	2 1%	4 1%
Divorced	606 8%	165 9%	150 7%	31 8%	91 8%	183 9%	135 8%	114 8%	56 7%	123 9%	13 8%	32 8%
Prefer not to answer	51 1%	7 *	12 1%	1 *	2 *	3 *	10 1%	3 *	6 1%	1 *	- -	- -

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Absolutes/col percents

Table 61

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Unweighted base	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Glasgow	350 4%	196 5%	154 4%	34 3%	62 5%	85 6%	59 4%	50 4%	60 4%	78 4%	95 4%	96 6%	80 4%	-	-	2 *	-	348 50%	46 4%	162 5%
Edinburgh	271 3%	119 3%	151 4%	31 3%	40 3%	58 4%	44 3%	36 3%	62 4%	78 4%	88 4%	58 3%	47 3%	-	-	1 *	-	269 38%	54 5%	106 3%
Newcastle	372 5%	195 5%	176 4%	56 6%	44 3%	52 3%	60 4%	65 5%	95 6%	100 5%	113 5%	68 4%	90 5%	-	-	372 18%	-	-	48 4%	120 4%
Leeds	349 4%	178 5%	171 4%	33 3%	45 4%	84 5%	60 4%	70 6%	57 3%	93 4%	100 4%	79 5%	78 4%	-	-	349 17%	-	-	34 3%	170 5%
Hull	179 2%	100 3%	79 2%	17 2%	17 1%	31 2%	47 3%	35 3%	33 2%	34 2%	58 2%	40 2%	48 3%	1 *	17 1%	160 8%	-	-	31 3%	70 2%
Sheffield	223 3%	113 3%	109 3%	20 2%	40 3%	50 3%	48 3%	31 3%	33 2%	50 2%	73 3%	50 3%	49 3%	-	50 2%	173 9%	-	-	35 3%	94 3%
Manchester	665 8%	344 9%	320 8%	72 7%	106 8%	137 9%	80 6%	102 8%	169 10%	197 9%	162 7%	141 8%	165 9%	-	33 2%	622 31%	10 1%	-	82 7%	276 8%
Liverpool	291 4%	168 4%	122 3%	43 4%	45 3%	46 3%	47 3%	46 4%	64 4%	68 3%	97 4%	54 3%	72 4%	-	2 *	247 12%	42 4%	-	40 4%	116 3%
Nottingham	382 5%	182 5%	200 5%	41 4%	65 5%	68 4%	79 6%	46 4%	84 5%	92 4%	105 4%	83 5%	102 5%	-	376 18%	6 *	-	-	63 6%	144 4%
Birmingham	689 9%	331 8%	358 9%	89 9%	140 11%	124 8%	111 8%	76 6%	149 9%	205 9%	170 7%	157 9%	157 8%	-	679 32%	1 *	8 1%	-	95 9%	311 9%
Norwich	324 4%	127 3%	197 5%	45 5%	49 4%	52 3%	63 5%	48 4%	66 4%	74 3%	85 4%	84 5%	80 4%	3 *	321 15%	-	-	-	46 4%	142 4%
Milton Keynes	229 3%	109 3%	121 3%	14 1%	48 4%	38 2%	43 3%	36 3%	49 3%	60 3%	59 3%	52 3%	58 3%	44 2%	186 9%	-	-	-	29 3%	108 3%
Brighton	179 2%	81 2%	98 2%	19 2%	26 2%	26 2%	31 2%	30 3%	46 3%	50 2%	49 2%	36 2%	44 2%	176 9%	-	-	3 *	-	20 2%	78 2%
Oxford	95 1%	60 2%	36 1%	11 1%	24 2%	14 1%	7 1%	8 1%	30 2%	35 2%	28 1%	20 1%	13 1%	80 4%	9 *	-	7 1%	-	20 2%	40 1%

Blueprint Phase 6A

ONLINE Fieldwork : 20th - 27th February 2015

Absolutes/col percents

Table 61

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
London	1686	821	865	248	301	358	291	220	268	535	524	313	313	1477	204	1	4	-	217	826
	21%	21%	21%	26%	23%	23%	21%	18%	16%	25%	22%	18%	17%	72%	10%	*	*	-	20%	24%
Southampton	309	145	164	33	47	54	40	40	95	86	97	59	66	202	1	1	106	-	33	124
	4%	4%	4%	3%	4%	4%	3%	3%	6%	4%	4%	4%	4%	10%	*	*	9%	-	3%	4%
Bristol	261	114	147	38	33	37	37	31	85	70	90	45	56	-	5	-	256	-	34	102
	3%	3%	4%	4%	3%	2%	3%	3%	5%	3%	4%	3%	3%	-	*	-	22%	-	3%	3%
Plymouth	301	129	172	30	23	51	56	72	69	74	89	62	76	-	-	-	301	-	43	106
	4%	3%	4%	3%	2%	3%	4%	6%	4%	3%	4%	4%	4%	-	-	-	26%	-	4%	3%
Cardiff	318	161	158	41	59	71	66	46	35	71	102	71	74	-	2	-	316	-	70	122
	4%	4%	4%	4%	5%	5%	5%	4%	2%	3%	4%	4%	4%	-	*	-	27%	-	6%	4%
None of these	600	282	319	56	77	97	103	124	143	127	157	129	187	68	246	91	111	83	69	196
	7%	7%	8%	6%	6%	6%	7%	10%	8%	6%	7%	8%	10%	3%	12%	5%	10%	12%	6%	6%

Blueprint Phase 6A

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Absolutes/col percents

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

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base	8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Glasgow	350 4%	37 2%	64 3%	12 3%	11 1%	39 2%	108 6%	34 2%	26 3%	22 2%	8 5%	4 1%
Edinburgh	271 3%	43 2%	60 3%	10 3%	12 1%	44 2%	58 3%	42 3%	20 2%	30 2%	10 7%	3 1%
Newcastle	372 5%	68 4%	124 6%	14 4%	64 6%	75 4%	100 6%	79 6%	44 5%	40 3%	4 3%	23 6%
Leeds	349 4%	85 4%	111 5%	12 3%	52 5%	97 5%	71 4%	75 5%	40 5%	61 4%	12 8%	19 5%
Hull	179 2%	52 3%	39 2%	11 3%	31 3%	61 3%	45 3%	27 2%	25 3%	36 3%	4 3%	15 4%
Sheffield	223 3%	32 2%	85 4%	9 2%	34 3%	37 2%	69 4%	46 3%	15 2%	20 1%	5 3%	9 2%
Manchester	665 8%	136 7%	228 10%	16 4%	89 8%	155 7%	186 11%	105 8%	69 8%	93 7%	17 11%	34 9%
Liverpool	291 4%	54 3%	109 5%	9 2%	38 3%	72 3%	80 5%	43 3%	21 2%	43 3%	1 1%	14 4%
Nottingham	382 5%	111 6%	111 5%	23 6%	53 5%	121 6%	90 5%	59 4%	37 4%	87 6%	5 4%	20 5%
Birmingham	689 9%	196 10%	187 9%	27 7%	102 9%	212 10%	145 8%	107 8%	77 9%	139 10%	14 9%	40 10%
Norwich	324 4%	76 4%	79 4%	19 5%	70 6%	87 4%	43 2%	56 4%	21 3%	61 4%	4 3%	14 4%
Milton Keynes	229 3%	65 3%	61 3%	11 3%	33 3%	69 3%	46 3%	27 2%	20 2%	48 3%	2 1%	9 2%
Brighton	179 2%	39 2%	36 2%	13 3%	35 3%	45 2%	27 2%	36 3%	18 2%	28 2%	3 2%	9 2%
Oxford	95 1%	27 1%	31 1%	5 1%	15 1%	37 2%	22 1%	14 1%	9 1%	23 2%	5 3%	8 2%

Lord Ashcroft

Blueprint Phase 6A

ONLINE Fieldwork : 20th - 27th February 2015

Absolutes/col percents

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

	Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
	Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
London	1686 21%	463 24%	438 20%	89 24%	221 20%	484 23%	326 19%	264 19%	186 22%	322 23%	31 20%	85 22%
Southampton	309 4%	107 6%	59 3%	19 5%	45 4%	114 5%	37 2%	62 4%	43 5%	79 6%	5 3%	19 5%
Bristol	261 3%	76 4%	60 3%	19 5%	36 3%	77 4%	45 3%	66 5%	37 4%	52 4%	2 1%	15 4%
Plymouth	301 4%	83 4%	67 3%	19 5%	50 5%	89 4%	33 2%	95 7%	39 5%	53 4%	6 4%	18 5%
Cardiff	318 4%	52 3%	109 5%	8 2%	38 3%	50 2%	96 6%	32 2%	37 4%	32 2%	6 4%	7 2%
None of these	600 7%	132 7%	136 6%	25 7%	82 7%	164 8%	103 6%	112 8%	54 6%	104 8%	8 5%	25 6%

Blueprint Phase 6A

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Absolutes/col percents

Table 62

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

Base: All respondents

	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	8072	3851	4221	777	1294	1304	1511	1325	1861	2625	2266	1102	2079	2141	2033	2017	1137	744	1019	3123	
Weighted base	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414	
Up to £7,000	(3.5) 5%	439 5%	188 6%	251 16%	153 4%	56 5%	71 4%	61 6%	72 2%	26 1%	151 6%	31 2%	246 13%	132 6%	95 4%	112 6%	61 5%	39 6%	10 1%	108 3%	
£7,001 to £14,000	(10.5) 13%	1027 10%	392 15%	635 10%	95 9%	118 10%	147 12%	168 19%	230 16%	268 4%	77 10%	230 7%	117 32%	603 11%	231 14%	117 13%	159 14%	84 12%	53 5%	254 7%	
£14,001 to £21,000	(17.5) 15%	1199 14%	540 16%	659 11%	104 11%	152 12%	175 11%	213 16%	268 22%	286 17%	159 7%	387 17%	297 18%	355 19%	232 11%	342 16%	350 17%	169 15%	105 15%	146 13%	451 13%
£21,001 to £28,000	(24.5) 15%	1242 14%	571 16%	671 10%	94 10%	178 14%	259 17%	210 15%	221 18%	280 17%	238 11%	418 18%	361 21%	226 12%	282 14%	332 16%	315 16%	197 17%	116 17%	183 17%	522 15%
£28,001 to £34,000	(31) 11%	872 11%	430 11%	442 11%	70 7%	155 12%	179 12%	160 12%	112 9%	194 11%	240 11%	268 11%	249 15%	115 6%	207 10%	210 10%	222 11%	148 13%	84 12%	144 13%	409 12%
£34,001 to £41,000	(37.5) 9%	713 10%	409 7%	304 7%	77 8%	145 11%	146 10%	129 9%	79 7%	138 8%	241 11%	221 9%	187 11%	65 3%	181 9%	201 9%	160 8%	109 9%	63 9%	128 12%	387 11%
£41,001 to £48,000	(44.5) 6%	456 7%	265 5%	190 5%	50 5%	97 8%	97 6%	94 7%	27 2%	91 5%	196 9%	139 6%	100 6%	20 1%	113 5%	137 6%	106 5%	51 4%	49 7%	84 8%	243 7%
£48,001 to £55,000	(51.5) 5%	427 6%	243 4%	184 4%	47 5%	88 7%	90 6%	82 6%	38 3%	82 5%	191 9%	117 5%	97 6%	22 1%	122 6%	109 5%	104 5%	53 5%	38 5%	107 10%	193 6%
£55,001 to £62,000	(58.5) 3%	241 4%	168 2%	74 2%	22 2%	71 5%	67 4%	41 3%	20 2%	21 1%	135 6%	57 2%	42 2%	7 *	74 4%	62 3%	51 3%	29 3%	24 3%	56 5%	149 4%
£62,001 to £69,000	(65.5) 2%	157 3%	110 1%	47 1%	12 1%	34 3%	39 3%	40 3%	15 1%	18 1%	102 5%	34 1%	16 1%	6 *	56 3%	35 2%	46 2%	12 1%	9 1%	38 3%	97 3%
£69,001 to £76,000	(72.5) 2%	136 2%	79 2%	57 1%	16 2%	31 2%	42 3%	18 1%	8 1%	20 1%	93 4%	24 1%	14 1%	4 *	40 2%	29 1%	28 1%	26 2%	12 2%	34 3%	75 2%
£76,001 to £83,000	(79.5) 1%	114 2%	73 1%	40 1%	18 2%	22 2%	34 2%	12 1%	14 1%	15 1%	72 3%	21 1%	17 1%	4 *	41 2%	20 1%	26 1%	21 2%	5 1%	18 2%	72 2%
£83,001 or more	(86) 3%	230 3%	138 3%	91 2%	41 4%	51 4%	68 4%	43 3%	17 1%	10 1%	170 8%	38 2%	19 1%	2 *	109 5%	55 3%	33 2%	18 2%	15 2%	34 3%	156 5%
Prefer not to answer	820 10%	349 9%	470 11%	170 18%	93 7%	121 8%	102 7%	89 7%	244 14%	255 12%	235 10%	148 9%	181 10%	231 11%	213 10%	208 10%	111 9%	57 8%	71 6%	296 9%	

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Absolutes/col percents

Table 62

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

Base: All respondents

	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	8072	3956	4116	969	1292	1534	1372	1211	1694	2179	2341	1695	1856	2051	2130	2025	1164	701	1107	3414
Average income (£000's)	30.73	33.73	27.75	29.46	35.29	34.78	31.48	24.69	27.70	44.76	28.98	30.44	17.05	34.04	30.06	29.11	29.36	30.13	37.42	35.72

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Absolutes/col percents

Table 62

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

Base: All respondents

		Vote Intention					2010 Vote			Joiners/ Considerers	Loyalists	Defectors Left	Defector Right
		Total	Con	Lab	LibDem	UKIP	Con	Lab	LibDem				
Unweighted base		8072	1986	2088	384	1132	2241	1564	1413	804	1445	166	404
Weighted base		8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Up to £7,000	(3.5)	439 5%	40 2%	130 6%	19 5%	53 5%	39 2%	72 4%	57 4%	35 4%	15 1%	5 3%	10 2%
£7,001 to £14,000	(10.5)	1027 13%	166 9%	319 15%	45 12%	151 14%	204 10%	253 15%	160 12%	77 9%	116 8%	22 14%	43 11%
£14,001 to £21,000	(17.5)	1199 15%	232 12%	340 16%	36 10%	223 20%	304 14%	285 17%	201 15%	81 10%	180 13%	21 14%	73 19%
£21,001 to £28,000	(24.5)	1242 15%	291 15%	348 16%	60 16%	191 17%	316 15%	291 17%	204 15%	119 14%	201 15%	20 13%	62 16%
£28,001 to £34,000	(31)	872 11%	224 12%	231 11%	50 14%	120 11%	268 13%	171 10%	170 12%	102 12%	163 12%	21 14%	57 15%
£34,001 to £41,000	(37.5)	713 9%	191 10%	196 9%	39 10%	104 9%	211 10%	151 9%	138 10%	82 10%	144 10%	9 6%	39 10%
£41,001 to £48,000	(44.5)	456 6%	146 8%	113 5%	29 8%	50 4%	144 7%	87 5%	88 6%	60 7%	103 8%	14 9%	18 5%
£48,001 to £55,000	(51.5)	427 5%	130 7%	115 5%	21 6%	59 5%	137 6%	91 5%	79 6%	49 6%	97 7%	10 6%	22 6%
£55,001 to £62,000	(58.5)	241 3%	82 4%	63 3%	18 5%	19 2%	72 3%	60 3%	42 3%	42 5%	49 4%	5 3%	13 3%
£62,001 to £69,000	(65.5)	157 2%	51 3%	47 2%	6 1%	12 1%	47 2%	35 2%	31 2%	29 3%	34 2%	6 4%	4 1%
£69,001 to £76,000	(72.5)	136 2%	61 3%	28 1%	8 2%	11 1%	49 2%	26 2%	23 2%	27 3%	41 3%	2 1%	4 1%
£76,001 to £83,000	(79.5)	114 1%	39 2%	32 1%	4 1%	9 1%	37 2%	22 1%	29 2%	22 3%	24 2%	2 1%	4 1%
£83,001 or more	(86)	230 3%	97 5%	54 2%	8 2%	19 2%	94 4%	37 2%	37 3%	34 4%	72 5%	6 4%	10 2%
Prefer not to answer		820 10%	185 10%	176 8%	27 7%	92 8%	206 10%	145 8%	121 9%	82 10%	135 10%	10 6%	30 8%

Lord Ashcroft

Blueprint Phase 6A
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Absolutes/col percents

Table 62

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

Base: All respondents

	<u>Vote Intention</u>					<u>2010 Vote</u>			<u>Joiners/ Considerers</u>	<u>Loyalists</u>	<u>Defectors Left</u>	<u>Defector Right</u>
	<u>Total</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>				
Weighted base	8072	1936	2193	370	1113	2129	1726	1381	840	1374	153	389
Average income (£000's)	30.73	36.78	29.64	32.12	27.70	34.82	29.85	32.16	36.43	36.78	32.97	30.45