Q1. At the general election in May this year, many people didn't vote. Did you vote in that election, or did you not vote?

Base : All respondents

Table 1

		Gen	ider		Age			SE	<u>G</u>				Region				Vote in	<u>1 2010</u>		c effe	ad knowr coalition ct on vo LibDem	- ting		Dpinion o ibDems i <u>coalition</u> Shou-	in	sir	v of LibD nce gene election		prev	d LibDer ious gen elections	eral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
I voted	908 91%	483 92%	425 90%	136 80%	343 90%	429 95%	340 92%	184 89%	80 82%	102 87%	233 94%	191 91%	261 93%	157 85%	66 86%	501 100%	363 100%	44 100%	-	167 89%	333 88%	408 94%	513 93%	219 90%	176 85%	281 95%	339 88%	288 90%	255 95%	281 85%	372 92%	255 95%	281 85%	372 92%
I did not vote	93 9%	44 8%	49 10%	35 20%	37 10%	21 5%	28 8%	23 11%	17 18%	15 13%	16 6%	18 9%	21 7%	27 15%	11 14%	-		-	93 100%	20 11%	45 12%	28 6%	38 7%	23 10%	32 15%	15 5%	45 12%	33 10%	13 5%	48 15%	32 8%	13 5%	48 15%	32 8%

Absolutes/col percents

Q2. Could you tell me which party you voted for in the general election in May? Was it ...?

Base : All who voted in 2010

		Ger	ider		Age			SE	G				Region				Vote i	n 2010		c effe	ad knowr coalition ct on vot LibDem	- ting		Dpinion o bDems in coalition Shou-		sin	of LibDo ce gener election	ral	prev	ed LibDer ious gen elections	eral	pre	ed LibDer evious loo ncil electi	cal
	Total	Male	Fe- male	18-34	35-54	55+	AB	61	C2	DE	South	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang - ed for the	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	908	483	425	136	343	429	340	184	80	102	233	191	261	157	66	501	363	44	-	167	333	408	513	219	176	281	339	288	255	281	372	255	281	372
Conservative	501 55%	276 57%	225 53%	70 51%	173 50%	258 60%	190 56%	103 56%	40 50%	41 40%	156 67%	106 55%	128 49%	99 63%	12 18%	501 100%	-	:	-	132 79%	58 17%	311 76%	445 87%	8 4%	48 27%	238 85%	51 15%	212 74%	156 61%	155 55%	190 51%	156 61%	155 55%	190 51%
Labour	363 40%	187 39%	176 41%	65 48%	147 43%	151 35%	136 40%	74 40%	36 45%	48 47%	65 28%	81 42%	126 48%	49 31%	42 64%	-	363 100%	-	-	27 16%	255 77%	81 20%	52 10%	199 91%	112 64%	38 14%	264 78%	61 21%	84 33%	109 39%	170 46%	84 33%	109 39%	170 46%
Another party	44 5%	20 4%	24 6%	1 1%	23 7%	20 5%	14 4%	7 4%	4 5%	13 13%	12 5%	4 2%	7 3%	9 6%	12 18%	-	-	44 100%	-	8 5%	20 6%	16 4%	16 3%	12 5%	16 9%	5 2%	24 7%	15 5%	15 6%	17 6%	12 3%	15 6%	17 6%	12 3%

Table 2

Absolutes/col percents

Q2. Could you tell me which party you voted for in the general election in May? Was it ...?

Base : All respondents

Table 3

	Gender Age								G				Region				Vote i	n 2010		c effe	ad knowr coalition ect on vo LibDem	ting	Li	Dpinion o bDems i <u>coalition</u> Shou- Id		sir	w of LibD nce gene election	eral	prev	d LibDer ious gen elections	eral	pre	ed LibDer evious loo ncil electi	cal
	Total	Male	Fe- _male	<u>18-34</u>	_35-54_	_55+_	_AB	_ <u>C1</u> _	C2	DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our_	An- other party	Did not vote	More like-	Less like-	No diff- erenc 	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Conservative	501 50%	276 52%	225 47%	70 41%	173 46%	258 57%	190 52%	103 50%	40 41%	41 35%	156 63%	106 51%	128 45%	99 54%	12 16%	501 100%	-	-	-	132 71%	58 15%	311 71%	445 81%	8 3%	48 23%	238 80%	51 13%	212 66%	156 58%	155 47%	190 47%	156 58%	155 47%	190 47%
Labour	363 36%	187 35%	176 37%	65 38%	147 39%	151 34%	136 37%	74 36%	36 37%	48 41%	65 26%	81 39%	126 45%	49 27%	42 55%	-	363 100%	-	-	27 14%	255 67%	81 19%	52 9%	199 82%	112 54%	38 13%	264 69%	61 19%	84 31%	109 33%	170 42%	84 31%	109 33%	170 42%
Another party	44 4%	20 4%	24 5%	1 1%	23 6%	20 4%	14 4%	7 3%	4 4%	13 11%	12 5%	4 2%	7 2%	9 5%	12 16%	-	-	44 100%	-	8 4%	20 5%	16 4%	16 3%	12 5%	16 8%	5 2%	24 6%	15 5%	15 6%	17 5%	12 3%	15 6%	17 5%	12 3%
Did not vote	93 9%	44 8%	49 10%	35 20%	37 10%	21 5%	28 8%	23 11%	17 18%	15 13%	16 6%	18 9%	21 7%	27 15%	11 14%	-	-	-	93 100%	20 11%	45 12%	28 6%	38 7%	23 10%	32 15%	15 5%	45 12%	33 10%	13 5%	48 15%	32 8%	13 5%	48 15%	32 8%

Absolutes/col percents

Q3. Before deciding to vote in the general election in May, did you seriously consider voting for a different party instead?

Base : All respondents

		Gen	nder	Age		SEC	3				Region				Vote ir	n 2010		c effe	ad knowr coalition ect on voi LibDem	ting	Li	Dpinion o ibDems <u>coalitior</u> Shou-	in	sin	v of LibD ice gene election	ral	prev	ed LibDer rious gen elections	eral	pre	d LibDen vious loc acil electio	al		
	Total	Male	Fe- male	<u>18-34</u>	<u>35-54</u>		AB	C1	C2		South East	Mid- lands	North	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	<u>Never</u>
se	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
5	1001 100%	527 100%	474 100%	171 100%	380 100%	450 100%	368 100%	207 100%	97 100%	117 100%	249 100%	209 100%	282 100%	184 100%	77 100%	501 100%	363 100%	44 100%	93 100%	187 100%	378 100%	436 100%	551 100%	242 100%	208 100%	296 100%	384 100%	321 100%	268 100%	329 100%	404 100%	268 100%	329 100%	404 100%
	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	:		-	-	-	-	-	-

Base Yes No

Table 4

Page 4

Q4. Which party or parties did you seriously consider voting for?

Base : All respondents

Table 5

		Ger	nder		Age			SE	<u>G</u>				Region				Vote ir	<u>n 2010</u>		c effe	ad known coalition ect on vo LibDem	- ting	Li	Dpinion c ibDems i <u>coalition</u> Shou- Id have	n	sin	v of LibD ice gene election	ral	prev	ed LibDen ious gene elections	eral	prev	d LibDen vious loc cil electio	al
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition with Lab- our		Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some-	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Labour	44 4%	27 5%	17 4%	16 9%	13 3%	15 3%	15 4%	12 6%	4 4%	6 5%	8 3%	6 3%	15 5%	12 7%	3 4%	23 5%	-	6 14%	15 16%	8 4%	16 4%	20 5%	23 4%	7 3%	14 7%	11 4%	20 5%	13 4%	12 4%	15 5%	17 4%	12 4%	15 5%	17 4%
Liberal Democrats	1001 100%	527 100%	474 100%	171 100%	380 100%	450 100%	368 100%	207 100%	97 100%	117 100%	249 100%	209 100%	282 100%	184 100%	77 100%	501 100%	363 100%	44 100%	93 100%	187 100%	378 100%	436 100%	551 100%	242 100%	208 100%	296 100%	384 100%	321 100%	268 100%	329 100%	404 100%	268 100%	329 100%	404 100%
Conservative	25 2%	11 2%	14 3%	7 4%	9 2%	9 2%	9 2%	5 2%	4 4%	3 3%	9 4%	2 1%	7 2%	6 3%	1 1%	-	14 4%	7 16%	4 4%	5 3%	5 1%	15 3%	13 2%	8 3%	4 2%	5 2%	11 3%	9 3%	3 1%	8 2%	14 3%	3 1%	8 2%	14 3%
Another party	52 5%	25 5%	27 6%	11 6%	19 5%	22 5%	19 5%	12 6%	6 6%	2 2%	14 6%	10 5%	13 5%	11 6%	4 5%	29 6%	16 4%	4 9%	3 3%	8 4%	21 6%	23 5%	27 5%	15 6%	10 5%	20 7%	20 5%	12 4%	3 1%	19 6%	30 7%	3 1%	19 6%	30 7%

Absolutes/col percents

Q6. Had you known on the day of the election that the Liberal Democrats would enter a coalition government with the Conservatives, would that have made you:

Absolutes/col percents

Base : All respondents

Table 6

		Ger	nder		Age			SE	G				Region				Vote ir	<u>1 2010</u>		c effe	ad knowr coalition ct on vo LibDem	- ting	Li	pinion o bDems i <u>coalition</u> Shou-	n	sin	v of LibD ice gene <u>election</u>		prev	d LibDer ious gen elections	eral	pre	d LibDen vious loc cil electi	al
	Total	Male	Fe- male	18-34	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- ld have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang _ 	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
More likely to vote Liberal Democrat	187 19%	88 17%	99 21%	33 19%	62 16%	92 20%	65 18%	36 17%	21 22%	21 18%	45 18%	49 23%	42 15%	42 23%	9 12%	132 26%	27 7%	8 18%	20 22%	187 100%	-	-	155 28%	17 7%	15 7%	105 35%	19 5%	63 20%	47 18%	70 21%	70 17%	47 18%	70 21%	70 17%
Less likely to vote Liberal Democrat	378 38%	209 40%	169 36%	61 36%	152 40%	165 37%	136 37%	81 39%	43 44%	47 40%	72 29%	73 35%	128 45%	63 34%	42 55%	58 12%	255 70%	20 45%	45 48%	-	378 100%	-	60 11%	169 70%	149 72%	22 7%	289 75%	67 21%	95 35%	128 39%	155 38%	95 35%	128 39%	155 38%
It would have made no difference	436 44%	230 44%	206 43%	77 45%	166 44%	193 43%	167 45%	90 43%	33 34%	49 42%	132 53%	87 42%	112 40%	79 43%	26 34%	311 62%	81 22%	16 36%	28 30%	-	-	436 100%	336 61%	56 23%	44 21%	169 57%	76 20%	191 60%	126 47%	131 40%	179 44%	126 47%	131 40%	179 44%

Q7. Some people think the Liberal Democrats did the right thing by joining a coalition with the Conservatives, but others disagree. Which of the following is closest to your own view?

Base : All respondents

		Ger	nder		Age			SEC	<u>G</u>				Region				Vote in	2010		c effe	ad known oalition - ct on vot LibDem		Li	Dpinion of ibDems in <u>coalition</u> Shou-	n	sind	of LibDe ce genera election		previ	d LibDen ious gene elections	eral	prev	d LibDen vious loc ncil electio	cal
	<u></u>	<u>Male</u> 527	Fe- male 474		<u>35-54</u> . 380	<u>55+</u> 450	<u>AB</u> 368	<u> </u>	<u> </u>	 117	South East 249		North	Wales & South West 184	Scot- land 77	Cons- erva- tive 501	Lab- our 363	An- other party 44	Did not vote 93	More like- ly 187	Less like- ly 378	No diff- erenc e 436	Right to join coal- ition with Cons- erva- tives 551	ld have form- ed coal- ition	Shou- ld have stay- ed in oppos - ition 208	ed for the bet-	the worse	Not chang ed 321	Al- ways 268	Some- times 329	<u>Never</u> . 404		Some- times 329	<u>Never</u> 404
al Democrats to join a jovernment ionservatives	551 55%	309 59%	242 51%	85 50%	188 49%	278 62%	213 58%	104 50%	49 51%	47 40%	158 63%	111 53%	138 49%	118 64%	26 34%	445 89%	52 14%	16 36%	38 41%	155 83%	60 16%	336 77%	551 100%	-	-	271 92%	53 14%	227 71%	159 59%	178 54%	214 53%	159 59%	178 54%	214 53%
al Democrats ve formed a jovernment ur instead	242 24%	113 21%	129 27%	52 30%	100 26%	90 20%	87 24%	52 25%	26 27%	40 34%	44 18%	56 27%	79 28%	38 21%	25 32%	8 2%	199 55%	12 27%	23 25%	17 9%	169 45%	56 13%	-	242 100%	-	14 5%	180 47%	48 15%	63 24%	73 22%	106 26%	63 24%	73 22%	106 26%
al Democrats ve stayed in n, rather than coalition with	208 21%	105 20%	103 22%	34 20%	92 24%	82 18%	68 18%	51 25%	22 23%	30 26%	47 19%	42 20%	65 23%	28 15%	26 34%	48 10%	112 31%	16 36%	32 34%	15 8%	149 39%	44 10%	-	-	208 100%	11 4%	151 39%	46 14%	46 17%	78 24%	84 21%	46 17%	78 24%	84 21%

Base

Table 7

The Liberal D were right to ju coalition gove with the Cons The Liberal D

should have coalition gove with Labour in

The Liberal De should have s opposition, rate forming a coalition with either the Conservatives or Labour

Absolutes/col percents

Prepared by Populus for Lord Ashcroft

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Summary

Base : All respondents

Table 8

	Base	True	Not true
By entering a coalition government with the Conservatives the Lib Dems have shown they are prepared to take real responsibility, not just oppose from the sidelines.	1001	680 68%	321 32%
The Liberal Democrats are showing that they can make an important positive contribution to the government of Britain.	1001	641 64%	360 36%
The Liberal Democrats behave more reasonably than most politicians, and spend less time fighting and attacking each other.	1001	611 61%	390 39%
The Liberal Democrats do a good job locally in my area.	1001	483 48%	518 52%
The Liberal Democrats have sensible policies on the most important issues.	1001	663 66%	338 34%
Nick Clegg is doing a good job as Liberal Democrat leader.	1001	658 66%	343 34%
Voting Liberal Democrat is the best way to stop my least preferred party winning in my local constituency.	1001	255 25%	746 75%
The Liberal Democrats represent a new, fresh approach to politics.	1001	497 50%	504 50%

Q8. Here are some reasons that people have given for supporting the Liberal Democrats.

Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Summary

Base : All respondents

Bas 1001 58% 42%

The Liberal Democrats have clear, decent principles that they try to put into practice.

Table 8

<u>se</u>	True	Not true
1	579	422
	58%	42%

Prepared by Populus for Lord Ashcroft

Page 9

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

By entering a coalition government with the Conservatives the Lib Dems have shown they are prepared to take real responsibility, not just oppose from the sidelines.

Base : All respondents

		Geno	der		Age			SEC	3				Region				Vote in	2010		c effe	ad known oalition - ct on vot LibDem		Lit	pinion o Dems in coalition Shou- Id		sind	of LibDe ce gener election		previ	d LibDer ious gen elections	eral	pre	d LibDerr vious loca ncil electio	al
			Fe-								South	Mid-	North	Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did	More like-	Less like-	No diff- erenc		form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al-	Some-	
<u></u>	otal I	Male	male	18-34	35-54	55+	AB	C1	C2	DE	East	lands	land	West	land	tive	our	party	vote	ly	ly	e	tives	our	ition	ter	worse	ed	ways	times	Never	ways	times	Never
10	01	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
61	80 68%	375 71%	305 64%	111 65%	243 64%	326 72%	258 70%	133 64%	66 68%	64 55%	185 74%	152 73%	166 59%	137 74%	40 52%	455 91%	137 38%	27 61%	61 66%	176 94%	132 35%	372 85%	522 95%	86 36%	72 35%	290 98%	119 31%	271 84%	186 69%	229 70%	265 66%	186 69%	229 70%	265 66%
	21 32%	152 29%	169 36%	60 35%	137 36%	124 28%	110 30%	74 36%	31 32%	53 45%	64 26%	57 27%	116 41%	47 26%	37 48%	46 9%	226 62%	17 39%	32 34%	11 6%	246 65%	64 15%	29 5%	156 64%	136 65%	6 2%	265 69%	50 16%	82 31%	100 30%	139 34%	82 31%	100 30%	139 34%

Table 9

Base True Not true Page 10

Table 10

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

The Liberal Democrats are showing that they can make an important positive contribution to the government of Britain.

Base : All respondents

	_	Gende	<u>r </u>		Age			SEC	3				Region				Vote in	2010		c effe	ad knowr oalition - ct on vot LibDem	ting	Li	pinion o bDems i <u>coalition</u> Shou- Id	n	sin	of LibDe ce gener election		prev	ed LibDer ious gen elections	ieral	pre	ed LibDer evious loc ncil electi	al
Tota	<u>ıl Ma</u>		e-	18-34	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE		Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos - ition	ed for the bet-	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
1001	52	27 4	174	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
641 64			296 62%	96 56%	233 61%	312 69%	246 67%	117 57%	61 63%	67 57%	172 69%	141 67%	163 58%	129 70%	36 47%	441 88%	121 33%	27 61%	52 56%	171 91%	119 31%	351 81%	501 91%	77 32%	63 30%	289 98%	91 24%	261 81%	180 67%	210 64%	251 62%	180 67%	210 64%	251 62%
360 36	18 % 3		178 38%	75 44%	147 39%	138 31%	122 33%	90 43%	36 37%	50 43%	77 31%	68 33%	119 42%	55 30%	41 53%	60 12%	242 67%	17 39%	41 44%	16 9%	259 69%	85 19%	50 9%	165 68%	145 70%	7 2%	293 76%	60 19%	88 33%	119 36%	153 38%	88 33%	119 36%	153 38%

Base True Not true

Page 11

Table 11

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

The Liberal Democrats behave more reasonably than most politicians, and spend less time fighting and attacking each other.

Base : All respondents

	-	Gend	ler		Age			SEC	3				Region				Vote in	2010		c effe	ad knowr oalition ct on vo LibDem	-	Lil	pinion of Dems in coalition Shou- Id		sind	of LibDe ce gener election		prev	d LibDer ious gen elections	neral	pre	d LibDen vious loc ncil electio	al
_Tot	<u>al N</u>	Male	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos - ition	ed for the bet-	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
1001	1 8	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
611 61		315 60%	296 62%	110 64%	229 60%	272 60%	220 60%	127 61%	63 65%	72 62%	153 61%	126 60%	168 60%	122 66%	42 55%	330 66%	187 52%	22 50%	72 77%	133 71%	198 52%	280 64%	364 66%	129 53%	118 57%	207 70%	189 49%	215 67%	179 67%	209 64%	223 55%	179 67%	209 64%	223 55%
390 35		212 40%	178 38%	61 36%	151 40%	178 40%	148 40%	80 39%	34 35%	45 38%	96 39%	83 40%	114 40%	62 34%	35 45%	171 34%	176 48%	22 50%	21 23%	54 29%	180 48%	156 36%	187 34%	113 47%	90 43%	89 30%	195 51%	106 33%	89 33%	120 36%	181 45%	89 33%	120 36%	181 45%

Base True Not true Page 12

Table 12

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. The Liberal Democrats do a good job locally in my area.

Base : All respondents

	_	Gend	er		Age			SEC	G				Region				Vote in	2010		c effe	id knowr oalition - ct on vot LibDem	ting	Li	pinion o bDems i <u>coalition</u> Shou-		sin	of LibDe ce gener election		prev	ed LibDer ious gen elections	eral	pre	ed LibDer evious loc ncil electi	cal
Tota	al <u>N</u>	<u>lale</u>	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
1001	5	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
483 48		263 50%	220 46%	78 46%	169 44%	236 52%	186 51%	92 44%	43 44%	49 42%	132 53%	82 39%	132 47%	102 55%	35 45%	276 55%	140 39%	16 36%	51 55%	110 59%	154 41%	219 50%	303 55%	101 42%	79 38%	182 61%	153 40%	148 46%	136 51%	169 51%	178 44%	136 51%	169 51%	178 44%
518 52		264 50%	254 54%	93 54%	211 56%	214 48%	182 49%	115 56%	54 56%	68 58%	117 47%	127 61%	150 53%	82 45%	42 55%	225 45%	223 61%	28 64%	42 45%	77 41%	224 59%	217 50%	248 45%	141 58%	129 62%	114 39%	231 60%	173 54%	132 49%	160 49%	226 56%	132 49%	160 49%	226 56%

Base True

Not true

Absolutes/col percents

Page 13

Prepared by Populus for Lord Ashcroft

Table 13

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

The Liberal Democrats have sensible policies on the most important issues.

Base : All respondents

	Ge	nder		Age			SEC	3				Region				Vote in	2010		c effe	ad knowr oalition - ct on vot LibDem	-	Li	pinion o bDems i coalition	in	sin	r of LibDe ce gener election		prev	ed LibDer ious gen elections	neral	pre	ed LibDen evious loc ncil electi	al	
Total	Male	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	Shou- Id have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never	
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404	
663 66%	339 64%	324 68%	121 71%	254 67%	288 64%	246 67%	139 67%	69 71%	72 62%	161 65%	148 71%	176 62%	131 71%	47 61%	355 71%	206 57%	27 61%	75 81%	165 88%	203 54%	295 68%	403 73%	143 59%	117 56%	236 80%	197 51%	230 72%	200 75%	219 67%	244 60%	200 75%	219 67%	244 60%	
338 34%	188 36%	150 32%	50 29%	126 33%	162 36%	122 33%	68 33%	28 29%	45 38%	88 35%	61 29%	106 38%	53 29%	30 39%	146 29%	157 43%	17 39%	18 19%	22 12%	175 46%	141 32%	148 27%	99 41%	91 44%	60 20%	187 49%	91 28%	68 25%	110 33%	160 40%	68 25%	110 33%	160 40%	

Base True

Not true

Page 14

Table 14

Base True Not true

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Nick Clegg is doing a good job as Liberal Democrat leader.

Base : All respondents

	Ge	nder		Age			SEC	3				Region				Vote in	1 2010		c effe	ad knowr oalition - ct on vol LibDem	ting	Li	pinion o Dems i <u>coalition</u> Shou- Id		sin	of LibDe ce gener election		prev	d LibDer ious gen elections	neral	pre	ed LibDer evious loo ncil electi	al
Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE		Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	ed for the bet-	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
658 66%	352 67%	306 65%	112 65%	247 65%	299 66%	260 71%	126 61%	62 64%	62 53%	173 69%	149 71%	168 60%	129 70%	39 51%	443 88%	131 36%	23 52%	61 66%	170 91%	121 32%	367 84%	495 90%	86 36%	77 37%	286 97%	99 26%	273 85%	190 71%	214 65%	254 63%	190 71%	214 65%	254 63%
343 34%	175 33%	168 35%	59 35%	133 35%	151 34%	108 29%	81 39%	35 36%	55 47%	76 31%	60 29%	114 40%	55 30%	38 49%	58 12%	232 64%	21 48%	32 34%	17 9%	257 68%	69 16%	56 10%	156 64%	131 63%	10 3%	285 74%	48 15%	78 29%	115 35%	150 37%	78 29%	115 35%	150 37%

Page 15

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Voting Liberal Democrat is the best way to stop my least preferred party winning in my local constituency.

Base : All respondents

	Gen	ider		Age			SEC	3				Region				Vote in	2010		c effe	ad knowr calition ct on vot LibDem	ing	Lil	pinion o Dems i coalition	n	sin	of LibDe ce gener election		prev	d LibDem ious gene elections	eral	pre	d LibDer vious loc icil electi	al
		Fe-								South	Mid-	North		Scot-	Cons- erva-	Lab-	An- other	Did not	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva-	Shou- Id have form- ed coal- ition with Lab-	Shou- ld have stay- ed in oppos	Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al-	Some-	
Total	Male	male	18-34	35-54	55+	AB	<u>C1</u>	C2	DE	East	lands	land	West	land	tive	our	party	vote	ly	ly	e	tives	our	ition	ter	worse	ed	ways	times	Never	ways	times	Never
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
255 25%	129 24%	126 27%	45 26%	98 26%	112 25%	93 25%	50 24%	25 26%	38 32%	61 24%	46 22%	71 25%	59 32%	18 23%	128 26%	76 21%	13 30%	38 41%	62 33%	96 25%	97 22%	144 26%	55 23%	56 27%	76 26%	81 21%	98 31%	77 29%	84 26%	94 23%	77 29%	84 26%	94 23%
746 75%	398 76%	348 73%	126 74%	282 74%	338 75%	275 75%	157 76%	72 74%	79 68%	188 76%	163 78%	211 75%	125 68%	59 77%	373 74%	287 79%	31 70%	55 59%	125 67%	282 75%	339 78%	407 74%	187 77%	152 73%	220 74%	303 79%	223 69%	191 71%	245 74%	310 77%	191 71%	245 74%	310 77%

Table 15

Base True Not true Absolutes/col percents

Table 16

Base True Not true

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. The Liberal Democrats represent a new, fresh approach to politics.

Base : All respondents

	Gen	der		Age			SEG	à				Region				Vote in	2010		c effe	ad knowr oalition - ct on vot LibDem		Lit	pinion o Dems i coalition	n	sind	of LibDe ce gener election		prev	ed LibDer ious gen elections	ieral	pre	ed LibDer evious loo ncil electi	al
		Fe-								South	Mid-	North	Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did	More like-	Less like-	No diff- erenc	Right to join coal-	Shou- Id have form- ed coal- ition with Lab-	Shou- ld have stay- ed in oppos	Chang ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al-	Some-	
Total	Male	male	18-34	35-54	55+	AB	C1	C2	DE	East	lands	land	West	land	tive	our	party	vote	_ly_	ly		tives	our	ition	ter	worse	ed	ways	times	Never	ways	times	Never
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
497 50%	244 46%	253 53%	90 53%	191 50%	216 48%	177 48%	101 49%	46 47%	67 57%	113 45%	114 55%	134 48%	105 57%	31 40%	286 57%	132 36%	19 43%	60 65%	140 75%	112 30%	245 56%	331 60%	91 38%	75 36%	200 68%	118 31%	179 56%	149 56%	166 50%	182 45%	149 56%	166 50%	182 45%
504 50%	283 54%	221 47%	81 47%	189 50%	234 52%	191 52%	106 51%	51 53%	50 43%	136 55%	95 45%	148 52%	79 43%	46 60%	215 43%	231 64%	25 57%	33 35%	47 25%	266 70%	191 44%	220 40%	151 62%	133 64%	96 32%	266 69%	142 44%	119 44%	163 50%	222 55%	119 44%	163 50%	222 55%

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Table 17

Base True Not true

Q8. Here are some reasons that people have given for supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. The Liberal Democrats have clear, decent principles that they try to put into practice.

Base : All respondents

	Ger	nder		Age			SEC	3				Region				Vote in	2010		c effe	ad knowr oalition - ct on vot LibDem	ing	Lil	pinion o bDems i <u>coalition</u> Shou- Id	in	sin	r of LibDe ce gener election		prev	ed LibDer ious gen elections	eral	pre	d LibDen vious loc ncil electio	al
Total	Male	Fe- male_	18-34	35-54	_55+	_ <u>AB_</u>	<u>C1</u>	<u>C2</u>	DE		Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- _ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never_
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
579 58%	305 58%	274 58%	95 56%	218 57%	266 59%	213 58%	123 59%	52 54%	61 52%	147 59%	127 61%	147 52%	113 61%	45 58%	362 72%	134 37%	22 50%	61 66%	156 83%	130 34%	293 67%	414 75%	93 38%	72 35%	244 82%	115 30%	220 69%	171 64%	201 61%	207 51%	171 64%	201 61%	207 51%
422 42%	222 42%	200 42%	76 44%	162 43%	184 41%	155 42%	84 41%	45 46%	56 48%	102 41%	82 39%	135 48%	71 39%	32 42%	139 28%	229 63%	22 50%	32 34%	31 17%	248 66%	143 33%	137 25%	149 62%	136 65%	52 18%	269 70%	101 31%	97 36%	128 39%	197 49%	97 36%	128 39%	197 49%

Absolutes/col percents

Table 18

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Summary

Base : All respondents

	Base	True	Not true
The Liberal Democrats have shown they don't really have any principles, they are just going along with what the Conservatives want in return for some jobs in the government.	1001	452 45%	549 55%
Although they are in government they don't have any real power, so a vote for the Liberal Democrats is really still a wasted vote.	1001	507 51%	494 49%
There are no charismatic figures among the Liberal Democrat leadership.	1001	359 36%	642 64%
Some of their specific policies are wrong and would be damaging to Britain.	1001	573 57%	428 43%
Their policies in general probably don't really add up.	1001	459 46%	542 54%

Table 19

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

The Liberal Democrats have shown they don't really have any principles, they are just going along with what the Conservatives want in return for some jobs in the government.

Base : All respondents

	(Gender		Age			SEC	3				Region				Vote in	2010		co effec	d known oalition - ct on vot LibDem		Lit	pinion of Dems in coalition Shou-		sind	of LibDe ce gener election		previ	d LibDen ious gene elections	eral	pre	d LibDen vious loc ncil electi	al
		Fe-								South	Mid-	North Eng-	Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva-	form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al-	Some-	
_Tota	I Male	<u>male</u>	e <u>18-34</u>	35-54	55+	AB	C1	C2	DE	East	lands	land	West	land	tive	our	party	vote	ly	ly	e	tives	our	ition	ter	worse	ed	ways	times	Never	ways	times	Never
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
452 45				183 6 48%	174 39%	159 43%	98 47%	52 54%	65 56%	98 39%	88 42%	147 52%	71 39%	48 62%	105 21%	274 75%	23 52%	50 54%	35 19%	302 80%	115 26%	105 19%	189 78%	158 76%	30 10%	325 85%	97 30%	114 43%	159 48%	179 44%	114 43%	159 48%	179 44%
549 55		245 % 52		197 52%	276 61%	209 57%	109 53%	45 46%	52 44%	151 61%	121 58%	135 48%	113 61%	29 38%	396 79%	89 25%	21 48%	43 46%	152 81%	76 20%	321 74%	446 81%	53 22%	50 24%	266 90%	59 15%	224 70%	154 57%	170 52%	225 56%	154 57%	170 52%	225 56%

Base True Not true

Prepared by Populus for Lord Ashcroft

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Table 20

Base True Not true

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today.

Although they are in government they don't have any real power, so a vote for the Liberal Democrats is really still a wasted vote.

Base : All respondents

	Ger	nder		Age			SEC	3				Region				Vote in	2010		co effec	d known palition - ct on voti _ibDem		Li	pinion of Dems ir coalition Shou- Id		sind	of LibDe ce gener election		previ	d LibDer ous gen lections	eral	pre	d LibDen vious loc Icil electio	al
		Fe-									Mid-	North Eng-		Scot-	Cons- erva-	Lab-	An- other	Did	More like-	Less like-	No diff- erenc	to join coal- ition with Cons- erva-	have form- ed coal- ition with Lab-	have stay- ed in oppos	ed for the bet-	the	Not chang		Some-			Some-	
Total	Male				55+	AB	<u>C1</u>	C2	DE		lands	land	West	land	tive	our	party	vote	<u>iy</u>	<u>iy</u>	<u>e_</u>	tives	our	ition		worse		ways				times	
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
507 51%	254 48%	253 53%	104 61%	198 52%	205 46%	177 48%	107 52%	57 59%	68 58%	102 41%	114 55%	160 57%	89 48%	42 55%	157 31%	278 77%	22 50%	50 54%	53 28%	297 79%	157 36%	149 27%	193 80%	165 79%	69 23%	306 80%	132 41%	125 47%	154 47%	228 56%	125 47%	154 47%	228 56%
494 49%	273 52%	221 47%	67 39%	182 48%	245 54%	191 52%	100 48%	40 41%	49 42%	147 59%	95 45%	122 43%	95 52%	35 45%	344 69%	85 23%	22 50%	43 46%	134 72%	81 21%	279 64%	402 73%	49 20%	43 21%	227 77%	78 20%	189 59%	143 53%	175 53%	176 44%	143 53%	175 53%	176 44%

Absolutes/col percents

Table 21

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. There are no charismatic figures among the Liberal Democrat leadership.

Base : All respondents

		Gender			Age			SEC	<u>a</u>				Region				Vote in	2010		c effe	ad known oalition - ct on vot LibDem		C	pinion o Dems in oalition Shou-	n	sin	of LibDe ce gener election		prev	d LibDen ious gene elections	eral	pre	ed LibDer evious loc ncil electi	al
Tota	I Mal	Fe ma		8-34	35-54	55+	AB	C1	C2	DE	South	Mid- lands	North	Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did not	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the	Not chang	Al- ways	Some- times	Never		Some- times	Never
1001				171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
359 36	188 % 36	3 17 3% 3	'1 86%	62 36%	147 39%	150 33%	114 31%	82 40%	38 39%	49 42%	83 33%	83 40%	106 38%	53 29%	34 44%	148 30%	167 46%	14 32%	30 32%	41 22%	176 47%	142 33%	150 27%	109 45%	100 48%	64 22%	181 47%	114 36%	91 34%	105 32%	163 40%	91 34%	105 32%	163 40%
642 64)3 64%	109 64%	233 61%	300 67%	254 69%	125 60%	59 61%	68 58%	166 67%	126 60%	176 62%	131 71%	43 56%	353 70%	196 54%	30 68%	63 68%	146 78%	202 53%	294 67%	401 73%	133 55%	108 52%	232 78%	203 53%	207 64%	177 66%	224 68%	241 60%	177 66%	224 68%	241 60%

Base True Not true

Prepared by Populus for Lord Ashcroft

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Table 22

Base True Not true

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Some of their specific policies are wrong and would be damaging to Britain.

Base : All respondents

	Ger	nder		Age			SEC	G				Region				Vote in	2010		c effe	ad known oalition - ct on vot LibDem		Lit	pinion of Dems ir <u>oalition</u> Shou-		sind	of LibDe ce gener election		previ	d LibDen ous gene lections	əral	pre	d LibDen vious loc Icil electio	al
												North	Wales &		Cons-		An-	Did	More	Less	No diff-	Right to join coal-	ld have form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the	Chang - ed for	Not						
Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	Eng- land	South West	Scot- land	erva- tive	Lab- our	other party	not vote	like- ly	like- ly	erenc e	erva- tives	Lab- our	- ition	bet- ter	the worse	- ed	Al- ways	Some- times	Never		Some- times	Never
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
573 57%	314 60%	259 55%	86 50%	218 57%	269 60%	214 58%	107 52%	51 53%	72 62%	137 55%	111 53%	172 61%	110 60%	43 56%	303 60%	203 56%	28 64%	39 42%	85 45%	228 60%	260 60%	313 57%	134 55%	126 61%	158 53%	231 60%	184 57%	149 56%	180 55%	244 60%	149 56%	180 55%	244 60%
428 43%	213 40%	215 45%	85 50%	162 43%	181 40%	154 42%	100 48%	46 47%	45 38%	112 45%	98 47%	110 39%	74 40%	34 44%	198 40%	160 44%	16 36%	54 58%	102 55%	150 40%	176 40%	238 43%	108 45%	82 39%	138 47%	153 40%	137 43%	119 44%	149 45%	160 40%	119 44%	149 45%	160 40%

Absolutes/col percents

Q9. Here are some reasons that people have given for not supporting the Liberal Democrats. Please say in each case whether you think the statement is true, or not true, of the Liberal Democrats today. Their policies in general probably don't really add up.

Base : All respondents

		Gend	ler		Age			SEC	3				Region				Vote in	2010		co effec	ad known oalition - ct on vot LibDem		Lit	pinion of Dems in coalition		sin	of LibDe ce gener election		previ	d LibDen ious gene elections	eral	pre	d LibDen vious loc ncil electio	al
			Fe-								Cauth	Mid	North	Wales &	Cost	Cons-	Lab	An-	Did	More	Less	No diff-	Right to join coal- ition with Cons-	form- ed coal- ition with	Shou- ld have stay- ed in oppos	ed for the		Not chang		6		Al-	C	
_ <u></u>	otal _	Male		18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	Eng- land	South West	Scot- land	erva- tive	our	other party	not vote	like- ly	ly	erenc e	tives	Lab- our	ition	bet- ter	the worse	ed	Al- ways	Some- times	Never		Some- times	Never
10	01	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
4	59 46%	238 45%	221 47%	76 44%	177 47%	206 46%	171 46%	86 42%	46 47%	59 50%	114 46%	80 38%	148 52%	80 43%	37 48%	198 40%	203 56%	24 55%	34 37%	49 26%	224 59%	186 43%	198 36%	138 57%	123 59%	89 30%	239 62%	131 41%	111 41%	149 45%	199 49%	111 41%	149 45%	199 49%
	42 54%	289 55%	253 53%	95 56%	203 53%	244 54%	197 54%	121 58%	51 53%	58 50%	135 54%	129 62%	134 48%	104 57%	40 52%	303 60%	160 44%	20 45%	59 63%	138 74%	154 41%	250 57%	353 64%	104 43%	85 41%	207 70%	145 38%	190 59%	157 59%	180 55%	205 51%	157 59%	180 55%	205 51%

Table 23

Base True Not true Absolutes/col percents

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Summary

Base : All respondents

Table 24

	David Cameron, the Prime <u>Minister</u>	Nick Clegg, the Deputy Prime Minister	Ed Miliband, the Labour leader	George Osborne, the Chancellor	Alan Johnson, the Shadow Chancellor	Vince Cable, the Business Secretary	Chris Huhne, the Energy and Climate Change Secretary	William Hague, the Foreign Secretary	Theresa May, the Home Secretary	lain Duncan Smith, the Work and Pensions Secretary
Base	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
10	70	51	22	24	9	19	8	40	16	45
	7%	5%	2%	2%	1%	2%	1%	4%	2%	4%
9	151	78	21	45	14	54	11	82	37	58
	15%	8%	2%	4%	1%	5%	1%	8%	4%	6%
8	233	180	58	142	48	129	50	186	105	149
	23%	18%	6%	14%	5%	13%	5%	19%	10%	15%
7	106	167	89	150	100	154	94	146	144	133
	11%	17%	9%	15%	10%	15%	9%	15%	14%	13%
6	82	107	105	130	132	132	132	114	129	104
	8%	11%	10%	13%	13%	13%	13%	11%	13%	10%
5	103	111	201	140	193	146	187	114	156	129
	10%	11%	20%	14%	19%	15%	19%	11%	16%	13%
4	71	69	139	79	127	58	77	75	89	89
	7%	7%	14%	8%	13%	6%	8%	7%	9%	9%
3	55	55	132	82	96	60	78	51	73	67
	5%	5%	13%	8%	10%	6%	8%	5%	7%	7%
2	40	51	87	59	48	42	45	49	52	53
	4%	5%	9%	6%	5%	4%	4%	5%	5%	5%
1	72	117	78	81	52	46	45	57	60	74
	7%	12%	8%	8%	5%	5%	4%	6%	6%	7%
Don't know	18	15	69	69	182	161	274	87	140	100
	2%	1%	7%	7%	18%	16%	27%	9%	14%	10%
Mean	6.38	5.76	4.65	5.44	4.89	5.77	5.01	6.03	5.38	5.66
Standard deviation	2.61	2.66	2.19	2.40	1.97	2.23	1.98	2.42	2.24	2.51
Standard error	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.08	0.08	0.08

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. David Cameron, the Prime Minister

Base : &base

Table 25

		Gen	der		Age			SEC	à				Region				Vote in	2010		co effec	ad known oalition - ct on voti LibDem		Lib	oinion of Dems ir oalition		sin	of LibDe ce gener election	al	previ	d LibDem ious gene		previ	LibDem i ious local il election	
					ngo								nogron				1010 11	2010					Right to	Shou- Id	Shou- Id	Chang								
													North	Wales &		Cons-		An-	Did	More	Less	No diff-	coal- ition with	ed coal- ition	have stay- ed in oppos		Chang - ed for	Not chang						
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2			Mid- lands	Eng-	South	Scot- land	erva-	Lab- our	other	not vote	like-		erenc	erva-	Lab-	-	bet-	the	-		Some- times	Never		ome- imes N	ever
Base	1001	527	474	171	380	450	368	207		117	249	209	282	184	77	501	363	44	93	187	378	436		242	208	296	384	321	268	329	404			104
10	70 7%	41 8%	29 6%	11 6%	23 6%	36 8%	23 6%	13 6%	9 9%	9 8%	18 7%	11 5%	19 7%	20 11%	2 3%	63 13%	6 2%	-	1 1%	22 12%	12 3%	36 8%	64 12%	4 2%	2 1%	41 14%	4 1%	25 8%	35 13%	14 4%	21 5%	35 13%	14 4%	21 5%
9	151 15%	87 17%	64 14%	19 11%	43 11%	89 20%	65 18%	22 11%	11 11%	11 9%	43 17%	30 14%	47 17%	26 14%	5 6%	131 26%	12 3%	2 5%	6 6%	40 21%	17 4%	94 22%	140 25%	4 2%	7 3%	86 29%	13 3%	52 16%	51 19%	43 13%	57 14%	51 19%	43	57 14%
8	106 52 54 22 42 42 39 24 9 12 18 24 31 22 11 51 34 10 11 17														62 33%	36 10%	135 31%	192 35%	19 8%	22 11%	106 36%	22 6%	105 33%	51 19%	81 25%	101 25%	51 19%		101 25%					
7	23% 26% 21% 18% 22% 27% 24% 25% 23% 11% 30% 25% 17% 27% 13% 37% 9% 7% 16% 33 106 52 54 22 42 42 39 24 9 12 18 24 31 22 11 51 34 10 11 17 11% 10% 11% 13% 11% 9% 11% 12% 9% 10% 7% 11% 11% 12% 14% 10% 9% 23% 12% 9														17 9%	36 10%	53 12%	65 12%	22 9%	19 9%	27 9%	36 9%	43 13%	32 12%	28 9%	46 11%	32 12%		46 11%					
6	82 8%	44 8%	38 8%	17 10%	35 9%	30 7%	38 10%	16 8%	9 9%	7 6%	17 7%	17 8%	23 8%	16 9%	9 12%	25 5%	41 11%	6 14%	10 11%	16 9%	38 10%	28 6%	35 6%	28 12%	19 9%	16 5%	37 10%	29 9%	11 4%	31 9%	40 10%	11 4%	31	40 10%
5	103 10%	52 10%	51 11%	10% 19 11%	9% 47 12%	37 8%	36 10%	21 10%	9% 10 10%	14 12%	27 11%	20 10%	26 9%	9% 13 7%	12% 17 22%	23 5%	57 16%	7 16%	16 17%	9% 12 6%	62 16%	29 7%	21 4%	36 15%	9% 46 22%	8 3%	69 18%	26 8%	22 8%	9% 46 14%	35 9%	4% 22 8%		35 9%
4	71 7%	31 6%	40 8%	12 7%	32 8%	27 6%	22 6%	18 9%	10 10%	11 9%	18 7%	17 8%	20 7%	11 6%	5 6%	7 1%	42 12%	9 20%	13 14%	7 4%	46 12%	18 4%	10 2%	37 15%	24 12%	3 1%	55 14%	13 4%	23 9%	25 8%	23 6%	23 9%		23 6%
3	55 5%	27 5%	28 6%	11 6%	21 6%	23 5%	11 3%	19 9%	4 4%	10 9%	9 4%	15 7%	18 6%	5 3%	8 10%	4 1%	39	4 9%	8 9%	4 /8 3 2%	35 9%	4%	2 % 7 1%	28 12%	20 10%	4 1%	43 11%	8 2%	9 3%	25 8%	21 5%	9 3%		21 5%
2	40 4%	24 5%	16 3%	6 4%	15 4%	19 4%	14 4%	5 2%	4 4 4%	8 7%	9 4%	8 4%	14 5%	9 5%	-	2	33 9%	2 5%	3 3%	2 /8 3 2%	35 9%	2	2	12 /8 19 8%	19 9%	1	35 9%	4 1%	13 5%	14 4%	13 3%	13 5%		13 3%
1	72 7%	31 6%	41 9%	14 8%	34 9%	24 5%	23 6%	15 7%	9 9%	18 15%	12 5%	10 5%	31 11%	10 5%	9 12%	4 1%	60 17%	-	8 9%	3 2%	57 15%	12 3%	6 1%	38 16%	28 13%	1	66 17%	5 2%	18 7%	15 5%	39 10%	18 7%	15	39 10%
	178	078	378	0 /6	376	576	078	7 70	378	1378	578	J /6	11/0	578	12/0	1 /0	17 /6		370	2 /0	1378	578	170	1078	1378		17 /0	2 /0	7 78	578	1078	7 78	576	1076
Prepared by Populus for Lor	rd Asho	croft																																

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with rease can you rate the following people for their performance on a scale of i to to, where i means terrible and to means excellent.
David Cameron, the Prime Minister

Q10 Please can you rate the following people for their performance on a scale of 1 to 10 where 1 means 'terrible' and 10 means 'excellent'

Base : &base

Table 25

	GenderAge								SI	ΞG				Region				Vote i	<u>n 2010</u>		effe	ad knov coalition ect on vo LibDem	- oting	L	Dpinion ibDems <u>coalitior</u> Shou- Id	in	sir	v of LibD nce gene election	ral	prev	ed LibDer vious gen elections	neral	pre	ed LibDe evious lo Incil elect	ocal
	Tota	al Ma		e-	18-34	35-54	_55+	_ <u>AB</u>	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways		Never
Base	1001	52	27 4	74	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	18 2		3 1%	15 3%	10 6%	6 2%	2	9 2%	2 1%	-	4 3%	3 1%	5 2%	6 2%	3 2%	1 1%	7 1%	8 2%	1 2%	2 2%	2 5 1%	4 1%	12 3%	9 2%	7 3%	2 1%	3 1%	4 1%	11 3%	3 1%	7 2%	8 2%	3 5 1%	7 2%	8 2%
Mean	6.38	6.5	57 6.	.16	6.08	6.06	6.76	6.61	6.18	6.20	5.28	6.74	6.40	6.04	6.78	5.45	8.00	4.50	5.47	5.40	7.55	4.72	7.33	7.89	4.42	4.65	8.14	4.31	7.26	6.72	6.23	6.28	6.72	6.23	6.28
Standard deviation	2.61	2.5	56 2.	.65	2.62	2.63	2.55	2.50	2.57	2.72	2.95	2.46	2.48	2.84	2.53	2.42	1.57	2.47	1.82	2.35	1.98	2.57	2.09	1.66	2.36	2.37	1.48	2.36	1.95	2.73	2.44	2.65	2.73	2.44	2.65
Standard error	0.08	0.1	11 0.	.12	0.21	0.14	0.12	0.13	0.18	0.28	0.28	0.16	0.17	0.17	0.19	0.28	0.07	0.13	0.28	0.25	0.15	0.13	0.10	0.07	0.15	0.17	0.09	0.12	0.11	0.17	0.14	0.13	0.17	0.14	0.13

Absolutes/col percents

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Nick Clegg, the Deputy Prime Minister

Base : &base

Table 26

		Gen	ider		Age			SE	3				Region				Vote in	2010		co effec	d known balition - ct on voti _ibDem	ng	Lib 0	pinion of Dems in oalition Shou-	n	sin	r of LibDe ce gener election	ral	prev	d LibDen ious gene elections	eral	previ	LibDem ious local il electior	I.
			Fe-								South		North	Wales & South	Scot-	Cons- erva-	Lab-	An- other		More like-		No diff-	join coal- ition with Cons-	coal- ition		Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al- S	Some-	
_	Total		male	18-34			_AB_	<u>C1</u>		DE	East	lands	land	West	land	tive	our	party	vote	ly	ly .	e	tives	our	ition	ter	worse	ed	ways	times		<u>ways</u> ti	imes N	
Base 10	1001 51	527 27	474 24	171 8	380 19	450 24	368 18	207 9	97 7	117 8	249 12	209 7	282 16	184 14	77 2	501 41	363 6	44 2	93 2	187 24	378 6	436 21	551 47	242 4	208	296 36	384 3	321 12	268 22	329 15	404 14	268 3 22		404 14
	5%	5%	5%	5%	5%	5%	5%	4%	7%	7%	5%	3%	6%	8%	3%	8%	2%	5%	2%	13%	2%	5%	9%	2%	-	12%	1%	4%	8%	5%	3%	8%	5%	3%
9	78 8%	46 9%	32 7%	9 5%	26 7%	43 10%	28 8%	10 5%	6 6%	8 7%	19 8%	19 9%	22 8%	14 8%	4 5%	61 12%	11 3%	-	6 6%	25 13%	12 3%	41 9%	68 12%	6 2%	4 2%	54 18%	8 2%	16 5%	28 10%	23 7%	27 7%	28 10%	23 7%	27 7%
8	180 18%	101 19%	79 17%	24 14%	58 15%	98 22%	74 20%	31 15%	22 23%	14 12%	53 21%	37 18%	44 16%	40 22%	6 8%	136 27%	23 6%	4 9%	17 18%	50 27%	26 7%	104 24%	156 28%	13 5%	11 5%	95 32%	9 2%	76 24%	53 20%	57 17%	70 17%	53 20%		70 17%
7	167 17%	97 18%	70 15%	30 18%	62 16%	75 17%	60 16%	37 18%	16 16%	12 10%	53 21%	36 17%	36 13%	31 17%	11 14%	112 22%	32 9%	8 18%	15 16%	35 19%	32 8%	100 23%	130 24%	22 9%	15 7%	65 22%	28 7%	74 23%	43 16%	53 16%	71 18%	43 16%	53 16%	71 18%
6	107 11%	47 9%	60 13%	19 11%	48 13%	40	38 10%	22 11%	9 9%	13 11%	19 8%	26 12%	31 11%	17 9%	14 18%	62 12%	30 8%	8 18%	7 8%	20 11%	28 7%	59 14%	58 11%	23 10%	26 13%	18 6%	36 9%	53 17%	35 13%	31 9%	41 10%			41 10%
5	111	59	52	22	44	45	41	26	9	14	31	25	27	17	11	45	42	6	18	19	50	42	47	34	30	18	52	41	23	47	41	23	47	41
4	11% 69	11% 32	11% 37	13% 9	12% 31	10% 29	11% 23	13% 17	9% 7	12% 9	12% 17	12% 19	10% 17	9% 12	14% 4	9% 18	12% 35	14% 8	19% 8	10% 6	13% 42	10% 21	9% 17	14% 25	14% 27	6% 3	14% 43	13% 23	9% 12	14% 28	10% 29	9% 12	14% 28	10% 29
3	7% 55	6% 24	8% 31	5% 6	8% 29	6% 20	6% 19	8% 15	7% 5	8% 9	7% 7	9% 9	6% 23	7% 9	5% 7	4% 10	10% 39	18%	9% 5	3% 3	11% 34	5% 18	3% 8	10% 25	13% 22	1% 2	11% 45	7% 8	4% 12	9% 15	7% 28	4% 12	9% 15	7% 28
	5%	5%	7%	4%	8%	4%	5%	7%	5%	8%	3%	4%	8%	5%	9%	2%	11%	2%	5%	2%	9%	4%	1%	10%	11%	1%	12%	2%	4%	5%	7%	4%	5%	7%
2	51 5%	30 6%	21 4%	11 6%	15 4%	25 6%	14 4%	14 7%	6 6%	6 5%	10 4%	8 4%	15 5%	11 6%	7 9%	6 1%	37 10%	2 5%	6 6%	1 1%	46 12%	4 1%	5 1%	23 10%	23 11%	1	46 12%	4 1%	12 4%	17 5%	22 5%	12 4%	17 5%	22 5%
1	117 12%	64 12%	53 11%	22 13%	45 12%	50 11%	43 12%	23 11%	10 10%	23 20%	25 10%	19 9%	45 16%	17 9%	11 14%	5 1%	100 28%	5 11%	7 8%	2 1%	100 26%	15 3%	7 1%	62 26%	48 23%	1 *	112 29%	4 1%	26 10%	37 11%	54 13%			54 13%
Prepared by Populus for Lord	d Ash	croft																																

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Nick Clegg, the Deputy Prime Minister

Base : &base

Table 26

	GenderAge							SE	G				Region				Vote i	in 2010		eff	nad know coalition ect on vo LibDem	- oting		Dpinion o ibDems <u>coalitior</u> Shou- Id	in	sir	v of LibD nce gene election	ral	prev	ed LibDer rious gen elections	eral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	18-34	35-54	55+	_ <u>AB</u>	C1	C2	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	15 1%	-	15 3%	11 6%	3 1%	1	10 3%	3 1%	-	1 1%	3 1%	4 2%	6 2%	2 1%	-	5 1%	8 2%	-	2 2%	2 5 1%	2 5 1%	11 3%	8 1%	5 2%	2 1%	3 1%	2 1%	10 3%	2 1%	6 2%	7 2%	2 1%	6 2%	7 2%
Mean	5.76	5.83	5.68	5.53	5.61	5.96	5.86	5.46	5.94	5.12	6.05	5.89	5.42	6.07	4.96	7.15	3.91	5.23	5.64	7.36	3.94	6.67	7.24	3.98	3.90	7.78	3.55	6.56	6.23	5.67	5.51	6.23	5.67	5.51
Standard deviation	2.66	2.69	2.62	2.68	2.61	2.68	2.64	2.59	2.70	2.92	2.53	2.48	2.85	2.67	2.56	1.82	2.60	2.33	2.41	1.86	2.58	2.03	1.78	2.52	2.30	1.51	2.33	1.78	2.65	2.60	2.68	2.65	2.60	2.68
Standard error	0.08	0.12	0.12	0.21	0.13	0.13	0.14	0.18	0.27	0.27	0.16	0.17	0.17	0.20	0.29	0.08	0.14	0.35	0.25	0.14	0.13	0.10	0.08	0.16	0.16	0.09	0.12	0.10	0.16	0.14	0.13	0.16	0.14	0.13

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Ed Miliband, the Labour leader

Base : &base

Table 27

		Gen	der		Age			SEG	l				Region				Vote in	2010		cc effec	d known balition - t on votii LibDem		Libi	inion of Dems in Dalition		sinc	of LibDe ce genera		previ	d LibDem ous gene elections		previ	LibDem i ous local l election	
																							Right to join f coal-	form- ed	Shou- Id have stay-	Chang - ed	Chang							
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2			Mid-	North Eng-					An- other party	Did not vote			No diff- erenc	with Cons- erva-	ition with d Lab-	ed in oppos -	for the bet-	the	Not chang - ed		Some-	Never		ome- <u>mes N</u> e	ever
Base	1001	527	474	171	380	450		207				209	282	184	77	501	363	44	93	187					208	296	384	321	268	329	404			.04
10	22 2%	12 2%	10 2%	7 4%	8 2%	7 2%	6 2%	4 2%	2 2%	9 8%	2 1%	3 1%	10 4%	5 3%	2 3%	3 1%	13 4%	-	6 6%	5 3%	11 3%	6 1%	9 2%	10 4%	3 1%	9 3%	12 3%	1 *	10 4%	9 3%	3 1%	10 4%	9 3%	3 1%
9	21 2%	6 1%	15 3%	6 4%	6 2%	9 2%	7 2%	7 3%	2	4 3%	6 2%	3 1%	11 4%	-	1 1%	4 1%	11 3%	2 5%	4 4%	5 3%	11 3%	5 1%	7 1%	8 3%	6 3%	5 2%	14 4%	2 1%	2 1%	8 2%	11 3%	2 1%	8 2%	11 3%
8	58 6%	23 4%	35 7%	19 11%	14 4%	25 6%	19 5%	12 6%	8 8%	12 10%	13 5%	12 6%	19 7%	10 5%	4 5%	13 3%	37 10%	1 2%	7 8%	8 4%	40 11%	10 2%	15 3%	31 13%	12 6%	12 4%	38 10%	8 2%	20 7%	15 5%	23 6%	20 7%	15 5%	23 6%
7	89 9%	39 7%	50 11%	19 11%	30 8%	40 9%	35 10%	18 9%	11 11%	11 9%	23 9%	22 11%	26 9%	14 8%	4 5%	25 5%	52 14%	5 11%	7 8%	14 7%	47 12%	28 6%	30 5%	37 15%	22 11%	21 7%	46 12%	22 7%	25 9%	30 9%	34 8%	25 9%	30 9%	34 8%
6	105 10%	58 11%	47 10%	20 12%	42 11%	43 10%	50 14%	16 8%	8 8%	10 9%	24 10%	20 10%	33 12%	17 9%	11 14%	40 8%	55 15%	3 7%	7 8%	17 9%	45 12%	43 10%	51 9%	35 14%	19 9%	23 8%	49 13%	33 10%	30 11%	23 7%	52 13%	30 11%		52 13%
5	201 20%	99 19%	102 22%	24 14%	92 24%	85 19%	63 17%	40 19%	27 28%	24 21%	49 20%	43 21%	50 18%	39 21%	20 26%	92 18%	79 22%	11 25%	19 20%	26 14%	83 22%	92 21%	106 19%	50 21%	45 22%	51 17%	76 20%	74 23%	54 20%	68 21%	79 20%	54 20%		79 20%
4	139 14%	76 14%	63 13%	14 8%	61 16%	64 14%	50 14%	28 14%	12 12%	19 16%	26 10%	30 14%	33 12%	35 19%	15 19%	73 15%	44 12%	12 27%	10 11%	32 17%	49 13%	58 13%	82 15%	29 12%	28 13%	43 15%	49 13%	47 15%	39 15%	50 15%	50 12%	39 15%		50 12%
3	132 13%	86 16%	46 10%	12 7%	43 11%	77 17%	54 15%	28 14%	3 3%	9 8%	39 16%	32 15%	26 9%	26 14%	9 12%	87 17%	27 7%	6 14%	12 13%	29 16%	32 8%	71 16%	95 17%	10 4%	27 13%	47 16%	31 8%	54 17%	34 13%	49 15%	49 12%	34 13%		49 12%
2	87 9%	57 11%	30 6%	13 8%	27 7%	47 10%	35 10%	20 10%	6 6%	2 2%	29 12%	12 6%	27 10%	16 9%	3 4%	66 13%	13 4%	1 2%	7 8%	18 10%	18 5%	51 12%	66 12%	7 3%	14 7%	32 11%	21 5%	34 11%	24 9%	26 8%	37 9%	24 9%	26 8%	37 9%
1	78 8%	50 9%	28 6%	11 6%	32 8%	35 8%	26 7%	17 8%	10 10%	7 6%	26 10%	15 7%	21 7%	11 6%	5 6%	67 13%	8 2%	1 2%	2 2%	18 10%	24 6%	36 8%	54 10%	7 3%	17 8%	35 12%	22 6%	21 7%	19 7%	22 7%	37 9%	19 7%	22 7%	37 9%
Prepared by Populus for Lor	d Asho	croft																																

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Ed Miliband, the Labour leader

Base : &base

Table 27

	GenderAge							SE	G				Region				Vote i	n 2010		effe	ad know coalition ect on vo LibDem	- oting	L	Dpinion o ibDems <u>coalitior</u> Shou- Id	in	sir	v of LibD ice gene election	ral	prev	ed LibDer rious gen elections	ieral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	_ <u>AB</u>	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang ed for the worse	Not chang _ 	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	69 7%	21 4%	48 10%	26 15%	25 7%	18 4%	23 6%	17 8%	10 10%	10 9%	12 5%	17 8%	26 9%	11 6%	3 4%	31 6%	24 7%	2 5%	12 13%	15 8%	18 5%	36 8%	36 7%	18 7%	15 7%	18 6%	26 7%	25 8%	11 4%	29 9%	29 7%	11 4%	29 9%	29 7%
Mean	4.65	4.35	5.01	5.37	4.58	4.47	4.62	4.60	4.86	5.54	4.36	4.67	4.95	4.54	4.77	3.82	5.62	4.83	5.31	4.41	5.26	4.20	4.11	5.83	4.72	4.26	5.30	4.23	4.78	4.64	4.58	4.78	4.64	4.58
Standard deviation	2.19	2.15	2.18	2.46	2.07	2.14	2.14	2.26	2.18	2.39	2.20	2.08	2.38	2.03	1.97	1.98	2.01	1.74	2.39	2.28	2.20	2.00	2.05	2.04	2.17	2.28	2.23	1.82	2.23	2.18	2.16	2.23	2.18	2.16
Standard error	0.07	0.10	0.11	0.20	0.11	0.10	0.11	0.16	0.23	0.23	0.14	0.15	0.15	0.15	0.23	0.09	0.11	0.27	0.27	0.17	0.12	0.10	0.09	0.14	0.16	0.14	0.12	0.11	0.14	0.13	0.11	0.14	0.13	0.11

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. George Osborne, the Chancellor

Base : &base

Table 28

	-	Geno	der		Age			SEC	à				Region				Vote in	2010		co effec	d known balition - bt on voti LibDem	ng	Lib 	pinion of Dems ir <u>oalition</u> Shou-		sind	of LibDe ce gener election		prev	d LibDen ious gene elections	eral	prev	LibDem ious loca il election	d
													North	Wales &		Cons-		An-				No	join coal- ition with Cons-	form- ed coal- ition with	Shou- Id have stay- ed in oppos	ed for the		Not chang						
	Total N	Male	Fe- male	18-34	35-54	55+	AB	<u>C1</u>	<u>C2</u>			Mid- lands			Scot- land			other party	not vote	like- ly	like- ly			Lab-	-	bet- ter	the worse			Some- times	Never		Some- times <u>N</u>	<u>lever</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
10	24 2%	17 3%	7 1%	5 3%	6 2%	13 3%	6 2%	4 2%	4 4%	2 2%	7 3%	1 *	8 3%	7 4%	1 1%	20 4%	3 1%	1 2%	-	6 3%	7 2%	11 3%	22 4%	2 1%	-	18 6%	2 1%	4 1%	12 4%	5 2%	7 2%	12 4%	5 2%	7 2%
9	45 4%	24 5%	21 4%	7 4%	15 4%	23 5%	18 5%	9 4%	3 3%	5 4%	13 5%	9 4%	10 4%	11 6%	2 3%	35 7%	5 1%	4 9%	1 1%	15 8%	7 2%	23 5%	40 7%	3 1%	2 1%	22 7%	6 2%	17 5%	14 5%	10 3%	21 5%	14 5%	10 3%	21 5%
8	142 14%	76 14%	66 14%	13 8%	41 11%	88 20%	46 13%	28 14%	10 10%	12 10%	40 16%	31 15%	41 15%	26 14%	4 5%	119 24%	15 4%	-	8 9%	42 22%	23 6%	77 18%	128 23%	10 4%	4 2%	77 26%	13 3%	52 16%	48 18%	41 12%	53 13%	48 18%	41 12%	53 13%
7	150 15%	98 19%	52 11%	24 14%	53 14%	73 16%	63 17%	31 15%	15 15%	8 7%	50 20%	37 18%	29 10%	29 16%	5 6%	116 23%	22 6%	4 9%	8 9%	33 18%	27 7%	90 21%	113 21%	13 5%	24 12%	67 23%	25 7%	58 18%	42 16%	53 16%	55 14%	42 16%	53 16%	55 14%
6	130 13%	60 11%	70 15%	27 16%	52 14%	51 11%	48 13%	24 12%	14 14%	19 16%	31 12%	21 10%	35 12%	33 18%	10 13%	76 15%	34 9%	6 14%	14 15%	30 16%	34 9%	66 15%	83 15%	30 12%	17 8%	47 16%	27 7%	56 17%	26 10%	49 15%	55 14%	26 10%	49 15%	55 14%
5	140 14%	72 14%	68 14%	24 14%	70 18%	46 10%	50 14%	28 14%	15 15%	23 20%	37 15%	32 15%	34 12%	20 11%	17 22%	62 12%	52 14%	9 20%	17 18%	18 10%	50 13%	72 17%	66 12%	45 19%	29 14%	30 10%	59 15%	51 16%	36 13%	44 13%	60 15%	36 13%	44 13%	60 15%
4	79 8%	40 8%	39 8%	14 8%	29 8%	36 8%	33 9%	19 9%	7 7%	6 5%	23 9%	17 8%	16 6%	12 7%	11 14%	28 6%	40 11%	4 9%	7 8%	17 9%	38 10%	24 6%	35 6%	24 10%	20 10%	14 5%	41 11%	24 7%	17 6%	36 11%	26 6%	17 6%	36 11%	26 6%
3	82 8%	46 9%	36 8%	8 5%	29 8%	45 10%	22 6%	17 8%	7 7%	11 9%	10 4%	25 12%	25 9%	13 7%	9 12%	8 2%	57 16%	6 14%	11 12%	7 4%	57 15%	18 4%	16 3%	28 12%	38 18%	3 1%	63 16%	16 5%	21 8%	27 8%	34 8%	21 8%	27 8%	34 8%
2	59 6%	37 7%	22 5%	7 4%	21 6%	31 7%	25 7%	11 5%	4 4%	9 8%	11 4%	12 6%	24 9%	8 4%	4 5%	6 1%	40 11%	5 11%	8 9%	-	49 13%	10 2%	6 1%	21 9%	32 15%	1 *	54 14%	4 1%	13 5%	26 8%	20 5%	13 5%	26 8%	20 5%
1	81 8%	44 8%	37 8%	9 5%	36 9%	36 8%	30 8%	17 8%	7 7%	13 11%	16 6%	10 5%	34 12%	12 7%	9 12%	5 1%	68 19%	3 7%	5 5%	4 2%	64 17%	13 3%	7 1%	43 18%	31 15%	3 1%	72 19%	6 2%	23 9%	18 5%	40 10%	23 9%	18 5%	40 10%
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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. George Osborne, the Chancellor

Base : &base

Table 28

		Ge		SE	<u>-G</u>				Region				Vote	in 2010		effe	ad know coalition ect on vo LibDem	- oting	L	Dpinion of ibDems <u>coalition</u> Shou- Id have	in		w of LibE nce gene election	ral	prev	ed LibDe vious ger elections	neral	pre	ed LibDe evious lo ncil elect	cal				
	Total	Male	Fe- _male_	<u>18-34</u>	35-54	_55+_	_ <u>AB</u> _	C1	_C2_	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our_	An- other party	Did not vote	More like-	Less like- _ly	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition with Lab- our	Id have stay- ed in oppos	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	69 7%	13 2%	56 12%	33 19%	28 7%	8 2%	27 7%	19 9%	11 11%	9 8%	11 4%	14 7%	26 9%	13 7%	5 6%	26 5%	27 7%	2 5%	14 15%	15 8%	22 6%	32 7%	35 6%	23 10%	11 5%	14 5%	22 6%	33 10%	16 6%	20 6%	33 8%	16 6%	20 6%	33 8%
Mean	5.44	5.48	5.40	5.58	5.22	5.58	5.42	5.38	5.52	4.94	5.83	5.44	5.09	5.81	4.56	6.73	3.85	4.81	4.81	6.54	4.06	6.19	6.65	4.05	3.83	6.97	3.71	6.13	5.71	5.33	5.35	5.71	5.33	5.35
Standard deviation	2.40	2.45	2.34	2.23	2.34	2.50	2.38	2.40	2.36	2.42	2.28	2.23	2.62	2.36	2.17	1.74	2.24	2.37	2.07	1.92	2.40	1.98	1.84	2.23	2.10	1.69	2.18	1.85	2.53	2.24	2.44	2.53	2.24	2.44
Standard error	0.08	0.11	0.11	0.19	0.12	0.12	0.13	0.17	0.25	0.23	0.15	0.16	0.16	0.18	0.26	0.08	0.12	0.37	0.23	0.15	0.13	0.10	0.08	0.15	0.15	0.10	0.11	0.11	0.16	0.13	0.13	0.16	0.13	0.13

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Alan Johnson, the Shadow Chancellor

Base : &base

Table 29

		Ger	nder		Age			SE	3				Region				Vote in	2010		c effe	id known oalition - ct on voti LibDem		Lib 0	pinion of Dems ir <u>oalition</u> Shou-	n	sin	of LibDe ce gener		prev	d LibDen ious gene elections		prev	l LibDem rious loca cil electio	al
			Fe-								South	Mid-	North	Wales & South		Cons- erva-	Lab-	An- other	Did	More like-		No diff-	Right to join coal- ition with Cons-	ld have form- ed coal- ition		Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		AI- S	Some-	
Base	<u>Total</u> 1001	<u>Male</u> 527	<u>male</u> 474	<u>18-34</u> 171	<u>35-54</u> 380	<u>55+</u> 450	<u>AB</u> 368	<u>C1</u> 207		DE 117	East 249	lands 209	<u>land</u> 282	<u>West</u> 184	<u>land</u> 77	<u>tive</u> 501	<u>our</u> 363	party 44	vote 93	<u>ly</u> 187	<u>ly</u> . 378	e 436		our 242	ition 208	<u>ter</u> 296	worse 384	<u>ed</u> 321	<u>ways</u> 268	times . 329	Never 404	<u>ways</u> 1		Never 404
10	9 1%	4	5 1%	3 2%	2 1%	430 4 1%	2 1%	207 2 1%	2 2%	1 1%	243 2 1%	203 2 1%	3 1%	1 1%	1 1%	5	4 1%	-	-	3 2%	3 1%	430 3 1%	7 1%	-	200 2 1%	6 2%	3 1%	-	6 2%	1	2 *	6 2%	1	2
9	14 1%	6 1%	8 2%	4 2%	5 1%	5 1%	8 2%	3 1%	-	-	3 1%	-	9 3%	-	2 3%	5	8 2%	-	1 1%	6 3%	5 1%	3 1%	6 1%	7 3%	1 *	5 2%	5 1%	4 1%	7 3%	6 2%	1 *	7 3%	6 2%	1 *
8	48 5%	26 5%	22 5%	6 4%	15 4%	27 6%	13 4%	8 4%	2 2%	9 8%	13 5%	9 4%	19 7%	5 3%	2 3%	20 4%	24 7%	4 9%	-	9 5%	21 6%	18 4%	23 4%	13 5%	12 6%	16 5%	22 6%	10 3%	15 6%	13 4%	20 5%	15 6%	13 4%	20 5%
7	100 10%	55 10%	45 9%	17 10%	33 9%	50 11%	40 11%	14 7%	12 12%	11 9%	26 10%	22 11%	29 10%	18 10%	5 6%	36 7%	49 13%	6 14%	9 10%	9 5%	51 13%	40 9%	41 7%	42 17%	17 8%	25 8%	50 13%	25 8%	34 13%	30 9%	36 9%	34 13%	30 9%	36 9%
6	132 13%	74 14%	58 12%	21 12%	50 13%	61 14%	54 15%	28 14%	12 12%	14 12%	38 15%	31 15%	29 10%	27 15%	7 9%	61 12%	54 15%	3 7%	14 15%	28 15%	51 13%	53 12%	73 13%	36 15%	23 11%	39 13%	53 14%	40 12%	42 16%	41 12%	49 12%	42 16%	41 12%	49 12%
5	193 19%		100 21%	31 18%	81 21%	81 18%	60 16%	41 20%	26 27%	23 20%	51 20%	36 17%	52 18%	31 17%	23 30%		74 20%	11 25%	13 14%	28 15%	68 18%	97 22%	109 20%	43 18%	41 20%	59 20%	73 19%	61 19%	37 14%	72 22%	84 21%	37 14%	72 22%	84 21%
4	127 13%	91 17%	36 8%	13 8%	43 11%	71 16%	42 11%	31 15%	5 5%	19 16%	27 11%	25 12%	34 12%	30 16%	11 14%		33 9%	8 18%	15 16%	27 14%	45 12%	55 13%	81 15%	20 8%	26 13%	39 13%	41 11%	47 15%	36 13%	45 14%	46 11%	36 13%	45 14%	46 11%
3	96 10%	67 13%	29 6%	10 6%	31 8%	55 12%	34 9%	21 10%	5 5%	7 6%	21 8%	25 12%	30 11%	16 9%	4 5%		31 9%	2 5%	9 10%	22 12%	43 11%	31 7%	51 9%	22 9%	23 11%	28 9%	38 10%	30 9%	20 7%	36 11%	40 10%	20 7%	36 11%	40 10%
2	48 5%		23 5%	4 2%	22 6%	22 5%	16 4%	8 4%	5 5%	6 5%	14 6%	5 2%	10 4%	14 8%	5 6%		13 4%	2 5%	4 4%	8 4%	23 6%	17 4%	26 5%	7 3%	15 7%	11 4%	22 6%	15 5%	11 4%	14 4%	23 6%	11 4%	14 4%	23 6%
1	52 5%	34 6%	18 4%	5 3%	20 5%	27 6%	27 7%	7 3%	5 5%	5 4%	19 8%	7 3%	14 5%	9 5%	3 4%	38 8%	9 2%	2 5%	3 3%	10 5%	15 4%	27 6%	36 7%	3 1%	13 6%	23 8%	17 4%	12 4%	15 6%	9 3%	28 7%	15 6%	9 3%	28 7%
Prepared by Populus for Lor	rd Ash	croft																																

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Alan Johnson, the Shadow Chancellor

Base : &base

	GenderAge								G				Region				Vote i	n 2010		effe	ad know coalition ect on vo LibDem	- oting	L	Dpinion o ibDems <u>coalition</u> Shou- Id	in		w of LibD nce gene election	eral	prev	ed LibDe vious ger elections	neral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	_ <u>AB</u>	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	182 18%	52 50%	130 27%	57 33%	78 21%	47 10%	72 20%	44 21%	23 24%	22 19%	35 14%	47 22%	53 19%	33 18%	14 18%	87 17%	64 18%	6 14%	25 27%	37 20%	53 14%	92 21%	98 18%	49 20%	35 17%	45 15%	60 16%	77 24%	45 17%	62 19%	75 19%	45 17%	62 19%	75 19%
Mean	4.89	4.73	5.10	5.34	4.80	4.82	4.83	4.86	5.03	4.97	4.83	4.96	5.07	4.62	4.84	4.57	5.35	5.03	4.69	4.85	4.97	4.82	4.73	5.47	4.64	4.87	5.01	4.74	5.20	4.90	4.66	5.20	4.90	4.66
Standard deviation	1.97	1.96	1.97	1.97	1.93	1.99	2.06	1.84	1.95	1.92	2.05	1.82	2.10	1.85	1.89	2.01	1.90	1.87	1.70	2.10	1.97	1.91	1.98	1.78	2.02	2.12	1.98	1.78	2.14	1.79	1.96	2.14	1.79	1.96
Standard error	0.07	0.09	0.11	0.18	0.11	0.10	0.12	0.14	0.23	0.20	0.14	0.14	0.14	0.15	0.24	0.10	0.11	0.30	0.21	0.17	0.11	0.10	0.09	0.13	0.15	0.13	0.11	0.11	0.14	0.11	0.11	0.14	0.11	0.11

Table 29

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Vince Cable, the Business Secretary

Base : &base

Table 30

		Gen	nder	Age				SEG			Region					Vote in 2010				If had known of coalition - effect on voting LibDem			Opinion of LibDems in <u>coalition</u> Shou-			View of LibDems since general election			Voted LibDem in previous general elections		eral	Voted LibDem in previous local council elections		d
													North	Wales &		Cons-		An-	Did	More	1.000	No	Right to join coal- ition with	ld have form- ed coal- ition	have stay- ed in	Chang - ed for the	Chang - ed for	Not chang						
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2			Mid-	Eng-			erva-		other	not			erenc	erva-	Lab-	oppos - ition	bet-	the			Some- times	Never		Some- times <u>N</u>	lever
Base	1001	527	474	171	380	450	368	207		117	249	209	282	184	77	501	363	44			378	436		242	208	296	384	321	268	329	404			404
10	19 2%	16 3%	3 1%	4 2%	6 2%	9 2%	8 2%	2 1%	2 2%	2 2%	2 1%	7 3%	3 1%	4 2%	3 4%	11 2%	6 2%	1 2%	1 1%	7 4%	4 1%	8 2%	17 3%	1	1	13 4%	2 1%	4 1%	7 3%	5 2%	7 2%	7 3%	5 2%	7 2%
9	54 5%	38 7%	16 3%	1 1%	16 4%	37 8%	18 5%	12 6%	3 3%	4 3%	18 7%	9 4%	14 5%	11 6%	2 3%	40 8%	10 3%	2 5%	2 2%	17 9%	11 3%	26 6%	42 8%	9 4%	3 1%	28 9%	7 2%	19 6%	17 6%	16 5%	21 5%	17 6%	16 5%	21 5%
8	129 13%	77 15%	52 11%	11 6%	36 9%	82 18%	48 13%	20 10%	4 4%	7 6%	34 14%	24 11%	38 13%	25 14%	8 10%	92 18%	26 7%	2 5%	9 10%	27 14%	28 7%	74 17%	100 18%	14 6%	15 7%	62 21%	28 7%	39 12%	48 18%	40 12%	41 10%	48 18%	40 12%	41 10%
7	154 15%	94 18%	60 13%	27 16%	52 14%	75 17%	64 17%	31 15%	10 10%	11 9%	47 19%	32 15%	36 13%	31 17%	8 10%	89 18%	47 13%	7 16%	11 12%	32 17%	43 11%	79 18%	103 19%	31 13%	20 10%	54 18%	45 12%	55 17%	32 12%	54 16%	68 17%	32 12%	54 16%	68 17%
6	132 13%	74 14%	58 12%	19 11%	51 13%	62 14%	49 13%	29 14%	13 13%	13 11%	41 16%	24 11%	28 10%	30 16%	9 12%	72 14%	43 12%	6 14%	11 12%	29 16%	50 13%	53 12%	79 14%	29 12%	24 12%	46 16%	43 11%	43 13%	40 15%	44 13%	48 12%	40 15%	44 13%	48 12%
5	146 15%	68 13%	78 16%	26 15%	61 16%	59 13%	51 14%	33 16%	14 14%	23 20%	33 13%	39 19%	40 14%	18 10%	16 21%	66 13%	57 16%	10 23%	13 14%	18 10%	64 17%	64 15%	65 12%	45 19%	36 17%	26 9%	67 17%	53 17%	33 12%	55 17%	58 14%	33 12%	55 17%	58 14%
4	58 6%	35 7%	23 5%	9 5%	23 6%	26 6%	20 5%	11 5%	7 7%	8 7%	17 7%	13 6%	14 5%	10 5%	4 5%	28 6%	23 6%	1 2%	6 6%	12 6%	28 7%	18 4%	27 5%	15 6%	16 8%	10 3%	32 8%	16 5%	12 4%	23 7%	23 6%	12 4%	23 7%	23 6%
3	60 6%	39 7%	21 4%	9 5%	20 5%	31 7%	19 5%	13 6%	4 4%	12 10%	13 5%	11 5%	19 7%	12 7%	5 6%	13 3%	29 8%	5 11%	13 14%	8 4%	35 9%	17 4%	17 3%	16 7%	27 13%	8 3%	40 10%	12 4%	17 6%	18 5%	25 6%	17 6%	18 5%	25 6%
2	42 4%	20 4%	22 5%	7 4%	17 4%	18 4%	13 4%	5 2%	8 8%	10 9%	7 3%	8 4%	16 6%	6 3%	5 6%	6 1%	34 9%	2 5%	:	1 1%	33 9%	8 2%	6 1%	24 10%	12 6%	1 *	34 9%	7 2%	8 3%	12 4%	22 5%	8 3%	12 4%	22 5%
1	46 5%	28 5%	18 4%	6 4%	22 6%	18 4%	19 5%	9 4%	5 5%	6 5%	14 6%	8 4%	17 6%	5 3%	2 3%	7 1%	34 9%	2 5%	3 3%	3 2%	35 9%	8 2%	7 1%	16 7%	23 11%	3 1%	41 11%	2 1%	15 6%	10 3%	21 5%	15 6%	10 3%	21 5%
Prepared by Populus for Lor	rd Asho	croft																																

Page 36
Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Vince Cable, the Business Secretary

Base : &base

Table 30

		Ge	nder		Age			SE	G				Region				Vote i	n 2010		effe	ad know coalition ect on vo LibDem	- oting		Dpinion o ibDems <u>coalitior</u> Shou-	in	sir	v of LibD nce gene election	ral	prev	ed LibDer rious gen elections	eral	pre	d LibDer vious loo ncil electi	cal
	Total	Male	Fe- male	18-34	35-54	_55+	_AB_	_C1_		_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways_	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	161 16%	38 7%	123 26%	52 30%	76 20%	33 7%	59 16%	42 20%	27 28%	21 18%	23 9%	34 16%	57 20%	32 17%	15 19%	77 15%	54 15%	6 14%	24 26%	33 18%	47 12%	81 19%	88 16%	42 17%	31 15%	45 15%	45 12%	71 22%	39 15%	52 16%	70 17%	39 15%	52 16%	70 17%
Mean	5.77	5.90	5.60	5.49	5.51	6.05	5.84	5.73	5.11	4.96	5.88	5.80	5.52	6.05	5.56	6.51	4.89	5.37	5.42	6.52	4.84	6.32	6.58	4.95	4.59	6.90	4.64	6.19	5.97	5.82	5.61	5.97	5.82	5.61
Standard deviation	2.23	2.30	2.11	2.09	2.24	2.22	2.22	2.12	2.29	2.24	2.16	2.19	2.37	2.12	2.22	1.85	2.39	2.17	2.05	1.97	2.31	1.93	1.86	2.24	2.24	1.78	2.27	1.82	2.32	2.07	2.28	2.32	2.07	2.28
Standard error	0.08	0.10	0.11	0.19	0.13	0.11	0.13	0.17	0.27	0.23	0.14	0.17	0.16	0.17	0.28	0.09	0.14	0.35	0.25	0.16	0.13	0.10	0.09	0.16	0.17	0.11	0.12	0.12	0.15	0.12	0.12	0.15	0.12	0.12

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Chris Huhne, the Energy and Climate Change Secretary

Base : &base

Table 31

		Gen	ider		Age			SE	G				Region				Vote in	2010		c effe	ad known oalition - ct on voti LibDem		Lit C	pinion o Dems in coalition Shou-		sin	of LibD ce gene election	ral	prev	d LibDem ious gene elections		prev	I LibDem vious loca cil electio	al
			Fe-								South	Mid-	North	Wales & South		Cons- erva-	Lab-	An- other	Did not	More like-			Right to	ld have form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al- S	Some-	
	Total		male		35-54	55+	_AB_				East	lands	land	West	land	tive	our		vote	ly	<u>ly</u>	е	tives	our	ition	ter	worse			times	Never	ways	times <u>N</u>	
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268		404
10	8 1%	5 1%	3 1%	5 3%	2 1%	1	4 1%	3 1%	1 1%	-	2 1%	2 1%	1	1 1%	2 3%	6 1%	2 1%	-	-	4 2%	2 1%	2	8 1%	-	-	6 2%	-	2 1%	5 2%	2 1%	1	5 2%	2 1%	1
9	11 1%	5 1%	6 1%	2 1%	4 1%	5 1%	4 1%	2 1%	2	-	2 1%	2 1%	3 1%	4 2%	-	8 2%	1 *	-	2 2%	4 2%	2 1%	5 1%	8 1%	3 1%	-	8 3%	2 1%	1 *	5 2%	3 1%	3 1%	5 2%	3 1%	3 1%
8	50 5%	29 6%	21 4%	8 5%	17 4%	25 6%	22 6%	4 2%	4 4%	10 9%	16 6%	7 3%	13 5%	10 5%	4 5%	35 7%	11 3%	2 5%	2 2%	15 8%	8 2%	27 6%	41 7%	7 3%	2 1%	29 10%	8 2%	13 4%	21 8%	12 4%	17 4%	21 8%	12 4%	17 4%
7	94 9%	51 10%	43 9%	10 6%	29 8%	55 12%	31 8%	22 11%	6 6%	10 9%	27 11%	22 11%	27 10%	11 6%	7 9%	63 13%	19 5%	3 7%	9 10%	24 13%	15 4%	55 13%	68 12%	17 7%	9 4%	47 16%	17 4%	30 9%	30 11%	30 9%	34 8%	30 11%	30 9%	34 8%
6	132 13%	86	46 10%	16 9%	52 14%	64 14%	45	30 14%	10 10%	16 14%	34	22 11%	35	33 18%	8 10%	84 17%	30 8%	5 11%	13 14%	28 15%	35 9%	69 16%	94 17%	20 8%	18 9%	48	34 9%	50 16%	40 15%	40 12%	52 13%	40 15%	40 12%	52 13%
5	187 19%	102	85 18%	33 19%	63 17%	91 20%	60 16%	36 17%	20 21%	24 21%	55	41 20%	46	29 16%	16 21%	99 20%	59 16%	12 27%	17 18%	34 18%	70 19%	83 19%	99 18%	45 19%	43 21%	46	72 19%	69 21%	48 18%	68 21%	71 18%	48 18%	68 21%	71 18%
4	77 8%	46	31 7%	8 5%	29 8%	40 9%	27 7%	19 9%	3 3%	6 5%	17 7%	18 9%	19 7%	17 9%	6 8%	34 7%	33 9%	4 9%	6 6%	12 6%	36 10%	29 7%	39 7%	19 8%	19 9%	17 6%	36 9%	24 7%	22 8%	26 8%	29 7%	22 8%	26 8%	29 7%
3	78 8%	43	35 7%	11 6%	28 7%	39 9%	27	15 7%	10 10%	12 10%	17 7%	12 6%	30 11%	13 7%	6 8%	28 6%	39 11%	3 7%	8 9%	8 4%	44 12%	26 6%	29 5%	22 9%	27 13%	17 6%	49 13%	12 4%	14 5%	30 9%	34 8%	14 5%	30 9%	34 8%
2	45 4%	27	18 4%	4 2%	19 5%	22 5%	18 5%	9 4%	6 6%	2 2%	9	11 5%	18	5 3%	2 3%	7 1%	32 9%	-	6 6%	2 1%	36 10%	7 2%	5 1%	20 8%	20 10%	1	34 9%	10 3%	10 4%	13 4%	22 5%	10 4%	13 4%	22 5%
1	45 4%	31	14 3%	5 3%	23 6%	17 4%	15 4%	9 4%	5 5%	11 9%	9 4%	9 4%	17 6%	3 2%	7 9%	9 2%	31 9%	3 7%	2 2%	2 1%	34 9%	9 2%	10 2%	18 7%	17 8%	3 1%	37 10%	5 2%	15 6%	10 3%	20 5%	15 6%	10 3%	20 5%
Prepared by Populus for Lor	rd Ash	croft																																

Page 38

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Chris Huhne, the Energy and Climate Change Secretary

Base : &base

		Ge	nder		Age			SE	G				Region				Vote i	n 2010		effe	ad know coalition ect on vo LibDem	- ting	L	Dpinion o ibDems <u>coalitior</u> Shou-	in		w of LibD nce gene election	ral	prev	ed LibDer ious gen elections	eral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	_ <u>AB</u>	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	274 27%	102 19%	172 36%	69 40%	114 30%	91 20%	115 31%	58 28%	32 33%	26 22%	61 24%	63 30%	73 26%	58 32%	19 25%	128 26%	106 29%	12 27%	28 30%	54 29%	96 25%	124 28%	150 27%	71 29%	53 25%	74 25%	95 25%	105 33%	58 22%	95 29%	121 30%	58 22%	95 29%	121 30%
Mean	5.01	4.96	5.08	5.30	4.82	5.06	5.06	4.98	4.66	4.85	5.21	4.96	4.73	5.29	4.86	5.62	4.16	4.84	4.95	5.86	4.07	5.49	5.68	4.37	3.97	6.01	4.02	5.30	5.32	4.97	4.81	5.32	4.97	4.81
Standard deviation Standard error	1.98 0.07	2.01 0.10	1.94 0.11	2.10 0.21	2.04 0.13	1.89 0.10	2.06 0.13	1.95 0.16	2.03 0.25	2.09 0.22	1.89 0.14	1.97 0.16	2.07 0.14	1.81 0.16	2.22 0.29	1.75 0.09	2.04 0.13	1.78 0.31	1.87 0.23	1.78 0.15	1.97 0.12	1.73 0.10	1.76 0.09	2.04 0.16	1.78 0.14	1.77 0.12	1.92 0.11	1.64 0.11	2.12 0.15	1.84 0.12	1.96 0.12			1.96 0.12

Table 31

Absolutes/col percents

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. William Hague, the Foreign Secretary

Base : &base

Table 32

		Gene	der		Age			SEC	à			I	Region				Vote in	2010		cc effec	d known balition - t on votir ibDem	ng	Libi	inion of Dems in <u>palition</u> Shou-		sin	of LibDe ce gener election		prev	d LibDem ious gene elections		previ	LibDem ious local il electior	
			5.								Quality		North	Wales		Cons-	Lak	An-			Less	No diff-	join f coal- ition with Cons-	coal- ition with	ld have stay- ed in oppos	ed for the	Chang ed for	Not chang		0				
	Total	Male	Fe- male	18-34	35-54	55+	AB	<u>C1</u>	<u>C2</u>						Scot- land			other party	not vote	like- ly	like- (Lab- our	ition	bet- ter	the worse	ed		Some- times	Never	Al- S ways t	imes <u>N</u>	ever
Base	1001	527	474	171	380	450		207				209	282	184	77	501	363	44	93						208	296	384	321	268	329	404		329	404
10	40 4%	22 4%	18 4%	10 6%	9 2%	21 5%	18 5%	6 3%	3 3%	4 3%	10 4%	8 4%	11 4%	9 5%	2 3%	35 7%	5 1%	-	-	11 6%	6 2%	23 5%	34 6%	4 2%	2 1%	26 9%	2 1%	12 4%	18 7%	6 2%	16 4%	18 7%	6 2%	16 4%
9	82 8%	51 10%	31 7%	5 3%	19 5%	58 13%	32 9%	13 6%	3 3%	3 3%	28 11%	17 8%	22 8%	13 7%	2 3%	71 14%	8 2%	1 2%	2 2%	24 13%	17 4%	41 9%	72 13%	3 1%	7 3%	48 16%	6 2%	28 9%	28 10%	20 6%	34 8%	28 10%	20 6%	34 8%
8	186 19%	117 22%	69 15%	16 9%	71 19%	99 22%	79 21%	33 16%	16 16%	6 5%	49 20%	51 24%	48 17%	30 16%	8 10%	148 30%	28 8%	3 7%	7 8%	50 27%	30 8%	106 24%	149 27%	20 8%	17 8%	83 28%	28 7%	75 23%	44 16%	59 18%	83 21%	44 16%		83 21%
7	146 15%	77 15%	69 15%	23 13%	52 14%	71 16%	49 13%	37 18%	13 13%	15 13%	42 17%	19 9%	50 18%	27 15%	8 10%	87 17%	38 10%	7 16%	14 15%	30 16%	40 11%	76 17%	98 18%	26 11%	22 11%	45 15%	40 10%	61 19%	33 12%	58 18%	55 14%	33 12%	58 18%	55 14%
6	114 11%	60 11%	54 11%	20 12%	48 13%	46 10%	42 11%	24 12%	10 10%	16 14%	28 11%	21 10%	21 7%	30 16%	14 18%	54 11%	42 12%	5 11%	13 14%	25 13%	39 10%	50 11%	66 12%	31 13%	17 8%	34 11%	39 10%	41 13%	23 9%	45 14%	46 11%	23 9%	45 14%	46 11%
5	114 11%	57 11%	57 12%	23 13%	48 13%	43 10%	37 10%	25 12%	15 15%	17 15%	25 10%	21 10%	35 12%	17 9%	16 21%	47 9%	46 13%	10 23%	11 12%	16 9%	50 13%	48 11%	48 9%	27 11%	39 19%	20 7%	57 15%	37 12%	33 12%	44 13%	37 9%	33 12%	44 13%	37 9%
4	75 7%	33 6%	42 9%	13 8%	32 8%	30 7%	25 7%	16 8%	6 6%	17 15%	13 5%	18 9%	21 7%	17 9%	6 8%	11 2%	48 13%	6 14%	10 11%	8 4%	52 14%	15 3%	20 4%	29 12%	26 13%	14 5%	50 13%	11 3%	22 8%	23 7%	30 7%	22 8%	23 7%	30 7%
3	51 5%	31 6%	20 4%	10 6%	16 4%	25 6%	14 4%	11 5%	3 3%	8 7%	12 5%	11 5%	18 6%	6 3%	4 5%	9 2%	31 9%	2 5%	9 10%	8 4%	32 8%	11 3%	8 1%	24 10%	19 9%	4 1%	36 9%	11 3%	13 5%	19 6%	19 5%	13 5%	19 6%	19 5%
2	49 5%	22 4%	27 6%	11 6%	18 5%	20 4%	17 5%	10 5%	8 8%	8 7%	8 3%	10 5%	18 6%	9 5%	4 5%	1 *	42 12%	2 5%	4 4%	-	40 11%	9 2%	3 1%	28 12%	18 9%	-	43 11%	6 2%	14 5%	14 4%	21 5%	14 5%	14 4%	21 5%
1	57 6%	33 6%	24 5%	7 4%	26 7%	24 5%	15 4%	13 6%	8 8%	12 10%	12 5%	12 6%	19 7%	7 4%	7 9%	9 2%	40 11%	3 7%	5 5%	4 2%	42 11%	11 3%	11 2%	24 10%	22 11%	3 1%	50 13%	4 1%	17 6%	13 4%	27 7%	17 6%	13 4%	27 7%
Prepared by Populus for Lor	d Asho	croft																																

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. William Hague, the Foreign Secretary

Base : &base

		Ge	nder		Age			SE	EG				Region				Vote	in 2010		effe	nad know coalition ect on vo LibDem	- oting	L Right	Dpinion o ibDems <u>coalitior</u> Shou- Id	in 1	sir	w of LibD nce gene election	eral	prev	ed LibDer rious gen elections	eral	pre	ed LibDe evious lo ncil elect	ocal
	_Total	Male	Fe- _male_	<u>18-34</u>	35-54	_55+_	_ <u>AB_</u>	_ <u>C1_</u>	_C2_	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- _ways_	Some- times	Never	Al- ways_	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	87 9%	24 5%	63 13%	33 19%	41 5 11%	13 3%	40 11%	19 9%	12 12%	11 9%	22 9%	21 10%	19 7%	19 10%	6 8%	29 6%	35 10%	5 11%	18 19%	11 6%	30 8%	46 11%	42 8%	26 11%	19 9%	19 6%	33 9%	35 11%	23 9%	28 9%	36 9%	23 9%	28 9%	36 9%
Mean	6.03	6.17	5.86	5.65	5.78	6.34	6.31	5.85	5.51	4.92	6.37	6.07	5.84	6.13	5.25	7.25	4.58	5.10	5.13	6.97	4.72	6.77	7.12	4.62	4.70	7.39	4.39	6.72	6.08	5.97	6.04	6.08	5.97	6.04
Standard deviation	2.42	2.44	2.39	2.40	2.37	2.43	2.36	2.37	2.50	2.37	2.33	2.49	2.51	2.29	2.28	1.81	2.37	2.02	2.09	1.97	2.45	2.05	1.87	2.36	2.33	1.79	2.30	1.90	2.59	2.18	2.50	2.59	2.18	2.50
Standard error	0.08	0.11	0.12	0.20	0.13	0.12	0.13	0.17	0.27	0.23	0.15	0.18	0.15	0.18	0.27	0.08	0.13	0.32	0.24	0.15	0.13	0.10	0.08	0.16	0.17	0.11	0.12	0.11	0.17	0.13	0.13	0.17	0.13	0.13

Table 32

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Theresa May, the Home Secretary

Base : &base

Table 33

		Gen	ider		Age			SEC	à			F	Region				Vote in	2010		cc effec	d known balition - t on votii _ibDem	ng	Lib	binion of Dems in <u>balition</u> Shou-		sind	of LibDe ce gener election		previo	I LibDem ous gene lections		previ	LibDem ous local il electior	l .
			Fe-									Mid-	North Eng-		Scot-			An- other	not	like-	like-	No diff- erenc	to join coal- ition with Cons- erva-	coal- ition with Lab-	ld have stay- ed in oppos	ed for the bet-	the	Not chang		Some-			iome-	
Base	<u>Total</u> 1001	<u>Male</u> 527	<u>male</u> 474	<u>18-34</u> 171	<u>35-54</u> 380	<u>55+</u> 450	<u>AB</u> . 368	<u>C1</u> 207			East _	lands . 209	land	West _	land . 77	<u>tive</u> . 501	<u>our</u> 363	party	<u>vote</u> 93	<u>ly</u> . 187		<u>e</u> 436				<u>ter</u> 296	worse 384	<u>ed</u> 321	<u>ways</u> _	times 1 329	<u>vever</u> 404		<u>imes N</u> 329 4	<u>lever</u> 404
10	16 2%	13 2%	3 1%	6 4%	6 2%	4	6 2%	3 1%	4 4%	2 2%	2 1%	4 2%	6 2%	3 2%	1 1%	14 3%	2 1%	-	-	5 3%	6 2%	5 1%	15 3%	1	-	12 4%	1	3 1%	9 3%	4 1%	3 1%	9 3%	4 1%	3 1%
9	37 4%	23 4%	14 3%	3 2%	10 3%	24 5%	14 4%	5 2%	2 2%	4 3%	12 5%	5 2%	12 4%	7 4%	1 1%	30 6%	6 2%	-	1 1%	14 7%	6 2%	17 4%	30 5%	4 2%	3 1%	20 7%	5 1%	12 4%	16 6%	7 2%	14 3%	16 6%	7 2%	14 3%
8	105 10%	61 12%	44 9%	10 6%	25 7%	70 16%	42 11%	20 10%	3 3%	5 4%	28 11%	24 11%	33 12%	18 10%	2 3%	89 18%	11 3%	1 2%	4 4%	24 13%	19 5%	62 14%	88 16%	10 4%	7 3%	51 17%	14 4%	40 12%	32 12%	30 9%	43 11%	32 12%		43 11%
7	144 14%	78 15%	66 14%	16 9%	49 13%	79 18%	57 15%	27 13%	12 12%	13 11%	40 16%	29 14%	38 13%	28 15%	9 12%	110 22%	23 6%	2 5%	9 10%	38 20%	24 6%	82 19%	115 21%	12 5%	17 8%	61 21%	23 6%	60 19%	45 17%	43 13%	56 14%	45 17%	43 13%	56 14%
6	129 13%	76 14%	53 11%	19 11%	52 14%	58 13%	55 15%	27 13%	13 13%	7 6%	41 16%	24 11%	23 8%	30 16%	11 14%	84 17%	33 9%	4 9%	8 9%	30 16%	31 8%	68 16%	88 16%	22 9%	19 9%	46 16%	33 9%	50 16%	21 8%	49 15%	59 15%	21 8%	49 15%	59 15%
5	156 16%	84 16%	72 15%	30 18%	60 16%	66 15%	54 15%	29 14%	13 13%	26 22%	34 14%	35 17%	45 16%	25 14%	17 22%	64 13%	68 19%	12 27%	12 13%	20 11%	72 19%	64 15%	72 13%	43 18%	41 20%	35 12%	65 17%	56 17%	44 16%	59 18%	53 13%	44 16%	59 18%	53 13%
4	89 9%	42 8%	47 10%	12 7%	37 10%	40 9%	26 7%	19 9%	7 7%	12 10%	17 7%	21 10%	23 8%	14 8%	14 18%	23 5%	41 11%	9 20%	16 17%	15 8%	43 11%	31 7%	34 6%	32 13%	23 11%	22 7%	49 13%	18 6%	30 11%	24 7%	35 9%	30 11%	24 7%	35 9%
3	73 7%	43 8%	30 6%	11 6%	26 7%	36 8%	22 6%	18 9%	9 9%	7 6%	17 7%	12 6%	25 9%	12 7%	7 9%	10 2%	45 12%	6 14%	12 13%	6 3%	50 13%	17 4%	13 2%	28 12%	32 15%	6 2%	54 14%	13 4%	10 4%	37 11%	26 6%	10 4%	37 11%	26 6%
2	52 5%	30 6%	22 5%	6 4%	24 6%	22 5%	20 5%	9 4%	6 6%	9 8%	11 4%	11 5%	18 6%	9 5%	3 4%	9 2%	36 10%	2 5%	5 5%	5 3%	40 11%	7 2%	10 2%	22 9%	20 10%	3 1%	42 11%	7 2%	12 4%	17 5%	23 6%	12 4%	17 5%	23 6%
1	60 6%	36 7%	24 5%	7 4%	29 8%	24 5%	19 5%	14 7%	6 6%	15 13%	16 6%	14 7%	19 7%	6 3%	5 6%	9 2%	46 13%	2 5%	3 3%	2 1%	44 12%	14 3%	10 2%	27 11%	23 11%	3 1%	52 14%	5 2%	18 7%	15 5%	27 7%	18 7%	15 5%	27 7%
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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Theresa May, the Home Secretary

Base : &base

Table 33

		Ge	nder		Age			SE	G				Region				Vote i	n 2010		effe	ad know coalition ect on vo LibDem	- oting	L	Dpinion o ibDems i <u>coalition</u> Shou- Id	in	sin	v of LibD nce gene election	ral	prev	ed LibDer ious gen elections	eral	pre	ed LibDer evious loo ncil electi	cal
	Total	Male	Fe- male	<u>18-34</u>	<u>35-54</u>	55+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	140 14%	41 8%	99 21%	51 30%	62 16%	27 6%	53 14%	36 17%	22 23%	17 15%	31 12%	30 14%	40 14%	32 17%	7 9%	59 12%	52 14%	6 14%	23 25%	28 15%	43 11%	69 16%	76 14%	41 17%	23 11%	37 13%	46 12%	57 18%	31 12%	44 13%	65 16%	31 12%	44 13%	65 16%
Mean	5.38	5.43	5.32	5.36	5.06	5.63	5.56	5.22	5.09	4.61	5.53	5.34	5.30	5.62	4.81	6.48	4.11	4.37	4.64	6.31	4.26	6.01	6.36	4.18	4.17	6.57	3.98	6.02	5.67	5.22	5.32	5.67	5.22	5.32
Standard deviation Standard error	2.24 0.08	2.32 0.11	2.15 0.11	2.20 0.20	2.25 0.13	2.22 0.11	2.21 0.12	2.25 0.17	2.36 0.27	2.39 0.24	2.23 0.15	2.26 0.17	2.39 0.15	2.11 0.17	1.91 0.23	1.83 0.09	2.13 0.12	1.55 0.25	1.88 0.22	1.93 0.15	2.23 0.12	1.93 0.10	1.87 0.09	2.11 0.15	2.05 0.15	1.82 0.11	2.09 0.11	1.81 0.11	2.37 0.15		2.25 0.12		2.10 0.12	2.25 0.12

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Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Iain Duncan Smith, the Work and Pensions Secretary

Base : &base

Table 34

		Ger	nder		Age			SEC	3			F	Region				Vote in	2010		cc effec	d known balition - t on votii .ibDem		Libl	inion of Dems in <u>alition</u> Shou-		sin	of LibDe ce gener election	al	previ	d LibDem ous gene lections	eral	previ	ibDem in ous local election	
			Fe-								South		North	Wales & South		Cons- erva-	Lab-	An- other		More like-		No diff-	Right to I join f coal- ition o with Cons-	Id nave orm- ed coal- ition	ld (have stay- ed in oppos	Chang ed for the bet-	Chang - ed for the	Not chang	Al-	Some-		Al- S	ome-	
	Total	Male	male	18-34	35-54	55+	AB	<u>C1</u>							land				vote	ly	ly	е	tives	our				ed		times	Never		mes Ne	<u>əver</u>
1	1001	527	474	171	380	450		207		117		209	282	184	77	501	363	44	93	187		436				296	384	321	268	329				104
	45 4%	32 6%	13 3%	6 4%	11 3%	28 6%	17 5%	8 4%	3 3%	3 3%	16 6%	7 3%	11 4%	9 5%	2 3%	40 8%	4 1%	1 2%	-	11 6%	7 2%	27 6%	39 7%	3 1%	3 1%	29 10%	3 1%	13 4%	19 7%	10 3%	16 4%	19 7%	10 3%	16 4%
	58 6%	33 6%	25 5%	5 3%	12 3%	41 9%	20 5%	9 4%	2 2%	1 1%	19 8%	12 6%	18 6%	8 4%	1 1%	48 10%	8 2%	-	2 2%	18 10%	7 2%	33 8%	53 10%	2 1%	3 1%	30 10%	5 1%	23 7%	26 10%	13 4%	19 5%	26 10%	13 4%	19 5%
	149 15%	93 18%	56 12%	11 6%	52 14%	86 19%	59 16%	31 15%	9 9%	11 9%	43 17%	32 15%	38 13%	30 16%	6 8%	114 23%	23 6%	4 9%	8 9%	42 22%	35 9%	72 17%	117 21%	16 7%	16 8%	64 22%	29 8%	56 17%	38 14%	50 15%	61 15%	38 14%	15%	61 15%
	133 13%	79 15%	54 11%	16 9%	44 12%	73 16%	54 15%	22 11%	16 16%	8 7%	32 13%	32 15%	32 11%	27 15%	10 13%	90 18%	24 7%	8 18%	11 12%	26 14%	31 8%	76 17%	102 19%	18 7%	13 6%	58 20%	26 7%	49 15%	34 13%	44 13%	55 14%	34 13%		55 14%
	104 10%	67 13%	37 8%	20 12%	38 10%	46 10%	43 12%	19 9%	8 8%	12 10%	27 11%	14 7%	30 11%	22 12%	11 14%	58 12%	34 9%	3 7%	9 10%	17 9%	34 9%	53 12%	65 12%	19 8%	20 10%	34 11%	28 7%	42 13%	19 7%	41 12%	44 11%	19 7%		44 11%
	129 13%	51 10%	78 16%	31 18%	56 15%	42 9%	43 12%	32 15%	14 14%	26 22%	34 14%	27 13%	32 11%	27 15%	9 12%	62 12%	52 14%	6 14%	9 10%	30 16%	34 9%	65 15%	65 12%	36 15%	28 13%	32 11%	49 13%	48 15%	40 15%	43 13%	46 11%	40 15%		46 11%
	89 9%	39 7%	50 11%	11 6%	43 11%	35 8%	34 9%	23 11%	8 8%	8 7%	20 8%	22 11%	24 9%	11 6%	12 16%	24 5%	44 12%	8 18%	13 14%	12 6%	51 13%	26 6%	28 5%	28 12%	33 16%	14 5%	54 14%	21 7%	22 8%	34 10%	33 8%	22 8%	34 10%	33 8%
	67 7%	37 7%	30 6%	11 6%	26 7%	30 7%	16 4%	14 7%	8 8%	9 8%	10 4%	15 7%	25 9%	12 7%	5 6%	9 2%	47 13%	-	11 12%	7 4%	49 13%	11 3%	14 3%	24 10%	29 14%	8 3%	47 12%	12 4%	18 7%	20 6%	29 7%	18 7%	20 6%	29 7%
	53 5%	24 5%	29 6%	8 5%	25 7%	20 4%	25 7%	7 3%	4 4%	8 7%	11 4%	12 6%	18 6%	6 3%	6 8%	3 1%	41 11%	3 7%	6 6%	2 1%	44 12%	7 2%	2	30 12%	21 10%	1	44 11%	8 2%	14 5%	15 5%	24 6%	14 5%		24 6%
	74 7%	43 8%	31	12 7%	31	31 7%	17	19 9%	10 10%	19 16%	16	12 6%	24	13	9	11	49 13%	6 14%	8	5 3%	54 14%	15		34 14%	27 13%	5 2%	64 17%	5	20	22	32	20	22	32 8%
	1%	8%	7%	7%	8%	1%	5%	9%	10%	10%	6%	0%	9%	7%	12%	2%	13%	14%	9%	3%	14%	3%	2%	14%	13%	2%	17%	2%	7%	7%	8%	7%	7%	8%
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Absolutes/col percents

Prepa

Q10. Please can you rate the following people for their performance on a scale of 1 to 10, where 1 means 'terrible' and 10 means 'excellent'. Iain Duncan Smith, the Work and Pensions Secretary

Base : &base

Table 34

		Ge	nder		Age			SE	G				Region				Vote i	n 2010			nad know coalition ect on vo LibDem	- oting	L	Dpinion o ibDems <u>coalitior</u> Shou- Id	n	sir	w of LibD nce gene election	ral	prev	ed LibDer rious gen elections	ieral	pre	ed LibDe evious lo ncil elect	ocal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	C2	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Don't know	100 10%	29 6%	71 15%	40 23%	42 5 11%	18 4%	40 11%	23 11%	15 15%	12 10%	21 8%	24 11%	30 11%	19 10%	6 8%	42 8%	37 10%	5 11%	16 17%	17 9%	32 8%	51 12%	53 10%	32 13%	15 7%	21 7%	35 9%	44 14%	18 7%	37 11%	45 11%	18 7%	37 11%	45 11%
Mean	5.66	5.88	5.39	5.23	5.27	6.10	5.87	5.46	5.17	4.56	6.05	5.65	5.44	5.84	4.82	6.91	4.22	4.87	4.71	6.59	4.33	6.45	6.83	4.16	4.27	7.01	4.04	6.36	5.88	5.60	5.56	5.88	5.60	5.56
Standard deviation	2.51	2.56	2.42	2.36	2.43	2.54	2.40	2.49	2.47	2.47	2.49	2.44	2.59	2.42	2.39	1.98	2.32	2.44	2.26	2.14	2.47	2.15	2.00	2.33	2.29	1.97	2.33	2.04	2.64	2.36	2.52	2.64	2.36	2.52
Standard error	0.08	0.11	0.12	0.21	0.13	0.12	0.13	0.18	0.27	0.24	0.17	0.18	0.16	0.19	0.28	0.09	0.13	0.39	0.26	0.16	0.13	0.11	0.09	0.16	0.16	0.12	0.12	0.12	0.17	0.14	0.13	0.17	0.14	0.13

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Q11. Thinking about the coalition government between the Conservatives and the Liberal Democrats, from what you have seen or heard, how much influence do you think Nick Clegg and the Liberal Democrats have when it comes to deciding the policies and direction of the coalition government? Do you think they have:

Base : All respondents

Table 35

			0	iender		Age			SE	G				Region				Vote in	<u>n 2010</u>		c effe	ad know coalition ct on vc <u>LibDem</u>	ting	Li	Dpinion of ibDems <u>coalition</u> Shou- Id have form- ed coal-	in 1 Shou-	sir	w of LibD nce gene election Chang	ral	prev	ed LibDer vious gen elections	neral	pr	ed LibDe evious lo ncil elec	ocal
		Tota	I_Male	Fe- male	18-34	35-54	_55+_	_ <u>AB_</u>	C1	C2	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	with Cons- erva- tives	ition with Lab- our	ed in oppos - ition	for the bet- ter	ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
A great deal of influence	(4	29) 3'		10 6 29	7 6 4%	13 3%	9 2%	12 3%	3 1%	3 3%	4 3%	5 2%	5 2%	8 3%	8 4%	3 4%	22 4%	5 1%	1 2%	1 1%	9 5%	7 2%	13 3%	28 5%	1 *	-	25 8%	-	4 1%	17 6%	4 1%	8 2%	17 6%	4 1%	8 2%
Quite a substantial influence	(3	433) 43'		183 6 39%	53 6 31%	145 38%	235 52%	160 43%	81 39%	37 38%	42 36%	124 50%	96 46%	105 37%	89 48%	19 25%	332 66%	61 17%	12 27%	28 30%	119 64%	54 14%	260 60%	367 67%	38 16%	28 13%	224 76%	37 10%	172 54%	122 46%	150 46%	161 40%	122 46%	150 46%	161 40%
Not very much influence	(2	442) 44		230 6 49%	95 56%	184 48%	163 36%	167 45%	105 51%	47 48%	45 38%	103 41%	95 45%	128 45%	76 41%	40 52%	141 28%	225 62%	25 57%	51 55%	57 30%	240 63%	145 33%	148 27%	159 66%	135 65%	47 16%	256 67%	139 43%	106 40%	148 45%	188 47%	106 40%	148 45%	188 47%
No real influence at all	(1	97) 10'		51 6 11%	16 6 9%	38 10%	43 10%	29 8%	18 9%	10 10%	26 22%	17 7%	13 6%	41 15%	11 6%	15 19%	6 1%	72 20%	6 14%	13 14%	2 1%	77 20%	18 4%	8 1%	44 18%	45 22%	-	91 24%	6 2%	23 9%	27 8%	47 12%	23 9%	27 8%	47 12%
Mean		2.39	2.46	2.32	2.30	2.35	2.47	2.42	2.33	2.34	2.21	2.47	2.44	2.28	2.51	2.13	2.74	2.00	2.18	2.18	2.72	1.98	2.61	2.75	1.98	1.92	2.93	1.86	2.54	2.50	2.40	2.32	2.50	2.40	2.32
Standard deviation		0.70	0.70	0.69	0.69	0.71	0.69	0.68	0.65	0.71	0.83	0.65	0.65	0.74	0.68	0.77	0.55	0.65	0.69	0.67	0.57	0.65	0.62	0.56	0.60	0.59	0.49	0.56	0.56	0.74	0.66	0.70	0.74	0.66	0.70
Standard error		0.02	0.03	0.03	0.05	0.04	0.03	0.04	0.05	0.07	0.08	0.04	0.04	0.04	0.05	0.09	0.02	0.03	0.10	0.07	0.04	0.03	0.03	0.02	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.03	0.05	0.04	0.03

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Table 36

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Summary

Base : All respondents

	Spending cuts	Changes to Housing Benefit	University tuition fees	Defence	The Trident nuclear missile system	Tax levels	Crime and sentencing	Europe	Welfare reform	The environment
Base	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
Better	289	260	131	120	128	250	114	158	333	290
	29%	26%	13%	12%	13%	25%	11%	16%	33%	29%
Worse	215	182	382	275	205	215	131	153	171	70
	21%	18%	38%	27%	20%	21%	13%	15%	17%	7%
No difference	497	559	488	606	668	536	756	690	497	641
	50%	56%	49%	61%	67%	54%	76%	69%	50%	64%

Absolutes/col percents

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Prepared by Populus for Lord Ashcroft

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Spending cuts

Absolutes/col percents

Base : &base

		Ger	nder		Age			SE	G				Region				Vote in	<u>1 2010</u>		c effe	ad know coalition ect on vo LibDem	- ting	L	Dpinion c ibDems i <u>coalition</u> Shou- Id	in	sir	w of LibD nce gener election	ral	prev	ed LibDen rious gene elections	neral	prev	ed LibDen evious loc ncil electio	al
	Total	Male	Fe- male_	<u>18-34</u>	<u>35-54</u>	_55+_	_ <u>AB_</u>	_ <u>C1_</u>	<u>C2</u>	DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- _our_	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang _ 	Al- _ways_	Some-	Never		Some-	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	289	183	106	42	100	147	97	62	25	24	75	62	76	60	16	213	49	7	20	90	48	151	237	33	19	163	34	92	88	92	109	88	92	109
	29%	35%	22%	25%	26%	33%	26%	30%	26%	21%	30%	30%	27%	33%	21%	43%	13%	16%	22%	48%	13%	35%	43%	14%	9%	55%	9%	29%	33%	28%	27%	33%	28%	27%
Worse	215	99	116	51	85	79	74	41	25	37	47	39	75	38	16	58	116	11	30	23	121	71	62	81	72	19	137	59	61	73	81	61	73	81
	21%	19%	24%	30%	22%	18%	20%	20%	26%	32%	19%	19%	27%	21%	21%	12%	32%	25%	32%	12%	32%	16%	11%	33%	35%	6%	36%	18%	23%	22%	20%	23%	22%	20%
No difference	497	245	252	78	195	224	197	104	47	56	127	108	131	86	45	230	198	26	43	74	209	214	252	128	117	114	213	170	119	164	214	119	164	214
	50%	46%	53%	46%	51%	50%	54%	50%	48%	48%	51%	52%	46%	47%	58%	46%	55%	59%	46%	40%	55%	49%	46%	53%	56%	39%	55%	53%	44%	50%	53%	44%	50%	53%

Absolutes/col percents

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Changes to Housing Benefit

Base : &base

		Ger	nder		Age			SEC	G				Region				Vote ir	n 2010		c effe	ad know coalition ect on vo LibDem	- oting	Li	pinion o bDems i <u>coalition</u> Shou- Id	n	sin	of LibD ce gener election	ral	prev	d LibDer ious gen elections	əral	pre	d LibDen vious loc cil electio	al
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some-	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	260	160	100	41	83	136	93	53	21	20	63	61	71	54	11	190	45	5	20	77	44	139	214	25	21	138	37	85	83	84	93	83	84	93
	26%	30%	21%	24%	22%	30%	25%	26%	22%	17%	25%	29%	25%	29%	14%	38%	12%	11%	22%	41%	12%	32%	39%	10%	10%	47%	10%	26%	31%	26%	23%	31%	26%	23%
Worse	182	86	96	40	74	68	57	39	23	34	43	27	75	25	12	54	95	10	23	19	107	56	54	69	59	23	120	39	52	58	72	52	58	72
	18%	16%	20%	23%	19%	15%	15%	19%	24%	29%	17%	13%	27%	14%	16%	11%	26%	23%	25%	10%	28%	13%	10%	29%	28%	8%	31%	12%	19%	18%	18%	19%	18%	18%
No difference	559	281	278	90	223	246	218	115	53	63	143	121	136	105	54	257	223	29	50	91	227	241	283	148	128	135	227	197	133	187	239	133	187	239
	56%	53%	59%	53%	59%	55%	59%	56%	55%	54%	57%	58%	48%	57%	70%	51%	61%	66%	54%	49%	60%	55%	51%	61%	62%	46%	59%	61%	50%	57%	59%	50%	57%	59%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? University tuition fees

Absolutes/col percents

Base : &base

		Ger	nder		Age			SE	G				Region				Vote ir	2010		c effe	ad knowr coalition ct on voi LibDem	- ting	Li	Dpinion o bDems i <u>coalition</u> Shou- Id have		sin	v of LibD ice gene election	ral	prev	d LibDen ious gene elections	eral	pre	d LibDen vious loc icil electi	al
	_Total	Male	Fe- _male_	<u>18-34</u>	35-54	_55+	<u>AB</u>	C1	_C2_	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition		Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	131	98	33	13	49	69	51	24	10	15	28	29	32	32	10	104	16	4	7	44	18	69	116	6	9	79	9	43	38	44	49	38	44	49
	13%	19%	7%	8%	13%	15%	14%	12%	10%	13%	11%	14%	11%	17%	13%	21%	4%	9%	8%	24%	5%	16%	21%	2%	4%	27%	2%	13%	14%	13%	12%	14%	13%	12%
Worse	382	180	202	85	142	155	127	83	45	53	89	81	118	66	28	161	162	12	47	64	173	145	171	110	101	85	182	115	116	123	143	116	123	143
	38%	34%	43%	50%	37%	34%	35%	40%	46%	45%	36%	39%	42%	36%	36%	32%	45%	27%	51%	34%	46%	33%	31%	45%	49%	29%	47%	36%	43%	37%	35%	43%	37%	35%
No difference	488	249	239	73	189	226	190	100	42	49	132	99	132	86	39	236	185	28	39	79	187	222	264	126	98	132	193	163	114	162	212	114	162	212
	49%	47%	50%	43%	50%	50%	52%	48%	43%	42%	53%	47%	47%	47%	51%	47%	51%	64%	42%	42%	49%	51%	48%	52%	47%	45%	50%	51%	43%	49%	52%	43%	49%	52%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Defence

Absolutes/col percents

Base : &base

		Ger	nder		Age			SE	G				Region				Vote in	n 2010		c effe	ad knowr coalition - ect on vol LibDem		Lil	pinion o Dems in coalition Shou- Id		sin	of LibD ce gene election	ral	prev	ed LibDem ious gene elections	eral	prev	d LibDen vious loc icil election	al
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang _ 	Al- ways	Some- times	Never .		Some- times	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	120	77	43	24	40	56	54	21	7	11	28	21	35	23	13	79	28	2	11	38	23	59	94	9	17	67	21	32	37	37	46	37	37	46
	12%	15%	9%	14%	11%	12%	15%	10%	7%	9%	11%	10%	12%	13%	17%	16%	8%	5%	12%	20%	6%	14%	17%	4%	8%	23%	5%	10%	14%	11%	11%	14%	11%	11%
Worse	275	164	111	47	98	130	86	55	34	36	66	53	89	45	22	130	99	17	29	37	123	115	137	68	70	67	125	83	80	88	107	80	88	107
	27%	31%	23%	27%	26%	29%	23%	27%	35%	31%	27%	25%	32%	24%	29%	26%	27%	39%	31%	20%	33%	26%	25%	28%	34%	23%	33%	26%	30%	27%	26%	30%	27%	26%
No difference	606	286	320	100	242	264	228	131	56	70	155	135	158	116	42	292	236	25	53	112	232	262	320	165	121	162	238	206	151	204	251	151	204	251
	61%	54%	68%	58%	64%	59%	62%	63%	58%	60%	62%	65%	56%	63%	55%	58%	65%	57%	57%	60%	61%	60%	58%	68%	58%	55%	62%	64%	56%	62%	62%	56%	62%	62%

Absolutes/col percents

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? The Trident nuclear missile system

Base : &base

		Ge	nder		Age			SE	<u>G</u>				Region				Vote in	n 2010		c effe	ad knowr coalition - ct on vot LibDem	ting		Dpinion o bDems i <u>coalition</u> Shou-		sin	of LibD ce gener election	ral	prev	d LibDer ious gen elections	eral	pre	d LibDen vious loc ncil election	al
	Total	Male	Fe- male	<u>18-34</u>	35-54	_55+	_ <u>AB</u> _	_ <u>C1</u> _	_ <u>C2</u> _	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our_	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang _ ed	Al- ways	Some- times	Never	Al- ways_	Some- times	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	128	75	53	28	39	61	57	20	5	12	35	27	37	24	5	83	33	1	11	31	31	66	96	17	15	73	32	23	31	41	56	31	41	56
	13%	5 14%	11%	16%	10%	14%	15%	10%	5%	10%	14%	13%	13%	13%	6%	17%	9%	2%	12%	17%	8%	15%	17%	7%	7%	25%	8%	7%	12%	12%	14%	12%	12%	14%
Worse	205	116	89	34	72	99	67	46	23	30	52	41	56	40	16	102	72	12	19	32	86	87	104	50	51	57	89	59	64	61	80	64	61	80
	20%	5 22%	19%	20%	19%	22%	18%	22%	24%	26%	21%	20%	20%	22%	21%	20%	20%	27%	20%	17%	23%	20%	19%	21%	25%	19%	23%	18%	24%	19%	20%	24%	19%	20%
No difference	668	336	332	109	269	290	244	141	69	75	162	141	189	120	56	316	258	31	63	124	261	283	351	175	142	166	263	239	173	227	268	173	227	268
	67%	64%	70%	64%	71%	64%	66%	68%	71%	64%	65%	67%	67%	65%	73%	63%	71%	70%	68%	66%	69%	65%	64%	72%	68%	56%	68%	74%	65%	69%	66%	65%	69%	66%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Tax levels

Absolutes/col percents

Base : &base

		Ger	nder		Age			SEC	G				Region				Vote in	<u>n 2010</u>		effe	ad know coalition ect on vo LibDem	- ting	L	Dpinion o ibDems <u>coalition</u> Shou- Id	in	sin	w of LibD nce gener election	eral	prev	ed LibDen vious gene elections	eral	prev	d LibDer vious loo Icil electi	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	_AB_	<u></u> C1	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	250	158	92	32	76	142	88	49	14	21	68	54	57	57	14	175	50	9	16	71	54	125	200	25	25	121	52	77	78	80	92	78	80	92
	25%	30%	19%	19%	20%	32%	24%	24%	14%	18%	27%	26%	20%	31%	18%	35%	14%	20%	17%	38%	14%	29%	36%	10%	12%	41%	14%	24%	29%	24%	23%	29%	24%	23%
Worse	215	113	102	52	90	73	69	43	29	41	45	39	75	39	17	80	94	11	30	30	111	74	79	74	62	37	114	64	66	74	75	66	74	75
	21%	21%	22%	30%	24%	16%	19%	21%	30%	35%	18%	19%	27%	21%	22%	16%	26%	25%	32%	16%	29%	17%	14%	31%	30%	13%	30%	20%	25%	22%	19%	25%	22%	19%
No difference	536	256	280	87	214	235	211	115	54	55	136	116	150	88	46	246	219	24	47	86	213	237	272	143	121	138	218	180	124	175	237	124	175	237
	54%	49%	59%	51%	56%	52%	57%	56%	56%	47%	55%	56%	53%	48%	60%	49%	60%	55%	51%	46%	56%	54%	49%	59%	58%	47%	57%	56%	46%	53%	59%	46%	53%	59%

Absolutes/col percents

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Crime and sentencing

Base : &base

		Gender		Age			SEC	3				Region				Vote in	<u>1 2010</u>		c effe	ad knowr coalition ct on vo LibDem	ting		Dpinion c ibDems i <u>coalition</u> Shou- Id	n	sin	of LibD ce gene election	ral	prev	d LibDen ious gene elections	eral	pre	d LibDer vious loc icil electi	cal
	_TotalMal	Fe- male	_18-34	35-54	_55+_	_ <u>AB</u>	C1	<u>C2</u>	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- _ways_	Some- times	Never		Some- times	Never
Base	1001 527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	114 58 11% 11		20 12%	37 10%	57 13%	42 11%	23 11%	6 6%	16 14%	28 11%	26 12%	25 9%	26 14%	9 12%	75 15%	24 7%	3 7%	12 13%	32 17%	22 6%	60 14%	91 17%	10 4%	13 6%	58 20%	14 4%	42 13%	40 15%	39 12%	35 9%	40 15%	39 12%	35 9%
Worse	131 78 13% 15	53 % 11%	27 16%	50 13%	54 12%	43 12%	25 12%	15 15%	22 19%	34 14%	19 9%	41 15%	26 14%	11 14%	63 13%	48 13%	7 16%	13 14%	23 12%	67 18%	41 9%	64 12%	34 14%	33 16%	29 10%	63 16%	39 12%	48 18%	38 12%	45 11%	48 18%	38 12%	45 11%
No difference	756 391 76% 74		124 73%	293 77%	339 75%	283 77%	159 77%	76 78%	79 68%	187 75%	164 78%	216 77%	132 72%	57 74%	363 72%	291 80%	34 77%	68 73%	132 71%	289 76%	335 77%	396 72%	198 82%	162 78%	209 71%	307 80%	240 75%	180 67%	252 77%	324 80%	180 67%	252 77%	324 80%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Europe

Absolutes/col percents

Base : &base

		Ger	nder		Age			SEC	G				Region				Vote in	n 2010		c effe	ad knowr coalition - ect on vot LibDem	- ting	Li	Dpinion o ibDems <u>coalitior</u> Shou- Id	in	sin	v of LibD nce gene election	eral	prev	ed LibDen vious gene elections	eral	prev	d LibDer vious loc ncil electi	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	_55+	_AB_	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	158	109	49	25	47	86	76	23	10	10	44	37	42	24	11	85	57	5	11	44	49	65	104	31	23	74	41	43	43	57	58	43	57	58
	16%	21%	10%	15%	12%	19%	21%	11%	10%	9%	18%	18%	15%	13%	14%	17%	16%	11%	12%	24%	13%	15%	19%	13%	11%	25%	11%	13%	16%	17%	14%	16%	17%	14%
Worse	153	76	77	33	53	67	47	32	18	23	40	31	40	28	14	85	43	8	17	25	65	63	83	33	37	38	70	45	46	46	61	46	46	61
	15%	14%	16%	19%	14%	15%	13%	15%	19%	20%	16%	15%	14%	15%	18%	17%	12%	18%	18%	13%	17%	14%	15%	14%	18%	13%	18%	14%	17%	14%	15%	17%	14%	15%
No difference	690	342	348	113	280	297	245	152	69	84	165	141	200	132	52	331	263	31	65	118	264	308	364	178	148	184	273	233	179	226	285	179	226	285
	69%	65%	73%	66%	74%	66%	67%	73%	71%	72%	66%	67%	71%	72%	68%	66%	72%	70%	70%	63%	70%	71%	66%	74%	71%	62%	71%	73%	67%	69%	71%	67%	69%	71%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? Welfare reform

Absolutes/col percents

Base : &base

		Gen	ider		Age			SE	G				Region				Vote in	<u>1 2010</u>		c effe	ad knowr coalition - ct on vol LibDem	ting	Li	Dpinion o bDems i <u>coalition</u> Shou- Id have	n	sin	v of LibD ice gene election	ral	prev	ed LibDer rious gen elections	eral	pre	ed LibDer evious loo ncil electi	cal
	Total	Male .	Fe- male_	18-34	35-54	_55+	_AB_	C1	C2	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition		Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	333	208	125	49	108	176	117	65	31	30	85	76	81	71	20	228	62	11	32	96	69	168	259	37	37	170	56	107	85	112	136	85	112	136
	33%	39%	26%	29%	28%	39%	32%	31%	32%	26%	34%	36%	29%	39%	26%	46%	17%	25%	34%	51%	18%	39%	47%	15%	18%	57%	15%	33%	32%	34%	34%	32%	34%	34%
Worse	171	82	89	31	68	72	60	32	18	29	39	29	58	27	18	49	94	5	23	23	96	52	55	69	47	21	103	47	51	51	69	51	51	69
	17%	16%	19%	18%	18%	16%	16%	15%	19%	25%	16%	14%	21%	15%	23%	10%	26%	11%	25%	12%	25%	12%	10%	29%	23%	7%	27%	15%	19%	16%	17%	19%	16%	17%
No difference	497	237	260	91	204	202	191	110	48	58	125	104	143	86	39	224	207	28	38	68	213	216	237	136	124	105	225	167	132	166	199	132	166	199
	50%	45%	55%	53%	54%	45%	52%	53%	49%	50%	50%	50%	51%	47%	51%	45%	57%	64%	41%	36%	56%	50%	43%	56%	60%	35%	59%	52%	49%	50%	49%	49%	50%	49%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Q12. In each of the following areas, do you think the Liberal Democrats have made the coalition government's policies better or worse, or have they made no difference? The environment

Absolutes/col percents

Base : &base

		Ger	nder		Age			SE	G				Region				Vote i	in 2010		effe	ad knowr coalition ect on vo LibDem	- ting		Dpinion o ibDems i <u>coalition</u> Shou-	n	sin	r of LibD ce gene election	ral	prev	ed LibDen vious gene elections	eral	pre	ed LibDer evious loo ncil electi	cal
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	62	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab-	An- other	Did not	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang - ed for the worse	Not chang -	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Better	290	181	109	47	104	139	123	55	20	24	92	62	71	51	14	190	64	11	25	75	69	146	213	44	33	132	66	92	70	100	120	70	100	120
	29%	34%	23%	27%	27%	31%	33%	27%	21%	21%	37%	30%	25%	28%	18%	38%	18%	25%	27%	40%	18%	33%	39%	18%	16%	45%	17%	29%	26%	30%	30%	26%	30%	30%
Worse	70	42	28	13	24	33	22	14	9	14	22	13	19	10	6	26	35	3	6	10	41	19	27	23	20	15	43	12	26	19	25	26	19	25
	7%	8%	6%	8%	6%	7%	6%	7%	9%	12%	9%	6%	7%	5%	8%	5%	10%	7%	6%	5%	11%	4%	5%	10%	10%	5%	11%	4%	10%	6%	6%	10%	6%	6%
No difference	641	304	337	111	252	278	223	138	68	79	135	134	192	123	57	285	264	30	62	102	268	271	311	175	155	149	275	217	172	210	259	172	210	259
	64%	58%	71%	65%	66%	62%	61%	67%	70%	68%	54%	64%	68%	67%	74%	57%	73%	68%	67%	55%	71%	62%	56%	72%	75%	50%	72%	68%	64%	64%	64%	64%	64%	64%

Q13. The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements. Summary

Base : All respondents

Table 47

	Base	Strongly agree (4)	Somewhat agree (3)	Somewhat disagree (2)	Strongly disagree (1)	Don't know	Mean	Standard deviation	Standard error
The Conservative-Lib Dem cuts are too drastic and too deep and are being implemented unfairly.	1001	270 27%	243 24%	253 25%	207 21%	28 3%	2.59	1.11	0.04
These are tough cuts and David Cameron and Nick Clegg would prefer an easier path but the Conservative-Lib Dem coalition inherited a massive deficit and debt and they need to take these steps now to prevent things from getting even worse.	1001	375 37%	330 33%	164 16%	105 10%	27 3%	3.00	0.99	0.03
The coalition government is right to start making cuts now, so as to start dealing with the deficit, but they should do it more gradually to reduce the risk of harming the economy.	1001	334 33%	367 37%	202 20%	75 7%	23 2%	2.98	0.92	0.03
We owe it to the next generation to deal with Britain's debt crisis now so that they are not unfairly burdened in	1001	411 41%	431 43%	95 9%	42 4%	22 2%	3.24	0.80	0.03

years to come by the costs of past borrowing.

Absolutes/row percents

Prepared by Populus for Lord Ashcroft

Table 48

Q13. The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements. The Conservative-Lib Dem cuts are too drastic and too deep and are being implemented unfairly.

Base : &base

			Ge	ender		Age			SE	G				Region				Vote in	<u>1 2010</u>		effe	ad know coalition ct on vo LibDem	- ting	Li	pinion o bDems i <u>coalition</u> Shou- Id		sin	v of LibD ice gene election	ral	prev	d LibDer ious gen elections	ieral	pre	ed LibDe evious lo ncil elect	ocal
		_Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Strongly agree	(4)	270 279	140 6 27%	130 27%	48 28%	110 29%	112 25%	92 25%	60 29%	24 25%	46 39%	50 20%	60 29%	86 30%	46 25%	28 36%	30 6%	195 54%	15 34%	30 32%	20 11%	192 51%	58 13%	38 7%	137 57%	95 46%	19 6%	224 58%	27 8%	66 25%	89 27%	115 28%	66 25%	89 27%	115 28%
Somewhat agree	(3)	243 249	115 6 22%	128 27%	38 22%	101 27%	104 23%	87 24%	50 24%	24 25%	29 25%	64 26%	50 24%	56 20%	41 22%	32 42%	87 17%	112 31%	15 34%	29 31%	45 24%	112 30%	86 20%	105 19%	70 29%	68 33%	44 15%	106 28%	93 29%	60 22%	96 29%	87 22%	60 22%	96 29%	87 22%
Somewhat disagree	(2)	253 25%	133 6 25%	120 25%	49 29%	86 23%	118 26%	92 25%	53 26%	34 35%	23 20%	68 27%	54 26%	75 27%	47 26%	9 12%	187 37%	36 10%	9 20%	21 23%	60 32%	47 12%	146 33%	200 36%	24 10%	29 14%	93 31%	40 10%	120 37%	79 29%	74 22%	100 25%	79 29%	74 22%	100 25%
Strongly disagree	(1)	207 219	132 6 25%	75 16%	28 5 16%	67 18%	112 25%	90 24%	38 18%	12 12%	10 9%	56 22%	40 19%	58 21%	46 25%	7 9%	182 36%	12 3%	4 9%	9 10%	59 32%	21 6%	127 29%	193 35%	5 2%	9 4%	137 46%	8 2%	62 19%	51 19%	61 19%	95 24%	51 19%	61 19%	95 24%
Don't know		28 39	7 6 1%	21 4%	8 5%	16 4%	4 1%	7 2%	6 3%	3 3%	9 8%	11 4%	5 2%	7 2%	4 2%	1 1%	15 3%	8 2%	1 2%	4 4%	3 2%	6 2%	19 4%	15 3%	6 2%	7 3%	3 1%	6 2%	19 6%	12 4%	9 3%	7 2%	12 4%	9 3%	7 2%
Mean		2.59	2.51	2.69	2.65	2.70	2.48	2.50	2.66	2.64	3.03	2.45	2.64	2.62	2.48	3.07	1.93	3.38	2.95	2.90	2.14	3.28	2.18	1.98	3.44	3.24	1.81	3.44	2.28	2.55	2.67	2.56	2.55	2.67	2.56
Standard deviation		1.11	1.14	1.06	1.08	1.09	1.12	1.12	1.10	1.00	1.01	1.07	1.10	1.13	1.13	0.93	0.89	0.80	0.97	0.99	0.99	0.89	1.02	0.92	0.76	0.86	0.92	0.77	0.89	1.08	1.08	1.14	1.08	1.08	1.14
Standard error		0.04	0.05	0.05	0.08	0.06	0.05	0.06	0.08	0.10	0.10	0.07	0.08	0.07	0.08	0.11	0.04	0.04	0.15	0.10	0.07	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.07	0.06	0.06	0.07	0.06	0.06

Absolutes/col percents

Table 49

Absolutes/col percents

Page 60

Q13. The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements. These are tough cuts and David Cameron and Nick Clegg would prefer an easier path but the Conservative-Lib Dem coalition inherited a massive deficit and debt and they need to take these steps now to prevent things from getting even worse.

Base : &base

			Ge	ender		Age			SE	G				Region				Vote i	n 2010		effe	ad known coalition ct on vo LibDem	- ting		Dpinion of ibDems coalition Shou-	in	sir	v of LibE nce gene election	eral	prev	ed LibDer vious gen elections	neral	pre	ed LibDer evious loo ncil electi	ocal
		_Total	Male	Fe- male		35-54	_55+_	AB	_C1_	_C2_	_DE_	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- _our_	An- other	Did not vote	More like-	Less like-	No diff- erenc 	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos	Chang ed for the bet- ter	Chang - ed for the worse	Not chang - 	Al- ways	Some- times	Never	Al- ways	Some- times	
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Strongly agree	(4) 375 37%	226 6 43%	149 31%	54 32%	118 31%	203 45%	149 40%	68 33%	30 31%	30 26%	102 41%	72 34%	101 36%	85 46%	15 19%	324 65%	28 8%	6 14%	17 18%	107 57%	45 12%	223 51%	341 62%	9 4%	25 12%	205 69%	32 8%	138 43%	107 40%	121 37%	147 36%	107 40%	121 37%	147 36%
Somewhat agree	(3) 330 33%	150 6 28%	180 38%	68 40%	143 38%	119 26%	115 31%	76 37%	38 39%	42 36%	77 31%	74 35%	78 28%	66 36%	35 45%	144 29%	116 32%	23 52%	47 51%	57 30%	118 31%	155 36%	164 30%	86 36%	80 38%	71 24%	127 33%	132 41%	89 33%	113 34%	128 32%	89 33%	113 34%	128 32%
Somewhat disagree	(2) 164 16%	88 6 17%	76 16%	25 15%	66 17%	73 16%	54 15%	41 20%	14 14%	23 20%	40 16%	24 11%	63 22%	19 10%	18 23%	17 3%	122 34%	11 25%	14 15%	10 5%	121 32%	33 8%	23 4%	81 33%	60 29%	13 4%	124 32%	27 8%	40 15%	56 17%	68 17%	40 15%	56 17%	68 17%
Strongly disagree	(1) 105 10%	57 57	48 10%	14 8%	39 10%	52 12%	43 12%	20 10%	10 10%	12 10%	23 9%	31 15%	32 11%	11 6%	8 10%	9 2%	82 23%	3 7%	11 12%	8 4%	84 22%	13 3%	16 3%	56 23%	33 16%	5 2%	90 23%	10 3%	20 7%	33 10%	52 13%	20 7%	33 10%	52 13%
Don't know		27 39	6 6 1%	21 4%	10 6%	14 4%	3 1%	7 2%	2 1%	5 5%	10 9%	7 3%	8 4%	8 3%	3 2%	1 1%	7 1%	15 4%	1 2%	4 4%	5 3%	10 3%	12 3%	7 1%	10 4%	10 5%	2 1%	11 3%	14 4%	12 4%	6 2%	9 2%	12 4%	6 2%	9 2%
Mean		3.00	3.05	2.95	3.01	2.93	3.06	3.02	2.94	2.96	2.84	3.07	2.93	2.91	3.24	2.75	3.59	2.26	2.74	2.79	3.45	2.34	3.39	3.53	2.21	2.49	3.62	2.27	3.30	3.11	3.00	2.94	3.11	3.00	2.94
Standard deviation		0.99	1.02	0.96	0.92	0.96	1.04	1.02	0.96	0.96	0.96	0.98	1.05	1.03	0.87	0.90	0.65	0.91	0.79	0.90	0.79	0.96	0.76	0.72	0.85	0.92	0.65	0.92	0.76	0.94	0.98	1.03	0.94	0.98	1.03
Standard error		0.03	0.04	0.05	0.07	0.05	0.05	0.05	0.07	0.10	0.09	0.06	0.07	0.06	0.06	0.10	0.03	0.05	0.12	0.10	0.06	0.05	0.04	0.03	0.06	0.07	0.04	0.05	0.04	0.06	0.05	0.05	0.06	0.05	0.05

Table 50

Q13. The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements.

The coalition government is right to start making cuts now, so as to start dealing with the deficit, but they should do it more gradually to reduce the risk of harming the economy.

Base : &base

	effect on voting GenderAgeSEGRegionVote in 2010LibDem Right to join coal	have Shou- 1 form- Id Chang 1- ed have - Chang	Voted LibDem in Voted LibDem in previous general previous local elections council elections
	ition No with North & Cons- An- Did More Less diff- Cons Fe- Total Male male 18-34 35-54 55+ AB C1 C2 DE East lands land West land tive our party vote ly ly e tives	n ition ed in for ed No s- with oppos the for char	
Base	1001 527 474 171 380 450 368 207 97 117 249 209 282 184 77 501 363 44 93 187 378 436 551	242 208 296 384 321	1 268 329 404 268 329 404
Strongly agree	(4) 334 172 162 56 125 153 111 78 34 40 65 75 97 63 34 133 144 16 41 58 161 115 150 33% 33% 34% 33% 33% 34% 30% 38% 35% 34% 26% 36% 34% 34% 34% 44% 27% 40% 36% 44% 31% 43% 26% 27%	103 81 86 163 85 % 43% 39% 29% 42% 26	5 96 103 135 96 103 135 6% 36% 31% 33% 36% 31% 33%
Somewhat agree	(3) 367 180 187 72 138 157 143 69 48 38 97 81 102 59 28 163 154 18 32 65 143 159 191 37% 34% 39% 42% 36% 35% 39% 33% 49% 32% 39% 39% 36% 32% 36% 33% 42% 41% 34% 35% 38% 36% 35%		
Somewhat disagree	(2) 202 120 82 27 81 94 88 43 11 17 58 33 60 42 9 147 40 6 9 46 43 113 147 20% 23% 17% 16% 21% 21% 21% 21% 11% 15% 23% 16% 21% 23% 12% 29% 11% 14% 10% 25% 11% 26% 27%		
Strongly disagree	(1) 75 48 27 8 23 44 20 13 1 13 24 14 19 16 2 48 18 3 6 16 23 36 53 7% 9% 6% 5% 6% 10% 5% 6% 1% 11% 10% 7% 7% 9% 3% 10% 5% 7% 6% 9% 6% 8% 10%		7 19 21 35 19 21 35 5% 7% 6% 9% 7% 6% 9%
Don't know	23 7 16 8 13 2 6 4 3 9 5 6 4 4 4 10 7 1 5 2 8 13 10 2% 1% 3% 5% 3% * 2% 2% 3% 8% 2% 3% 1% 2% 5% 2% 2% 2% 5% 1% 2% 3% 2%		9 12 7 4 12 7 4 3% 4% 2% 1% 4% 2% 1%
Mean	2.98 2.92 3.06 3.08 2.99 2.94 2.95 3.04 3.22 2.97 2.83 3.07 3.00 2.94 3.29 2.78 3.19 3.09 3.23 2.89 3.19 2.83 2.81	3.25 3.13 2.78 3.18 2.93	3 3.04 2.96 2.96 3.04 2.96 2.96
Standard deviation	0.92 0.96 0.88 0.84 0.90 0.97 0.88 0.92 0.69 1.01 0.93 0.90 0.92 0.97 0.79 0.96 0.83 0.89 0.89 0.95 0.87 0.92 0.95	0.82 0.87 1.00 0.89 0.85	5 0.93 0.90 0.94 0.93 0.90 0.94
Standard error	0.03 0.04 0.04 0.07 0.05 0.05 0.05 0.06 0.07 0.10 0.06 0.06 0.06 0.07 0.09 0.04 0.04 0.14 0.10 0.07 0.05 0.04 0.04	0.05 0.06 0.06 0.05 0.05	5 0.06 0.05 0.05 0.06 0.05 0.05

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Absolutes/col percents

Q13. The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements. We owe it to the next generation to deal with Britain's debt crisis now so that they are not unfairly burdened in years to come by the costs of past borrowing.

Base : &base

			Ge	ender		Age			SE	<u>EG</u>				Region				Vote ir	<u>1 2010</u>		effe	ad know coalition ect on vo <u>LibDem</u>	ting	L Right to join	Dpinion of ibDems i <u>coalition</u> Shou- Id have form-	Shou- Id	Chang	v of LibD nce gene election	ral	prev	ed LibDer rious gen elections	neral	pre	ed LibDe evious lo ncil elec	ocal
		Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	coal- ition with Cons- erva- tives	ed coal- ition with Lab- our	have stay- ed in oppos - ition	ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Strongly agree	(4)	411 41%	237 45%	174 37%	54 32%	149 39%	208 46%	155 42%	80 39%	35 36%	29 25%	102 41%	82 39%	111 39%	92 50%	24 31%	299 60%	69 19%	11 25%	32 34%	101 54%	86 23%	224 51%	317 58%	42 17%	52 25%	192 65%	78 20%	141 44%	117 44%	124 38%	170 42%	117 44%	124 38%	170 % 42%
Somewhat agree	(3)	431 43%	206 39%	225 47%	83 49%	168 44%	180 40%	151 41%	98 47%	45 46%	64 55%	108 43%	84 40%	123 44%	74 40%	42 55%	166 33%	196 54%	28 64%	41 44%	69 37%	195 52%	167 38%	194 35%	132 55%	105 50%	87 29%	201 52%	143 45%	104 39%	153 47%	174 43%	104 39%	153 47%	174 5 43%
Somewhat disagree	(2)	95 9%	54 54	41 9%	20 12%	35 9%	40 9%	37 10%	20 10%	12 12%	7 6%	20 8%	25 12%	27 10%	14 8%	9 12%	18 4%	62 17%	4 9%	11 12%	6 3%	62 16%	27 6%	21 4%	42 17%	32 15%	8 3%	65 17%	22 7%	25 9%	38 12%	32 8%	25 9%	38 12%	32 8%
Strongly disagree	(1)	42 49	25 5%	17 4%	7 4%	15 4%	20 4%	19 5%	6 3%	3 3%	6 5%	12 5%	12 6%	15 5%	2 1%	1 1%	10 2%	26 7%	1 2%	5 5%	8 4%	25 7%	9 2%	12 2%	20 8%	10 5%	6 2%	31 8%	5 2%	12 4%	9 3%	21 5%	12 4%	9 3%	21 5%
Don't know		22 29	5 6 1%	17 4%	7 4%	13 3%	2	6 2%	3 1%	2 2%	11 9%	7 3%	6 3%	6 2%	2 1%	1 1%	8 2%	10 3%	-	4 4%	3 2%	10 3%	9 2%	7 1%	6 2%	9 4%	3 1%	9 2%	10 3%	10 4%	5 2%	7 2%	10 4%	5 2%	7 2%
Mean		3.24	3.25	3.22	3.12	3.23	3.29	3.22	3.24	3.18	3.09	3.24	3.16	3.20	3.41	3.17	3.53	2.87	3.11	3.12	3.43	2.93	3.42	3.50	2.83	3.00	3.59	2.87	3.35	3.26	3.21	3.24	3.26	3.21	3.24
Standard deviation		0.80	0.83	0.76	0.78	0.78	0.81	0.83	0.75	0.77	0.75	0.80	0.86	0.83	0.68	0.68	0.67	0.81	0.65	0.84	0.76	0.82	0.71	0.68	0.82	0.79	0.65	0.83	0.68	0.82	0.75	0.81	0.82	0.75	0.81
Standard error		0.03	0.04	0.04	0.06	0.04	0.04	0.04	0.05	0.08	0.07	0.05	0.06	0.05	0.05	0.08	0.03	0.04	0.10	0.09	0.06	0.04	0.03	0.03	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.04

Q14. On balance, do you support or oppose the coalition government's plans to cut public spending and reduce the budget deficit?

Base : All respondents

Table 52

		Ger	nder		Age			SE	G				Region				Vote ir	2010		effe	ad knowr coalition - ct on vot <u>LibDem</u>		Li	Dpinion o ibDems i <u>coalition</u> Shou-	n	sin	v of LibD ice gene election	ral	prev	ed LibDer ious gen elections	ieral	pre	ed LibDe evious lo ncil elect	cal
			Fe-								South	Mid-	North Eng-	Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did not	More like-	Less like-	No diff- erenc	Right to join coal- ition with Cons- erva-	ld have form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet-	Chang - ed for the	Not chang	Al-	Some-			Some-	
P			male			55+	<u>AB</u>				East	lands	land	West	land	tive	our	party		ly	<u>ly</u>		tives	our		ter	worse	ed	ways	times	Never		times	
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	//	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
On balance I support the plans	678 68%	372 71%	306 65%	107 63%	246 65%	325 72%	255 69%	138 67%	67 69%	62 53%	182 73%	149 71%	177 63%	129 70%	41 53%	469 94%	128 35%	28 64%	53 57%	166 89%	147 39%	365 84%	505 92%	87 36%	86 41%	283 96%	126 33%	269 84%	189 71%	221 67%	268 66%	189 71%	221 67%	268 66%
On balance I oppose the plans	265 26%	136 26%	129 27%	40 23%	112 29%	113 25%	96 26%	52 25%	23 24%	45 38%	54 22%	52 25%	91 32%	40 22%	28 36%	18 4%	206 57%	16 36%	25 27%	12 6%	208 55%	45 10%	24 4%	136 56%	105 50%	6 2%	236 61%	23 7%	67 25%	87 26%	111 27%	67 25%	87 26%	111 27%
Don't know	58 6%	19 4%	39 8%	24 14%	22 6%	12 3%	17 5%	17 8%	7 7%	10 9%	13 5%	8 4%	14 5%	15 8%	8 10%	14 3%	29 8%	-	15 16%	9 5%	23 6%	26 6%	22 4%	19 8%	17 8%	7 2%	22 6%	29 9%	12 4%	21 6%	25 6%	12 4%	21 6%	25 6%

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Q15. Since the general election, would you say your view of the Liberal Democrats overall has changed for the better, or the worse, or has it not changed at all?

Absolutes/col percents

Base : All respondents

Table 53

	_	Gender		Age		SI	EG				Region				Vote in	2010		c effe	ad knowr coalition - ect on vol LibDem		Li	Dpinion o ibDems <u>coalition</u> Shou-	in	sir	w of LibD nce gene election	ral	prev	ed LibDen vious gene elections	eral	pre	ed LibDen evious loc ncil electio	cal
	<u>Total Ma</u>	Fe- le male	<u>18-34</u>	<u>35-54</u>	55+ <u>A</u> E	<u> </u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang - ed for the worse	Not chang _ 	Al- ways	Some- times	Never		Some-	Never
Base	1001 52	7 474	171	380	150 36	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
My view of the Liberal Democrats has changed for the better	296 179 30% 34	9 117 4% 25%	42 25%		157 120 35% 33		23 24%	25 21%	86 35%	57 27%	78 28%	62 34%	13 17%	238 48%	38 10%	5 11%	15 16%	105 56%	22 6%	169 39%	271 49%	14 6%	11 5%	296 100%	-	-	90 34%	89 27%	117 29%	90 34%	89 27%	117 29%
My view of the Liberal Democrats has changed for the worse	384 194 38% 3	4 190 7% 40%	74 43%		153 130 34% 39		36 37%	58 50%	80 32%	75 36%	128 45%	57 31%	44 57%	51 10%	264 73%	24 55%	45 48%	19 10%	289 76%	76 17%	53 10%	180 74%	151 73%	-	384 100%	-	95 35%	136 41%	153 38%	95 35%	136 41%	153 38%
My view of the Liberal Democrats has not changed one way or the other	321 154 32% 29	4 167 9% 35%	55 32%		140 118 31% 33		38 39%	34 29%	83 33%	77 37%	76 27%	65 35%	20 26%	212 42%	61 17%	15 34%	33 35%	63 34%	67 18%	191 44%	227 41%	48 20%	46 22%	-	-	321 100%	83 31%	104 32%	134 33%	83 31%	104 32%	134 33%

Q16. Thinking about the Liberal Democrats' decision to join a coalition government with the Conservatives, and their performance in government, do you think you will now be more or less likely to consider voting Liberal Democrat at future general elections?

Base : All respondents

Table 54

		Gen	ider		Age			SE	G				Region				Vote in	2010		c effe	ad knowr coalition ct on vot LibDem	ting	Li	pinion c bDems i <u>coalition</u> Shou-	n	sin	r of LibD ce gene election	ral	prev	ed LibDer rious gen elections	eral	pre	ed LibDe evious lo ncil elect	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	<u>C2</u>	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
I will now be more likely to consider voting Liberal Democrat than I was before.	246 25%	142 27%	104 22%	34 20%	92 24%	120 27%	99 27%	42 20%	25 26%	22 19%	69 28%	56 27%	64 23%	47 26%	10 13%	195 39%	31 9%	5 11%	15 16%	111 59%	16 4%	119 27%	225 41%	11 5%	10 5%	193 65%	3 1%	50 16%	77 29%	80 24%	89 22%	77 29%	80 24%	89 22%
I will now be less likely to consider voting Liberal Democrat than I was before.	388 39%	199 38%	189 40%	67 39%	157 41%	164 36%	133 36%	87 42%	37 38%	60 51%	76 31%	82 39%	133 47%	56 30%	41 53%	59 12%	265 73%	22 50%	42 45%	14 7%	296 78%	78 18%	50 9%	185 76%	153 74%	3 1%	358 93%	27 8%	94 35%	132 40%	162 40%	94 35%	132 40%	162 40%
I will be no more or less likely to consider voting Liberal Democrat than I was before.	367 37%	186 35%	181 38%	70 41%	131 34%	166 37%	136 37%	78 38%	35 36%	35 30%	104 42%	71 34%	85 30%	81 44%	26 34%	247 49%	67 18%	17 39%	36 39%	62 33%	66 17%	239 55%	276 50%	46 19%	45 22%	100 34%	23 6%	244 76%	97 36%	117 36%	153 38%	97 36%	117 36%	153 38%

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Q17. Thinking about previous elections, have you always, sometimes, or never voted Liberal Democrat before in... Summary

Base : All respondents

Table 55

	_	General elections	Local council elections
Base		1001	1001
Always voted	(3)	268 27%	229 23%
Sometimes voted	(2)	329 33%	469 47%
Never voted	(1)	404 40%	303 30%
Mean		1.86	1.93
Standard deviation		0.81	0.73
Standard error		0.03	0.02

Absolutes/col percents

Prepared by Populus for Lord Ashcroft

Q17. Thinking about previous elections, have you always, sometimes, or never voted Liberal Democrat before in... General elections

Base : All respondents

Table 56

			<u> </u>	nder		Age			SE	G				Region				Vote in	n 2010		effe	ad know coalition ect on vo LibDem	- oting	L	Opinion o ibDems <u>coalitior</u> Shou-	in	sir	v of LibD nce gene election	eral	prev	ed LibDer vious gen elections	neral	pre	ed LibDe evious lo ncil elec	ocal
		Tota	Male	Fe- male	18-34	<u>35-54</u>	_55+	AB	<u>C1</u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	Id have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	<u>Never</u>
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Always voted	(3) 268 279	129 % 24%	139 29%	40 23%	108 28%	120 27%	100 27%	49 24%	24 25%	38 32%	79 32%	44 21%	81 29%	46 25%	18 23%	156 31%	84 23%	15 34%	13 14%	47 25%	95 25%	126 29%	159 29%	63 26%	46 22%	90 30%	95 25%	83 26%	268 100%	-	-	268 100%	-	-
Sometimes voted	(2) 329 339	181 % 34%	148 31%	49 29%	123 32%	157 35%	118 32%	70 34%	31 32%	37 32%	77 31%	70 33%	89 32%	65 35%	28 36%	155 31%	109 30%	17 39%	48 52%	70 37%	128 34%	131 30%	178 32%	73 30%	78 38%	89 30%	136 35%	104 32%	-	329 100%	-	-	329 100%	-
Never voted	(1) 404 409	217 % 41%	187 39%	82 48%	149 39%	173 38%	150 41%	88 43%	42 43%	42 36%	93 37%	95 45%	112 40%	73 40%	31 40%	190 38%	170 47%	12 27%	32 34%	70 37%	155 41%	179 41%	214 39%	106 44%	84 40%	117 40%	153 40%	134 42%	-	-	404 100%	-	-	404 100%
Mean		1.86	1.83	1.90	1.75	1.89	1.88	1.86	1.81	1.81	1.97	1.94	1.76	1.89	1.85	1.83	1.93	1.76	2.07	1.80	1.88	1.84	1.88	1.90	1.82	1.82	1.91	1.85	1.84	3.00	2.00	1.00	3.00	2.00	1.00
Standard deviation		0.81	0.79	0.82	0.81	0.82	0.80	0.81	0.79	0.81	0.83	0.83	0.78	0.82	0.79	0.78	0.83	0.80	0.79	0.67	0.78	0.80	0.83	0.82	0.82	0.77	0.83	0.79	0.81	0.00	0.00	0.00	0.00	0.00	0.00
Standard error		0.03	0.03	0.04	0.06	0.04	0.04	0.04	0.06	0.08	0.08	0.05	0.05	0.05	0.06	0.09	0.04	0.04	0.12	0.07	0.06	0.04	0.04	0.03	0.05	0.05	0.05	0.04	0.05	0.00	0.00	0.00	0.00	0.00	0.00

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Q17. Thinking about previous elections, have you always, sometimes, or never voted Liberal Democrat before in... Local council elections

Base : All respondents

Table 57

			G	ender		Age			SI	EG				Region				Vote i	<u>1 2010</u>		effe	ad know coalition ect on vo LibDem	- ting	L	Dpinion o ibDems <u>coalitior</u> Shou- Id	in	sir	v of LibD nce gene election	eral	prev	ed LibDer vious gen elections	neral	pre	ed LibDe evious lo ncil eleci	ocal
		Tota	I <u>Male</u>	Fe- male	18-34	<u>35-54</u>	55+	AB	<u>C1</u>	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Always voted	(3) 229 23	112 % 21%	117 25%	28 5 16%	96 25%	105 23%	79 21%	48 23%	19 20%	32 27%	68 27%	39 19%	71 25%	34 18%	17 22%	137 27%	62 17%	11 25%	19 20%	43 23%	82 22%	104 24%	143 26%	44 18%	42 20%	75 25%	80 21%	74 23%	192 72%	26 8%	11 3%	192 72%	26 8%	11 5 3%
Sometimes voted	(2) 469 47	266 % 50%	203 43%	60 35%	173 46%	236 52%	185 50%	89 43%	43 44%	42 36%	120 48%	101 48%	126 45%	90 49%	32 42%	239 48%	176 48%	22 50%	32 34%	88 47%	184 49%	197 45%	254 46%	112 46%	103 50%	137 46%	193 50%	139 43%	71 26%	236 72%	162 40%	71 26%	236 72%	162 40%
Never voted	(1) 303 30'	149 % 28%	154 32%	83 49%	111 29%	109 24%	104 28%	70 34%	35 36%	43 37%	61 24%	69 33%	85 30%	60 33%	28 36%	125 25%	125 34%	11 25%	42 45%	56 30%	112 30%	135 31%	154 28%	86 36%	63 30%	84 28%	111 29%	108 34%	5 2%	67 20%	231 57%	5 2%	67 20%	231 57%
Mean		1.93	1.93	1.92	1.68	1.96	1.99	1.93	1.89	1.84	1.91	2.03	1.86	1.95	1.86	1.86	2.02	1.83	2.00	1.75	1.93	1.92	1.93	1.98	1.83	1.90	1.97	1.92	1.89	2.70	1.88	1.46	2.70	1.88	1.46
Standard deviation		0.73	0.70	0.75	0.74	0.74	0.69	0.70	0.75	0.73	0.80	0.72	0.71	0.74	0.70	0.76	0.72	0.70	0.72	0.78	0.73	0.71	0.74	0.73	0.71	0.70	0.73	0.70	0.75	0.50	0.52	0.55	0.50	0.52	0.55
Standard error		0.02	0.03	0.03	0.06	0.04	0.03	0.04	0.05	0.07	0.07	0.05	0.05	0.04	0.05	0.09	0.03	0.04	0.11	0.08	0.05	0.04	0.04	0.03	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03

Absolutes/col percents

Have you taken a foreign holiday in the last 3 years?

Base : All respondents

Table 58

	Ge	nder		Age			SE	<u>G</u>				Region				Vote in	2010		c effe	d known oalition - ct on voti LibDem		Lit C Right	pinion c Dems i coalition Shou- Id	n	sin	of LibDe ce gener election	al	previ	d LibDen ious gene elections	eral	prev	d LibDer vious loo cil electi	cal
<u>Total</u>	Male	Fe- _male_	18-34	35-54	55+	_ <u>AB</u>	_ <u>C1_</u>		DE	South East		North Eng-	Wales & South West				An- other party	Did not vote	More like- _ly		No diff- erenc e	to join coal- ition with Cons- erva-	Lab-	ld have stay- ed in oppos	ed for the bet-	the	Not chang - ed		Some- times	Never		Some- times	Never
	527	474	171	380	450		207		117	249	209	282	184	77	501	363	44	93	187		436	551	242	208	296	384	321	268	329	404	268	329	404
Yes 760 76%	415 79%	345 73%	132 77%	268 71%	360 80%	297 81%	155 75%	70 72%	60 51%	196 79%	150 72%	218 77%	138 75%	58 75%	396 79%	278 77%	28 64%	58 62%	134 72%		347 80%	429 78%	179 74%	152 73%	240 81%	281 73%	239 74%	200 75%	245 74%	315 78%	200 75%	245 74%	315 78%
No 241 24%	112 21%	129 27%		112 29%	90 20%	71 19%	52 25%	27 28%	57 49%	53 21%	59 28%	64 23%	46 25%	19 25%	105 21%	85 23%	16 36%	35 38%	53 28%	99 26%	89 20%	122 22%	63 26%	56 27%	56 19%	103 27%	82 26%	68 25%	84 26%	89 22%	68 25%	84 26%	89 22%

Prepared by Populus for Lord Ashcroft

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Table 59

Tenure

Base : All respondents

A bit in the constraint of the constraint o		If had known of coalition - Opinion of View of LibDems Voted LibDem in Voted LibDem in effect on voting Gender Age SEG Region Vote in 2010 LibDem coalition election elections council elections Shou- Right Id	
Base 1011 527 474 171 380 450 368 207 97 117 249 209 282 184 77 501 363 44 93 187 378 436 551 242 208 296 384 321 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 368 367 378 368 267 141 167 328 408 358 130 133 145 146 306 67 154 183 368 130 133 137 138 168 103 133 168 103 133 168 103 133 168 103 133 168<		to have Shou- join form. Id Chang coal- ed have - Chang ition coal- stay- ed - No with ition ed in for ed Not North & Cons- An- Did More Less diff- Cons- with oppos the for chang Fe- South Mid- Eng South Scot- erva- Lab- other not like like- erenc erva- Lab bet- the - Al- Some- Al- Some-	
Owned outright - without 380 226 154 16 66 298 104 56 22 31 98 89 103 63 27 213 131 16 20 72 141 167 222 78 80 130 133 117 105 125 150 105 125 141 167 226 76 123 145 145 145 145 145 145 145 145 145 145	Base		
Owned with a mortgage or loan 404 207 197 77 219 108 200 100 44 28 94 75 120 82 33 215 145 14 30 67 154 183 236 92 76 123 145 136 103 133 168 103 133 <td>Owned outright - without</td> <td>380 226 154 16 66 298 104 56 22 31 98 89 103 63 27 213 131 16 20 72 141 167 222 78 80 130 133 117 105 125 150 105 125 150</td> <td></td>	Owned outright - without	380 226 154 16 66 298 104 56 22 31 98 89 103 63 27 213 131 16 20 72 141 167 222 78 80 130 133 117 105 125 150 105 125 150	
Ioan 40% 39% 42% 45% 58% 24% 58% 24% 38% 45% 43% 43% 40% 32% 32% 36% 41% 42% 38% 37% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 38% 40% 42% 43% 43% 40% 42% 43% 43% 40% 42% 43% 40% 42% 43% 43% 40% 42% 43% 43% 40% 43% 40% 42% 43% 43% 40% 42% 43% 42% 43% 43% 40% 42% 43% 43%			
5% 4% 6% 4% 8% 3% 2% 4% 9% 19% 4% 4% 5% 7% 14% 11% 6% 6% 3% 2% 8% 9% 1% 8% 4% 5% 5% 4% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 5% 5%			
association 6% 4% 7% 8% 3% 4% 7% 6% 7% 4% 8% 3% 8% 7% 11% 6% 6% 5% 4% 9% 5% 3% 8% 5% 7% 6% 4% 6% 7% 4% 8% 3% 8% 7% 11% 6% 6% 5% 4% 9% 5% 3% 8% 5% 7% 6% 4% 6% 7% 11% 6% 6% 5% 4% 9% 5% 3% 8% 5% 7% 6% 4% 6% 7% 11% 6% 6% 5% 4% 9% 5% 3% 8% 5% 7% 6% 4% 7% 6% 4% 7% 6% 4% 7% 6% 4% 7% 6% 4% 6% 7% 1% 8% 31 4 22 19 35 51 56 29 20 27 43 45 27 33 45 27 33 45 <td>Rented from the council</td> <td>49 21 28 7 30 12 7 9 9 22 10 8 15 8 8 9 24 6 10 12 23 14 11 19 19 4 31 14 14 18 17 14 18 17 5% 4% 6% 4% 8% 3% 2% 4% 9% 19% 4% 4% 5% 4% 10% 2% 7% 14% 11% 6% 6% 3% 2% 8% 9% 1% 8% 4% 5% 5% 4% 5% 5% 4%</td> <td></td>	Rented from the council	49 21 28 7 30 12 7 9 9 22 10 8 15 8 8 9 24 6 10 12 23 14 11 19 19 4 31 14 14 18 17 14 18 17 5% 4% 6% 4% 8% 3% 2% 4% 9% 19% 4% 4% 5% 4% 10% 2% 7% 14% 11% 6% 6% 3% 2% 8% 9% 1% 8% 4% 5% 5% 4% 5% 5% 4%	
10% 9% 12% 33% 9% 3% 11% 12% 15% 15% 13% 11% 8% 13% 4% 10% 9% 9% 24% 10% 9% 12% 10% 12% 10% 9% 11% 11% 10% 10% 11% 10% 10% 11% Rent free 7 4 3 2 2 3 3 2 1 1 4 1 1 1 - 2 3 1 1 5 2 - 3 2 2 2 3 2 1 - 6 1 - 6		56 22 34 13 29 14 15 15 6 17 10 12 21 7 6 14 29 3 10 12 23 21 23 22 11 10 30 16 18 20 18 18 20 18 6% 4% 7% 8% 8% 3% 4% 7% 6% 15% 4% 6% 7% 4% 8% 3% 8% 7% 11% 6% 6% 5% 4% 9% 5% 3% 8% 5% 7% 6% 4% 7% 6% 4%	
Rentfree 7 4 3 2 2 3 3 2 1 1 4 1 1 1 - 2 3 1 1 5 2 - 3 2 2 2 3 2 1 - 6 1 - 6	Rented from someone else		
י - אז · או איז	Rent free	7 4 3 2 2 3 3 2 1 1 4 1 1 1 - 2 3 1 1 5 2 - 3 2 2 2 3 2 1 - 6 1 - 6	

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Absolutes/col percents

At what age did you finish your full time education?

Base : All respondents

Table 60

		Gen	der		Age			SEC	G			I	Region				Vote in	2010		co effec	d known alition - t on votir ibDem	ng	Lib 	Dinion of Dems ir <u>Dalition</u> Shou-	f 1	sin	of LibDe ce gener election	ral	previ	d LibDen ious gene elections	eral	prev	d LibDer vious loo cil electi	cal
	Total	Male	Fe- male	18-34_	35-54	55+	AB	<u>C1</u>	<u>C2</u>	DE_		Mid-	North Eng-			Cons- erva- tive		other				No diff- erenc	join coal- ition with Cons- erva-	form- ed coal- ition with Lab-	have stay- ed in oppos	ed for the bet-	Chang - ed for the worse	Not chang _ ed		Some-	Never		Some- times	Nev
ase		527	474	171	380			207		117	249	209	282	184	77	501	363	44						242	208	296	384	321	268	329	404		329	404
ler 16	276 28%	151 29%	125 26%	16 9%	104 27%	156 35%	53 14%	50 24%	37 38%	60 51%	52 21%	65 31%	83 29%	55 30%	21 27%	129 26%	110 30%	16 36%	21 23%	60 32%	105 28%	111 25%	140 25%	72 30%	64 31%	91 31%	105 27%	80 25%	83 31%	85 26%	108 27%	83 31%	85 26%	10 2
8	234 23%	125 24%	109 23%	33 19%	90 24%	111 25%	66 18%	60 29%	29 30%	23 20%	56 22%	42 20%	74 26%	44 24%	18 23%	133 27%	65 18%	10 23%	26 28%	48 26%			143 26%	46 19%	45 22%	68 23%	70 18%	96 30%	60 22%	81 25%	93 23%	60 22%	81 25%	9
24	376 38%	196 37%	180 38%	86 50%	144 38%	146 32%	197 54%	72 35%	20 21%	23 20%	113 45%	80 38%	94 33%	60 33%	29 38%	203 41%	133 37%	14 32%	26 28%				229 42%	82 34%	65 31%	117 40%	147 38%	112 35%	103 38%	125 38%	148 37%	103 38%	125 38%	14
34	53 5%	31 6%	22 5%	10 6%	22 6%	21 5%	31 8%	10 5%	2 2%	3 3%	14 6%	10 5%	10 4%	13 7%	6 8%	16 3%	30 8%	2 5%	5 5%	4 2%	33 9%	16 4%	17 3%	20 8%	16 8%	12 4%	27 7%	14 4%	7 3%	22 7%	24 6%	7 3%	22 7%	24
14	9 1%	4 1%	5 1%	-	5 1%	4 1%	5 1%	1	-	2 2%	3 1%	1	4 % 2 1%	2 1%	1 1%	2	6 2%	1 2%	-	-	8 2%	1	2	5 2%	2 1%	1	7 2%	1	2 1%	1	6 1%	2 1%	1	
4	4	-	4	-	-	4 1%	1	1	-	2% 1 1%	1		2 1%	1 1 1%	-	2	2	-	-	- 1 1%	1	2	2	2	-	2	2% 2 1%		2 1%	1	1	2 1%	1	
4	1	- 1 *	1% -	-	-	1% 1 *	-	-	-	-	1	-	-	í %	-	-	1% 1 *	-	-	-	1	-	-	1% 1 *	-	1% -	1% 1 *	-	- 1%	-	1	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
n full time ation	- 24 2%	- 9 2%	- 15 3%	- 20 12%	- 3 1%	1	- 10 3%	- 5 2%	- 6 6%	- 1 1%	- 3 1%	- 8 4%	- 7 2%	- 5 3%	- 1 1%	- 8 2%	- 8 2%	-	- 8 9%	- 2 1%	- 12 3%	- 10 2%	- 9 2%	- 8 3%	- 7 3%	1	- 16 4%	- 7 2%	- 4 1%	- 7 2%	- 13 3%	- 4 1%	- 7 2%	1:
er had any full time	2% 1	2% 1 *	-	-	1 70	-	-	-	-	1	-	470	∠ 70 1 *	-	-	-	-	-	1	-	3% 1	-	-	-	3% 1	-	4% 1 *	-	1	-	-	1%	-	
cation			-	-		-	-	-	-	1%	-	-		-	-	-	-	-	1%	-		-	-	-		-		-		-	-		-	

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At what age did you finish your full time education?

Base : All respondents

Table 60

	GenderAge	SEG	RegionVote in 2010	If had known of coalition - Opinion of effect on voting LibDem coalition Shou- Right Id to have Shou- ioin form Id	View of LibDems Voted LibDem in previous general election elections Council elections
	Fe- 	<u>AB C1 C2 DE</u>	Wales North & Cons- An- Did South Mid- Eng- South Sot- erva- Lab- other not E East Jands Jand West Jand tive our party vote	join form- Id coal- ed have ition coal- stay- No with ition ed in More Less diff- Cons- with oppo- like- like- erenc erva- Lab ly etoestion	- Chang ed - for ed Not
Base	1001 527 474 171 380 450	368 207 97 117	7 249 209 282 184 77 501 363 44 93	187 378 436 551 242 208	296 384 321 268 329 404 268 329 404
Don't know	9 4 5 3 4 2 1% 1% 1% 2% 1% *	1 4 2 1 * 2% 2% 1%	1 1 2 5 1 - 2 4 - 3 1% * 1% 2% 1% - * 1% - 3%	1 6 2 1 3 5 6 1% 2% * * 1% 2%	1 4 4 2 2 5 2 2 5 6 * 1% 1% 1% 1% 1% 1% 1% 1%
Prefer not to answer	14 5 9 3 7 4 1% 1% 2% 2% 2% 1	4 4 1 2 % 1% 2% 1% 2%	2 5 1 4 3 1 6 4 1 3 2% 2% * 1% 2% 1% 1% 1% 2% 3%	4 2 8 8 3 3 % 2% 1% 2% 1% 1% 1%	3 4 7 4 5 5 4 5 5 6 1% 1% 2% 1% 1% 2% 1%
Mean	19.52 19.39 19.66 20.28 19.56 19.23	20.78 19.37 17.76 18.38	8 20.15 19.15 19.22 19.41 19.72 19.22 20.10 19.26 18.91	18.74 20.20 19.26 19.24 20.17 19.49	19.21 20.21 18.98 19.23 19.65 19.60 19.23 19.65 19.60
Standard deviation	4.58 4.27 4.92 2.85 4.24 5.25	4.40 4.26 2.88 5.27	7 5.07 3.60 4.63 4.86 4.31 3.86 5.58 5.01 3.23	3.67 5.56 3.89 3.77 6.11 4.49	4.27 5.57 3.32 4.58 4.28 4.82 4.58 4.28 4.82
Standard error	0.15 0.19 0.23 0.24 0.22 0.25	0.23 0.31 0.31 0.50	0 0.33 0.26 0.28 0.37 0.50 0.18 0.30 0.76 0.37	0.27 0.29 0.19 0.16 0.40 0.32	0.25 0.29 0.19 0.29 0.24 0.25 0.29 0.24 0.25

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

Base : All respondents

Table 61

		Ger	nder		Age			SE	<u>G</u>				Region				Vote in	2010		c effe	d known oalition - ct on voti LibDem	ing	Lil C Right	pinion o bDems i <u>coalition</u> Shou- Id	n	sin	of LibDe ce gener election	ral	previ	d LibDen ous gene elections	eral	prev	d LibDen vious loc cil electio	al
	Total	_Male_	Fe- _male	18-34	_35-54_	_55+_	_AB	<u>C1</u>	_C2_	_DE_	South East		North Eng- land	Wales & South West	Scot- land	Cons- erva- tive		An- other party		More like- ly		No diff-	to join coal- ition with Cons- erva-	have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos	ed for the bet-	Chang ed for the worse	Not chang - 	Al- ways_	Some- times	Never		Some-	Never
Base	1001	527	474	171	380	450	368	207		117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Secondary school, high school, NVQ levels 1 to 3, etc.	404 40%	193	211 45%	57 33%	170 45%	177 39%	94 26%	86 42%	60 62%	80 68%	86	85 41%	126	78 42%	29 38%	199 40%	134 37%	21 48%	50 54%	88 47%	135 36%	181 42%	216 39%	102 42%	86 41%	117 40%	142 37%	145 45%	112 42%	138 42%	154 38%	112 42%	138 42%	154 38%
University degree or equivalent professional qualification, NVQ level 4, etc.	408 41%	235 45%	173 36%	63 37%	146 38%	199 44%	178 48%	89 43%	25 26%	27 23%	104 42%	83 40%	113 40%	72 39%	36 47%	225 45%	136 37%	20 45%	27 29%	67 36%	154 41%	187 43%	246 45%	84 35%	78 38%	121 41%	147 38%	140 44%	119 44%	126 38%	163 40%	119 44%	126 38%	163 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	152 15%	83 16%	69 15%	34 20%	53 14%	65 14%	84 23%	25 12%	5 5%	6 5%	50 20%	32 15%	34 12%	27 15%	9 12%	65 13%	75 21%	3 7%	9 10%	25 13%	74 20%	53 12%	76 14%	45 19%	31 15%	51 17%	70 18%	31 10%	32 12%	56 17%	64 16%	32 12%	56 17%	64 16%
Still in full time education	17 2%	6 1%	11 2%	15 9%	2 1%	-	6 2%	3 1%	5 5%	2 2%	2 1%	6 3%		5 3%	-	6 1%	5 1%	:	6 6%	2 1%	8 2%	7 2%	6 1%	7 3%	4 2%	2 1%	13 3%	2 1%	3 1%	4 1%	10 2%	3 1%	4 1%	10 2%
Don't know Prefer not to answer	5 * 15	3 1% 7	2 * 8	- - 2	2 1% 7	3 1% 6	3 1% 3	- - 4	- - 2	- - 2	2 1% 5	- - 3	2 1% 3	- - 2	1 1% 2	1 * 5	4 1% 9	-	- - 1	- - 5	2 1% 5	3 1% 5	1 * 6	2 1% 2	2 1% 7	1 * 4	3 1% 9	1 * 2	1 * 1	1 * 4	3 1% 10	1 * 1	1 * 4	3 1% 10
	1%	. 1%	2% 3	1%	2%	1%	1%	2%	2%	2%	2% 3	1%	1%	1%	3% -	1%	2%		1%	3% -	1%	1%	1%	1%.	3%	1%	2%	1%		1%	2%		1%	2%

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Table 62

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

		Ger	nder		Age			SE	G				Region				Vote in	n 2010		c effe	ad knowr coalition - ct on vol LibDem	-		Dpinion c ibDems i <u>coalition</u> Shou-	n	sin	r of LibD ce gene election	ral	prev	ed LibDer vious gen elections	neral	pre	d LibDer vious loo ncil electi	al
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	ld have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos	Chang - ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Yes - responsible for half or more of the items bought	836 84%	380 72%	456 96%	154 90%	339 89%	343 76%	316 86%	173 84%	89 92%	100 85%	204 82%	173 83%	242 86%	147 80%	70 91%	406 81%	312 86%	39 89%	79 85%	153 82%	321 85%	362 83%	446 81%	208 86%	182 88%	242 82%	335 87%	259 81%	237 88%	268 81%	331 82%	237 88%	268 81%	331 82%
No - not responsible for most of the items bought	165 16%	147 28%	18 4%	17 10%	41 11%	107 24%	52 14%	34 16%	8 8%	17 15%	45 18%	36 17%	40 14%	37 20%	7 9%	95 19%	51 14%	5 11%	14 15%	34 18%	57 15%	74 17%	105 19%	34 14%	26 13%	54 18%	49 13%	62 19%	31 12%	61 19%	73 18%	31 12%	61 19%	73 18%

Absolutes/col percents

How many cars are there in your household?

Base : All respondents

		Ge	nder		Age			SE	3				Region_				Vote ir	<u>1 2010</u>		c effe	ad known coalition cct on vo <u>LibDem</u>	-	Lil C Right to		n Shou-	sin	v of LibD ice gene <u>election</u>	ral	prev	ed LibDer rious gen elections	eral	pre	ed LibDen evious loc ncil election	al
	Total	Male	Fe- 	18-34	35-54	_55+	_AB_	C1	<u>C2</u>	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition with Lab- our	ld have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang ed	Al- ways	Some- times	<u>Never</u>	Al- ways_	Some- times	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
None	76	30	46	18	39	19	21	19	7	23	23	8	21	16	8	12	43	9	12	14	47	15	17	28	31	8	52	16	22	29	25	22	29	25
	8%	6%	10%	11%	10%	4%	6%	9%	7%	20%	9%	4%	7%	9%	10%	2%	12%	20%	13%	7%	12%	3%	3%	12%	15%	3%	14%	5%	8%	9%	6%	8%	9%	6%
1	457	223	234	69	163	225	152	84	47	61	113	91	135	80	38	213	183	18	43	80	179	198	236	127	94	128	181	148	133	149	175	133	149	175
	46%	42%	49%	40%	43%	50%	41%	41%	48%	52%	45%	44%	48%	43%	49%	43%	50%	41%	46%	43%	47%	45%	43%	52%	45%	43%	47%	46%	50%	45%	43%	50%	45%	43%
2	383	227	156	67	148	168	162	84	36	26	90	92	103	71	27	228	114	12	29	72	121	190	245	74	64	132	121	130	93	123	167	93	123	167
	38%	43%	33%	39%	39%	37%	44%	41%	37%	22%	36%	44%	37%	39%	35%	46%	31%	27%	31%	39%	32%	44%	44%	31%	31%	45%	32%	40%	35%	37%	41%	35%	37%	41%
3+	85	47	38	17	30	38	33	20	7	7	23	18	23	17	4	48	23	5	9	21	31	33	53	13	19	28	30	27	20	28	37	20	28	37
	8%	9%	8%	10%	8%	8%	9%	10%	7%	6%	9%	9%	8%	9%	5%	10%	6%	11%	10%	11%	8%	8%	10%	5%	9%	9%	8%	8%	7%	9%	9%	7%	9%	9%

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Table 63

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

Base : All respondents

Table 64

Part Fer Fer <th></th> <th></th> <th>-</th> <th>Geno</th> <th>der</th> <th></th> <th>Age</th> <th></th> <th></th> <th><u> </u></th> <th>EG</th> <th></th> <th></th> <th></th> <th>Region</th> <th></th> <th></th> <th></th> <th>Vote in</th> <th>2010</th> <th></th> <th>effec</th> <th>alition - t on voti .ibDem</th> <th></th> <th>C</th> <th>pinion o Dems in oalition Shou- Id</th> <th>n</th> <th>sin</th> <th>of LibD ce gene election</th> <th>ral</th> <th>previ</th> <th>d LibDer ous gen lections</th> <th>eral</th> <th>pre</th> <th>d LibDe vious lo icil elec</th> <th>local</th>			-	Geno	der		Age			<u> </u>	EG				Region				Vote in	2010		effec	alition - t on voti .ibDem		C	pinion o Dems in oalition Shou- Id	n	sin	of LibD ce gene election	ral	previ	d LibDer ous gen lections	eral	pre	d LibDe vious lo icil elec	local
Base 101 527 474 171 380 450 86 207 97 17 249 249 240 261 63 44 93 167 376 167 51 210 162 210 <th></th> <th>Toto</th> <th></th> <th>1210</th> <th></th> <th>19-24</th> <th>25.54</th> <th>55.</th> <th>AB</th> <th>C1</th> <th>63</th> <th>DE</th> <th></th> <th></th> <th>North Eng-</th> <th>& South</th> <th>Scot-</th> <th>erva-</th> <th></th> <th>other</th> <th>not</th> <th>like-</th> <th>like-</th> <th>No diff- erenc</th> <th>to join coal- ition with Cons- erva-</th> <th>have form- ed coal- ition with Lab-</th> <th>ld have stay- ed in oppos</th> <th>ed for the bet-</th> <th>ed for the</th> <th>chang -</th> <th></th> <th></th> <th>Novor</th> <th></th> <th>Some-</th> <th></th>		Toto		1210		19-24	25.54	55.	AB	C1	63	DE			North Eng-	& South	Scot-	erva-		other	not	like-	like-	No diff- erenc	to join coal- ition with Cons- erva-	have form- ed coal- ition with Lab-	ld have stay- ed in oppos	ed for the bet-	ed for the	chang -			Novor		Some-	
Inte 961 505 456 156 366 439 355 194 974 976	ase																																			40
T. Non-white 28 16 3% 13% 10% 13% 10% 5 10% 9 1% 1% 9 1% 5 11% 8 7% 2% 1% 1% 5 1% 1% 5 4% 1% 7% 1% 1% 1% 1% 1% 1% 1% 1		961	1 8	505	456		366	439	355	194	94	111	234	198	271	182	76	490	342		87	183	359	419	538	221	202	287		314	258		385	258	318	
red 11 4 7 5 4 2 4 3 1 3 2 4 1 - 1 8 - 2 7 2 1 8 2 2 8 1 1 5 5 1 5 6 1 6 <td>T: Non-white</td> <td>28</td> <td>3</td> <td>16</td> <td>12</td> <td>13</td> <td>10</td> <td>5</td> <td>10</td> <td>9</td> <td>1</td> <td>5</td> <td>11</td> <td>8</td> <td>7</td> <td>2</td> <td>-</td> <td>6</td> <td>18</td> <td>-</td> <td>4</td> <td>3</td> <td>14</td> <td>11</td> <td>7</td> <td>18</td> <td>3</td> <td>6</td> <td>18</td> <td>4</td> <td>7</td> <td>6</td> <td>15</td> <td>7</td> <td>6</td> <td></td>	T: Non-white	28	3	16	12	13	10	5	10	9	1	5	11	8	7	2	-	6	18	-	4	3	14	11	7	18	3	6	18	4	7	6	15	7	6	
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	xed	11	I	4	7	5	4	2	4	3	1	3	2	4	4	1	-	1%	8	-	2	2	7			8	2	2	8			5	5	1	5	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	an	10)	8	2	5	3	2	4	3	-	1	5	3	2	-	-		5	-	1		4			6		2	5			-	8	2	-	
1% 1% 1% - 1% - 1% - 1% - 1% - 1% - 1% <th< td=""><td>ck</td><td></td><td></td><td>1</td><td>3</td><td>2</td><td>2</td><td></td><td>-</td><td>3</td><td>-</td><td>-</td><td>2</td><td>1</td><td>1</td><td>-</td><td>-</td><td>-</td><td>4</td><td>-</td><td>-</td><td>-</td><td>2</td><td></td><td>-</td><td>4</td><td></td><td>-</td><td>4</td><td>-</td><td></td><td></td><td></td><td>1</td><td></td><td></td></th<>	ck			1	3	2	2		-	3	-	-	2	1	1	-	-	-	4	-	-	-	2		-	4		-	4	-				1		
erethnic group 2 2 - 1 - - 1 1 - - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 2 - 1 1 - 1 1 - 1 1 1 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	nese	1	1	1	-	-	1	-	-	1 %c	-	1		-		- 1 10/	-	-	-	-	- 1 10/	-	-	1			-		-	-	1	-	-	1	-	
fer not to answer 12 6 6 2 4 6 3 4 2 1 4 3 4 - 1 5 3 2 2 1 5 6 6 3 3 3 6 3 3 5 4 3 5	er ethnic group	2	2	2	-	1		- 1		-	-	-	2	-	-	-	-	1	1	-	-	1	- 1	-	2	-	-	1	1	-		-	-		-	
1% 1% 1% 1% 1% 1% 1% 2% 2% 1% 2% 1% 1% - 1% 1% 5% 2% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 2% 1% 1% 2% 1% 1% 2	er not to answer	12	2	6		2	4		3	4		1	4									1					3				3			3	5	

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ONLINE FIELDWORK . 25(1) - 20(1) NOVE

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

Base : All respondents

Table 65

		Ger	nder		Age			SE	G				Region				Vote ir	2010		c effe	ad known coalition - ct on vot LibDem	ing	Li	Dpinion c ibDems coalition Shou- Id	in		v of LibD nce gene election	ral	prev	ed LibDer rious gen elections	ieral	prev	d LibDen vious loc cil electio	al
	Total	Male_	Fe- male	_18-34	35-54	_55+_	AB	_C1_	C2		South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab-	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some-	Never
Base	1001	527	474	171	380	450	368	207		117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Christian	612 61%	319 61%	293 62%	79 46%	223 59%	310 69%	205 56%	121 58%	63 65%	73 62%	150 60%	127 61%	179 63%	113 61%	43 56%	345 69%	206 57%	25 57%	36 39%	112 60%	215 57%	285 65%	363 66%	134 55%	115 55%	199 67%	211 55%	202 63%	177 66%	198 60%	237 59%	177 66%	198 60%	237 59%
Muslim	7 1%	6 1%	1 *	2 1%	2 1%	3 1%	3 1%	1 *	1 1%	1 1%	3 1%	1	3 1%	-	-	1 *	4 1%	:	2 2%	2 1%	3 1%	2	1 *	3 1%	3 1%	1	5 1%	1 *	1	2 1%	4 1%	1 *	2 1%	4 1%
Hindu	4 *	4 1%	:	3 2%	:	1 *	3 1%	1 *	:	:	3 1%	1	:	-	:	2	2 1%	:	-	:	1	3 1%	2	2 1%	-	1 *	1 *	2 1%	1	:	3 1%	1 *	:	3 1%
Jew	6 1%	4 1%	2	1 1%	1 *	4 1%	3 1%	2 1%	-	-	4 2%	-	2 1%	-	-	4 1%	2 1%	-	-	1 1%	2 1%	3 1%	3 1%	2 1%	1	2 1%	2 1%	2 1%	3 1%	2 1%	1 *	3 1%	2 1%	1 *
Sikh	2	1 *	1 *	-	2 1%	-	-	2 1%	-	-	1 *	1 *	-	-	-	-	2 1%	-	-	-	2 1%	-	-	2 1%	-	-	2 1%	-	1 *	-	1 *	1 *	-	1 *
Buddist	3	2 *	1 *	1 1%	1 *	1 *	2 1%	1	-	-	2 1%	1 *	-	-	-	1 *	2 1%	-	-	1 1%	1 *	1 *	2	1 *	-	2 1%	1 *	-	2 1%	1	-	2 1%	1 *	-
Other	17 2%	9 2%	8 2%	2 1%	7 2%	8 2%	5 1%	5 2%	1 1%	4 3%	4 2%	4 2%	6 2%	-	3 4%	5 1%	9 2%	2 5%	1 1%	3 2%	8 2%	6 1%	8 1%	7 3%	2 1%	5 2%	7 2%	5 2%	8 3%	2 1%	7 2%	8 3%	2 1%	7 2%
Prefer not to say	12 1%	5 1%	7 1%	-	4 1%	8 2%	1	7 3%	1 1%	1 1%	6 2%	2 1%	1 *	1 1%	2 3%	5 1%	5 1%	2 5%	-	2 1%	4 1%	6 1%	5 1%	4 2%	3 1%	2 1%	6 2%	4 1%	5 2%	3 1%	4 1%	5 2%	3 1%	4 1%
None	338 34%	177 34%	161 34%	83 49%	140 37%	115 26%	146 40%	67 32%	31 32%	38 32%	76 31%	72 34%	91 32%	70 38%	29 38%	138 28%	131 36%	15 34%	54 58%	66 35%	142 38%	130 30%	167 30%	87 36%	84 40%	84 28%	149 39%	105 33%	70 26%	121 37%	147 36%	70 26%	121 37%	147 36%
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Which of the following best describes where you live?

Base : All respondents

Table 66

		Ger	nder		Age			SE	G				Region				Vote in	n 2010		c effe	ad knowr coalition - ct on vol LibDem	-	Li	Dpinion o bDems i coalition Shou- Id		sir	v of LibD nce gene election	eral	prev	ed LibDer rious gen elections	eral	pre	d LibDen vious loc ncil electi	cal
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Urban - Population over 10,000	363	206	157	80	130	153	135	79	37	41	121	64	97	51	30	157	160	11	35	61	163	139	179	106	78	102	165	96	102	111	150	102	111	150
	36%	39%	33%	47%	34%	34%	37%	38%	38%	35%	49%	31%	34%	28%	39%	31%	44%	25%	38%	33%	43%	32%	32%	44%	38%	34%	43%	30%	38%	34%	37%	38%	34%	37%
Town and Fringe	371	182	189	64	145	162	134	78	33	50	87	75	122	65	22	195	130	17	29	63	132	176	205	84	82	101	137	133	99	123	149	99	123	149
	37%	35%	40%	37%	38%	36%	36%	38%	34%	43%	35%	36%	43%	35%	29%	39%	36%	39%	31%	34%	35%	40%	37%	35%	39%	34%	36%	41%	37%	37%	37%	37%	37%	37%
Village	221	108	113	25	89	107	79	46	22	21	37	63	49	52	20	120	63	13	25	54	67	100	135	47	39	80	71	70	52	82	87	52	82	87
	22%	20%	24%	15%	23%	24%	21%	22%	23%	18%	15%	30%	17%	28%	26%	24%	17%	30%	27%	29%	18%	23%	25%	19%	19%	27%	18%	22%	19%	25%	22%	19%	25%	22%
Hamlet & Isolated	46	31	15	2	16	28	20	4	5	5	4	7	14	16	5	29	10	3	4	9	16	21	32	5	9	13	11	22	15	13	18	15	13	18
Dwelling	5%	6%	3%	1%	4%	6%	5%	2%	5%	4%	2%	3%	5%	9%	6%	6%	3%	7%	4%	5%	4%	5%	6%	2%	4%	4%	3%	7%	6%	4%	4%	6%	4%	4%

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Are you the Chief Income Earner in your household?

Base : All respondents

Table 67

		Ger	nder		Age			SE	G				Region				Vote in	n 2010		c effe	ad know coalition ect on vo LibDem	- ting		Dpinion o bDems in <u>coalition</u> Shou- Id	n	sin	v of LibD ice gene election		prev	d LibDer ious gen elections	eral	pre	d LibDer vious loo ncil electi	cal
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	Right to join coal- ition with Cons- erva- tives	have form- ed coal- ition	Shou- Id have stay- ed in oppos	Chang - ed for the bet- ter	Chang - ed for the worse	Not chang - ed	Al- ways	Some- times	Never	Al- ways	Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Yes, sole chief income	426	256	170	56	168	202	140	93	32	58	106	98	106	78	38	218	155	18	35	81	160	185	240	97	89	132	163	131	112	151	163	112	151	163
earner	43%	49%	36%	33%	44%	45%	38%	45%	33%	50%	43%	47%	38%	42%	49%	44%	43%	41%	38%	43%	42%	42%	44%	40%	43%	45%	42%	41%	42%	46%	40%	42%	46%	40%
Yes, joint chief income	318	203	115	52	104	162	114	65	29	29	81	64	98	56	19	167	116	10	25	50	123	145	185	71	62	104	115	99	79	93	146	79	93	146
earner with someone else	32%	39%	24%	30%	27%	36%	31%	31%	30%	25%	33%	31%	35%	30%	25%	33%	32%	23%	27%	27%	33%	33%	34%	29%	30%	35%	30%	31%	29%	28%	36%	29%	28%	36%
No	257	68	189	63	108	86	114	49	36	30	62	47	78	50	20	116	92	16	33	56	95	106	126	74	57	60	106	91	77	85	95	77	85	95
	26%	13%	40%	37%	28%	19%	31%	24%	37%	26%	25%	22%	28%	27%	26%	23%	25%	36%	35%	30%	25%	24%	23%	31%	27%	20%	28%	28%	29%	26%	24%	29%	26%	24%

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Which of the following best describes your current working status?

Base : All respondents

Table 68

		Ge	nder		Age			SE	G				Region				Vote in	2010		c effe	ad known coalition - ct on voti LibDem		Lit c Right	pinion o Dems i coalition Shou- Id	n	sin	v of LibDe nce gener election	eral	prev	ed LibDer ious gen elections	eral	prev	d LibDem vious loca cil electio	al
	_Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot-	Cons- erva- tive		An- other party	Did not vote	More like-	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva-	have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos - ition	ed for the bet-	Chang - ed	Not chang - ed		Some- times	Never		Some- times I	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Working full time - working 30 hours per week or more	380 389	229 6 43%	151 32%	95 56%	203 53%	82 18%	203 55%	111 54%	46 47%	20 17%	103 41%	84 40%	101 36%	60 33%	32 42%	192 38%	138 38%	15 34%	35 38%	58 31%	154 41%	168 39%	210 38%	90 37%	80 38%	103 35%	136 35%	141 44%	92 34%	118 36%	170 42%	92 34%	118 36%	170 42%
Working part time - working between 8 and 29 hours per week	151 159	44 % 8%	107 23%	31 18%	71 19%	49 11%	60 16%	40 19%	23 24%	19 16%	39 16%	28 13%	46 16%	23 13%	15 19%	66 13%	62 17%	8 18%	15 16%	27 14%	57 15%	67 15%	74 13%	48 20%	29 14%	47 16%	66 17%	38 12%	39 15%	52 16%	60 15%	39 15%	52 16%	60 15%
Not working but seeking work or temporarily unemployed or sick	59 69	29 6%	30 6%	12 7%	34 9%	13 3%	14 4%	17 8%	5 5%	17 15%	21 8%	8 4%	17 6%	8 4%	5 6%	21 4%	27 7%	4 9%	7 8%	13 7%	25 7%	21 5%	25 5%	18 7%	16 8%	16 5%	29 8%	14 4%	19 7%	17 5%	23 6%	19 7%	17 5%	23 6%
Not working and not seeking work	39 49	18 6 3%	21 4%	14 8%	15 4%	10 2%	12 3%	4 2%	3 3%	17 15%	6 2%	9 4%	16 6%	6 3%	2 3%	14 3%	14 4%	3 7%	8 9%	6 3%	18 5%	15 3%	17 3%	13 5%	9 4%	12 4%	22 6%		11 4%	12 4%	16 4%	11 4%	12 4%	16 4%
Retired on a state pension only	30 32	12 6 2%	18 4%	-	2 1%	28 6%	1	2 1%	3 3%	17 15%	10 4%	3 1%	7 2%	10 5%	-	18 4%	9 2%	3 7%	-	10 5%	9 2%	11 3%	16 3%	8 3%	6 3%	7 2%	11 3%	12 4%	11 4%	7 2%	12 3%	11 4%	7 2%	12 3%
Retired with a private pension	268 279	187 6 35%	81 17%	-	11 3%	257 57%	51 14%	23 11%	6 6%	6 5%	55 22%	60 29%	79 28%	57 31%	17 22%	158 32%	90 25%	7 16%	13 14%	52 28%	98 26%	118 27%	171 31%	44 18%	53 25%	92 31%	94 24%	82 26%	70 26%	96 29%	102 25%	70 26%	96 29%	102 25%
House person, housewife, househusband, etc.	74 79	8 2%	66 14%	19 11%	44 12%	11 2%	27 7%	10 5%	11 11%	21 18%	15 6%	17 8%	16 6%	20 11%	6 8%	32 6%	23 6%	4 9%	15 16%	21 11%	17 4%	36 8%	38 7%	21 9%	15 7%	19 6%	26 7%	29 9%	26 10%	27 8%	21 5%	26 10%	27 8%	21 5%
Prepared by Populus for Lo	ord Asl	ncroft																																

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Do you work in any of the following occupations?

Base : All who work

Table 69

		Gen	der		Age			SE	3				Region				Vote in	2010		c effe	ad knowr oalition - ct on vol LibDem	ing	Lil	pinion o Dems i <u>coalition</u> Shou- Id	n	sir	w of LibD nce gene election	ral	prev	d LibDer ious gen elections	eral	prev	d LibDen vious loc cil electio	al
	_Total	Male	Fe- male	<u>18-34</u>	35-54	_55+_	<u>AB</u>		<u>C2</u>		South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our	An- other party	Did not vote	More like- _ly	Less like- ly	No diff-	Right to join coal- ition with Cons- erva- tives	have form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang		Some- times	Never	Al- s	Some-	<u>Never</u>
Base	531	273	258	126	274	131	263	151	69	39	142	112	147	83	47	258	200	23	50	85	211	235	284	138	109	150	202	179	131	170	230	131	170	230
Central government including all administrative departments and central government agencies such as	13 2%	6 2%	7 3%	3 2%	8 3%	2 2%	6 2%	4 3%	2 3%	1 3%	3 2%	2 2%	5 3%	2 2%	1 2%	5 2%	8 4%	-	-	1 1%	8 4%	4 2%	5 2%	4 3%	4 4%	4 3%	7 3%	2 1%	3 2%	3 2%	7 3%	3 2%	3 2%	7 3%
the Bank of England																																		
HM Forces	3 1%	2 1%	1 *	1 1%	2 1%	-	:	2 1%	1 1%	-	2 1%	-	-	:	1 2%	3 1%	:	-	:	1 1%	:	2 1%	3 1%	:	:	1 1%	1 *	1 1%	:	2 1%	1 *	:	2 1%	1 *
National Health Service	27 5%	8 3%	19 7%	7 6%	14 5%	6 5%	11 4%	12 8%	4 6%	-	4 3%	3 3%	12 8%	2 2%	6 13%	14 5%	10 5%	2 9%	1 2%	5 6%	10 5%	12 5%	17 6%	4 3%	6 6%	6 4%	10 5%	11 6%	5 4%	8 5%	14 6%	5 4%	8 5%	14 6%
Universities and Academies funded by government	19 4%	7 3%	12 5%	7 6%	8 3%	4 3%	11 4%	5 3%	2 3%	-	3 2%	8 7%	1 1%	5 6%	2 4%	4 2%	10 5%	1 4%	4 8%	2 2%	13 6%	4 2%	6 2%	11 8%	2 2%	4 3%	12 6%	3 2%	3 2%	6 4%	10 4%	3 2%	6 4%	10 4%
Courts service	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	-	1 *	-	-	1 *
Local government administration	21 4%	8 3%	13 5%	5 4%	7 3%	9 7%	9 3%	7 5%	-	3 8%	4 3%	5 4%	7 5%	5 6%	-	10 4%	7 4%	3 13%	1 2%	7 8%	8 4%	6 3%	12 4%	4 3%	5 5%	9 6%	8 4%	4 2%	2 2%	9 5%	10 4%	2 2%	9 5%	10 4%
Police service	7 1%	5 2%	2 1%	4 3%	2 1%	1 1%	3 1%	4 3%	-	-	2 1%	4 4%	-	-	1 2%	5 2%	2 1%	-	-	-	2 1%	5 2%	4 1%	1 1%	2 2%	2 1%	3 1%	2 1%	-	4 2%	3 1%	-	4 2%	3 1%
Public sector housing	7 1%	6 2%	1 *	1 1%	5 2%	1 1%	5 2%	-	2 3%	-	1 1%	-	4 3%	1 1%	1 2%	3 1%	3 2%	-	1 2%	-	3 1%	4 2%	3 1%	3 2%	1 1%	-	6 3%	1 1%	4 3%	1 1%	2 1%	4 3%	1 1%	2 1%

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Base : All who work

Table 69

		Ge	nder		Age			SE	G				Region				Vote in	2010		c effe	ad knowr coalition - ct on vot LibDem	- ting	L	Dpinion c ibDems i <u>coalition</u> Shou- Id	in	sin	v of LibD ice gene election		previ	d LibDer ous gen lections	eral	pre	ed LibDe evious lo ncil elec	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	C2	DE	South East		North	Wales & South West	Scot- land	Cons- erva- tive		An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed		Some- times	Never		Some- times	Never
Base	531	273	258	126	274	131	263	151	69	39	142	112	147	83	47	258	200	23	50	85	211	235	284	138	109	150	202	179	131	170	230	131	170	230
Teaching employed by local education authority including voluntary aided schools and foundation schools	36 7%	11 5 4%	25 10%	8 6%	18 7%	10 8%	25 10%	6 4%	3 4%	1 3%	12 8%	11 10%	8 5%	4 5%	1 2%	17 7%	13 7%	2 9%	4 8%	8 9%	14 7%	14 6%	18 6%	9 7%	9 8%	6 4%	13 6%	17 9%	13 10%	12 7%	11 5%	13 10%	12 7%	11 5%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	1 *	1 *	-	-	1	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	:	1 *	1 *	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-
Bradford and Bingley or Northern Rock Building societies	1 *	-	1 *	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	-	1 *	-	1 1%	-	-	1 1%	-	-
Other public sector occupation	28 5%	15 5%	13 5%	7 6%	12 4%	9 7%	10 4%	5 3%	7 10%	4 10%	6 4%	9 8%	7 5%	2 2%	4 9%	11 4%	13 7%	3 13%	1 2%	3 4%	13 6%	12 5%	11 4%	14 10%	3 3%	6 4%	14 7%	8 4%	12 9%	6 4%	10 4%	12 9%	6 4%	10 4%
None of the above	367 69%	204 5 75%	163 63%	82 65%	197 72%	88 67%	183 70%	104 69%	48 70%	30 77%	104 73%	70 63%	102 69%	62 75%	29 62%	185 72%	133 67%	12 52%	37 74%	58 68%	140 66%	169 72%	204 72%	87 63%	76 70%	110 73%	127 63%	130 73%	88 67%	118 69%	161 70%	88 67%	118 69%	161 70%

Do you work in any of the following occupations?

Prepared by Populus for Lord Ashcroft

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

Base : All respondents

Table 70

No 723 404 319 104 185 434 245 140 58 75 180 152 202 142 47 369 253 33 68 139 280 304 410 165 148 221 273 229 190 245 288 190 245 72% 77% 67% 61% 49% 96% 67% 68% 60% 64% 72% 73% 72% 77% 61% 74% 70% 75% 73% 74% 70% 74% 68% 71% 75% 71% 71% 71% 74% 71% 71% 74%			G	ender		Ag	ge			SEC	<u>G</u>				Region				Vote in	2010		c	ad known oalition - ct on voti LibDem		Lit c Right	pinion o Dems i coalition Shou- Id	n	sin	r of LibD ce gene election	ral	prev	ed LibDer vious gen elections	eral	pre	ed LibDe evious lo ncil elect	cal
Base 1001 527 474 171 380 450 368 207 97 117 249 290 282 164 77 501 363 44 93 167 378 436 51 242 208 284 281 268 290 265 283 33 68 139 270 730 730 730 730 <td></td> <td>Total</td> <td>Male</td> <td></td> <td>18-3</td> <td>84 35</td> <td>-54 5</td> <td>5+</td> <td>AB</td> <td>C1</td> <td>C2</td> <td>DE</td> <td></td> <td></td> <td>Eng-</td> <td>& South</td> <td></td> <td>erva-</td> <td></td> <td>other</td> <td>not</td> <td>like-</td> <td>like-</td> <td>diff- erenc</td> <td>join coal- ition with Cons- erva-</td> <td>form- ed coal- ition with Lab-</td> <td>ld have stay- ed in oppos</td> <td>ed for the bet-</td> <td>ed for the</td> <td>chang</td> <td></td> <td></td> <td>Never</td> <td></td> <td></td> <td>Never</td>		Total	Male		18-3	84 35	-54 5	5+	AB	C1	C2	DE			Eng-	& South		erva-		other	not	like-	like-	diff- erenc	join coal- ition with Cons- erva-	form- ed coal- ition with Lab-	ld have stay- ed in oppos	ed for the bet-	ed for the	chang			Never			Never
72% 77% 67% 61% 49% 96% 67% 68% 72% 73% 74% 76% 74% 74% 74% 75% 71% 7	Base																																			404
Net: Yes 275 123 152 67 192 16 122 66 39 41 69 57 78 41 30 125 27% 23% 150 77 83 155 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 15 77 83 12 108 11 25 16 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16 120 16	No	723	404											152	202					33									273							288 71%
11% 9% 13% 32% 14% * 14% 11% 20% 12% 12% 12% 13% 10% 11% 5% 15% 13% 9% 11% 10% 12% 11% 9% 13% 9% 9% 11% 12% 12% 12% 12% 12% 12% 12% 12% 11% 15% 13% 9% 11% 10% 12% 11% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 11% 10% 12% 11% 9% 9% 9% 9% 11% 10% 12% 11% 10% 11% 10% 11% 10% 11% 10% 11% 11% 10% 11% 11% 10% 11% 10% 11% 11% 11% 11% 11% 11% 11% 11% 11% 11% 11% 10% 11% 10% 11% 10% 11% 10%	Net: Yes	275	123	152	67	7 19	92	16	122	66	39	41	69	57	78	41	30	131	108	11	25	48	97	130	140	75	60	75	109	91	77	83	115	77	83	115 28%
11% 11% 12% 15% 22% 1% 14% 15% 20% 9% 12% 11% 16% 14% 14% 13% 9% 13% 9% 13% 9% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 13% 9% 14% 10% 56 39 5 9 20 36 53 56 28 25 32 40 37 37 34 38 37 34 Yes: Aged 16-18 66 31 35 2 56 8 27 17 7 13 19 10 22 8 9 32 25 32 21 14 32 20 26 2 8 9%<	Yes: Aged under 5			63 6 13	54 % 32		53 14%	1 *					18 7%		35 12%	22 12%	10 13%					24 13%			55 10%	30 12%	23 11%	26 9%				29 9%		25 9%	29 9%	54 13%
11% 9% 13% 4% 26% 1% 11% 11% 10% 11% 11% 10% 11% 10% 12% 10% 12% 11% 10% 12% 10% 12% 11% 10% 12% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 12% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 10% 11%<	-	119	6 119	6 12	% 15	5% 2	22%	1%	14%	11%	15%	20%	9%	12%	11%	9%	19%	9%	13%	16%	14%	9%	10%	13%	9%	14%	13%	11%	12%	10%	11%	12%	10%	11%	12%	
7% 6% 7% 1% 15% 2% 7% 11% 8% 5% 8% 6% 7% 5% 8% 6% 6% 6% 9% 6% 6% 5% 8% 6% 7% 5% 8% 6% 6% 6% 9% 6% 6% 5% 8% 6% 6% 5% 8% 6% 7% 5% 8% 6% 6% 6% 9% 6	Yes: Aged 11-15								56 15%	22 11%		18 15%	35 14%	20 10%			10 13%						36 10%	53 12%		28 12%	25 12%	32 11%					38 9%			38 9%
Prefer not to answer 3 . 3 . 3 . 1 1 . 1 . 1 . 2 1 . 1 2 1 2 1 2 . 2 2 1 1 1 1	Yes: Aged 16-18	66 79		35 6 7	2 % 1									10 5%	22 8%								32 8%		32 6%	22 9%	12 6%		32 8%		20 7%			20 7%		25 6%
	Prefer not to answer	3	-					-	1	1	-		-	-			-	1		-	-	-	1	2	1	2	-	-	2	1	1	1	1	1	1	1

Prepared by Populus for Lord Ashcroft

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Gender

Base Male Female

Base : All respondents

	Ger	ider		Age			SE	<u>G</u>				Region_				Vote in	2010		c effe	ad known oalition - ct on vot LibDem	ting	Lil C Right	pinion o bDems i <u>coalition</u> Shou- Id	n 	sind	of LibDe ce gener election		previ	d LibDer ious gen elections	eral	pre	d LibDen vious loc cil electio	al
Total	Male	Fe- male	18-34	<u>35-54</u>	_55+_	_AB	C1	C2_	DE_	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive		An- other party	Did not vote	More like- _ly	Less like- _ly	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos	ed for the bet-	Chang ed for the worse	Not chang - ed	Al- _ways_	Some- times	Never		Some-	<u>Never</u>
1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
527	527		62	185	280	189	95	45	52	139	117	153	86	32	276	187	20	44	88	209	230	309	113	105	179	194	154	129	181	217	129	181	217
53%	100%		36%	49%	62%	51%	46%	46%	44%	56%	56%	54%	47%	42%	55%	52%	45%	47%	47%	55%	53%	56%	47%	50%	60%	51%	48%	48%	55%	54%	48%	55%	54%
474	-	474	109	195	170	179	112	52	65	110	92	129	98	45	225	176	24	49	99	169	206	242	129	103	117	190	167	139	148	187	139	148	187
47%		100%	64%	51%	38%	49%	54%	54%	56%	44%	44%	46%	53%	58%	45%	48%	55%	53%	53%	45%	47%	44%	53%	50%	40%	49%	52%	52%	45%	46%	52%	45%	46%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Absolutes/col percents

Prepared by Populus for Lord Ashcroft

Absolutes/col percents

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LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

Which of the following ITV regions do you live in?

Base : All respondents

Table 72

	If had known of coalition - Opinion of View of LibDems Voted LibDem in effect on voting LibDems in since general previous general election election election elections	Voted LibDem in previous local council elections
	Shou- Right Id to have Shou- join form- Id Chang coal- ed have - Chang ition coal- stay- ed - No with ition ed in for ed Not North & Cons- An- Did More Less diff- Cons- with oppos the for chang	
	Fe- South Mid- Eng- South Scot- erva- Lab- other not like- like- erenc erva- Lab bet- the - Al- Some- Total Male male 18-34 35-54 55+ AB C1 C2 DE East lands land West land tive our party vote ly ly e tives our ition ter worse ed ways times Neve	Al- Some- r <u>ways times Never</u>
Base	1001 527 474 171 380 450 368 207 97 117 249 209 282 184 77 501 363 44 93 187 378 436 551 242 208 296 384 321 268 329 404	268 329 404
Anglia	87 46 41 14 27 46 29 15 12 10 9 77 1 52 21 3 11 22 27 38 49 16 22 29 28 30 16 32 39 9% 9% 9% 8% 7% 10% 8% 7% 12% 9% 4% 37% * 10% 6% 7% 12% 7% 9% 9% 7% 11% 10% 7% 9% 6% 10% 10%	16 32 39 % 6% 10% 10%
Border	8 3 5 - 6 2 3 1 1 3 6 - 2 5 3 3 1 4 5 2 1 4 2 2 2 2 4 1% 1% 1% - 2% * 1% * 1% 3% 2% - 3% 1% 1% 2% * 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	2 2 4 6 1% 1% 1%
Central	132 73 59 31 47 54 53 30 18 7 5 114 2 8 3 58 65 2 7 29 47 56 65 44 23 29 48 55 28 37 67 13% 14% 12% 18% 12% 18% 55 1% 4% 4% 12% 18% 56 65 44 23 29 48 55 28 37 67 13% 14% 12% 18% 5% 8% 16% 12% 13% 12% 18% 11% 10% 13% 17% 10% 11%	
Granada	130 66 64 26 39 65 43 25 6 22 1 1 127 1 - 58 60 4 8 26 62 42 65 35 30 38 54 38 39 42 49 13% 13% 14% 15% 10% 14% 12% 12% 6% 19% * * 45% 1% - 12% 17% 9% 9% 14% 16% 10% 12% 14% 14% 13% 14% 12% 15% 13% 12%	
London	136 76 60 28 48 60 73 25 6 12 131 4 - 1 - 79 43 7 7 25 46 65 82 26 28 41 47 48 42 38 56 14% 13% 16% 13% 13% 16% 13% 16% 13% 15%	
Meridian TyneTees	118 68 50 13 49 56 45 25 12 10 102 1 - 15 - 84 20 5 9 20 28 70 85 16 17 51 33 34 42 36 40 12% 13% 11% 16% - 8% - 17% 6% 11% 10% 11% 7% 8% 17% 9% 41% - 8% - 17% 6% 11% 10% 11% 7% 16% 15% 7% 8% 17% 9% 41% - 8% - 17% 6% 11% 10% 11% 7% 16% 15% 7% 8% 17% 9% 41% 16% 11% 10% 11% 10% 16% 15% 7% 8% 17% 9% 41% 16% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 16% 11% 10% 11% 10% 16%	42 36 40 % 16% 11% 10% 16 22 24
Wales	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	
West	6% 6% 7% 6% 6% 6% 6% 6% 9% 7% *	
Westcountry	5% 5% 4% 3% 7% 4% 4% 4% 2% - * - 26% - 6% 3% 5% 5% 6% 4% 5% 6% 4% 2% 5% 3% 7% 4% 6% 4% 54 21 33 10 22 22 13 15 3 11 - 1 - 53 - 28 14 1 11 8 19 27 33 14 7 18 16 20 13 21 20	
Westcountry	5% 4% 7% 6% 6% 5% 4% 7% 3% 9% - * - 29% - 6% 4% 2% 12% 4% 5% 6% 6% 6% 6% 6% 6% 6% 5% 6% 5% 6% 5% 6% 5%	
Prepared by Populus for Lc	Ashcroft	

Which of the following ITV regions do you live in?

Base : All respondents

Table 72

		Ge	nder		Age			SE	G				Region				Vote in	n 2010		c effe	ad knowr coalition - ct on vol LibDem	ing	L	Dpinion c ibDems i <u>coalition</u> Shou- Id	in	sir	v of LibD ace gene election	ral	prev	ed LibDer rious gen elections	eral	pre	d LibDen vious loc ncil electio	al
	Total	Male	Fe- _male_	<u>18-34</u>	35-54	_55+	<u>AB</u>	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- _our_	An- other party	Did not vote	More like- ly	Less like-	No diff- erenc 	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang - ed for the worse	Not chang _ ed	Al- ways	Some- times	Never		Some-	<u>Never</u>
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Yorkshire	94 9%	60 11%	34 7%	14 8%	42 11%	38 8%	35 10%	22 11%	9 9%	11 9%	-	10 5%	84 30%	-	-	44 9%	39 11%	3 7%	8 9%	11 6%	41 11%	42 10%	46 8%	24 10%	24 12%	29 10%	42 11%	23 7%	28 10%	29 9%	37 9%	28 10%	29 9%	37 9%
STV	72 7%	29 6%	43 9%	6 4%	45 12%	21 5%	19 5%	17 8%	11 11%	11 9%	-	-		-	72 94%	11 2%	39 11%	11 25%	11 12%	7 4%	42 11%	23 5%	23 4%	25 10%	24 12%	9 3%	44 11%	19 6%	17 6%	28 9%	27 7%	17 6%	28 9%	27 7%

Prepared by Populus for Lord Ashcroft

Absolutes/col percents

GO Regions

Base : All respondents

Base Total Male Fi 7 32 65 7 7 7 25 85 7 7 100 7 100 7 100		effect on voting LibDems in since general previous general	Voted LibDem in previous local council elections
Base 1001 527 474 171 380 450 368 207 97 117 249 209 282 164 77 501 363 44 93 167 378 456 55 242 208 296 384 321 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 268 329 404 269 38 31 18 28 31 18 29 111 10		to have Shou- join form- Id Chang coal- ed have - Chang ition coal- stay- ed - Nouth & Cons- An- Did More Less diff- Cons- with oppos the for chang Fe- South Mid- Eng- South Scot- erva- Lab- other not like like- erenc erva- Lab bet- the - AI- Some- AI-	
North East 6% 9% 5% 12% 5% 11% 10% 5% 11% 6% 5% 11% 6% 5% 11% 6% 5% 11% 6% 5% 11% 6% 5% 11% 6% 5% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 9% 8% 7% 5% 11% 6% 5% 11% 6% 7% 5% 11% 6% 5% 11% 6% 7% 9% 8% 7% 5% 11% 6% 7% 5% 6% 7% 5% 11% 6% 7% 5% 6% 7% 5% 11% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7% 5% 6% 7%	Base		
North East 60 31 29 14 20 26 27 4* 12 - - 26 25 7 4* 12 - - 26 75 75 75 <	Scotland		
North West 134 68 66 27 43 64 44 26 88 23 - - 134 62 65 137 65 147 65 137 65 41 40 42 52 45 53 Yorkshire & Humberside 89 54 34 34 34 34 34 34 34 34 34 34 44 25 34 14 40 42 52 43 40 55 41 40 42 52 43 55 41 40 42 52 43 55 41 40 42 52 43 55 51 55 51 55 51 55 51 55 51 55 51 55 51 55 51 55 51 55<	North East	60 31 29 14 20 26 22 7 4 12 - 60 - 26 26 1 7 8 25 27 32 17 11 16 32 12 16 23 21 16	6 23 21
Yorkshire & Humberside 88 54 34 13 40 35 33 21 10 <	North West	134 68 66 27 43 64 44 26 8 23 134 62 62 4 6 25 65 44 66 38 30 37 56 41 40 42 52 40	0 42 52
West Midlands 80 45 35 19 28 33 28 18 13 6 - 80 - - - - - - - 63 33 28 18 93 14 89 10% 89 10% 89 17 14 51 51 56 79 89 79 89 10% 89 10% 89 10% 89 10% 89 10% 89 17 74 69 17 14 51 51 69 79 69 79 69 79 69 79	Yorkshire & Humberside	88 54 34 13 40 35 33 21 10 10 88 40 38 2 8 9 38 41 40 24 24 25 40 23 25 24 39 25	5 24 39
East Midlands 63 33 30 10 24 29 20 15 8 65 - 63 33 25 1 4 14 19 30 39 17 7 19 23 21 13 24 26 13 24 26 63 . <td>West Midlands</td> <td>80 45 35 19 28 33 28 18 13 6 - 80 32 39 1 8 18 30 32 34 29 17 14 31 35 17 26 37 17</td> <td>7 26 37</td>	West Midlands	80 45 35 19 28 33 28 18 13 6 - 80 32 39 1 8 18 30 32 34 29 17 14 31 35 17 26 37 17	7 26 37
6% 5% 7% 6% 6% 6% 9% 7% - - 32% - 5% 6% 11% 10% 9% 6% 5% 6% 7% 6% 7% 5% 5% 6% 6% 5% 6% 5% 6% 5% 6% 7% 6% 7% 5% 6% 6% 6% 6% 6% 6% 5% 6% 6% 7% 6% 7% 5% 6% 6% 6% 6% 6% 6% 5% 6% 6% 7% 6% <th< td=""><td>East Midlands</td><td>63 33 30 10 24 29 20 15 8 6 - 63 33 25 1 4 14 19 30 39 17 7 19 23 21 13 24 26 13</td><td>3 24 26</td></th<>	East Midlands	63 33 30 10 24 29 20 15 8 6 - 63 33 25 1 4 14 19 30 39 17 7 19 23 21 13 24 26 13	3 24 26
Eastern 66 39 27 8 21 37 27 11 6 4 - 66 - - - 41 17 2 6 17 24 25 38 10 18 24 21 21 14 20 32 14 20 32 14 20 32 32 33 30 39 39 39 39 25 21 32 43 55 5 78 - - - 8% 5% 5% 6% 6% 9% 6% 6% 7% 4% 6% 6% 7% 6% 6% 8% 7% 6% 6% 8% 7% 6% 6% 8% 7% 6% 6% 8% 7% 14 10 32 14 20 32 14 20 32 14 20 32 14 20 32 14 20 32 14 20 32 14 20 32 14 20 32 14 20	Wales		
London 78 39 39 25 21 32 43 15 5 5 78 37 31 4 6 15 34 29 39 19 20 18 35 25 25 25 28 28 28 28 28 28 28 28 28 28 28 28 28	Eastern	66 39 27 8 21 37 27 11 6 4 - 66 41 17 2 6 17 24 25 38 10 18 24 21 21 14 20 32 14	4 20 32
South East 171 100 71 17 71 83 70 35 15 16 171 119 34 8 10 30 38 103 119 25 27 68 45 58 54 52 65 54 52 65	London	78 39 39 25 21 32 43 15 5 5 78 37 31 4 6 15 34 29 39 19 20 18 35 25 25 25 28 25	5 25 28
	South East	171 100 71 17 71 83 70 35 15 16 171 119 34 8 10 30 38 103 119 25 27 68 45 58 54 52 65 54	

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

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Page 88 LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010 Table 73 Absolutes/col percents GO Regions Base : All respondents If had known of coalition -Opinion of View of LibDems Voted LibDem in Voted LibDem in effect on voting LibDems in since general previous general previous local Gender Age SEG Region Vote in 2010 LibDem coalition election elections council elections Shou-Id Right to join coalhave Should Chang formed have Chang ition coaled stayfor Wales No with ition ed in ed Not North Did More Less diff-Conschang & Cons-Anwith oppos the for South Mid-Al- Some-Fe-Eng-South Scot- erva- Lab- other not like- likeerenc erva- Lab-· . betthe Al- Some-Total Male male 18-34 35-54 55+ AB DE C1 C2 East lands land West land tive our party vote ly ly e tives our ition ter worse ed ways times Never ways times Never 1001 527 474 97 117 77 93 187 378 436 551 242 321 Base 171 380 450 368 207 249 209 282 184 501 363 44 208 296 384 268 329 404 268 329 404 25 14 8 15 8% 13% 25 41 59 86 25 13% 11% 14% 16% 10% 125 12% 58 67 20 43 62 42 26 14% 12% 11% 14% 11% 13% 75 15% 28 4 18 45 15% 32 8% 48 15% 33 45 47 33 45 South West 125 47 -11% 68% 12% ----8% 9% 19% 7% 12% 14% 12% 14% 12%

Prepared by Populus for Lord Ashcroft

Marital Status

Base : All respondents

		Gen	der		Age			SE	G				Region				Vote in 2	2010		cc effec	d known balition - ct on voti _ibDem		Lib C	pinion o Dems i coalition Shou-	n	sin	of LibD ce gener election	ral	previ	d LibDen ious gene elections	eral	prev	d LibDer vious loc Icil electi	cal
	Total	Male	Fe- male	18-34	35-54	55+	AB	C1	C2	_DE_		Mid- lands	North Eng-			Cons- erva- tive	Lab-		Did not vote	More like- ly		erenc	join coal- ition with Cons- erva-	ld have form- ed coal- ition with Lab- our	Shou- Id have stay- ed in oppos	ed for the bet-	Chang ed for the worse	Not chang _ ed		Some- times	Never		Some- times	Neve
ase	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187		436	551	242	208	296	384	321	268	329	404	268	329	404
ngle	146 15%	64 12%	82 17%	55 32%	61 16%	30 7%	54 15%	43 21%	16 16%	16 14%	35 14%	33 16%	37 13%	27 15%	14 18%	48	65 18%	4 9%	29 31%	23 12%	71 19%	52 12%	58 11%	52 21%	36 17%	27 9%	79 21%	40 12%	33 12%	49 15%	64 16%	33 12%	49 15%	64 16
arried	611 61%	364 69%	247 52%	32% 54 32%	220 58%	337 75%	228	21% 112 54%	51 53%	62 53%	14% 148 59%	126 60%	178 63%	110 60%	49 64%	10% 335 67%	214 59%	9% 32 73%		12% 100 53%		12% 283 65%	354 64%	131 54%	126 61%	9% 188 64%	21% 218 57%	205 64%	12% 166 62%	198 60%	247 61%	166 62%	198 60%	247
vil Partnership	9 1%	4 1%	5 1%	2 1%	4 1%	3 1%	3 1%	2 1%	1 1%	2 2%	4 2%	2 1%	3 1%	-	-	4 1%	4 1%	-	1 1%	2 1%	3 1%	4 1%	4 1%	4 2%	1	2 1%	5 1%	2 1%	1	4 1%	4 1%	1	4 1%	4
Habiting	110 11%	55 10%	55 12%	53 31%	47	10 2%	49	21 10%	21 22%	15 13%	31	19 9%	34 12%	20 11%	6 8%	47 9%	45 12%	-	18 19%	27 14%	38 10%	45 10%	59 11%	30 12%	21 10%	34 11%	41 11%	35	34 13%	31 9%	45 11%	34 13%	31 9%	45
idowed	35 3%	9 2%	26 5%	-	3	32 7%	7	5	1	4	9	7 3%	11 4%	6 3%	2 3%	22	12 /8 11 3%	-	2 2%	14 /8 14 7%	10	11	19	5 2%	11	12	11	12	13 / 13 / 13 / 13 / 13 / 13 / 13 / 13 /	13 4%	9	13 5%	13	9
eparated	15	1	14	1	1% 10	4	2	2% 10	1% - -	3% 2	4	4	4	2	1	4% 9	5	1	-	4	3% 4	3% 7	3% 10	3	5% 2	4% 7	3% 5	4% 3	6	4	2% 5	6	4% 4	5
vorced	1% 70	29	3% 41	1% 3	34	1% 33	23	5% 13	5	2% 16	17	2% 16	1% 14	1% 18	1% 5	2% 34	1% 17	2% 7	12	2% 14	1% 23	2% 33	2% 44	1% 15	1% 11	2% 23	1% 24	23	2% 13	1% 28	1% 29	2% 13	1% 28	29
efer not to answer	7% 5	6% 1	9% 4	2% 3	9% 1	7% 1	2	6% 1	5% 2	14% -	7% 1	8% 2	5% 1	10% 1	6% -	7% 2	5% 2	16% -	13% 1	7% 3	6% 1	8% 1	8% 3	6% 2	5% -	8% 3	6% 1	7% 1	5% 2	9% 2	7% 1	5% 2	9% 2	1
	*	*	1%	2%	*	*	1%	*	2%	-	*	1%	*	1%	-	*	1%	-	1%	2%	*	*	1%	1%	-	1%	*	*	1%	1%	*	1%	1%	*

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010 Page 89

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

Base : All respondents

Table 75

			Gen	der		Age			SE	G				Region				Vote in	<u>1 2010</u>		c effe	ad known coalition - ct on vot LibDem		Lit c Right	pinion o Dems i <u>coalition</u> Shou- Id	n	sin	v of LibD ice gene election	ral	prev	d LibDer ious gen elections	eral	pre	d LibDen vious loc cil electi	al
		Total	Male	Fe- male	<u>18-34</u>	35-54	_55+_	_AB	C1	_C2_	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva-	form- ed coal- ition	Shou- Id have stay- ed in oppos - ition	ed for the bet-	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	<u>Never</u>		Some- times	Never
Base		1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Up to £7,000	(3.5)	28 3%	11 2%	17 4%	9 5%	14 4%	5 1%	7 2%	4 2%	3 3%	11 9%	3 1%	10 5%	6 2%	7 4%	2 3%	7 1%	11 3%	3 7%	7 8%	7 4%	13 3%	8 2%	9 2%	13 5%	6 3%	7 2%	15 4%	6 2%	12 4%	12 4%	4 1%	12 4%	12 4%	4 1%
£7,001 to £14,000	(10.5)	102 10%	42 8%	60 13%	20 12%	36 9%	46 10%	13 4%	20 10%	8 8%	39 33%	23 9%	23 11%	32 11%	19 10%	5 6%	44 9%	40 11%	7 16%	11 12%	30 16%	36 10%	36 8%	46 8%	26 11%	30 14%	32 11%	48 13%	22 7%	30 11%	32 10%	40 10%	30 11%	32 10%	40 10%
£14,001 to £21,000	(17.5)	98 10%	50 9%	48 10%	14 8%	31 8%	53 12%	17 5%	22 11%	15 15%	20 17%	17 7%	20 10%	30 11%	20 11%	11 14%	50 10%	31 9%	1 2%	16 17%	20 11%	33 9%	45 10%	63 11%	17 7%	18 9%	30 10%	33 9%	35 11%	19 7%	38 12%	41 10%	19 7%	38 12%	41 10%
£21,001 to £28,000	(24.5)	159 16%	82 16%	77 16%	21 12%	55 14%	83 18%	39 11%	41 20%	18 19%	18 15%	34 14%	31 15%	50 18%	31 17%	13 17%	65 13%	73 20%	8 18%	13 14%	24 13%	70 19%	65 15%	72 13%	54 22%	33 16%	33 11%	77 20%	49 15%	42 16%	59 18%	58 14%	42 16%	59 18%	58 14%
£28,001 to £34,000	(31)	114 11%	62	52 11%	23 13%	35 9%	56 12%	26 7%	26 13%	22 23%	9 8%	22 9%	18 9%	41 15%	21 11%	12 16%	51	45 12%	5 11%	13 14%	10 5%	58 15%	46 11%	57 10%	32 13%	25 12%	32 11%	48 13%	34 11%	41 15%	31 9%	42 10%	41 15%	31 9%	42 10%
£34,001 to £41,000	(37.5)	124 12%	68	56 12%	22 13%	44 12%	58 13%	41 11%	30 14%	17 18%	5 4%	27	32 15%	31	25	9 12%	66	44 12%	3 7%	11 12%	31 17%	45 12%	48 11%	73	24 10%	27 13%	39 13%	42 11%	43	34	40 12%	50 12%	34 13%	40 12%	50 12%
£41,001 to £48,000	(44.5)	57 6%	35	22 5%	13 8%	22 6%	22 5%	30 8%	8 4%	4 4%	2 2%	15	14 7%	13	11 6%	4 5%	32	19 5%	5 11%	1 1%	12 6%	19 5%	26 6%	36 7%	10 4%	11 5%	19 6%	18 5%	20	14	19 6%	24 6%	14 5%	19 6%	24 6%
£48,001 to £55,000	(51.5)	63 6%	32	31 7%	4 2%	33 9%	26 6%	40 11%	14 7%	3 3%	-	10 4%	14 7%	24	10 5%	5 6%	34	24 7%	2 5%	3 3%	10 5%	22 6%	31 7%	37 7%	18 7%	8 4%	23 8%	20 5%	20	17	20 6%	26 6%	17 6%	20 6%	26 6%
£55,001 to £62,000		46 5%	27	19 4%	13	22 6%	11	34 9%	5 2%	2 2%	2 2%	18	7 7 3%	10	7	4 5%	25	15 4%	2 5%	4 4%	8 4%	14	24 6%	27 5%	11 5%	4 % 8 4%	14 5%	16 4%	16	6	16 5%	24 6%	6	16 5%	24 6%
£62,001 to £69,000	(58.5)	23 2%	18	4% 5 1%	8% 4 2%	12 3%	2% 7 2%	9% 19 5%	2% 2 1%	-	- 2%	11 4%	3% 3 1%	3	5	5% 1 1%	14	4% 9 2%	- 5%	4%	-	4% 6 2%	6% 17 4%	5% 16 3%	5% 3 1%	4% 4 2%	5% 7 2%	4% 5 1%	11	6	5% 8 2%	9 2%	2% 6 2%	5% 8 2%	9 2%
	(65.5)	270	3%	1 76	270	3%	270	3%	1 76	-	-	470	170	176	3%	1 70	3%	270	-	-	-	270	470	3%	1 76	270	270	176	3%	270	270	270	270	270	270
Prepared by Popul	us for Lorg	1 Ach	croft																																
i icpaieu by i opui			GIUIL																																

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

Base : All respondents

Table 75

		Geno	der		Age			SEG				Region				Vote ir	<u>1 2010</u>		effe	ad known coalition - ect on vot LibDem	ing	Lib c Right	pinion c Dems i coalition Shou- Id	in 		w of LibD nce gene election	ral	prev	ed LibDem ious gene elections		prev	LibDem i ious local il election	ıl
	Tetel	Mala	Fe-	10.04	05.54	55.		C1			Mid-		Wales & South	Scot-	Cons- erva-	Lab-	An- other	Did	More like-	Less like-	No diff- erenc	join coal- ition with Cons- erva-	form- ed coal- ition with Lab-	have stay- ed in oppos	Chang ed for the bet-	Chang - ed for the	Not chang		Some-	N		Some-	1
Base	<u></u>	<u>Male</u> 527	<u>male</u> 474						<u>C2 DE</u> 97 117		<u>lands</u> 209	<u>land</u> 282	<u>West</u> 184	land 77	<u>tive</u> 501	<u>our</u> 363	party_ 44	vote 93	<u>ly</u> 187	<u> </u>	<u>e</u> 436	<u>tives</u>	our 242	<u>ition</u> 208	<u>ter</u> 296	worse 384	<u>ed</u> 321	<u>ways</u> 268	times			<u>times N</u> 329 4	404
£69,001 to £76,000	20	10	10	2	10	8	14	4	1 1	10	203	5	2	1	10	7	1	2	3	9	430	10	3	200	230	9	7	200	4	7	9	4	7
	(72.5) 2%		2%	1%	3%	2%	4%	2%	1% 1	% 49		6 2%		1%		2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%	3%	1%	2%	3%	1%	2%
£76,001 to £83,000	25 (79.5) 2%	17 3%	8 2%	5 3%	10 3%	10 2%	17 5%	3 1%	1 · 1% ·	9	6 6 39	5 6 2%	3 2%	2 3%	17 3%	8 2%	-	-	5 3%	13 3%	7 2%	16 3%	6 2%	3 1%	10 3%	8 2%	7 2%	8 3%	6 2%	11 3%	8 3%	6 2%	11 3%
£83,001 or more	(86) 39 4%	22 4%	17 4%	6 4%	22 6%	11 2%	30 8%	7 3%	1 · 1% ·	18 79	5 6 29	7 6 2%	8 4%	1 1%	27 5%	10 3%	-	2 2%	10 5%	10 3%	19 4%	28 5%	5 2%	6 3%	17 6%	13 3%	9 3%	8 3%	10 3%	21 5%	8 3%	10 3%	21 5%
Prefer not to answer	103 10%	51 10%	52 11%	15 9%	34 9%			21 10%		32 % 139	24 6 119	25 6 9%	15 8%	7 9%	59 12%	27 7%	7 16%	10 11%	17 9%	30 8%	56 13%	61 11%	20 8%	22 11%	29 10%	32 8%	42 13%	22 8%	34 10%	47 12%	22 8%		47 12%
Mean (£'000s)						3.11 46		.20 29.									29.19 2												33.60 3			3.60 37	
Standard deviation							.16 18												22.05					20.22					19.90 2			9.90 21	
Standard error	0.69	0.96	0.99	1.70	1.21	0.94 1	.23 1	.39 1.	51 1.20	1.60	1.46	1.18	1.57	2.17	1.04	1.07	2.84	1.99	1.69	1.07	1.07	0.97	1.30	1.48	1.35	1.08	1.19	1.32	1.16	1.13	1.32	1.16 1	.13

Absolutes/col percents

Nearest City

Base : All respondents

	If had known of coalition - Opinion of View of LibDems Voted LibDem in Voted LibDem in effect on voting LibDems in since general previous general previous local LibDem coalition election elections council elections Shou- Right Id
	to have Shou- join form- Id Chang coal- ed have - Chang ition coal- stay- ed - Chang ition coal- stay- ed - Other Fe- Fe- South Mid- Eng- South Scot- erva- Lab- No with ition ed Not Fe- Total Male male 18-34 35-54 55+ AB C1 C2 DE East lands land West land tive our party vote Iv Iv e fives our ition iter worse ed ways times Never ways times Never
Base	1001 527 474 171 380 450 368 207 97 117 249 209 282 184 77 501 363 44 93 187 378 436 551 242 208 296 384 321 268 329 404 268 329 404
Glasgow	41 16 25 4 23 14 12 10 4 8 41 7 25 4 5 4 22 15 14 15 12 9 25 7 11 9 21 11 9 21 4% 3% 5% 2% 6% 3% 3% 5% 4% 7% 53% 1% 7% 9% 5% 2% 6% 3% 3% 6% 6% 3% 7% 2% 4% 3% 5% 4% 3% 5%
Edinburgh	478 578 578 578 578 578 578 578 578 578 5
Newcastle	58 29 29 11 22 25 21 7 5 10 58 27 24 1 6 9 22 27 33 15 10 16 30 12 16 20 22 16 20 22 6% 6% 6% 6% 6% 6% 6% 3% 5% 9% 21% 5% 7% 2% 6% 5% 6% 6% 6% 6% 5% 5% 8% 4% 6% 6% 5% 6% 6% 5%
Leeds	50 33 17 8 26 16 27 10 5 3 50 24 21 - 5 6 21 23 24 13 13 15 24 11 14 12 24 14 12 24 5% 6% 4% 5% 7% 4% 7% 5% 5% 3% 18% 5% 6% - 5% 3% 6% 5% 4% 5% 6% 5% 6% 3% 5% 4% 6% 5% 4% 6%
Hull	20 9 11 2 7 11 5 4 2 4 - 4 16 13 4 1 2 4 4 12 14 4 2 9 4 7 5 7 8 5 7 8 2% 2% 2% 1% 2% 2% 1% 2% 2% 3% - 2% 6% 3% 1% 2% 2% 2% 1% 3% 3% 2% 1% 3% 1% 2% 2% 2% 2% 2% 2% 2%
Sheffield	25 16 9 5 9 11 4 7 5 4 - 4 21 8 14 1 2 3 14 8 9 7 9 5 14 6 8 11 6 8 11 6 2% 3% 2% 3% 2% 2% 1% 3% 5% 3% - 2% 7% 2% 4% 2% 2% 2% 4% 2% 2% 3% 4% 2% 3% 3% 3% 1% 3% 3% 1%
Manchester	93 52 41 19 29 45 38 15 5 11 - 6 83 4 - 44 41 3 5 19 43 31 47 25 21 28 36 29 28 28 37 28 28 37 9% 10% 9% 11% 8% 10% 10% 7% 5% 9% - 3% 29% 2% - 9% 11% 7% 5% 10% 11% 7% 9% 10% 10% 9% 9% 9% 10% 9% 9% 10% 9% 9%
Liverpool	50 26 24 12 15 23 10 12 4 11 - 1 41 8 - 17 29 1 3 7 28 15 21 15 14 10 27 13 13 16 21 13 16 21 5% 5% 5% 5% 7% 4% 5% 3% 6% 4% 9% - * 15% 4% - 3% 8% 2% 3% 4% 7% 3% 4% 6% 7% 3% 7% 4% 5% 5% 5% 5% 5% 5% 5%
Nottingham	39 20 19 7 16 16 14 10 4 3 - 39 19 18 1 1 8 15 16 21 12 6 13 14 12 7 12 20 7 12 20 4% 4% 4% 4% 4% 4% 4% 5% 4% 3% - 19% 4% 5% 2% 1% 4% 4% 4% 4% 5% 3% 4% 4% 4% 3% 4% 5% 3% 4% 5% 5%
Birmingham	73 39 34 18 25 30 26 18 11 6 - 70 - 3 - 30 34 1 8 16 24 33 34 27 12 10 27 36 12 25 36 12 25 36 7% 7% 7% 11% 7% 7% 7% 9% 11% 5% - 33% - 2% - 6% 9% 2% 9% 9% 6% 8% 6% 11% 6% 3% 7% 11% 4% 8% 9% 4% 8% 9%
Dress and by Deputies (d Asharaft
Prepared by Populus for Lo	a Asncroit

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010 Page 92

Nearest City

Base : All respondents

		Ger	nder		Age			SEC	3				Region				Vote in	2010		c effe	id known oalition - ct on voti LibDem		C	pinion o Dems i coalition Shou-		sin	v of LibD ice gene election	ral	prev	ed LibDer vious gen elections	eral	pre	d LibDen vious loc cil electio	cal
													North	Wales &		Cons-		An-	Did	More			join coal- ition with Cons-	ld have form- ed coal- ition with		ed for the	Chang - ed for	Not chang						
	Total	Male	Fe- _male_	18-34	35-54	55+	AB	C1	C2	DE	South East	Mid- lands	Eng- land	South West	Scot- land	erva- tive	Lab- our	other party	not vote	like- ly	like- ly			Lab- our	- ition	bet- ter	the worse	- ed		Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
Norwich	31 3%	18 3%	13 3%	4 2%	9 2%	18 4%	11 3%	4 2%	3 3%	2 2%	1 *	30 14%	-	-	:	20 4%	6 2%	2 5%	3 3%	9 5%	10 3%	12 3%	19 3%	3 1%	9 4%	12 4%	9 2%	10 3%	5 2%	10 3%	16 4%	5 2%	10 3%	16 4%
Milton Keynes	23 2%	8 2%	15 3%	4 2%	9 2%	10 2%	9 2%	4 2%	3 3%	4 3%	7 3%	15 7%	1 *	2	:	13 3%	7 2%	1 2%	2 2%	2 1%	8 2%	13 3%	12 2%	6 2%	5 2%	6 2%	10 3%	7 2%	5 2%	12 4%	6 1%	5 2%	12 4%	6 1%
Brighton	27 3%	14 3%	13 3%	-	11 3%	16 4%	9 2%	7 3%	3 3%	2 2%	27 11%	-	-	2	:	15 3%	6 2%	3 7%	3 3%	6 3%	7 2%	14 3%	16 3%	3 1%	8 4%	8 3%	9 2%	10 3%	11 4%	6 2%	10 2%	11 4%	6 2%	10 2%
Oxford	14 1%	9 2%	5 1%	1 1%	5 1%	8 2%	6 2%	3 1%	1 1%	-	11 4%	-	-	3 2%	-	11 2%	2 1%	-	1 1%	6 3%	2 1%	6 1%	11 2%	2 1%	1 *	8 3%	3 1%	3 1%	4 1%	4 1%	6 1%	4 1%	4 1%	6 1%
London	168 17%	94 18%	74 16%	38 22%	58 15%	72 16%	85 23%	30 14%	13 13%	16 14%	152 61%	15 7%	-	1 1%	-	96 19%	53 15%	7 16%	12 13%	33 18%	57 15%	78 18%	99 18%	36 15%	33 16%	53 18%	60 16%	55 17%	50 19%	50 15%	68 17%	50 19%	50 15%	68 17%
Southampton	49 5%	31 6%	18 4%	6 4%	17 4%	26 6%	19 5%	10 5%	1 1%	3 3%	33 13%	-	-	16 9%	-	38 8%	5 1%	2 5%	4 4%	8 4%	11 3%	30 7%	39 7%	4 2%	6 3%	24 8%	10 3%	15 5%	16 6%	15 5%	18 4%	16 6%	15 5%	18 4%
Bristol	56 6%	28 5%	28 6%	6 4%	20 5%	30 7%	18 5%	11 5%	6 6%	2 2%	:	1 *	-	55 30%	:	30 6%	17 5%	1 2%	8 9%	12 6%	24 6%	20 5%	34 6%	13 5%	9 4%	13 4%	21 5%	22 7%	13 5%	22 7%	21 5%	13 5%	22 7%	21 5%
Plymouth	39 4%	13 2%	26 5%	9 5%	11 3%	19 4%	9 2%	11 5%	1 1%	7 6%	-	-	-	39 21%	-	24 5%	9 2%	1 2%	5 5%	3 2%	12 3%	24 6%	26 5%	10 4%	3 1%	16 5%	8 2%	15 5%	11 4%	15 5%	13 3%	11 4%	15 5%	13 3%
Cardiff	41 4%	18 3%	23 5%	8 5%	17 4%	16 4%	10 3%	12 6%	8 8%	5 4%	1 *	1 *	-	39 21%	-	19 4%	13 4%	3 7%	6 6%	11 6%	16 4%	14 3%	21 4%	9 4%	11 5%	12 4%	16 4%	13 4%	11 4%	15 5%	15 4%	11 4%	15 5%	15 4%
None of these	74 7%	42 8%	32 7%	5 3%	31 8%	38 8%	28 8%	15 7%	7 7%	13 11%	17 7%	23 11%	12 4%	16 9%	6 8%	41 8%	23 6%	3 7%	7 8%	16 9%	23 6%	35 8%	47 9%	14 6%	13 6%	25 8%	21 5%	28 9%	22 8%	25 8%	27 7%	22 8%	25 8%	27 7%
Prepared by Populus for Lo	rd Ash	croft																																

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010 Page 93

What level of seniority are you within the organisation you work for?

Base : All who work

Table 77

	Gender	Age	SEG	Region	Vote in 2010	If had known of coalition - Opinion of effect on voting LibDems in LibDem Shou-	View of LibDems since general election	Voted LibDem in Voted LibDem in previous general previous local elections council elections
	Fe- Total Male male	<u>18-34 35-54 55+ AB</u>		Wales North & Mid- Eng- South Scot- lands land West land	Cons- An- Did erva- Lab- other not tive our party vote	Snou- Right Id to have Shou join form- Id coal- ed hav ition coal- stay Wore Less diff- Cons- with opp like- like- erenc erva- Lab Iy Iv e tives our itio	Chang e - Chang /- ed - n for ed Not s the for chang bet- the -	Al- Some- Al- Some- ways times Never ways times Never
Base	531 273 258	126 274 131 263	151 69 39 142	112 147 83 47	258 200 23 50	85 211 235 284 138 109	9 150 202 179	131 170 230 131 170 230
Owner manager or	67 50 17	5 35 27 36	19 10 2 19	16 17 14 1	39 21 3 4	12 24 31 43 18 6	5 30 18 19	13 18 36 13 18 36
proprietor	13% 18% 7%	6 4% 13% 21% 14%	13% 14% 5% 13%	14% 12% 17% 2%	5 15% 11% 13% 8%	14% 11% 13% 15% 13% 6	5% 20% 9% 11%	10% 11% 16% 10% 11% 16%
Managing director or managing partner	8 4 4 2% 1% 2%	3 2 3 6	2 4 1% 3%	- 4 - 3%	4 3 - 1 2% 2% - 2%	1 2 5 5 - 3 1% 1% 2% 2% - 3	8 2 3 3 8% 1% 1% 2%	- 3 5 - 3 5
Board level director or	13 9 4	2 4 7 10	3 4	1 3 4 1	10 2 1 -	1 3 9 11 1 1	8 2 3	4 3 6 4 3 6
partner	2% 3% 2%	% 2% 1% 5% 4%	2% 3%	1% 2% 5% 2%	5 4% 1% 4% -	1% 1% 4% 4% 1% 1	% 5% 1% 2%	3% 2% 3% 3% 2% 3%
Director - not board	3 3 -	- 2 1 3	2	1	3	3 3	· 3	1 2 - 1 2 -
level	1% 1% -	- 1% 1% 1%	1%	1%	1%	1% 1% -	· 2%	1% 1% - 1% 1% -
Senior management	37 24 13	2 24 11 23	10 1 2 12	8 7 6 4	19 13 1 4	4 15 18 21 11 5	5 10 13 14	14 13 10 14 13 10
	7% 9% 5%	6 2% 9% 8% 9%	7% 1% 5% 8%	7% 5% 7% 9%	5 7% 7% 4% 8%	5% 7% 8% 7% 8% 5	5% 7% 6% 8%	11% 8% 4% 11% 8% 4%
Middle management	65 36 29	14 39 12 51	9 2 1 17	13 18 12 5	33 30 - 2	13 23 29 38 15 12	2 23 27 15	20 18 27 20 18 27
	12% 13% 11%	% 11% 14% 9% 19%	6% 3% 3% 12%	12% 12% 14% 11%	5 13% 15% - 4%	15% 11% 12% 13% 11% 11	% 15% 13% 8%	15% 11% 12% 15% 11% 12%
Management	54 26 28	19 26 9 33	15 5 - 19	6 16 8 5	28 19 4 3	9 25 20 29 11 14	4 21 16 17	10 20 24 10 20 24
	10% 10% 11%	% 15% 9% 7% 13%	10% 7% - 13%	5% 11% 10% 11%	5 11% 10% 17% 6%	11% 12% 9% 10% 8% 13	8% 14% 8% 9%	8% 12% 10% 8% 12% 10%
Executive	28 9 19	9 13 6 23	3 2 - 8	7 6 4 3	11 14 - 3	2 15 11 12 10 6	5 5 12 11	7 4 17 7 4 17
	5% 3% 7%	% 7% 5% 5% 9%	2% 3% - 6%	6% 4% 5% 6%	4% 7% - 6%	2% 7% 5% 4% 7% 6	5% 3% 6% 6%	5% 2% 7% 5% 2% 7%
Office worker, clerical or office junior	116 42 74 22% 15% 29%	41 53 22 37 6 33% 19% 17% 14%		24 36 20 6 21% 24% 24% 13%	55 42 4 15 21% 21% 17% 30%	18 48 50 57 32 27 21% 23% 21% 20% 23% 25		27 38 51 27 38 51 21% 22% 22% 21% 22% 22%
Unskilled manual worker	18 7 11	6 8 4 2	3 6 7 4	3 7 2 2	9 6 1 2	4 6 8 11 5 2	2 4 5 9	6 3 9 6 3 9
	3% 3% 4%	5% 3% 3% 1%	2% 9% 18% 3%	3% 5% 2% 4%	3% 3% 4% 4%	5% 3% 3% 4% 4% 2	2% 3% 2% 5%	5% 2% 4% 5% 2% 4%
Prepared by Populus for Lo	rd Ashcroft							

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What level of seniority are you within the organisation you work for?

Base : All who work

		Gen	ıder		Age			SEC	<u>G</u>				Region_				Vote in	n 2010		eff	nad know coalition ect on vo LibDem	- ting	Li ———	Dpinion of bDems coalition Shou- Id	in 	sir	w of LibD nce gene election	eral	prev	ed LibDen vious gene elections	eral	prev	d LibDen vious loc <u>cil electio</u>	al
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	<u>C2</u>	DE	South East	Mid- lands	North	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like-	Less like-	No diff- erenc e	to join coal- ition with Cons- erva- tives	have form- ed coal- ition with Lab- our	Shou- ld have stay- ed in oppos - ition	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some-	<u>Never</u>
Base	531	273	258	126	274	131	263	151	69	39	142	112	147	83	47	258	200	23	50	85	211	235	284	138	109	150	202	179	131	170	230	131	170	230
Skilled manual worker	39 7%	27 10%	12 5%	9 7%	25 9%	5 4%	6 2%	8 5%	15 22%	10 26%	4 3%	12 11%	12 8%	3 4%	8 17%	13 5%	19 10%	3 13%	4 8%	7 8%	18 9%	14 6%	17 6%	12 9%	10 9%	4 3%	17 8%	18 10%	8 6%	16 9%	15 7%	8 6%	16 9%	15 7%
Craftsman, tradesman, etc.	11 2%	9 3%	2 1%	1 1%	7 3%	3 2%	3 1%	1 1%	7 10%	-	2 1%	3 3%	3 2%	-	3 6%	5 2%	4 2%	1 4%	1 2%	2 2%	6 3%	3 1%	4 1%	2 1%	5 5%	2 1%	3 1%	6 3%	3 2%	3 2%	5 2%	3 2%	3 2%	5 2%
Support functions - e.g. cleaner, security guard, etc.	12 2%	2 1%	10 4%	2 2%	7 3%	3 2%	3 1%	1 1%	3 4%	5 13%	2 1%	3 3%	4 3%	2 2%	1 2%	5 2%	4 2%	1 4%	2 4%	3 4%	3 1%	6 3%	7 2%	3 2%	2 2%	2 1%	4 2%	6 3%	4 3%	6 4%	2 1%	4 3%	6 4%	2 1%
Other	60 11%	25 9%	35 14%	13 10%	29 11%	18 14%	27 10%	20 13%	5 7%	7 18%	15 11%	15 13%	14 10%	8 10%	8 17%	24 9%	23 12%	4 17%	9 18%	9 11%	23 11%	28 12%	26 9%	18 13%	16 15%	14 9%	25 12%	21 12%	14 11%	23 14%	23 10%	14 11%	23 14%	23 10%

Table 77

Prepared by Populus for Lord Ashcroft

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Age

Base : All respondents

Image Image <th< th=""><th></th><th> Gender Age</th><th>SEG</th><th>Region Vote in 2010</th><th>If had known of coalition - Opinion of effect on voting LibDems in LibDem coalition Shou-</th><th>View of LibDems Voted LibDem in Voted LibDem i since general previous general previous local election elections council election</th></th<>		Gender Age	SEG	Region Vote in 2010	If had known of coalition - Opinion of effect on voting LibDems in LibDem coalition Shou-	View of LibDems Voted LibDem in Voted LibDem i since general previous general previous local election elections council election
Total Male male 18-34 35-54 55+ AB C1 C2 DE East Ind Wet Ind <				North & Cons- An-	Right Id to have Sho join form- Id coal- ed hav ition coal- sta No with ition ed Did More Less diff- Cons- with opp	Chang e - Chang r ed - n for ed Not ss the for chang
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$						
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$						
11% 9% 14% 67% - 15% 14% 20% 7% 11% 13% 10% 10% 10% 10% 10% 11% 12% 11% 11% 11% 11% 11% 11% 11% 11% 11% 11% 13% 10% 10% 10% 11% 12% 11% 11% 11% 11% 11% 11% 11% 11% 11% 11% 13% 10% 11% </td <td>8 to 24</td> <td></td> <td></td> <td></td> <td></td> <td>2 10 27 20 12 14 31 12 14 3% 3% 7% 6% 4% 4% 8% 4% 4%</td>	8 to 24					2 10 27 20 12 14 31 12 14 3% 3% 7% 6% 4% 4% 8% 4% 4%
$18\% \ 17\% \ 19\% \ - 47\% \ - 24\% \ 23\% \ 18\% \ 22\% \ 18\% \ 22\% \ 18\% \ 22\% \ 18\% \ 22\% \ 18\% \ 29\% \ 17\% \ 20\% \ 18\% \ 18\% \ 16\% \ 17\% \ 18\% \ 16\% \ 17\% \ 19\% \ 17\% \ 19\% \ 17\% \ 19\% \ 17\% \ 19\% \ 20\% \ 15\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 17\% \ 18\% \ 20\% \ 20\% \ $	5 to 34					
20% 18% 22% - 53% - 22% 24% 29% 28% 21% 15% 22% 17% 32% 18% 20% 34% 24% 17% 23% 19% 18% 22% 25% 18% 23% 19% 21% 21% 19% 21% 21% 19 5 to 64 286 167 119 - 286 93 53 18 27 75 62 82 50 17 143 113 16 14 54 116 116 164 69 53 95 112 79 73 98 115 73 98 115 29% 32% 25% - 64% 25% 26% 19% 23% 30% 30% 29% 27% 22% 29% 31% 36% 15% 29% 31% 27% 30% 29% 25% 32% 29% 25% 27% 30% 28% 27% 30% 28 5 or older 164 113 51 - 164 31 13 4 15 40 37 43 39 5 115 38 4 7 38 49 77 114 21 29 62 41 61 47 59 58 47 59 58	5 to 44					
5 to 64 286 167 119 286 93 53 18 27 75 62 82 50 17 143 113 16 14 54 116 116 164 69 53 95 112 79 73 98 115 73 98 115 29% 32% 32% 25% 64% 25% 26% 19% 23% 30% 29% 27% 22% 29% 31% 36% 15% 29% 31% 27% 30% 29% 25% 32% 29% 25% 27% 30% 28% 27% 30% 28 27% 30% 28 27% 30% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28	5 to 54	201 96 105 - 201	- 80 49 28 33 52 31	1 61 32 25 90 74 15	22 31 86 84 97 53 5	52 88 61 55 68 78 55 68
5 orolder 164 113 51 164 31 13 4 15 40 37 43 39 5 115 38 4 7 38 49 77 114 21 29 62 41 61 47 59 58 47 59 58	5 to 64	286 167 119 286	5 93 53 18 27 75 6 <u>2</u>	2 82 50 17 143 113 16	14 54 116 116 164 69 5	3 95 112 79 73 98 115 73 98 1
16% 21% 11% · · 36% 6% 4% 13% 16% 16% 15% 21% 6% 23% 10% 9% 8% 20% 15% 21% 9% 14% 21% 11% 19% 16% 16% 16% 16% 1	5 or older	164 113 51 164	4 31 13 4 15 40 37	7 43 39 5 115 38 4	7 38 49 77 114 21 2	62 41 61 47 59 58 47 59

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

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Social grade

Base : All respondents

		Ge	nder		Age			SE	<u>G</u>				Region				Vote in	2010		c effe	ad known coalition - ct on vot LibDem		Li	pinion o bDems i <u>coalition</u> Shou- Id		sin	of LibD ce gene election	ral	prev	d LibDen ious gene elections	eral	pre	d LibDer vious loc ncil electi	cal
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	AB	C1	C2	DE		Mid- lands	North	Wales & South West	Scot-	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	to join coal- ition with Cons- erva- tives		Shou- Id have stay- ed in oppos	Chang ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
AB	368 37%	189 36%	179 38%	77 45%	167 44%	124 28%	368 100%	-	-	-	113 45%	75 36%	99 35%	58 32%	23 30%	190 38%	136 37%	14 32%	28 30%	65 35%	136 36%	167 38%	213 39%	87 36%	68 33%	120 41%	130 34%	118 37%	100 37%	118 36%	150 37%	100 37%	118 36%	150 37%
C1	207 21%	95 18%	112 24%	44 26%	97 26%	66 15%	-	207 100%	-	-	50 20%	44 21%	54 19%	42 23%	17 22%	103 21%	74 20%	7 16%	23 25%	36 19%	81 21%	90 21%	104 19%	52 21%	51 25%	50 17%	92 24%	65 20%	49 18%	70 21%	88 22%	49 18%	70 21%	88 22%
C2	97 10%	45 9%	52 11%	30 18%	45 12%	22 5%	-	-	97 100%	-	20 8%	27 13%	22 8%	17 9%	11 14%	40 8%	36 10%	4 9%	17 18%	21 11%	43 11%	33 8%	49 9%	26 11%	22 11%	23 8%	36 9%	38 12%	24 9%	31 9%	42 10%	24 9%	31 9%	42 10%
DE	117 12%	52 10%	65 14%	16 9%	59 16%	42 9%	-	-	-	117 100%	21 8%	16 8%	45 16%	23 13%	12 16%	41 8%	48 13%	13 30%	15 16%	21 11%	47 12%	49 11%	47 9%	40 17%	30 14%	25 8%	58 15%	34 11%	38 14%	37 11%	42 10%	38 14%	37 11%	42 10%
DK/Ref	212 21%	146 28%	66 14%	4 2%	12 3%	196 44%	-	-	-		45 18%	47 22%	62 22%	44 24%	14 18%	127 25%	69 19%	6 14%	10 11%	44 24%	71 19%	97 22%	138 25%	37 15%	37 18%	78 26%	68 18%	66 21%	57 21%	73 22%	82 20%	57 21%	73 22%	82 20%

LIB DEM CONSIDERERS ONLINE Fieldwork : 25th - 28th November 2010

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Base : All respondents

Table 80

	Total	<u>Gender</u> <u>Age</u> Fe- Total Male male 18-34 35-54					<u>SEG</u> 55+ AB C1 C2 DE										Vote in 2010 Cons- An- Did erva- Lab- other not tive our party vote			If had known of coalition - effect on voting LibDem Nore Less diff- like- like- erenc ly ly e			Opinion of LibDems in coalition Shou- Right Id to have Shou- join form- Id coal- ed have ition coal- stay- with ition ed in Cons- with oppos erva- Lab tives our ition			View of LibDems since general election - Chang ed - for ed Not the for chang bet- the - ter worse ed			Voted LibDem in previous general elections Al- Some- ways times Never			Voted LibDem in previous local council elections AlSome waystimesNever		
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404
l teach at a primary school	678 68%	372 71%	306 65%	107 63%	246 65%	325 72%	255 69%	138 67%	67 69%	62 53%	182 73%	149 71%	177 63%	129 70%	41 53%	469 94%	128 35%	28 64%	53 57%	166 89%	147 39%	365 84%	505 92%	87 36%	86 41%	283 96%	126 33%	269 84%	189 71%	221 67%	268 66%	189 71%	221 67%	268 66%
I teach at a secondary school	265 26%	136 26%	129 27%	40 23%	112 29%	113 25%	96 26%	52 25%	23 24%	45 38%	54 22%	52 25%	91 32%	40 22%	28 36%	18 4%	206 57%	16 36%	25 27%	12 6%	208 55%	45 10%	24 4%	136 56%	105 50%	6 2%	236 61%	23 7%	67 25%	87 26%	111 27%	67 25%	87 26%	111 27%
I teach at a sixth form	58 6%	19 4%	39 8%	24 14%	22 6%	12 3%	17 5%	17 8%	7 7%	10 9%	13 5%	8 4%	14 5%	15 8%	8 10%	14 3%	29 8%	-	15 16%	9 5%	23 6%	26 6%	22 4%	19 8%	17 8%	7 2%	22 6%	29 9%	12 4%	21 6%	25 6%	12 4%	21 6%	25 6%
I teach at a further education college	-	-	-	-	:	-	:	-	:	-	-	-	:	:	:	-	-	:	-	-	-	:	:	-	-	:	:	-	:	-	:	-	:	-
I teach at another further education establishment	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-		-	-	-		-	-	-	-	-		-	-	-
I teach at a university	-	-	-	-	-	-	-	-	:	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	:	-	-	-	-	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Which of the following applies to you?

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If you wanted someone to call you by telephone at your home which one of the following would apply to you?

Base : All respondents

Table 81

	Gender Age							SE	G		Region						Vote in	2010		If had known of coalition - effect on voting LibDem			Opinion of LibDems in <u>coalition</u> Shou- Right Id to have Shou-						Voted LibDem in previous general elections			Voted LibDem in previous local council elections			
	Total	Male	Fe- male	<u>18-34</u>	35-54	55+	_AB_	C1	_C2_	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Cons- erva- tive	Lab- our	An- other party	Did not vote	More like- ly	Less like- ly	No diff- erenc e	join coal- ition with Cons- erva- tives	form- ed coal- ition with Lab- our	ld have stay- ed in oppos - ition	Chang - ed for the bet- ter	Chang ed for the worse	Not chang - ed	Al- ways	Some- times	Never		Some- times	Never	
Base	1001	527	474	171	380	450	368	207	97	117	249	209	282	184	77	501	363	44	93	187	378	436	551	242	208	296	384	321	268	329	404	268	329	404	
They could do so by phoning on a standard landline number	368 37%	202 38%	166 35%	23 13%	124 33%	221 49%	117 32%	68 33%	30 31%	42 36%	94 38%	66 32%	110 39%	70 38%	28 36%	188 38%	130 36%	19 43%	31 33%	68 36%	144 38%	156 36%	207 38%	86 36%	75 36%	114 39%	138 36%	116 36%	102 38%	120 36%	146 36%	102 38%	120 36%	146 36%	
They could do so by phoning on my mobile	186 19%	95 18%	91 19%	69 40%	79 21%	38 8%	73 20%	43 21%	29 30%	30 26%	44 18%	43 21%	53 19%	32 17%	14 18%	68 14%	82 23%	2 5%	34 37%	28 15%	80 21%	78 18%	83 15%	55 23%	48 23%	44 15%	90 23%	52 16%	45 17%	67 20%	74 18%	45 17%	67 20%	74 18%	
They could do so on either my landline or mobile number	447 45%	230 44%	217 46%	79 46%	177 47%	191 42%	178 48%	96 46%	38 39%	45 38%	111 45%	100 48%	119 42%	82 45%	35 45%	245 49%	151 42%	23 52%	28 30%	91 49%	154 41%	202 46%	261 47%	101 42%	85 41%	138 47%	156 41%	153 48%	121 45%	142 43%	184 46%	121 45%	142 43%	184 46%	

Prepared by Populus for Lord Ashcroft

Absolutes/col percents