Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election? Base: All respondents

| | | | | nder | | | | ge | | | | SE | | | | | Voting Ir | | | | | 2010 V | |
|------------------------------|------|------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | _C2_ | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| Certain to vote | (10) | 827 83% | 381 80% | 446 85% | 50 63% | 90 84% | 120 80% | 152 82% | 151 85% | 248 89% | 230 85% | 262 84% | 136 80% | 157 82% | 262 89% | 317 89% | 14 85% | 43 83% | 25 80% | 5 100% | 281 94% | 251 95% | 88 82% |
| | (9) | 23 2% | 9 2% | 14 3% | 1 1% | - | 5 4% | 2 1% | 5 3% | 10 4% | 10 4% | 4 1% | 2 1% | 5 3% | 7 2% | 4 1% | 2 11% | - | 2 5% | - | 6 2% | 5 2% | 3 3% |
| | (8) | 43 4% | 17 4% | 26 5% | 8 10% | 7 6% | 2 2% | 8 4% | 7 4% | 9 3% | 10 4% | 17 5% | 6 3% | 9 5% | 10 3% | 23 7% | - | 1 2% | 1 3% | - | 6 2% | 4 2% | 8 5 7% |
| | (7) | 31 3% | 11 2% | 19 4% | 6 8% | 3 3% | 11 7% | 4 2% | 4 2% | 3 1% | 6 2% | 7 2% | 10 6% | 6 3% | 7 2% | 4 1% | 1 4% | 3 6% | 3 9% | - | - | 1 * | 6 5% |
| | (6) | 5 * | 2 * | 2 * | 1 1% | - | - | 3 2% | 1 * | - | 1 * | 2 1% | - | 2 1% | 2 1% | 1 * | - | - | - | - | 1 * | 1 * | - |
| | (5) | 26 3% | 21 4% | 6 1% | 5 6% | 1 1% | 4 3% | 4 2% | 5 3% | 8 3% | 5 2% | 10 3% | 2 1% | 6 3% | 6 2% | 5 2% | - | 3 6% | - | - | 4 1% | 2 1% | 3 3% |
| | (4) | 3 * | 2 * | 1 * | - | - | 1 1% | 2 1% | - | - | 1 * | 2 1% | - | - | 1 * | - | - - | - | - | - | - | - | - - |
| | (3) | 6 1% | 6 1% | - | - | 1 1% | 2 1% | 2 1% | 1 * | 1 * | 2 1% | 2 1% | - | 1 * | - | - | - | 1 3% | 1 3% | - | 1 * | - | - - |
| | (2) | 2 * | 1 * | 1 * | 1 1% | - | - | 1 1% | - | - | 1 * | - | - | 1 1% | 1 * | 1 * | - | - | - | - | - | * | - - |
| Definitely would not vote | (1) | 31 3% | 23 5% | 8 2% | 8 10% | 6 5% | 4 3% | 8 4% | 5 3% | 1 * | 3 1% | 8 3% | 16 9% | 3 1% | - | - | - | - | - | - | 2 1% | 1 * | - - |
| Refused | | 1 * | - | 1 * | - | - | - | 1 * | - | - | 1 * | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | | 2 * | 1 * | 2 * | - | - | - | 1 * | - | 2 1% | 1 * | - | - | 2 1% | - | - | - | - | - | - | 1 * | 1 * | - |
| Mean | | 9.29 | 9.03 | 9.53 | 8.19 | 9.21 | 9.18 | 9.12 | 9.41 | 9.70 | 9.51 | 9.31 | 8.87 | 9.37 | 9.67 | 9.71 | 9.78 | 9.27 | 9.43 | 10.00 | 9.80 | 9.87 | 9.53 |
| Standard deviation | | 1.94 | 2.34 | 1.46 | 2.95 | 2.22 | 2.00 | 2.23 | 1.77 | 1.07 | 1.54 | 1.87 | 2.67 | 1.67 | 1.06 | 0.97 | 0.65 | 1.74 | 1.43 | 0.00 | 0.99 | 0.74 | 1.13 |
| Standard error | | 0.06 | 0.11 | 0.06 | 0.47 | 0.29 | 0.18 | 0.16 | 0.13 | 0.06 | 0.08 | 0.15 | 0.30 | 0.10 | 0.06 | 0.05 | 0.15 | 0.24 | 0.31 | 0.00 | 0.05 | 0.04 | 0.13 |

Lord Ashcroft

Absolutes/col percents

Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents

| | | Ge | nder | | | Ag | e | | | | SE | G | | | | Voting In | tention | | | 2 | 2010 Vo | te |
|-------------------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-------------|-------------|------------|------------|------------|----------|------------|------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| Conservative | 295 30% | 142 30% | 153 29% | 19 24% | 16 15% | 26 17% | 52 28% | 59 33% | 114 41% | 90 33% | 106 34% | 32 19% | 55 29% | 295 100% | - | - | - | - | - | 229 76% | 9 4% | 14 13% |
| Labour | 356 36% | 156 33% | 200 38% | 23 29% | 66 61% | 64 43% | 72 39% | 60 34% | 71 25% | 93 35% | 118 38% | 69 40% | 64 33% | - - | 356 100% | - | - | - | - | 13 4% | 218 83% | 45 41% |
| Liberal Democrat | 17 2% | 9 2% | 8 1% | 1 1% | 2 2% | 1 1% | 5 2% | 5 3% | 3 1% | 12 4% | - | 3 2% | 2 1% | - | - | 17 100% | - | - | - | 2 1% | 2 1% | 10 9% |
| The UK Independence Party (UKIP) | 52 5% | 36 8% | 17 3% | 3 4% | 2 2% | 8 5% | 8 4% | 11 6% | 18 6% | 12 4% | 17 5% | 10 6% | 11 6% | - | - | - | 52 100% | - | - | 15 5% | 6 2% | 3 3% |
| The Green Party | 31 3% | 16 3% | 16 3% | 11 13% | - | 4 3% | 6 3% | 8 4% | 2 1% | 6 2% | 13 4% | 5 3% | 3 2% | - | - | - | - | 31 100% | - | 1 * | 6 2% | 9 8% |
| The British National Party (BNP) | 1 * | 1 * | - | - | - | - | - | - | - | - | - | - | 1 * | - - | - | - | - | - | 1 16% | 1 * | - | - |
| Some other party | 4 * | 3 1% | 1 * | - | - | 3 2% | 1 * | - | 1 * | 1 * | 2 1% | - | 1 * | - | - | - | - | - | 4 84% | 1 * | 2 1% | - |
| Would not vote | 31 3% | 23 5% | 8 2% | 8 10% | 6 5% | 4 3% | 8 4% | 5 3% | 1 * | 3 1% | 8 3% | 16 9% | 3 1% | - | - | - | - | - | - | 2 1% | 1 * | - |
| Refused | 86 9% | 33 7% | 53 10% | 5 6% | 5 5% | 10 7% | 15 8% | 13 7% | 34 12% | 20 7% | 24 8% | 9 5% | 21 11% | - | - | - | - | - | - | 11 4% | 6 2% | 3 3% |
| Don't know | 127 13% | 56 12% | 71 13% | 9 12% | 10 10% | 30 20% | 20 11% | 18 10% | 37 13% | 33 12% | 25 8% | 27 16% | 33 17% | - | - | - | - | - | - | 26 9% | 15 5% | 25 23% |

Lord Ashcroft

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency

and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

| | | Ge | nder | | | Aç | ge | | | | SE | G | | | | Voting In | tention | | | 2 | 2010 Vot | e |
|-------------------------------------|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-------------|-------------|------------|------------|------------|----------|------------|------------|-----------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | _C1 | C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | 649 | 299 | 350 | 22 | 40 | 73 | 134 | 136 | 233 | 285 | 108 | 48 | 182 | 268 | 302 | 16 | 41 | 17 | 5 | 254 | 247 | 47 |
| Weighted base | 643 | 306 | 337 | 43 | 74 | 89 | 122 | 123 | 183 | 183 | 219 | 104 | 114 | 252 | 305 | 14 | 42 | 26 | 4 | 229 | 216 | 69 |
| Conservative | 252 39% | 121 40% | 131 39% | 16 38% | 14 19% | 20 23% | 42 35% | 50 41% | 101 55% | 77 42% | 91 42% | 28 27% | 47 41% | 252 100% | - | - | - | - | - | 203 88% | 8 4% | 11 16% |
| Labour | 305 47% | 133 44% | 172 51% | 14 33% | 57 77% | 56 63% | 62 51% | 52 43% | 63 34% | 82 45% | 100 46% | 61 59% | 51 45% | - | 305 100% | - | - | - | - | 12 5% | 195 90% | 38 55% |
| Liberal Democrat | 14 2% | 8 3% | 7 2% | 1 2% | 2 3% | 1 1% | 4 3% | 4 3% | 3 1% | 10 6% | - | 3 2% | 2 1% | - | - | 14 100% | - | - | - | 1 1% | 1 1% | 9 13% |
| The UK Independence Party (UKIP) | 42 6% | 27 9% | 15 4% | 3 7% | * 1% | 5 6% | 7 6% | 10 8% | 14 8% | 8 4% | 14 6% | 7 7% | 9 8% | - | - | - | 42 100% | - | - | 11 5% | 5 2% | 3 4% |
| The Green Party | 26 4% | 13 4% | 13 4% | 8 19% | - | 4 4% | 6 5% | 6 5% | 2 1% | 4 2% | 12 5% | 5 5% | 3 2% | - | - | - | - | 26 100% | - | 1 * | 5 2% | 8 11% |
| The British National Party (BNP) | 1 * | 1 * | - | - | - | - | - | - | - | - | - | - | 1 1% | - | - | - | - | - | 1 16% | 1 * | - | - |
| Some other party | 4 1% | 3 1% | 1 * | - | - | 3 3% | * | - | 1 * | 1 1% | 2 1% | - | 1 1% | - | - | - | - | - | 4 84% | * | 2 1% | - |

Absolutes/col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

| | <u>Total</u> | |
|------------------|--------------|--|
| Conservative | 40% | |
| Labour | 46% | |
| Liberal Democrat | 3% | |
| UKIP | 6% | |
| Green | 4% | |
| Other | 1% | |
| | | |

Col percents

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency? Base: All respondents

| | | Ge | nder | | | Ac | e | | | | SE | G | | | | Voting In | itention | | | 2 | 2010 Vo | te |
|-------------------------------------|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|------------|------------|-----------|-----------|-----------|----------|------------|------------|-----------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| Conservative | 330 33% | 162 34% | 169 32% | 22 27% | 20 19% | 30 20% | 54 29% | 67 37% | 130 46% | 95 35% | 113 36% | 44 26% | 65 34% | 278 94% | 5 1% | 2 14% | 6 12% | 4 13% | 1 16% | 238 79% | 16 6% | 21 19% |
| Labour | 371 37% | 162 34% | 209 40% | 23 29% | 63 59% | 68 46% | 75 41% | 69 39% | 72 26% | 95 35% | 126 40% | 70 41% | 66 34% | 1 * | 338 95% | - | 3 6% | 9 30% | - | 13 4% | 221 84% | 52 48% |
| Liberal Democrat | 19 2% | 9 2% | 10 2% | - | 2 2% | 1 * | 5 3% | 3 2% | 8 3% | 10 4% | 2 1% | 3 2% | 5 2% | 3 1% | 1 * | 11 65% | 2 3% | - | - | 3 1% | 5 2% | 10 9% |
| The UK Independence Party (UKIP) | 43 4% | 34 7% | 9 2% | 3 4% | 2 2% | 8 5% | 5 3% | 8 5% | 14 5% | 12 4% | 10 3% | 8 4% | 10 5% | 1 * | 1 * | - | 38 72% | 1 3% | 1 13% | 11 4% | 3 1% | 3 3% |
| The Green Party | 20 2% | 6 1% | 14 3% | 6 7% | - | 7 4% | 4 2% | 3 2% | 1 * | 4 1% | 9 3% | 4 2% | 2 1% | - | 3 1% | 1 7% | - | 12 38% | - | 1 * | 4 1% | 8 7% |
| The British National Party (BNP) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Some other party | 3 * | 3 1% | 1 * | - | - | 2 1% | 1 1% | - | - | 1 * | 2 1% | - | - | - | - | - | - | - | 3 56% | 1 * | 2 1% | - |
| Would not vote | 31 3% | 23 5% | 8 2% | 8 10% | 6 5% | 4 3% | 8 4% | 5 3% | 1 * | 3 1% | 8 3% | 16 9% | 3 1% | - | - | - | - | - | - | 2 1% | 1 * | - |
| Refused | 69 7% | 28 6% | 41 8% | 5 6% | 5 5% | 8 6% | 12 6% | 10 5% | 24 9% | 15 6% | 20 6% | 7 4% | 15 8% | - | - | - | - | - | - | 4 1% | 3 1% | - |
| Don't know | 113 11% | 47 10% | 66 13% | 13 16% | 9 8% | 21 14% | 22 12% | 13 8% | 30 11% | 35 13% | 24 8% | 19 11% | 27 14% | 12 4% | 8 2% | 2 15% | 4 7% | 5 16% | 1 16% | 28 9% | 9 3% | 15 14% |

Lord Ashcroft

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency? Base: All respondents expressing an intention to vote (Turnout Weighted) This table has been weighted on the basis of past voting to be politically representative of the constituency

and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

| | | Ge | nder | | | Aç | ge | | | | SE | G | | | | Voting In | tention | | | 2 | 2010 Vot | te |
|-------------------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|------------|------------|-----------|-----------|-----------|----------|------------|------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | _C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | 674 | 312 | 361 | 21 | 41 | 79 | 133 | 140 | 251 | 290 | 110 | 52 | 195 | 257 | 295 | 13 | 40 | 16 | 4 | 260 | 256 | 51 |
| Weighted base | 667 | 316 | 351 | 40 | 75 | 97 | 122 | 127 | 197 | 186 | 222 | 110 | 123 | 242 | 299 | 12 | 40 | 22 | 4 | 236 | 224 | 77 |
| Conservative | 283 42% | 138 44% | 144 41% | 19 46% | 18 24% | 25 25% | 43 35% | 57 45% | 114 58% | 81 44% | 97 44% | 38 34% | 56 46% | 238 98% | 4 1% | 2 16% | 5 14% | 3 14% | 1 18% | 212 90% | 14 6% | 18 24% |
| Labour | 316 47% | 136 43% | 181 51% | 14 34% | 54 72% | 61 63% | 65 54% | 58 46% | 63 32% | 84 45% | 105 47% | 62 57% | 53 43% | 1 * | 291 97% | - | 3 7% | 8 38% | - | 11 5% | 197 88% | 43 55% |
| Liberal Democrat | 16 2% | 8 3% | 8 2% | - | 2 3% | 1 1% | 4 4% | 3 2% | 7 3% | 9 5% | 1 1% | 3 2% | 3 2% | 2 1% | * | 9 76% | 1 4% | - | - | 2 1% | 4 2% | 9 11% |
| The UK Independence Party (UKIP) | 33 5% | 26 8% | 7 2% | 3 8% | * 1% | 5 5% | 4 4% | 6 5% | 12 6% | 8 4% | 9 4% | 6 5% | 8 7% | 1 * | 1 * | - | 30 75% | * | 1 15% | 9 4% | 3 1% | 3 3% |
| The Green Party | 16 2% | 6 2% | 10 3% | 5 12% | - | 4 4% | 4 3% | 3 2% | 1 * | 3 2% | 8 3% | 2 1% | 2 2% | - | 3 1% | 1 8% | - | 10 47% | - | 1 * | 4 2% | 5 7% |
| Some other party | 3 * | 2 1% | * | - | - | 2 2% | 1 1% | - | - | 1 * | 2 1% | - | - | - | - | - | - | - | 2 66% | * | 2 1% | - |

Lord Ashcroft

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Absolutes/col percents

Table 7

Constituency Voting Intention (Turnout Weighted) This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent **General Elections**

| | <u>Total</u> | |
|------------------|--------------|--|
| Conservative | 43% | |
| Labour | 46% | |
| Liberal Democrat | 3% | |
| UKIP | 5% | |
| Green | 2% | |
| | | |

| Other | |
|-------|--|
|-------|--|

*

Lord Ashcroft

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Col percents

Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election? Base: All respondents

| | _Total_ | <u>Gei</u> Male | nder Female | 18-24 | 25-34 | <u>Ac</u> 35-44 | ge _45-54_ | 55-64 | _65+ | AB | <u>SE</u> C1 | G C2 | DE | Con | Lab | Voting In LibDem | tention UKIP | Green | Other | Con | 2010 Vot _Lab | <u>LibDem</u> |
|--|------------|--------------------|----------------|-----------|-----------|--------------------|---------------|------------|------------|------------|--------------|------------|------------|------------|------------|---------------------|-----------------|-----------|-----------|------------|------------------|---------------|
| Unweighted base | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| I would not vote UKIP | 686 69% | 306 65% | 380 72% | 61 77% | 78 73% | 110 73% | 132 71% | 125 71% | 173 62% | 204 76% | 222 71% | 115 67% | 118 61% | 204 69% | 300 85% | 16 97% | - | 21 68% | 1 27% | 193 64% | 215 81% | 94 87% |
| l would not vote Liberal Democrat | 587 59% | 289 61% | 297 57% | 43 54% | 57 53% | 83 56% | 109 59% | 103 58% | 181 65% | 154 57% | 186 59% | 109 64% | 118 61% | 191 65% | 228 64% | - | 38 73% | 18 56% | 5 100% | 203 68% | 176 67% | 45 42% |
| l would not vote Conservative | 414 41% | 192 41% | 222 42% | 36 45% | 64 59% | 78 52% | 82 44% | 71 40% | 83 30% | 105 39% | 132 42% | 85 50% | 76 40% | - | 297 83% | 6 35% | 28 53% | 24 75% | 3 56% | 17 6% | 208 79% | 62 57% |
| I would not vote Labour | 324 32% | 166 35% | 158 30% | 15 19% | 14 13% | 33 22% | 56 30% | 62 35% | 136 49% | 96 36% | 100 32% | 47 28% | 72 38% | 219 74% | - | 4 21% | 38 73% | 6 18% | 5 100% | 211 70% | 14 5% | 23 21% |
| None of these - I would potentially vote for all of them | 59 6% | 36 8% | 23 4% | 6 7% | 2 2% | 9 6% | 14 8% | 14 8% | 9 3% | 12 5% | 16 5% | 10 6% | 10 5% | 13 4% | 9 2% | * 3% | 6 12% | 2 5% | - | 12 4% | 9 4% | 2 2% |
| Don't know | 35 3% | 13 3% | 21 4% | 5 6% | 3 3% | 2 2% | 5 2% | 2 1% | 15 5% | 8 3% | 7 2% | 3 2% | 10 5% | 1 * | 2 1% | - | - | - | - | 2 1% | 2 1% | - |

Lord Ashcroft

Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

| | | | Ge | nder | | | Ag | ge | | | | SE | EG | | | | Voting In | ntention | | | 2 | 2010 Vo | te |
|--------------------|-----|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|----------|------------|------------|-----------|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| NET: Well | | 617 62% | 329 69% | 288 55% | 58 73% | 74 69% | 80 54% | 99 53% | 109 61% | 187 67% | 187 69% | 179 57% | 112 65% | 113 59% | 226 77% | 200 56% | 14 84% | 25 48% | 14 44% | 3 60% | 226 75% | 146 55% | 64 60% |
| Very well | (4) | 73 7% | 39 8% | 34 6% | 5 6% | 3 3% | 8 5% | 9 5% | 21 12% | 25 9% | 21 8% | 20 6% | 15 9% | 16 9% | 40 14% | 15 4% | 1 3% | 4 8% | - | 1 16% | 33 11% | 13 5% | 7 6% |
| Quite well | (3) | 543 54% | 290 61% | 254 48% | 53 67% | 71 66% | 72 48% | 90 49% | 88 50% | 163 58% | 166 62% | 159 51% | 97 57% | 97 50% | 186 63% | 185 52% | 13 81% | 21 40% | 14 44% | 2 45% | 193 64% | 133 50% | 58 53% |
| Quite badly | (2) | 188 19% | 80 17% | 108 20% | 15 19% | 22 21% | 37 25% | 47 25% | 38 21% | 29 10% | 46 17% | 72 23% | 35 20% | 29 15% | 15 5% | 94 27% | 2 9% | 16 30% | 13 40% | 1 29% | 20 7% | 73 27% | 28 26% |
| Very badly | (1) | 26 3% | 10 2% | 16 3% | - | 1 1% | 3 2% | 9 5% | 6 3% | 4 1% | 6 2% | 8 3% | 4 2% | 7 4% | 2 1% | 14 4% | - | 3 6% | - | - | 4 1% | 6 2% | 4 3% |
| NET: Badly | | 214 21% | 90 19% | 124 23% | 15 19% | 23 21% | 40 27% | 55 30% | 44 25% | 33 12% | 52 19% | 81 26% | 38 22% | 36 19% | 17 6% | 109 31% | 2 9% | 19 36% | 13 40% | 1 29% | 24 8% | 79 30% | 32 30% |
| Don't know | | 169 17% | 55 12% | 115 22% | 7 8% | 10 9% | 29 19% | 31 17% | 25 14% | 60 21% | 31 11% | 54 17% | 21 12% | 43 22% | 52 18% | 47 13% | 1 7% | 8 16% | 5 15% | 1 11% | 51 17% | 39 15% | 12 11% |
| Mean | | 2.80 | 2.85 | 2.74 | 2.86 | 2.79 | 2.71 | 2.65 | 2.81 | 2.95 | 2.85 | 2.73 | 2.82 | 2.82 | 3.08 | 2.65 | 2.94 | 2.60 | 2.52 | 2.85 | 3.02 | 2.68 | 2.70 |
| Standard deviation | | 0.63 | 0.60 | 0.66 | 0.50 | 0.50 | 0.63 | 0.68 | 0.71 | 0.56 | 0.60 | 0.64 | 0.63 | 0.69 | 0.51 | 0.65 | 0.37 | 0.77 | 0.51 | 0.79 | 0.53 | 0.63 | 0.65 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.08 | 0.07 | 0.06 | 0.05 | 0.05 | 0.03 | 0.03 | 0.06 | 0.08 | 0.04 | 0.03 | 0.04 | 0.09 | 0.12 | 0.12 | 0.39 | 0.03 | 0.04 | 0.08 |

Lord Ashcroft

Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family? Base: All respondents

| | | | Ge | nder | | | A | qe | | | | SE | G | | | | Voting In | tention | | | | 2010 Vot | te |
|--------------------|-----|--------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|----------|------------|------------|-----------|
| | | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | _C1 | _C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| NET: Well | | 673 67% | 344 73% | 329 62% | 69 87% | 80 75% | 88 59% | 115 62% | 118 67% | 193 69% | 203 75% | 203 65% | 117 68% | 114 59% | 238 81% | 209 59% | 13 80% | 30 57% | 21 68% | 1 27% | 239 80% | 152 57% | 72 66% |
| Very well | (4) | 86 9% | 47 10% | 39 7% | 6 7% | 6 6% | 9 6% | 10 6% | 23 13% | 31 11% | 27 10% | 19 6% | 21 12% | 14 7% | 43 15% | 19 5% | 4 21% | 3 6% | - | 1 16% | 35 12% | 19 7% | 9 9% |
| Quite well | (3) | 587 59% | 297 63% | 290 55% | 63 79% | 74 69% | 79 53% | 104 56% | 95 54% | 162 58% | 176 65% | 183 59% | 96 56% | 100 52% | 195 66% | 190 54% | 10 59% | 27 52% | 21 68% | 1 11% | 204 68% | 133 50% | 62 57% |
| Quite badly | (2) | 166 17% | 68 14% | 98 19% | 7 8% | 16 14% | 36 24% | 44 24% | 30 17% | 31 11% | 36 13% | 66 21% | 31 18% | 28 15% | 20 7% | 81 23% | 2 13% | 12 23% | 4 12% | 4 73% | 23 8% | 71 27% | 16 15% |
| Very badly | (1) | 30 3% | 13 3% | 17 3% | - | 1 1% | 8 5% | 11 6% | 6 3% | 4 2% | 5 2% | 4 1% | 7 4% | 12 6% | 1 * | 19 5% | - | 5 10% | - | - | 1 * | 11 4% | 3 3% |
| NET: Badly | | 196 20% | 81 17% | 115 22% | 7 8% | 16 15% | 44 29% | 55 30% | 36 20% | 36 13% | 41 15% | 70 22% | 38 22% | 41 21% | 21 7% | 100 28% | 2 13% | 17 33% | 4 12% | 4 73% | 24 8% | 82 31% | 19 17% |
| Don't know | | 131 13% | 49 10% | 83 16% | 4 5% | 11 10% | 18 12% | 16 9% | 24 13% | 52 19% | 26 9% | 40 13% | 16 9% | 38 20% | 37 12% | 46 13% | 1 7% | 5 9% | 6 21% | - | 37 12% | 30 11% | 18 16% |
| Mean | | 2.84 | 2.89 | 2.79 | 2.99 | 2.88 | 2.68 | 2.67 | 2.88 | 2.96 | 2.92 | 2.80 | 2.84 | 2.75 | 3.08 | 2.68 | 3.10 | 2.59 | 2.85 | 2.42 | 3.04 | 2.68 | 2.86 |
| Standard deviation | | 0.63 | 0.62 | 0.65 | 0.40 | 0.50 | 0.69 | 0.69 | 0.70 | 0.59 | 0.57 | 0.58 | 0.71 | 0.73 | 0.50 | 0.68 | 0.62 | 0.78 | 0.36 | 0.84 | 0.48 | 0.69 | 0.63 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.07 | 0.07 | 0.07 | 0.05 | 0.05 | 0.03 | 0.03 | 0.05 | 0.08 | 0.05 | 0.03 | 0.04 | 0.15 | 0.11 | 0.09 | 0.37 | 0.03 | 0.04 | 0.08 |

Lord Ashcroft

Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?

Base: All respondents

| | | nder | | | Ag | | | | | SE | | | | | Voting In | | | | | 2010 Vo | |
|------------|--|--|---|--|--|--|---|---|---|---|---|---|---|---|--|---|---|--|---|--|---|
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| 344 34% | 165 35% | 178 34% | 26 32% | 30 28% | 34 22% | 58 31% | 57 32% | 133 47% | 95 35% | 111 35% | 47 27% | 74 38% | 220 74% | 21 6% | 6 36% | 16 30% | 3 9% | 1 29% | 205 68% | 29 11% | 24 22% |
| 157 16% | 86 18% | 71 14% | 14 17% | 8 7% | 27 18% | 29 16% | 35 20% | 36 13% | 53 20% | 47 15% | 22 13% | 27 14% | 70 24% | 11 3% | 6 35% | 16 31% | 3 9% | 1 27% | 72 24% | 10 4% | 12 11% |
| 388 39% | 176 37% | 212 40% | 34 42% | 61 57% | 70 47% | 75 40% | 69 39% | 79 28% | 98 36% | 127 41% | 84 49% | 64 33% | 5 2% | 311 88% | 3 21% | 10 19% | 18 58% | - | 17 6% | 209 79% | 57 53% |
| 43 4% | 17 4% | 26 5% | 5 6% | 4 4% | 5 3% | 7 4% | 6 3% | 12 4% | 12 5% | 13 4% | 3 2% | 9 5% | - | 5 1% | - | 2 4% | 3 10% | - | 1 * | 4 1% | 1 1% |
| 68 7% | 30 6% | 38 7% | 2 3% | 4 4% | 14 9% | 16 9% | 11 6% | 20 7% | 11 4% | 15 5% | 16 9% | 20 10% | 1 * | 8 2% | 1 9% | 9 17% | 5 15% | 2 45% | 5 2% | 13 5% | 14 13% |
| | 1000 344 34% 157 16% 388 39% 43 43 4% 68 | 1000 474 344 165 34% 35% 157 86 16% 18% 388 176 39% 37% 43 17 4% 68 30 | 1000 474 526 344 165 178 34% 35% 34% 157 86 71 16% 18% 74 388 176 212 39% 37% 240% 43 17 26 4% 4% 30 38 | 1000 474 526 80 344 165 178 26 344 35% 34% 32% 157 86 71 14 16% 18% 14% 17% 388 176 212 34 39% 37% 40% 42% 43 17 26 5 4% 4% 5% 6% 68 30 38 2 | 1000 474 526 80 107 344 165 178 26 30 344 35% 34% 32% 28% 157 86 71 14 8 16% 18% 14% 17% 7% 388 176 212 34 61 39% 37% 210% 42% 57% 43 17 26 5 4 4% 4% 5% 6% 4% 68 30 38 2 4 | 100047452680107150 344 165178263034 35% 34%32%28%22%15786711482716%18%14%17%7%18%38817621234617039%37%40%42%57%47%4317265454%4%5%6%4%3%6830382414 | 100047452680107150186 344 16517826303458 34% 35%34%32%28%22%31%1578671148272916%18%14%17%7%18%16%3881762123461707539%37%240%42%57%47%40%4317265457%74%4%5%6%4%3%4%683038241416 | 100047452680107150186178 344 1651782630345857 34% 35%34%22%28%22%31%32%157867114827293516%18%14%17%7%18%16%20%388176212346170756939%37%2123457%47%40%39%4317265457%40%3%68303824141611 | 100047452680107150186178280 344 1651782630345857133 34% 35%34%32%28%22%31%32%47%15786711482729353616%18%14%17%7%18%16%20%13%38817621234617075697939%37%240%42%57%47%40%39%28%43172654576124%4%5%6%4%3%4%3%4%6830382414161120 | 100047452680107150186178280270 344 165178263034585713395 34% 35%34%32%28%22%31%32%47%35%1578671148272935365316%18%14%17%7%18%16%20%13%20%38837%2123461707569799839%37%2123457%47%40%39%28%36%4317265457612124%4%5%6%4%3%4%3%4%5%683038241416112011 | 100047452680107150186178280270313 344 165178263034585713395111 34% 35%7114827%2935365347157867114%8%27%18%16%20%13%20%15%15718%14%17%7%18%293536534716%18%7414%8%27293536534715%39%37%2123461707569799812739%37%265457%47%40%39%28%36%12743172656%4%3%4%3%4%5%4%68303824141611201115 | 100047452680107150186178280270313171 344 16517826303458571339511147 34% 35%34%32%28%22%31%32%47%35%35%27%15786711482729353653472216%18%14%17%7%18%16%20%13%20%15%13%388176212346170756979981278439%37%40%42%57%47%40%39%28%36%41%49%4317265457612121334%4%5%6%4%3%4%3%4%5%4%2%6830382414161120111516 | 100047452680107150186178280270313171193 344 1651782630345857133951114774 34% 35%34%28%22%31%32%47%35%35%27%38%1578671148272935365347222716%18%14%17%7%18%16%20%13%20%15%13%14%38817621234617075697998127846439%37%40%42%57%47%40%39%28%36%41%49%33%43172654576121213394%4%5%6%4%3%4%3%4%5%4%5%683038241416112011151620 | 100047452680107150186178280270313171193295344165178263034585713395111477422034%35%34%32%28%22%31%32%47%35%35%27%38%27%24%157867114827293536534722277016%18%14%17%7%18%16%20%13%20%15%15%13%24%388176212346170756979981278464539%37%40%42%57%47%40%39%28%36%41%49%33%2%431726545769121213392%6830382414161120111516201 | 100047452680107150186178280270313171193295356 344 165178263034585713395111477422021 34% 35%34%32%28%22%31%32%47%35%35%27%38%74%6%15786711482729353653472227701116%18%14%17%7%18%16%20%13%20%15%13%22277011388176212346170756979981278464531139%37%40%42%57%47%40%39%28%36%41%49%33%5%31143172654576912121339-54%4%5%6%4%57612121339-568303824141611201115162018 | 10004745268010715018617828027031317119329535617 344 165178263034585713395111477422021634%35%34%32%28%22%31%32%47%35%35%27%38%74%6%36%157867114827293536534722277011616%18%14%17%7%18%16%20%13%20%15%13%14%24%31%35%3881762123461707569799812784645311339%37%40%57%47%40%39%28%98%14%49%33%2%88%21%4317265457612121339-5-4%4%5%6%4%5%761212133%2%5%1%-51%683038241416112011151620181 | 1000474526801071501861782802703131711932953561752 344 1651782630345857133951114774220216%6%16 344 35%34%32%28%22%31%32%47%35%35%1278%74%6%6%1615786711482729353653472227701161616%18%17612%1416%20%13%20%15%15%13%24%31%35%16388176212346170756979981278464531131039%37%40%42%57%47%40%39%28%36%14%49%33%2%88%21%19%4317265457612121339-5-24%4%5%6%4%3%4%3%4%5%14%49%33%5%1119%4830382414161120111516201819 | 100047452680107150186178280270313171193295356175231 344 1651782630345857133951114774220216%6%16%3% 35% 35%34%32%28%22%31%32%47%35%35%27%74%6%6%16%3%1578671148272935365347222770116%16%315718%17%7%7%16%20%13%20%15%13%24%3%3%3%3%38817621234617075697998127846453113101839%37%40%42%57%7%697928%36%11%49%33%2%311310184317265457612121339-5-234%4%5%5%457612121339-51%1%19%5%4%4%5%4%3%4%3%121339-5 <td>1000474526801071501861782802703131711932953561752315$344$16517826303458571339511147742202166616319%19%157867114827293536534722277011616319%27%16%18%14%7%7%18%272935365347222770116163117%38%176212346170756979981278464531131018-39%37%40%42%57%47%40%39%28%36%41%49%33%2%88%21%19%58%-4317265457612121339-5-23-4317265453%4%5%4%2%5%4%3%2%10%-4%10%-4317265453%4%5%4%2%5%5%-23-<td>1000 474 526 80 107 150 186 178 280 270 313 171 193 295 356 17 52 31 5 300 344 165 178 26 30 34 58 57 133 95 111 47 74 220 21 6 16 3 1 205 68% 157 86 71 14 8 27 29 35 36 53 47 22 70 70 11 6 16 3 1 72 68% 157 86 71 14 8 27 29 35 36 53 47 22 27 70 11 6 16 3 1 72 24% 16% 18% 74 70 75 69 79 98 127 13% 64 5 311 3 10 18 - 17 6% 39% 37% 40% 5%<td>$\begin{array}{cccccccccccccccccccccccccccccccccccc$</td></td></td> | 1000474526801071501861782802703131711932953561752315 344 16517826303458571339511147742202166616319%19%157867114827293536534722277011616319%27%16%18%14%7%7%18%272935365347222770116163117%38%176212346170756979981278464531131018-39%37%40%42%57%47%40%39%28%36%41%49%33%2%88%21%19%58%-4317265457612121339-5-23-4317265453%4%5%4%2%5%4%3%2%10%-4%10%-4317265453%4%5%4%2%5%5%-23- <td>1000 474 526 80 107 150 186 178 280 270 313 171 193 295 356 17 52 31 5 300 344 165 178 26 30 34 58 57 133 95 111 47 74 220 21 6 16 3 1 205 68% 157 86 71 14 8 27 29 35 36 53 47 22 70 70 11 6 16 3 1 72 68% 157 86 71 14 8 27 29 35 36 53 47 22 27 70 11 6 16 3 1 72 24% 16% 18% 74 70 75 69 79 98 127 13% 64 5 311 3 10 18 - 17 6% 39% 37% 40% 5%<td>$\begin{array}{cccccccccccccccccccccccccccccccccccc$</td></td> | 1000 474 526 80 107 150 186 178 280 270 313 171 193 295 356 17 52 31 5 300 344 165 178 26 30 34 58 57 133 95 111 47 74 220 21 6 16 3 1 205 68% 157 86 71 14 8 27 29 35 36 53 47 22 70 70 11 6 16 3 1 72 68% 157 86 71 14 8 27 29 35 36 53 47 22 27 70 11 6 16 3 1 72 24% 16% 18% 74 70 75 69 79 98 127 13% 64 5 311 3 10 18 - 17 6% 39% 37% 40% 5% <td>$\begin{array}{cccccccccccccccccccccccccccccccccccc$</td> | $ \begin{array}{cccccccccccccccccccccccccccccccccccc$ |

Lord Ashcroft

Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...? Base: All respondents

| | Total | <u> </u> | nder Female | 18-24 | 25-34 | <u>Ac</u> _35-44 | <u>45-54</u> | 55-64 | 65+ | AB | SE C1 | G C2 | DE | Con | Lab | Voting In LibDem | tention UKIP | Green | Other | 2 Con | 2010 Vot _Lab | <u>e</u> LibDem |
|----------------------|----------|----------|----------------|---------|-------|---------------------|--------------|--------|---------|---------|----------|---------|---------|--------|---------|---------------------|-----------------|----------|----------|----------|------------------|--------------------|
| Unweighted base | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| Labour | 875 | 411 | 464 | 46 | 93 | 138 | 170 | 165 | 249 | 247 | 271 | 151 | 169 | 268 | 333 | 15 | 44 | 23 | 3 | 274 | 249 | 101 |
| | 88% | 87% | 88% | 58% | 87% | 92% | 91% | 93% | 89% | 92% | 86% | 88% | 88% | 91% | 94% | 93% | 84% | 73% | 60% | 91% | 94% | 93% |
| The Conservatives | 851 | 397 | 454 | 43 | 90 | 131 | 163 | 161 | 247 | 245 | 268 | 138 | 162 | 281 | 298 | 15 | 39 | 24 | 3 | 284 | 233 | 97 |
| | 85% | 84% | 86% | 54% | 84% | 87% | 88% | 90% | 88% | 91% | 85% | 81% | 84% | 95% | 84% | 91% | 75% | 75% | 71% | 94% | 88% | 90% |
| The Liberal Democrat | 563 | 263 | 300 | 22 | 51 | 72 | 107 | 115 | 182 | 171 | 180 | 83 | 106 | 194 | 179 | 11 | 28 | 19 | 3 | 203 | 135 | 75 |
| | 56% | 56% | 57% | 28% | 47% | 48% | 58% | 65% | 65% | 64% | 57% | 49% | 55% | 66% | 50% | 66% | 54% | 59% | 60% | 68% | 51% | 69% |
| The UK Independence | 462 | 231 | 231 | 29 | 56 | 64 | 79 | 94 | 133 | 128 | 147 | 84 | 82 | 142 | 150 | 7 | 37 | 17 | 1 | 152 | 112 | 49 |
| Party (UKIP) | 46% | 49% | 44% | 36% | 52% | 43% | 42% | 53% | 47% | 47% | 47% | 49% | 43% | 48% | 42% | 44% | 70% | 55% | 16% | 50% | 43% | 45% |
| None of them | 58 | 34 | 24 | 20 | 9 | 4 | 9 | 3 | 14 | 6 | 21 | 13 | 10 | 4 | 14 | 1 | 4 | 4 | 1 | 6 | 7 | 5 |
| | 6% | 7% | 5% | 25% | 8% | 3% | 5% | 2% | 5% | 2% | 7% | 7% | 5% | 1% | 4% | 4% | 8% | 11% | 16% | 2% | 3% | 5% |
| Don't know | 16 2% | 7 1% | 9 2% | 6 7% | - | 4 2% | 2 1% | 1 * | 2 1% | 4 2% | 4 1% | 3 2% | 2 1% | 1 * | 3 1% | - | - | 3 11% | 1 13% | 1 * | 3 1% | - |

Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election? Base: All respondents

| | | Ge | nder | | | Ag | ge | | | | SE | G | | | | Voting In | | | | 2 | 2010 Vo | |
|---|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|------------|------------|-----------|-----------|-----------|----------|------------|------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | _C2 | DE | Con | Lab | LibDem | UKIP | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 451 | 549 | 40 | 59 | 122 | 202 | 197 | 361 | 414 | 152 | 78 | 303 | 313 | 350 | 18 | 52 | 22 | 5 | 336 | 307 | 73 |
| Weighted base | 1000 | 474 | 526 | 80 | 107 | 150 | 186 | 178 | 280 | 270 | 313 | 171 | 193 | 295 | 356 | 17 | 52 | 31 | 5 | 300 | 264 | 108 |
| A Labour government | 359 36% | 162 34% | 197 38% | 33 42% | 60 56% | 66 44% | 75 40% | 53 30% | 72 26% | 86 32% | 126 40% | 65 38% | 70 36% | - | 302 85% | - | 7 13% | 15 48% | - | 11 4% | 210 79% | 38 36% |
| A Conservative government | 301 30% | 134 28% | 167 32% | 20 26% | 26 24% | 23 15% | 48 26% | 52 29% | 122 43% | 87 32% | 101 32% | 39 23% | 57 30% | 234 79% | 3 1% | - | 14 27% | 1 3% | 1 29% | 214 71% | 8 3% | 13 12% |
| A coalition between the Conservatives and the Liberal Democrats | 99 10% | 59 12% | 40 8% | 6 7% | 2 2% | 12 8% | 23 12% | 19 11% | 34 12% | 34 13% | 24 8% | 19 11% | 23 12% | 49 16% | 1 * | 10 61% | 6 12% | 2 5% | 3 60% | 55 18% | 10 4% | 13 12% |
| A coalition between Labour and the Liberal Democrats | 93 9% | 52 11% | 41 8% | 9 11% | 11 10% | 19 12% | 14 8% | 25 14% | 15 5% | 30 11% | 27 9% | 21 12% | 13 7% | 5 2% | 44 13% | 6 39% | 3 6% | 6 19% | 1 11% | 6 2% | 25 10% | 28 26% |
| Don't know | 148 15% | 67 14% | 81 15% | 11 14% | 9 8% | 30 20% | 26 14% | 29 16% | 37 13% | 33 12% | 36 11% | 28 16% | 30 15% | 8 3% | 5 2% | - | 22 42% | 8 25% | - | 15 5% | 12 4% | 15 14% |

Lord Ashcroft

Absolutes/col percents

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Table 14 Gender Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Male | 451 45% | 474 47% |
| Female | 549 55% | 526 53% |

Absolutes/col percents

Table 15 Into which of the following age groups do you fall? Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| 18-24 | 40 4% | 80 8% |
| 25-34 | 59 6% | 107 11% |
| 35-44 | 122 12% | 150 15% |
| 45-54 | 202 20% | 186 19% |
| 55-64 | 197 20% | 178 18% |
| 65 or older | 361 36% | 280 28% |
| Refused | 19 2% | 19 2% |

Lord Ashcroft

Absolutes/col percents

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Table 16 SEG Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| A | 168 17% | 111 11% |
| В | 246 25% | 158 16% |
| C1 | 152 15% | 313 31% |
| C2 | 78 8% | 171 17% |
| D | 54 5% | 38 4% |
| E | 249 25% | 155 16% |
| Refused | 53 5% | 53 5% |

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Could you tell me which party you voted for at the last general election back in May 2010? Base: All respondents

| | Unweighted base | Weighted base |
|-------------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Conservative | 336 34% | 300 30% |
| Labour | 307 31% | 264 26% |
| Liberal Democrats | 73 7% | 108 11% |
| Another party | 27 3% | 31 3% |
| Did not vote | 146 15% | 196 20% |
| Refused | 62 6% | 55 5% |
| Don't know | 49 5% | 47 5% |

Absolutes/col percents

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