Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 1

Q1 Thinking back to the general election held in May 2010, which of the following did you do?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I did not vote	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I voted Conservative	**1502**	687	815	200	479	823	711	359	185	237	52	58	163	125	173	125	72	92	126	350	166
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
I voted Labour	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I voted Liberal Democrat	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I voted for another party	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 1

Q1 Thinking back to the general election held in May 2010, which of the following did you do?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I did not vote	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
I voted Conservative	**1502**	252	1250	783	719	1112	390	870	632	961	541
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
I voted Labour	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
I voted Liberal Democrat	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
I voted for another party	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 2

Q2 Was this the first time you had voted Conservative in a general election, or had you voted Conservative before?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
This was the first time I had voted Conservative in a general election	**252**	98	154	96	83	73	94	60	37	59	6	10	28	22	37	24	10	13	28	54	20
	17%	*14%*	**19%a**	**48%de**	**17%e**	*9%*	*13%*	*17%*	**20%f**	**25%fg**	*12%*	*17%*	*17%*	*18%*	**21%t**	*19%*	*14%*	*14%*	**22%t**	*15%*	*12%*
I had voted Conservative before	**1250**	589	661	104	396	750	617	299	148	178	46	48	135	103	136	101	62	79	98	296	146
	83%	**86%b**	*81%*	*52%*	**83%c**	**91%cd**	**87%hi**	**83%i**	*80%*	*75%*	*88%*	*83%*	*83%*	*82%*	*79%*	*81%*	*86%*	*86%*	*78%*	*85%*	**88%nr**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 2

Q2 Was this the first time you had voted Conservative in a general election, or had you voted Conservative before?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
This was the first time I had voted Conservative in a general election	**252**	252	-	89	163	115	137	127	125	174	78
	17%	**100%v**	-	*11%*	**23%w**	*10%*	**35%y**	*15%*	**20%A**	*18%*	*14%*
I had voted Conservative before	**1250**	-	1250	694	556	997	253	743	507	787	463
	83%	-	**100%u**	**89%x**	*77%*	**90%z**	*65%*	**85%B**	*80%*	*82%*	*86%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 3

Q2a Was your decision to vote Conservative at the general election more because you had positive views about David Cameron and the Conservatives, or more because you had negative views about Gordon Brown and Labour?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Positive about Conservatives	**783**	351	432	107	237	439	366	210	87	114	26	33	92	53	83	59	39	48	70	175	105
	52%	*51%*	*53%*	*54%*	*49%*	*53%*	*51%*	**58%fhi**	*47%*	*48%*	*50%*	*57%*	**56%m**	*42%*	*48%*	*47%*	*54%*	*52%*	**56%m**	*50%*	**63%mnos**
Negative about Labour	**719**	336	383	93	242	384	345	149	98	123	26	25	71	72	90	66	33	44	56	175	61
	48%	*49%*	*47%*	*47%*	*51%*	*47%*	**49%g**	*42%*	**53%g**	**52%g**	*50%*	*43%*	*44%*	**58%lrt**	**52%t**	**53%t**	*46%*	*48%*	*44%*	**50%t**	*37%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 3

Q2a Was your decision to vote Conservative at the general election more because you had positive views about David Cameron and the Conservatives, or more because you had negative views about Gordon Brown and Labour?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Positive about Conservatives	**783**	89	694	783	-	651	132	502	281	552	231
	52%	*35%*	**56%u**	**100%x**	-	**59%z**	*34%*	**58%B**	*44%*	**57%D**	*43%*
Negative about Labour	**719**	163	556	-	719	461	258	368	351	409	310
	48%	**65%v**	*44%*	-	**100%w**	*41%*	**66%y**	*42%*	**56%A**	*43%*	**57%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 4

Q4 Importance of reason to vote Conservative in 2010: I thought David Cameron would make a good Prime Minister

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**25**	11	14	7	7	11	11	7	4	3	1	1	3	2	-	2	2	1	5	5	3
		2%	*2%*	*2%*	**4%e**	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	**3%n**	*1%*	**4%n**	*1%*	*2%*
2	(2)	**15**	5	10	1	6	8	7	3	2	3	-	-	4	1	4	-	1	1	-	2	2
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*2%*	*1%*	*2%*	-	*1%*	*1%*	-	*1%*	*1%*
3	(3)	**21**	8	13	3	8	10	12	5	1	3	-	1	2	2	3	-	-	2	2	6	3
		1%	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*2%*	*2%*	-	-	*2%*	*2%*	*2%*	*2%*
4	(4)	**36**	17	19	11	6	19	18	10	4	3	-	-	4	3	9	5	-	2	2	8	3
		2%	*2%*	*2%*	**6%de**	*1%*	*2%*	*3%*	*3%*	*2%*	*1%*	-	-	*2%*	*2%*	*5%*	*4%*	-	*2%*	*2%*	*2%*	*2%*
5	(5)	**125**	62	63	22	49	54	57	30	12	24	6	6	7	5	16	7	7	11	10	39	11
		8%	*9%*	*8%*	**11%e**	**10%e**	*7%*	*8%*	*8%*	*6%*	*10%*	*12%*	*10%*	*4%*	*4%*	*9%*	*6%*	*10%*	**12%lm**	*8%*	**11%lm**	*7%*
6	(6)	**135**	61	74	13	54	68	69	24	22	18	5	5	14	8	14	11	8	6	15	37	12
		9%	*9%*	*9%*	*7%*	*11%*	*8%*	*10%*	*7%*	**12%g**	*8%*	*10%*	*9%*	*9%*	*6%*	*8%*	*9%*	*11%*	*7%*	*12%*	*11%*	*7%*
7	(7)	**228**	104	124	24	64	140	106	54	25	43	5	6	38	22	31	20	12	14	9	50	21
		15%	*15%*	*15%*	*12%*	*13%*	*17%*	*15%*	*15%*	*14%*	*18%*	*10%*	*10%*	**23%jkrs**	**18%r**	**18%r**	**16%r**	**17%r**	*15%*	*7%*	**14%r**	*13%*
8	(8)	**341**	181	160	58	118	165	175	76	39	48	16	17	33	23	31	28	16	18	40	80	39
		23%	**26%b**	*20%*	**29%e**	*25%*	*20%*	*25%*	*21%*	*21%*	*20%*	**31%n**	*29%*	*20%*	*18%*	*18%*	*22%*	*22%*	*20%*	**32%lmnq**	*23%*	*23%*
9	(9)	**253**	126	127	26	81	146	106	76	32	38	9	13	30	20	28	20	12	18	21	59	23
		17%	*18%*	*16%*	*13%*	*17%*	*18%*	*15%*	**21%f**	*17%*	*16%*	*17%*	*22%*	*18%*	*16%*	*16%*	*16%*	*17%*	*20%*	*17%*	*17%*	*14%*
10	(10)	**323**	112	211	35	86	202	150	74	44	54	10	9	28	39	37	32	14	19	22	64	49
		22%	*16%*	**26%a**	*18%*	*18%*	**25%cd**	*21%*	*21%*	*24%*	*23%*	*19%*	*16%*	*17%*	**31%klrs**	*21%*	*26%*	*19%*	*21%*	*17%*	*18%*	**30%klrs**
Net 1-2		**40**	16	24	8	13	19	18	10	6	6	1	1	7	3	4	2	3	2	5	7	5
		3%	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*
Net 9-10		**576**	238	338	61	167	348	256	150	76	92	19	22	58	59	65	52	26	37	43	123	72
		38%	*35%*	**41%a**	*31%*	*35%*	**42%cd**	*36%*	*42%*	*41%*	*39%*	*37%*	*38%*	*36%*	**47%lrs**	*38%*	*42%*	*36%*	*40%*	*34%*	*35%*	*43%*
Net 1-3		**61**	24	37	11	21	29	30	15	7	9	1	2	9	5	7	2	3	4	7	13	8
		4%	*3%*	*5%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*3%*	*6%*	*4%*	*4%*	*2%*	*4%*	*4%*	*6%*	*4%*	*5%*
Net 4-6		**296**	140	156	46	109	141	144	64	38	45	11	11	25	16	39	23	15	19	27	84	26
		20%	*20%*	*19%*	*23%*	**23%e**	*17%*	*20%*	*18%*	*21%*	*19%*	*21%*	*19%*	*15%*	*13%*	**23%m**	*18%*	*21%*	*21%*	*21%*	**24%lmt**	*16%*
Net 7-10		**1145**	523	622	143	349	653	537	280	140	183	40	45	129	104	127	100	54	69	92	253	132
		76%	*76%*	*76%*	*72%*	*73%*	**79%cd**	*76%*	*78%*	*76%*	*77%*	*77%*	*78%*	*79%*	**83%ns**	*73%*	*80%*	*75%*	*75%*	*73%*	*72%*	*80%*
Mean		**7.68**	7.60	7.74	7.33	7.55	**7.83cd**	7.63	7.72	7.75	7.70	7.79	7.74	7.56	**8.02ns**	7.54	7.90	7.60	7.63	7.55	7.53	7.90
Standard Deviation		**2.02**	1.93	2.10	2.22	2.00	1.98	2.02	2.05	2.05	2.00	1.85	1.87	2.04	2.02	2.06	1.91	2.05	2.06	2.13	1.99	2.10
Standard Error		**0.052**	0.074	0.073	0.157	0.091	0.069	0.076	0.108	0.151	0.130	0.257	0.245	0.160	0.181	0.157	0.171	0.241	0.215	0.190	0.106	0.163

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 4

Q4 Importance of reason to vote Conservative in 2010: I thought David Cameron would make a good Prime Minister

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**25**	10	15	10	15	14	11	11	14	15	10
		2%	**4%v**	*1%*	*1%*	*2%*	*1%*	**3%y**	*1%*	*2%*	*2%*	*2%*
2	(2)	**15**	4	11	4	11	9	6	8	7	10	5
		1%	*2%*	*1%*	*1%*	**2%w**	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
3	(3)	**21**	5	16	4	17	12	9	12	9	6	15
		1%	*2%*	*1%*	*1%*	**2%w**	*1%*	*2%*	*1%*	*1%*	*1%*	**3%C**
4	(4)	**36**	6	30	10	26	23	13	22	14	21	15
		2%	*2%*	*2%*	*1%*	**4%w**	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
5	(5)	**125**	21	104	46	79	86	39	63	62	72	53
		8%	*8%*	*8%*	*6%*	**11%w**	*8%*	*10%*	*7%*	*10%*	*7%*	*10%*
6	(6)	**135**	24	111	53	82	88	47	63	72	82	53
		9%	*10%*	*9%*	*7%*	**11%w**	*8%*	**12%y**	*7%*	**11%A**	*9%*	*10%*
7	(7)	**228**	41	187	90	138	162	66	122	106	134	94
		15%	*16%*	*15%*	*11%*	**19%w**	*15%*	*17%*	*14%*	*17%*	*14%*	*17%*
8	(8)	**341**	56	285	181	160	243	98	186	155	228	113
		23%	*22%*	*23%*	*23%*	*22%*	*22%*	*25%*	*21%*	*25%*	*24%*	*21%*
9	(9)	**253**	36	217	151	102	198	55	156	97	168	85
		17%	*14%*	*17%*	**19%x**	*14%*	*18%*	*14%*	*18%*	*15%*	*17%*	*16%*
10	(10)	**323**	49	274	234	89	277	46	227	96	225	98
		22%	*19%*	*22%*	**30%x**	*12%*	**25%z**	*12%*	**26%B**	*15%*	**23%D**	*18%*
Net 1-2		**40**	14	26	14	26	23	17	19	21	25	15
		3%	**6%v**	*2%*	*2%*	**4%w**	*2%*	**4%y**	*2%*	*3%*	*3%*	*3%*
Net 9-10		**576**	85	491	385	191	475	101	383	193	393	183
		38%	*34%*	*39%*	**49%x**	*27%*	**43%z**	*26%*	**44%B**	*31%*	**41%D**	*34%*
Net 1-3		**61**	19	42	18	43	35	26	31	30	31	30
		4%	**8%v**	*3%*	*2%*	**6%w**	*3%*	**7%y**	*4%*	*5%*	*3%*	**6%C**
Net 4-6		**296**	51	245	109	187	197	99	148	148	175	121
		20%	*20%*	*20%*	*14%*	**26%w**	*18%*	**25%y**	*17%*	**23%A**	*18%*	*22%*
Net 7-10		**1145**	182	963	656	489	880	265	691	454	755	390
		76%	*72%*	*77%*	**84%x**	*68%*	**79%z**	*68%*	**79%B**	*72%*	**79%D**	*72%*
Mean		**7.68**	7.36	**7.74u**	**8.17x**	7.14	**7.87z**	7.13	**7.89B**	7.39	**7.82D**	7.42
Standard Deviation		**2.02**	2.28	1.96	1.85	2.07	1.96	2.11	2.00	2.02	1.97	2.09
Standard Error		**0.052**	0.144	0.055	0.066	0.077	0.059	0.107	0.068	0.080	0.064	0.090

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 5

Q4 Importance of reason to vote Conservative in 2010: It was time for a change from Labour and the Conservatives were the most obvious alternative

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**24**	10	14	4	7	13	12	8	1	3	2	-	3	1	3	4	1	1	2	4	3
		2%	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*4%*	*-*	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
2	(2)	**11**	5	6	2	2	7	4	4	1	2	1	-	2	-	2	1	-	1	-	2	2
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*-*	*1%*	*-*	*1%*	*1%*	*-*	*1%*	*-*	*1%*	*1%*
3	(3)	**16**	8	8	3	8	5	7	5	2	2	-	-	1	-	2	5	1	-	3	3	1
		1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*-*	*-*	*1%*	*-*	*1%*	**4%lmst**	*1%*	*-*	*2%*	*1%*	*1%*
4	(4)	**21**	18	3	5	5	11	11	5	3	2	-	1	2	4	2	1	4	1	-	4	2
		1%	**3%b**	*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*-*	*2%*	*1%*	**3%r**	*1%*	*1%*	**6%nors**	*1%*	*-*	*1%*	*1%*
5	(5)	**64**	34	30	10	23	31	35	14	3	12	-	2	7	6	7	6	4	3	5	19	5
		4%	*5%*	*4%*	*5%*	*5%*	*4%*	**5%h**	*4%*	*2%*	*5%*	*-*	*3%*	*4%*	*5%*	*4%*	*5%*	*6%*	*3%*	*4%*	*5%*	*3%*
6	(6)	**59**	23	36	18	24	17	20	16	8	14	1	3	9	2	8	4	2	3	7	16	4
		4%	*3%*	*4%*	**9%de**	**5%e**	*2%*	*3%*	*4%*	*4%*	**6%f**	*2%*	*5%*	*6%*	*2%*	*5%*	*3%*	*3%*	*3%*	*6%*	*5%*	*2%*
7	(7)	**109**	49	60	19	42	48	59	30	9	11	5	10	10	9	14	6	8	7	9	23	8
		7%	*7%*	*7%*	*10%*	**9%e**	*6%*	*8%*	*8%*	*5%*	*5%*	*10%*	**17%lmnor st**	*6%*	*7%*	*8%*	*5%*	*11%*	*8%*	*7%*	*7%*	*5%*
8	(8)	**210**	90	120	31	73	106	97	43	35	33	5	6	29	10	17	16	16	19	16	47	29
		14%	*13%*	*15%*	*16%*	*15%*	*13%*	*14%*	*12%*	**19%g**	*14%*	*10%*	*10%*	**18%mn**	*8%*	*10%*	*13%*	**22%mn**	**21%mn**	*13%*	*13%*	**17%mn**
9	(9)	**248**	117	131	30	89	129	116	55	31	44	13	7	27	21	32	18	7	18	20	55	30
		17%	*17%*	*16%*	*15%*	*19%*	*16%*	*16%*	*15%*	*17%*	*19%*	**25%p**	*12%*	*17%*	*17%*	*18%*	*14%*	*10%*	*20%*	*16%*	*16%*	*18%*
10	(10)	**740**	333	407	78	206	456	350	179	92	114	25	29	73	72	86	64	29	39	64	177	82
		49%	*48%*	*50%*	*39%*	*43%*	**55%cd**	*49%*	*50%*	*50%*	*48%*	*48%*	*50%*	*45%*	**58%lpq**	*50%*	*51%*	*40%*	*42%*	*51%*	*51%*	*49%*
Net 1-2		**35**	15	20	6	9	20	16	12	2	5	3	-	5	1	5	5	1	2	2	6	5
		2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	**6%m**	*-*	*3%*	*1%*	*3%*	*4%*	*1%*	*2%*	*2%*	*2%*	*3%*
Net 9-10		**988**	450	538	108	295	585	466	234	123	158	38	36	100	93	118	82	36	57	84	232	112
		66%	*66%*	*66%*	*54%*	*62%*	**71%cd**	*66%*	*65%*	*66%*	*67%*	**73%p**	*62%*	*61%*	**74%lp**	**68%p**	**66%p**	*50%*	*62%*	**67%p**	**66%p**	**67%p**
Net 1-3		**51**	23	28	9	17	25	23	17	4	7	3	-	6	1	7	10	2	2	5	9	6
		3%	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*5%*	*2%*	*3%*	**6%m**	*-*	*4%*	*1%*	*4%*	**8%kms**	*3%*	*2%*	*4%*	*3%*	*4%*
Net 4-6		**144**	75	69	33	52	59	66	35	14	28	1	6	18	12	17	11	10	7	12	39	11
		10%	*11%*	*8%*	**17%de**	**11%e**	*7%*	*9%*	*10%*	*8%*	*12%*	*2%*	*10%*	**11%j**	*10%*	*10%*	*9%*	**14%j**	*8%*	*10%*	**11%j**	*7%*
Net 7-10		**1307**	589	718	158	410	739	622	307	167	202	48	52	139	112	149	104	60	83	109	302	149
		87%	*86%*	*88%*	*79%*	**86%c**	**90%cd**	*87%*	*86%*	*90%*	*85%*	*92%*	*90%*	*85%*	*90%*	*86%*	*83%*	*83%*	*90%*	*87%*	*86%*	*90%*
Mean		**8.61**	8.54	8.66	8.13	8.46	**8.81cd**	8.60	8.51	8.79	8.62	8.69	8.67	8.48	**8.89p**	8.59	8.41	8.18	8.62	8.64	8.65	8.70
Standard Deviation		**1.98**	2.04	1.93	2.18	1.97	1.91	1.99	2.14	1.70	1.94	2.13	1.64	2.03	1.78	2.05	2.38	2.09	1.77	1.96	1.92	1.94
Standard Error		**0.051**	0.078	0.068	0.154	0.090	0.067	0.074	0.113	0.125	0.126	0.295	0.215	0.159	0.160	0.156	0.213	0.247	0.185	0.174	0.102	0.151

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 5

Q4 Importance of reason to vote Conservative in 2010: It was time for a change from Labour and the Conservatives were the most obvious alternative

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**24**	6	18	17	7	20	4	15	9	14	10
		2%	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*
2	(2)	**11**	2	9	8	3	9	2	9	2	9	2
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*
3	(3)	**16**	3	13	10	6	12	4	7	9	10	6
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
4	(4)	**21**	3	18	12	9	13	8	11	10	13	8
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
5	(5)	**64**	8	56	41	23	52	12	27	37	38	26
		4%	*3%*	*4%*	*5%*	*3%*	*5%*	*3%*	*3%*	**6%A**	*4%*	*5%*
6	(6)	**59**	16	43	35	24	32	27	32	27	41	18
		4%	**6%v**	*3%*	*4%*	*3%*	*3%*	**7%y**	*4%*	*4%*	*4%*	*3%*
7	(7)	**109**	26	83	48	61	56	53	53	56	72	37
		7%	**10%v**	*7%*	*6%*	*8%*	*5%*	**14%y**	*6%*	**9%A**	*7%*	*7%*
8	(8)	**210**	49	161	97	113	128	82	116	94	146	64
		14%	**19%v**	*13%*	*12%*	*16%*	*12%*	**21%y**	*13%*	*15%*	*15%*	*12%*
9	(9)	**248**	50	198	119	129	173	75	136	112	163	85
		17%	*20%*	*16%*	*15%*	*18%*	*16%*	*19%*	*16%*	*18%*	*17%*	*16%*
10	(10)	**740**	89	651	396	344	617	123	464	276	455	285
		49%	*35%*	**52%u**	*51%*	*48%*	**55%z**	*32%*	**53%B**	*44%*	*47%*	**53%C**
Net 1-2		**35**	8	27	25	10	29	6	24	11	23	12
		2%	*3%*	*2%*	**3%x**	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*
Net 9-10		**988**	139	849	515	473	790	198	600	388	618	370
		66%	*55%*	**68%u**	*66%*	*66%*	**71%z**	*51%*	**69%B**	*61%*	*64%*	*68%*
Net 1-3		**51**	11	40	35	16	41	10	31	20	33	18
		3%	*4%*	*3%*	**4%x**	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*
Net 4-6		**144**	27	117	88	56	97	47	70	74	92	52
		10%	*11%*	*9%*	**11%x**	*8%*	*9%*	*12%*	*8%*	**12%A**	*10%*	*10%*
Net 7-10		**1307**	214	1093	660	647	974	333	769	538	836	471
		87%	*85%*	*87%*	*84%*	**90%w**	*88%*	*85%*	*88%*	*85%*	*87%*	*87%*
Mean		**8.61**	8.26	**8.68u**	8.52	8.70	**8.74z**	8.22	**8.72B**	8.45	8.57	8.67
Standard Deviation		**1.98**	2.04	1.96	2.15	1.77	2.01	1.84	1.97	1.98	1.97	2.00
Standard Error		**0.051**	0.128	0.055	0.077	0.066	0.060	0.093	0.067	0.079	0.063	0.086

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 6

Q4 Importance of reason to vote Conservative in 2010: They seemed willing to cut excessive spending and reduce the deficit

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**13**	5	8	2	4	7	5	3	2	3	-	1	1	1	3	1	-	1	2	1	2
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	-	*1%*	*2%*	*	*1%*
2	(2)	**7**	2	5	2	4	1	2	4	1	-	-	-	-	-	2	-	-	1	1	1	2
		***	*	*1%*	**1%e**	**1%e**	*	*	*1%*	*1%*	-	-	-	-	-	*1%*	-	-	*1%*	*1%*	*	*1%*
3	(3)	**9**	5	4	2	4	3	4	2	2	1	-	1	3	-	-	1	1	1	-	1	1
		1%	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	-	*2%*	*2%*	-	-	*1%*	*1%*	*1%*	-	*	*1%*
4	(4)	**15**	7	8	4	6	5	6	5	3	1	1	-	1	1	2	1	-	-	2	5	2
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	-	*1%*	*1%*	*1%*	*1%*	-	-	*2%*	*1%*	*1%*
5	(5)	**57**	20	37	21	22	14	20	23	6	8	-	-	9	4	6	3	3	4	7	17	4
		4%	*3%*	*5%*	**11%de**	**5%e**	*2%*	*3%*	**6%f**	*3%*	*3%*	-	-	*6%*	*3%*	*3%*	*2%*	*4%*	*4%*	*6%*	*5%*	*2%*
6	(6)	**82**	28	54	22	39	21	38	18	15	10	1	6	9	7	12	8	1	3	8	22	5
		5%	*4%*	**7%a**	**11%e**	**8%e**	*3%*	*5%*	*5%*	*8%*	*4%*	*2%*	**10%pt**	*6%*	*6%*	*7%*	*6%*	*1%*	*3%*	*6%*	*6%*	*3%*
7	(7)	**144**	58	86	31	58	55	59	34	20	29	3	4	17	11	20	14	8	11	10	32	14
		10%	*8%*	*11%*	**16%e**	**12%e**	*7%*	*8%*	*9%*	*11%*	*12%*	*6%*	*7%*	*10%*	*9%*	*12%*	*11%*	*11%*	*12%*	*8%*	*9%*	*8%*
8	(8)	**292**	120	172	47	89	156	132	73	35	50	10	8	27	24	28	24	18	19	31	66	37
		19%	*17%*	*21%*	*24%*	*19%*	*19%*	*19%*	*20%*	*19%*	*21%*	*19%*	*14%*	*17%*	*19%*	*16%*	*19%*	*25%*	*21%*	*25%*	*19%*	*22%*
9	(9)	**314**	161	153	21	90	203	163	76	28	44	11	11	36	25	33	26	13	19	23	80	37
		21%	**23%b**	*19%*	*11%*	**19%c**	**25%cd**	**23%h**	*21%*	*15%*	*19%*	*21%*	*19%*	*22%*	*20%*	*19%*	*21%*	*18%*	*21%*	*18%*	*23%*	*22%*
10	(10)	**569**	281	288	48	163	358	282	121	73	91	26	27	60	52	67	47	28	33	42	125	62
		38%	**41%b**	*35%*	*24%*	**34%c**	**43%cd**	*40%*	*34%*	*39%*	*38%*	**50%rs**	*47%*	*37%*	*42%*	*39%*	*38%*	*39%*	*36%*	*33%*	*36%*	*37%*
Net 1-2		**20**	7	13	4	8	8	7	7	3	3	-	1	1	1	5	1	-	2	3	2	4
		1%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	**3%s**	*1%*	-	*2%*	*2%*	*1%*	*2%*
Net 9-10		**883**	442	441	69	253	561	445	197	101	135	37	38	96	77	100	73	41	52	65	205	99
		59%	**64%b**	*54%*	*35%*	**53%c**	**68%cd**	**63%gh**	*55%*	*55%*	*57%*	**71%r**	*66%*	*59%*	*62%*	*58%*	*58%*	*57%*	*57%*	*52%*	*59%*	*60%*
Net 1-3		**29**	12	17	6	12	11	11	9	5	4	-	2	4	1	5	2	1	3	3	3	5
		2%	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*3%*	*3%*	*2%*	-	*3%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*
Net 4-6		**154**	55	99	47	67	40	64	46	24	19	2	6	19	12	20	12	4	7	17	44	11
		10%	*8%*	**12%a**	**24%de**	**14%e**	*5%*	*9%*	*13%*	*13%*	*8%*	*4%*	*10%*	*12%*	*10%*	*12%*	*10%*	*6%*	*8%*	**13%t**	**13%t**	*7%*
Net 7-10		**1319**	620	699	147	400	772	636	304	156	214	50	50	140	112	148	111	67	82	106	303	150
		88%	**90%b**	*86%*	*74%*	**84%c**	**94%cd**	**89%g**	*85%*	*84%*	**90%g**	**96%lnrs**	*86%*	*86%*	*90%*	*86%*	*89%*	*93%*	*89%*	*84%*	*87%*	*90%*
Mean		**8.49**	**8.65b**	8.35	7.64	**8.25c**	**8.84cd**	**8.62g**	8.29	8.35	8.52	**9.04lnoqrs**	8.64	8.42	8.65	8.37	8.52	8.63	8.41	8.25	8.47	8.52
Standard Deviation		**1.74**	1.66	1.80	1.98	1.86	1.50	1.65	1.88	1.90	1.69	1.27	1.86	1.79	1.61	1.94	1.66	1.51	1.83	1.91	1.66	1.80
Standard Error		**0.045**	0.063	0.063	0.140	0.085	0.052	0.062	0.099	0.140	0.110	0.176	0.244	0.141	0.144	0.148	0.149	0.177	0.191	0.170	0.089	0.140

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 6

Q4 Importance of reason to vote Conservative in 2010: They seemed willing to cut excessive spending and reduce the deficit

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**13**	3	10	7	6	8	5	7	6	7	6
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	(2)	**7**	5	2	2	5	4	3	3	4	5	2
		***	**2%v**	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*
3	(3)	**9**	1	8	2	7	4	5	6	3	5	4
		1%	*	*1%*	*	*1%*	*	**1%y**	*1%*	*	*1%*	*1%*
4	(4)	**15**	5	10	6	9	6	9	7	8	11	4
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	**2%y**	*1%*	*1%*	*1%*	*1%*
5	(5)	**57**	21	36	24	33	27	30	27	30	40	17
		4%	**8%v**	*3%*	*3%*	*5%*	*2%*	**8%y**	*3%*	*5%*	*4%*	*3%*
6	(6)	**82**	26	56	35	47	47	35	41	41	56	26
		5%	**10%v**	*4%*	*4%*	*7%*	*4%*	**9%y**	*5%*	*6%*	*6%*	*5%*
7	(7)	**144**	33	111	69	75	100	44	77	67	94	50
		10%	**13%v**	*9%*	*9%*	*10%*	*9%*	*11%*	*9%*	*11%*	*10%*	*9%*
8	(8)	**292**	64	228	127	165	197	95	163	129	188	104
		19%	**25%v**	*18%*	*16%*	**23%w**	*18%*	**24%y**	*19%*	*20%*	*20%*	*19%*
9	(9)	**314**	33	281	154	160	238	76	179	135	216	98
		21%	*13%*	**22%u**	*20%*	*22%*	*21%*	*19%*	*21%*	*21%*	**22%D**	*18%*
10	(10)	**569**	61	508	357	212	481	88	360	209	339	230
		38%	*24%*	**41%u**	**46%x**	*29%*	**43%z**	*23%*	**41%B**	*33%*	*35%*	**43%C**
Net 1-2		**20**	8	12	9	11	12	8	10	10	12	8
		1%	**3%v**	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Net 9-10		**883**	94	789	511	372	719	164	539	344	555	328
		59%	*37%*	**63%u**	**65%x**	*52%*	**65%z**	*42%*	**62%B**	*54%*	*58%*	*61%*
Net 1-3		**29**	9	20	11	18	16	13	16	13	17	12
		2%	**4%v**	*2%*	*1%*	*3%*	*1%*	**3%y**	*2%*	*2%*	*2%*	*2%*
Net 4-6		**154**	52	102	65	89	80	74	75	79	107	47
		10%	**21%v**	*8%*	*8%*	**12%w**	*7%*	**19%y**	*9%*	**13%A**	*11%*	*9%*
Net 7-10		**1319**	191	1128	707	612	1016	303	779	540	837	482
		88%	*76%*	**90%u**	**90%x**	*85%*	**91%z**	*78%*	**90%B**	*85%*	*87%*	*89%*
Mean		**8.49**	7.73	**8.64u**	**8.72x**	8.24	**8.72z**	7.83	**8.61B**	8.32	8.44	8.58
Standard Deviation		**1.74**	2.01	1.64	1.66	1.80	1.60	1.96	1.69	1.80	1.74	1.76
Standard Error		**0.045**	0.127	0.047	0.059	0.067	0.048	0.099	0.057	0.072	0.056	0.076

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 7

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to tackle crime effectively

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**15**	10	5	4	6	5	8	3	2	2	1	-	3	1	-	-	-	1	3	3	3
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	-	-	-	*1%*	**2%n**	*1%*	*2%*
2	(2)	**8**	2	6	1	5	2	1	3	2	2	-	-	1	-	2	-	-	2	1	1	1
		1%	*	*1%*	*1%*	*1%*	*	*	*1%*	**1%f**	*1%*	-	-	*1%*	-	*1%*	-	-	*2%*	*1%*	*	*1%*
3	(3)	**19**	6	13	7	6	6	12	4	2	1	-	1	1	1	4	-	1	-	2	5	4
		1%	*1%*	*2%*	**4%e**	*1%*	*1%*	*2%*	*1%*	*1%*	*	-	*2%*	*1%*	*1%*	*2%*	-	*1%*	-	*2%*	*1%*	*2%*
4	(4)	**33**	18	15	6	10	17	17	7	6	2	-	1	7	2	7	1	3	1	1	5	5
		2%	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	-	*2%*	**4%s**	*2%*	*4%*	*1%*	*4%*	*1%*	*1%*	*1%*	*3%*
5	(5)	**169**	91	78	31	60	78	92	30	20	27	4	5	10	16	23	17	6	14	14	48	12
		11%	**13%b**	*10%*	**16%e**	*13%*	*9%*	**13%g**	*8%*	*11%*	*11%*	*8%*	*9%*	*6%*	*13%*	**13%l**	**14%l**	*8%*	**15%lt**	*11%*	**14%lt**	*7%*
6	(6)	**175**	84	91	33	70	72	81	44	22	26	8	5	20	14	22	10	7	8	17	47	17
		12%	*12%*	*11%*	**17%e**	**15%e**	*9%*	*11%*	*12%*	*12%*	*11%*	*15%*	*9%*	*12%*	*11%*	*13%*	*8%*	*10%*	*9%*	*13%*	*13%*	*10%*
7	(7)	**295**	125	170	48	97	150	137	74	29	51	6	9	36	21	24	23	14	23	29	74	36
		20%	*18%*	*21%*	*24%*	*20%*	*18%*	*19%*	*21%*	*16%*	*22%*	*12%*	*16%*	*22%*	*17%*	*14%*	*18%*	*19%*	**25%n**	**23%n**	**21%n**	*22%*
8	(8)	**352**	161	191	37	99	216	170	91	36	54	15	18	40	25	34	38	16	19	24	82	41
		23%	*23%*	*23%*	*19%*	*21%*	**26%cd**	*24%*	*25%*	*19%*	*23%*	*29%*	*31%*	*25%*	*20%*	*20%*	**30%nr**	*22%*	*21%*	*19%*	*23%*	*25%*
9	(9)	**198**	91	107	14	62	122	91	41	33	32	9	7	21	20	29	11	15	12	16	41	17
		13%	*13%*	*13%*	*7%*	**13%c**	**15%c**	*13%*	*11%*	**18%g**	*14%*	*17%*	*12%*	*13%*	*16%*	**17%o**	*9%*	**21%ost**	*13%*	*13%*	*12%*	*10%*
10	(10)	**238**	99	139	19	64	155	102	62	33	40	9	12	24	25	28	25	10	12	19	44	30
		16%	*14%*	*17%*	*10%*	*13%*	**19%cd**	*14%*	*17%*	*18%*	*17%*	*17%*	*21%*	*15%*	**20%s**	*16%*	**20%s**	*14%*	*13%*	*15%*	*13%*	*18%*
Net 1-2		**23**	12	11	5	11	7	9	6	4	4	1	-	4	1	2	-	-	3	4	4	4
		2%	*2%*	*1%*	*3%*	**2%e**	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*1%*	-	-	**3%o**	**3%o**	*1%*	*2%*
Net 9-10		**436**	190	246	33	126	277	193	103	66	72	18	19	45	45	57	36	25	24	35	85	47
		29%	*28%*	*30%*	*17%*	**26%c**	**34%cd**	*27%*	*29%*	**36%f**	*30%*	*35%*	*33%*	*28%*	**36%s**	**33%s**	*29%*	*35%*	*26%*	*28%*	*24%*	*28%*
Net 1-3		**42**	18	24	12	17	13	21	10	6	5	1	1	5	2	6	-	1	3	6	9	8
		3%	*3%*	*3%*	**6%e**	**4%e**	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	**3%o**	*2%*	**3%o**	-	*1%*	**3%o**	**5%o**	*3%*	**5%o**
Net 4-6		**377**	193	184	70	140	167	190	81	48	55	12	11	37	32	52	28	16	23	32	100	34
		25%	**28%b**	*23%*	**35%e**	**29%e**	*20%*	*27%*	*23%*	*26%*	*23%*	*23%*	*19%*	*23%*	*26%*	**30%t**	*22%*	*22%*	*25%*	*25%*	*29%*	*20%*
Net 7-10		**1083**	476	607	118	322	643	500	268	131	177	39	46	121	91	115	97	55	66	88	241	124
		72%	*69%*	**74%a**	*59%*	**67%c**	**78%cd**	*70%*	*75%*	*71%*	*75%*	*75%*	*79%*	*74%*	*73%*	*66%*	**78%n**	*76%*	*72%*	*70%*	*69%*	*75%*
Mean		**7.43**	7.33	7.51	6.76	**7.23c**	**7.71cd**	7.34	7.52	7.49	7.53	7.73	**7.79s**	7.40	7.62	7.35	**7.70s**	7.61	7.26	7.27	7.27	7.42
Standard Deviation		**1.86**	1.89	1.83	1.93	1.91	1.76	1.87	1.82	1.99	1.80	1.79	1.71	1.90	1.86	1.98	1.64	1.73	1.90	1.99	1.79	1.99
Standard Error		**0.048**	0.072	0.064	0.137	0.087	0.061	0.070	0.096	0.146	0.117	0.249	0.225	0.149	0.166	0.150	0.146	0.204	0.198	0.178	0.095	0.155

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 7

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to tackle crime effectively

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**15**	5	10	5	10	11	4	4	11	9	6
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**2%A**	*1%*	*1%*
2	(2)	**8**	2	6	4	4	6	2	5	3	2	6
		1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	**1%C**
3	(3)	**19**	4	15	8	11	12	7	11	8	12	7
		1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
4	(4)	**33**	11	22	11	22	17	16	12	21	23	10
		2%	**4%v**	*2%*	*1%*	**3%w**	*2%*	**4%y**	*1%*	**3%A**	*2%*	*2%*
5	(5)	**169**	33	136	67	102	111	58	92	77	112	57
		11%	*13%*	*11%*	*9%*	**14%w**	*10%*	**15%y**	*11%*	*12%*	*12%*	*11%*
6	(6)	**175**	45	130	75	100	112	63	82	93	122	53
		12%	**18%v**	*10%*	*10%*	**14%w**	*10%*	**16%y**	*9%*	**15%A**	*13%*	*10%*
7	(7)	**295**	49	246	138	157	209	86	157	138	192	103
		20%	*19%*	*20%*	*18%*	**22%w**	*19%*	*22%*	*18%*	*22%*	*20%*	*19%*
8	(8)	**352**	51	301	203	149	271	81	207	145	223	129
		23%	*20%*	*24%*	**26%x**	*21%*	*24%*	*21%*	*24%*	*23%*	*23%*	*24%*
9	(9)	**198**	24	174	104	94	162	36	124	74	121	77
		13%	*10%*	*14%*	*13%*	*13%*	**15%z**	*9%*	*14%*	*12%*	*13%*	*14%*
10	(10)	**238**	28	210	168	70	201	37	176	62	145	93
		16%	*11%*	**17%u**	**21%x**	*10%*	**18%z**	*9%*	**20%B**	*10%*	*15%*	*17%*
Net 1-2		**23**	7	16	9	14	17	6	9	14	11	12
		2%	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*
Net 9-10		**436**	52	384	272	164	363	73	300	136	266	170
		29%	*21%*	**31%u**	**35%x**	*23%*	**33%z**	*19%*	**34%B**	*22%*	*28%*	*31%*
Net 1-3		**42**	11	31	17	25	29	13	20	22	23	19
		3%	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*
Net 4-6		**377**	89	288	153	224	240	137	186	191	257	120
		25%	**35%v**	*23%*	*20%*	**31%w**	*22%*	**35%y**	*21%*	**30%A**	*27%*	*22%*
Net 7-10		**1083**	152	931	613	470	843	240	664	419	681	402
		72%	*60%*	**74%u**	**78%x**	*65%*	**76%z**	*62%*	**76%B**	*66%*	*71%*	*74%*
Mean		**7.43**	6.93	**7.53u**	**7.75x**	7.07	**7.60z**	6.94	**7.68B**	7.09	7.39	7.50
Standard Deviation		**1.86**	1.96	1.82	1.80	1.86	1.84	1.83	1.82	1.86	1.83	1.92
Standard Error		**0.048**	0.124	0.052	0.064	0.069	0.055	0.093	0.062	0.074	0.059	0.082

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 8

Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to control immigration

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**19**	12	7	3	6	10	10	4	2	3	-	-	1	2	2	-	1	2	2	5	4
		1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	-	*1%*	*2%*	*2%*	*1%*	*2%*
2	(2)	**13**	5	8	3	5	5	6	5	-	2	-	1	-	-	4	1	-	-	1	2	4
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*2%*	-	-	*2%*	*1%*	-	-	*1%*	*1%*	**2%l**
3	(3)	**12**	5	7	1	5	6	7	3	1	-	-	-	1	1	3	-	1	1	1	3	1
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
4	(4)	**31**	11	20	7	11	13	20	7	1	3	1	-	3	2	5	3	-	-	5	10	2
		2%	*2%*	*2%*	*4%*	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*3%*	*2%*	-	-	*4%*	*3%*	*1%*
5	(5)	**100**	50	50	21	35	44	50	20	11	18	4	2	6	5	11	7	5	8	12	29	11
		7%	*7%*	*6%*	**11%e**	*7%*	*5%*	*7%*	*6%*	*6%*	*8%*	*8%*	*3%*	*4%*	*4%*	*6%*	*6%*	*7%*	*9%*	**10%l**	*8%*	*7%*
6	(6)	**114**	57	57	24	38	52	54	30	15	14	3	5	12	11	10	14	6	9	11	22	11
		8%	*8%*	*7%*	**12%e**	*8%*	*6%*	*8%*	*8%*	*8%*	*6%*	*6%*	*9%*	*7%*	*9%*	*6%*	*11%*	*8%*	*10%*	*9%*	*6%*	*7%*
7	(7)	**219**	100	119	32	70	117	111	53	25	29	7	11	23	13	30	21	14	15	9	53	23
		15%	*15%*	*15%*	*16%*	*15%*	*14%*	*16%*	*15%*	*14%*	*12%*	*13%*	**19%r**	*14%*	*10%*	**17%r**	**17%r**	**19%r**	**16%r**	*7%*	**15%r**	*14%*
8	(8)	**321**	146	175	40	108	173	156	75	39	49	11	10	43	27	26	22	12	20	33	79	38
		21%	*21%*	*21%*	*20%*	*23%*	*21%*	*22%*	*21%*	*21%*	*21%*	*21%*	*17%*	**26%n**	*22%*	*15%*	*18%*	*17%*	*22%*	**26%n**	**23%n**	*23%*
9	(9)	**282**	128	154	28	91	163	129	58	40	53	9	8	34	24	35	23	15	19	22	67	26
		19%	*19%*	*19%*	*14%*	*19%*	*20%*	*18%*	*16%*	*22%*	*22%*	*17%*	*14%*	*21%*	*19%*	*20%*	*18%*	*21%*	*21%*	*17%*	*19%*	*16%*
10	(10)	**391**	173	218	41	110	240	168	104	51	66	17	21	40	40	47	34	18	18	30	80	46
		26%	*25%*	*27%*	*21%*	*23%*	**29%cd**	*24%*	*29%*	*28%*	*28%*	*33%*	**36%qs**	*25%*	**32%qs**	*27%*	*27%*	*25%*	*20%*	*24%*	*23%*	*28%*
Net 1-2		**32**	17	15	6	11	15	16	9	2	5	-	1	1	2	6	1	1	2	3	7	8
		2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	**5%l**
Net 9-10		**673**	301	372	69	201	403	297	162	91	119	26	29	74	64	82	57	33	37	52	147	72
		45%	*44%*	*46%*	*35%*	*42%*	**49%cd**	*42%*	*45%*	*49%*	**50%f**	*50%*	*50%*	*45%*	*51%*	*47%*	*46%*	*46%*	*40%*	*41%*	*42%*	*43%*
Net 1-3		**44**	22	22	7	16	21	23	12	3	5	-	1	2	3	9	1	2	3	4	10	9
		3%	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	**5%lo**	*1%*	*3%*	*3%*	*3%*	*3%*	**5%lo**
Net 4-6		**245**	118	127	52	84	109	124	57	27	35	8	7	21	18	26	24	11	17	28	61	24
		16%	*17%*	*16%*	**26%de**	**18%e**	*13%*	*17%*	*16%*	*15%*	*15%*	*15%*	*12%*	*13%*	*14%*	*15%*	*19%*	*15%*	*18%*	**22%l**	*17%*	*14%*
Net 7-10		**1213**	547	666	141	379	693	564	290	155	197	44	50	140	104	138	100	59	72	94	279	133
		81%	*80%*	*82%*	*71%*	**79%c**	**84%cd**	*79%*	*81%*	*84%*	*83%*	*85%*	*86%*	**86%r**	*83%*	*80%*	*80%*	*82%*	*78%*	*75%*	*80%*	*80%*
Mean		**7.95**	7.89	7.99	7.47	**7.83c**	**8.13cd**	7.82	7.98	**8.17f**	**8.12f**	8.27	8.29	8.15	8.22	7.84	8.02	7.97	7.77	7.76	7.83	7.85
Standard Deviation		**1.93**	1.97	1.90	2.06	1.96	1.86	1.97	1.97	1.75	1.87	1.68	1.74	1.64	1.87	2.14	1.76	1.85	1.91	2.07	1.95	2.16
Standard Error		**0.050**	0.075	0.067	0.146	0.089	0.065	0.074	0.104	0.128	0.122	0.233	0.228	0.129	0.168	0.162	0.157	0.218	0.199	0.184	0.104	0.168

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 8

Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to control immigration

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**19**	4	15	9	10	14	5	5	14	16	3
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**2%A**	*2%*	*1%*
2	(2)	**13**	5	8	7	6	5	8	5	8	7	6
		1%	**2%v**	*1%*	*1%*	*1%*	*	**2%y**	*1%*	*1%*	*1%*	*1%*
3	(3)	**12**	4	8	7	5	11	1	4	8	8	4
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*
4	(4)	**31**	4	27	14	17	20	11	15	16	24	7
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*
5	(5)	**100**	21	79	52	48	68	32	52	48	75	25
		7%	*8%*	*6%*	*7%*	*7%*	*6%*	*8%*	*6%*	*8%*	**8%D**	*5%*
6	(6)	**114**	17	97	48	66	77	37	54	60	77	37
		8%	*7%*	*8%*	*6%*	**9%w**	*7%*	*9%*	*6%*	**9%A**	*8%*	*7%*
7	(7)	**219**	49	170	91	128	141	78	121	98	151	68
		15%	**19%v**	*14%*	*12%*	**18%w**	*13%*	**20%y**	*14%*	*16%*	*16%*	*13%*
8	(8)	**321**	54	267	163	158	224	97	164	157	210	111
		21%	*21%*	*21%*	*21%*	*22%*	*20%*	*25%*	*19%*	**25%A**	*22%*	*21%*
9	(9)	**282**	41	241	153	129	220	62	181	101	184	98
		19%	*16%*	*19%*	*20%*	*18%*	*20%*	*16%*	**21%B**	*16%*	*19%*	*18%*
10	(10)	**391**	53	338	239	152	332	59	269	122	209	182
		26%	*21%*	**27%u**	**31%x**	*21%*	**30%z**	*15%*	**31%B**	*19%*	*22%*	**34%C**
Net 1-2		**32**	9	23	16	16	19	13	10	22	23	9
		2%	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	**3%A**	*2%*	*2%*
Net 9-10		**673**	94	579	392	281	552	121	450	223	393	280
		45%	*37%*	**46%u**	**50%x**	*39%*	**50%z**	*31%*	**52%B**	*35%*	*41%*	**52%C**
Net 1-3		**44**	13	31	23	21	30	14	14	30	31	13
		3%	**5%v**	*2%*	*3%*	*3%*	*3%*	*4%*	*2%*	**5%A**	*3%*	*2%*
Net 4-6		**245**	42	203	114	131	165	80	121	124	176	69
		16%	*17%*	*16%*	*15%*	*18%*	*15%*	**21%y**	*14%*	**20%A**	**18%D**	*13%*
Net 7-10		**1213**	197	1016	646	567	917	296	735	478	754	459
		81%	*78%*	*81%*	*83%*	*79%*	**82%z**	*76%*	**84%B**	*76%*	*78%*	**85%C**
Mean		**7.95**	7.63	**8.01u**	**8.12x**	7.76	**8.11z**	7.49	**8.22B**	7.58	7.77	**8.26C**
Standard Deviation		**1.93**	2.06	1.90	1.94	1.91	1.91	1.93	1.79	2.06	1.97	1.83
Standard Error		**0.050**	0.130	0.054	0.069	0.071	0.057	0.098	0.061	0.082	0.064	0.079

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 9

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to get the economy back on track

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**12**	4	8	3	4	5	6	3	1	2	-	-	1	1	3	1	-	1	3	1	1
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	-	*1%*	**2%s**	*	*1%*
2	(2)	**2**	1	1	-	1	1	-	-	-	2	-	-	-	-	1	-	-	-	-	-	1
		*****	*	*	-	*	*	-	-	-	**1%f**	-	-	-	-	*1%*	-	-	-	-	-	*1%*
3	(3)	**6**	2	4	-	5	1	1	4	1	-	-	-	1	-	2	-	-	1	-	-	2
		*****	*	*	-	**1%e**	*	*	**1%f**	*1%*	-	-	-	*1%*	-	**1%s**	-	-	*1%*	-	-	**1%s**
4	(4)	**13**	6	7	5	3	5	5	6	1	1	-	1	1	-	2	2	-	-	2	3	2
		1%	*1%*	*1%*	**3%de**	*1%*	*1%*	*1%*	*2%*	*1%*	*	-	*2%*	*1%*	-	*1%*	*2%*	-	-	*2%*	*1%*	*1%*
5	(5)	**35**	12	23	11	14	10	11	10	4	10	-	-	1	3	6	2	4	1	4	8	6
		2%	*2%*	*3%*	**6%e**	**3%e**	*1%*	*2%*	*3%*	*2%*	**4%f**	-	-	*1%*	*2%*	*3%*	*2%*	**6%l**	*1%*	*3%*	*2%*	*4%*
6	(6)	**55**	21	34	12	22	21	28	15	7	3	-	-	6	3	1	4	2	2	12	21	4
		4%	*3%*	*4%*	**6%e**	**5%e**	*3%*	**4%i**	**4%i**	*4%*	*1%*	-	-	**4%n**	*2%*	*1%*	*3%*	*3%*	*2%*	**10%jklmn**	**6%n**	*2%*
																				oqt		
7	(7)	**151**	52	99	34	55	62	63	45	20	23	7	8	17	9	26	14	7	13	7	35	8
		10%	*8%*	**12%a**	**17%e**	**11%e**	*8%*	*9%*	*13%*	*11%*	*10%*	**13%t**	**14%t**	*10%*	*7%*	**15%mrt**	**11%t**	*10%*	**14%rt**	*6%*	**10%t**	*5%*
8	(8)	**299**	140	159	41	97	161	154	63	34	45	11	10	34	26	28	22	14	23	28	68	35
		20%	*20%*	*20%*	*21%*	*20%*	*20%*	*22%*	*18%*	*18%*	*19%*	*21%*	*17%*	*21%*	*21%*	*16%*	*18%*	*19%*	*25%*	*22%*	*19%*	*21%*
9	(9)	**354**	180	174	39	118	197	177	80	45	51	9	10	40	28	45	32	19	24	22	80	45
		24%	**26%b**	*21%*	*20%*	*25%*	*24%*	*25%*	*22%*	*24%*	*22%*	*17%*	*17%*	*25%*	*22%*	*26%*	*26%*	*26%*	*26%*	*17%*	*23%*	*27%*
10	(10)	**575**	269	306	55	160	360	266	133	72	100	25	29	62	55	59	48	26	27	48	134	62
		38%	*39%*	*38%*	*28%*	*33%*	**44%cd**	*37%*	*37%*	*39%*	*42%*	**48%q**	**50%nq**	*38%*	**44%q**	*34%*	*38%*	*36%*	*29%*	*38%*	*38%*	*37%*
Net 1-2		**14**	5	9	3	5	6	6	3	1	4	-	-	1	1	4	1	-	1	3	1	2
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	*1%*	**2%s**	*1%*	-	*1%*	**2%s**	*	*1%*
Net 9-10		**929**	449	480	94	278	557	443	213	117	151	34	39	102	83	104	80	45	51	70	214	107
		62%	**65%b**	*59%*	*47%*	**58%c**	**68%cd**	*62%*	*59%*	*63%*	*64%*	*65%*	*67%*	*63%*	*66%*	*60%*	*64%*	*63%*	*55%*	*56%*	*61%*	*64%*
Net 1-3		**20**	7	13	3	10	7	7	7	2	4	-	-	2	1	6	1	-	2	3	1	4
		1%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	**3%s**	*1%*	-	*2%*	**2%s**	*	**2%s**
Net 4-6		**103**	39	64	28	39	36	44	31	12	14	-	1	8	6	9	8	6	3	18	32	12
		7%	*6%*	*8%*	**14%de**	**8%e**	*4%*	*6%*	*9%*	*6%*	*6%*	-	*2%*	*5%*	*5%*	*5%*	*6%*	**8%j**	*3%*	**14%jklmn**	**9%j**	**7%j**
																				oq		
Net 7-10		**1379**	641	738	169	430	780	660	321	171	219	52	57	153	118	158	116	66	87	105	317	150
		92%	*93%*	*91%*	*85%*	*90%*	**95%cd**	*93%*	*89%*	*92%*	*92%*	**100%nopr**	**98%r**	**94%r**	**94%r**	**91%r**	**93%r**	*92%*	**95%r**	*83%*	**91%r**	*90%*
												st										
Mean		**8.64**	**8.76b**	8.54	8.09	**8.47c**	**8.87cd**	8.69	8.49	8.69	8.68	**9.00nqr**	**8.97nr**	8.71	**8.86nr**	8.42	8.68	8.67	8.50	8.37	8.65	8.63
Standard Deviation		**1.58**	1.47	1.66	1.83	1.67	1.41	1.49	1.72	1.51	1.66	1.12	1.30	1.46	1.43	1.87	1.54	1.41	1.53	1.93	1.47	1.69
Standard Error		**0.041**	0.056	0.058	0.129	0.076	0.049	0.056	0.091	0.111	0.108	0.155	0.170	0.114	0.128	0.142	0.138	0.167	0.160	0.172	0.079	0.131

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 9

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to get the economy back on track

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**12**	5	7	8	4	9	3	5	7	8	4
		1%	**2%v**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
2	(2)	**2**	-	2	1	1	1	1	2	-	1	1
		*****	-	*	*	*	*	*	*	-	*	*
3	(3)	**6**	2	4	2	4	3	3	3	3	3	3
		*****	*1%*	*	*	*1%*	*	*1%*	*	*	*	*1%*
4	(4)	**13**	5	8	7	6	6	7	6	7	9	4
		1%	**2%v**	*1%*	*1%*	*1%*	*1%*	**2%y**	*1%*	*1%*	*1%*	*1%*
5	(5)	**35**	10	25	13	22	15	20	24	11	27	8
		2%	*4%*	*2%*	*2%*	*3%*	*1%*	**5%y**	*3%*	*2%*	*3%*	*1%*
6	(6)	**55**	16	39	21	34	30	25	23	32	35	20
		4%	**6%v**	*3%*	*3%*	**5%w**	*3%*	**6%y**	*3%*	**5%A**	*4%*	*4%*
7	(7)	**151**	45	106	55	96	95	56	74	77	93	58
		10%	**18%v**	*8%*	*7%*	**13%w**	*9%*	**14%y**	*9%*	**12%A**	*10%*	*11%*
8	(8)	**299**	61	238	120	179	191	108	157	142	202	97
		20%	*24%*	*19%*	*15%*	**25%w**	*17%*	**28%y**	*18%*	**22%A**	*21%*	*18%*
9	(9)	**354**	39	315	190	164	280	74	201	153	231	123
		24%	*15%*	**25%u**	*24%*	*23%*	**25%z**	*19%*	*23%*	*24%*	*24%*	*23%*
10	(10)	**575**	69	506	366	209	482	93	375	200	352	223
		38%	*27%*	**40%u**	**47%x**	*29%*	**43%z**	*24%*	**43%B**	*32%*	*37%*	*41%*
Net 1-2		**14**	5	9	9	5	10	4	7	7	9	5
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Net 9-10		**929**	108	821	556	373	762	167	576	353	583	346
		62%	*43%*	**66%u**	**71%x**	*52%*	**69%z**	*43%*	**66%B**	*56%*	*61%*	*64%*
Net 1-3		**20**	7	13	11	9	13	7	10	10	12	8
		1%	**3%v**	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Net 4-6		**103**	31	72	41	62	51	52	53	50	71	32
		7%	**12%v**	*6%*	*5%*	**9%w**	*5%*	**13%y**	*6%*	*8%*	*7%*	*6%*
Net 7-10		**1379**	214	1165	731	648	1048	331	807	572	878	501
		92%	*85%*	**93%u**	**93%x**	*90%*	**94%z**	*85%*	*93%*	*91%*	*91%*	*93%*
Mean		**8.64**	8.02	**8.76u**	**8.88x**	8.38	**8.84z**	8.06	**8.77B**	8.45	8.60	8.71
Standard Deviation		**1.58**	1.88	1.48	1.56	1.56	1.48	1.72	1.54	1.62	1.59	1.57
Standard Error		**0.041**	0.119	0.042	0.056	0.058	0.044	0.087	0.052	0.064	0.051	0.067

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 10

Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to reform welfare to stop scroungers and cut benefit dependency

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**10**	3	7	1	6	3	3	4	1	2	-	-	2	1	1	1	1	1	1	-	2
		1%	*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	-	-	**1%s**	*1%*	*1%*	*1%*	**1%s**	*1%*	*1%*	-	**1%s**
2	(2)	**10**	5	5	3	3	4	5	3	-	2	-	-	-	-	4	-	-	-	3	1	2
		1%	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	-	*1%*	-	-	-	-	**2%s**	-	-	-	**2%ls**	*	*1%*
3	(3)	**10**	1	9	2	4	4	5	1	2	2	1	-	2	-	2	-	1	1	-	1	2
		1%	*	**1%a**	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*2%*	-	*1%*	-	*1%*	-	*1%*	*1%*	-	*	*1%*
4	(4)	**20**	7	13	10	5	5	10	4	1	5	1	-	2	2	3	5	-	1	2	3	1
		1%	*1%*	*2%*	**5%de**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	**4%st**	-	*1%*	*2%*	*1%*	*1%*
5	(5)	**62**	32	30	12	30	20	23	15	8	16	-	1	4	3	7	4	6	5	5	17	10
		4%	*5%*	*4%*	**6%e**	**6%e**	*2%*	*3%*	*4%*	*4%*	**7%f**	-	*2%*	*2%*	*2%*	*4%*	*3%*	**8%jl**	*5%*	*4%*	*5%*	*6%*
6	(6)	**66**	32	34	10	28	28	31	13	8	12	1	5	5	2	7	4	2	4	8	18	10
		4%	*5%*	*4%*	*5%*	**6%e**	*3%*	*4%*	*4%*	*4%*	*5%*	*2%*	**9%m**	*3%*	*2%*	*4%*	*3%*	*3%*	*4%*	*6%*	*5%*	*6%*
7	(7)	**151**	64	87	24	62	65	57	43	30	20	3	5	19	13	19	14	13	12	13	31	9
		10%	*9%*	*11%*	*12%*	**13%e**	*8%*	*8%*	**12%f**	**16%fi**	*8%*	*6%*	*9%*	**12%t**	*10%*	*11%*	*11%*	**18%jst**	**13%t**	*10%*	*9%*	*5%*
8	(8)	**270**	122	148	42	88	140	130	57	33	48	9	7	30	24	27	27	5	20	24	67	30
		18%	*18%*	*18%*	*21%*	*18%*	*17%*	*18%*	*16%*	*18%*	*20%*	*17%*	*12%*	**18%p**	**19%p**	*16%*	**22%p**	*7%*	**22%p**	**19%p**	**19%p**	**18%p**
9	(9)	**331**	173	158	32	100	199	176	84	27	43	11	15	29	26	38	23	23	23	22	82	39
		22%	**25%b**	*19%*	*16%*	*21%*	**24%c**	**25%hi**	**23%h**	*15%*	*18%*	*21%*	*26%*	*18%*	*21%*	*22%*	*18%*	**32%lor**	*25%*	*17%*	*23%*	*23%*
10	(10)	**572**	248	324	64	153	355	271	135	75	87	26	25	70	54	65	47	21	25	48	130	61
		38%	*36%*	*40%*	*32%*	*32%*	**43%cd**	*38%*	*38%*	*41%*	*37%*	**50%pq**	**43%q**	**43%pq**	**43%q**	*38%*	*38%*	*29%*	*27%*	*38%*	*37%*	*37%*
Net 1-2		**20**	8	12	4	9	7	8	7	1	4	-	-	2	1	5	1	1	1	4	1	4
		1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	**3%s**	*1%*	*1%*	*1%*	**3%s**	*	**2%s**
Net 9-10		**903**	421	482	96	253	554	447	219	102	130	37	40	99	80	103	70	44	48	70	212	100
		60%	*61%*	*59%*	*48%*	*53%*	**67%cd**	**63%i**	*61%*	*55%*	*55%*	**71%q**	**69%q**	*61%*	*64%*	*60%*	*56%*	*61%*	*52%*	*56%*	*61%*	*60%*
Net 1-3		**30**	9	21	6	13	11	13	8	3	6	1	-	4	1	7	1	2	2	4	2	6
		2%	*1%*	*3%*	*3%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*1%*	**4%s**	*1%*	*3%*	*2%*	**3%s**	*1%*	**4%s**
Net 4-6		**148**	71	77	32	63	53	64	32	17	33	2	6	11	7	17	13	8	10	15	38	21
		10%	*10%*	*9%*	**16%e**	**13%e**	*6%*	*9%*	*9%*	*9%*	**14%f**	*4%*	*10%*	*7%*	*6%*	*10%*	*10%*	*11%*	*11%*	*12%*	*11%*	**13%m**
Net 7-10		**1324**	607	717	162	403	759	634	319	165	198	49	52	148	117	149	111	62	80	107	310	139
		88%	*88%*	*88%*	*81%*	*84%*	**92%cd**	**89%i**	*89%*	*89%*	*84%*	*94%*	*90%*	*91%*	**94%nrt**	*86%*	*89%*	*86%*	*87%*	*85%*	*89%*	*84%*
Mean		**8.50**	8.53	8.47	8.02	8.20	**8.78cd**	**8.58i**	8.48	8.46	8.29	**8.94npq r**	**8.81q**	8.59	**8.74pq**	8.35	8.45	8.25	8.24	8.33	8.57	8.37
Standard Deviation		**1.76**	1.67	1.83	2.04	1.90	1.54	1.69	1.80	1.71	1.93	1.51	1.39	1.77	1.56	1.98	1.75	1.88	1.76	1.96	1.56	1.96
Standard Error		**0.045**	0.064	0.064	0.144	0.087	0.054	0.063	0.095	0.125	0.126	0.210	0.183	0.139	0.140	0.151	0.157	0.222	0.183	0.175	0.083	0.152

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 10

Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to reform welfare to stop scroungers and cut benefit dependency

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**10**	3	7	7	3	7	3	6	4	8	2
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*
2	(2)	**10**	2	8	4	6	8	2	2	8	4	6
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**1%A**	*	*1%*
3	(3)	**10**	3	7	3	7	6	4	6	4	9	1
		1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
4	(4)	**20**	6	14	7	13	9	11	10	10	16	4
		1%	*2%*	*1%*	*1%*	*2%*	*1%*	**3%y**	*1%*	*2%*	*2%*	*1%*
5	(5)	**62**	16	46	25	37	35	27	40	22	46	16
		4%	*6%*	*4%*	*3%*	*5%*	*3%*	**7%y**	*5%*	*3%*	*5%*	*3%*
6	(6)	**66**	14	52	32	34	40	26	32	34	41	25
		4%	*6%*	*4%*	*4%*	*5%*	*4%*	**7%y**	*4%*	*5%*	*4%*	*5%*
7	(7)	**151**	36	115	67	84	96	55	74	77	104	47
		10%	**14%v**	*9%*	*9%*	**12%w**	*9%*	**14%y**	*9%*	**12%A**	*11%*	*9%*
8	(8)	**270**	53	217	118	152	193	77	143	127	183	87
		18%	*21%*	*17%*	*15%*	**21%w**	*17%*	*20%*	*16%*	*20%*	*19%*	*16%*
9	(9)	**331**	37	294	166	165	238	93	192	139	217	114
		22%	*15%*	**24%u**	*21%*	*23%*	*21%*	*24%*	*22%*	*22%*	*23%*	*21%*
10	(10)	**572**	82	490	354	218	480	92	365	207	333	239
		38%	*33%*	**39%u**	**45%x**	*30%*	**43%z**	*24%*	**42%B**	*33%*	*35%*	**44%C**
Net 1-2		**20**	5	15	11	9	15	5	8	12	12	8
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Net 9-10		**903**	119	784	520	383	718	185	557	346	550	353
		60%	*47%*	**63%u**	**66%x**	*53%*	**65%z**	*47%*	**64%B**	*55%*	*57%*	**65%C**
Net 1-3		**30**	8	22	14	16	21	9	14	16	21	9
		2%	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
Net 4-6		**148**	36	112	64	84	84	64	82	66	103	45
		10%	**14%v**	*9%*	*8%*	**12%w**	*8%*	**16%y**	*9%*	*10%*	*11%*	*8%*
Net 7-10		**1324**	208	1116	705	619	1007	317	774	550	837	487
		88%	*83%*	**89%u**	**90%x**	*86%*	**91%z**	*81%*	*89%*	*87%*	*87%*	*90%*
Mean		**8.50**	8.07	**8.58u**	**8.70x**	8.27	**8.68z**	7.98	**8.62B**	8.33	8.39	**8.70C**
Standard Deviation		**1.76**	1.99	1.70	1.71	1.78	1.68	1.87	1.71	1.80	1.80	1.67
Standard Error		**0.045**	0.125	0.048	0.061	0.067	0.050	0.095	0.058	0.072	0.058	0.072

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 11

Q4 Importance of reason to vote Conservative in 2010: I preferred their policy on Britain's role in the EU

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**38**	20	18	3	13	22	20	12	4	2	1	4	7	3	1	4	4	2	3	6	3
		3%	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	**3%i**	*2%*	*1%*	*2%*	**7%ns**	**4%n**	*2%*	*1%*	*3%*	**6%n**	*2%*	*2%*	*2%*	*2%*
2	(2)	**33**	14	19	5	12	16	14	11	5	3	-	1	2	1	3	1	2	2	2	10	9
		2%	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*1%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*3%*	**5%lmo**
3	(3)	**40**	18	22	5	14	21	22	9	5	4	1	4	9	4	9	1	2	2	3	4	1
		3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	**7%ost**	**6%ost**	*3%*	**5%ost**	*1%*	*3%*	*2%*	*2%*	*1%*	*1%*
4	(4)	**62**	33	29	13	20	29	31	16	7	7	2	3	7	5	6	5	4	1	5	19	5
		4%	*5%*	*4%*	*7%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*3%*	*4%*	*6%*	*1%*	*4%*	*5%*	*3%*
5	(5)	**237**	111	126	40	82	115	112	40	32	52	4	3	19	15	34	25	7	18	22	67	23
		16%	*16%*	*15%*	**20%e**	*17%*	*14%*	**16%g**	*11%*	**17%g**	**22%fg**	*8%*	*5%*	*12%*	*12%*	**20%jkl**	**20%jk**	*10%*	**20%k**	**17%k**	**19%jkl**	*14%*
6	(6)	**155**	62	93	24	63	68	75	36	20	21	7	6	14	11	13	15	7	17	12	34	19
		10%	*9%*	*11%*	*12%*	**13%e**	*8%*	*11%*	*10%*	*11%*	*9%*	*13%*	*10%*	*9%*	*9%*	*8%*	*12%*	*10%*	**18%lmns**	*10%*	*10%*	*11%*
7	(7)	**227**	104	123	30	79	118	102	63	28	32	9	9	21	25	35	16	14	11	17	52	18
		15%	*15%*	*15%*	*15%*	*16%*	*14%*	*14%*	*18%*	*15%*	*14%*	*17%*	*16%*	*13%*	**20%t**	**20%t**	*13%*	*19%*	*12%*	*13%*	*15%*	*11%*
8	(8)	**282**	131	151	36	82	164	143	64	30	45	13	12	32	21	21	21	16	14	32	59	41
		19%	*19%*	*19%*	*18%*	*17%*	*20%*	*20%*	*18%*	*16%*	*19%*	**25%n**	*21%*	*20%*	*17%*	*12%*	*17%*	**22%n**	*15%*	**25%ns**	*17%*	**25%ns**
9	(9)	**181**	86	95	18	53	110	82	45	21	30	7	5	21	20	22	18	7	9	18	39	15
		12%	*13%*	*12%*	*9%*	*11%*	*13%*	*12%*	*13%*	*11%*	*13%*	*13%*	*9%*	*13%*	*16%*	*13%*	*14%*	*10%*	*10%*	*14%*	*11%*	*9%*
10	(10)	**247**	108	139	26	61	160	110	63	33	41	8	11	31	20	29	19	9	16	12	60	32
		16%	*16%*	*17%*	*13%*	*13%*	**19%cd**	*15%*	*18%*	*18%*	*17%*	*15%*	*19%*	**19%r**	*16%*	*17%*	*15%*	*13%*	*17%*	*10%*	**17%r**	**19%r**
Net 1-2		**71**	34	37	8	25	38	34	23	9	5	1	5	9	4	4	5	6	4	5	16	12
		5%	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	**6%i**	*5%*	*2%*	*2%*	**9%n**	*6%*	*3%*	*2%*	*4%*	**8%n**	*4%*	*4%*	*5%*	**7%n**
Net 9-10		**428**	194	234	44	114	270	192	108	54	71	15	16	52	40	51	37	16	25	30	99	47
		28%	*28%*	*29%*	*22%*	*24%*	**33%cd**	*27%*	*30%*	*29%*	*30%*	*29%*	*28%*	*32%*	*32%*	*29%*	*30%*	*22%*	*27%*	*24%*	*28%*	*28%*
Net 1-3		**111**	52	59	13	39	59	56	32	14	9	2	9	18	8	13	6	8	6	8	20	13
		7%	*8%*	*7%*	*7%*	*8%*	*7%*	**8%i**	**9%i**	*8%*	*4%*	*4%*	**16%jors**	**11%s**	*6%*	*8%*	*5%*	*11%*	*7%*	*6%*	*6%*	*8%*
Net 4-6		**454**	206	248	77	165	212	218	92	59	80	13	12	40	31	53	45	18	36	39	120	47
		30%	*30%*	*30%*	**39%e**	**34%e**	*26%*	*31%*	*26%*	*32%*	**34%g**	*25%*	*21%*	*25%*	*25%*	*31%*	**36%kl**	*25%*	**39%klm**	*31%*	**34%kl**	*28%*
Net 7-10		**937**	429	508	110	275	552	437	235	112	148	37	37	105	86	107	74	46	50	79	210	106
		62%	*62%*	*62%*	*55%*	*57%*	**67%cd**	*61%*	*65%*	*61%*	*62%*	*71%*	*64%*	*64%*	**69%q**	*62%*	*59%*	*64%*	*54%*	*63%*	*60%*	*64%*
Mean		**7.01**	6.97	7.04	6.72	6.77	**7.22cd**	6.95	7.04	6.98	7.16	7.38	6.81	7.04	7.21	6.98	7.01	6.75	6.93	6.94	6.97	7.12
Standard Deviation		**2.27**	2.29	2.25	2.17	2.23	2.29	2.28	2.36	2.30	2.09	1.97	2.67	2.48	2.18	2.19	2.22	2.42	2.21	2.12	2.24	2.32
Standard Error		**0.059**	0.087	0.079	0.154	0.102	0.080	0.085	0.125	0.169	0.136	0.273	0.351	0.194	0.195	0.167	0.198	0.286	0.231	0.189	0.120	0.180

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 11

Q4 Importance of reason to vote Conservative in 2010: I preferred their policy on Britain's role in the EU

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**38**	9	29	17	21	22	16	21	17	26	12
		3%	*4%*	*2%*	*2%*	*3%*	*2%*	**4%y**	*2%*	*3%*	*3%*	*2%*
2	(2)	**33**	11	22	12	21	20	13	14	19	19	14
		2%	**4%v**	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*
3	(3)	**40**	8	32	13	27	26	14	20	20	22	18
		3%	*3%*	*3%*	*2%*	**4%w**	*2%*	*4%*	*2%*	*3%*	*2%*	*3%*
4	(4)	**62**	14	48	25	37	34	28	29	33	44	18
		4%	*6%*	*4%*	*3%*	*5%*	*3%*	**7%y**	*3%*	*5%*	*5%*	*3%*
5	(5)	**237**	49	188	91	146	156	81	119	118	164	73
		16%	*19%*	*15%*	*12%*	**20%w**	*14%*	**21%y**	*14%*	**19%A**	*17%*	*13%*
6	(6)	**155**	34	121	73	82	112	43	77	78	102	53
		10%	*13%*	*10%*	*9%*	*11%*	*10%*	*11%*	*9%*	**12%A**	*11%*	*10%*
7	(7)	**227**	40	187	117	110	165	62	128	99	143	84
		15%	*16%*	*15%*	*15%*	*15%*	*15%*	*16%*	*15%*	*16%*	*15%*	*16%*
8	(8)	**282**	42	240	154	128	215	67	171	111	188	94
		19%	*17%*	*19%*	*20%*	*18%*	*19%*	*17%*	*20%*	*18%*	*20%*	*17%*
9	(9)	**181**	14	167	108	73	143	38	116	65	117	64
		12%	*6%*	**13%u**	**14%x**	*10%*	*13%*	*10%*	*13%*	*10%*	*12%*	*12%*
10	(10)	**247**	31	216	173	74	219	28	175	72	136	111
		16%	*12%*	*17%*	**22%x**	*10%*	**20%z**	*7%*	**20%B**	*11%*	*14%*	**21%C**
Net 1-2		**71**	20	51	29	42	42	29	35	36	45	26
		5%	**8%v**	*4%*	*4%*	*6%*	*4%*	**7%y**	*4%*	*6%*	*5%*	*5%*
Net 9-10		**428**	45	383	281	147	362	66	291	137	253	175
		28%	*18%*	**31%u**	**36%x**	*20%*	**33%z**	*17%*	**33%B**	*22%*	*26%*	**32%C**
Net 1-3		**111**	28	83	42	69	68	43	55	56	67	44
		7%	**11%v**	*7%*	*5%*	**10%w**	*6%*	**11%y**	*6%*	*9%*	*7%*	*8%*
Net 4-6		**454**	97	357	189	265	302	152	225	229	310	144
		30%	**38%v**	*29%*	*24%*	**37%w**	*27%*	**39%y**	*26%*	**36%A**	**32%D**	*27%*
Net 7-10		**937**	127	810	552	385	742	195	590	347	584	353
		62%	*50%*	**65%u**	**70%x**	*54%*	**67%z**	*50%*	**68%B**	*55%*	*61%*	*65%*
Mean		**7.01**	6.40	**7.14u**	**7.44x**	6.54	**7.27z**	6.28	**7.29B**	6.63	6.93	7.16
Standard Deviation		**2.27**	2.33	2.24	2.20	2.25	2.21	2.28	2.24	2.25	2.23	2.32
Standard Error		**0.059**	0.147	0.063	0.078	0.084	0.066	0.115	0.076	0.089	0.072	0.100

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 12

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to cut taxes for people like me

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**78**	38	40	11	26	41	48	12	6	12	3	6	7	5	9	3	2	4	13	18	8
		5%	*6%*	*5%*	*6%*	*5%*	*5%*	**7%g**	*3%*	*3%*	*5%*	*6%*	**10%o**	*4%*	*4%*	*5%*	*2%*	*3%*	*4%*	**10%los**	*5%*	*5%*
2	(2)	**55**	30	25	7	19	29	30	17	6	1	1	1	7	3	5	8	3	4	1	17	5
		4%	*4%*	*3%*	*4%*	*4%*	*4%*	**4%i**	**5%i**	**3%i**	*	*2%*	*2%*	*4%*	*2%*	*3%*	**6%r**	*4%*	*4%*	*1%*	**5%r**	*3%*
3	(3)	**96**	41	55	14	37	45	56	15	9	16	3	5	10	9	9	8	3	9	8	21	11
		6%	*6%*	*7%*	*7%*	*8%*	*5%*	**8%g**	*4%*	*5%*	*7%*	*6%*	*9%*	*6%*	*7%*	*5%*	*6%*	*4%*	*10%*	*6%*	*6%*	*7%*
4	(4)	**152**	70	82	21	49	82	83	36	13	20	7	3	9	9	24	8	8	11	14	41	18
		10%	*10%*	*10%*	*11%*	*10%*	*10%*	*12%*	*10%*	*7%*	*8%*	*13%*	*5%*	*6%*	*7%*	**14%lo**	*6%*	*11%*	*12%*	*11%*	**12%l**	*11%*
5	(5)	**369**	175	194	44	114	211	177	85	47	56	10	11	44	31	43	30	18	28	26	100	28
		25%	*25%*	*24%*	*22%*	*24%*	*26%*	*25%*	*24%*	*25%*	*24%*	*19%*	*19%*	**27%t**	*25%*	*25%*	*24%*	*25%*	**30%t**	*21%*	**29%t**	*17%*
6	(6)	**215**	92	123	26	75	114	106	54	22	29	11	7	26	17	20	19	10	16	16	41	32
		14%	*13%*	*15%*	*13%*	*16%*	*14%*	*15%*	*15%*	*12%*	*12%*	*21%*	*12%*	*16%*	*14%*	*12%*	*15%*	*14%*	*17%*	*13%*	*12%*	**19%ns**
7	(7)	**183**	83	100	25	49	109	76	51	20	35	3	12	23	17	21	16	11	7	11	33	29
		12%	*12%*	*12%*	*13%*	*10%*	*13%*	*11%*	*14%*	*11%*	*15%*	*6%*	**21%jqrs**	*14%*	*14%*	*12%*	*13%*	*15%*	*8%*	*9%*	*9%*	**17%jqrs**
8	(8)	**154**	65	89	24	49	81	58	34	31	31	8	8	21	8	14	12	9	9	18	34	13
		10%	*9%*	*11%*	*12%*	*10%*	*10%*	*8%*	*9%*	**17%fg**	**13%f**	*15%*	*14%*	*13%*	*6%*	*8%*	*10%*	*13%*	*10%*	**14%m**	*10%*	*8%*
9	(9)	**86**	40	46	16	31	39	32	23	11	20	2	3	5	6	16	12	4	2	10	23	3
		6%	*6%*	*6%*	*8%*	*6%*	*5%*	*5%*	*6%*	*6%*	**8%f**	*4%*	*5%*	*3%*	*5%*	**9%lqt**	**10%lqt**	*6%*	*2%*	**8%t**	**7%t**	*2%*
10	(10)	**114**	53	61	12	30	72	45	32	20	17	4	2	11	20	12	9	4	2	9	22	19
		8%	*8%*	*7%*	*6%*	*6%*	*9%*	*6%*	*9%*	**11%f**	*7%*	*8%*	*3%*	*7%*	**16%klnopq rs**	*7%*	*7%*	*6%*	*2%*	*7%*	*6%*	**11%qs**
Net 1-2		**133**	68	65	18	45	70	78	29	12	13	4	7	14	8	14	11	5	8	14	35	13
		9%	*10%*	*8%*	*9%*	*9%*	*9%*	**11%i**	*8%*	*6%*	*5%*	*8%*	*12%*	*9%*	*6%*	*8%*	*9%*	*7%*	*9%*	*11%*	*10%*	*8%*
Net 9-10		**200**	93	107	28	61	111	77	55	31	37	6	5	16	26	28	21	8	4	19	45	22
		13%	*14%*	*13%*	*14%*	*13%*	*13%*	*11%*	**15%f**	**17%f**	*16%*	*12%*	*9%*	*10%*	**21%klqs**	**16%q**	**17%q**	*11%*	*4%*	**15%q**	**13%q**	**13%q**
Net 1-3		**229**	109	120	32	82	115	134	44	21	29	7	12	24	17	23	19	8	17	22	56	24
		15%	*16%*	*15%*	*16%*	*17%*	*14%*	**19%ghi**	*12%*	*11%*	*12%*	*13%*	*21%*	*15%*	*14%*	*13%*	*15%*	*11%*	*18%*	*17%*	*16%*	*14%*
Net 4-6		**736**	337	399	91	238	407	366	175	82	105	28	21	79	57	87	57	36	55	56	182	78
		49%	*49%*	*49%*	*46%*	*50%*	*49%*	*51%*	*49%*	*44%*	*44%*	*54%*	*36%*	*48%*	*46%*	*50%*	*46%*	*50%*	**60%kmor**	*44%*	**52%k**	*47%*
Net 7-10		**537**	241	296	77	159	301	211	140	82	103	17	25	60	51	63	49	28	20	48	112	64
		36%	*35%*	*36%*	*39%*	*33%*	*37%*	*30%*	**39%f**	**44%f**	**43%f**	*33%*	**43%q**	**37%q**	**41%q**	**36%q**	**39%q**	**39%q**	*22%*	**38%q**	*32%*	**39%q**
Mean		**5.76**	5.70	5.80	5.79	5.65	5.81	5.43	**5.96f**	**6.22f**	**6.07f**	5.79	5.64	**5.81q**	**6.14qs**	**5.78q**	**5.96q**	**5.89q**	5.20	5.73	5.59	**5.90q**
Standard Deviation		**2.31**	2.34	2.28	2.34	2.31	2.30	2.31	2.27	2.31	2.26	2.30	2.40	2.19	2.45	2.32	2.29	2.13	1.96	2.53	2.30	2.32
Standard Error		**0.059**	0.089	0.080	0.165	0.105	0.080	0.087	0.120	0.170	0.147	0.319	0.316	0.172	0.219	0.177	0.205	0.251	0.205	0.226	0.123	0.180

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 12

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to cut taxes for people like me

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**78**	15	63	43	35	58	20	44	34	53	25
		5%	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*
2	(2)	**55**	7	48	21	34	31	24	28	27	37	18
		4%	*3%*	*4%*	*3%*	**5%w**	*3%*	**6%y**	*3%*	*4%*	*4%*	*3%*
3	(3)	**96**	18	78	36	60	63	33	58	38	61	35
		6%	*7%*	*6%*	*5%*	**8%w**	*6%*	*8%*	*7%*	*6%*	*6%*	*6%*
4	(4)	**152**	29	123	68	84	97	55	78	74	102	50
		10%	*12%*	*10%*	*9%*	*12%*	*9%*	**14%y**	*9%*	*12%*	*11%*	*9%*
5	(5)	**369**	55	314	178	191	274	95	205	164	225	144
		25%	*22%*	*25%*	*23%*	*27%*	*25%*	*24%*	*24%*	*26%*	*23%*	*27%*
6	(6)	**215**	25	190	119	96	164	51	114	101	145	70
		14%	*10%*	**15%u**	*15%*	*13%*	*15%*	*13%*	*13%*	*16%*	*15%*	*13%*
7	(7)	**183**	37	146	110	73	144	39	101	82	111	72
		12%	*15%*	*12%*	**14%x**	*10%*	*13%*	*10%*	*12%*	*13%*	*12%*	*13%*
8	(8)	**154**	28	126	81	73	116	38	99	55	97	57
		10%	*11%*	*10%*	*10%*	*10%*	*10%*	*10%*	*11%*	*9%*	*10%*	*11%*
9	(9)	**86**	19	67	45	41	64	22	57	29	57	29
		6%	*8%*	*5%*	*6%*	*6%*	*6%*	*6%*	*7%*	*5%*	*6%*	*5%*
10	(10)	**114**	19	95	82	32	101	13	86	28	73	41
		8%	*8%*	*8%*	**10%x**	*4%*	**9%z**	*3%*	**10%B**	*4%*	*8%*	*8%*
Net 1-2		**133**	22	111	64	69	89	44	72	61	90	43
		9%	*9%*	*9%*	*8%*	*10%*	*8%*	*11%*	*8%*	*10%*	*9%*	*8%*
Net 9-10		**200**	38	162	127	73	165	35	143	57	130	70
		13%	*15%*	*13%*	**16%x**	*10%*	**15%z**	*9%*	**16%B**	*9%*	*14%*	*13%*
Net 1-3		**229**	40	189	100	129	152	77	130	99	151	78
		15%	*16%*	*15%*	*13%*	**18%w**	*14%*	**20%y**	*15%*	*16%*	*16%*	*14%*
Net 4-6		**736**	109	627	365	371	535	201	397	339	472	264
		49%	*43%*	**50%u**	*47%*	*52%*	*48%*	*52%*	*46%*	**54%A**	*49%*	*49%*
Net 7-10		**537**	103	434	318	219	425	112	343	194	338	199
		36%	*41%*	*35%*	**41%x**	*30%*	**38%z**	*29%*	**39%B**	*31%*	*35%*	*37%*
Mean		**5.76**	5.83	5.74	**6.02x**	5.47	**5.91z**	5.32	**5.94B**	5.50	5.73	5.80
Standard Deviation		**2.31**	2.39	2.29	2.35	2.22	2.32	2.22	2.39	2.16	2.33	2.26
Standard Error		**0.059**	0.151	0.065	0.084	0.083	0.069	0.112	0.081	0.086	0.075	0.097

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 13

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to improve the NHS

Base : All respondents

		Gender			Age			SEG				Region										
		Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**25**	15	10	5	11	9	15	4	2	4	1	2	4	4	1	2	1	2	3	4	1
		2%	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*
2	(2)	**19**	11	8	3	6	10	8	4	5	2	-	-	4	2	2	-	2	2	-	4	3
		1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	-	*2%*	*2%*	*1%*	-	*3%*	*2%*	-	*1%*	*2%*
3	(3)	**41**	19	22	9	16	16	25	9	4	3	-	3	7	1	7	3	1	3	3	9	4
		3%	*3%*	*3%*	**5%e**	*3%*	*2%*	*4%*	*3%*	*2%*	*1%*	-	*5%*	*4%*	*1%*	*4%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*
4	(4)	**55**	22	33	6	19	30	30	11	4	10	-	2	6	2	8	4	-	4	7	17	5
		4%	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*2%*	*4%*	-	*3%*	*4%*	*2%*	*5%*	*3%*	-	*4%*	**6%p**	*5%*	*3%*
5	(5)	**271**	135	136	36	96	139	141	58	27	45	8	10	25	21	35	24	16	16	22	68	26
		18%	*20%*	*17%*	*18%*	*20%*	*17%*	*20%*	*16%*	*15%*	*19%*	*15%*	*17%*	*15%*	*17%*	*20%*	*19%*	*22%*	*17%*	*17%*	*19%*	*16%*
6	(6)	**248**	114	134	46	81	121	113	68	25	40	11	10	26	18	28	20	9	19	17	63	27
		17%	*17%*	*16%*	**23%e**	*17%*	*15%*	*16%*	*19%*	*14%*	*17%*	*21%*	*17%*	*16%*	*14%*	*16%*	*16%*	*13%*	*21%*	*13%*	*18%*	*16%*
7	(7)	**279**	136	143	34	83	162	127	76	38	36	9	12	28	31	29	23	15	17	24	59	32
		19%	*20%*	*18%*	*17%*	*17%*	*20%*	*18%*	*21%*	*21%*	*15%*	*17%*	*21%*	*17%*	*25%*	*17%*	*18%*	*21%*	*18%*	*19%*	*17%*	*19%*
8	(8)	**255**	110	145	26	79	150	115	52	40	44	12	9	30	14	21	19	16	13	27	60	34
		17%	*16%*	*18%*	*13%*	*16%*	*18%*	*16%*	*14%*	**22%g**	*19%*	**23%m**	*16%*	*18%*	*11%*	*12%*	*15%*	**22%mn**	*14%*	**21%mn**	*17%*	**20%mn**
9	(9)	**156**	66	90	21	47	88	72	38	16	28	7	6	17	15	25	18	5	7	11	36	9
		10%	*10%*	*11%*	*11%*	*10%*	*11%*	*10%*	*11%*	*9%*	*12%*	*13%*	*10%*	*10%*	**12%t**	**14%t**	**14%t**	*7%*	*8%*	*9%*	*10%*	*5%*
10	(10)	**153**	59	94	14	41	98	65	39	24	25	4	4	16	17	17	12	7	9	12	30	25
		10%	*9%*	*12%*	*7%*	*9%*	**12%c**	*9%*	*11%*	*13%*	*11%*	*8%*	*7%*	*10%*	*14%*	*10%*	*10%*	*10%*	*10%*	*10%*	*9%*	**15%s**
Net 1-2		**44**	26	18	8	17	19	23	8	7	6	1	2	8	6	3	2	3	4	3	8	4
		3%	*4%*	*2%*	*4%*	*4%*	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*5%*	*5%*	*2%*	*2%*	*4%*	*4%*	*2%*	*2%*	*2%*
Net 9-10		**309**	125	184	35	88	186	137	77	40	53	11	10	33	32	42	30	12	16	23	66	34
		21%	*18%*	**23%a**	*18%*	*18%*	*23%*	*19%*	*21%*	*22%*	*22%*	*21%*	*17%*	*20%*	*26%*	*24%*	*24%*	*17%*	*17%*	*18%*	*19%*	*20%*
Net 1-3		**85**	45	40	17	33	35	48	17	11	9	1	5	15	7	10	5	4	7	6	17	8
		6%	*7%*	*5%*	**9%e**	**7%e**	*4%*	*7%*	*5%*	*6%*	*4%*	*2%*	*9%*	*9%*	*6%*	*6%*	*4%*	*6%*	*8%*	*5%*	*5%*	*5%*
Net 4-6		**574**	271	303	88	196	290	284	137	56	95	19	22	57	41	71	48	25	39	46	148	58
		38%	*39%*	*37%*	**44%e**	**41%e**	*35%*	**40%h**	*38%*	*30%*	**40%h**	*37%*	*38%*	*35%*	*33%*	*41%*	*38%*	*35%*	*42%*	*37%*	*42%*	*35%*
Net 7-10		**843**	371	472	95	250	498	379	205	118	133	32	31	91	77	92	72	43	46	74	185	100
		56%	*54%*	*58%*	*48%*	*52%*	**61%cd**	*53%*	*57%*	**64%f**	*56%*	*62%*	*53%*	*56%*	*62%*	*53%*	*58%*	*60%*	*50%*	*59%*	*53%*	*60%*
Mean		**6.77**	6.63	**6.89a**	6.47	6.59	**6.96cd**	6.63	6.86	**7.00f**	6.87	7.10	6.53	6.67	6.93	6.75	6.90	6.81	6.53	6.79	6.69	6.98
Standard Deviation		**2.01**	2.01	1.99	2.03	2.04	1.96	2.05	1.93	2.02	1.98	1.74	2.07	2.17	2.12	2.02	1.95	1.95	2.07	1.99	1.94	1.98
Standard Error		**0.052**	0.077	0.070	0.144	0.093	0.068	0.077	0.102	0.148	0.129	0.241	0.272	0.170	0.189	0.153	0.174	0.230	0.216	0.178	0.104	0.154

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 13

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to improve the NHS

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**25**	7	18	11	14	16	9	12	13	13	12
		2%	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
2	(2)	**19**	5	14	8	11	12	7	9	10	11	8
		1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
3	(3)	**41**	10	31	17	24	24	17	23	18	28	13
		3%	*4%*	*2%*	*2%*	*3%*	*2%*	**4%y**	*3%*	*3%*	*3%*	*2%*
4	(4)	**55**	9	46	19	36	32	23	30	25	32	23
		4%	*4%*	*4%*	*2%*	**5%w**	*3%*	**6%y**	*3%*	*4%*	*3%*	*4%*
5	(5)	**271**	38	233	117	154	194	77	136	135	167	104
		18%	*15%*	*19%*	*15%*	**21%w**	*17%*	*20%*	*16%*	**21%A**	*17%*	*19%*
6	(6)	**248**	44	204	108	140	175	73	132	116	167	81
		17%	*17%*	*16%*	*14%*	**19%w**	*16%*	*19%*	*15%*	*18%*	*17%*	*15%*
7	(7)	**279**	51	228	147	132	206	73	153	126	179	100
		19%	*20%*	*18%*	*19%*	*18%*	*19%*	*19%*	*18%*	*20%*	*19%*	*18%*
8	(8)	**255**	41	214	139	116	195	60	159	96	153	102
		17%	*16%*	*17%*	*18%*	*16%*	*18%*	*15%*	*18%*	*15%*	*16%*	*19%*
9	(9)	**156**	25	131	102	54	121	35	101	55	111	45
		10%	*10%*	*10%*	**13%x**	*8%*	*11%*	*9%*	*12%*	*9%*	**12%D**	*8%*
10	(10)	**153**	22	131	115	38	137	16	115	38	100	53
		10%	*9%*	*10%*	**15%x**	*5%*	**12%z**	*4%*	**13%B**	*6%*	*10%*	*10%*
Net 1-2		**44**	12	32	19	25	28	16	21	23	24	20
		3%	*5%*	*3%*	*2%*	*3%*	*3%*	*4%*	*2%*	*4%*	*2%*	*4%*
Net 9-10		**309**	47	262	217	92	258	51	216	93	211	98
		21%	*19%*	*21%*	**28%x**	*13%*	**23%z**	*13%*	**25%B**	*15%*	*22%*	*18%*
Net 1-3		**85**	22	63	36	49	52	33	44	41	52	33
		6%	**9%v**	*5%*	*5%*	*7%*	*5%*	**8%y**	*5%*	*6%*	*5%*	*6%*
Net 4-6		**574**	91	483	244	330	401	173	298	276	366	208
		38%	*36%*	*39%*	*31%*	**46%w**	*36%*	**44%y**	*34%*	**44%A**	*38%*	*38%*
Net 7-10		**843**	139	704	503	340	659	184	528	315	543	300
		56%	*55%*	*56%*	**64%x**	*47%*	**59%z**	*47%*	**61%B**	*50%*	*57%*	*55%*
Mean		**6.77**	6.62	6.81	**7.15x**	6.37	**6.94z**	6.29	**7.00B**	6.46	6.83	6.68
Standard Deviation		**2.01**	2.11	1.98	2.02	1.91	1.99	1.97	2.03	1.93	1.98	2.04
Standard Error		**0.052**	0.133	0.056	0.072	0.071	0.060	0.100	0.069	0.077	0.064	0.088

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 14

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to raise standards in schools

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**29**	13	16	5	13	11	12	6	4	7	1	2	4	3	1	2	-	3	2	8	3
		2%	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*-*	*3%*	*2%*	*2%*	*2%*
2	(2)	**22**	10	12	4	8	10	9	4	7	2	-	1	2	3	3	1	-	1	2	5	4
		1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	**4%fgi**	*1%*	*-*	*2%*	*1%*	*2%*	*2%*	*1%*	*-*	*1%*	*2%*	*1%*	*2%*
3	(3)	**29**	13	16	4	11	14	13	8	4	4	-	1	3	1	7	2	2	-	1	4	8
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*-*	*2%*	*2%*	*1%*	**4%s**	*2%*	*3%*	*-*	*1%*	*1%*	**5%qs**
4	(4)	**53**	22	31	9	13	31	26	7	12	8	-	2	6	3	9	3	2	2	5	12	9
		4%	*3%*	*4%*	*5%*	*3%*	*4%*	*4%*	*2%*	**6%g**	*3%*	*-*	*3%*	*4%*	*2%*	*5%*	*2%*	*3%*	*2%*	*4%*	*3%*	*5%*
5	(5)	**197**	93	104	33	69	95	100	37	24	36	5	8	16	17	26	17	8	14	14	53	19
		13%	*14%*	*13%*	*17%*	*14%*	*12%*	*14%*	*10%*	*13%*	*15%*	*10%*	*14%*	*10%*	*14%*	*15%*	*14%*	*11%*	*15%*	*11%*	*15%*	*11%*
6	(6)	**236**	108	128	36	89	111	110	66	24	33	11	9	34	18	22	18	5	20	18	61	20
		16%	*16%*	*16%*	*18%*	**19%e**	*13%*	*15%*	*18%*	*13%*	*14%*	**21%p**	*16%*	**21%npt**	*14%*	*13%*	*14%*	*7%*	**22%pt**	*14%*	**17%p**	*12%*
7	(7)	**275**	136	139	40	94	141	127	75	26	47	7	10	31	18	34	25	17	16	27	65	25
		18%	*20%*	*17%*	*20%*	*20%*	*17%*	*18%*	*21%*	*14%*	*20%*	*13%*	*17%*	*19%*	*14%*	*20%*	*20%*	*24%*	*17%*	*21%*	*19%*	*15%*
8	(8)	**312**	144	168	29	98	185	146	75	41	46	16	16	33	27	35	28	18	16	24	63	36
		21%	*21%*	*21%*	*15%*	*20%*	**22%c**	*21%*	*21%*	*22%*	*19%*	**31%s**	*28%*	*20%*	*22%*	*20%*	*22%*	*25%*	*17%*	*19%*	*18%*	*22%*
9	(9)	**180**	88	92	17	44	119	91	37	19	30	10	4	17	16	20	19	12	10	14	43	15
		12%	*13%*	*11%*	*9%*	*9%*	**14%cd**	*13%*	*10%*	*10%*	*13%*	**19%t**	*7%*	*10%*	*13%*	*12%*	*15%*	*17%*	*11%*	*11%*	*12%*	*9%*
10	(10)	**169**	60	109	23	40	106	77	44	24	24	2	5	17	19	16	10	8	10	19	36	27
		11%	*9%*	**13%a**	*12%*	*8%*	**13%d**	*11%*	*12%*	*13%*	*10%*	*4%*	*9%*	*10%*	**15%j**	*9%*	*8%*	*11%*	*11%*	**15%j**	*10%*	**16%jo**
Net 1-2		**51**	23	28	9	21	21	21	10	11	9	1	3	6	6	4	3	-	4	4	13	7
		3%	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	*6%*	*4%*	*2%*	*5%*	*4%*	*5%*	*2%*	*2%*	*-*	*4%*	*3%*	*4%*	*4%*
Net 9-10		**349**	148	201	40	84	225	168	81	43	54	12	9	34	35	36	29	20	20	33	79	42
		23%	*22%*	*25%*	*20%*	*18%*	**27%cd**	*24%*	*23%*	*23%*	*23%*	*23%*	*16%*	*21%*	*28%*	*21%*	*23%*	*28%*	*22%*	*26%*	*23%*	*25%*
Net 1-3		**80**	36	44	13	32	35	34	18	15	13	1	4	9	7	11	5	2	4	5	17	15
		5%	*5%*	*5%*	*7%*	*7%*	*4%*	*5%*	*5%*	*8%*	*5%*	*2%*	*7%*	*6%*	*6%*	*6%*	*4%*	*3%*	*4%*	*4%*	*5%*	*9%*
Net 4-6		**486**	223	263	78	171	237	236	110	60	77	16	19	56	38	57	38	15	36	37	126	48
		32%	*32%*	*32%*	**39%e**	**36%e**	*29%*	*33%*	*31%*	*32%*	*32%*	*31%*	*33%*	**34%p**	*30%*	*33%*	*30%*	*21%*	**39%p**	*29%*	**36%p**	*29%*
Net 7-10		**936**	428	508	109	276	551	441	231	110	147	35	35	98	80	105	82	55	52	84	207	103
		62%	*62%*	*62%*	*55%*	*58%*	**67%cd**	*62%*	*64%*	*59%*	*62%*	*67%*	*60%*	*60%*	*64%*	*61%*	*66%*	**76%lnqs**	*57%*	*67%*	*59%*	*62%*
Mean		**6.99**	6.94	7.04	6.68	6.75	**7.21cd**	7.00	7.09	6.83	6.92	7.29	6.78	6.93	7.14	6.84	7.08	**7.43ns**	6.88	7.17	6.90	6.95
Standard Deviation		**2.02**	1.96	2.06	2.10	2.01	1.98	1.99	1.93	2.26	2.05	1.64	2.08	2.00	2.15	2.00	1.87	1.73	2.02	2.01	2.01	2.27
Standard Error		**0.052**	0.075	0.072	0.148	0.092	0.069	0.075	0.102	0.166	0.133	0.227	0.273	0.157	0.192	0.152	0.168	0.203	0.211	0.179	0.108	0.176

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 14

Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to raise standards in schools

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**29**	8	21	10	19	14	15	15	14	20	9
		2%	*3%*	*2%*	*1%*	*3%*	*1%*	***4%y***	*2%*	*2%*	*2%*	*2%*
2	(2)	**22**	4	18	8	14	18	4	11	11	12	10
		1%	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*
3	(3)	**29**	6	23	11	18	22	7	17	12	16	13
		2%	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
4	(4)	**53**	3	50	21	32	38	15	27	26	35	18
		4%	*1%*	***4%u***	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*
5	(5)	**197**	40	157	79	118	136	61	93	104	124	73
		13%	*16%*	*13%*	*10%*	***16%w***	*12%*	*16%*	*11%*	***16%A***	*13%*	*13%*
6	(6)	**236**	43	193	112	124	158	78	129	107	162	74
		16%	*17%*	*15%*	*14%*	*17%*	*14%*	***20%y***	*15%*	*17%*	*17%*	*14%*
7	(7)	**275**	59	216	135	140	196	79	146	129	175	100
		18%	***23%v***	*17%*	*17%*	*19%*	*18%*	*20%*	*17%*	*20%*	*18%*	*18%*
8	(8)	**312**	40	272	165	147	238	74	197	115	197	115
		21%	*16%*	***22%u***	*21%*	*20%*	*21%*	*19%*	***23%B***	*18%*	*20%*	*21%*
9	(9)	**180**	25	155	115	65	142	38	113	67	108	72
		12%	*10%*	*12%*	***15%x***	*9%*	*13%*	*10%*	*13%*	*11%*	*11%*	*13%*
10	(10)	**169**	24	145	127	42	150	19	122	47	112	57
		11%	*10%*	*12%*	***16%x***	*6%*	***13%z***	*5%*	***14%B***	*7%*	*12%*	*11%*
Net 1-2		**51**	12	39	18	33	32	19	26	25	32	19
		3%	*5%*	*3%*	*2%*	***5%w***	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*
Net 9-10		**349**	49	300	242	107	292	57	235	114	220	129
		23%	*19%*	*24%*	***31%x***	*15%*	***26%z***	*15%*	***27%B***	*18%*	*23%*	*24%*
Net 1-3		**80**	18	62	29	51	54	26	43	37	48	32
		5%	*7%*	*5%*	*4%*	***7%w***	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*
Net 4-6		**486**	86	400	212	274	332	154	249	237	321	165
		32%	*34%*	*32%*	*27%*	***38%w***	*30%*	***39%y***	*29%*	***38%A***	*33%*	*30%*
Net 7-10		**936**	148	788	542	394	726	210	578	358	592	344
		62%	*59%*	*63%*	***69%x***	*55%*	***65%z***	*54%*	***66%B***	*57%*	*62%*	*64%*
Mean		**6.99**	6.75	**7.04u**	**7.38x**	6.57	**7.15z**	6.55	**7.21B**	6.70	6.99	7.00
Standard Deviation		**2.02**	2.05	2.01	1.96	2.00	2.01	1.98	2.02	1.98	2.01	2.03
Standard Error		**0.052**	0.129	0.057	0.070	0.074	0.060	0.100	0.068	0.079	0.065	0.087

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 15

Q4 Importance of reason to vote Conservative in 2010: Mean Score Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**7.68**	7.60	7.74	7.33	7.55	**7.83cd**	7.63	7.72	7.75	7.70	7.79	7.74	7.56	**8.02ns**	7.54	7.90	7.60	7.63	7.55	7.53	7.90
It was time for a change from Labour and the Conservatives were the most obvious alternative	**8.61**	8.54	8.66	8.13	8.46	**8.81cd**	8.60	8.51	8.79	8.62	8.69	8.67	8.48	**8.89p**	8.59	8.41	8.18	8.62	8.64	8.65	8.70
They seemed willing to cut excessive spending and reduce the deficit	**8.49**	**8.65b**	8.35	7.64	**8.25c**	**8.84cd**	**8.62g**	8.29	8.35	8.52	**9.04lnoqrs**	8.64	8.42	8.65	8.37	8.52	8.63	8.41	8.25	8.47	8.52
They seemed more likely to tackle crime effectively	**7.43**	7.33	7.51	6.76	**7.23c**	**7.71cd**	7.34	7.52	7.49	7.53	7.73	**7.79s**	7.40	7.62	7.35	**7.70s**	7.61	7.26	7.27	7.27	7.42
They seemed more willing to control immigration	**7.95**	7.89	7.99	7.47	**7.83c**	**8.13cd**	7.82	7.98	**8.17f**	**8.12f**	8.27	8.29	8.15	8.22	7.84	8.02	7.97	7.77	7.76	7.83	7.85
They seemed more likely to get the economy back on track	**8.64**	**8.76b**	8.54	8.09	**8.47c**	**8.87cd**	8.69	8.49	8.69	8.68	**9.00nqr**	**8.97nr**	8.71	**8.86nr**	8.42	8.68	8.67	8.50	8.37	8.65	8.63
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**8.50**	8.53	8.47	8.02	8.20	**8.78cd**	**8.58i**	8.48	8.46	8.29	**8.94npqr**	**8.81q**	8.59	**8.74pq**	8.35	8.45	8.25	8.24	8.33	8.57	8.37
I preferred their policy on Britain's role in the EU	**7.01**	6.97	7.04	6.72	6.77	**7.22cd**	6.95	7.04	6.98	7.16	7.38	6.81	7.04	7.21	6.98	7.01	6.75	6.93	6.94	6.97	7.12
They seemed more likely to cut taxes for people like me	**5.76**	5.70	5.80	5.79	5.65	5.81	5.43	**5.96f**	**6.22f**	**6.07f**	5.79	5.64	**5.81q**	**6.14qs**	**5.78q**	**5.96q**	**5.89q**	5.20	5.73	5.59	**5.90q**
They seemed more likely to improve the NHS	**6.77**	6.63	**6.89a**	6.47	6.59	**6.96cd**	6.63	6.86	**7.00f**	6.87	7.10	6.53	6.67	6.93	6.75	6.90	6.81	6.53	6.79	6.69	6.98
They seemed more likely to raise standards in schools	**6.99**	6.94	7.04	6.68	6.75	**7.21cd**	7.00	7.09	6.83	6.92	7.29	6.78	6.93	7.14	6.84	7.08	**7.43ns**	6.88	7.17	6.90	6.95

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 15

Q4 Importance of reason to vote Conservative in 2010: Mean Score Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**7.68**	7.36	7.74u	8.17x	7.14	7.87z	7.13	7.89B	7.39	7.82D	7.42
It was time for a change from Labour and the Conservatives were the most obvious alternative	**8.61**	8.26	8.68u	8.52	8.70	8.74z	8.22	8.72B	8.45	8.57	8.67
They seemed willing to cut excessive spending and reduce the deficit	**8.49**	7.73	8.64u	8.72x	8.24	8.72z	7.83	8.61B	8.32	8.44	8.58
They seemed more likely to tackle crime effectively	**7.43**	6.93	7.53u	7.75x	7.07	7.60z	6.94	7.68B	7.09	7.39	7.50
They seemed more willing to control immigration	**7.95**	7.63	8.01u	8.12x	7.76	8.11z	7.49	8.22B	7.58	7.77	8.26C
They seemed more likely to get the economy back on track	**8.64**	8.02	8.76u	8.88x	8.38	8.84z	8.06	8.77B	8.45	8.60	8.71
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**8.50**	8.07	8.58u	8.70x	8.27	8.68z	7.98	8.62B	8.33	8.39	8.70C
I preferred their policy on Britain's role in the EU	**7.01**	6.40	7.14u	7.44x	6.54	7.27z	6.28	7.29B	6.63	6.93	7.16
They seemed more likely to cut taxes for people like me	**5.76**	5.83	5.74	6.02x	5.47	5.91z	5.32	5.94B	5.50	5.73	5.80
They seemed more likely to improve the NHS	**6.77**	6.62	6.81	7.15x	6.37	6.94z	6.29	7.00B	6.46	6.83	6.68
They seemed more likely to raise standards in schools	**6.99**	6.75	7.04u	7.38x	6.57	7.15z	6.55	7.21B	6.70	6.99	7.00

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 16

Q4 Importance of reason to vote Conservative in 2010: 1-2 Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**40**	16	24	8	13	19	18	10	6	6	1	1	7	3	4	2	3	2	5	7	5
	3%	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**35**	15	20	6	9	20	16	12	2	5	3	-	5	1	5	5	1	2	2	6	5
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	**6%m**	-	*3%*	*1%*	*3%*	*4%*	*1%*	*2%*	*2%*	*2%*	*3%*
They seemed willing to cut excessive spending and reduce the deficit	**20**	7	13	4	8	8	7	7	3	3	-	1	1	1	5	1	-	2	3	2	4
	1%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*1%*	*1%*	**3%s**	*1%*	-	*2%*	*2%*	*1%*	*2%*
They seemed more likely to tackle crime effectively	**23**	12	11	5	11	7	9	6	4	4	1	-	4	1	2	-	-	3	4	4	4
	2%	*2%*	*1%*	*3%*	**2%e**	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*1%*	-	-	**3%o**	**3%o**	*1%*	*2%*
They seemed more willing to control immigration	**32**	17	15	6	11	15	16	9	2	5	-	1	1	2	6	1	1	2	3	7	8
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	-	*2%*	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	**5%l**
They seemed more likely to get the economy back on track	**14**	5	9	3	5	6	6	3	1	4	-	-	1	1	4	1	-	1	3	1	2
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	*1%*	**2%s**	*1%*	-	*1%*	**2%s**	*	*1%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**20**	8	12	4	9	7	8	7	1	4	-	-	2	1	5	1	1	1	4	1	4
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	**3%s**	*1%*	*1%*	*1%*	**3%s**	*	**2%s**
I preferred their policy on Britain's role in the EU	**71**	34	37	8	25	38	34	23	9	5	1	5	9	4	4	5	6	4	5	16	12
	5%	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	**6%i**	*5%*	*2%*	*2%*	**9%n**	*6%*	*3%*	*2%*	*4%*	**8%n**	*4%*	*4%*	*5%*	**7%n**
They seemed more likely to cut taxes for people like me	**133**	68	65	18	45	70	78	29	12	13	4	7	14	8	14	11	5	8	14	35	13
	9%	*10%*	*8%*	*9%*	*9%*	*9%*	**11%i**	*8%*	*6%*	*5%*	*8%*	*12%*	*9%*	*6%*	*8%*	*9%*	*7%*	*9%*	*11%*	*10%*	*8%*
They seemed more likely to improve the NHS	**44**	26	18	8	17	19	23	8	7	6	1	2	8	6	3	2	3	4	3	8	4
	3%	*4%*	*2%*	*4%*	*4%*	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*5%*	*5%*	*2%*	*2%*	*4%*	*4%*	*2%*	*2%*	*2%*
They seemed more likely to raise standards in schools	**51**	23	28	9	21	21	21	10	11	9	1	3	6	6	4	3	-	4	4	13	7
	3%	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	*6%*	*4%*	*2%*	*5%*	*4%*	*5%*	*2%*	*2%*	-	*4%*	*3%*	*4%*	*4%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 16

Q4 Importance of reason to vote Conservative in 2010: 1-2 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**40**	14	26	14	26	23	17	19	21	25	15
	3%	**6%v**	*2%*	*2%*	**4%w**	*2%*	**4%y**	*2%*	*3%*	*3%*	*3%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**35**	8	27	25	10	29	6	24	11	23	12
	2%	*3%*	*2%*	**3%x**	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*
They seemed willing to cut excessive spending and reduce the deficit	**20**	8	12	9	11	12	8	10	10	12	8
	1%	**3%v**	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
They seemed more likely to tackle crime effectively	**23**	7	16	9	14	17	6	9	14	11	12
	2%	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*
They seemed more willing to control immigration	**32**	9	23	16	16	19	13	10	22	23	9
	2%	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	**3%A**	*2%*	*2%*
They seemed more likely to get the economy back on track	**14**	5	9	9	5	10	4	7	7	9	5
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**20**	5	15	11	9	15	5	8	12	12	8
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
I preferred their policy on Britain's role in the EU	**71**	20	51	29	42	42	29	35	36	45	26
	5%	**8%v**	*4%*	*4%*	*6%*	*4%*	**7%y**	*4%*	*6%*	*5%*	*5%*
They seemed more likely to cut taxes for people like me	**133**	22	111	64	69	89	44	72	61	90	43
	9%	*9%*	*9%*	*8%*	*10%*	*8%*	*11%*	*8%*	*10%*	*9%*	*8%*
They seemed more likely to improve the NHS	**44**	12	32	19	25	28	16	21	23	24	20
	3%	*5%*	*3%*	*2%*	*3%*	*3%*	*4%*	*2%*	*4%*	*2%*	*4%*
They seemed more likely to raise standards in schools	**51**	12	39	18	33	32	19	26	25	32	19
	3%	*5%*	*3%*	*2%*	**5%w**	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 17

Q4 Importance of reason to vote Conservative in 2010: 9-10 Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**576**	238	338	61	167	348	256	150	76	92	19	22	58	59	65	52	26	37	43	123	72
	38%	*35%*	**41%a**	*31%*	*35%*	**42%cd**	*36%*	*42%*	*41%*	*39%*	*37%*	*38%*	*36%*	**47%lrs**	*38%*	*42%*	*36%*	*40%*	*34%*	*35%*	*43%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**988**	450	538	108	295	585	466	234	123	158	38	36	100	93	118	82	36	57	84	232	112
	66%	*66%*	*66%*	*54%*	*62%*	**71%cd**	*66%*	*65%*	*66%*	*67%*	**73%p**	*62%*	*61%*	**74%lp**	**68%p**	**66%p**	*50%*	*62%*	**67%p**	**66%p**	**67%p**
They seemed willing to cut excessive spending and reduce the deficit	**883**	442	441	69	253	561	445	197	101	135	37	38	96	77	100	73	41	52	65	205	99
	59%	**64%b**	*54%*	*35%*	**53%c**	**68%cd**	**63%gh**	*55%*	*55%*	*57%*	**71%r**	*66%*	*59%*	*62%*	*58%*	*58%*	*57%*	*57%*	*52%*	*59%*	*60%*
They seemed more likely to tackle crime effectively	**436**	190	246	33	126	277	193	103	66	72	18	19	45	45	57	36	25	24	35	85	47
	29%	*28%*	*30%*	*17%*	**26%c**	**34%cd**	*27%*	*29%*	**36%f**	*30%*	*35%*	*33%*	*28%*	**36%s**	**33%s**	*29%*	*35%*	*26%*	*28%*	*24%*	*28%*
They seemed more willing to control immigration	**673**	301	372	69	201	403	297	162	91	119	26	29	74	64	82	57	33	37	52	147	72
	45%	*44%*	*46%*	*35%*	*42%*	**49%cd**	*42%*	*45%*	*49%*	**50%f**	*50%*	*50%*	*45%*	*51%*	*47%*	*46%*	*46%*	*40%*	*41%*	*42%*	*43%*
They seemed more likely to get the economy back on track	**929**	449	480	94	278	557	443	213	117	151	34	39	102	83	104	80	45	51	70	214	107
	62%	**65%b**	*59%*	*47%*	**58%c**	**68%cd**	*62%*	*59%*	*63%*	*64%*	*65%*	*67%*	*63%*	*66%*	*60%*	*64%*	*63%*	*55%*	*56%*	*61%*	*64%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**903**	421	482	96	253	554	447	219	102	130	37	40	99	80	103	70	44	48	70	212	100
	60%	*61%*	*59%*	*48%*	*53%*	**67%cd**	**63%i**	*61%*	*55%*	*55%*	**71%q**	**69%q**	*61%*	*64%*	*60%*	*56%*	*61%*	*52%*	*56%*	*61%*	*60%*
I preferred their policy on Britain's role in the EU	**428**	194	234	44	114	270	192	108	54	71	15	16	52	40	51	37	16	25	30	99	47
	28%	*28%*	*29%*	*22%*	*24%*	**33%cd**	*27%*	*30%*	*29%*	*30%*	*29%*	*28%*	*32%*	*32%*	*29%*	*30%*	*22%*	*27%*	*24%*	*28%*	*28%*
They seemed more likely to cut taxes for people like me	**200**	93	107	28	61	111	77	55	31	37	6	5	16	26	28	21	8	4	19	45	22
	13%	*14%*	*13%*	*14%*	*13%*	*13%*	*11%*	**15%f**	**17%f**	*16%*	*12%*	*9%*	*10%*	**21%klqs**	**16%q**	**17%q**	*11%*	*4%*	**15%q**	**13%q**	**13%q**
They seemed more likely to improve the NHS	**309**	125	184	35	88	186	137	77	40	53	11	10	33	32	42	30	12	16	23	66	34
	21%	*18%*	**23%a**	*18%*	*18%*	*23%*	*19%*	*21%*	*22%*	*22%*	*21%*	*17%*	*20%*	*26%*	*24%*	*24%*	*17%*	*17%*	*18%*	*19%*	*20%*
They seemed more likely to raise standards in schools	**349**	148	201	40	84	225	168	81	43	54	12	9	34	35	36	29	20	20	33	79	42
	23%	*22%*	*25%*	*20%*	*18%*	**27%cd**	*24%*	*23%*	*23%*	*23%*	*23%*	*16%*	*21%*	*28%*	*21%*	*23%*	*28%*	*22%*	*26%*	*23%*	*25%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 17

Q4 Importance of reason to vote Conservative in 2010: 9-10 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**576**	85	491	385	191	475	101	383	193	393	183
	38%	*34%*	*39%*	**49%x**	*27%*	**43%z**	*26%*	**44%B**	*31%*	**41%D**	*34%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**988**	139	849	515	473	790	198	600	388	618	370
	66%	*55%*	**68%u**	*66%*	*66%*	**71%z**	*51%*	**69%B**	*61%*	*64%*	*68%*
They seemed willing to cut excessive spending and reduce the deficit	**883**	94	789	511	372	719	164	539	344	555	328
	59%	*37%*	**63%u**	**65%x**	*52%*	**65%z**	*42%*	**62%B**	*54%*	*58%*	*61%*
They seemed more likely to tackle crime effectively	**436**	52	384	272	164	363	73	300	136	266	170
	29%	*21%*	**31%u**	**35%x**	*23%*	**33%z**	*19%*	**34%B**	*22%*	*28%*	*31%*
They seemed more willing to control immigration	**673**	94	579	392	281	552	121	450	223	393	280
	45%	*37%*	**46%u**	**50%x**	*39%*	**50%z**	*31%*	**52%B**	*35%*	*41%*	**52%C**
They seemed more likely to get the economy back on track	**929**	108	821	556	373	762	167	576	353	583	346
	62%	*43%*	**66%u**	**71%x**	*52%*	**69%z**	*43%*	**66%B**	*56%*	*61%*	*64%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**903**	119	784	520	383	718	185	557	346	550	353
	60%	*47%*	**63%u**	**66%x**	*53%*	**65%z**	*47%*	**64%B**	*55%*	*57%*	**65%C**
I preferred their policy on Britain's role in the EU	**428**	45	383	281	147	362	66	291	137	253	175
	28%	*18%*	**31%u**	**36%x**	*20%*	**33%z**	*17%*	**33%B**	*22%*	*26%*	**32%C**
They seemed more likely to cut taxes for people like me	**200**	38	162	127	73	165	35	143	57	130	70
	13%	*15%*	*13%*	**16%x**	*10%*	**15%z**	*9%*	**16%B**	*9%*	*14%*	*13%*
They seemed more likely to improve the NHS	**309**	47	262	217	92	258	51	216	93	211	98
	21%	*19%*	*21%*	**28%x**	*13%*	**23%z**	*13%*	**25%B**	*15%*	*22%*	*18%*
They seemed more likely to raise standards in schools	**349**	49	300	242	107	292	57	235	114	220	129
	23%	*19%*	*24%*	**31%x**	*15%*	**26%z**	*15%*	**27%B**	*18%*	*23%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 18

Q4 Importance of reason to vote Conservative in 2010: 1-3 Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**61**	24	37	11	21	29	30	15	7	9	1	2	9	5	7	2	3	4	7	13	8
	4%	*3%*	*5%*	*6%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*3%*	*6%*	*4%*	*4%*	*2%*	*4%*	*4%*	*6%*	*4%*	*5%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**51**	23	28	9	17	25	23	17	4	7	3	-	6	1	7	10	2	2	5	9	6
	3%	*3%*	*3%*	*5%*	*4%*	*3%*	*3%*	*5%*	*2%*	*3%*	**6%m**	-	*4%*	*1%*	*4%*	**8%kms**	*3%*	*2%*	*4%*	*3%*	*4%*
They seemed willing to cut excessive spending and reduce the deficit	**29**	12	17	6	12	11	11	9	5	4	-	2	4	1	5	2	1	3	3	3	5
	2%	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*3%*	*3%*	*2%*	-	*3%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*	*2%*	*1%*	*3%*
They seemed more likely to tackle crime effectively	**42**	18	24	12	17	13	21	10	6	5	1	1	5	2	6	-	1	3	6	9	8
	3%	*3%*	*3%*	**6%e**	**4%e**	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	**3%o**	*2%*	**3%o**	-	*1%*	**3%o**	**5%o**	*3%*	**5%o**
They seemed more willing to control immigration	**44**	22	22	7	16	21	23	12	3	5	-	1	2	3	9	1	2	3	4	10	9
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	**5%lo**	*1%*	*3%*	*3%*	*3%*	*3%*	**5%lo**
They seemed more likely to get the economy back on track	**20**	7	13	3	10	7	7	7	2	4	-	-	2	1	6	1	-	2	3	1	4
	1%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	**3%s**	*1%*	-	*2%*	**2%s**	*	**2%s**
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**30**	9	21	6	13	11	13	8	3	6	1	-	4	1	7	1	2	2	4	2	6
	2%	*1%*	*3%*	*3%*	*3%*	*1%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*1%*	**4%s**	*1%*	*3%*	*2%*	**3%s**	*1%*	**4%s**
I preferred their policy on Britain's role in the EU	**111**	52	59	13	39	59	56	32	14	9	2	9	18	8	13	6	8	6	8	20	13
	7%	*8%*	*7%*	*7%*	*8%*	*7%*	**8%i**	**9%i**	*8%*	*4%*	*4%*	**16%jors**	**11%s**	*6%*	*8%*	*5%*	*11%*	*7%*	*6%*	*6%*	*8%*
They seemed more likely to cut taxes for people like me	**229**	109	120	32	82	115	134	44	21	29	7	12	24	17	23	19	8	17	22	56	24
	15%	*16%*	*15%*	*16%*	*17%*	*14%*	**19%ghi**	*12%*	*11%*	*12%*	*13%*	*21%*	*15%*	*14%*	*13%*	*15%*	*11%*	*18%*	*17%*	*16%*	*14%*
They seemed more likely to improve the NHS	**85**	45	40	17	33	35	48	17	11	9	1	5	15	7	10	5	4	7	6	17	8
	6%	*7%*	*5%*	**9%e**	**7%e**	*4%*	*7%*	*5%*	*6%*	*4%*	*2%*	*9%*	*9%*	*6%*	*6%*	*4%*	*6%*	*8%*	*5%*	*5%*	*5%*
They seemed more likely to raise standards in schools	**80**	36	44	13	32	35	34	18	15	13	1	4	9	7	11	5	2	4	5	17	15
	5%	*5%*	*5%*	*7%*	*7%*	*4%*	*5%*	*5%*	*8%*	*5%*	*2%*	*7%*	*6%*	*6%*	*6%*	*4%*	*3%*	*4%*	*4%*	*5%*	*9%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 18

Q4 Importance of reason to vote Conservative in 2010: 1-3 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**61**	19	42	18	43	35	26	31	30	31	30
	4%	**8%v**	*3%*	*2%*	**6%w**	*3%*	**7%y**	*4%*	*5%*	*3%*	**6%C**
It was time for a change from Labour and the Conservatives were the most obvious alternative	**51**	11	40	35	16	41	10	31	20	33	18
	3%	*4%*	*3%*	**4%x**	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*
They seemed willing to cut excessive spending and reduce the deficit	**29**	9	20	11	18	16	13	16	13	17	12
	2%	**4%v**	*2%*	*1%*	*3%*	*1%*	**3%y**	*2%*	*2%*	*2%*	*2%*
They seemed more likely to tackle crime effectively	**42**	11	31	17	25	29	13	20	22	23	19
	3%	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*
They seemed more willing to control immigration	**44**	13	31	23	21	30	14	14	30	31	13
	3%	**5%v**	*2%*	*3%*	*3%*	*3%*	*4%*	*2%*	**5%A**	*3%*	*2%*
They seemed more likely to get the economy back on track	**20**	7	13	11	9	13	7	10	10	12	8
	1%	**3%v**	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**30**	8	22	14	16	21	9	14	16	21	9
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
I preferred their policy on Britain's role in the EU	**111**	28	83	42	69	68	43	55	56	67	44
	7%	**11%v**	*7%*	*5%*	**10%w**	*6%*	**11%y**	*6%*	*9%*	*7%*	*8%*
They seemed more likely to cut taxes for people like me	**229**	40	189	100	129	152	77	130	99	151	78
	15%	*16%*	*15%*	*13%*	**18%w**	*14%*	**20%y**	*15%*	*16%*	*16%*	*14%*
They seemed more likely to improve the NHS	**85**	22	63	36	49	52	33	44	41	52	33
	6%	**9%v**	*5%*	*5%*	*7%*	*5%*	**8%y**	*5%*	*6%*	*5%*	*6%*
They seemed more likely to raise standards in schools	**80**	18	62	29	51	54	26	43	37	48	32
	5%	*7%*	*5%*	*4%*	**7%w**	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 19

Q4 Importance of reason to vote Conservative in 2010: 4-6 Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**296**	140	156	46	109	141	144	64	38	45	11	11	25	16	39	23	15	19	27	84	26
	20%	*20%*	*19%*	*23%*	**23%e**	*17%*	*20%*	*18%*	*21%*	*19%*	*21%*	*19%*	*15%*	*13%*	**23%m**	*18%*	*21%*	*21%*	*21%*	**24%lmt**	*16%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**144**	75	69	33	52	59	66	35	14	28	1	6	18	12	17	11	10	7	12	39	11
	10%	*11%*	*8%*	**17%de**	**11%e**	*7%*	*9%*	*10%*	*8%*	*12%*	*2%*	*10%*	**11%j**	*10%*	*10%*	*9%*	**14%j**	*8%*	*10%*	**11%j**	*7%*
They seemed willing to cut excessive spending and reduce the deficit	**154**	55	99	47	67	40	64	46	24	19	2	6	19	12	20	12	4	7	17	44	11
	10%	*8%*	**12%a**	**24%de**	**14%e**	*5%*	*9%*	*13%*	*13%*	*8%*	*4%*	*10%*	*12%*	*10%*	*12%*	*10%*	*6%*	*8%*	**13%t**	**13%t**	*7%*
They seemed more likely to tackle crime effectively	**377**	193	184	70	140	167	190	81	48	55	12	11	37	32	52	28	16	23	32	100	34
	25%	**28%b**	*23%*	**35%e**	**29%e**	*20%*	*27%*	*23%*	*26%*	*23%*	*23%*	*19%*	*23%*	*26%*	**30%t**	*22%*	*22%*	*25%*	*25%*	*29%*	*20%*
They seemed more willing to control immigration	**245**	118	127	52	84	109	124	57	27	35	8	7	21	18	26	24	11	17	28	61	24
	16%	*17%*	*16%*	**26%de**	**18%e**	*13%*	*17%*	*16%*	*15%*	*15%*	*15%*	*12%*	*13%*	*14%*	*15%*	*19%*	*15%*	*18%*	**22%l**	*17%*	*14%*
They seemed more likely to get the economy back on track	**103**	39	64	28	39	36	44	31	12	14	-	1	8	6	9	8	6	3	18	32	12
	7%	*6%*	*8%*	**14%de**	**8%e**	*4%*	*6%*	*9%*	*6%*	*6%*	-	*2%*	*5%*	*5%*	*5%*	*6%*	**8%j**	*3%*	**14%jklmn**	**9%j**	**7%j**
																			oq		
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**148**	71	77	32	63	53	64	32	17	33	2	6	11	7	17	13	8	10	15	38	21
	10%	*10%*	*9%*	**16%e**	**13%e**	*6%*	*9%*	*9%*	*9%*	**14%f**	*4%*	*10%*	*7%*	*6%*	*10%*	*10%*	*11%*	*11%*	*12%*	*11%*	**13%m**
I preferred their policy on Britain's role in the EU	**454**	206	248	77	165	212	218	92	59	80	13	12	40	31	53	45	18	36	39	120	47
	30%	*30%*	*30%*	**39%e**	**34%e**	*26%*	*31%*	*26%*	*32%*	**34%g**	*25%*	*21%*	*25%*	*25%*	*31%*	**36%kl**	*25%*	**39%klm**	*31%*	**34%kl**	*28%*
They seemed more likely to cut taxes for people like me	**736**	337	399	91	238	407	366	175	82	105	28	21	79	57	87	57	36	55	56	182	78
	49%	*49%*	*49%*	*46%*	*50%*	*49%*	*51%*	*49%*	*44%*	*44%*	*54%*	*36%*	*48%*	*46%*	*50%*	*46%*	*50%*	**60%kmor**	*44%*	**52%k**	*47%*
They seemed more likely to improve the NHS	**574**	271	303	88	196	290	284	137	56	95	19	22	57	41	71	48	25	39	46	148	58
	38%	*39%*	*37%*	**44%e**	**41%e**	*35%*	**40%h**	*38%*	*30%*	**40%h**	*37%*	*38%*	*35%*	*33%*	*41%*	*38%*	*35%*	*42%*	*37%*	*42%*	*35%*
They seemed more likely to raise standards in schools	**486**	223	263	78	171	237	236	110	60	77	16	19	56	38	57	38	15	36	37	126	48
	32%	*32%*	*32%*	**39%e**	**36%e**	*29%*	*33%*	*31%*	*32%*	*32%*	*31%*	*33%*	**34%p**	*30%*	*33%*	*30%*	*21%*	**39%p**	*29%*	**36%p**	*29%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 19

Q4 Importance of reason to vote Conservative in 2010: 4-6 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**296**	51	245	109	187	197	99	148	148	175	121
	20%	*20%*	*20%*	*14%*	**26%w**	*18%*	**25%y**	*17%*	**23%A**	*18%*	*22%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**144**	27	117	88	56	97	47	70	74	92	52
	10%	*11%*	*9%*	**11%x**	*8%*	*9%*	*12%*	*8%*	**12%A**	*10%*	*10%*
They seemed willing to cut excessive spending and reduce the deficit	**154**	52	102	65	89	80	74	75	79	107	47
	10%	**21%v**	*8%*	*8%*	**12%w**	*7%*	**19%y**	*9%*	**13%A**	*11%*	*9%*
They seemed more likely to tackle crime effectively	**377**	89	288	153	224	240	137	186	191	257	120
	25%	**35%v**	*23%*	*20%*	**31%w**	*22%*	**35%y**	*21%*	**30%A**	*27%*	*22%*
They seemed more willing to control immigration	**245**	42	203	114	131	165	80	121	124	176	69
	16%	*17%*	*16%*	*15%*	*18%*	*15%*	**21%y**	*14%*	**20%A**	**18%D**	*13%*
They seemed more likely to get the economy back on track	**103**	31	72	41	62	51	52	53	50	71	32
	7%	**12%v**	*6%*	*5%*	**9%w**	*5%*	**13%y**	*6%*	*8%*	*7%*	*6%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**148**	36	112	64	84	84	64	82	66	103	45
	10%	**14%v**	*9%*	*8%*	**12%w**	*8%*	**16%y**	*9%*	*10%*	*11%*	*8%*
I preferred their policy on Britain's role in the EU	**454**	97	357	189	265	302	152	225	229	310	144
	30%	**38%v**	*29%*	*24%*	**37%w**	*27%*	**39%y**	*26%*	**36%A**	**32%D**	*27%*
They seemed more likely to cut taxes for people like me	**736**	109	627	365	371	535	201	397	339	472	264
	49%	*43%*	**50%u**	*47%*	*52%*	*48%*	*52%*	*46%*	**54%A**	*49%*	*49%*
They seemed more likely to improve the NHS	**574**	91	483	244	330	401	173	298	276	366	208
	38%	*36%*	*39%*	*31%*	**46%w**	*36%*	**44%y**	*34%*	**44%A**	*38%*	*38%*
They seemed more likely to raise standards in schools	**486**	86	400	212	274	332	154	249	237	321	165
	32%	*34%*	*32%*	*27%*	**38%w**	*30%*	**39%y**	*29%*	**38%A**	*33%*	*30%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 20

Q4 Importance of reason to vote Conservative in 2010: 7-10 Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I thought David Cameron would make a good Prime Minister	**1145**	523	622	143	349	653	537	280	140	183	40	45	129	104	127	100	54	69	92	253	132
	76%	*76%*	*76%*	*72%*	*73%*	**79%cd**	*76%*	*78%*	*76%*	*77%*	*77%*	*78%*	*79%*	**83%ns**	*73%*	*80%*	*75%*	*75%*	*73%*	*72%*	*80%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**1307**	589	718	158	410	739	622	307	167	202	48	52	139	112	149	104	60	83	109	302	149
	87%	*86%*	*88%*	*79%*	**86%c**	**90%cd**	*87%*	*86%*	*90%*	*85%*	*92%*	*90%*	*85%*	*90%*	*86%*	*83%*	*83%*	*90%*	*87%*	*86%*	*90%*
They seemed willing to cut excessive spending and reduce the deficit	**1319**	620	699	147	400	772	636	304	156	214	50	50	140	112	148	111	67	82	106	303	150
	88%	**90%b**	*86%*	*74%*	**84%c**	**94%cd**	**89%g**	*85%*	*84%*	**90%g**	**96%lnrs**	*86%*	*86%*	*90%*	*86%*	*89%*	*93%*	*89%*	*84%*	*87%*	*90%*
They seemed more likely to tackle crime effectively	**1083**	476	607	118	322	643	500	268	131	177	39	46	121	91	115	97	55	66	88	241	124
	72%	*69%*	**74%a**	*59%*	**67%c**	**78%cd**	*70%*	*75%*	*71%*	*75%*	*75%*	*79%*	*74%*	*73%*	*66%*	**78%n**	*76%*	*72%*	*70%*	*69%*	*75%*
They seemed more willing to control immigration	**1213**	547	666	141	379	693	564	290	155	197	44	50	140	104	138	100	59	72	94	279	133
	81%	*80%*	*82%*	*71%*	**79%c**	**84%cd**	*79%*	*81%*	*84%*	*83%*	*85%*	*86%*	**86%r**	*83%*	*80%*	*80%*	*82%*	*78%*	*75%*	*80%*	*80%*
They seemed more likely to get the economy back on track	**1379**	641	738	169	430	780	660	321	171	219	52	57	153	118	158	116	66	87	105	317	150
	92%	*93%*	*91%*	*85%*	*90%*	**95%cd**	*93%*	*89%*	*92%*	*92%*	**100%nopr st**	**98%r**	**94%r**	**94%r**	**91%r**	**93%r**	*92%*	**95%r**	*83%*	**91%r**	*90%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**1324**	607	717	162	403	759	634	319	165	198	49	52	148	117	149	111	62	80	107	310	139
	88%	*88%*	*88%*	*81%*	*84%*	**92%cd**	**89%i**	*89%*	*89%*	*84%*	*94%*	*90%*	*91%*	**94%nrt**	*86%*	*89%*	*86%*	*87%*	*85%*	*89%*	*84%*
I preferred their policy on Britain's role in the EU	**937**	429	508	110	275	552	437	235	112	148	37	37	105	86	107	74	46	50	79	210	106
	62%	*62%*	*62%*	*55%*	*57%*	**67%cd**	*61%*	*65%*	*61%*	*62%*	*71%*	*64%*	*64%*	**69%q**	*62%*	*59%*	*64%*	*54%*	*63%*	*60%*	*64%*
They seemed more likely to cut taxes for people like me	**537**	241	296	77	159	301	211	140	82	103	17	25	60	51	63	49	28	20	48	112	64
	36%	*35%*	*36%*	*39%*	*33%*	*37%*	*30%*	**39%f**	**44%f**	**43%f**	*33%*	**43%q**	**37%q**	**41%q**	**36%q**	**39%q**	**39%q**	*22%*	**38%q**	*32%*	**39%q**
They seemed more likely to improve the NHS	**843**	371	472	95	250	498	379	205	118	133	32	31	91	77	92	72	43	46	74	185	100
	56%	*54%*	*58%*	*48%*	*52%*	**61%cd**	*53%*	*57%*	**64%f**	*56%*	*62%*	*53%*	*56%*	*62%*	*53%*	*58%*	*60%*	*50%*	*59%*	*53%*	*60%*
They seemed more likely to raise standards in schools	**936**	428	508	109	276	551	441	231	110	147	35	35	98	80	105	82	55	52	84	207	103
	62%	*62%*	*62%*	*55%*	*58%*	**67%cd**	*62%*	*64%*	*59%*	*62%*	*67%*	*60%*	*60%*	*64%*	*61%*	*66%*	**76%lnqs t**	*57%*	*67%*	*59%*	*62%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 20

Q4 Importance of reason to vote Conservative in 2010: 7-10 Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I thought David Cameron would make a good Prime Minister	**1145**	182	963	656	489	880	265	691	454	755	390
	76%	*72%*	*77%*	**84%x**	*68%*	**79%z**	*68%*	**79%B**	*72%*	**79%D**	*72%*
It was time for a change from Labour and the Conservatives were the most obvious alternative	**1307**	214	1093	660	647	974	333	769	538	836	471
	87%	*85%*	*87%*	*84%*	**90%w**	*88%*	*85%*	*88%*	*85%*	*87%*	*87%*
They seemed willing to cut excessive spending and reduce the deficit	**1319**	191	1128	707	612	1016	303	779	540	837	482
	88%	*76%*	**90%u**	**90%x**	*85%*	**91%z**	*78%*	**90%B**	*85%*	*87%*	*89%*
They seemed more likely to tackle crime effectively	**1083**	152	931	613	470	843	240	664	419	681	402
	72%	*60%*	**74%u**	**78%x**	*65%*	**76%z**	*62%*	**76%B**	*66%*	*71%*	*74%*
They seemed more willing to control immigration	**1213**	197	1016	646	567	917	296	735	478	754	459
	81%	*78%*	*81%*	*83%*	*79%*	**82%z**	*76%*	**84%B**	*76%*	*78%*	**85%C**
They seemed more likely to get the economy back on track	**1379**	214	1165	731	648	1048	331	807	572	878	501
	92%	*85%*	**93%u**	**93%x**	*90%*	**94%z**	*85%*	*93%*	*91%*	*91%*	*93%*
They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	**1324**	208	1116	705	619	1007	317	774	550	837	487
	88%	*83%*	**89%u**	**90%x**	*86%*	**91%z**	*81%*	*89%*	*87%*	*87%*	*90%*
I preferred their policy on Britain's role in the EU	**937**	127	810	552	385	742	195	590	347	584	353
	62%	*50%*	**65%u**	**70%x**	*54%*	**67%z**	*50%*	**68%B**	*55%*	*61%*	*65%*
They seemed more likely to cut taxes for people like me	**537**	103	434	318	219	425	112	343	194	338	199
	36%	*41%*	*35%*	**41%x**	*30%*	**38%z**	*29%*	**39%B**	*31%*	*35%*	*37%*
They seemed more likely to improve the NHS	**843**	139	704	503	340	659	184	528	315	543	300
	56%	*55%*	*56%*	**64%x**	*47%*	**59%z**	*47%*	**61%B**	*50%*	*57%*	*55%*
They seemed more likely to raise standards in schools	**936**	148	788	542	394	726	210	578	358	592	344
	62%	*59%*	*63%*	**69%x**	*55%*	**65%z**	*54%*	**66%B**	*57%*	*62%*	*64%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 21

Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better than I expected	**385**	205	180	47	121	217	188	101	40	54	16	19	39	29	40	29	17	21	27	90	58
	26%	**30%b**	*22%*	*24%*	*25%*	*26%*	*26%*	*28%*	*22%*	*23%*	*31%*	*33%*	*24%*	*23%*	*23%*	*23%*	*24%*	*23%*	*21%*	*26%*	**35%lmno qrs**
Worse than I expected	**302**	119	183	44	107	151	130	73	40	56	9	15	37	32	30	20	16	12	26	83	22
	20%	*17%*	**22%a**	*22%*	*22%*	*18%*	*18%*	*20%*	*22%*	*24%*	*17%*	**26%qt**	**23%t**	**26%qt**	*17%*	*16%*	*22%*	*13%*	*21%*	**24%qt**	*13%*
About the same as I expected	**815**	363	452	109	251	455	393	185	105	127	27	24	87	64	103	76	39	59	73	177	86
	54%	*53%*	*55%*	*55%*	*52%*	*55%*	*55%*	*52%*	*57%*	*54%*	*52%*	*41%*	*53%*	*51%*	**60%k**	**61%ks**	*54%*	**64%ks**	**58%k**	*51%*	*52%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 21

Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better than I expected	**385**	55	330	242	143	314	71	197	188	260	125
	26%	*22%*	*26%*	**31%x**	*20%*	**28%z**	*18%*	*23%*	**30%A**	*27%*	*23%*
Worse than I expected	**302**	81	221	109	193	162	140	218	84	158	144
	20%	**32%v**	*18%*	*14%*	**27%w**	*15%*	**36%y**	**25%B**	*13%*	*16%*	**27%C**
About the same as I expected	**815**	116	699	432	383	636	179	455	360	543	272
	54%	*46%*	**56%u**	*55%*	*53%*	**57%z**	*46%*	*52%*	*57%*	**57%D**	*50%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 22

Q7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Conservative-Liberal Democrat coalition	**376**	163	213	56	144	176	185	83	46	59	13	10	45	32	47	29	11	23	34	86	46
	25%	*24%*	*26%*	**28%e**	**30%e**	*21%*	*26%*	*23%*	*25%*	*25%*	*25%*	*17%*	**28%p**	*26%*	**27%p**	*23%*	*15%*	*25%*	*27%*	*25%*	**28%p**
Conservative government with an overall majority	**1126**	524	602	144	335	647	526	276	139	178	39	48	118	93	126	96	61	69	92	264	120
	75%	*76%*	*74%*	*72%*	*70%*	**79%cd**	*74%*	*77%*	*75%*	*75%*	*75%*	*83%*	*72%*	*74%*	*73%*	*77%*	**85%lnt**	*75%*	*73%*	*75%*	*72%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 22

Q7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition, or a Conservative government with an overall majority?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Conservative-Liberal Democrat coalition	**376**	88	288	183	193	232	144	99	277	273	103
	25%	**35%v**	*23%*	*23%*	*27%*	*21%*	**37%y**	*11%*	**44%A**	**28%D**	*19%*
Conservative government with an overall majority	**1126**	164	962	600	526	880	246	771	355	688	438
	75%	*65%*	**77%u**	*77%*	*73%*	**79%z**	*63%*	**89%B**	*56%*	*72%*	**81%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 23

Q8 And thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better than I expected	**408**	213	195	55	126	227	195	99	43	70	15	19	45	34	49	34	17	28	28	83	56
	27%	**31%b**	*24%*	*28%*	*26%*	*28%*	*27%*	*28%*	*23%*	*30%*	*29%*	*33%*	*28%*	*27%*	*28%*	*27%*	*24%*	*30%*	*22%*	*24%*	**34%rs**
Worse than I expected	**200**	88	112	25	71	104	87	54	24	33	6	9	21	19	28	15	10	8	16	51	17
	13%	*13%*	*14%*	*13%*	*15%*	*13%*	*12%*	*15%*	*13%*	*14%*	*12%*	*16%*	*13%*	*15%*	*16%*	*12%*	*14%*	*9%*	*13%*	*15%*	*10%*
About the same as I expected	**894**	386	508	120	282	492	429	206	118	134	31	30	97	72	96	76	45	56	82	216	93
	60%	*56%*	**62%a**	*60%*	*59%*	*60%*	*60%*	*57%*	*64%*	*57%*	*60%*	*52%*	*60%*	*58%*	*55%*	*61%*	*63%*	*61%*	*65%*	*62%*	*56%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 23

Q8 And thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better than I expected	**408**	66	342	252	156	320	88	231	177	274	134
	27%	*26%*	*27%*	**32%x**	*22%*	**29%z**	*23%*	*27%*	*28%*	*29%*	*25%*
Worse than I expected	**200**	56	144	69	131	111	89	143	57	98	102
	13%	**22%v**	*12%*	*9%*	**18%w**	*10%*	**23%y**	**16%B**	*9%*	*10%*	**19%C**
About the same as I expected	**894**	130	764	462	432	681	213	496	398	589	305
	60%	*52%*	**61%u**	*59%*	*60%*	**61%z**	*55%*	*57%*	**63%A**	*61%*	*56%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 24

Q9 Which of the following do you think is the more accurate description of the current coalition government?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
It is a true coalition where decisions are made jointly and the Liberal Democrats have a substantial influence	**336**	164	172	25	79	232	174	77	29	52	16	15	34	36	31	21	16	22	29	75	41
	22%	*24%*	*21%*	*13%*	*16%*	**28%cd**	**24%h**	*21%*	*16%*	*22%*	**31%no**	*26%*	*21%*	**29%no**	*18%*	*17%*	*22%*	*24%*	*23%*	*21%*	*25%*
It is a coalition led by the Conservatives in which the Liberal Democrats have a say and some influence	**1000**	459	541	138	336	526	483	240	121	150	33	37	109	79	121	87	48	62	84	232	108
	67%	*67%*	*66%*	*69%*	**70%e**	*64%*	*68%*	*67%*	*65%*	*63%*	*63%*	*64%*	*67%*	*63%*	*70%*	*70%*	*67%*	*67%*	*67%*	*66%*	*65%*
It is essentially a Conservative government with some Liberal Democrat window dressing	**166**	64	102	37	64	65	54	42	35	35	3	6	20	10	21	17	8	8	13	43	17
	11%	*9%*	**13%a**	**19%e**	**13%e**	*8%*	*8%*	**12%f**	**19%fg**	**15%f**	*6%*	*10%*	*12%*	*8%*	*12%*	*14%*	*11%*	*9%*	*10%*	*12%*	*10%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 24

Q9 Which of the following do you think is the more accurate description of the current coalition government?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
It is a true coalition where decisions are made jointly and the Liberal Democrats have a substantial influence	**336**	42	294	207	129	281	55	202	134	185	151
	22%	*17%*	**24%u**	**26%x**	*18%*	**25%z**	*14%*	*23%*	*21%*	*19%*	**28%C**
It is a coalition led by the Conservatives in which the Liberal Democrats have a say and some influence	**1000**	152	848	518	482	741	259	561	439	667	333
	67%	*60%*	**68%u**	*66%*	*67%*	*67%*	*66%*	*64%*	**69%A**	**69%D**	*62%*
It is essentially a Conservative government with some Liberal Democrat window dressing	**166**	58	108	58	108	90	76	107	59	109	57
	11%	**23%v**	*9%*	*7%*	**15%w**	*8%*	**19%y**	*12%*	*9%*	*11%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 25

Q10 Rating of performance: David Cameron, the Prime Minister

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**15**	7	8	2	8	5	5	4	4	2	2	-	2	2	1	1	2	1	1	3	-
		1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	**4%t**	-	*1%*	*2%*	*1%*	*1%*	**3%t**	*1%*	*1%*	*1%*	-
2	(2)	**14**	5	9	1	6	7	9	1	1	3	-	-	3	-	3	-	2	1	-	3	2
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	-	*2%*	-	*2%*	-	*3%*	*1%*	-	*1%*	*1%*
3	(3)	**20**	7	13	4	8	8	9	4	3	4	-	2	1	1	8	1	-	-	3	1	3
		1%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	**3%s**	*1%*	*1%*	**5%lqs**	*1%*	-	-	**2%s**	*	*2%*
4	(4)	**21**	14	7	4	8	9	8	6	4	3	-	1	2	4	1	4	1	-	3	5	-
		1%	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	*2%*	*1%*	**3%t**	*1%*	**3%t**	*1%*	-	**2%t**	*1%*	-
5	(5)	**69**	30	39	15	29	25	29	17	10	12	2	2	8	2	11	4	3	3	6	20	8
		5%	*4%*	*5%*	**8%e**	**6%e**	*3%*	*4%*	*5%*	*5%*	*5%*	*4%*	*3%*	*5%*	*2%*	**6%m**	*3%*	*4%*	*3%*	*5%*	*6%*	*5%*
6	(6)	**98**	39	59	16	42	40	38	26	14	20	1	5	8	7	13	7	4	7	12	26	8
		7%	*6%*	*7%*	*8%*	**9%e**	*5%*	*5%*	*7%*	*8%*	*8%*	*2%*	*9%*	*5%*	*6%*	*8%*	*6%*	*6%*	*8%*	*10%*	*7%*	*5%*
7	(7)	**230**	98	132	35	68	127	118	51	26	31	9	9	22	13	22	16	14	21	22	67	15
		15%	*14%*	*16%*	*18%*	*14%*	*15%*	*17%*	*14%*	*14%*	*13%*	*17%*	*16%*	*13%*	*10%*	*13%*	*13%*	**19%t**	**23%mnt**	**17%t**	**19%mt**	*9%*
8	(8)	**457**	221	236	52	137	268	229	116	54	57	19	14	48	41	52	37	20	30	36	106	54
		30%	*32%*	*29%*	*26%*	*29%*	*33%*	**32%i**	**32%i**	*29%*	*24%*	*37%*	*24%*	*29%*	*33%*	*30%*	*30%*	*28%*	*33%*	*29%*	*30%*	*33%*
9	(9)	**371**	177	194	37	118	216	177	86	41	64	15	20	41	24	36	40	17	18	29	86	45
		25%	*26%*	*24%*	*19%*	*25%*	**26%c**	*25%*	*24%*	*22%*	*27%*	*29%*	**34%mnq**	*25%*	*19%*	*21%*	**32%mnq**	*24%*	*20%*	*23%*	*25%*	*27%*
10	(10)	**182**	83	99	25	51	106	80	43	25	33	4	5	26	30	22	10	9	10	12	27	27
		12%	*12%*	*12%*	*13%*	*11%*	*13%*	*11%*	*12%*	*14%*	*14%*	*8%*	*9%*	**16%os**	**24%jknoq rs**	*13%*	*8%*	*13%*	*11%*	*10%*	*8%*	**16%os**
Don't know		**25**	6	19	9	4	12	9	5	3	8	-	-	2	1	4	5	-	1	2	6	4
		2%	*1%*	**2%a**	**5%de**	*1%*	*1%*	*1%*	*1%*	*2%*	**3%f**	-	-	*1%*	*1%*	*2%*	*4%*	-	*1%*	*2%*	*2%*	*2%*
Net 1-2		**29**	12	17	3	14	12	14	5	5	5	2	-	5	2	4	1	4	2	1	6	2
		2%	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	*2%*	*4%*	-	*3%*	*2%*	*2%*	*1%*	**6%or**	*2%*	*1%*	*2%*	*1%*
Net 9-10		**553**	260	293	62	169	322	257	129	66	97	19	25	67	54	58	50	26	28	41	113	72
		37%	*38%*	*36%*	*31%*	*35%*	**39%c**	*36%*	*36%*	*36%*	*41%*	*37%*	*43%*	*41%*	**43%s**	*34%*	*40%*	*36%*	*30%*	*33%*	*32%*	**43%qs**
Net 1-3		**49**	19	30	7	22	20	23	9	8	9	2	2	6	3	12	2	4	2	4	7	5
		3%	*3%*	*4%*	*4%*	**5%e**	*2%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*2%*	**7%os**	*2%*	*6%*	*2%*	*3%*	*2%*	*3%*
Net 4-6		**188**	83	105	35	79	74	75	49	28	35	3	8	18	13	25	15	8	10	21	51	16
		13%	*12%*	*13%*	**18%e**	**16%e**	*9%*	*11%*	*14%*	*15%*	*15%*	*6%*	*14%*	*11%*	*10%*	*14%*	*12%*	*11%*	*11%*	*17%*	*15%*	*10%*
Net 7-10		**1240**	579	661	149	374	717	604	296	146	185	47	48	137	108	132	103	60	79	99	286	141
		83%	*84%*	*81%*	*75%*	*78%*	**87%cd**	**85%hi**	*82%*	*79%*	*78%*	**90%n**	*83%*	*84%*	**86%n**	*76%*	*82%*	*83%*	*86%*	*79%*	*82%*	**85%n**
Mean		**7.82**	7.86	7.78	7.58	7.61	**7.99cd**	7.84	7.83	7.68	7.82	7.85	7.84	7.91	**8.13nrs**	7.59	7.92	7.64	7.79	7.64	7.70	**8.10nrs**
Standard Deviation		**1.72**	1.69	1.75	1.83	1.89	1.57	1.66	1.67	1.92	1.83	1.76	1.63	1.82	1.78	1.95	1.58	2.01	1.55	1.70	1.60	1.61
Standard Error		**0.045**	0.065	0.062	0.132	0.086	0.055	0.063	0.089	0.142	0.121	0.245	0.214	0.144	0.159	0.150	0.144	0.237	0.162	0.153	0.086	0.126

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 25

Q10 Rating of performance: David Cameron, the Prime Minister

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**15**	6	9	6	9	7	8	12	3	6	9
		1%	**2%v**	*1%*	*1%*	*1%*	*1%*	**2%y**	*1%*	*	*1%*	*2%*
2	(2)	**14**	5	9	2	12	3	11	6	8	7	7
		1%	*2%*	*1%*	*	**2%w**	*	**3%y**	*1%*	*1%*	*1%*	*1%*
3	(3)	**20**	5	15	5	15	9	11	13	7	10	10
		1%	*2%*	*1%*	*1%*	**2%w**	*1%*	**3%y**	*1%*	*1%*	*1%*	*2%*
4	(4)	**21**	9	12	6	15	9	12	13	8	10	11
		1%	**4%v**	*1%*	*1%*	**2%w**	*1%*	**3%y**	*1%*	*1%*	*1%*	*2%*
5	(5)	**69**	18	51	20	49	37	32	41	28	40	29
		5%	**7%v**	*4%*	*3%*	**7%w**	*3%*	**8%y**	*5%*	*4%*	*4%*	*5%*
6	(6)	**98**	21	77	40	58	57	41	65	33	48	50
		7%	*8%*	*6%*	*5%*	**8%w**	*5%*	**11%y**	*7%*	*5%*	*5%*	**9%C**
7	(7)	**230**	49	181	92	138	156	74	123	107	153	77
		15%	**19%v**	*14%*	*12%*	**19%w**	*14%*	**19%y**	*14%*	*17%*	*16%*	*14%*
8	(8)	**457**	59	398	224	233	349	108	254	203	272	185
		30%	*23%*	**32%u**	*29%*	*32%*	*31%*	*28%*	*29%*	*32%*	*28%*	**34%C**
9	(9)	**371**	43	328	235	136	305	66	209	162	259	112
		25%	*17%*	**26%u**	**30%x**	*19%*	**27%z**	*17%*	*24%*	*26%*	**27%D**	*21%*
10	(10)	**182**	29	153	139	43	164	18	122	60	140	42
		12%	*12%*	*12%*	**18%x**	*6%*	**15%z**	*5%*	**14%B**	*9%*	**15%D**	*8%*
Don't know		**25**	8	17	14	11	16	9	12	13	16	9
		2%	**3%v**	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*
Net 1-2		**29**	11	18	8	21	10	19	18	11	13	16
		2%	**4%v**	*1%*	*1%*	**3%w**	*1%*	**5%y**	*2%*	*2%*	*1%*	**3%C**
Net 9-10		**553**	72	481	374	179	469	84	331	222	399	154
		37%	*29%*	**38%u**	**48%x**	*25%*	**42%z**	*22%*	*38%*	*35%*	**42%D**	*28%*
Net 1-3		**49**	16	33	13	36	19	30	31	18	23	26
		3%	**6%v**	*3%*	*2%*	**5%w**	*2%*	**8%y**	*4%*	*3%*	*2%*	**5%C**
Net 4-6		**188**	48	140	66	122	103	85	119	69	98	90
		13%	**19%v**	*11%*	*8%*	**17%w**	*9%*	**22%y**	*14%*	*11%*	*10%*	**17%C**
Net 7-10		**1240**	180	1060	690	550	974	266	708	532	824	416
		83%	*71%*	**85%u**	**88%x**	*76%*	**88%z**	*68%*	*81%*	*84%*	**86%D**	*77%*
Mean		**7.82**	7.27	**7.92u**	**8.23x**	7.37	**8.09z**	7.02	7.81	7.82	**8.00D**	7.50
Standard Deviation		**1.72**	2.10	1.61	1.52	1.81	1.51	2.02	1.79	1.61	1.62	1.84
Standard Error		**0.045**	0.134	0.046	0.055	0.068	0.046	0.103	0.061	0.065	0.053	0.080

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 26

Q10 Rating of performance: Nick Clegg, the Deputy Prime Minister

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**60**	26	34	6	22	32	24	13	7	16	2	1	4	7	10	3	4	3	5	13	8
		4%	*4%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*	**7%f**	*4%*	*2%*	*2%*	*6%*	*6%*	*2%*	*6%*	*3%*	*4%*	*4%*	*5%*
2	(2)	**39**	19	20	3	14	22	16	7	5	10	5	1	4	2	8	2	1	2	-	10	4
		3%	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	**10%lmopq rst**	*2%*	*2%*	*2%*	**5%r**	*2%*	*1%*	*2%*	-	*3%*	*2%*
3	(3)	**86**	38	48	9	29	48	42	20	13	11	3	4	9	7	11	5	6	9	8	21	3
		6%	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*6%*	*7%*	*5%*	*6%*	*7%*	*6%*	*6%*	**6%t**	*4%*	**8%t**	**10%t**	**6%t**	**6%t**	*2%*
4	(4)	**104**	61	43	18	31	55	49	23	11	21	4	7	16	5	14	5	5	13	9	21	5
		7%	**9%b**	*5%*	*9%*	*6%*	*7%*	*7%*	*6%*	*6%*	*9%*	*8%*	**12%mot**	**10%t**	*4%*	**8%t**	*4%*	*7%*	**14%most**	*7%*	*6%*	*3%*
5	(5)	**196**	86	110	29	57	110	103	40	26	25	12	9	19	12	20	16	8	7	16	59	18
		13%	*13%*	*13%*	*15%*	*12%*	*13%*	*14%*	*11%*	*14%*	*11%*	**23%lmnq t**	*16%*	*12%*	*10%*	*12%*	*13%*	*11%*	*8%*	*13%*	**17%q**	*11%*
6	(6)	**259**	108	151	37	92	130	121	74	36	27	3	10	29	22	27	23	13	19	16	71	26
		17%	*16%*	*19%*	*19%*	*19%*	*16%*	**17%i**	**21%i**	**19%i**	*11%*	*6%*	*17%*	**18%j**	**18%j**	*16%*	**18%j**	**18%j**	**21%j**	*13%*	**20%j**	*16%*
7	(7)	**309**	149	160	32	98	179	159	68	34	43	9	8	37	30	30	22	13	20	30	72	38
		21%	*22%*	*20%*	*16%*	*20%*	*22%*	*22%*	*19%*	*18%*	*18%*	*17%*	*14%*	*23%*	*24%*	*17%*	*18%*	*18%*	*22%*	*24%*	*21%*	*23%*
8	(8)	**258**	125	133	30	84	144	117	68	26	46	6	10	26	24	25	33	13	14	26	44	37
		17%	*18%*	*16%*	*15%*	*18%*	*17%*	*16%*	*19%*	*14%*	*19%*	*12%*	*17%*	*16%*	*19%*	*14%*	**26%jlnq s**	*18%*	*15%*	**21%s**	*13%*	**22%s**
9	(9)	**111**	49	62	16	30	65	50	26	18	17	7	6	12	7	18	8	3	2	10	22	16
		7%	*7%*	*8%*	*8%*	*6%*	*8%*	*7%*	*7%*	*10%*	*7%*	**13%q**	**10%q**	*7%*	*6%*	**10%q**	*6%*	*4%*	*2%*	*8%*	*6%*	**10%q**
10	(10)	**45**	22	23	5	13	27	16	11	5	13	-	2	5	8	5	3	6	2	2	6	6
		3%	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	**5%f**	-	*3%*	*3%*	**6%s**	*3%*	*2%*	**8%jrs**	*2%*	*2%*	*2%*	*4%*
Don't know		**35**	4	31	15	9	11	14	9	4	8	1	-	2	1	5	5	-	1	4	11	5
		2%	*1%*	**4%a**	**8%de**	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	-	*1%*	*1%*	*3%*	*4%*	-	*1%*	*3%*	*3%*	*3%*
Net 1-2		**99**	45	54	9	36	54	40	20	12	26	7	2	8	9	18	5	5	5	5	23	12
		7%	*7%*	*7%*	*5%*	*8%*	*7%*	*6%*	*6%*	*6%*	**11%fg**	**13%lor**	*3%*	*5%*	*7%*	**10%or**	*4%*	*7%*	*5%*	*4%*	*7%*	*7%*
Net 9-10		**156**	71	85	21	43	92	66	37	23	30	7	8	17	15	23	11	9	4	12	28	22
		10%	*10%*	*10%*	*11%*	*9%*	*11%*	*9%*	*10%*	*12%*	*13%*	*13%*	**14%q**	*10%*	*12%*	**13%q**	*9%*	*13%*	*4%*	*10%*	*8%*	**13%q**
Net 1-3		**185**	83	102	18	65	102	82	40	25	37	10	6	17	16	29	10	11	14	13	44	15
		12%	*12%*	*13%*	*9%*	*14%*	*12%*	*12%*	*11%*	*14%*	*16%*	**19%ot**	*10%*	*10%*	*13%*	**17%ot**	*8%*	*15%*	*15%*	*10%*	*13%*	*9%*
Net 4-6		**559**	255	304	84	180	295	273	137	73	73	19	26	64	39	61	44	26	39	41	151	49
		37%	*37%*	*37%*	*42%*	*38%*	*36%*	**38%i**	*38%*	*39%*	*31%*	*37%*	**45%t**	*39%*	*31%*	*35%*	*35%*	*36%*	**42%t**	*33%*	**43%mrt**	*30%*
Net 7-10		**723**	345	378	83	225	415	342	173	83	119	22	26	80	69	78	66	35	38	68	144	97
		48%	*50%*	*46%*	*42%*	*47%*	**50%c**	*48%*	*48%*	*45%*	*50%*	*42%*	*45%*	*49%*	**55%qs**	*45%*	**53%s**	*49%*	*41%*	**54%s**	*41%*	**58%jnqs**
Mean		**6.15**	6.16	6.15	6.14	6.08	6.19	6.14	6.25	6.10	6.08	5.67	6.17	6.19	**6.36q**	5.95	**6.50jnq s**	6.17	5.77	6.30	5.94	**6.57jnqs**
Standard Deviation		**2.11**	2.12	2.11	2.02	2.13	2.12	2.02	2.06	2.13	2.44	2.35	2.08	2.02	2.21	2.35	1.91	2.33	2.02	2.02	2.00	2.10
Standard Error		**0.055**	0.081	0.075	0.149	0.098	0.075	0.077	0.110	0.159	0.161	0.329	0.273	0.159	0.199	0.182	0.174	0.274	0.212	0.183	0.109	0.165

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 26

Q10 Rating of performance: Nick Clegg, the Deputy Prime Minister

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**60**	17	43	23	37	32	28	55	5	24	36
		4%	**7%v**	*3%*	*3%*	**5%w**	*3%*	**7%y**	**6%B**	*1%*	*2%*	**7%C**
2	(2)	**39**	11	28	12	27	20	19	33	6	16	23
		3%	*4%*	*2%*	*2%*	**4%w**	*2%*	**5%y**	**4%B**	*1%*	*2%*	**4%C**
3	(3)	**86**	17	69	33	53	56	30	70	16	40	46
		6%	*7%*	*6%*	*4%*	**7%w**	*5%*	*8%*	**8%B**	*3%*	*4%*	**9%C**
4	(4)	**104**	15	89	42	62	67	37	74	30	53	51
		7%	*6%*	*7%*	*5%*	**9%w**	*6%*	**9%y**	**9%B**	*5%*	*6%*	**9%C**
5	(5)	**196**	31	165	86	110	152	44	130	66	117	79
		13%	*12%*	*13%*	*11%*	**15%w**	*14%*	*11%*	**15%B**	*10%*	*12%*	*15%*
6	(6)	**259**	50	209	121	138	177	82	149	110	174	85
		17%	*20%*	*17%*	*15%*	*19%*	*16%*	**21%y**	*17%*	*17%*	*18%*	*16%*
7	(7)	**309**	34	275	181	128	250	59	164	145	227	82
		21%	*13%*	**22%u**	**23%x**	*18%*	**22%z**	*15%*	*19%*	*23%*	**24%D**	*15%*
8	(8)	**258**	32	226	164	94	212	46	126	132	180	78
		17%	*13%*	**18%u**	**21%x**	*13%*	**19%z**	*12%*	*14%*	**21%A**	**19%D**	*14%*
9	(9)	**111**	19	92	74	37	89	22	40	71	75	36
		7%	*8%*	*7%*	**9%x**	*5%*	*8%*	*6%*	*5%*	**11%A**	*8%*	*7%*
10	(10)	**45**	10	35	36	9	38	7	16	29	34	11
		3%	*4%*	*3%*	**5%x**	*1%*	*3%*	*2%*	*2%*	**5%A**	*4%*	*2%*
Don't know		**35**	16	19	11	24	19	16	13	22	21	14
		2%	**6%v**	*2%*	*1%*	**3%w**	*2%*	**4%y**	*1%*	**3%A**	*2%*	*3%*
Net 1-2		**99**	28	71	35	64	52	47	88	11	40	59
		7%	**11%v**	*6%*	*4%*	**9%w**	*5%*	**12%y**	**10%B**	*2%*	*4%*	**11%C**
Net 9-10		**156**	29	127	110	46	127	29	56	100	109	47
		10%	*12%*	*10%*	**14%x**	*6%*	**11%z**	*7%*	*6%*	**16%A**	*11%*	*9%*
Net 1-3		**185**	45	140	68	117	108	77	158	27	80	105
		12%	**18%v**	*11%*	*9%*	**16%w**	*10%*	**20%y**	**18%B**	*4%*	*8%*	**19%C**
Net 4-6		**559**	96	463	249	310	396	163	353	206	344	215
		37%	*38%*	*37%*	*32%*	**43%w**	*36%*	**42%y**	**41%B**	*33%*	*36%*	*40%*
Net 7-10		**723**	95	628	455	268	589	134	346	377	516	207
		48%	*38%*	**50%u**	**58%x**	*37%*	**53%z**	*34%*	*40%*	**60%A**	**54%D**	*38%*
Mean		**6.15**	5.81	**6.22u**	**6.57x**	5.68	**6.37z**	5.52	5.66	**6.84A**	**6.45D**	5.62
Standard Deviation		**2.11**	2.38	2.05	2.02	2.11	2.01	2.28	2.20	1.76	1.94	2.30
Standard Error		**0.055**	0.155	0.058	0.073	0.080	0.061	0.118	0.075	0.071	0.063	0.100

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 27

Q10 Rating of performance: Ed Miliband, the Labour leader

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**342**	173	169	27	102	213	164	89	43	44	12	7	44	34	40	27	15	26	19	82	36
		23%	**25%b**	*21%*	*14%*	**21%c**	**26%c**	*23%*	*25%*	*23%*	*19%*	*23%*	*12%*	**27%kr**	**27%kr**	*23%*	*22%*	*21%*	**28%kr**	*15%*	*23%*	*22%*
2	(2)	**245**	135	110	28	69	148	132	51	25	35	11	15	22	23	21	17	20	17	16	48	35
		16%	**20%b**	*13%*	*14%*	*14%*	*18%*	*19%*	*14%*	*14%*	*15%*	*21%*	**26%lnors**	*13%*	*18%*	*12%*	*14%*	**28%lnors**	*18%*	*13%*	*14%*	**21%ns**
3	(3)	**209**	98	111	18	74	117	100	53	27	28	7	6	26	19	23	21	11	9	12	52	23
		14%	*14%*	*14%*	*9%*	**15%c**	*14%*	*14%*	*15%*	*15%*	*12%*	*13%*	*10%*	*16%*	*15%*	*13%*	*17%*	*15%*	*10%*	*10%*	*15%*	*14%*
4	(4)	**194**	97	97	26	56	112	90	54	20	28	8	11	20	11	24	14	9	11	19	42	25
		13%	*14%*	*12%*	*13%*	*12%*	*14%*	*13%*	*15%*	*11%*	*12%*	*15%*	*19%*	*12%*	*9%*	*14%*	*11%*	*13%*	*12%*	*15%*	*12%*	*15%*
5	(5)	**189**	86	103	23	64	102	87	45	28	28	4	10	20	11	25	21	5	14	15	49	15
		13%	*13%*	*13%*	*12%*	*13%*	*12%*	*12%*	*13%*	*15%*	*12%*	*8%*	*17%*	*12%*	*9%*	*14%*	**17%t**	*7%*	*15%*	*12%*	*14%*	*9%*
6	(6)	**104**	34	70	23	39	42	48	21	14	21	4	2	8	12	15	10	5	5	11	20	12
		7%	*5%*	**9%a**	**12%e**	**8%e**	*5%*	*7%*	*6%*	*8%*	*9%*	*8%*	*3%*	*5%*	*10%*	*9%*	*8%*	*7%*	*5%*	*9%*	*6%*	*7%*
7	(7)	**61**	24	37	12	22	27	29	13	5	12	2	3	8	4	3	5	2	3	11	15	5
		4%	*3%*	*5%*	*6%*	*5%*	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*5%*	*5%*	*3%*	*2%*	*4%*	*3%*	*3%*	**9%nt**	*4%*	*3%*
8	(8)	**34**	11	23	2	19	13	16	3	4	11	-	2	3	2	7	2	3	2	3	6	4
		2%	*2%*	*3%*	*1%*	**4%ce**	*2%*	*2%*	*1%*	*2%*	**5%g**	-	*3%*	*2%*	*2%*	*4%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*
9	(9)	**24**	11	13	11	9	4	6	8	3	7	1	1	5	1	1	1	-	-	7	4	3
		2%	*2%*	*2%*	**6%de**	**2%e**	*	*1%*	*2%*	*2%*	**3%f**	*2%*	*2%*	*3%*	*1%*	*1%*	*1%*	-	-	**6%mnopqs**	*1%*	*2%*
10	(10)	**9**	2	7	3	1	5	4	2	1	2	-	-	1	1	2	1	1	-	1	2	-
		1%	*	*1%*	**2%d**	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-
Don't know		**91**	16	75	27	24	40	35	20	15	21	3	1	6	7	12	6	1	5	12	30	8
		6%	*2%*	**9%a**	**14%de**	*5%*	*5%*	*5%*	*6%*	*8%*	**9%f**	*6%*	*2%*	*4%*	*6%*	*7%*	*5%*	*1%*	*5%*	**10%lp**	**9%lp**	*5%*
Net 1-2		**587**	308	279	55	171	361	296	140	68	79	23	22	66	57	61	44	35	43	35	130	71
		39%	**45%b**	*34%*	*28%*	**36%c**	**44%cd**	**42%i**	*39%*	*37%*	*33%*	**44%r**	*38%*	**40%r**	**46%r**	*35%*	*35%*	**49%r**	**47%r**	*28%*	*37%*	**43%r**
Net 9-10		**33**	13	20	14	10	9	10	10	4	9	1	1	6	2	3	2	1	-	8	6	3
		2%	*2%*	*2%*	**7%de**	*2%*	*1%*	*1%*	*3%*	*2%*	**4%f**	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	-	**6%nqst**	*2%*	*2%*
Net 1-3		**796**	406	390	73	245	478	396	193	95	107	30	28	92	76	84	65	46	52	47	182	94
		53%	**59%b**	*48%*	*37%*	**51%c**	**58%cd**	**56%i**	**54%i**	*51%*	*45%*	**58%r**	*48%*	**56%r**	**61%nr**	*49%*	**52%r**	**64%nr**	**57%r**	*37%*	**52%r**	**57%r**
Net 4-6		**487**	217	270	72	159	256	225	120	62	77	16	23	48	34	64	45	19	30	45	111	52
		32%	*32%*	*33%*	*36%*	*33%*	*31%*	*32%*	*33%*	*34%*	*32%*	*31%*	*40%*	*29%*	*27%*	*37%*	*36%*	*26%*	*33%*	*36%*	*32%*	*31%*
Net 7-10		**128**	48	80	28	51	49	55	26	13	32	3	6	17	8	13	9	6	5	22	27	12
		9%	*7%*	*10%*	**14%e**	**11%e**	*6%*	*8%*	*7%*	*7%*	**14%fgh**	*6%*	*10%*	*10%*	*6%*	*8%*	*7%*	*8%*	*5%*	**17%jmnoqst**	*8%*	*7%*
Mean		**3.41**	3.18	**3.61a**	**4.18de**	**3.60e**	3.13	3.31	3.32	3.42	**3.85fg**	3.14	3.63	3.37	3.14	3.53	3.49	3.20	3.08	**4.19jlmnopqst**	3.36	3.27
Standard Deviation		**2.13**	2.01	2.21	2.42	2.19	1.97	2.06	2.08	2.12	2.36	1.97	2.00	2.24	2.11	2.17	2.06	2.10	1.96	2.42	2.08	2.03
Standard Error		**0.057**	0.078	0.081	0.184	0.103	0.070	0.079	0.113	0.163	0.161	0.281	0.264	0.179	0.194	0.171	0.189	0.249	0.210	0.226	0.116	0.162

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 27

Q10 Rating of performance: Ed Miliband, the Labour leader

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**342**	41	301	175	167	290	52	235	107	174	168
		23%	*16%*	**24%u**	*22%*	*23%*	**26%z**	*13%*	**27%B**	*17%*	*18%*	**31%C**
2	(2)	**245**	33	212	128	117	189	56	155	90	146	99
		16%	*13%*	*17%*	*16%*	*16%*	*17%*	*14%*	*18%*	*14%*	*15%*	*18%*
3	(3)	**209**	22	187	109	100	170	39	128	81	125	84
		14%	*9%*	**15%u**	*14%*	*14%*	**15%z**	*10%*	*15%*	*13%*	*13%*	*16%*
4	(4)	**194**	23	171	103	91	149	45	115	79	140	54
		13%	*9%*	**14%u**	*13%*	*13%*	*13%*	*12%*	*13%*	*13%*	**15%D**	*10%*
5	(5)	**189**	31	158	93	96	122	67	87	102	136	53
		13%	*12%*	*13%*	*12%*	*13%*	*11%*	**17%y**	*10%*	**16%A**	**14%D**	*10%*
6	(6)	**104**	27	77	57	47	67	37	48	56	83	21
		7%	**11%v**	*6%*	*7%*	*7%*	*6%*	**9%y**	*6%*	**9%A**	**9%D**	*4%*
7	(7)	**61**	16	45	38	23	34	27	25	36	44	17
		4%	**6%v**	*4%*	*5%*	*3%*	*3%*	**7%y**	*3%*	**6%A**	*5%*	*3%*
8	(8)	**34**	12	22	23	11	16	18	22	12	27	7
		2%	**5%v**	*2%*	*3%*	*2%*	*1%*	**5%y**	*3%*	*2%*	*3%*	*1%*
9	(9)	**24**	14	10	12	12	10	14	13	11	20	4
		2%	**6%v**	*1%*	*2%*	*2%*	*1%*	**4%y**	*1%*	*2%*	**2%D**	*1%*
10	(10)	**9**	2	7	6	3	6	3	5	4	5	4
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know		**91**	31	60	39	52	59	32	37	54	61	30
		6%	**12%v**	*5%*	*5%*	*7%*	*5%*	**8%y**	*4%*	**9%A**	*6%*	*6%*
Net 1-2		**587**	74	513	303	284	479	108	390	197	320	267
		39%	*29%*	**41%u**	*39%*	*39%*	**43%z**	*28%*	**45%B**	*31%*	*33%*	**49%C**
Net 9-10		**33**	16	17	18	15	16	17	18	15	25	8
		2%	**6%v**	*1%*	*2%*	*2%*	*1%*	**4%y**	*2%*	*2%*	*3%*	*1%*
Net 1-3		**796**	96	700	412	384	649	147	518	278	445	351
		53%	*38%*	**56%u**	*53%*	*53%*	**58%z**	*38%*	**60%B**	*44%*	*46%*	**65%C**
Net 4-6		**487**	81	406	253	234	338	149	250	237	359	128
		32%	*32%*	*32%*	*32%*	*33%*	*30%*	**38%y**	*29%*	**38%A**	**37%D**	*24%*
Net 7-10		**128**	44	84	79	49	66	62	65	63	96	32
		9%	**17%v**	*7%*	**10%x**	*7%*	*6%*	**16%y**	*7%*	*10%*	**10%D**	*6%*
Mean		**3.41**	**4.24v**	3.25	3.49	3.32	3.14	**4.21y**	3.16	**3.77A**	**3.70D**	2.89
Standard Deviation		**2.13**	2.53	2.01	2.19	2.06	1.99	2.32	2.09	2.14	2.15	1.98
Standard Error		**0.057**	0.170	0.058	0.080	0.080	0.061	0.123	0.072	0.089	0.072	0.088

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 28

Q10 Rating of performance: George Osborne, the Chancellor

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**22**	12	10	2	11	9	9	6	3	4	2	-	2	1	4	2	4	1	-	2	4
		1%	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	**4%rs**	-	*1%*	*1%*	*2%*	*2%*	**6%mrs**	*1%*	-	*1%*	*2%*
2	(2)	**33**	11	22	3	16	14	13	5	8	7	-	1	3	4	4	5	1	1	3	9	2
		2%	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	**4%fg**	*3%*	-	*2%*	*2%*	*3%*	*2%*	*4%*	*1%*	*1%*	*2%*	*3%*	*1%*
3	(3)	**43**	20	23	4	23	16	17	9	7	10	1	6	6	2	8	3	2	2	2	6	5
		3%	*3%*	*3%*	*2%*	**5%e**	*2%*	*2%*	*3%*	*4%*	*4%*	*2%*	**10%moqrs t**	*4%*	*2%*	*5%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*
4	(4)	**86**	35	51	18	35	33	38	19	14	15	3	1	10	8	12	10	2	5	6	19	10
		6%	*5%*	*6%*	**9%e**	**7%e**	*4%*	*5%*	*5%*	*8%*	*6%*	*6%*	*2%*	*6%*	*6%*	*7%*	*8%*	*3%*	*5%*	*5%*	*5%*	*6%*
5	(5)	**186**	68	118	24	71	91	82	50	22	29	7	6	23	13	19	15	9	14	12	59	9
		12%	*10%*	**14%a**	*12%*	**15%e**	*11%*	*12%*	*14%*	*12%*	*12%*	*13%*	*10%*	**14%t**	*10%*	*11%*	**12%t**	*13%*	**15%t**	*10%*	**17%rt**	*5%*
6	(6)	**243**	113	130	26	87	130	131	50	26	34	7	8	26	17	34	19	17	27	17	48	23
		16%	*16%*	*16%*	*13%*	*18%*	*16%*	*18%*	*14%*	*14%*	*14%*	*13%*	*14%*	*16%*	*14%*	*20%*	*15%*	**24%s**	**29%jklm orst**	*13%*	*14%*	*14%*
7	(7)	**261**	137	124	27	82	152	126	67	30	36	16	10	33	21	25	21	10	15	25	58	27
		17%	**20%b**	*15%*	*14%*	*17%*	*18%*	*18%*	*19%*	*16%*	*15%*	**31%mnop qst**	*17%*	*20%*	*17%*	*14%*	*17%*	*14%*	*16%*	*20%*	*17%*	*16%*
8	(8)	**296**	153	143	26	76	194	143	64	37	50	8	12	31	19	36	27	13	12	26	69	43
		20%	**22%b**	*18%*	*13%*	*16%*	**24%cd**	*20%*	*18%*	*20%*	*21%*	*15%*	*21%*	*19%*	*15%*	*21%*	*22%*	*18%*	*13%*	*21%*	*20%*	**26%mq**
9	(9)	**158**	86	72	16	37	105	81	42	12	22	5	8	13	20	17	11	11	8	14	31	20
		11%	**13%b**	*9%*	*8%*	*8%*	**13%d**	*11%*	*12%*	*6%*	*9%*	*10%*	*14%*	*8%*	**16%ls**	*10%*	*9%*	*15%*	*9%*	*11%*	*9%*	*12%*
10	(10)	**61**	29	32	8	10	43	25	17	8	11	1	3	9	13	4	3	1	1	5	10	11
		4%	*4%*	*4%*	*4%*	*2%*	**5%d**	*4%*	*5%*	*4%*	*5%*	*2%*	*5%*	*6%*	**10%nopqrs**	*2%*	*2%*	*1%*	*1%*	*4%*	*3%*	**7%qs**
Don't know		**113**	23	90	46	31	36	46	30	18	19	2	3	7	7	10	9	2	6	16	39	12
		8%	*3%*	**11%a**	**23%de**	*6%*	*4%*	*6%*	*8%*	*10%*	*8%*	*4%*	*5%*	*4%*	*6%*	*6%*	*7%*	*3%*	*7%*	**13%lnp**	**11%lnp**	*7%*
Net 1-2		**55**	23	32	5	27	23	22	11	11	11	2	1	5	5	8	7	5	2	3	11	6
		4%	*3%*	*4%*	*3%*	**6%e**	*3%*	*3%*	*3%*	*6%*	*5%*	*4%*	*2%*	*3%*	*4%*	*5%*	*6%*	*7%*	*2%*	*2%*	*3%*	*4%*
Net 9-10		**219**	115	104	24	47	148	106	59	20	33	6	11	22	33	21	14	12	9	19	41	31
		15%	**17%b**	*13%*	*12%*	*10%*	**18%cd**	*15%*	*16%*	*11%*	*14%*	*12%*	*19%*	*13%*	**26%jlnoq rs**	*12%*	*11%*	*17%*	*10%*	*15%*	*12%*	**19%s**
Net 1-3		**98**	43	55	9	50	39	39	20	18	21	3	7	11	7	16	10	7	4	5	17	11
		7%	*6%*	*7%*	*5%*	**10%ce**	*5%*	*5%*	*6%*	**10%f**	*9%*	*6%*	**12%rs**	*7%*	*6%*	*9%*	*8%*	*10%*	*4%*	*4%*	*5%*	*7%*
Net 4-6		**515**	216	299	68	193	254	251	119	62	78	17	15	59	38	65	44	28	46	35	126	42
		34%	*31%*	**37%a**	*34%*	**40%e**	*31%*	*35%*	*33%*	*34%*	*33%*	*33%*	*26%*	**36%t**	*30%*	**38%t**	*35%*	**39%t**	**50%jklm orst**	*28%*	**36%t**	*25%*
Net 7-10		**776**	405	371	77	205	494	375	190	87	119	30	33	86	73	82	62	35	36	70	168	101
		52%	**59%b**	*46%*	*39%*	*43%*	**60%cd**	*53%*	*53%*	*47%*	*50%*	**58%q**	**57%q**	**53%q**	**58%qs**	*47%*	*50%*	*49%*	*39%*	**56%q**	*48%*	**61%nqs**
Mean		**6.61**	**6.78b**	6.45	6.42	6.13	**6.92cd**	**6.68h**	6.68	6.32	6.50	6.50	6.73	6.56	**6.97noqs**	6.37	6.40	6.43	6.33	**6.88nq**	6.54	**6.94noqs**
Standard Deviation		**1.96**	1.92	1.98	1.99	2.02	1.86	1.88	1.96	2.11	2.09	1.89	2.06	1.94	2.12	2.03	2.02	2.14	1.66	1.80	1.85	2.05
Standard Error		**0.053**	0.075	0.074	0.160	0.095	0.066	0.073	0.108	0.163	0.141	0.267	0.278	0.155	0.195	0.159	0.188	0.255	0.179	0.171	0.105	0.165

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 28

Q10 Rating of performance: George Osborne, the Chancellor

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**22**	3	19	9	13	10	12	16	6	9	13
		1%	*1%*	*2%*	*1%*	*2%*	*1%*	***3%y***	*2%*	*1%*	*1%*	***2%C***
2	(2)	**33**	12	21	9	24	17	16	23	10	20	13
		2%	***5%v***	*2%*	*1%*	***3%w***	*2%*	***4%y***	*3%*	*2%*	*2%*	*2%*
3	(3)	**43**	11	32	13	30	19	24	35	8	19	24
		3%	*4%*	*3%*	*2%*	***4%w***	*2%*	***6%y***	***4%B***	*1%*	*2%*	***4%C***
4	(4)	**86**	30	56	36	50	47	39	47	39	46	40
		6%	***12%v***	*4%*	*5%*	***7%w***	*4%*	***10%y***	*5%*	*6%*	*5%*	***7%C***
5	(5)	**186**	34	152	76	110	128	58	109	77	123	63
		12%	*13%*	*12%*	*10%*	***15%w***	*12%*	*15%*	*13%*	*12%*	*13%*	*12%*
6	(6)	**243**	33	210	114	129	184	59	129	114	147	96
		16%	*13%*	*17%*	*15%*	*18%*	*17%*	*15%*	*15%*	*18%*	*15%*	*18%*
7	(7)	**261**	30	231	136	125	202	59	132	129	174	87
		17%	*12%*	***18%u***	*17%*	*17%*	*18%*	*15%*	*15%*	***20%A***	*18%*	*16%*
8	(8)	**296**	32	264	191	105	243	53	185	111	191	105
		20%	*13%*	***21%u***	***24%x***	*15%*	***22%z***	*14%*	*21%*	*18%*	*20%*	*19%*
9	(9)	**158**	20	138	108	50	130	28	97	61	110	48
		11%	*8%*	*11%*	***14%x***	*7%*	***12%z***	*7%*	*11%*	*10%*	*11%*	*9%*
10	(10)	**61**	8	53	47	14	59	2	42	19	43	18
		4%	*3%*	*4%*	***6%x***	*2%*	***5%z***	*1%*	*5%*	*3%*	*4%*	*3%*
Don't know		**113**	39	74	44	69	73	40	55	58	79	34
		8%	***15%v***	*6%*	*6%*	***10%w***	*7%*	***10%y***	*6%*	***9%A***	*8%*	*6%*
Net 1-2		**55**	15	40	18	37	27	28	39	16	29	26
		4%	***6%v***	*3%*	*2%*	***5%w***	*2%*	***7%y***	***4%B***	*3%*	*3%*	*5%*
Net 9-10		**219**	28	191	155	64	189	30	139	80	153	66
		15%	*11%*	*15%*	***20%x***	*9%*	***17%z***	*8%*	*16%*	*13%*	*16%*	*12%*
Net 1-3		**98**	26	72	31	67	46	52	74	24	48	50
		7%	***10%v***	*6%*	*4%*	***9%w***	*4%*	***13%y***	***9%B***	*4%*	*5%*	***9%C***
Net 4-6		**515**	97	418	226	289	359	156	285	230	316	199
		34%	*38%*	*33%*	*29%*	***40%w***	*32%*	***40%y***	*33%*	*36%*	*33%*	*37%*
Net 7-10		**776**	90	686	482	294	634	142	456	320	518	258
		52%	*36%*	***55%u***	***62%x***	*41%*	***57%z***	*36%*	*52%*	*51%*	***54%D***	*48%*
Mean		**6.61**	5.98	**6.72u**	**7.03x**	6.12	**6.88z**	5.79	6.59	6.63	**6.75D**	6.36
Standard Deviation		**1.96**	2.16	1.90	1.86	1.96	1.83	2.09	2.08	1.78	1.89	2.05
Standard Error		**0.053**	0.148	0.055	0.068	0.077	0.057	0.112	0.073	0.074	0.064	0.091

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 29

Q10 Rating of performance: Ed Balls, the Shadow Chancellor

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**345**	185	160	21	97	227	175	91	30	46	12	10	42	31	42	26	15	23	23	78	43
		23%	**27%b**	*20%*	*11%*	**20%c**	**28%cd**	**25%h**	**25%h**	*16%*	*19%*	*23%*	*17%*	*26%*	*25%*	*24%*	*21%*	*21%*	*25%*	*18%*	*22%*	*26%*
2	(2)	**192**	110	82	17	54	121	101	40	23	27	10	8	22	17	19	14	11	19	6	37	29
		13%	**16%b**	*10%*	*9%*	*11%*	**15%c**	*14%*	*11%*	*12%*	*11%*	**19%r**	**14%r**	**13%r**	**14%r**	*11%*	*11%*	**15%r**	**21%nrs**	*5%*	*11%*	**17%rs**
3	(3)	**196**	105	91	19	64	113	96	41	30	28	4	12	20	16	23	16	16	7	19	42	21
		13%	**15%b**	*11%*	*10%*	*13%*	*14%*	*14%*	*11%*	*16%*	*12%*	*8%*	**21%q**	*12%*	*13%*	*13%*	*13%*	**22%jqs**	*8%*	*15%*	*12%*	*13%*
4	(4)	**162**	63	99	15	54	93	65	44	16	34	6	3	20	17	15	14	6	16	10	38	17
		11%	*9%*	*12%*	*8%*	*11%*	*11%*	*9%*	*12%*	*9%*	**14%f**	*12%*	*5%*	*12%*	*14%*	*9%*	*11%*	*8%*	**17%knr**	*8%*	*11%*	*10%*
5	(5)	**189**	87	102	25	70	94	90	53	20	25	5	9	20	15	23	19	8	10	14	48	18
		13%	*13%*	*13%*	*13%*	*15%*	*11%*	*13%*	*15%*	*11%*	*11%*	*10%*	*16%*	*12%*	*12%*	*13%*	*15%*	*11%*	*11%*	*11%*	*14%*	*11%*
6	(6)	**123**	53	70	20	45	58	64	28	14	17	4	2	11	10	17	13	6	7	14	27	12
		8%	*8%*	*9%*	*10%*	*9%*	*7%*	*9%*	*8%*	*8%*	*7%*	*8%*	*3%*	*7%*	*8%*	*10%*	*10%*	*8%*	*8%*	*11%*	*8%*	*7%*
7	(7)	**52**	18	34	9	21	22	19	13	8	11	3	5	6	6	4	3	1	3	8	11	2
		3%	*3%*	*4%*	*5%*	*4%*	*3%*	*3%*	*4%*	*4%*	*5%*	*6%*	**9%nst**	*4%*	*5%*	*2%*	*2%*	*1%*	*3%*	**6%t**	*3%*	*1%*
8	(8)	**50**	21	29	13	17	20	24	5	11	10	3	3	10	2	7	3	3	1	6	7	5
		3%	*3%*	*4%*	**7%e**	*4%*	*2%*	*3%*	*1%*	**6%g**	**4%g**	*6%*	*5%*	**6%s**	*2%*	*4%*	*2%*	*4%*	*1%*	*5%*	*2%*	*3%*
9	(9)	**16**	6	10	5	5	6	6	3	1	6	-	-	1	1	1	1	-	-	5	5	2
		1%	*1%*	*1%*	**3%e**	*1%*	*1%*	*1%*	*1%*	*1%*	**3%f**	-	-	*1%*	*1%*	*1%*	*1%*	-	-	**4%ln**	*1%*	*1%*
10	(10)	**8**	5	3	2	3	3	3	1	1	3	-	1	1	1	2	-	-	-	-	3	-
		1%	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	-	-	-	-	*1%*	-
Don't know		**169**	34	135	54	49	66	68	40	31	30	5	5	10	9	20	16	6	6	21	54	17
		11%	*5%*	**17%a**	**27%de**	*10%*	*8%*	*10%*	*11%*	**17%f**	*13%*	*10%*	*9%*	*6%*	*7%*	*12%*	*13%*	*8%*	*7%*	**17%lmq**	**15%lmq**	*10%*
Net 1-2		**537**	295	242	38	151	348	276	131	53	73	22	18	64	48	61	40	26	42	29	115	72
		36%	**43%b**	*30%*	*19%*	**32%c**	**42%cd**	**39%hi**	*36%*	*29%*	*31%*	**42%r**	*31%*	**39%r**	**38%r**	**35%r**	*32%*	**36%r**	**46%ors**	*23%*	**33%r**	**43%ors**
Net 9-10		**24**	11	13	7	8	9	9	4	2	9	-	1	2	2	3	1	-	-	5	8	2
		2%	*2%*	*2%*	**4%e**	*2%*	*1%*	*1%*	*1%*	*1%*	**4%fg**	-	*2%*	*1%*	*2%*	*2%*	*1%*	-	-	*4%*	*2%*	*1%*
Net 1-3		**733**	400	333	57	215	461	372	172	83	101	26	30	84	64	84	56	42	49	48	157	93
		49%	**58%b**	*41%*	*29%*	**45%c**	**56%cd**	**52%i**	*48%*	*45%*	*43%*	*50%*	*52%*	**52%r**	**51%r**	*49%*	*45%*	**58%rs**	**53%r**	*38%*	*45%*	**56%rs**
Net 4-6		**474**	203	271	60	169	245	219	125	50	76	15	14	51	42	55	46	20	33	38	113	47
		32%	*30%*	*33%*	*30%*	**35%e**	*30%*	*31%*	*35%*	*27%*	*32%*	*29%*	*24%*	*31%*	*34%*	*32%*	*37%*	*28%*	*36%*	*30%*	*32%*	*28%*
Net 7-10		**126**	50	76	29	46	51	52	22	21	30	6	9	18	10	14	7	4	4	19	26	9
		8%	*7%*	*9%*	**15%e**	**10%e**	*6%*	*7%*	*6%*	**11%g**	**13%fg**	*12%*	**16%oqst**	*11%*	*8%*	*8%*	*6%*	*6%*	*4%*	**15%opqst**	*7%*	*5%*
Mean		**3.48**	3.25	**3.70a**	**4.45de**	**3.70e**	3.17	3.37	3.36	3.75	**3.81fg**	3.45	3.77	3.48	3.39	3.52	3.53	3.27	3.10	**4.14lmn opqst**	3.51	3.13
Standard Deviation		**2.18**	2.13	2.21	2.40	2.19	2.06	2.15	2.07	2.24	2.37	2.25	2.31	2.27	2.13	2.26	2.05	1.96	1.89	2.42	2.20	2.05
Standard Error		**0.060**	0.084	0.085	0.199	0.106	0.075	0.085	0.116	0.180	0.164	0.329	0.317	0.184	0.198	0.183	0.196	0.241	0.203	0.237	0.128	0.168

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 29

Q10 Rating of performance: Ed Balls, the Shadow Chancellor

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**345**	39	306	185	160	303	42	235	110	177	168
		23%	*15%*	**24%u**	*24%*	*22%*	**27%z**	*11%*	**27%B**	*17%*	*18%*	**31%C**
2	(2)	**192**	22	170	96	96	147	45	125	67	109	83
		13%	*9%*	**14%u**	*12%*	*13%*	*13%*	*12%*	**14%B**	*11%*	*11%*	**15%C**
3	(3)	**196**	24	172	89	107	140	56	122	74	113	83
		13%	*10%*	*14%*	*11%*	**15%w**	*13%*	*14%*	*14%*	*12%*	*12%*	**15%C**
4	(4)	**162**	27	135	91	71	131	31	94	68	115	47
		11%	*11%*	*11%*	*12%*	*10%*	**12%z**	*8%*	*11%*	*11%*	**12%D**	*9%*
5	(5)	**189**	24	165	105	84	128	61	90	99	141	48
		13%	*10%*	*13%*	*13%*	*12%*	*12%*	**16%y**	*10%*	**16%A**	**15%D**	*9%*
6	(6)	**123**	20	103	64	59	81	42	62	61	95	28
		8%	*8%*	*8%*	*8%*	*8%*	*7%*	**11%y**	*7%*	*10%*	**10%D**	*5%*
7	(7)	**52**	15	37	30	22	29	23	19	33	35	17
		3%	**6%v**	*3%*	*4%*	*3%*	*3%*	**6%y**	*2%*	**5%A**	*4%*	*3%*
8	(8)	**50**	19	31	27	23	26	24	32	18	38	12
		3%	**8%v**	*2%*	*3%*	*3%*	*2%*	**6%y**	*4%*	*3%*	*4%*	*2%*
9	(9)	**16**	8	8	13	3	9	7	10	6	15	1
		1%	**3%v**	*1%*	**2%x**	*	*1%*	*2%*	*1%*	*1%*	**2%D**	*
10	(10)	**8**	2	6	6	2	6	2	4	4	7	1
		1%	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*
Don't know		**169**	52	117	77	92	112	57	77	92	116	53
		11%	**21%v**	*9%*	*10%*	*13%*	*10%*	**15%y**	*9%*	**15%A**	*12%*	*10%*
Net 1-2		**537**	61	476	281	256	450	87	360	177	286	251
		36%	*24%*	**38%u**	*36%*	*36%*	**40%z**	*22%*	**41%B**	*28%*	*30%*	**46%C**
Net 9-10		**24**	10	14	19	5	15	9	14	10	22	2
		2%	**4%v**	*1%*	**2%x**	*1%*	*1%*	*2%*	*2%*	*2%*	**2%D**	*
Net 1-3		**733**	85	648	370	363	590	143	482	251	399	334
		49%	*34%*	**52%u**	*47%*	*50%*	**53%z**	*37%*	**55%B**	*40%*	*42%*	**62%C**
Net 4-6		**474**	71	403	260	214	340	134	246	228	351	123
		32%	*28%*	*32%*	*33%*	*30%*	*31%*	*34%*	*28%*	**36%A**	**37%D**	*23%*
Net 7-10		**126**	44	82	76	50	70	56	65	61	95	31
		8%	**17%v**	*7%*	*10%*	*7%*	*6%*	**14%y**	*7%*	*10%*	**10%D**	*6%*
Mean		**3.48**	**4.26v**	3.34	3.57	3.37	3.22	**4.26y**	3.24	**3.83A**	**3.81D**	2.90
Standard Deviation		**2.18**	2.52	2.09	2.26	2.08	2.10	2.24	2.16	2.17	2.23	1.97
Standard Error		**0.060**	0.178	0.062	0.085	0.083	0.066	0.123	0.077	0.093	0.077	0.089

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 30

Q10 Rating of performance: Vince Cable, the Business Secretary

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**54**	31	23	3	22	29	26	9	5	14	3	3	3	5	6	4	3	3	2	17	5
		4%	*5%*	*3%*	*2%*	*5%*	*4%*	*4%*	*3%*	*3%*	**6%g**	*6%*	*5%*	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*5%*	*3%*
2	(2)	**60**	33	27	2	25	33	34	5	10	11	4	6	6	1	5	5	3	5	2	14	9
		4%	*5%*	*3%*	*1%*	**5%c**	**4%c**	**5%g**	*1%*	**5%g**	**5%g**	**8%mr**	**10%mnrs**	*4%*	*1%*	*3%*	*4%*	*4%*	**5%m**	*2%*	*4%*	**5%m**
3	(3)	**100**	60	40	12	30	58	55	17	14	12	6	3	13	9	15	5	3	3	5	28	10
		7%	**9%b**	*5%*	*6%*	*6%*	*7%*	*8%*	*5%*	*8%*	*5%*	*12%*	*5%*	*8%*	*7%*	*9%*	*4%*	*4%*	*3%*	*4%*	*8%*	*6%*
4	(4)	**136**	73	63	13	37	86	77	29	16	14	4	3	12	8	13	14	11	10	14	31	16
		9%	*11%*	*8%*	*7%*	*8%*	*10%*	**11%i**	*8%*	*9%*	*6%*	*8%*	*5%*	*7%*	*6%*	*8%*	*11%*	**15%m**	*11%*	*11%*	*9%*	*10%*
5	(5)	**217**	108	109	25	65	127	113	55	24	24	6	8	21	13	24	16	11	15	19	58	26
		14%	*16%*	*13%*	*13%*	*14%*	*15%*	**16%i**	*15%*	*13%*	*10%*	*12%*	*14%*	*13%*	*10%*	*14%*	*13%*	*15%*	*16%*	*15%*	*17%*	*16%*
6	(6)	**204**	97	107	14	68	122	96	52	16	38	3	7	28	18	20	17	11	18	21	31	30
		14%	*14%*	*13%*	*7%*	**14%c**	**15%c**	*14%*	*14%*	*9%*	**16%h**	*6%*	*12%*	**17%js**	*14%*	*12%*	*14%*	*15%*	**20%js**	**17%s**	*9%*	**18%js**
7	(7)	**187**	102	85	23	55	109	98	47	14	26	10	10	22	15	18	18	10	11	8	46	19
		12%	**15%b**	*10%*	*12%*	*11%*	*13%*	**14%h**	*13%*	*8%*	*11%*	**19%r**	**17%r**	**13%r**	*12%*	*10%*	**14%r**	*14%*	*12%*	*6%*	**13%r**	*11%*
8	(8)	**169**	81	88	19	49	101	78	43	20	27	3	6	20	20	21	14	10	10	8	38	19
		11%	*12%*	*11%*	*10%*	*10%*	*12%*	*11%*	*12%*	*11%*	*11%*	*6%*	*10%*	*12%*	**16%r**	*12%*	*11%*	*14%*	*11%*	*6%*	*11%*	*11%*
9	(9)	**66**	34	32	9	21	36	27	11	13	14	4	1	4	6	13	7	2	2	9	11	7
		4%	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	**7%g**	*6%*	*8%*	*2%*	*2%*	*5%*	**8%ls**	*6%*	*3%*	*2%*	*7%*	*3%*	*4%*
10	(10)	**16**	8	8	3	5	8	7	4	2	3	-	1	1	6	2	-	-	1	2	2	1
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	**5%lost**	*1%*	-	-	*1%*	*2%*	*1%*	*1%*
Don't know		**293**	60	233	77	102	114	100	87	51	54	9	10	33	24	36	25	8	14	36	74	24
		20%	*9%*	**29%a**	**39%de**	**21%e**	*14%*	*14%*	**24%f**	**28%f**	**23%f**	*17%*	*17%*	*20%*	*19%*	*21%*	*20%*	*11%*	*15%*	**29%pqt**	*21%*	*14%*
Net 1-2		**114**	64	50	5	47	62	60	14	15	25	7	9	9	6	11	9	6	8	4	31	14
		8%	**9%b**	*6%*	*3%*	**10%c**	**8%c**	**8%g**	*4%*	**8%g**	**11%g**	**13%mr**	**16%lmnr**	*6%*	*5%*	*6%*	*7%*	*8%*	*9%*	*3%*	**9%r**	*8%*
Net 9-10		**82**	42	40	12	26	44	34	15	15	17	4	2	5	12	15	7	2	3	11	13	8
		5%	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*8%*	*7%*	*8%*	*3%*	*3%*	**10%ls**	**9%ls**	*6%*	*3%*	*3%*	**9%ls**	*4%*	*5%*
Net 1-3		**214**	124	90	17	77	120	115	31	29	37	13	12	22	15	26	14	9	11	9	59	24
		14%	**18%b**	*11%*	*9%*	**16%c**	**15%c**	**16%g**	*9%*	**16%g**	**16%g**	**25%moqr**	**21%r**	*13%*	*12%*	**15%r**	*11%*	*13%*	*12%*	*7%*	**17%r**	*14%*
Net 4-6		**557**	278	279	52	170	335	286	136	56	76	13	18	61	39	57	47	33	43	54	120	72
		37%	**40%b**	*34%*	*26%*	**35%c**	**41%c**	**40%hi**	*38%*	*30%*	*32%*	*25%*	*31%*	*37%*	*31%*	*33%*	*38%*	**46%jm**	**47%jmns**	**43%j**	*34%*	**43%jmns**
Net 7-10		**438**	225	213	54	130	254	210	105	49	70	17	18	47	47	54	39	22	24	27	97	46
		29%	**33%b**	*26%*	*27%*	*27%*	*31%*	*30%*	*29%*	*26%*	*30%*	*33%*	*31%*	*29%*	**38%rs**	*31%*	*31%*	*31%*	*26%*	*21%*	*28%*	*28%*
Mean		**5.58**	5.48	5.68	**5.92d**	5.46	5.58	5.45	**5.83f**	5.54	5.63	5.19	5.31	5.65	**6.12jkst**	5.72	5.68	5.48	5.51	5.77	5.34	5.53
Standard Deviation		**2.13**	2.17	2.08	2.06	2.21	2.09	2.10	1.92	2.32	2.34	2.41	2.33	1.96	2.26	2.24	2.07	2.02	1.99	1.98	2.17	2.05
Standard Error		**0.061**	0.086	0.086	0.186	0.114	0.078	0.085	0.117	0.200	0.173	0.368	0.336	0.172	0.225	0.191	0.207	0.252	0.225	0.209	0.130	0.172

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 30

Q10 Rating of performance: Vince Cable, the Business Secretary

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**54**	10	44	17	37	39	15	46	8	25	29
		4%	*4%*	*4%*	*2%*	**5%w**	*4%*	*4%*	**5%B**	*1%*	*3%*	**5%C**
2	(2)	**60**	11	49	22	38	38	22	47	13	23	37
		4%	*4%*	*4%*	*3%*	**5%w**	*3%*	*6%*	**5%B**	*2%*	*2%*	**7%C**
3	(3)	**100**	12	88	47	53	70	30	65	35	49	51
		7%	*5%*	*7%*	*6%*	*7%*	*6%*	*8%*	*7%*	*6%*	*5%*	**9%C**
4	(4)	**136**	17	119	75	61	95	41	87	49	80	56
		9%	*7%*	*10%*	*10%*	*8%*	*9%*	*11%*	*10%*	*8%*	*8%*	*10%*
5	(5)	**217**	32	185	127	90	175	42	141	76	138	79
		14%	*13%*	*15%*	**16%x**	*13%*	**16%z**	*11%*	**16%B**	*12%*	*14%*	*15%*
6	(6)	**204**	24	180	100	104	163	41	103	101	130	74
		14%	*10%*	**14%u**	*13%*	*14%*	**15%z**	*11%*	*12%*	**16%A**	*14%*	*14%*
7	(7)	**187**	26	161	111	76	139	48	104	83	138	49
		12%	*10%*	*13%*	**14%x**	*11%*	*13%*	*12%*	*12%*	*13%*	**14%D**	*9%*
8	(8)	**169**	30	139	99	70	123	46	88	81	114	55
		11%	*12%*	*11%*	*13%*	*10%*	*11%*	*12%*	*10%*	*13%*	*12%*	*10%*
9	(9)	**66**	9	57	38	28	51	15	29	37	47	19
		4%	*4%*	*5%*	*5%*	*4%*	*5%*	*4%*	*3%*	**6%A**	*5%*	*4%*
10	(10)	**16**	3	13	14	2	12	4	8	8	14	2
		1%	*1%*	*1%*	**2%x**	*	*1%*	*1%*	*1%*	*1%*	**1%D**	*
Don't know		**293**	78	215	133	160	207	86	152	141	203	90
		20%	**31%v**	*17%*	*17%*	**22%w**	*19%*	*22%*	*17%*	**22%A**	**21%D**	*17%*
Net 1-2		**114**	21	93	39	75	77	37	93	21	48	66
		8%	*8%*	*7%*	*5%*	**10%w**	*7%*	*9%*	**11%B**	*3%*	*5%*	**12%C**
Net 9-10		**82**	12	70	52	30	63	19	37	45	61	21
		5%	*5%*	*6%*	**7%x**	*4%*	*6%*	*5%*	*4%*	**7%A**	**6%D**	*4%*
Net 1-3		**214**	33	181	86	128	147	67	158	56	97	117
		14%	*13%*	*14%*	*11%*	**18%w**	*13%*	*17%*	**18%B**	*9%*	*10%*	**22%C**
Net 4-6		**557**	73	484	302	255	433	124	331	226	348	209
		37%	*29%*	**39%u**	*39%*	*35%*	**39%z**	*32%*	*38%*	*36%*	*36%*	*39%*
Net 7-10		**438**	68	370	262	176	325	113	229	209	313	125
		29%	*27%*	*30%*	**33%x**	*24%*	*29%*	*29%*	*26%*	**33%A**	**33%D**	*23%*
Mean		**5.58**	5.59	5.57	**5.83x**	5.28	5.63	5.42	5.26	**6.03A**	**5.87D**	5.08
Standard Deviation		**2.13**	2.26	2.11	2.03	2.20	2.08	2.25	2.19	1.95	2.03	2.20
Standard Error		**0.061**	0.171	0.065	0.080	0.093	0.069	0.129	0.082	0.088	0.074	0.103

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 31

Q10 Rating of performance: William Hague, the Foreign Secretary

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**17**	6	11	3	7	7	6	3	2	6	3	1	2	1	1	1	2	3	-	3	-
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%f**	**6%mnors t**	*2%*	*1%*	*1%*	*1%*	*1%*	**3%t**	**3%rt**	-	*1%*	-
2	(2)	**31**	21	10	5	13	13	14	5	-	12	-	3	1	1	7	3	2	2	2	5	5
		2%	**3%b**	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*	-	**5%fgh**	-	**5%l**	*1%*	*1%*	**4%l**	*2%*	*3%*	*2%*	*2%*	*1%*	*3%*
3	(3)	**36**	15	21	5	15	16	15	5	8	8	-	2	8	2	5	1	4	3	1	7	3
		2%	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*1%*	**4%g**	*3%*	-	*3%*	**5%or**	*2%*	*3%*	*1%*	**6%or**	*3%*	*1%*	*2%*	*2%*
4	(4)	**60**	28	32	5	23	32	26	12	11	11	1	2	8	9	6	4	1	4	6	13	6
		4%	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*3%*	*6%*	*5%*	*2%*	*3%*	*5%*	*7%*	*3%*	*3%*	*1%*	*4%*	*5%*	*4%*	*4%*
5	(5)	**136**	56	80	26	45	65	61	33	18	24	2	5	10	5	19	11	2	7	17	49	9
		9%	*8%*	*10%*	**13%e**	*9%*	*8%*	*9%*	*9%*	*10%*	*10%*	*4%*	*9%*	*6%*	*4%*	**11%mp**	*9%*	*3%*	*8%*	**13%lmpt**	**14%jlmpt**	*5%*
6	(6)	**169**	80	89	21	62	86	82	36	17	29	5	7	15	13	12	14	17	10	20	35	21
		11%	*12%*	*11%*	*11%*	*13%*	*10%*	*12%*	*10%*	*9%*	*12%*	*10%*	*12%*	*9%*	*10%*	*7%*	*11%*	**24%jlmn oqst**	*11%*	**16%n**	*10%*	*13%*
7	(7)	**263**	120	143	34	91	138	130	69	32	32	9	7	37	14	33	23	14	10	16	62	38
		18%	*17%*	*18%*	*17%*	*19%*	*17%*	*18%*	*19%*	*17%*	*14%*	*17%*	*12%*	**23%mqr**	*11%*	*19%*	*18%*	*19%*	*11%*	*13%*	*18%*	**23%mqr**
8	(8)	**322**	181	141	28	98	196	172	72	36	41	16	13	42	22	32	26	14	34	23	66	34
		21%	**26%b**	*17%*	*14%*	**20%c**	**24%c**	**24%i**	*20%*	*19%*	*17%*	**31%s**	*22%*	*26%*	*18%*	*18%*	*21%*	*19%*	**37%mnop rst**	*18%*	*19%*	*20%*
9	(9)	**227**	111	116	19	60	148	104	64	27	30	9	8	19	28	30	24	9	11	15	49	25
		15%	*16%*	*14%*	*10%*	*13%*	**18%cd**	*15%*	*18%*	*15%*	*13%*	*17%*	*14%*	*12%*	**22%lqrs**	*17%*	*19%*	*13%*	*12%*	*12%*	*14%*	*15%*
10	(10)	**122**	48	74	11	30	81	56	28	13	23	6	6	12	19	11	8	4	4	11	27	14
		8%	*7%*	*9%*	*6%*	*6%*	**10%d**	*8%*	*8%*	*7%*	*10%*	*12%*	*10%*	*7%*	**15%lnopqs**	*6%*	*6%*	*6%*	*4%*	*9%*	*8%*	*8%*
Don't know		**119**	21	98	43	35	41	45	32	21	21	1	4	9	11	17	10	3	4	15	34	11
		8%	*3%*	**12%a**	**22%de**	*7%*	*5%*	*6%*	*9%*	**11%f**	*9%*	*2%*	*7%*	*6%*	*9%*	*10%*	*8%*	*4%*	*4%*	**12%j**	*10%*	*7%*
Net 1-2		**48**	27	21	8	20	20	20	8	2	18	3	4	3	2	8	4	4	5	2	8	5
		3%	*4%*	*3%*	*4%*	*4%*	*2%*	*3%*	*2%*	*1%*	**8%fgh**	*6%*	*7%*	*2%*	*2%*	*5%*	*3%*	*6%*	*5%*	*2%*	*2%*	*3%*
Net 9-10		**349**	159	190	30	90	229	160	92	40	53	15	14	31	47	41	32	13	15	26	76	39
		23%	*23%*	*23%*	*15%*	*19%*	**28%cd**	*23%*	*26%*	*22%*	*22%*	*29%*	*24%*	*19%*	**38%lnopq rst**	*24%*	*26%*	*18%*	*16%*	*21%*	*22%*	*23%*
Net 1-3		**84**	42	42	13	35	36	35	13	10	26	3	6	11	4	13	5	8	8	3	15	8
		6%	*6%*	*5%*	*7%*	**7%e**	*4%*	*5%*	*4%*	*5%*	**11%fgh**	*6%*	**10%mr**	*7%*	*3%*	*8%*	*4%*	**11%mrs**	**9%r**	*2%*	*4%*	*5%*
Net 4-6		**365**	164	201	52	130	183	169	81	46	64	8	14	33	27	37	29	20	21	43	97	36
		24%	*24%*	*25%*	*26%*	**27%e**	*22%*	*24%*	*23%*	*25%*	*27%*	*15%*	*24%*	*20%*	*22%*	*21%*	*23%*	*28%*	*23%*	**34%jlmn t**	*28%*	*22%*
Net 7-10		**934**	460	474	92	279	563	462	233	108	126	40	34	110	83	106	81	41	59	65	204	111
		62%	**67%b**	*58%*	*46%*	**58%c**	**68%cd**	**65%i**	**65%i**	*58%*	*53%*	**77%knpr s**	*59%*	**67%rs**	**66%r**	*61%*	**65%r**	*57%*	*64%*	*52%*	*58%*	**67%r**
Mean		**7.09**	7.11	7.07	6.67	6.82	**7.32cd**	**7.15i**	**7.25i**	6.99	6.69	7.43	6.91	7.05	**7.58lnpq rs**	6.97	7.22	6.74	6.91	7.00	7.01	7.21
Standard Deviation		**2.00**	1.97	2.03	2.07	2.05	1.93	1.92	1.88	2.00	2.38	2.13	2.33	1.94	2.05	2.10	1.90	2.10	2.13	1.88	1.95	1.87
Standard Error		**0.054**	0.076	0.076	0.165	0.097	0.069	0.074	0.104	0.156	0.162	0.298	0.316	0.157	0.192	0.168	0.177	0.253	0.227	0.179	0.110	0.150

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 31

Q10 Rating of performance: William Hague, the Foreign Secretary

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**17**	8	9	5	12	7	10	11	6	9	8
		1%	**3%v**	*1%*	*1%*	*2%*	*1%*	**3%y**	*1%*	*1%*	*1%*	*1%*
2	(2)	**31**	7	24	9	22	16	15	24	7	13	18
		2%	*3%*	*2%*	*1%*	**3%w**	*1%*	**4%y**	**3%B**	*1%*	*1%*	**3%C**
3	(3)	**36**	16	20	13	23	19	17	23	13	21	15
		2%	**6%v**	*2%*	*2%*	*3%*	*2%*	**4%y**	*3%*	*2%*	*2%*	*3%*
4	(4)	**60**	10	50	20	40	40	20	39	21	28	32
		4%	*4%*	*4%*	*3%*	**6%w**	*4%*	*5%*	*4%*	*3%*	*3%*	**6%C**
5	(5)	**136**	24	112	67	69	95	41	72	64	85	51
		9%	*10%*	*9%*	*9%*	*10%*	*9%*	*11%*	*8%*	*10%*	*9%*	*9%*
6	(6)	**169**	25	144	74	95	125	44	106	63	94	75
		11%	*10%*	*12%*	*9%*	**13%w**	*11%*	*11%*	*12%*	*10%*	*10%*	**14%C**
7	(7)	**263**	35	228	139	124	187	76	148	115	181	82
		18%	*14%*	*18%*	*18%*	*17%*	*17%*	*19%*	*17%*	*18%*	*19%*	*15%*
8	(8)	**322**	34	288	179	143	257	65	176	146	201	121
		21%	*13%*	**23%u**	*23%*	*20%*	**23%z**	*17%*	*20%*	*23%*	*21%*	*22%*
9	(9)	**227**	31	196	145	82	180	47	139	88	155	72
		15%	*12%*	*16%*	**19%x**	*11%*	*16%*	*12%*	*16%*	*14%*	*16%*	*13%*
10	(10)	**122**	19	103	82	40	109	13	81	41	91	31
		8%	*8%*	*8%*	**10%x**	*6%*	**10%z**	*3%*	**9%B**	*6%*	**9%D**	*6%*
Don't know		**119**	43	76	50	69	77	42	51	68	83	36
		8%	**17%v**	*6%*	*6%*	**10%w**	*7%*	**11%y**	*6%*	**11%A**	*9%*	*7%*
Net 1-2		**48**	15	33	14	34	23	25	35	13	22	26
		3%	**6%v**	*3%*	*2%*	**5%w**	*2%*	**6%y**	**4%B**	*2%*	*2%*	**5%C**
Net 9-10		**349**	50	299	227	122	289	60	220	129	246	103
		23%	*20%*	*24%*	**29%x**	*17%*	**26%z**	*15%*	**25%B**	*20%*	**26%D**	*19%*
Net 1-3		**84**	31	53	27	57	42	42	58	26	43	41
		6%	**12%v**	*4%*	*3%*	**8%w**	*4%*	**11%y**	**7%B**	*4%*	*4%*	**8%C**
Net 4-6		**365**	59	306	161	204	260	105	217	148	207	158
		24%	*23%*	*24%*	*21%*	**28%w**	*23%*	*27%*	*25%*	*23%*	*22%*	**29%C**
Net 7-10		**934**	119	815	545	389	733	201	544	390	628	306
		62%	*47%*	**65%u**	**70%x**	*54%*	**66%z**	*52%*	*63%*	*62%*	**65%D**	*57%*
Mean		**7.09**	6.54	**7.18u**	**7.44x**	6.69	**7.30z**	6.45	7.06	7.12	**7.27D**	6.78
Standard Deviation		**2.00**	2.42	1.90	1.85	2.10	1.89	2.19	2.09	1.87	1.92	2.09
Standard Error		**0.054**	0.167	0.056	0.068	0.082	0.059	0.117	0.073	0.079	0.065	0.093

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 32

Q10 Rating of performance: Ken Clarke, the Justice Secretary

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**70**	47	23	3	18	49	25	15	12	18	2	4	8	6	12	4	5	5	2	18	4
		5%	**7%b**	*3%*	*2%*	*4%*	**6%c**	*4%*	*4%*	*6%*	**8%f**	*4%*	*7%*	*5%*	*5%*	**7%r**	*3%*	*7%*	*5%*	*2%*	*5%*	*2%*
2	(2)	**67**	42	25	5	17	45	37	14	5	11	3	5	9	4	6	7	2	5	4	15	7
		4%	**6%b**	*3%*	*3%*	*4%*	*5%*	*5%*	*4%*	*3%*	*5%*	*6%*	*9%*	*6%*	*3%*	*3%*	*6%*	*3%*	*5%*	*3%*	*4%*	*4%*
3	(3)	**74**	42	32	9	19	46	36	20	10	8	2	1	8	6	5	7	8	3	8	20	6
		5%	*6%*	*4%*	*5%*	*4%*	*6%*	*5%*	*6%*	*5%*	*3%*	*4%*	*2%*	*5%*	*5%*	*3%*	*6%*	**11%knqt**	*3%*	*6%*	*6%*	*4%*
4	(4)	**98**	44	54	10	33	55	43	26	10	18	2	2	14	4	11	8	5	7	11	20	14
		7%	*6%*	*7%*	*5%*	*7%*	*7%*	*6%*	*7%*	*5%*	*8%*	*4%*	*3%*	*9%*	*3%*	*6%*	*6%*	*7%*	*8%*	*9%*	*6%*	*8%*
5	(5)	**187**	79	108	24	74	89	88	45	20	33	5	6	16	13	25	18	7	17	13	51	16
		12%	*11%*	*13%*	*12%*	**15%e**	*11%*	*12%*	*13%*	*11%*	*14%*	*10%*	*10%*	*10%*	*10%*	*14%*	*14%*	*10%*	**18%lt**	*10%*	*15%*	*10%*
6	(6)	**200**	98	102	30	54	116	107	45	20	27	4	6	26	12	22	12	18	10	15	45	30
		13%	*14%*	*13%*	*15%*	*11%*	*14%*	*15%*	*13%*	*11%*	*11%*	*8%*	*10%*	*16%*	*10%*	*13%*	*10%*	**25%jkmn oqrs**	*11%*	*12%*	*13%*	**18%mo**
7	(7)	**252**	126	126	20	80	152	124	59	26	41	10	14	32	24	22	27	5	18	15	57	28
		17%	*18%*	*15%*	*10%*	**17%c**	**18%c**	*17%*	*16%*	*14%*	*17%*	**19%p**	**24%npr**	**20%p**	**19%p**	*13%*	**22%npr**	*7%*	**20%p**	*12%*	**16%p**	**17%p**
8	(8)	**179**	96	83	18	60	101	95	40	27	15	12	7	25	16	19	13	8	10	14	36	19
		12%	**14%b**	*10%*	*9%*	*13%*	*12%*	**13%i**	**11%i**	**15%i**	*6%*	**23%nors t**	*12%*	*15%*	*13%*	*11%*	*10%*	*11%*	*11%*	*11%*	*10%*	*11%*
9	(9)	**102**	50	52	11	28	63	42	27	11	20	5	2	5	12	18	6	6	5	13	18	12
		7%	*7%*	*6%*	*6%*	*6%*	*8%*	*6%*	*8%*	*6%*	*8%*	*10%*	*3%*	*3%*	**10%l**	**10%ls**	*5%*	*8%*	*5%*	**10%ls**	*5%*	*7%*
10	(10)	**41**	18	23	2	10	29	19	10	4	8	-	2	3	9	5	4	2	1	-	7	8
		3%	*3%*	*3%*	*1%*	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*	-	**3%r**	*2%*	**7%jlqrs**	*3%*	**3%r**	*3%*	*1%*	-	*2%*	**5%r**
Don't know		**232**	45	187	68	86	78	95	58	40	38	7	9	17	19	28	19	6	11	31	63	22
		15%	*7%*	**23%a**	**34%de**	**18%e**	*9%*	*13%*	*16%*	**22%f**	*16%*	*13%*	*16%*	*10%*	*15%*	*16%*	*15%*	*8%*	*12%*	**25%lpqt**	**18%lp**	*13%*
Net 1-2		**137**	89	48	8	35	94	62	29	17	29	5	9	17	10	18	11	7	10	6	33	11
		9%	**13%b**	*6%*	*4%*	*7%*	**11%cd**	*9%*	*8%*	*9%*	*12%*	*10%*	**16%rt**	*10%*	*8%*	*10%*	*9%*	*10%*	*11%*	*5%*	*9%*	*7%*
Net 9-10		**143**	68	75	13	38	92	61	37	15	28	5	4	8	21	23	10	8	6	13	25	20
		10%	*10%*	*9%*	*7%*	*8%*	*11%*	*9%*	*10%*	*8%*	*12%*	*10%*	*7%*	*5%*	**17%loqs**	**13%ls**	*8%*	*11%*	*7%*	*10%*	*7%*	**12%l**
Net 1-3		**211**	131	80	17	54	140	98	49	27	37	7	10	25	16	23	18	15	13	14	53	17
		14%	**19%b**	*10%*	*9%*	*11%*	**17%cd**	*14%*	*14%*	*15%*	*16%*	*13%*	*17%*	*15%*	*13%*	*13%*	*14%*	**21%t**	*14%*	*11%*	*15%*	*10%*
Net 4-6		**485**	221	264	64	161	260	238	116	50	78	11	14	56	29	58	38	30	34	39	116	60
		32%	*32%*	*32%*	*32%*	*34%*	*32%*	*33%*	*32%*	*27%*	*33%*	*21%*	*24%*	**34%m**	*23%*	*34%*	*30%*	**42%jkm**	**37%m**	*31%*	**33%m**	**36%jm**
Net 7-10		**574**	290	284	51	178	345	280	136	68	84	27	25	65	61	64	50	21	34	42	118	67
		38%	**42%b**	*35%*	*26%*	**37%c**	**42%c**	*39%*	*38%*	*37%*	*35%*	**52%prs**	*43%*	*40%*	**49%nprs**	*37%*	*40%*	*29%*	*37%*	*33%*	*34%*	*40%*
Mean		**5.89**	5.76	6.02a	5.93	5.92	5.86	5.94	5.91	5.86	5.68	6.27	5.78	5.76	6.41lpqs	5.92	5.85	5.59	5.65	5.97	5.69	6.17s
Standard Deviation		**2.28**	2.40	2.14	2.00	2.16	2.39	2.20	2.27	2.39	2.45	2.28	2.47	2.20	2.43	2.43	2.22	2.38	2.20	2.14	2.25	2.17
Standard Error		**0.064**	0.095	0.086	0.174	0.109	0.087	0.089	0.131	0.199	0.174	0.340	0.353	0.182	0.236	0.202	0.216	0.293	0.244	0.220	0.133	0.181

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 32

Q10 Rating of performance: Ken Clarke, the Justice Secretary

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**70**	17	53	22	48	49	21	57	13	16	54
		5%	*7%*	*4%*	*3%*	**7%w**	*4%*	*5%*	**7%B**	*2%*	*2%*	**10%C**
2	(2)	**67**	10	57	20	47	48	19	50	17	27	40
		4%	*4%*	*5%*	*3%*	**7%w**	*4%*	*5%*	**6%B**	*3%*	*3%*	**7%C**
3	(3)	**74**	15	59	32	42	56	18	52	22	27	47
		5%	*6%*	*5%*	*4%*	*6%*	*5%*	*5%*	**6%B**	*3%*	*3%*	**9%C**
4	(4)	**98**	15	83	45	53	71	27	68	30	52	46
		7%	*6%*	*7%*	*6%*	*7%*	*6%*	*7%*	**8%B**	*5%*	*5%*	**9%C**
5	(5)	**187**	32	155	87	100	139	48	108	79	107	80
		12%	*13%*	*12%*	*11%*	*14%*	*13%*	*12%*	*12%*	*13%*	*11%*	**15%C**
6	(6)	**200**	29	171	110	90	139	61	111	89	132	68
		13%	*12%*	*14%*	*14%*	*13%*	*13%*	*16%*	*13%*	*14%*	*14%*	*13%*
7	(7)	**252**	28	224	140	112	195	57	126	126	195	57
		17%	*11%*	**18%u**	*18%*	*16%*	*18%*	*15%*	*14%*	**20%A**	**20%D**	*11%*
8	(8)	**179**	22	157	119	60	144	35	104	75	135	44
		12%	*9%*	*13%*	**15%x**	*8%*	**13%z**	*9%*	*12%*	*12%*	**14%D**	*8%*
9	(9)	**102**	16	86	70	32	78	24	58	44	76	26
		7%	*6%*	*7%*	**9%x**	*4%*	*7%*	*6%*	*7%*	*7%*	**8%D**	*5%*
10	(10)	**41**	5	36	31	10	35	6	27	14	35	6
		3%	*2%*	*3%*	**4%x**	*1%*	*3%*	*2%*	*3%*	*2%*	**4%D**	*1%*
Don't know		**232**	63	169	107	125	158	74	109	123	159	73
		15%	**25%v**	*14%*	*14%*	**17%w**	*14%*	**19%y**	*13%*	**19%A**	*17%*	*13%*
Net 1-2		**137**	27	110	42	95	97	40	107	30	43	94
		9%	*11%*	*9%*	*5%*	**13%w**	*9%*	*10%*	**12%B**	*5%*	*4%*	**17%C**
Net 9-10		**143**	21	122	101	42	113	30	85	58	111	32
		10%	*8%*	*10%*	**13%x**	*6%*	*10%*	*8%*	*10%*	*9%*	**12%D**	*6%*
Net 1-3		**211**	42	169	74	137	153	58	159	52	70	141
		14%	*17%*	*14%*	*9%*	**19%w**	*14%*	*15%*	**18%B**	*8%*	*7%*	**26%C**
Net 4-6		**485**	76	409	242	243	349	136	287	198	291	194
		32%	*30%*	*33%*	*31%*	*34%*	*31%*	*35%*	*33%*	*31%*	*30%*	**36%C**
Net 7-10		**574**	71	503	360	214	452	122	315	259	441	133
		38%	*28%*	**40%u**	**46%x**	*30%*	**41%z**	*31%*	*36%*	*41%*	**46%D**	*25%*
Mean		**5.89**	5.51	**5.95u**	**6.37x**	5.34	**5.97z**	5.64	5.65	**6.25A**	**6.44D**	4.94
Standard Deviation		**2.28**	2.43	2.25	2.13	2.32	2.28	2.26	2.43	1.99	2.00	2.41
Standard Error		**0.064**	0.177	0.068	0.082	0.095	0.074	0.127	0.088	0.088	0.071	0.111

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 33

Q10 Rating of performance: Theresa May, the Home Secretary

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**33**	18	15	6	10	17	9	11	5	8	2	2	4	3	3	3	2	2	2	7	3
		2%	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	**3%f**	*3%*	**3%f**	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
2	(2)	**35**	20	15	4	10	21	17	7	5	6	-	3	3	3	3	1	2	2	2	12	4
		2%	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	-	*5%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*
3	(3)	**37**	14	23	4	19	14	13	6	7	11	2	-	8	1	6	2	2	-	3	11	2
		2%	*2%*	*3%*	*2%*	**4%e**	*2%*	*2%*	*2%*	*4%*	**5%fg**	*4%*	-	**5%mq**	*1%*	*3%*	*2%*	*3%*	-	*2%*	*3%*	*1%*
4	(4)	**73**	34	39	13	24	36	35	15	10	13	1	3	8	9	10	5	5	6	7	10	9
		5%	*5%*	*5%*	*7%*	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*2%*	*5%*	*5%*	**7%s**	*6%*	*4%*	*7%*	*7%*	*6%*	*3%*	*5%*
5	(5)	**170**	78	92	23	64	83	77	48	18	27	4	6	17	13	21	17	5	12	12	49	14
		11%	*11%*	*11%*	*12%*	*13%*	*10%*	*11%*	*13%*	*10%*	*11%*	*8%*	*10%*	*10%*	*10%*	*12%*	*14%*	*7%*	*13%*	*10%*	*14%*	*8%*
6	(6)	**224**	113	111	20	71	133	120	56	16	30	7	8	24	10	19	13	20	24	13	57	29
		15%	*16%*	*14%*	*10%*	*15%*	**16%c**	**17%h**	**16%h**	*9%*	*13%*	*13%*	*14%*	*15%*	*8%*	*11%*	*10%*	**28%lmno rs**	**26%lmno rs**	*10%*	**16%m**	**17%m**
7	(7)	**263**	153	110	22	76	165	137	55	32	36	11	12	28	24	32	24	12	21	18	55	26
		18%	**22%b**	*13%*	*11%*	*16%*	**20%c**	*19%*	*15%*	*17%*	*15%*	*21%*	*21%*	*17%*	*19%*	*18%*	*19%*	*17%*	*23%*	*14%*	*16%*	*16%*
8	(8)	**230**	117	113	18	69	143	130	46	32	21	7	9	27	21	25	22	10	11	16	55	27
		15%	*17%*	*14%*	*9%*	*14%*	**17%c**	**18%gi**	*13%*	**17%i**	*9%*	*13%*	*16%*	*17%*	*17%*	*14%*	*18%*	*14%*	*12%*	*13%*	*16%*	*16%*
9	(9)	**114**	56	58	12	27	75	47	28	13	23	6	5	13	9	12	10	4	2	14	22	17
		8%	*8%*	*7%*	*6%*	*6%*	**9%d**	*7%*	*8%*	*7%*	*10%*	**12%q**	*9%*	*8%*	*7%*	*7%*	*8%*	*6%*	*2%*	**11%q**	*6%*	**10%q**
10	(10)	**58**	22	36	4	17	37	19	21	5	13	1	2	5	8	4	3	2	2	6	10	15
		4%	*3%*	*4%*	*2%*	*4%*	*4%*	*3%*	**6%f**	*3%*	**5%f**	*2%*	*3%*	*3%*	*6%*	*2%*	*2%*	*3%*	*2%*	*5%*	*3%*	**9%lnoq s**
Don't know		**265**	62	203	74	92	99	107	66	42	49	11	8	26	24	38	25	8	10	33	62	20
		18%	*9%*	**25%a**	**37%de**	**19%e**	*12%*	*15%*	*18%*	**23%f**	**21%f**	*21%*	*14%*	*16%*	*19%*	**22%pqt**	*20%*	*11%*	*11%*	**26%lpqs t**	*18%*	*12%*
Net 1-2		**68**	38	30	10	20	38	26	18	10	14	2	5	7	6	6	4	4	4	4	19	7
		5%	*6%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*6%*	*4%*	*9%*	*4%*	*5%*	*3%*	*3%*	*6%*	*4%*	*3%*	*5%*	*4%*
Net 9-10		**172**	78	94	16	44	112	66	49	18	36	7	7	18	17	16	13	6	4	20	32	32
		11%	*11%*	*12%*	*8%*	*9%*	**14%cd**	*9%*	**14%f**	*10%*	**15%f**	*13%*	*12%*	*11%*	**14%q**	*9%*	*10%*	*8%*	*4%*	**16%qs**	*9%*	**19%lnop qs**
Net 1-3		**105**	52	53	14	39	52	39	24	17	25	4	5	15	7	12	6	6	4	7	30	9
		7%	*8%*	*7%*	*7%*	*8%*	*6%*	*5%*	*7%*	*9%*	**11%f**	*8%*	*9%*	*9%*	*6%*	*7%*	*5%*	*8%*	*4%*	*6%*	*9%*	*5%*
Net 4-6		**467**	225	242	56	159	252	232	119	44	70	12	17	49	32	50	35	30	42	32	116	52
		31%	*33%*	*30%*	*28%*	*33%*	*31%*	**33%h**	**33%h**	*24%*	*30%*	*23%*	*29%*	*30%*	*26%*	*29%*	*28%*	**42%jmr**	**46%jklm norst**	*25%*	*33%*	*31%*
Net 7-10		**665**	348	317	56	189	420	333	150	82	93	25	28	73	62	73	59	28	36	54	142	85
		44%	**51%b**	*39%*	*28%*	**39%c**	**51%cd**	**47%i**	*42%*	*44%*	*39%*	*48%*	*48%*	*45%*	*50%*	*42%*	*47%*	*39%*	*39%*	*43%*	*41%*	**51%s**
Mean		**6.46**	6.46	6.46	6.02	6.27	**6.63cd**	6.52	6.46	6.36	6.26	6.61	6.38	6.38	6.63	6.36	6.58	6.20	6.18	6.68	6.30	**6.84npqs**
Standard Deviation		**2.02**	1.98	2.06	2.17	2.02	1.98	1.84	2.12	2.16	2.31	2.06	2.18	2.07	2.14	1.98	1.91	1.96	1.69	2.11	2.01	2.09
Standard Error		**0.058**	0.079	0.083	0.194	0.103	0.074	0.075	0.124	0.181	0.168	0.322	0.309	0.177	0.213	0.170	0.191	0.245	0.186	0.219	0.119	0.173

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 33

Q10 Rating of performance: Theresa May, the Home Secretary

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**33**	13	20	10	23	17	16	26	7	15	18
		2%	**5%v**	*2%*	*1%*	**3%w**	*2%*	**4%y**	**3%B**	*1%*	*2%*	**3%C**
2	(2)	**35**	6	29	10	25	21	14	24	11	13	22
		2%	*2%*	*2%*	*1%*	**3%w**	*2%*	*4%*	*3%*	*2%*	*1%*	**4%C**
3	(3)	**37**	8	29	12	25	24	13	26	11	22	15
		2%	*3%*	*2%*	*2%*	**3%w**	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
4	(4)	**73**	16	57	22	51	45	28	48	25	36	37
		5%	*6%*	*5%*	*3%*	**7%w**	*4%*	**7%y**	*6%*	*4%*	*4%*	**7%C**
5	(5)	**170**	26	144	78	92	124	46	95	75	91	79
		11%	*10%*	*12%*	*10%*	*13%*	*11%*	*12%*	*11%*	*12%*	*9%*	**15%C**
6	(6)	**224**	30	194	107	117	173	51	128	96	143	81
		15%	*12%*	*16%*	*14%*	*16%*	*16%*	*13%*	*15%*	*15%*	*15%*	*15%*
7	(7)	**263**	29	234	150	113	196	67	137	126	174	89
		18%	*12%*	**19%u**	*19%*	*16%*	*18%*	*17%*	*16%*	**20%A**	*18%*	*16%*
8	(8)	**230**	23	207	146	84	190	40	145	85	157	73
		15%	*9%*	**17%u**	**19%x**	*12%*	**17%z**	*10%*	*17%*	*13%*	*16%*	*13%*
9	(9)	**114**	24	90	81	33	94	20	73	41	75	39
		8%	*10%*	*7%*	**10%x**	*5%*	**8%z**	*5%*	*8%*	*6%*	*8%*	*7%*
10	(10)	**58**	7	51	49	9	50	8	44	14	48	10
		4%	*3%*	*4%*	**6%x**	*1%*	**4%z**	*2%*	**5%B**	*2%*	**5%D**	*2%*
Don't know		**265**	70	195	118	147	178	87	124	141	187	78
		18%	**28%v**	*16%*	*15%*	**20%w**	*16%*	**22%y**	*14%*	**22%A**	**19%D**	*14%*
Net 1-2		**68**	19	49	20	48	38	30	50	18	28	40
		5%	**8%v**	*4%*	*3%*	**7%w**	*3%*	**8%y**	**6%B**	*3%*	*3%*	**7%C**
Net 9-10		**172**	31	141	130	42	144	28	117	55	123	49
		11%	*12%*	*11%*	**17%x**	*6%*	**13%z**	*7%*	**13%B**	*9%*	**13%D**	*9%*
Net 1-3		**105**	27	78	32	73	62	43	76	29	50	55
		7%	**11%v**	*6%*	*4%*	**10%w**	*6%*	**11%y**	**9%B**	*5%*	*5%*	**10%C**
Net 4-6		**467**	72	395	207	260	342	125	271	196	270	197
		31%	*29%*	*32%*	*26%*	**36%w**	*31%*	*32%*	*31%*	*31%*	*28%*	**36%C**
Net 7-10		**665**	83	582	426	239	530	135	399	266	454	211
		44%	*33%*	**47%u**	**54%x**	*33%*	**48%z**	*35%*	*46%*	*42%*	**47%D**	*39%*
Mean		**6.46**	6.02	**6.53u**	**6.95x**	5.88	**6.65z**	5.87	6.44	6.48	**6.71D**	6.03
Standard Deviation		**2.02**	2.39	1.94	1.87	2.04	1.94	2.18	2.16	1.79	1.93	2.11
Standard Error		**0.058**	0.177	0.060	0.073	0.085	0.063	0.125	0.079	0.081	0.069	0.098

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 34

Q10 Rating of performance: Boris Johnson, the Mayor of London

Base : All respondents

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	Yorkshire & Humberside (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	(1)	**37**	15	22	4	14	19	12	8	5	12	3	3	5	5	6	3	-	4	2	6	-
		2%	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	**5%f**	**6%pt**	**5%t**	**3%t**	**4%t**	**3%t**	**2%t**	-	**4%t**	*2%*	*2%*	-
2	(2)	**37**	15	22	4	13	20	14	8	3	12	1	2	4	-	4	3	3	5	1	9	5
		2%	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	**5%f**	*2%*	**3%m**	*2%*	-	*2%*	*2%*	**4%m**	**5%mr**	*1%*	*3%*	*3%*
3	(3)	**57**	24	33	8	25	24	22	13	6	15	-	5	8	4	4	2	1	6	5	18	4
		4%	*3%*	*4%*	*4%*	**5%e**	*3%*	*3%*	*4%*	*3%*	**6%f**	-	**9%jnot**	*5%*	*3%*	*2%*	*2%*	*1%*	*7%*	*4%*	*5%*	*2%*
4	(4)	**76**	37	39	9	32	35	41	18	11	5	3	3	9	5	6	6	6	6	4	21	7
		5%	*5%*	*5%*	*5%*	*7%*	*4%*	**6%i**	*5%*	**6%i**	*2%*	*6%*	*5%*	*6%*	*4%*	*3%*	*5%*	*8%*	*7%*	*3%*	*6%*	*4%*
5	(5)	**192**	81	111	22	56	114	94	50	21	27	8	3	29	13	23	13	9	14	9	46	25
		13%	*12%*	*14%*	*11%*	*12%*	*14%*	*13%*	*14%*	*11%*	*11%*	*15%*	*5%*	**18%kr**	*10%*	*13%*	*10%*	*13%*	*15%*	*7%*	*13%*	**15%r**
6	(6)	**164**	86	78	25	52	87	93	31	19	19	5	7	23	19	18	13	11	7	12	38	11
		11%	*13%*	*10%*	*13%*	*11%*	*11%*	**13%gi**	*9%*	*10%*	*8%*	*10%*	*12%*	**14%t**	**15%t**	*10%*	*10%*	**15%t**	*8%*	*10%*	*11%*	*7%*
7	(7)	**207**	109	98	25	68	114	105	48	23	31	8	8	20	15	30	14	10	15	17	46	24
		14%	**16%b**	*12%*	*13%*	*14%*	*14%*	*15%*	*13%*	*12%*	*13%*	*15%*	*14%*	*12%*	*12%*	*17%*	*11%*	*14%*	*16%*	*13%*	*13%*	*14%*
8	(8)	**213**	102	111	16	60	137	104	54	21	33	7	8	14	14	21	22	9	13	21	57	27
		14%	*15%*	*14%*	*8%*	*13%*	**17%cd**	*15%*	*15%*	*11%*	*14%*	*13%*	*14%*	*9%*	*11%*	*12%*	**18%l**	*13%*	*14%*	**17%l**	**16%l**	**16%l**
9	(9)	**186**	94	92	18	57	111	88	43	31	21	6	8	19	18	12	16	13	12	24	35	23
		12%	*14%*	*11%*	*9%*	*12%*	*13%*	*12%*	*12%*	**17%i**	*9%*	*12%*	*14%*	*12%*	**14%n**	*7%*	*13%*	**18%n**	*13%*	**19%ns**	*10%*	**14%n**
10	(10)	**151**	78	73	27	38	86	69	40	19	22	5	5	14	14	14	14	3	5	22	34	21
		10%	*11%*	*9%*	**14%d**	*8%*	*10%*	*10%*	*11%*	*10%*	*9%*	*10%*	*9%*	*9%*	*11%*	*8%*	*11%*	*4%*	*5%*	**17%lnpq s**	*10%*	**13%p**
Don't know		**182**	46	136	42	64	76	69	46	26	40	6	6	18	18	35	19	7	5	9	40	19
		12%	*7%*	**17%a**	**21%de**	**13%e**	*9%*	*10%*	*13%*	*14%*	**17%f**	*12%*	*10%*	*11%*	**14%q**	**20%lpqrs t**	**15%qr**	*10%*	*5%*	*7%*	*11%*	*11%*
Net 1-2		**74**	30	44	8	27	39	26	16	8	24	4	5	9	5	10	6	3	9	3	15	5
		5%	*4%*	*5%*	*4%*	*6%*	*5%*	*4%*	*4%*	*4%*	**10%fgh**	*8%*	*9%*	*6%*	*4%*	*6%*	*5%*	*4%*	**10%rst**	*2%*	*4%*	*3%*
Net 9-10		**337**	172	165	45	95	197	157	83	50	43	11	13	33	32	26	30	16	17	46	69	44
		22%	**25%b**	*20%*	*23%*	*20%*	*24%*	*22%*	*23%*	**27%i**	*18%*	*21%*	*22%*	*20%*	**26%n**	*15%*	*24%*	*22%*	*18%*	**37%jlno pqs**	*20%*	**27%n**
Net 1-3		**131**	54	77	16	52	63	48	29	14	39	4	10	17	9	14	8	4	15	8	33	9
		9%	*8%*	*9%*	*8%*	**11%e**	*8%*	*7%*	*8%*	*8%*	**16%fgh**	*8%*	**17%mnop rt**	*10%*	*7%*	*8%*	*6%*	*6%*	**16%mnopr t**	*6%*	*9%*	*5%*
Net 4-6		**432**	204	228	56	140	236	228	99	51	51	16	13	61	37	47	32	26	27	25	105	43
		29%	*30%*	*28%*	*28%*	*29%*	*29%*	**32%i**	*28%*	*28%*	*22%*	*31%*	*22%*	**37%knor t**	*30%*	*27%*	*26%*	**36%r**	*29%*	*20%*	**30%r**	*26%*
Net 7-10		**757**	383	374	86	223	448	366	185	94	107	26	29	67	61	77	66	35	45	84	172	95
		50%	**56%b**	*46%*	*43%*	*47%*	**54%cd**	*51%*	*52%*	*51%*	*45%*	*50%*	*50%*	*41%*	*49%*	*45%*	**53%l**	*49%*	*49%*	**67%jklm nopqs**	*49%*	**57%ln**
Mean		**6.72**	**6.85b**	6.59	6.75	6.47	**6.85d**	**6.77i**	**6.79i**	**6.86i**	6.29	6.59	6.40	6.34	**6.87q**	6.51	**6.98lq**	6.66	6.15	**7.48jkl mnpqs**	6.62	**7.09lnqs**
Standard Deviation		**2.30**	2.24	2.36	2.38	2.36	2.25	2.17	2.31	2.34	2.64	2.43	2.62	2.33	2.32	2.27	2.28	2.06	2.47	2.18	2.27	2.14
Standard Error		**0.063**	0.088	0.090	0.189	0.116	0.082	0.086	0.130	0.186	0.188	0.358	0.364	0.193	0.224	0.193	0.221	0.256	0.265	0.201	0.129	0.177

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 34

Q10 Rating of performance: Boris Johnson, the Mayor of London

Base : All respondents

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**1502**	252	1250	783	719	1112	390	870	632	961	541
1	(1)	**37**	10	27	10	27	22	15	26	11	22	15
		2%	*4%*	*2%*	*1%*	***4%w***	*2%*	***4%y***	*3%*	*2%*	*2%*	*3%*
2	(2)	**37**	13	24	12	25	20	17	26	11	21	16
		2%	***5%v***	*2%*	*2%*	***3%w***	*2%*	***4%y***	*3%*	*2%*	*2%*	*3%*
3	(3)	**57**	13	44	22	35	37	20	31	26	37	20
		4%	*5%*	*4%*	*3%*	***5%w***	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*
4	(4)	**76**	22	54	27	49	46	30	41	35	52	24
		5%	***9%v***	*4%*	*3%*	***7%w***	*4%*	***8%y***	*5%*	*6%*	*5%*	*4%*
5	(5)	**192**	33	159	85	107	136	56	114	78	106	86
		13%	*13%*	*13%*	*11%*	***15%w***	*12%*	*14%*	*13%*	*12%*	*11%*	***16%C***
6	(6)	**164**	24	140	75	89	125	39	82	82	103	61
		11%	*10%*	*11%*	*10%*	*12%*	*11%*	*10%*	*9%*	***13%A***	*11%*	*11%*
7	(7)	**207**	29	178	119	88	149	58	106	101	143	64
		14%	*12%*	*14%*	*15%*	*12%*	*13%*	*15%*	*12%*	***16%A***	*15%*	*12%*
8	(8)	**213**	18	195	126	87	180	33	130	83	141	72
		14%	*7%*	***16%u***	***16%x***	*12%*	***16%z***	*8%*	*15%*	*13%*	*15%*	*13%*
9	(9)	**186**	19	167	107	79	143	43	124	62	112	74
		12%	*8%*	***13%u***	*14%*	*11%*	*13%*	*11%*	***14%B***	*10%*	*12%*	*14%*
10	(10)	**151**	26	125	103	48	127	24	92	59	102	49
		10%	*10%*	*10%*	***13%x***	*7%*	***11%z***	*6%*	*11%*	*9%*	*11%*	*9%*
Don't know		**182**	45	137	97	85	127	55	98	84	122	60
		12%	***18%v***	*11%*	*12%*	*12%*	*11%*	*14%*	*11%*	*13%*	*13%*	*11%*
Net 1-2		**74**	23	51	22	52	42	32	52	22	43	31
		5%	***9%v***	*4%*	*3%*	***7%w***	*4%*	***8%y***	***6%B***	*3%*	*4%*	*6%*
Net 9-10		**337**	45	292	210	127	270	67	216	121	214	123
		22%	*18%*	*23%*	***27%x***	*18%*	***24%z***	*17%*	***25%B***	*19%*	*22%*	*23%*
Net 1-3		**131**	36	95	44	87	79	52	83	48	80	51
		9%	***14%v***	*8%*	*6%*	***12%w***	*7%*	***13%y***	*10%*	*8%*	*8%*	*9%*
Net 4-6		**432**	79	353	187	245	307	125	237	195	261	171
		29%	*31%*	*28%*	*24%*	***34%w***	*28%*	*32%*	*27%*	*31%*	*27%*	*32%*
Net 7-10		**757**	92	665	455	302	599	158	452	305	498	259
		50%	*37%*	***53%u***	***58%x***	*42%*	***54%z***	*41%*	*52%*	*48%*	*52%*	*48%*

Lord Ashcroft

Mean	6.72	6.04	6.84u	7.17x	6.23	6.93z	6.09	6.76	6.66	6.78	6.61
Standard Deviation	2.30	2.59	2.22	2.14	2.38	2.22	2.42	2.39	2.18	2.28	2.33
Standard Error	0.063	0.180	0.067	0.082	0.094	0.071	0.132	0.086	0.093	0.079	0.106

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 35

Q10 Rating of performance: Mean Score Summary Table

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**7.82**	7.86	7.78	7.58	7.61	7.99cd	7.84	7.83	7.68	7.82	7.85	7.84	7.91	8.13nrs	7.59	7.92	7.64	7.79	7.64	7.70	8.10nrs
Nick Clegg, the Deputy Prime Minister	**6.15**	6.16	6.15	6.14	6.08	6.19	6.14	6.25	6.10	6.08	5.67	6.17	6.19	6.36q	5.95	6.50jnqs	6.17	5.77	6.30	5.94	6.57jnqs
Ed Miliband, the Labour leader	**3.41**	3.18	3.61a	4.18de	3.60e	3.13	3.31	3.32	3.42	3.85fg	3.14	3.63	3.37	3.14	3.53	3.49	3.20	3.08	4.19jlmnopqst	3.36	3.27
George Osborne, the Chancellor	**6.61**	6.78b	6.45	6.42	6.13	6.92cd	6.68h	6.68	6.32	6.50	6.50	6.73	6.56	6.97noqs	6.37	6.40	6.43	6.33	6.88nq	6.54	6.94noqs
Ed Balls, the Shadow Chancellor	**3.48**	3.25	3.70a	4.45de	3.70e	3.17	3.37	3.36	3.75	3.81fg	3.45	3.77	3.48	3.39	3.52	3.53	3.27	3.10	4.14lmnopqst	3.51	3.13
Vince Cable, the Business Secretary	**5.58**	5.48	5.68	5.92d	5.46	5.58	5.45	5.83f	5.54	5.63	5.19	5.31	5.65	6.12jkst	5.72	5.68	5.48	5.51	5.77	5.34	5.53
William Hague, the Foreign Secretary	**7.09**	7.11	7.07	6.67	6.82	7.32cd	7.15i	7.25i	6.99	6.69	7.43	6.91	7.05	7.58lnpqrs	6.97	7.22	6.74	6.91	7.00	7.01	7.21
Ken Clarke, the Justice Secretary	**5.89**	5.76	6.02a	5.93	5.92	5.86	5.94	5.91	5.86	5.68	6.27	5.78	5.76	6.41lpqs	5.92	5.85	5.59	5.65	5.97	5.69	6.17s
Theresa May, the Home Secretary	**6.46**	6.46	6.46	6.02	6.27	6.63cd	6.52	6.46	6.36	6.26	6.61	6.38	6.38	6.63	6.36	6.58	6.20	6.18	6.68	6.30	6.84npqs
Boris Johnson, the Mayor of London	**6.72**	6.85b	6.59	6.75	6.47	6.85d	6.77i	6.79i	6.86i	6.29	6.59	6.40	6.34	6.87q	6.51	6.98lq	6.66	6.15	7.48jklmnpqs	6.62	7.09lnqs

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 35

Q10 Rating of performance: Mean Score Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**7.82**	7.27	7.92u	8.23x	7.37	8.09z	7.02	7.81	7.82	8.00D	7.50
Nick Clegg, the Deputy Prime Minister	**6.15**	5.81	6.22u	6.57x	5.68	6.37z	5.52	5.66	6.84A	6.45D	5.62
Ed Miliband, the Labour leader	**3.41**	4.24v	3.25	3.49	3.32	3.14	4.21y	3.16	3.77A	3.70D	2.89
George Osborne, the Chancellor	**6.61**	5.98	6.72u	7.03x	6.12	6.88z	5.79	6.59	6.63	6.75D	6.36
Ed Balls, the Shadow Chancellor	**3.48**	4.26v	3.34	3.57	3.37	3.22	4.26y	3.24	3.83A	3.81D	2.90
Vince Cable, the Business Secretary	**5.58**	5.59	5.57	5.83x	5.28	5.63	5.42	5.26	6.03A	5.87D	5.08
William Hague, the Foreign Secretary	**7.09**	6.54	7.18u	7.44x	6.69	7.30z	6.45	7.06	7.12	7.27D	6.78
Ken Clarke, the Justice Secretary	**5.89**	5.51	5.95u	6.37x	5.34	5.97z	5.64	5.65	6.25A	6.44D	4.94
Theresa May, the Home Secretary	**6.46**	6.02	6.53u	6.95x	5.88	6.65z	5.87	6.44	6.48	6.71D	6.03
Boris Johnson, the Mayor of London	**6.72**	6.04	6.84u	7.17x	6.23	6.93z	6.09	6.76	6.66	6.78	6.61

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 36

Q10 Rating of performance: 1-2 Summary Table

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**29**	12	17	3	14	12	14	5	5	5	2	-	5	2	4	1	4	2	1	6	2
	2%	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*3%*	*2%*	*4%*	*-*	*3%*	*2%*	*2%*	*1%*	**6%or**	*2%*	*1%*	*2%*	*1%*
Nick Clegg, the Deputy Prime Minister	**99**	45	54	9	36	54	40	20	12	26	7	2	8	9	18	5	5	5	5	23	12
	7%	*7%*	*7%*	*5%*	*8%*	*7%*	*6%*	*6%*	*6%*	**11%fg**	**13%lor**	*3%*	*5%*	*7%*	**10%or**	*4%*	*7%*	*5%*	*4%*	*7%*	*7%*
Ed Miliband, the Labour leader	**587**	308	279	55	171	361	296	140	68	79	23	22	66	57	61	44	35	43	35	130	71
	39%	**45%b**	*34%*	*28%*	**36%c**	**44%cd**	**42%i**	*39%*	*37%*	*33%*	**44%r**	*38%*	**40%r**	**46%r**	*35%*	*35%*	**49%r**	**47%r**	*28%*	*37%*	**43%r**
George Osborne, the Chancellor	**55**	23	32	5	27	23	22	11	11	11	2	1	5	5	8	7	5	2	3	11	6
	4%	*3%*	*4%*	*3%*	**6%e**	*3%*	*3%*	*3%*	*6%*	*5%*	*4%*	*2%*	*3%*	*4%*	*5%*	*6%*	*7%*	*2%*	*2%*	*3%*	*4%*
Ed Balls, the Shadow Chancellor	**537**	295	242	38	151	348	276	131	53	73	22	18	64	48	61	40	26	42	29	115	72
	36%	**43%b**	*30%*	*19%*	**32%c**	**42%cd**	**39%hi**	*36%*	*29%*	*31%*	**42%r**	*31%*	**39%r**	**38%r**	**35%r**	*32%*	**36%r**	**46%ors**	*23%*	**33%r**	**43%ors**
Vince Cable, the Business Secretary	**114**	64	50	5	47	62	60	14	15	25	7	9	9	6	11	9	6	8	4	31	14
	8%	**9%b**	*6%*	*3%*	**10%c**	**8%c**	**8%g**	*4%*	**8%g**	**11%g**	**13%mr**	**16%lmnr**	*6%*	*5%*	*6%*	*7%*	*8%*	*9%*	*3%*	**9%r**	*8%*
William Hague, the Foreign Secretary	**48**	27	21	8	20	20	20	8	2	18	3	4	3	2	8	4	4	5	2	8	5
	3%	*4%*	*3%*	*4%*	*4%*	*2%*	*3%*	*2%*	*1%*	**8%fgh**	*6%*	*7%*	*2%*	*2%*	*5%*	*3%*	*6%*	*5%*	*2%*	*2%*	*3%*
Ken Clarke, the Justice Secretary	**137**	89	48	8	35	94	62	29	17	29	5	9	17	10	18	11	7	10	6	33	11
	9%	**13%b**	*6%*	*4%*	*7%*	**11%cd**	*9%*	*8%*	*9%*	*12%*	*10%*	**16%rt**	*10%*	*8%*	*10%*	*9%*	*10%*	*11%*	*5%*	*9%*	*7%*
Theresa May, the Home Secretary	**68**	38	30	10	20	38	26	18	10	14	2	5	7	6	6	4	4	4	4	19	7
	5%	*6%*	*4%*	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*6%*	*4%*	*9%*	*4%*	*5%*	*3%*	*3%*	*6%*	*4%*	*3%*	*5%*	*4%*
Boris Johnson, the Mayor of London	**74**	30	44	8	27	39	26	16	8	24	4	5	9	5	10	6	3	9	3	15	5
	5%	*4%*	*5%*	*4%*	*6%*	*5%*	*4%*	*4%*	*4%*	**10%fgh**	*8%*	*9%*	*6%*	*4%*	*6%*	*5%*	*4%*	**10%rst**	*2%*	*4%*	*3%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 36

Q10 Rating of performance: 1-2 Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**29**	11	18	8	21	10	19	18	11	13	16
	2%	**4%v**	*1%*	*1%*	**3%w**	*1%*	**5%y**	*2%*	*2%*	*1%*	**3%C**
Nick Clegg, the Deputy Prime Minister	**99**	28	71	35	64	52	47	88	11	40	59
	7%	**11%v**	*6%*	*4%*	**9%w**	*5%*	**12%y**	**10%B**	*2%*	*4%*	**11%C**
Ed Miliband, the Labour leader	**587**	74	513	303	284	479	108	390	197	320	267
	39%	*29%*	**41%u**	*39%*	*39%*	**43%z**	*28%*	**45%B**	*31%*	*33%*	**49%C**
George Osborne, the Chancellor	**55**	15	40	18	37	27	28	39	16	29	26
	4%	**6%v**	*3%*	*2%*	**5%w**	*2%*	**7%y**	**4%B**	*3%*	*3%*	*5%*
Ed Balls, the Shadow Chancellor	**537**	61	476	281	256	450	87	360	177	286	251
	36%	*24%*	**38%u**	*36%*	*36%*	**40%z**	*22%*	**41%B**	*28%*	*30%*	**46%C**
Vince Cable, the Business Secretary	**114**	21	93	39	75	77	37	93	21	48	66
	8%	*8%*	*7%*	*5%*	**10%w**	*7%*	*9%*	**11%B**	*3%*	*5%*	**12%C**
William Hague, the Foreign Secretary	**48**	15	33	14	34	23	25	35	13	22	26
	3%	**6%v**	*3%*	*2%*	**5%w**	*2%*	**6%y**	**4%B**	*2%*	*2%*	**5%C**
Ken Clarke, the Justice Secretary	**137**	27	110	42	95	97	40	107	30	43	94
	9%	*11%*	*9%*	*5%*	**13%w**	*9%*	*10%*	**12%B**	*5%*	*4%*	**17%C**
Theresa May, the Home Secretary	**68**	19	49	20	48	38	30	50	18	28	40
	5%	**8%v**	*4%*	*3%*	**7%w**	*3%*	**8%y**	**6%B**	*3%*	*3%*	**7%C**
Boris Johnson, the Mayor of London	**74**	23	51	22	52	42	32	52	22	43	31
	5%	**9%v**	*4%*	*3%*	**7%w**	*4%*	**8%y**	**6%B**	*3%*	*4%*	*6%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 37

Q10 Rating of performance: 9-10 Summary Table

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**553**	260	293	62	169	322	257	129	66	97	19	25	67	54	58	50	26	28	41	113	72
	37%	*38%*	*36%*	*31%*	*35%*	**39%c**	*36%*	*36%*	*36%*	*41%*	*37%*	*43%*	*41%*	**43%s**	*34%*	*40%*	*36%*	*30%*	*33%*	*32%*	**43%qs**
Nick Clegg, the Deputy Prime Minister	**156**	71	85	21	43	92	66	37	23	30	7	8	17	15	23	11	9	4	12	28	22
	10%	*10%*	*10%*	*11%*	*9%*	*11%*	*9%*	*10%*	*12%*	*13%*	*13%*	**14%q**	*10%*	*12%*	**13%q**	*9%*	*13%*	*4%*	*10%*	*8%*	**13%q**
Ed Miliband, the Labour leader	**33**	13	20	14	10	9	10	10	4	9	1	1	6	2	3	2	1	-	8	6	3
	2%	*2%*	*2%*	**7%de**	*2%*	*1%*	*1%*	*3%*	*2%*	**4%f**	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	-	**6%nqst**	*2%*	*2%*
George Osborne, the Chancellor	**219**	115	104	24	47	148	106	59	20	33	6	11	22	33	21	14	12	9	19	41	31
	15%	**17%b**	*13%*	*12%*	*10%*	**18%cd**	*15%*	*16%*	*11%*	*14%*	*12%*	*19%*	*13%*	**26%jlnoq rs**	*12%*	*11%*	*17%*	*10%*	*15%*	*12%*	**19%s**
Ed Balls, the Shadow Chancellor	**16**	6	10	5	5	6	6	3	1	6	-	-	1	1	1	1	-	-	5	5	2
	1%	*1%*	*1%*	**3%e**	*1%*	*1%*	*1%*	*1%*	*1%*	**3%f**	-	-	*1%*	*1%*	*1%*	*1%*	-	-	**4%ln**	*1%*	*1%*
Vince Cable, the Business Secretary	**82**	42	40	12	26	44	34	15	15	17	4	2	5	12	15	7	2	3	11	13	8
	5%	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*4%*	*8%*	*7%*	*8%*	*3%*	*3%*	**10%ls**	**9%ls**	*6%*	*3%*	*3%*	**9%ls**	*4%*	*5%*
William Hague, the Foreign Secretary	**349**	159	190	30	90	229	160	92	40	53	15	14	31	47	41	32	13	15	26	76	39
	23%	*23%*	*23%*	*15%*	*19%*	**28%cd**	*23%*	*26%*	*22%*	*22%*	*29%*	*24%*	*19%*	**38%lnopq rst**	*24%*	*26%*	*18%*	*16%*	*21%*	*22%*	*23%*
Ken Clarke, the Justice Secretary	**143**	68	75	13	38	92	61	37	15	28	5	4	8	21	23	10	8	6	13	25	20
	10%	*10%*	*9%*	*7%*	*8%*	*11%*	*9%*	*10%*	*8%*	*12%*	*10%*	*7%*	*5%*	**17%loqs**	**13%ls**	*8%*	*11%*	*7%*	*10%*	*7%*	**12%l**
Theresa May, the Home Secretary	**172**	78	94	16	44	112	66	49	18	36	7	7	18	17	16	13	6	4	20	32	32
	11%	*11%*	*12%*	*8%*	*9%*	**14%cd**	*9%*	**14%f**	*10%*	**15%f**	*13%*	*12%*	*11%*	**14%q**	*9%*	*10%*	*8%*	*4%*	**16%qs**	*9%*	**19%lnop qs**
Boris Johnson, the Mayor of London	**337**	172	165	45	95	197	157	83	50	43	11	13	33	32	26	30	16	17	46	69	44
	22%	**25%b**	*20%*	*23%*	*20%*	*24%*	*22%*	*23%*	**27%i**	*18%*	*21%*	*22%*	*20%*	**26%n**	*15%*	*24%*	*22%*	*18%*	**37%jlno pqs**	*20%*	**27%n**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 37

Q10 Rating of performance: 9-10 Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**553**	72	481	374	179	469	84	331	222	399	154
	37%	*29%*	**38%u**	**48%x**	*25%*	**42%z**	*22%*	*38%*	*35%*	**42%D**	*28%*
Nick Clegg, the Deputy Prime Minister	**156**	29	127	110	46	127	29	56	100	109	47
	10%	*12%*	*10%*	**14%x**	*6%*	**11%z**	*7%*	*6%*	**16%A**	*11%*	*9%*
Ed Miliband, the Labour leader	**33**	16	17	18	15	16	17	18	15	25	8
	2%	**6%v**	*1%*	*2%*	*2%*	*1%*	**4%y**	*2%*	*2%*	*3%*	*1%*
George Osborne, the Chancellor	**219**	28	191	155	64	189	30	139	80	153	66
	15%	*11%*	*15%*	**20%x**	*9%*	**17%z**	*8%*	*16%*	*13%*	*16%*	*12%*
Ed Balls, the Shadow Chancellor	**16**	8	8	13	3	9	7	10	6	15	1
	1%	**3%v**	*1%*	**2%x**	*	*1%*	*2%*	*1%*	*1%*	**2%D**	*
Vince Cable, the Business Secretary	**82**	12	70	52	30	63	19	37	45	61	21
	5%	*5%*	*6%*	**7%x**	*4%*	*6%*	*5%*	*4%*	**7%A**	**6%D**	*4%*
William Hague, the Foreign Secretary	**349**	50	299	227	122	289	60	220	129	246	103
	23%	*20%*	*24%*	**29%x**	*17%*	**26%z**	*15%*	**25%B**	*20%*	**26%D**	*19%*
Ken Clarke, the Justice Secretary	**143**	21	122	101	42	113	30	85	58	111	32
	10%	*8%*	*10%*	**13%x**	*6%*	*10%*	*8%*	*10%*	*9%*	**12%D**	*6%*
Theresa May, the Home Secretary	**172**	31	141	130	42	144	28	117	55	123	49
	11%	*12%*	*11%*	**17%x**	*6%*	**13%z**	*7%*	**13%B**	*9%*	**13%D**	*9%*
Boris Johnson, the Mayor of London	**337**	45	292	210	127	270	67	216	121	214	123
	22%	*18%*	*23%*	**27%x**	*18%*	**24%z**	*17%*	**25%B**	*19%*	*22%*	*23%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 38

Q10 Rating of performance: 1-3 Summary Table

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**49**	19	30	7	22	20	23	9	8	9	2	2	6	3	12	2	4	2	4	7	5
	3%	*3%*	*4%*	*4%*	**5%e**	*2%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*2%*	**7%os**	*2%*	*6%*	*2%*	*3%*	*2%*	*3%*
Nick Clegg, the Deputy Prime Minister	**185**	83	102	18	65	102	82	40	25	37	10	6	17	16	29	10	11	14	13	44	15
	12%	*12%*	*13%*	*9%*	*14%*	*12%*	*12%*	*11%*	*14%*	*16%*	**19%ot**	*10%*	*10%*	*13%*	**17%ot**	*8%*	*15%*	*15%*	*10%*	*13%*	*9%*
Ed Miliband, the Labour leader	**796**	406	390	73	245	478	396	193	95	107	30	28	92	76	84	65	46	52	47	182	94
	53%	**59%b**	*48%*	*37%*	**51%c**	**58%cd**	**56%i**	**54%i**	*51%*	*45%*	**58%r**	*48%*	**56%r**	**61%nr**	*49%*	**52%r**	**64%nr**	**57%r**	*37%*	**52%r**	**57%r**
George Osborne, the Chancellor	**98**	43	55	9	50	39	39	20	18	21	3	7	11	7	16	10	7	4	5	17	11
	7%	*6%*	*7%*	*5%*	**10%ce**	*5%*	*5%*	*6%*	**10%f**	*9%*	*6%*	**12%rs**	*7%*	*6%*	*9%*	*8%*	*10%*	*4%*	*4%*	*5%*	*7%*
Ed Balls, the Shadow Chancellor	**733**	400	333	57	215	461	372	172	83	101	26	30	84	64	84	56	42	49	48	157	93
	49%	**58%b**	*41%*	*29%*	**45%c**	**56%cd**	**52%i**	*48%*	*45%*	*43%*	*50%*	*52%*	**52%r**	**51%r**	*49%*	*45%*	**58%rs**	**53%r**	*38%*	*45%*	**56%rs**
Vince Cable, the Business Secretary	**214**	124	90	17	77	120	115	31	29	37	13	12	22	15	26	14	9	11	9	59	24
	14%	**18%b**	*11%*	*9%*	**16%c**	**15%c**	**16%g**	*9%*	**16%g**	**16%g**	**25%moqr**	**21%r**	*13%*	*12%*	**15%r**	*11%*	*13%*	*12%*	*7%*	**17%r**	*14%*
William Hague, the Foreign Secretary	**84**	42	42	13	35	36	35	13	10	26	3	6	11	4	13	5	8	8	3	15	8
	6%	*6%*	*5%*	*7%*	**7%e**	*4%*	*5%*	*4%*	*5%*	**11%fgh**	*6%*	**10%mr**	*7%*	*3%*	*8%*	*4%*	**11%mrs**	**9%r**	*2%*	*4%*	*5%*
Ken Clarke, the Justice Secretary	**211**	131	80	17	54	140	98	49	27	37	7	10	25	16	23	18	15	13	14	53	17
	14%	**19%b**	*10%*	*9%*	*11%*	**17%cd**	*14%*	*14%*	*15%*	*16%*	*13%*	*17%*	*15%*	*13%*	*13%*	*14%*	**21%t**	*14%*	*11%*	*15%*	*10%*
Theresa May, the Home Secretary	**105**	52	53	14	39	52	39	24	17	25	4	5	15	7	12	6	6	4	7	30	9
	7%	*8%*	*7%*	*7%*	*8%*	*6%*	*5%*	*7%*	*9%*	**11%f**	*8%*	*9%*	*9%*	*6%*	*7%*	*5%*	*8%*	*4%*	*6%*	*9%*	*5%*
Boris Johnson, the Mayor of London	**131**	54	77	16	52	63	48	29	14	39	4	10	17	9	14	8	4	15	8	33	9
	9%	*8%*	*9%*	*8%*	**11%e**	*8%*	*7%*	*8%*	*8%*	**16%fgh**	*8%*	**17%mnop**	*10%*	*7%*	*8%*	*6%*	*6%*	**16%mnopr**	*6%*	*9%*	*5%*
												rt						**t**			

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 38

Q10 Rating of performance: 1-3 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**49**	16	33	13	36	19	30	31	18	23	26
	3%	**6%v**	*3%*	*2%*	**5%w**	*2%*	**8%y**	*4%*	*3%*	*2%*	**5%C**
Nick Clegg, the Deputy Prime Minister	**185**	45	140	68	117	108	77	158	27	80	105
	12%	**18%v**	*11%*	*9%*	**16%w**	*10%*	**20%y**	**18%B**	*4%*	*8%*	**19%C**
Ed Miliband, the Labour leader	**796**	96	700	412	384	649	147	518	278	445	351
	53%	*38%*	**56%u**	*53%*	*53%*	**58%z**	*38%*	**60%B**	*44%*	*46%*	**65%C**
George Osborne, the Chancellor	**98**	26	72	31	67	46	52	74	24	48	50
	7%	**10%v**	*6%*	*4%*	**9%w**	*4%*	**13%y**	**9%B**	*4%*	*5%*	**9%C**
Ed Balls, the Shadow Chancellor	**733**	85	648	370	363	590	143	482	251	399	334
	49%	*34%*	**52%u**	*47%*	*50%*	**53%z**	*37%*	**55%B**	*40%*	*42%*	**62%C**
Vince Cable, the Business Secretary	**214**	33	181	86	128	147	67	158	56	97	117
	14%	*13%*	*14%*	*11%*	**18%w**	*13%*	*17%*	**18%B**	*9%*	*10%*	**22%C**
William Hague, the Foreign Secretary	**84**	31	53	27	57	42	42	58	26	43	41
	6%	**12%v**	*4%*	*3%*	**8%w**	*4%*	**11%y**	**7%B**	*4%*	*4%*	**8%C**
Ken Clarke, the Justice Secretary	**211**	42	169	74	137	153	58	159	52	70	141
	14%	*17%*	*14%*	*9%*	**19%w**	*14%*	*15%*	**18%B**	*8%*	*7%*	**26%C**
Theresa May, the Home Secretary	**105**	27	78	32	73	62	43	76	29	50	55
	7%	**11%v**	*6%*	*4%*	**10%w**	*6%*	**11%y**	**9%B**	*5%*	*5%*	**10%C**
Boris Johnson, the Mayor of London	**131**	36	95	44	87	79	52	83	48	80	51
	9%	**14%v**	*8%*	*6%*	**12%w**	*7%*	**13%y**	*10%*	*8%*	*8%*	*9%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 39

Q10 Rating of performance: 4-6 Summary Table

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**188**	83	105	35	79	74	75	49	28	35	3	8	18	13	25	15	8	10	21	51	16
	13%	*12%*	*13%*	**18%e**	**16%e**	*9%*	*11%*	*14%*	*15%*	*15%*	*6%*	*14%*	*11%*	*10%*	*14%*	*12%*	*11%*	*11%*	*17%*	*15%*	*10%*
Nick Clegg, the Deputy Prime Minister	**559**	255	304	84	180	295	273	137	73	73	19	26	64	39	61	44	26	39	41	151	49
	37%	*37%*	*37%*	*42%*	*38%*	*36%*	**38%i**	*38%*	*39%*	*31%*	*37%*	**45%t**	*39%*	*31%*	*35%*	*35%*	*36%*	**42%t**	*33%*	**43%mrt**	*30%*
Ed Miliband, the Labour leader	**487**	217	270	72	159	256	225	120	62	77	16	23	48	34	64	45	19	30	45	111	52
	32%	*32%*	*33%*	*36%*	*33%*	*31%*	*32%*	*33%*	*34%*	*32%*	*31%*	*40%*	*29%*	*27%*	*37%*	*36%*	*26%*	*33%*	*36%*	*32%*	*31%*
George Osborne, the Chancellor	**515**	216	299	68	193	254	251	119	62	78	17	15	59	38	65	44	28	46	35	126	42
	34%	*31%*	**37%a**	*34%*	**40%e**	*31%*	*35%*	*33%*	*34%*	*33%*	*33%*	*26%*	**36%t**	*30%*	**38%t**	*35%*	**39%t**	**50%jklm orst**	*28%*	**36%t**	*25%*
Ed Balls, the Shadow Chancellor	**474**	203	271	60	169	245	219	125	50	76	15	14	51	42	55	46	20	33	38	113	47
	32%	*30%*	*33%*	*30%*	**35%e**	*30%*	*31%*	*35%*	*27%*	*32%*	*29%*	*24%*	*31%*	*34%*	*32%*	*37%*	*28%*	*36%*	*30%*	*32%*	*28%*
Vince Cable, the Business Secretary	**557**	278	279	52	170	335	286	136	56	76	13	18	61	39	57	47	33	43	54	120	72
	37%	**40%b**	*34%*	*26%*	**35%c**	**41%c**	**40%hi**	*38%*	*30%*	*32%*	*25%*	*31%*	*37%*	*31%*	*33%*	*38%*	**46%jm**	**47%jmns**	**43%j**	*34%*	**43%jmns**
William Hague, the Foreign Secretary	**365**	164	201	52	130	183	169	81	46	64	8	14	33	27	37	29	20	21	43	97	36
	24%	*24%*	*25%*	*26%*	**27%e**	*22%*	*24%*	*23%*	*25%*	*27%*	*15%*	*24%*	*20%*	*22%*	*21%*	*23%*	*28%*	*23%*	**34%jlmn t**	*28%*	*22%*
Ken Clarke, the Justice Secretary	**485**	221	264	64	161	260	238	116	50	78	11	14	56	29	58	38	30	34	39	116	60
	32%	*32%*	*32%*	*32%*	*34%*	*32%*	*33%*	*32%*	*27%*	*33%*	*21%*	*24%*	**34%m**	*23%*	*34%*	*30%*	**42%jkm**	**37%m**	*31%*	**33%m**	**36%jm**
Theresa May, the Home Secretary	**467**	225	242	56	159	252	232	119	44	70	12	17	49	32	50	35	30	42	32	116	52
	31%	*33%*	*30%*	*28%*	*33%*	*31%*	**33%h**	**33%h**	*24%*	*30%*	*23%*	*29%*	*30%*	*26%*	*29%*	*28%*	**42%jmr**	**46%jklm norst**	*25%*	*33%*	*31%*
Boris Johnson, the Mayor of London	**432**	204	228	56	140	236	228	99	51	51	16	13	61	37	47	32	26	27	25	105	43
	29%	*30%*	*28%*	*28%*	*29%*	*29%*	**32%i**	*28%*	*28%*	*22%*	*31%*	*22%*	**37%knor t**	*30%*	*27%*	*26%*	**36%r**	*29%*	*20%*	**30%r**	*26%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 39

Q10 Rating of performance: 4-6 Summary Table

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**188**	48	140	66	122	103	85	119	69	98	90
	13%	**19%v**	*11%*	*8%*	**17%w**	*9%*	**22%y**	*14%*	*11%*	*10%*	**17%C**
Nick Clegg, the Deputy Prime Minister	**559**	96	463	249	310	396	163	353	206	344	215
	37%	*38%*	*37%*	*32%*	**43%w**	*36%*	**42%y**	**41%B**	*33%*	*36%*	*40%*
Ed Miliband, the Labour leader	**487**	81	406	253	234	338	149	250	237	359	128
	32%	*32%*	*32%*	*32%*	*33%*	*30%*	**38%y**	*29%*	**38%A**	**37%D**	*24%*
George Osborne, the Chancellor	**515**	97	418	226	289	359	156	285	230	316	199
	34%	*38%*	*33%*	*29%*	**40%w**	*32%*	**40%y**	*33%*	*36%*	*33%*	*37%*
Ed Balls, the Shadow Chancellor	**474**	71	403	260	214	340	134	246	228	351	123
	32%	*28%*	*32%*	*33%*	*30%*	*31%*	*34%*	*28%*	**36%A**	**37%D**	*23%*
Vince Cable, the Business Secretary	**557**	73	484	302	255	433	124	331	226	348	209
	37%	*29%*	**39%u**	*39%*	*35%*	**39%z**	*32%*	*38%*	*36%*	*36%*	*39%*
William Hague, the Foreign Secretary	**365**	59	306	161	204	260	105	217	148	207	158
	24%	*23%*	*24%*	*21%*	**28%w**	*23%*	*27%*	*25%*	*23%*	*22%*	**29%C**
Ken Clarke, the Justice Secretary	**485**	76	409	242	243	349	136	287	198	291	194
	32%	*30%*	*33%*	*31%*	*34%*	*31%*	*35%*	*33%*	*31%*	*30%*	**36%C**
Theresa May, the Home Secretary	**467**	72	395	207	260	342	125	271	196	270	197
	31%	*29%*	*32%*	*26%*	**36%w**	*31%*	*32%*	*31%*	*31%*	*28%*	**36%C**
Boris Johnson, the Mayor of London	**432**	79	353	187	245	307	125	237	195	261	171
	29%	*31%*	*28%*	*24%*	**34%w**	*28%*	*32%*	*27%*	*31%*	*27%*	*32%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 40

Q10 Rating of performance: 7-10 Summary Table

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron, the Prime Minister	**1240**	579	661	149	374	717	604	296	146	185	47	48	137	108	132	103	60	79	99	286	141
	83%	*84%*	*81%*	*75%*	*78%*	**87%cd**	**85%hi**	*82%*	*79%*	*78%*	**90%n**	*83%*	*84%*	**86%n**	*76%*	*82%*	*83%*	*86%*	*79%*	*82%*	**85%n**
Nick Clegg, the Deputy Prime Minister	**723**	345	378	83	225	415	342	173	83	119	22	26	80	69	78	66	35	38	68	144	97
	48%	*50%*	*46%*	*42%*	*47%*	**50%c**	*48%*	*48%*	*45%*	*50%*	*42%*	*45%*	*49%*	**55%qs**	*45%*	**53%s**	*49%*	*41%*	**54%s**	*41%*	**58%jnqs**
Ed Miliband, the Labour leader	**128**	48	80	28	51	49	55	26	13	32	3	6	17	8	13	9	6	5	22	27	12
	9%	*7%*	*10%*	**14%e**	**11%e**	*6%*	*8%*	*7%*	*7%*	**14%fgh**	*6%*	*10%*	*10%*	*6%*	*8%*	*7%*	*8%*	*5%*	**17%jmnoq st**	*8%*	*7%*
George Osborne, the Chancellor	**776**	405	371	77	205	494	375	190	87	119	30	33	86	73	82	62	35	36	70	168	101
	52%	**59%b**	*46%*	*39%*	*43%*	**60%cd**	*53%*	*53%*	*47%*	*50%*	**58%q**	**57%q**	**53%q**	**58%qs**	*47%*	*50%*	*49%*	*39%*	**56%q**	*48%*	**61%nqs**
Ed Balls, the Shadow Chancellor	**118**	45	73	27	43	48	49	21	20	27	6	8	17	9	12	7	4	4	19	23	9
	8%	*7%*	*9%*	**14%e**	**9%e**	*6%*	*7%*	*6%*	**11%g**	**11%fg**	*12%*	**14%qt**	*10%*	*7%*	*7%*	*6%*	*6%*	*4%*	**15%mnopq st**	*7%*	*5%*
Vince Cable, the Business Secretary	**438**	225	213	54	130	254	210	105	49	70	17	18	47	47	54	39	22	24	27	97	46
	29%	**33%b**	*26%*	*27%*	*27%*	*31%*	*30%*	*29%*	*26%*	*30%*	*33%*	*31%*	*29%*	**38%rs**	*31%*	*31%*	*31%*	*26%*	*21%*	*28%*	*28%*
William Hague, the Foreign Secretary	**934**	460	474	92	279	563	462	233	108	126	40	34	110	83	106	81	41	59	65	204	111
	62%	**67%b**	*58%*	*46%*	**58%c**	**68%cd**	**65%i**	**65%i**	*58%*	*53%*	**77%knpr s**	*59%*	**67%rs**	**66%r**	*61%*	**65%r**	*57%*	*64%*	*52%*	*58%*	**67%r**
Ken Clarke, the Justice Secretary	**574**	290	284	51	178	345	280	136	68	84	27	25	65	61	64	50	21	34	42	118	67
	38%	**42%b**	*35%*	*26%*	**37%c**	**42%c**	*39%*	*38%*	*37%*	*35%*	**52%prs**	*43%*	*40%*	**49%nprs**	*37%*	*40%*	*29%*	*37%*	*33%*	*34%*	*40%*
Theresa May, the Home Secretary	**665**	348	317	56	189	420	333	150	82	93	25	28	73	62	73	59	28	36	54	142	85
	44%	**51%b**	*39%*	*28%*	**39%c**	**51%cd**	**47%i**	*42%*	*44%*	*39%*	*48%*	*48%*	*45%*	*50%*	*42%*	*47%*	*39%*	*39%*	*43%*	*41%*	**51%s**
Boris Johnson, the Mayor of London	**757**	383	374	86	223	448	366	185	94	107	26	29	67	61	77	66	35	45	84	172	95
	50%	**56%b**	*46%*	*43%*	*47%*	**54%cd**	*51%*	*52%*	*51%*	*45%*	*50%*	*50%*	*41%*	*49%*	*45%*	**53%l**	*49%*	*49%*	**67%jklm nopqs**	*49%*	**57%ln**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 40

Q10 Rating of performance: 7-10 Summary Table

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron, the Prime Minister	**1240**	180	1060	690	550	974	266	708	532	824	416
	83%	*71%*	**85%u**	**88%x**	*76%*	**88%z**	*68%*	*81%*	*84%*	**86%D**	*77%*
Nick Clegg, the Deputy Prime Minister	**723**	95	628	455	268	589	134	346	377	516	207
	48%	*38%*	**50%u**	**58%x**	*37%*	**53%z**	*34%*	*40%*	**60%A**	**54%D**	*38%*
Ed Miliband, the Labour leader	**128**	44	84	79	49	66	62	65	63	96	32
	9%	**17%v**	*7%*	**10%x**	*7%*	*6%*	**16%y**	*7%*	*10%*	**10%D**	*6%*
George Osborne, the Chancellor	**776**	90	686	482	294	634	142	456	320	518	258
	52%	*36%*	**55%u**	**62%x**	*41%*	**57%z**	*36%*	*52%*	*51%*	**54%D**	*48%*
Ed Balls, the Shadow Chancellor	**118**	42	76	70	48	64	54	61	57	88	30
	8%	**17%v**	*6%*	*9%*	*7%*	*6%*	**14%y**	*7%*	*9%*	**9%D**	*6%*
Vince Cable, the Business Secretary	**438**	68	370	262	176	325	113	229	209	313	125
	29%	*27%*	*30%*	**33%x**	*24%*	*29%*	*29%*	*26%*	**33%A**	**33%D**	*23%*
William Hague, the Foreign Secretary	**934**	119	815	545	389	733	201	544	390	628	306
	62%	*47%*	**65%u**	**70%x**	*54%*	**66%z**	*52%*	*63%*	*62%*	**65%D**	*57%*
Ken Clarke, the Justice Secretary	**574**	71	503	360	214	452	122	315	259	441	133
	38%	*28%*	**40%u**	**46%x**	*30%*	**41%z**	*31%*	*36%*	*41%*	**46%D**	*25%*
Theresa May, the Home Secretary	**665**	83	582	426	239	530	135	399	266	454	211
	44%	*33%*	**47%u**	**54%x**	*33%*	**48%z**	*35%*	*46%*	*42%*	**47%D**	*39%*
Boris Johnson, the Mayor of London	**757**	92	665	455	302	599	158	452	305	498	259
	50%	*37%*	**53%u**	**58%x**	*42%*	**54%z**	*41%*	*52%*	*48%*	*52%*	*48%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 41

Q11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
David Cameron and George Osborne	**1444**	665	779	192	449	803	692	348	176	219	51	57	151	122	167	119	69	90	121	335	162
	96%	*97%*	*96%*	*96%*	*94%*	**98%d**	**97%i**	**97%i**	*95%*	*92%*	*98%*	*98%*	*93%*	*98%*	*97%*	*95%*	*96%*	*98%*	*96%*	*96%*	**98%l**
Ed Miliband and Ed Balls	**58**	22	36	8	30	20	19	11	9	18	1	1	12	3	6	6	3	2	5	15	4
	4%	*3%*	*4%*	*4%*	**6%e**	*2%*	*3%*	*3%*	*5%*	**8%fg**	*2%*	*2%*	**7%t**	*2%*	*3%*	*5%*	*4%*	*2%*	*4%*	*4%*	*2%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 41

Q11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
David Cameron and George Osborne	**1444**	218	1226	767	677	1104	340	830	614	922	522
	96%	*87%*	**98%u**	**98%x**	*94%*	**99%z**	*87%*	*95%*	*97%*	*96%*	*96%*
Ed Miliband and Ed Balls	**58**	34	24	16	42	8	50	40	18	39	19
	4%	**13%v**	*2%*	*2%*	**6%w**	*1%*	**13%y**	*5%*	*3%*	*4%*	*4%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 42

Q12 Thinking about Britain's economy, which of the following is closest to your own view?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	**1304**	620	684	164	395	745	630	315	161	190	46	51	140	111	145	106	63	85	106	302	149
	87%	**90%b**	*84%*	*82%*	*82%*	**91%cd**	**89%i**	**88%i**	*87%*	*80%*	*88%*	*88%*	*86%*	*89%*	*84%*	*85%*	*88%*	*92%*	*84%*	*86%*	*90%*
In three or four years' time the economy will be no better, or even worse, than it is now	**198**	67	131	36	84	78	81	44	24	47	6	7	23	14	28	19	9	7	20	48	17
	13%	*10%*	**16%a**	**18%e**	**18%e**	*9%*	*11%*	*12%*	*13%*	**20%fg**	*12%*	*12%*	*14%*	*11%*	*16%*	*15%*	*13%*	*8%*	*16%*	*14%*	*10%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 42

Q12 Thinking about Britain's economy, which of the following is closest to your own view?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Although things are difficult now, the right decisions are being made and things will improve significantly in the next three or four years	**1304**	181	1123	718	586	1023	281	751	553	842	462
	87%	*72%*	**90%u**	**92%x**	*82%*	**92%z**	*72%*	*86%*	*88%*	*88%*	*85%*
In three or four years' time the economy will be no better, or even worse, than it is now	**198**	71	127	65	133	89	109	119	79	119	79
	13%	**28%v**	*10%*	*8%*	**18%w**	*8%*	**28%y**	*14%*	*13%*	*12%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 43

Q13 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
The cuts are too deep and are being made too quickly	**313**	104	209	65	127	121	119	68	54	70	7	8	41	29	40	27	15	15	32	74	25
	21%	*15%*	**26%a**	**33%e**	**27%e**	*15%*	*17%*	*19%*	**29%fg**	**30%fg**	*13%*	*14%*	**25%t**	*23%*	*23%*	*22%*	*21%*	*16%*	**25%t**	*21%*	*15%*
The cuts are necessary and unavoidable and are the right thing for the economy	**1053**	497	556	120	321	612	515	265	116	150	39	42	114	81	119	89	49	70	84	246	120
	70%	*72%*	*68%*	*60%*	*67%*	**74%cd**	**72%hi**	**74%hi**	*63%*	*63%*	*75%*	*72%*	*70%*	*65%*	*69%*	*71%*	*68%*	*76%*	*67%*	*70%*	*72%*
The cuts do not go far enough - the government should do more to reduce public spending	**136**	86	50	15	31	90	77	26	15	17	6	8	8	15	14	9	8	7	10	30	21
	9%	**13%b**	*6%*	*8%*	*6%*	**11%d**	*11%*	*7%*	*8%*	*7%*	*12%*	**14%l**	*5%*	**12%l**	*8%*	*7%*	*11%*	*8%*	*8%*	*9%*	**13%l**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 43

Q13 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
The cuts are too deep and are being made too quickly	**313**	105	208	114	199	151	162	189	124	197	116
	21%	**42%v**	*17%*	*15%*	**28%w**	*14%*	**42%y**	*22%*	*20%*	*20%*	*21%*
The cuts are necessary and unavoidable and are the right thing for the economy	**1053**	137	916	607	446	845	208	589	464	700	353
	70%	*54%*	**73%u**	**78%x**	*62%*	**76%z**	*53%*	*68%*	**73%A**	**73%D**	*65%*
The cuts do not go far enough - the government should do more to reduce public spending	**136**	10	126	62	74	116	20	92	44	64	72
	9%	*4%*	**10%u**	*8%*	*10%*	**10%z**	*5%*	**11%B**	*7%*	*7%*	**13%C**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 44

Q14 Rating of priority: Getting the economy growing and creating jobs

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**541**	240	301	80	150	311	251	126	72	88	20	16	56	49	66	46	33	28	49	117	61
		72%	*71%*	*73%*	*68%*	*68%*	**75%d**	*72%*	*69%*	*77%*	*75%*	*74%*	*64%*	*65%*	*72%*	*78%*	*79%*	**83%lq**	*62%*	*73%*	*73%*	*69%*
High priority	(4)	**186**	91	95	32	63	91	89	53	18	25	7	9	28	19	19	10	5	12	16	38	23
		25%	*27%*	*23%*	*27%*	*29%*	*22%*	*25%*	*29%*	*19%*	*21%*	*26%*	*36%*	**33%op**	*28%*	*22%*	*17%*	*13%*	*27%*	*24%*	*24%*	*26%*
Medium priority	(3)	**20**	7	13	3	7	10	10	3	3	3	-	-	1	-	-	2	2	5	2	3	5
		3%	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	-	-	*1%*	-	-	*3%*	**5%n**	**11%lmns**	*3%*	*2%*	**6%mn**
Quite low priority	(2)	**3**	1	2	3	-	-	1	-	-	2	-	-	1	-	-	-	-	-	-	2	-
		*******	***	***	**3%de**	-	-	***	-	-	*2%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-
Very low priority	(1)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Top 2 box		**727**	331	396	112	213	402	340	179	90	113	27	25	84	68	85	56	38	40	65	155	84
		97%	*98%*	*96%*	*95%*	*97%*	*98%*	*97%*	*98%*	*97%*	*96%*	*100%*	*100%*	**98%q**	**100%qt**	**100%pqt**	*97%*	*95%*	*89%*	*97%*	**97%q**	*94%*
Net Bottom 2 box		**3**	1	2	3	-	-	1	-	-	2	-	-	1	-	-	-	-	-	-	2	-
		*******	***	***	**3%de**	-	-	***	-	-	*2%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-
Mean		**4.69**	4.68	4.69	4.60	4.65	**4.73c**	4.68	4.68	4.74	4.69	4.74	4.64	4.62	4.72	**4.78lq**	**4.76q**	4.78	4.51	4.70	4.69	4.63
Standard Deviation		**0.54**	0.53	0.55	0.67	0.54	0.50	0.54	0.50	0.51	0.61	0.45	0.49	0.58	0.45	0.42	0.51	0.53	0.69	0.52	0.57	0.59
Standard Error		**0.020**	0.029	0.027	0.062	0.036	0.024	0.029	0.037	0.053	0.056	0.086	0.098	0.062	0.055	0.045	0.067	0.084	0.104	0.064	0.045	0.063

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 44

Q14 Rating of priority: Getting the economy growing and creating jobs

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**541**	104	437	280	261	405	136	330	211	326	215
		72%	*75%*	*72%*	*71%*	*74%*	*73%*	*70%*	***76%B***	*67%*	*70%*	*75%*
High priority	(4)	**186**	32	154	99	87	135	51	91	95	125	61
		25%	*23%*	*25%*	*25%*	*25%*	*24%*	*26%*	*21%*	***30%A***	*27%*	*21%*
Medium priority	(3)	**20**	1	19	15	5	16	4	10	10	12	8
		3%	*1%*	*3%*	***4%x***	*1%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*
Quite low priority	(2)	**3**	2	1	3	-	1	2	2	1	2	1
		*******	***1%v***	***	*1%*	-	***	*1%*	***	***	***	***
Very low priority	(1)	**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Net Top 2 box		**727**	136	591	379	348	540	187	421	306	451	276
		97%	*98%*	*97%*	*95%*	***99%w***	*97%*	*97%*	*97%*	*97%*	*97%*	*97%*
Net Bottom 2 box		**3**	2	1	3	-	1	2	2	1	2	1
		*******	***1%v***	***	*1%*	-	***	*1%*	***	***	***	***
Mean		**4.69**	4.71	4.68	4.65	4.73	4.69	4.66	**4.73B**	4.63	4.67	4.72
Standard Deviation		**0.54**	0.55	0.54	0.59	0.48	0.53	0.57	0.52	0.56	0.55	0.53
Standard Error		**0.020**	0.047	0.022	0.030	0.025	0.022	0.041	0.025	0.032	0.025	0.031

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 45

Q14 Rating of priority: Cutting the deficit and the debt

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**445**	213	232	69	130	246	217	106	54	66	18	13	50	40	58	34	19	28	37	98	50
		59%	*63%*	*56%*	*58%*	*59%*	*60%*	*62%*	*58%*	*58%*	*56%*	*67%*	*52%*	*58%*	*59%*	**68%p**	*59%*	*48%*	*62%*	*55%*	*61%*	*56%*
High priority	(4)	**243**	105	138	31	68	144	109	66	27	38	7	11	28	22	22	19	14	14	22	50	34
		32%	*31%*	*34%*	*26%*	*31%*	*35%*	*31%*	*36%*	*29%*	*32%*	*26%*	*44%*	*33%*	*32%*	*26%*	*33%*	*35%*	*31%*	*33%*	*31%*	*38%*
Medium priority	(3)	**58**	21	37	16	22	20	23	9	12	13	2	1	7	6	5	5	6	3	8	11	4
		8%	*6%*	*9%*	**14%e**	**10%e**	*5%*	*7%*	*5%*	**13%fg**	*11%*	*7%*	*4%*	*8%*	*9%*	*6%*	*9%*	**15%t**	*7%*	*12%*	*7%*	*4%*
Quite low priority	(2)	**3**	-	3	2	-	1	2	-	-	1	-	-	1	-	-	-	-	-	-	1	1
		*******	-	*1%*	*2%*	-	***	*1%*	-	-	*1%*	-	-	*1%*	-	-	-	-	-	-	*1%*	*1%*
Very low priority	(1)	**1**	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		*******	-	***	-	-	***	-	*1%*	-	-	-	-	-	-	-	-	**3%s**	-	-	-	-
Net Top 2 box		**688**	318	370	100	198	390	326	172	81	104	25	24	78	62	80	53	33	42	59	148	84
		92%	*94%*	*90%*	*85%*	*90%*	**95%cd**	*93%*	**95%hi**	*87%*	*88%*	*93%*	*96%*	*91%*	*91%*	**94%p**	*91%*	*83%*	*93%*	*88%*	*93%*	**94%p**
Net Bottom 2 box		**4**	-	4	2	-	2	2	1	-	1	-	-	1	-	-	-	1	-	-	1	1
		1%	-	*1%*	*2%*	-	***	*1%*	*1%*	-	*1%*	-	-	*1%*	-	-	-	*3%*	-	-	*1%*	*1%*
Mean		**4.50**	**4.57b**	4.45	4.42	4.49	4.54	4.54	4.52	4.45	4.43	4.59	4.48	4.48	4.50	**4.62p**	4.50	4.25	4.56	4.43	**4.53p**	4.49
Standard Deviation		**0.67**	0.61	0.71	0.79	0.67	0.62	0.64	0.65	0.71	0.72	0.64	0.59	0.70	0.66	0.60	0.66	0.90	0.62	0.70	0.65	0.64
Standard Error		**0.024**	0.033	0.035	0.073	0.045	0.031	0.034	0.048	0.074	0.066	0.122	0.117	0.075	0.080	0.065	0.086	0.142	0.093	0.086	0.052	0.068

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 45

Q14 Rating of priority: Cutting the deficit and the debt

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**445**	75	370	245	200	354	91	259	186	275	170
		59%	*54%*	*61%*	*62%*	*57%*	**64%z**	*47%*	*60%*	*59%*	*59%*	*60%*
High priority	(4)	**243**	48	195	119	124	172	71	138	105	147	96
		32%	*35%*	*32%*	*30%*	*35%*	*31%*	*37%*	*32%*	*33%*	*32%*	*34%*
Medium priority	(3)	**58**	15	43	29	29	29	29	35	23	40	18
		8%	*11%*	*7%*	*7%*	*8%*	*5%*	**15%y**	*8%*	*7%*	*9%*	*6%*
Quite low priority	(2)	**3**	1	2	3	-	1	2	1	2	2	1
		*****	*1%*	*	*1%*	-	*	*1%*	*	*1%*	*	*
Very low priority	(1)	**1**	-	1	1	-	1	-	-	1	1	-
		*****	-	*	*	-	*	-	-	*	*	-
Net Top 2 box		**688**	123	565	364	324	526	162	397	291	422	266
		92%	*88%*	*92%*	*92%*	*92%*	**94%z**	*84%*	*92%*	*92%*	*91%*	*93%*
Net Bottom 2 box		**4**	1	3	4	-	2	2	1	3	3	1
		1%	*1%*	*	*1%*	-	*	*1%*	*	*1%*	*1%*	*
Mean		**4.50**	4.42	4.52	4.52	4.48	**4.57z**	4.30	4.51	4.49	4.49	4.53
Standard Deviation		**0.67**	0.71	0.66	0.69	0.64	0.62	0.76	0.65	0.69	0.69	0.63
Standard Error		**0.024**	0.060	0.027	0.034	0.034	0.026	0.055	0.031	0.039	0.032	0.037

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 46

Q14 Rating of priority: Improving the NHS

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**233**	83	150	43	74	116	93	59	39	40	7	6	23	18	33	20	12	15	26	46	27
		31%	*24%*	**36%a**	*36%*	*34%*	*28%*	*26%*	*32%*	**42%f**	*34%*	*26%*	*24%*	*27%*	*26%*	*39%*	*34%*	*30%*	*33%*	*39%*	*29%*	*30%*
High priority	(4)	**325**	137	188	42	96	187	146	82	34	60	13	13	42	28	36	22	18	22	24	70	37
		43%	*40%*	*46%*	*36%*	*44%*	*45%*	*42%*	*45%*	*37%*	**51%h**	*48%*	*52%*	*49%*	*41%*	*42%*	*38%*	*45%*	*49%*	*36%*	*44%*	*42%*
Medium priority	(3)	**171**	103	68	26	45	100	98	38	18	16	5	4	19	16	15	14	9	7	15	43	24
		23%	**30%b**	*17%*	*22%*	*20%*	*24%*	**28%i**	*21%*	*19%*	*14%*	*19%*	*16%*	*22%*	*24%*	*18%*	*24%*	*23%*	*16%*	*22%*	*27%*	*27%*
Quite low priority	(2)	**17**	12	5	6	4	7	11	3	1	2	1	2	2	3	1	2	1	1	2	1	1
		2%	**4%b**	*1%*	**5%e**	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*4%*	*8%*	*2%*	**4%s**	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*	*1%*
Very low priority	(1)	**4**	4	-	1	1	2	3	-	1	-	1	-	-	3	-	-	-	-	-	-	-
		1%	**1%b**	-	*1%*	*	*	*1%*	-	*1%*	-	*4%*	-	-	**4%st**	-	-	-	-	-	-	-
Net Top 2 box		**558**	220	338	85	170	303	239	141	73	100	20	19	65	46	69	42	30	37	50	116	64
		74%	*65%*	**82%a**	*72%*	*77%*	*74%*	*68%*	**77%f**	*78%*	**85%f**	*74%*	*76%*	*76%*	*68%*	*81%*	*72%*	*75%*	*82%*	*75%*	*73%*	*72%*
Net Bottom 2 box		**21**	16	5	7	5	9	14	3	2	2	2	2	2	6	1	2	1	1	2	1	1
		3%	**5%b**	*1%*	**6%e**	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*7%*	*8%*	*2%*	**9%nst**	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*	*1%*
Mean		**4.02**	3.83	**4.18a**	4.02	4.08	3.99	3.90	**4.08f**	**4.17f**	**4.17f**	3.89	3.92	4.00	3.81	**4.19m**	4.03	4.03	4.13	4.10	4.01	4.01
Standard Deviation		**0.82**	0.88	0.74	0.93	0.81	0.80	0.86	0.77	0.85	0.72	0.97	0.86	0.77	1.03	0.76	0.86	0.80	0.76	0.86	0.76	0.79
Standard Error		**0.030**	0.048	0.037	0.086	0.054	0.039	0.046	0.057	0.089	0.066	0.187	0.172	0.083	0.124	0.083	0.113	0.127	0.113	0.104	0.060	0.084

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 46

Q14 Rating of priority: Improving the NHS

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**233**	61	172	122	111	171	62	147	86	169	64
		31%	**44%v**	*28%*	*31%*	*31%*	*31%*	*32%*	**34%B**	*27%*	**36%D**	*22%*
High priority	(4)	**325**	59	266	170	155	244	81	186	139	190	135
		43%	*42%*	*44%*	*43%*	*44%*	*44%*	*42%*	*43%*	*44%*	*41%*	*47%*
Medium priority	(3)	**171**	14	157	94	77	130	41	88	83	97	74
		23%	*10%*	**26%u**	*24%*	*22%*	*23%*	*21%*	*20%*	*26%*	*21%*	*26%*
Quite low priority	(2)	**17**	4	13	8	9	10	7	10	7	9	8
		2%	*3%*	*2%*	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*2%*	*3%*
Very low priority	(1)	**4**	1	3	3	1	2	2	2	2	-	4
		1%	*1%*	*	*1%*	*	*	*1%*	*	*1%*	-	**1%C**
Net Top 2 box		**558**	120	438	292	266	415	143	333	225	359	199
		74%	**86%v**	*72%*	*74%*	*75%*	*75%*	*74%*	*77%*	*71%*	**77%D**	*70%*
Net Bottom 2 box		**21**	5	16	11	10	12	9	12	9	9	12
		3%	*4%*	*3%*	*3%*	*3%*	*2%*	*5%*	*3%*	*3%*	*2%*	*4%*
Mean		**4.02**	**4.26v**	3.97	4.01	4.04	4.03	4.01	**4.08B**	3.95	**4.12D**	3.87
Standard Deviation		**0.82**	0.81	0.82	0.83	0.81	0.80	0.88	0.82	0.82	0.80	0.84
Standard Error		**0.030**	0.069	0.033	0.042	0.043	0.034	0.063	0.039	0.046	0.037	0.050

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 47

Q14 Rating of priority: Improving schools

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**172**	66	106	35	53	84	79	37	26	29	5	3	17	17	22	15	10	9	15	41	18
		23%	*19%*	**26%a**	**30%e**	*24%*	*20%*	*23%*	*20%*	*28%*	*25%*	*19%*	*12%*	*20%*	*25%*	*26%*	*26%*	*25%*	*20%*	*22%*	*26%*	*20%*
High priority	(4)	**319**	148	171	37	93	189	146	83	35	52	12	13	41	23	37	23	18	23	35	62	32
		43%	*44%*	*42%*	*31%*	*42%*	**46%c**	*42%*	*46%*	*38%*	*44%*	*44%*	*52%*	*48%*	*34%*	*44%*	*40%*	*45%*	*51%*	**52%mt**	*39%*	*36%*
Medium priority	(3)	**242**	116	126	41	68	133	117	58	30	35	10	9	27	26	23	17	12	12	17	54	35
		32%	*34%*	*31%*	*35%*	*31%*	*32%*	*33%*	*32%*	*32%*	*30%*	*37%*	*36%*	*31%*	*38%*	*27%*	*29%*	*30%*	*27%*	*25%*	*34%*	*39%*
Quite low priority	(2)	**14**	8	6	5	4	5	7	4	1	2	-	-	1	1	3	3	-	1	-	2	3
		2%	*2%*	*1%*	**4%e**	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	-	-	*1%*	*1%*	*4%*	*5%*	-	*2%*	-	*1%*	*3%*
Very low priority	(1)	**3**	1	2	-	2	1	2	-	1	-	-	-	-	1	-	-	-	-	-	1	1
		*******	*	*	-	*1%*	*	*1%*	-	*1%*	-	-	-	-	*1%*	-	-	-	-	-	*1%*	*1%*
Net Top 2 box		**491**	214	277	72	146	273	225	120	61	81	17	16	58	40	59	38	28	32	50	103	50
		65%	*63%*	*67%*	*61%*	*66%*	*66%*	*64%*	*66%*	*66%*	*69%*	*63%*	*64%*	*67%*	*59%*	*69%*	*66%*	*70%*	*71%*	**75%t**	*64%*	*56%*
Net Bottom 2 box		**17**	9	8	5	6	6	9	4	2	2	-	-	1	2	3	3	-	1	-	3	4
		2%	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	-	-	*1%*	*3%*	*4%*	*5%*	-	*2%*	-	*2%*	*4%*
Mean		**3.86**	3.80	3.91	3.86	3.87	3.85	3.83	3.84	3.90	3.92	3.81	3.76	3.86	3.79	3.92	3.86	3.95	3.89	**3.97t**	3.88	3.71
Standard Deviation		**0.80**	0.79	0.81	0.90	0.83	0.76	0.81	0.77	0.86	0.78	0.74	0.66	0.74	0.89	0.82	0.87	0.75	0.75	0.70	0.83	0.87
Standard Error		**0.029**	0.043	0.040	0.082	0.056	0.037	0.043	0.057	0.089	0.072	0.142	0.133	0.080	0.108	0.089	0.114	0.118	0.111	0.085	0.066	0.092

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 47

Q14 Rating of priority: Improving schools

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**172**	46	126	95	77	132	40	108	64	121	51
		23%	**33%v**	*21%*	*24%*	*22%*	*24%*	*21%*	*25%*	*20%*	**26%D**	*18%*
High priority	(4)	**319**	51	268	169	150	241	78	193	126	200	119
		43%	*37%*	*44%*	*43%*	*42%*	*43%*	*40%*	*45%*	*40%*	*43%*	*42%*
Medium priority	(3)	**242**	40	202	126	116	175	67	120	122	138	104
		32%	*29%*	*33%*	*32%*	*33%*	*31%*	*35%*	*28%*	**38%A**	*30%*	*36%*
Quite low priority	(2)	**14**	2	12	7	7	7	7	9	5	6	8
		2%	*1%*	*2%*	*2%*	*2%*	*1%*	**4%y**	*2%*	*2%*	*1%*	*3%*
Very low priority	(1)	**3**	-	3	-	3	2	1	3	-	-	3
		*******	-	*	-	*1%*	*	*1%*	*1%*	-	-	**1%C**
Net Top 2 box		**491**	97	394	264	227	373	118	301	190	321	170
		65%	*70%*	*64%*	*66%*	*64%*	*67%*	*61%*	**70%B**	*60%*	**69%D**	*60%*
Net Bottom 2 box		**17**	2	15	7	10	9	8	12	5	6	11
		2%	*1%*	*2%*	*2%*	*3%*	*2%*	**4%y**	*3%*	*2%*	*1%*	**4%C**
Mean		**3.86**	**4.01v**	3.82	3.89	3.82	3.89	3.77	**3.91B**	3.79	**3.94D**	3.73
Standard Deviation		**0.80**	0.83	0.79	0.78	0.82	0.79	0.84	0.82	0.78	0.78	0.82
Standard Error		**0.029**	0.070	0.032	0.039	0.044	0.033	0.060	0.039	0.044	0.036	0.049

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 48

Q14 Rating of priority: Protecting the environment

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**67**	26	41	9	27	31	23	20	7	17	-	2	6	6	15	3	4	6	3	13	9
		9%	*8%*	*10%*	*8%*	**12%e**	*8%*	*7%*	*11%*	*8%*	**14%f**	-	*8%*	*7%*	*9%*	**18%lors**	*5%*	*10%*	*13%*	*4%*	*8%*	*10%*
High priority	(4)	**165**	68	97	27	53	85	69	42	21	31	8	3	21	15	16	19	9	13	16	31	14
		22%	*20%*	*24%*	*23%*	*24%*	*21%*	*20%*	*23%*	*23%*	*26%*	*30%*	*12%*	*24%*	*22%*	*19%*	**33%st**	*23%*	*29%*	*24%*	*19%*	*16%*
Medium priority	(3)	**321**	141	180	40	86	195	158	72	40	49	8	9	38	24	31	24	17	13	36	74	47
		43%	*42%*	*44%*	*34%*	*39%*	**47%cd**	*45%*	*40%*	*43%*	*42%*	*30%*	*36%*	*44%*	*35%*	*36%*	*41%*	*43%*	*29%*	**54%mnq**	**46%q**	**53%mnq**
Quite low priority	(2)	**154**	78	76	33	41	80	78	37	20	17	11	7	18	17	18	10	9	9	8	32	15
		21%	*23%*	*18%*	**28%de**	*19%*	*19%*	*22%*	*20%*	*22%*	*14%*	*41%*	*28%*	*21%*	*25%*	*21%*	*17%*	*23%*	*20%*	*12%*	*20%*	*17%*
Very low priority	(1)	**43**	26	17	9	13	21	23	11	5	4	-	4	3	6	5	2	1	4	4	10	4
		6%	**8%b**	*4%*	*8%*	*6%*	*5%*	*7%*	*6%*	*5%*	*3%*	-	*16%*	*3%*	*9%*	*6%*	*3%*	*3%*	*9%*	*6%*	*6%*	*4%*
Net Top 2 box		**232**	94	138	36	80	116	92	62	28	48	8	5	27	21	31	22	13	19	19	44	23
		31%	*28%*	*34%*	*31%*	**36%e**	*28%*	*26%*	*34%*	*30%*	**41%f**	*30%*	*20%*	*31%*	*31%*	*36%*	*38%*	*33%*	*42%*	*28%*	*28%*	*26%*
Net Bottom 2 box		**197**	104	93	42	54	101	101	48	25	21	11	11	21	23	23	12	10	13	12	42	19
		26%	**31%b**	*23%*	**36%de**	*25%*	*25%*	**29%i**	*26%*	*27%*	*18%*	*41%*	*44%*	*24%*	**34%r**	*27%*	*21%*	*25%*	*29%*	*18%*	*26%*	*21%*
Mean		**3.08**	2.97	**3.17a**	2.95	3.18	3.06	2.97	3.13	3.05	**3.34fh**	2.89	2.68	3.10	2.97	3.21	3.19	3.15	3.18	3.09	3.03	3.10
Standard Deviation		**1.00**	1.02	0.98	1.06	1.06	0.95	0.97	1.05	0.98	1.01	0.85	1.14	0.93	1.09	1.15	0.91	0.98	1.17	0.88	0.99	0.95
Standard Error		**0.037**	0.056	0.048	0.098	0.072	0.047	0.052	0.078	0.102	0.093	0.163	0.229	0.101	0.132	0.124	0.119	0.154	0.175	0.108	0.078	0.101

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 48

Q14 Rating of priority: Protecting the environment

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**67**	17	50	45	22	48	19	42	25	46	21
		9%	*12%*	*8%*	**11%x**	*6%*	*9%*	*10%*	*10%*	*8%*	*10%*	*7%*
High priority	(4)	**165**	36	129	90	75	131	34	95	70	115	50
		22%	*26%*	*21%*	*23%*	*21%*	*24%*	*18%*	*22%*	*22%*	**25%D**	*18%*
Medium priority	(3)	**321**	51	270	175	146	234	87	170	151	216	105
		43%	*37%*	*44%*	*44%*	*41%*	*42%*	*45%*	*39%*	**48%A**	**46%D**	*37%*
Quite low priority	(2)	**154**	27	127	73	81	112	42	93	61	74	80
		21%	*19%*	*21%*	*18%*	*23%*	*20%*	*22%*	*21%*	*19%*	*16%*	**28%C**
Very low priority	(1)	**43**	8	35	14	29	32	11	33	10	14	29
		6%	*6%*	*6%*	*4%*	**8%w**	*6%*	*6%*	**8%B**	*3%*	*3%*	**10%C**
Net Top 2 box		**232**	53	179	135	97	179	53	137	95	161	71
		31%	**38%v**	*29%*	*34%*	*27%*	*32%*	*27%*	*32%*	*30%*	**35%D**	*25%*
Net Bottom 2 box		**197**	35	162	87	110	144	53	126	71	88	109
		26%	*25%*	*27%*	*22%*	**31%w**	*26%*	*27%*	**29%B**	*22%*	*19%*	**38%C**
Mean		**3.08**	3.19	3.05	**3.20x**	2.94	3.09	3.04	3.05	3.12	**3.23D**	2.84
Standard Deviation		**1.00**	1.07	0.99	0.98	1.01	1.00	1.01	1.06	0.92	0.93	1.07
Standard Error		**0.037**	0.091	0.040	0.049	0.054	0.042	0.073	0.051	0.052	0.043	0.063

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 49

Q14 Rating of priority: Dealing with crime

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**256**	104	152	34	71	151	104	65	39	46	5	7	33	27	34	23	15	15	23	51	23
		34%	*31%*	*37%*	*29%*	*32%*	*37%*	*30%*	*36%*	**42%f**	*39%*	*19%*	*28%*	*38%*	*40%*	**40%t**	*40%*	*38%*	*33%*	*34%*	*32%*	*26%*
High priority	(4)	**359**	166	193	59	103	197	175	85	42	55	17	11	40	33	42	27	20	23	33	71	42
		48%	*49%*	*47%*	*50%*	*47%*	*48%*	*50%*	*47%*	*45%*	*47%*	*63%*	*44%*	*47%*	*49%*	*49%*	*47%*	*50%*	*51%*	*49%*	*44%*	*47%*
Medium priority	(3)	**124**	63	61	20	45	59	66	31	12	14	5	7	11	7	8	7	5	7	10	35	22
		17%	*19%*	*15%*	*17%*	**20%e**	*14%*	*19%*	*17%*	*13%*	*12%*	*19%*	*28%*	*13%*	*10%*	*9%*	*12%*	*13%*	*16%*	*15%*	**22%mn**	**25%lmn**
Quite low priority	(2)	**11**	6	5	5	1	5	6	1	-	3	-	-	2	1	1	1	-	-	1	3	2
		1%	*2%*	*1%*	**4%de**	*	*1%*	*2%*	*1%*	-	*3%*	-	-	*2%*	*1%*	*1%*	*2%*	-	-	*1%*	*2%*	*2%*
Very low priority	(1)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Top 2 box		**615**	270	345	93	174	348	279	150	81	101	22	18	73	60	76	50	35	38	56	122	65
		82%	*80%*	*84%*	*79%*	*79%*	*84%*	*79%*	*82%*	*87%*	*86%*	*81%*	*72%*	*85%*	**88%st**	**89%st**	*86%*	*88%*	*84%*	*84%*	*76%*	*73%*
Net Bottom 2 box		**11**	6	5	5	1	5	6	1	-	3	-	-	2	1	1	1	-	-	1	3	2
		1%	*2%*	*1%*	**4%de**	*	*1%*	*2%*	*1%*	-	*3%*	-	-	*2%*	*1%*	*1%*	*2%*	-	-	*1%*	*2%*	*2%*
Mean		**4.15**	4.09	**4.20a**	4.03	4.11	**4.20c**	4.07	4.18	**4.29f**	4.22	4.00	4.00	**4.21t**	**4.26t**	**4.28st**	**4.24t**	**4.25t**	4.18	4.16	4.06	3.97
Standard Deviation		**0.74**	0.75	0.73	0.79	0.73	0.72	0.74	0.72	0.68	0.75	0.62	0.76	0.75	0.70	0.68	0.73	0.67	0.68	0.73	0.78	0.78
Standard Error		**0.027**	0.041	0.036	0.073	0.049	0.036	0.040	0.054	0.071	0.069	0.119	0.153	0.081	0.085	0.074	0.096	0.106	0.102	0.089	0.062	0.082

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 49

Q14 Rating of priority: Dealing with crime

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**256**	53	203	127	129	194	62	168	88	152	104
		34%	*38%*	*33%*	*32%*	*37%*	*35%*	*32%*	***39%B***	*28%*	*33%*	*36%*
High priority	(4)	**359**	62	297	198	161	274	85	200	159	224	135
		48%	*45%*	*49%*	*50%*	*46%*	*49%*	*44%*	*46%*	*50%*	*48%*	*47%*
Medium priority	(3)	**124**	21	103	64	60	86	38	62	62	82	42
		17%	*15%*	*17%*	*16%*	*17%*	*15%*	*20%*	*14%*	*20%*	*18%*	*15%*
Quite low priority	(2)	**11**	3	8	8	3	3	8	3	8	7	4
		1%	*2%*	*1%*	*2%*	*1%*	*1%*	***4%y***	*1%*	***3%A***	*2%*	*1%*
Very low priority	(1)	**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Net Top 2 box		**615**	115	500	325	290	468	147	368	247	376	239
		82%	*83%*	*82%*	*82%*	*82%*	***84%z***	*76%*	***85%B***	*78%*	*81%*	*84%*
Net Bottom 2 box		**11**	3	8	8	3	3	8	3	8	7	4
		1%	*2%*	*1%*	*2%*	*1%*	*1%*	***4%y***	*1%*	***3%A***	*2%*	*1%*
Mean		**4.15**	4.19	4.14	4.12	4.18	**4.18z**	4.04	**4.23B**	4.03	4.12	4.19
Standard Deviation		**0.74**	0.77	0.73	0.74	0.73	0.70	0.83	0.71	0.76	0.74	0.73
Standard Error		**0.027**	0.065	0.030	0.037	0.039	0.030	0.060	0.034	0.043	0.034	0.043

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 50

Q14 Rating of priority: Standing up for Britain in the EU

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**316**	144	172	33	77	206	136	71	54	52	11	8	38	38	38	26	15	18	27	66	31
		42%	*42%*	*42%*	*28%*	*35%*	**50%cd**	*39%*	*39%*	**58%fgi**	*44%*	*41%*	*32%*	*44%*	**56%st**	*45%*	*45%*	*38%*	*40%*	*40%*	*41%*	*35%*
High priority	(4)	**261**	110	151	37	88	136	117	79	22	43	13	10	27	18	32	17	13	15	24	52	40
		35%	*32%*	*37%*	*31%*	*40%*	*33%*	*33%*	**43%fh**	*24%*	**36%h**	*48%*	*40%*	*31%*	*26%*	*38%*	*29%*	*33%*	*33%*	*36%*	*33%*	**45%m**
Medium priority	(3)	**140**	68	72	34	44	62	83	24	14	17	2	6	18	10	10	14	8	10	14	32	16
		19%	*20%*	*18%*	**29%e**	*20%*	*15%*	**24%gi**	*13%*	*15%*	*14%*	*7%*	*24%*	*21%*	*15%*	*12%*	*24%*	*20%*	*22%*	*21%*	*20%*	*18%*
Quite low priority	(2)	**29**	14	15	12	11	6	14	6	3	6	1	-	3	1	5	-	4	2	2	9	2
		4%	*4%*	*4%*	**10%e**	**5%e**	*1%*	*4%*	*3%*	*3%*	*5%*	*4%*	-	*3%*	*1%*	*6%*	-	**10%mo**	*4%*	*3%*	*6%*	*2%*
Very low priority	(1)	**4**	3	1	2	-	2	1	2	-	-	-	1	-	1	-	1	-	-	-	1	-
		1%	*1%*	*	*2%*	-	*	*	*1%*	-	-	-	*4%*	-	*1%*	-	*2%*	-	-	-	*1%*	-
Net Top 2 box		**577**	254	323	70	165	342	253	150	76	95	24	18	65	56	70	43	28	33	51	118	71
		77%	*75%*	*79%*	*59%*	**75%c**	**83%cd**	*72%*	**82%f**	*82%*	*81%*	*89%*	*72%*	*76%*	*82%*	*82%*	*74%*	*70%*	*73%*	*76%*	*74%*	*80%*
Net Bottom 2 box		**33**	17	16	14	11	8	15	8	3	6	1	1	3	2	5	1	4	2	2	10	2
		4%	*5%*	*4%*	**12%de**	**5%e**	*2%*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	*6%*	*2%*	*10%*	*4%*	*3%*	*6%*	*2%*
Mean		**4.14**	4.12	4.16	3.74	**4.05c**	**4.31cd**	4.06	4.16	**4.37f**	4.19	4.26	3.96	4.16	4.34	4.21	4.16	3.97	4.09	4.13	4.08	4.12
Standard Deviation		**0.89**	0.93	0.86	1.03	0.87	0.81	0.90	0.86	0.86	0.87	0.76	0.98	0.88	0.89	0.87	0.91	1.00	0.90	0.85	0.94	0.78
Standard Error		**0.032**	0.050	0.042	0.095	0.058	0.040	0.048	0.063	0.089	0.080	0.147	0.196	0.095	0.108	0.095	0.120	0.158	0.134	0.104	0.075	0.083

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 50

Q14 Rating of priority: Standing up for Britain in the EU

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**316**	46	270	154	162	259	57	212	104	160	156
		42%	*33%*	**44%u**	*39%*	**46%w**	**46%z**	*30%*	**49%B**	*33%*	*34%*	**55%C**
High priority	(4)	**261**	44	217	149	112	192	69	138	123	172	89
		35%	*32%*	*36%*	*38%*	*32%*	*34%*	*36%*	*32%*	**39%A**	*37%*	*31%*
Medium priority	(3)	**140**	38	102	76	64	89	51	67	73	108	32
		19%	**27%v**	*17%*	*19%*	*18%*	*16%*	**26%y**	*15%*	**23%A**	**23%D**	*11%*
Quite low priority	(2)	**29**	9	20	16	13	15	14	14	15	22	7
		4%	*6%*	*3%*	*4%*	*4%*	*3%*	**7%y**	*3%*	*5%*	*5%*	*2%*
Very low priority	(1)	**4**	2	2	2	2	2	2	2	2	3	1
		1%	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*
Net Top 2 box		**577**	90	487	303	274	451	126	350	227	332	245
		77%	*65%*	**80%u**	*76%*	*78%*	**81%z**	*65%*	**81%B**	*72%*	*71%*	**86%C**
Net Bottom 2 box		**33**	11	22	18	15	17	16	16	17	25	8
		4%	**8%v**	*4%*	*5%*	*4%*	*3%*	**8%y**	*4%*	*5%*	*5%*	*3%*
Mean		**4.14**	3.88	**4.20u**	4.10	4.19	**4.24z**	3.85	**4.26B**	3.98	4.00	**4.38C**
Standard Deviation		**0.89**	0.99	0.85	0.88	0.90	0.84	0.96	0.87	0.90	0.91	0.81
Standard Error		**0.032**	0.084	0.035	0.044	0.048	0.036	0.069	0.042	0.050	0.042	0.048

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 51

Q14 Rating of priority: Reforming welfare to stop scroungers and cut benefit dependency

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**440**	188	252	63	120	257	206	112	52	68	14	15	51	38	58	36	17	28	40	94	49
		59%	*55%*	*61%*	*53%*	*55%*	*62%*	*59%*	*62%*	*56%*	*58%*	*52%*	*60%*	*59%*	*56%*	**68%p**	*62%*	*43%*	*62%*	*60%*	*59%*	*55%*
High priority	(4)	**221**	111	110	32	69	120	101	56	26	35	10	8	22	21	21	20	16	9	15	48	31
		29%	*33%*	*27%*	*27%*	*31%*	*29%*	*29%*	*31%*	*28%*	*30%*	*37%*	*32%*	*26%*	*31%*	*25%*	*34%*	**40%q**	*20%*	*22%*	*30%*	*35%*
Medium priority	(3)	**70**	29	41	17	24	29	32	10	14	13	2	1	10	8	5	2	4	8	10	15	5
		9%	*9%*	*10%*	**14%e**	*11%*	*7%*	*9%*	*5%*	**15%g**	*11%*	*7%*	*4%*	*12%*	*12%*	*6%*	*3%*	*10%*	**18%not**	**15%o**	*9%*	*6%*
Quite low priority	(2)	**17**	9	8	6	5	6	10	4	1	2	1	1	3	1	1	-	2	-	2	3	3
		2%	*3%*	*2%*	**5%e**	*2%*	*1%*	*3%*	*2%*	*1%*	*2%*	*4%*	*4%*	*3%*	*1%*	*1%*	-	*5%*	-	*3%*	*2%*	*3%*
Very low priority	(1)	**2**	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	1	-	-	-	1
		*******	*1%*	-	-	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-	**3%s**	-	-	-	*1%*
Net Top 2 box		**661**	299	362	95	189	377	307	168	78	103	24	23	73	59	79	56	33	37	55	142	80
		88%	*88%*	*88%*	*81%*	*86%*	**92%cd**	*87%*	**92%h**	*84%*	*87%*	*89%*	*92%*	*85%*	*87%*	**93%r**	**97%lpqr**	*83%*	*82%*	*82%*	*89%*	*90%*
Net Bottom 2 box		**19**	11	8	6	7	6	12	4	1	2	1	1	3	1	1	-	3	-	2	3	4
		3%	*3%*	*2%*	**5%e**	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*4%*	*4%*	*3%*	*1%*	*1%*	-	**8%o**	-	*3%*	*2%*	*4%*
Mean		**4.44**	4.40	4.47	4.29	4.36	**4.52cd**	4.42	4.52	4.39	4.43	4.37	4.48	4.41	4.41	**4.60p**	**4.59p**	4.15	4.44	4.39	**4.46p**	4.39
Standard Deviation		**0.78**	0.80	0.75	0.90	0.84	0.69	0.82	0.70	0.78	0.76	0.79	0.77	0.83	0.76	0.66	0.56	0.98	0.78	0.85	0.74	0.83
Standard Error		**0.028**	0.044	0.037	0.083	0.056	0.034	0.044	0.052	0.081	0.070	0.152	0.154	0.090	0.092	0.071	0.074	0.154	0.117	0.104	0.059	0.088

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 51

Q14 Rating of priority: Reforming welfare to stop scroungers and cut benefit dependency

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**440**	76	364	231	209	352	88	268	172	270	170
		59%	*55%*	*60%*	*58%*	*59%*	**63%z**	*46%*	**62%B**	*54%*	*58%*	*60%*
High priority	(4)	**221**	41	180	126	95	156	65	118	103	135	86
		29%	*29%*	*29%*	*32%*	*27%*	*28%*	*34%*	*27%*	*32%*	*29%*	*30%*
Medium priority	(3)	**70**	18	52	30	40	42	28	37	33	49	21
		9%	*13%*	*9%*	*8%*	*11%*	*8%*	**15%y**	*9%*	*10%*	*11%*	*7%*
Quite low priority	(2)	**17**	3	14	9	8	6	11	9	8	9	8
		2%	*2%*	*2%*	*2%*	*2%*	*1%*	**6%y**	*2%*	*3%*	*2%*	*3%*
Very low priority	(1)	**2**	1	1	1	1	1	1	1	1	2	-
		*******	*1%*	***	***	***	***	*1%*	***	***	***	*-*
Net Top 2 box		**661**	117	544	357	304	508	153	386	275	405	256
		88%	*84%*	*89%*	*90%*	*86%*	**91%z**	*79%*	*89%*	*87%*	*87%*	*90%*
Net Bottom 2 box		**19**	4	15	10	9	7	12	10	9	11	8
		3%	*3%*	*2%*	*3%*	*3%*	*1%*	**6%y**	*2%*	*3%*	*2%*	*3%*
Mean		**4.44**	4.35	4.46	4.45	4.42	**4.53z**	4.18	4.48	4.38	4.42	4.47
Standard Deviation		**0.78**	0.84	0.76	0.75	0.80	0.70	0.92	0.76	0.80	0.79	0.75
Standard Error		**0.028**	0.071	0.031	0.038	0.043	0.030	0.066	0.036	0.045	0.037	0.045

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 52

Q14 Rating of priority: Controlling immigration

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**410**	166	244	55	115	240	181	95	58	73	10	16	43	43	60	29	18	23	37	83	48
		55%	*49%*	**59%a**	*47%*	*52%*	**58%c**	*52%*	*52%*	*62%*	*62%*	*37%*	*64%*	*50%*	*63%*	**71%lopqs t**	*50%*	*45%*	*51%*	*55%*	*52%*	*54%*
High priority	(4)	**211**	108	103	27	66	118	101	58	19	32	9	4	31	14	18	21	17	13	18	41	25
		28%	**32%b**	*25%*	*23%*	*30%*	*29%*	*29%*	**32%h**	*20%*	*27%*	*33%*	*16%*	**36%mn**	*21%*	*21%*	*36%*	**43%mns**	*29%*	*27%*	*26%*	*28%*
Medium priority	(3)	**104**	50	54	30	30	44	57	22	13	10	7	5	10	11	4	7	4	7	9	27	13
		14%	*15%*	*13%*	**25%de**	*14%*	*11%*	**16%i**	*12%*	*14%*	*8%*	*26%*	*20%*	*12%*	**16%n**	*5%*	*12%*	*10%*	**16%n**	*13%*	**17%n**	**15%n**
Quite low priority	(2)	**23**	13	10	6	7	10	11	6	3	3	1	-	2	-	3	1	1	2	3	8	2
		3%	*4%*	*2%*	*5%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	-	*2%*	-	*4%*	*2%*	*3%*	*4%*	*4%*	*5%*	*2%*
Very low priority	(1)	**2**	2	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1
		*******	*1%*	-	-	*1%*	-	*	*1%*	-	-	-	-	-	-	-	-	-	-	-	*1%*	*1%*
Net Top 2 box		**621**	274	347	82	181	358	282	153	77	105	19	20	74	57	78	50	35	36	55	124	73
		83%	*81%*	*84%*	*69%*	**82%c**	**87%c**	*80%*	*84%*	*83%*	**89%f**	*70%*	*80%*	*86%*	*84%*	**92%s**	*86%*	*88%*	*80%*	*82%*	*78%*	*82%*
Net Bottom 2 box		**25**	15	10	6	9	10	12	7	3	3	1	-	2	-	3	1	1	2	3	9	3
		3%	*4%*	*2%*	*5%*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*2%*	-	*4%*	*2%*	*3%*	*4%*	*4%*	**6%m**	*3%*
Mean		**4.34**	4.25	**4.41a**	4.11	4.30	**4.43c**	4.28	4.32	4.42	**4.48f**	4.04	4.44	4.34	4.47	**4.59lpqs t**	4.34	4.30	4.27	4.33	4.23	4.31
Standard Deviation		**0.85**	0.89	0.81	0.96	0.89	0.78	0.87	0.85	0.85	0.76	0.90	0.82	0.78	0.76	0.74	0.76	0.76	0.89	0.88	0.95	0.89
Standard Error		**0.031**	0.048	0.040	0.088	0.060	0.038	0.046	0.063	0.088	0.070	0.173	0.164	0.084	0.092	0.081	0.100	0.120	0.133	0.107	0.075	0.094

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 52

Q14 Rating of priority: Controlling immigration

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**410**	77	333	195	215	319	91	263	147	220	190
		55%	*55%*	*55%*	*49%*	**61%w**	**57%z**	*47%*	**61%B**	*46%*	*47%*	**67%C**
High priority	(4)	**211**	38	173	132	79	153	58	112	99	146	65
		28%	*27%*	*28%*	**33%x**	*22%*	*27%*	*30%*	*26%*	*31%*	**31%D**	*23%*
Medium priority	(3)	**104**	18	86	53	51	72	32	48	56	77	27
		14%	*13%*	*14%*	*13%*	*14%*	*13%*	*17%*	*11%*	**18%A**	**17%D**	*9%*
Quite low priority	(2)	**23**	4	19	15	8	12	11	10	13	20	3
		3%	*3%*	*3%*	*4%*	*2%*	*2%*	**6%y**	*2%*	*4%*	**4%D**	*1%*
Very low priority	(1)	**2**	2	-	2	-	1	1	-	2	2	-
		*******	**1%v**	-	*1%*	-	***	*1%*	-	*1%*	***	-
Net Top 2 box		**621**	115	506	327	294	472	149	375	246	366	255
		83%	*83%*	*83%*	*82%*	*83%*	**85%z**	*77%*	**87%B**	*78%*	*79%*	**89%C**
Net Bottom 2 box		**25**	6	19	17	8	13	12	10	15	22	3
		3%	*4%*	*3%*	*4%*	*2%*	*2%*	**6%y**	*2%*	*5%*	**5%D**	*1%*
Mean		**4.34**	4.32	4.34	4.27	**4.42w**	**4.39z**	4.18	**4.45B**	4.19	4.21	**4.55C**
Standard Deviation		**0.85**	0.91	0.83	0.87	0.82	0.81	0.94	0.78	0.91	0.90	0.71
Standard Error		**0.031**	0.077	0.034	0.044	0.044	0.034	0.068	0.038	0.051	0.042	0.042

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 53

Q14 Rating of priority: Cutting taxes

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**99**	48	51	23	39	37	38	21	21	19	2	4	6	11	16	10	5	2	9	24	10
		13%	*14%*	*12%*	**19%e**	**18%e**	*9%*	*11%*	*12%*	**23%fg**	*16%*	*7%*	*16%*	*7%*	*16%*	**19%lq**	**17%q**	*13%*	*4%*	*13%*	*15%*	*11%*
High priority	(4)	**193**	71	122	36	66	91	69	58	26	39	9	6	32	16	18	16	9	9	17	40	21
		26%	*21%*	**30%a**	*31%*	**30%e**	*22%*	*20%*	**32%f**	*28%*	**33%f**	*33%*	*24%*	**37%nqs**	*24%*	*21%*	*28%*	*23%*	*20%*	*25%*	*25%*	*24%*
Medium priority	(3)	**312**	145	167	42	76	194	163	65	36	44	12	7	36	29	31	22	16	27	31	62	39
		42%	*43%*	*41%*	*36%*	*35%*	**47%cd**	**46%g**	*36%*	*39%*	*37%*	*44%*	*28%*	*42%*	*43%*	*36%*	*38%*	*40%*	**60%nos**	*46%*	*39%*	*44%*
Quite low priority	(2)	**137**	69	68	16	36	85	75	36	9	16	3	7	11	10	20	9	9	7	10	32	19
		18%	*20%*	*17%*	*14%*	*16%*	*21%*	**21%h**	**20%h**	*10%*	*14%*	*11%*	*28%*	*13%*	*15%*	*24%*	*16%*	*23%*	*16%*	*15%*	*20%*	*21%*
Very low priority	(1)	**9**	6	3	1	3	5	6	2	1	-	1	1	1	2	-	1	1	-	-	2	-
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*4%*	*4%*	*1%*	*3%*	-	*2%*	*3%*	-	-	*1%*	-
Net Top 2 box		**292**	119	173	59	105	128	107	79	47	58	11	10	38	27	34	26	14	11	26	64	31
		39%	*35%*	*42%*	**50%e**	**48%e**	*31%*	*30%*	**43%f**	**51%f**	**49%f**	*41%*	*40%*	**44%q**	*40%*	*40%*	**45%q**	*35%*	*24%*	*39%*	*40%*	*35%*
Net Bottom 2 box		**146**	75	71	17	39	90	81	38	10	16	4	8	12	12	20	10	10	7	10	34	19
		19%	*22%*	*17%*	*14%*	*18%*	*22%*	**23%hi**	**21%h**	*11%*	*14%*	*15%*	*32%*	*14%*	*18%*	*24%*	*17%*	*25%*	*16%*	*15%*	*21%*	*21%*
Mean		**3.31**	3.25	3.36	**3.54e**	**3.46e**	3.17	3.17	3.33	**3.61fg**	**3.52f**	3.30	3.20	3.36	3.35	3.35	3.43	3.20	3.13	3.37	3.33	3.25
Standard Deviation		**0.96**	0.99	0.93	0.98	1.01	0.90	0.94	0.96	0.98	0.92	0.91	1.15	0.84	1.02	1.04	1.01	1.02	0.73	0.90	1.00	0.92
Standard Error		**0.035**	0.054	0.046	0.091	0.068	0.044	0.050	0.071	0.101	0.085	0.176	0.231	0.090	0.124	0.113	0.133	0.161	0.108	0.110	0.079	0.098

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 53

Q14 Rating of priority: Cutting taxes

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**99**	31	68	52	47	71	28	71	28	61	38
		13%	**22%v**	*11%*	*13%*	*13%*	*13%*	*15%*	**16%B**	*9%*	*13%*	*13%*
High priority	(4)	**193**	45	148	97	96	139	54	110	83	122	71
		26%	**32%v**	*24%*	*24%*	*27%*	*25%*	*28%*	*25%*	*26%*	*26%*	*25%*
Medium priority	(3)	**312**	43	269	175	137	248	64	175	137	191	121
		42%	*31%*	**44%u**	*44%*	*39%*	**45%z**	*33%*	*40%*	*43%*	*41%*	*42%*
Quite low priority	(2)	**137**	18	119	70	67	94	43	73	64	87	50
		18%	*13%*	*19%*	*18%*	*19%*	*17%*	*22%*	*17%*	*20%*	*19%*	*18%*
Very low priority	(1)	**9**	2	7	3	6	5	4	4	5	4	5
		1%	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
Net Top 2 box		**292**	76	216	149	143	210	82	181	111	183	109
		39%	**55%v**	*35%*	*38%*	*41%*	*38%*	*42%*	*42%*	*35%*	*39%*	*38%*
Net Bottom 2 box		**146**	20	126	73	73	99	47	77	69	91	55
		19%	*14%*	*21%*	*18%*	*21%*	*18%*	**24%y**	*18%*	*22%*	*20%*	*19%*
Mean		**3.31**	**3.61v**	3.25	3.31	3.31	3.32	3.31	**3.39B**	3.21	3.32	3.31
Standard Deviation		**0.96**	1.02	0.93	0.94	0.98	0.93	1.04	0.98	0.92	0.95	0.97
Standard Error		**0.035**	0.086	0.038	0.047	0.052	0.039	0.075	0.047	0.051	0.044	0.057

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 54

Q14 Rating of priority: Supporting marriage through the tax system

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**109**	53	56	14	34	61	49	24	16	19	3	4	12	13	19	12	6	4	4	23	9
		15%	*16%*	*14%*	*12%*	*15%*	*15%*	*14%*	*13%*	*17%*	*16%*	*11%*	*16%*	*14%*	**19%r**	**22%rt**	**21%r**	*15%*	*9%*	*6%*	*14%*	*10%*
High priority	(4)	**177**	89	88	26	48	103	88	42	24	23	5	8	21	17	18	14	5	7	22	38	22
		24%	*26%*	*21%*	*22%*	*22%*	*25%*	*25%*	*23%*	*26%*	*19%*	*19%*	*32%*	*24%*	*25%*	*21%*	*24%*	*13%*	*16%*	**33%pq**	*24%*	*25%*
Medium priority	(3)	**241**	99	142	34	59	148	113	63	25	36	13	3	21	18	33	20	16	15	17	49	36
		32%	*29%*	*35%*	*29%*	*27%*	**36%d**	*32%*	*35%*	*27%*	*31%*	*48%*	*12%*	*24%*	*26%*	**39%l**	*34%*	*40%*	*33%*	*25%*	*31%*	**40%l**
Quite low priority	(2)	**157**	70	87	29	51	77	76	40	16	24	5	6	26	12	8	10	8	9	19	37	17
		21%	*21%*	*21%*	*25%*	*23%*	*19%*	*22%*	*22%*	*17%*	*20%*	*19%*	*24%*	**30%n**	*18%*	*9%*	*17%*	*20%*	*20%*	**28%n**	**23%n**	*19%*
Very low priority	(1)	**66**	28	38	15	28	23	25	13	12	16	1	4	6	8	7	2	5	10	5	13	5
		9%	*8%*	*9%*	**13%e**	**13%e**	*6%*	*7%*	*7%*	*13%*	**14%f**	*4%*	*16%*	*7%*	*12%*	*8%*	*3%*	*13%*	**22%lnorst**	*7%*	*8%*	*6%*
Net Top 2 box		**286**	142	144	40	82	164	137	66	40	42	8	12	33	30	37	26	11	11	26	61	31
		38%	*42%*	*35%*	*34%*	*37%*	*40%*	*39%*	*36%*	*43%*	*36%*	*30%*	*48%*	*38%*	**44%q**	**44%q**	**45%q**	*28%*	*24%*	*39%*	*38%*	*35%*
Net Bottom 2 box		**223**	98	125	44	79	100	101	53	28	40	6	10	32	20	15	12	13	19	24	50	22
		30%	*29%*	*30%*	**37%e**	**36%e**	*24%*	*29%*	*29%*	*30%*	*34%*	*22%*	*40%*	**37%no**	*29%*	*18%*	*21%*	*33%*	**42%not**	**36%n**	**31%n**	*25%*
Mean		**3.14**	3.20	3.09	2.96	3.04	**3.25cd**	3.17	3.13	3.17	3.04	3.15	3.08	3.08	**3.22q**	**3.40qr**	**3.41qr**	2.97	2.69	3.01	**3.13q**	**3.15q**
Standard Deviation		**1.17**	1.18	1.16	1.21	1.26	1.09	1.13	1.12	1.27	1.26	0.99	1.38	1.18	1.28	1.18	1.11	1.21	1.24	1.08	1.17	1.03
Standard Error		**0.043**	0.064	0.057	0.111	0.085	0.054	0.061	0.083	0.132	0.116	0.190	0.276	0.127	0.155	0.128	0.146	0.191	0.185	0.132	0.092	0.109

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 54

Q14 Rating of priority: Supporting marriage through the tax system

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**109**	26	83	56	53	83	26	74	35	65	44
		15%	*19%*	*14%*	*14%*	*15%*	*15%*	*13%*	**17%B**	*11%*	*14%*	*15%*
High priority	(4)	**177**	29	148	104	73	131	46	110	67	114	63
		24%	*21%*	*24%*	*26%*	*21%*	*24%*	*24%*	*25%*	*21%*	*25%*	*22%*
Medium priority	(3)	**241**	39	202	129	112	190	51	139	102	150	91
		32%	*28%*	*33%*	*32%*	*32%*	**34%z**	*26%*	*32%*	*32%*	*32%*	*32%*
Quite low priority	(2)	**157**	28	129	83	74	111	46	75	82	94	63
		21%	*20%*	*21%*	*21%*	*21%*	*20%*	*24%*	*17%*	**26%A**	*20%*	*22%*
Very low priority	(1)	**66**	17	49	25	41	42	24	35	31	42	24
		9%	*12%*	*8%*	*6%*	**12%w**	*8%*	**12%y**	*8%*	*10%*	*9%*	*8%*
Net Top 2 box		**286**	55	231	160	126	214	72	184	102	179	107
		38%	*40%*	*38%*	*40%*	*36%*	*38%*	*37%*	**42%B**	*32%*	*38%*	*38%*
Net Bottom 2 box		**223**	45	178	108	115	153	70	110	113	136	87
		30%	*32%*	*29%*	*27%*	*33%*	*27%*	**36%y**	*25%*	**36%A**	*29%*	*31%*
Mean		**3.14**	3.14	3.14	3.21	3.07	3.18	3.02	**3.26B**	2.98	3.14	3.14
Standard Deviation		**1.17**	1.28	1.14	1.12	1.22	1.14	1.23	1.17	1.14	1.16	1.18
Standard Error		**0.043**	0.109	0.046	0.056	0.065	0.048	0.089	0.056	0.064	0.054	0.070

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 55

Q14 Rating of priority: Cutting the size of the state

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**140**	89	51	18	36	86	70	28	21	21	10	4	10	14	21	10	7	7	8	34	15
		19%	**26%b**	*12%*	*15%*	*16%*	*21%*	*20%*	*15%*	*23%*	*18%*	*37%*	*16%*	*12%*	*21%*	**25%lr**	*17%*	*18%*	*16%*	*12%*	*21%*	*17%*
High priority	(4)	**216**	100	116	29	61	126	110	56	19	27	9	9	23	17	24	19	10	14	26	41	24
		29%	*29%*	*28%*	*25%*	*28%*	*31%*	**31%h**	*31%*	*20%*	*23%*	*33%*	*36%*	*27%*	*25%*	*28%*	*33%*	*25%*	*31%*	**39%s**	*26%*	*27%*
Medium priority	(3)	**272**	106	166	47	83	142	119	64	35	53	8	6	32	29	32	18	12	13	26	58	38
		36%	*31%*	**40%a**	*40%*	*38%*	*34%*	*34%*	*35%*	*38%*	**45%f**	*30%*	*24%*	*37%*	*43%*	*38%*	*31%*	*30%*	*29%*	*39%*	*36%*	*43%*
Quite low priority	(2)	**101**	33	68	18	35	48	47	25	16	13	-	6	15	7	8	10	8	9	7	20	11
		13%	*10%*	**17%a**	*15%*	*16%*	*12%*	*13%*	*14%*	*17%*	*11%*	-	*24%*	*17%*	*10%*	*9%*	*17%*	*20%*	*20%*	*10%*	*13%*	*12%*
Very low priority	(1)	**21**	11	10	6	5	10	5	9	2	4	-	-	6	1	-	1	3	2	-	7	1
		3%	*3%*	*2%*	*5%*	*2%*	*2%*	*1%*	**5%f**	*2%*	*3%*	-	-	**7%nr**	*1%*	-	*2%*	**8%nr**	*4%*	-	*4%*	*1%*
Net Top 2 box		**356**	189	167	47	97	212	180	84	40	48	19	13	33	31	45	29	17	21	34	75	39
		47%	**56%b**	*41%*	*40%*	*44%*	**51%c**	**51%i**	*46%*	*43%*	*41%*	*70%*	*52%*	*38%*	*46%*	*53%*	*50%*	*43%*	*47%*	*51%*	*47%*	*44%*
Net Bottom 2 box		**122**	44	78	24	40	58	52	34	18	17	-	6	21	8	8	11	11	11	7	27	12
		16%	*13%*	**19%a**	*20%*	*18%*	*14%*	*15%*	*19%*	*19%*	*14%*	-	*24%*	**24%mnr**	*12%*	*9%*	*19%*	**28%mnr**	**24%n**	*10%*	*17%*	*13%*
Mean		**3.47**	**3.66b**	3.32	3.30	3.40	**3.56c**	3.55	3.38	3.44	3.41	4.07	3.44	3.19	**3.53l**	**3.68lp**	3.47	3.25	3.33	**3.52l**	3.47	3.46
Standard Deviation		**1.03**	1.07	0.97	1.06	1.01	1.02	1.00	1.06	1.09	1.01	0.83	1.04	1.08	0.98	0.95	1.03	1.19	1.11	0.84	1.09	0.95
Standard Error		**0.038**	0.058	0.048	0.098	0.068	0.050	0.053	0.078	0.113	0.093	0.159	0.209	0.116	0.119	0.103	0.135	0.189	0.165	0.103	0.086	0.101

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 55

Q14 Rating of priority: Cutting the size of the state

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**140**	30	110	80	60	114	26	97	43	80	60
		19%	*22%*	*18%*	*20%*	*17%*	***20%z***	*13%*	***22%B***	*14%*	*17%*	*21%*
High priority	(4)	**216**	33	183	124	92	166	50	122	94	135	81
		29%	*24%*	*30%*	*31%*	*26%*	*30%*	*26%*	*28%*	*30%*	*29%*	*28%*
Medium priority	(3)	**272**	52	220	136	136	193	79	152	120	178	94
		36%	*37%*	*36%*	*34%*	*39%*	*35%*	*41%*	*35%*	*38%*	*38%*	*33%*
Quite low priority	(2)	**101**	20	81	49	52	70	31	51	50	58	43
		13%	*14%*	*13%*	*12%*	*15%*	*13%*	*16%*	*12%*	*16%*	*12%*	*15%*
Very low priority	(1)	**21**	4	17	8	13	14	7	11	10	14	7
		3%	*3%*	*3%*	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*
Net Top 2 box		**356**	63	293	204	152	280	76	219	137	215	141
		47%	*45%*	*48%*	***51%x***	*43%*	***50%z***	*39%*	***51%B***	*43%*	*46%*	*49%*
Net Bottom 2 box		**122**	24	98	57	65	84	38	62	60	72	50
		16%	*17%*	*16%*	*14%*	*18%*	*15%*	*20%*	*14%*	*19%*	*15%*	*18%*
Mean		**3.47**	3.47	3.47	**3.55x**	3.38	**3.53z**	3.30	**3.56B**	3.35	3.45	3.51
Standard Deviation		**1.03**	1.07	1.02	1.01	1.05	1.03	1.01	1.04	1.00	1.01	1.06
Standard Error		**0.038**	0.091	0.041	0.051	0.056	0.044	0.073	0.050	0.056	0.047	0.063

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 56

Q14 Rating of priority: Scrapping unnecessary rules and regulations

Base : Sample A

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Very high priority	(5)	**239**	129	110	31	68	140	110	59	32	37	9	8	23	23	36	19	16	16	23	40	26
		32%	**38%b**	*27%*	*26%*	*31%*	*34%*	*31%*	*32%*	*34%*	*31%*	*33%*	*32%*	*27%*	*34%*	**42%ls**	*33%*	*40%*	*36%*	*34%*	*25%*	*29%*
High priority	(4)	**274**	124	150	36	82	156	143	60	36	33	10	9	30	24	32	25	11	15	22	67	29
		37%	*37%*	*36%*	*31%*	*37%*	*38%*	**41%i**	*33%*	*39%*	*28%*	*37%*	*36%*	*35%*	*35%*	*38%*	*43%*	*28%*	*33%*	*33%*	*42%*	*33%*
Medium priority	(3)	**172**	68	104	30	49	93	74	49	17	31	8	5	21	14	13	13	12	7	16	36	27
		23%	*20%*	*25%*	*25%*	*22%*	*23%*	*21%*	*27%*	*18%*	*26%*	*30%*	*20%*	*24%*	*21%*	*15%*	*22%*	*30%*	*16%*	*24%*	*23%*	**30%n**
Quite low priority	(2)	**56**	13	43	18	18	20	20	13	7	15	-	3	11	6	3	1	-	6	6	14	6
		7%	*4%*	**10%a**	**15%de**	*8%*	*5%*	*6%*	*7%*	*8%*	**13%f**	-	*12%*	**13%nop**	*9%*	*4%*	*2%*	-	**13%nop**	*9%*	*9%*	*7%*
Very low priority	(1)	**9**	5	4	3	3	3	4	1	1	2	-	-	1	1	1	-	1	1	-	3	1
		1%	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	*1%*	*1%*	*1%*	-	*3%*	*2%*	-	*2%*	*1%*
Net Top 2 box		**513**	253	260	67	150	296	253	119	68	70	19	17	53	47	68	44	27	31	45	107	55
		68%	**75%b**	*63%*	*57%*	**68%c**	**72%c**	**72%i**	*65%*	**73%i**	*59%*	*70%*	*68%*	*62%*	*69%*	**80%lst**	*76%*	*68%*	*69%*	*67%*	*67%*	*62%*
Net Bottom 2 box		**65**	18	47	21	21	23	24	14	8	17	-	3	12	7	4	1	1	7	6	17	7
		9%	*5%*	**11%a**	**18%de**	*10%*	*6%*	*7%*	*8%*	*9%*	**14%f**	-	*12%*	**14%no**	*10%*	*5%*	*2%*	*3%*	**16%nop**	*9%*	**11%o**	*8%*
Mean		**3.90**	**4.06b**	3.78	3.63	**3.88c**	**4.00c**	**3.95i**	3.90	3.98	3.75	4.04	3.88	3.73	3.91	**4.16lst**	**4.07l**	4.03	3.87	3.93	3.79	3.82
Standard Deviation		**0.97**	0.93	0.99	1.11	0.99	0.91	0.92	0.96	0.97	1.09	0.81	1.01	1.03	1.02	0.90	0.79	0.97	1.12	0.97	0.98	0.97
Standard Error		**0.036**	0.051	0.049	0.102	0.066	0.045	0.049	0.071	0.100	0.100	0.155	0.203	0.111	0.123	0.097	0.104	0.154	0.167	0.119	0.077	0.103

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 56

Q14 Rating of priority: Scrapping unnecessary rules and regulations

Base : Sample A

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**750**	139	611	397	353	557	193	433	317	465	285
Very high priority	(5)	**239**	44	195	122	117	196	43	162	77	132	107
		32%	*32%*	*32%*	*31%*	*33%*	**35%z**	*22%*	**37%B**	*24%*	*28%*	**38%C**
High priority	(4)	**274**	49	225	147	127	192	82	154	120	173	101
		37%	*35%*	*37%*	*37%*	*36%*	*34%*	**42%y**	*36%*	*38%*	*37%*	*35%*
Medium priority	(3)	**172**	28	144	87	85	124	48	85	87	109	63
		23%	*20%*	*24%*	*22%*	*24%*	*22%*	*25%*	*20%*	**27%A**	*23%*	*22%*
Quite low priority	(2)	**56**	16	40	37	19	39	17	30	26	45	11
		7%	**12%v**	*7%*	**9%x**	*5%*	*7%*	*9%*	*7%*	*8%*	**10%D**	*4%*
Very low priority	(1)	**9**	2	7	4	5	6	3	2	7	6	3
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	**2%A**	*1%*	*1%*
Net Top 2 box		**513**	93	420	269	244	388	125	316	197	305	208
		68%	*67%*	*69%*	*68%*	*69%*	*70%*	*65%*	**73%B**	*62%*	*66%*	**73%C**
Net Bottom 2 box		**65**	18	47	41	24	45	20	32	33	51	14
		9%	**13%v**	*8%*	*10%*	*7%*	*8%*	*10%*	*7%*	*10%*	**11%D**	*5%*
Mean		**3.90**	3.84	3.92	3.87	3.94	**3.96z**	3.75	**4.03B**	3.74	3.82	**4.05C**
Standard Deviation		**0.97**	1.04	0.96	0.99	0.96	0.98	0.95	0.94	0.99	1.00	0.92
Standard Error		**0.036**	0.089	0.039	0.050	0.051	0.041	0.069	0.045	0.056	0.046	0.054

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 57

Q14 Rating of priority: Mean Score Summary Table

Base : Sample A

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Getting the economy growing and creating jobs	**4.69**	4.68	4.69	4.60	4.65	4.73c	4.68	4.68	4.74	4.69	4.74	4.64	4.62	4.72	4.78lq	4.76q	4.78	4.51	4.70	4.69	4.63
Cutting the deficit and the debt	**4.50**	4.57b	4.45	4.42	4.49	4.54	4.54	4.52	4.45	4.43	4.59	4.48	4.48	4.50	4.62p	4.50	4.25	4.56	4.43	4.53p	4.49
Improving the NHS	**4.02**	3.83	4.18a	4.02	4.08	3.99	3.90	4.08f	4.17f	4.17f	3.89	3.92	4.00	3.81	4.19m	4.03	4.03	4.13	4.10	4.01	4.01
Improving schools	**3.86**	3.80	3.91	3.86	3.87	3.85	3.83	3.84	3.90	3.92	3.81	3.76	3.86	3.79	3.92	3.86	3.95	3.89	3.97t	3.88	3.71
Protecting the environment	**3.08**	2.97	3.17a	2.95	3.18	3.06	2.97	3.13	3.05	3.34fh	2.89	2.68	3.10	2.97	3.21	3.19	3.15	3.18	3.09	3.03	3.10
Dealing with crime	**4.15**	4.09	4.20a	4.03	4.11	4.20c	4.07	4.18	4.29f	4.22	4.00	4.00	4.21t	4.26t	4.28st	4.24t	4.25t	4.18	4.16	4.06	3.97
Standing up for Britain in the EU	**4.14**	4.12	4.16	3.74	4.05c	4.31cd	4.06	4.16	4.37f	4.19	4.26	3.96	4.16	4.34	4.21	4.16	3.97	4.09	4.13	4.08	4.12
Reforming welfare to stop scroungers and cut benefit dependency	**4.44**	4.40	4.47	4.29	4.36	4.52cd	4.42	4.52	4.39	4.43	4.37	4.48	4.41	4.41	4.60p	4.59p	4.15	4.44	4.39	4.46p	4.39
Controlling immigration	**4.34**	4.25	4.41a	4.11	4.30	4.43c	4.28	4.32	4.42	4.48f	4.04	4.44	4.34	4.47	4.59lpqst	4.34	4.30	4.27	4.33	4.23	4.31
Cutting taxes	**3.31**	3.25	3.36	3.54e	3.46e	3.17	3.17	3.33	3.61fg	3.52f	3.30	3.20	3.36	3.35	3.35	3.43	3.20	3.13	3.37	3.33	3.25
Supporting marriage through the tax system	**3.14**	3.20	3.09	2.96	3.04	3.25cd	3.17	3.13	3.17	3.04	3.15	3.08	3.08	3.22q	3.40qr	3.41qr	2.97	2.69	3.01	3.13q	3.15q
Cutting the size of the state	**3.47**	3.66b	3.32	3.30	3.40	3.56c	3.55	3.38	3.44	3.41	4.07	3.44	3.19	3.53l	3.68lp	3.47	3.25	3.33	3.52l	3.47	3.46
Scrapping unnecessary rules and regulations	**3.90**	4.06b	3.78	3.63	3.88c	4.00c	3.95i	3.90	3.98	3.75	4.04	3.88	3.73	3.91	4.16lst	4.07l	4.03	3.87	3.93	3.79	3.82

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 57

Q14 Rating of priority: Mean Score Summary Table

Base : Sample A

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**750**	139	611	397	353	557	193	433	317	465	285
Getting the economy growing and creating jobs	**4.69**	4.71	4.68	4.65	4.73	4.69	4.66	4.73B	4.63	4.67	4.72
Cutting the deficit and the debt	**4.50**	4.42	4.52	4.52	4.48	4.57z	4.30	4.51	4.49	4.49	4.53
Improving the NHS	**4.02**	4.26v	3.97	4.01	4.04	4.03	4.01	4.08B	3.95	4.12D	3.87
Improving schools	**3.86**	4.01v	3.82	3.89	3.82	3.89	3.77	3.91B	3.79	3.94D	3.73
Protecting the environment	**3.08**	3.19	3.05	3.20x	2.94	3.09	3.04	3.05	3.12	3.23D	2.84
Dealing with crime	**4.15**	4.19	4.14	4.12	4.18	4.18z	4.04	4.23B	4.03	4.12	4.19
Standing up for Britain in the EU	**4.14**	3.88	4.20u	4.10	4.19	4.24z	3.85	4.26B	3.98	4.00	4.38C
Reforming welfare to stop scroungers and cut benefit dependency	**4.44**	4.35	4.46	4.45	4.42	4.53z	4.18	4.48	4.38	4.42	4.47
Controlling immigration	**4.34**	4.32	4.34	4.27	4.42w	4.39z	4.18	4.45B	4.19	4.21	4.55C
Cutting taxes	**3.31**	3.61v	3.25	3.31	3.31	3.32	3.31	3.39B	3.21	3.32	3.31
Supporting marriage through the tax system	**3.14**	3.14	3.14	3.21	3.07	3.18	3.02	3.26B	2.98	3.14	3.14
Cutting the size of the state	**3.47**	3.47	3.47	3.55x	3.38	3.53z	3.30	3.56B	3.35	3.45	3.51
Scrapping unnecessary rules and regulations	**3.90**	3.84	3.92	3.87	3.94	3.96z	3.75	4.03B	3.74	3.82	4.05C

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 58

Q14 Rating of priority: Top 2 Box Summary Table

Base : Sample A

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Getting the economy growing and creating jobs	**727**	331	396	112	213	402	340	179	90	113	27	25	84	68	85	56	38	40	65	155	84
	97%	*98%*	*96%*	*95%*	*97%*	*98%*	*97%*	*98%*	*97%*	*96%*	*100%*	*100%*	**98%q**	**100%qt**	**100%pqt**	*97%*	*95%*	*89%*	*97%*	**97%q**	*94%*
Cutting the deficit and the debt	**688**	318	370	100	198	390	326	172	81	104	25	24	78	62	80	53	33	42	59	148	84
	92%	*94%*	*90%*	*85%*	*90%*	**95%cd**	*93%*	**95%hi**	*87%*	*88%*	*93%*	*96%*	*91%*	*91%*	**94%p**	*91%*	*83%*	*93%*	*88%*	*93%*	**94%p**
Improving the NHS	**558**	220	338	85	170	303	239	141	73	100	20	19	65	46	69	42	30	37	50	116	64
	74%	*65%*	**82%a**	*72%*	*77%*	*74%*	*68%*	**77%f**	*78%*	**85%f**	*74%*	*76%*	*76%*	*68%*	*81%*	*72%*	*75%*	*82%*	*75%*	*73%*	*72%*
Improving schools	**491**	214	277	72	146	273	225	120	61	81	17	16	58	40	59	38	28	32	50	103	50
	65%	*63%*	*67%*	*61%*	*66%*	*66%*	*64%*	*66%*	*66%*	*69%*	*63%*	*64%*	*67%*	*59%*	*69%*	*66%*	*70%*	*71%*	**75%t**	*64%*	*56%*
Protecting the environment	**232**	94	138	36	80	116	92	62	28	48	8	5	27	21	31	22	13	19	19	44	23
	31%	*28%*	*34%*	*31%*	**36%e**	*28%*	*26%*	*34%*	*30%*	**41%f**	*30%*	*20%*	*31%*	*31%*	*36%*	*38%*	*33%*	*42%*	*28%*	*28%*	*26%*
Dealing with crime	**615**	270	345	93	174	348	279	150	81	101	22	18	73	60	76	50	35	38	56	122	65
	82%	*80%*	*84%*	*79%*	*79%*	*84%*	*79%*	*82%*	*87%*	*86%*	*81%*	*72%*	*85%*	**88%st**	**89%st**	*86%*	*88%*	*84%*	*84%*	*76%*	*73%*
Standing up for Britain in the EU	**577**	254	323	70	165	342	253	150	76	95	24	18	65	56	70	43	28	33	51	118	71
	77%	*75%*	*79%*	*59%*	**75%c**	**83%cd**	*72%*	**82%f**	*82%*	*81%*	*89%*	*72%*	*76%*	*82%*	*82%*	*74%*	*70%*	*73%*	*76%*	*74%*	*80%*
Reforming welfare to stop scroungers and cut benefit dependency	**661**	299	362	95	189	377	307	168	78	103	24	23	73	59	79	56	33	37	55	142	80
	88%	*88%*	*88%*	*81%*	*86%*	**92%cd**	*87%*	**92%h**	*84%*	*87%*	*89%*	*92%*	*85%*	*87%*	**93%r**	**97%lpqr**	*83%*	*82%*	*82%*	*89%*	*90%*
Controlling immigration	**621**	274	347	82	181	358	282	153	77	105	19	20	74	57	78	50	35	36	55	124	73
	83%	*81%*	*84%*	*69%*	**82%c**	**87%c**	*80%*	*84%*	*83%*	**89%f**	*70%*	*80%*	*86%*	*84%*	**92%s**	*86%*	*88%*	*80%*	*82%*	*78%*	*82%*
Cutting taxes	**292**	119	173	59	105	128	107	79	47	58	11	10	38	27	34	26	14	11	26	64	31
	39%	*35%*	*42%*	**50%e**	**48%e**	*31%*	*30%*	**43%f**	**51%f**	**49%f**	*41%*	*40%*	**44%q**	*40%*	*40%*	**45%q**	*35%*	*24%*	*39%*	*40%*	*35%*
Supporting marriage through the tax system	**286**	142	144	40	82	164	137	66	40	42	8	12	33	30	37	26	11	11	26	61	31
	38%	*42%*	*35%*	*34%*	*37%*	*40%*	*39%*	*36%*	*43%*	*36%*	*30%*	*48%*	*38%*	**44%q**	**44%q**	**45%q**	*28%*	*24%*	*39%*	*38%*	*35%*
Cutting the size of the state	**356**	189	167	47	97	212	180	84	40	48	19	13	33	31	45	29	17	21	34	75	39
	47%	**56%b**	*41%*	*40%*	*44%*	**51%c**	**51%i**	*46%*	*43%*	*41%*	*70%*	*52%*	*38%*	*46%*	*53%*	*50%*	*43%*	*47%*	*51%*	*47%*	*44%*
Scrapping unnecessary rules and regulations	**513**	253	260	67	150	296	253	119	68	70	19	17	53	47	68	44	27	31	45	107	55
	68%	**75%b**	*63%*	*57%*	**68%c**	**72%c**	**72%i**	*65%*	**73%i**	*59%*	*70%*	*68%*	*62%*	*69%*	**80%lst**	*76%*	*68%*	*69%*	*67%*	*67%*	*62%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 58

Q14 Rating of priority: Top 2 Box Summary Table

Base : Sample A

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**750**	139	611	397	353	557	193	433	317	465	285
Getting the economy growing and creating jobs	**727**	136	591	379	348	540	187	421	306	451	276
	97%	*98%*	*97%*	*95%*	**99%w**	*97%*	*97%*	*97%*	*97%*	*97%*	*97%*
Cutting the deficit and the debt	**688**	123	565	364	324	526	162	397	291	422	266
	92%	*88%*	*92%*	*92%*	*92%*	**94%z**	*84%*	*92%*	*92%*	*91%*	*93%*
Improving the NHS	**558**	120	438	292	266	415	143	333	225	359	199
	74%	**86%v**	*72%*	*74%*	*75%*	*75%*	*74%*	*77%*	*71%*	**77%D**	*70%*
Improving schools	**491**	97	394	264	227	373	118	301	190	321	170
	65%	*70%*	*64%*	*66%*	*64%*	*67%*	*61%*	**70%B**	*60%*	**69%D**	*60%*
Protecting the environment	**232**	53	179	135	97	179	53	137	95	161	71
	31%	**38%v**	*29%*	*34%*	*27%*	*32%*	*27%*	*32%*	*30%*	**35%D**	*25%*
Dealing with crime	**615**	115	500	325	290	468	147	368	247	376	239
	82%	*83%*	*82%*	*82%*	*82%*	**84%z**	*76%*	**85%B**	*78%*	*81%*	*84%*
Standing up for Britain in the EU	**577**	90	487	303	274	451	126	350	227	332	245
	77%	*65%*	**80%u**	*76%*	*78%*	**81%z**	*65%*	**81%B**	*72%*	*71%*	**86%C**
Reforming welfare to stop scroungers and cut benefit dependency	**661**	117	544	357	304	508	153	386	275	405	256
	88%	*84%*	*89%*	*90%*	*86%*	**91%z**	*79%*	*89%*	*87%*	*87%*	*90%*
Controlling immigration	**621**	115	506	327	294	472	149	375	246	366	255
	83%	*83%*	*83%*	*82%*	*83%*	**85%z**	*77%*	**87%B**	*78%*	*79%*	**89%C**
Cutting taxes	**292**	76	216	149	143	210	82	181	111	183	109
	39%	**55%v**	*35%*	*38%*	*41%*	*38%*	*42%*	*42%*	*35%*	*39%*	*38%*
Supporting marriage through the tax system	**286**	55	231	160	126	214	72	184	102	179	107
	38%	*40%*	*38%*	*40%*	*36%*	*38%*	*37%*	**42%B**	*32%*	*38%*	*38%*
Cutting the size of the state	**356**	63	293	204	152	280	76	219	137	215	141
	47%	*45%*	*48%*	**51%x**	*43%*	**50%z**	*39%*	**51%B**	*43%*	*46%*	*49%*
Scrapping unnecessary rules and regulations	**513**	93	420	269	244	388	125	316	197	305	208
	68%	*67%*	*69%*	*68%*	*69%*	*70%*	*65%*	**73%B**	*62%*	*66%*	**73%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 59

Q14 Rating of priority: Bottom 2 Box Summary Table

Base : Sample A

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**750**	339	411	118	220	412	351	182	93*	118	27**	25**	86*	68*	85*	58*	40*	45*	67*	160	89*
Getting the economy growing and creating jobs	**3**	1	2	3	-	-	1	-	-	2	-	-	1	-	-	-	-	-	-	2	-
	*****	*	*	**3%de**	-	-	*	-	-	*2%*	-	-	*1%*	-	-	-	-	-	-	*1%*	-
Cutting the deficit and the debt	**4**	-	4	2	-	2	2	1	-	1	-	-	1	-	-	-	1	-	-	1	1
	1%	-	*1%*	*2%*	-	*	*1%*	*1%*	-	*1%*	-	-	*1%*	-	-	-	*3%*	-	-	*1%*	*1%*
Improving the NHS	**21**	16	5	7	5	9	14	3	2	2	2	2	2	6	1	2	1	1	2	1	1
	3%	**5%b**	*1%*	**6%e**	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*7%*	*8%*	*2%*	**9%nst**	*1%*	*3%*	*3%*	*2%*	*3%*	*1%*	*1%*
Improving schools	**17**	9	8	5	6	6	9	4	2	2	-	-	1	2	3	3	-	1	-	3	4
	2%	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	-	-	*1%*	*3%*	*4%*	*5%*	-	*2%*	-	*2%*	*4%*
Protecting the environment	**197**	104	93	42	54	101	101	48	25	21	11	11	21	23	23	12	10	13	12	42	19
	26%	**31%b**	*23%*	**36%de**	*25%*	*25%*	**29%i**	*26%*	*27%*	*18%*	*41%*	*44%*	*24%*	**34%r**	*27%*	*21%*	*25%*	*29%*	*18%*	*26%*	*21%*
Dealing with crime	**11**	6	5	5	1	5	6	1	-	3	-	-	2	1	1	1	-	-	1	3	2
	1%	*2%*	*1%*	**4%de**	*	*1%*	*2%*	*1%*	-	*3%*	-	-	*2%*	*1%*	*1%*	*2%*	-	-	*1%*	*2%*	*2%*
Standing up for Britain in the EU	**33**	17	16	14	11	8	15	8	3	6	1	1	3	2	5	1	4	2	2	10	2
	4%	*5%*	*4%*	**12%de**	**5%e**	*2%*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*3%*	*3%*	*6%*	*2%*	*10%*	*4%*	*3%*	*6%*	*2%*
Reforming welfare to stop scroungers and cut benefit dependency	**19**	11	8	6	7	6	12	4	1	2	1	1	3	1	1	-	3	-	2	3	4
	3%	*3%*	*2%*	**5%e**	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*4%*	*4%*	*3%*	*1%*	*1%*	-	**8%o**	-	*3%*	*2%*	*4%*
Controlling immigration	**25**	15	10	6	9	10	12	7	3	3	1	-	2	-	3	1	1	2	3	9	3
	3%	*4%*	*2%*	*5%*	*4%*	*2%*	*3%*	*4%*	*3%*	*3%*	*4%*	-	*2%*	-	*4%*	*2%*	*3%*	*4%*	*4%*	**6%m**	*3%*
Cutting taxes	**146**	75	71	17	39	90	81	38	10	16	4	8	12	12	20	10	10	7	10	34	19
	19%	*22%*	*17%*	*14%*	*18%*	*22%*	**23%hi**	**21%h**	*11%*	*14%*	*15%*	*32%*	*14%*	*18%*	*24%*	*17%*	*25%*	*16%*	*15%*	*21%*	*21%*
Supporting marriage through the tax system	**223**	98	125	44	79	100	101	53	28	40	6	10	32	20	15	12	13	19	24	50	22
	30%	*29%*	*30%*	**37%e**	**36%e**	*24%*	*29%*	*29%*	*30%*	*34%*	*22%*	*40%*	**37%no**	*29%*	*18%*	*21%*	*33%*	**42%not**	**36%n**	**31%n**	*25%*
Cutting the size of the state	**122**	44	78	24	40	58	52	34	18	17	-	6	21	8	8	11	11	11	7	27	12
	16%	*13%*	**19%a**	*20%*	*18%*	*14%*	*15%*	*19%*	*19%*	*14%*	-	*24%*	**24%mnr**	*12%*	*9%*	*19%*	**28%mnr**	**24%n**	*10%*	*17%*	*13%*
Scrapping unnecessary rules and regulations	**65**	18	47	21	21	23	24	14	8	17	-	3	12	7	4	1	1	7	6	17	7
	9%	*5%*	**11%a**	**18%de**	*10%*	*6%*	*7%*	*8%*	*9%*	**14%f**	-	*12%*	**14%no**	*10%*	*5%*	*2%*	*3%*	**16%nop**	*9%*	**11%o**	*8%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 59

Q14 Rating of priority: Bottom 2 Box Summary Table

Base : Sample A

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**750**	139	611	397	353	557	193	433	317	465	285
Getting the economy growing and creating jobs	**3** *****	2 **1%v**	1 *	3 *1%*	- -	1 *	2 *1%*	2 *	1 *	2 *	1 *
Cutting the deficit and the debt	**4** ***1%***	1 *1%*	3 *	4 *1%*	- -	2 *	2 *1%*	1 *	3 *1%*	3 *1%*	1 *
Improving the NHS	**21** ***3%***	5 *4%*	16 *3%*	11 *3%*	10 *3%*	12 *2%*	9 *5%*	12 *3%*	9 *3%*	9 *2%*	12 *4%*
Improving schools	**17** ***2%***	2 *1%*	15 *2%*	7 *2%*	10 *3%*	9 *2%*	8 **4%y**	12 *3%*	5 *2%*	6 *1%*	11 **4%C**
Protecting the environment	**197** ***26%***	35 *25%*	162 *27%*	87 *22%*	110 **31%w**	144 *26%*	53 *27%*	126 **29%B**	71 *22%*	88 *19%*	109 **38%C**
Dealing with crime	**11** ***1%***	3 *2%*	8 *1%*	8 *2%*	3 *1%*	3 *1%*	8 **4%y**	3 *1%*	8 **3%A**	7 *2%*	4 *1%*
Standing up for Britain in the EU	**33** ***4%***	11 **8%v**	22 *4%*	18 *5%*	15 *4%*	17 *3%*	16 **8%y**	16 *4%*	17 *5%*	25 *5%*	8 *3%*
Reforming welfare to stop scroungers and cut benefit dependency	**19** ***3%***	4 *3%*	15 *2%*	10 *3%*	9 *3%*	7 *1%*	12 **6%y**	10 *2%*	9 *3%*	11 *2%*	8 *3%*
Controlling immigration	**25** ***3%***	6 *4%*	19 *3%*	17 *4%*	8 *2%*	13 *2%*	12 **6%y**	10 *2%*	15 *5%*	22 **5%D**	3 *1%*
Cutting taxes	**146** ***19%***	20 *14%*	126 *21%*	73 *18%*	73 *21%*	99 *18%*	47 **24%y**	77 *18%*	69 *22%*	91 *20%*	55 *19%*
Supporting marriage through the tax system	**223** ***30%***	45 *32%*	178 *29%*	108 *27%*	115 *33%*	153 *27%*	70 **36%y**	110 *25%*	113 **36%A**	136 *29%*	87 *31%*
Cutting the size of the state	**122** ***16%***	24 *17%*	98 *16%*	57 *14%*	65 *18%*	84 *15%*	38 *20%*	62 *14%*	60 *19%*	72 *15%*	50 *18%*
Scrapping unnecessary rules and regulations	**65** ***9%***	18 **13%v**	47 *8%*	41 *10%*	24 *7%*	45 *8%*	20 *10%*	32 *7%*	33 *10%*	51 **11%D**	14 *5%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 60

Q15 Rating of priority by the Conservative Party: Getting the economy growing and creating jobs

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**356**	160	196	31	112	213	175	73	42	63	15	16	33	28	46	35	12	27	25	83	36
		47%	*46%*	*49%*	*38%*	*43%*	**52%cd**	*49%*	*41%*	*46%*	**53%g**	*60%*	*48%*	*43%*	*49%*	*52%*	*52%*	*38%*	*57%*	*42%*	*44%*	*47%*
High priority	(4)	**299**	145	154	30	107	162	147	77	33	41	10	14	32	22	32	22	16	17	27	75	32
		40%	*42%*	*38%*	*37%*	*41%*	*39%*	*41%*	*44%*	*36%*	*34%*	*40%*	*42%*	*42%*	*39%*	*36%*	*33%*	*50%*	*36%*	*46%*	*39%*	*42%*
Medium priority	(3)	**74**	37	37	17	31	26	30	20	14	10	-	1	10	6	7	9	3	3	6	24	5
		10%	*11%*	*9%*	**21%de**	**12%e**	*6%*	*8%*	*11%*	**15%f**	*8%*	-	*3%*	*13%*	*11%*	*8%*	*13%*	*9%*	*6%*	*10%*	*13%*	*6%*
Quite low priority	(2)	**17**	4	13	3	7	7	6	6	2	3	-	1	2	-	2	1	1	-	1	7	2
		2%	*1%*	*3%*	*4%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	-	*3%*	*3%*	-	*2%*	*1%*	*3%*	-	*2%*	*4%*	*3%*
Very low priority	(1)	**6**	2	4	1	2	3	2	1	1	2	-	1	-	1	1	-	-	-	-	1	2
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*3%*	-	*2%*	*1%*	-	-	-	-	*1%*	*3%*
Net Top 2 box		**655**	305	350	61	219	375	322	150	75	104	25	30	65	50	78	57	28	44	52	158	68
		87%	*88%*	*87%*	*74%*	**85%c**	**91%cd**	**89%h**	*85%*	*82%*	*87%*	*100%*	*91%*	*84%*	*88%*	*89%*	*85%*	*88%*	*94%*	*88%*	*83%*	*88%*
Net Bottom 2 box		**23**	6	17	4	9	10	8	7	3	5	-	2	2	1	3	1	1	-	1	8	4
		3%	*2%*	**4%a**	*5%*	*3%*	*2%*	*2%*	*4%*	*3%*	*4%*	-	*6%*	*3%*	*2%*	*3%*	*1%*	*3%*	-	*2%*	*4%*	*5%*
Mean		**4.31**	4.31	4.30	4.06	4.24	**4.40cd**	4.35	4.21	4.23	4.34	4.60	4.30	4.25	4.33	4.36	4.36	4.22	**4.51s**	4.29	4.22	4.27
Standard Deviation		**0.80**	0.75	0.84	0.92	0.82	0.75	0.75	0.82	0.87	0.87	0.50	0.92	0.78	0.81	0.82	0.77	0.75	0.62	0.72	0.84	0.90
Standard Error		**0.029**	0.040	0.042	0.102	0.051	0.037	0.040	0.062	0.090	0.080	0.100	0.160	0.089	0.107	0.087	0.094	0.133	0.091	0.094	0.061	0.102

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 60

Q15 Rating of priority by the Conservative Party: Getting the economy growing and creating jobs

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**356**	58	298	204	152	278	78	212	144	243	113
		47%	*51%*	*47%*	***53%x***	*42%*	***50%z***	*40%*	*49%*	*46%*	*49%*	*44%*
High priority	(4)	**299**	40	259	150	149	216	83	172	127	192	107
		40%	*35%*	*41%*	*39%*	*41%*	*39%*	*42%*	*39%*	*40%*	*39%*	*42%*
Medium priority	(3)	**74**	8	66	24	50	50	24	37	37	43	31
		10%	*7%*	*10%*	*6%*	***14%w***	*9%*	*12%*	*8%*	*12%*	*9%*	*12%*
Quite low priority	(2)	**17**	4	13	5	12	10	7	13	4	13	4
		2%	*4%*	*2%*	*1%*	*3%*	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*
Very low priority	(1)	**6**	3	3	3	3	1	5	3	3	5	1
		1%	***3%v***	*	*1%*	*1%*	*	***3%y***	*1%*	*1%*	*1%*	*
Net Top 2 box		**655**	98	557	354	301	494	161	384	271	435	220
		87%	*87%*	*87%*	***92%x***	*82%*	***89%z***	*82%*	*88%*	*86%*	*88%*	*86%*
Net Bottom 2 box		**23**	7	16	8	15	11	12	16	7	18	5
		3%	***6%v***	*3%*	*2%*	*4%*	*2%*	***6%y***	*4%*	*2%*	*4%*	*2%*
Mean		**4.31**	4.29	4.31	**4.42x**	4.19	**4.37z**	4.13	4.32	4.29	4.32	4.28
Standard Deviation		**0.80**	0.94	0.77	0.73	0.85	0.74	0.94	0.81	0.79	0.82	0.77
Standard Error		**0.029**	0.089	0.031	0.037	0.044	0.031	0.067	0.039	0.045	0.037	0.048

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 61

Q15 Rating of priority by the Conservative Party: Cutting the deficit and the debt

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**497**	239	258	52	161	284	248	114	64	67	11	24	52	40	61	48	19	35	39	114	54
		66%	*69%*	*64%*	*63%*	*62%*	*69%*	**69%i**	*64%*	*70%*	*56%*	*44%*	*73%*	*68%*	*70%*	*69%*	*72%*	*59%*	*74%*	*66%*	*60%*	*70%*
High priority	(4)	**215**	91	124	21	75	119	100	50	20	45	13	7	24	15	19	15	13	11	17	61	20
		29%	*26%*	*31%*	*26%*	*29%*	*29%*	*28%*	*28%*	*22%*	**38%fh**	*52%*	*21%*	*31%*	*26%*	*22%*	*22%*	**41%n**	*23%*	*29%*	*32%*	*26%*
Medium priority	(3)	**35**	17	18	7	22	6	10	12	7	6	1	2	1	1	7	4	-	1	3	14	1
		5%	*5%*	*4%*	**9%e**	**8%e**	*1%*	*3%*	**7%f**	**8%f**	*5%*	*4%*	*6%*	*1%*	*2%*	**8%lt**	*6%*	-	*2%*	*5%*	*7%*	*1%*
Quite low priority	(2)	**3**	-	3	1	-	2	2	1	-	-	-	-	-	-	1	-	-	-	-	1	1
		*******	-	*1%*	*1%*	-	***	*1%*	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	*1%*	*1%*
Very low priority	(1)	**2**	1	1	1	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1
		*******	***	***	**1%e**	***	-	-	-	**1%f**	*1%*	-	-	-	*2%*	-	-	-	-	-	-	*1%*
Net Top 2 box		**712**	330	382	73	236	403	348	164	84	112	24	31	76	55	80	63	32	46	56	175	74
		95%	*95%*	*95%*	*89%*	*91%*	**98%cd**	**97%gh**	*93%*	*91%*	*94%*	*96%*	*94%*	**99%ns**	*96%*	*91%*	*94%*	*100%*	*98%*	*95%*	*92%*	*96%*
Net Bottom 2 box		**5**	1	4	2	1	2	2	1	1	1	-	-	-	1	1	-	-	-	-	1	2
		1%	***	*1%*	*2%*	***	***	*1%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*1%*	-	-	-	-	*1%*	*3%*
Mean		**4.60**	4.63	4.57	4.49	4.53	**4.67cd**	**4.65i**	4.56	4.59	4.49	4.40	4.67	4.66	4.63	4.59	4.66	4.59	**4.72s**	4.61	4.52	4.62
Standard Deviation		**0.62**	0.61	0.64	0.80	0.68	0.53	0.56	0.65	0.73	0.67	0.58	0.60	0.50	0.70	0.69	0.59	0.50	0.50	0.59	0.66	0.71
Standard Error		**0.023**	0.032	0.032	0.089	0.042	0.026	0.030	0.049	0.076	0.062	0.115	0.104	0.057	0.092	0.073	0.072	0.088	0.073	0.077	0.048	0.081

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 61

Q15 Rating of priority by the Conservative Party: Cutting the deficit and the debt

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**497**	66	431	274	223	384	113	294	203	324	173
		66%	*58%*	*67%*	**71%x**	*61%*	**69%z**	*57%*	*67%*	*64%*	*65%*	*68%*
High priority	(4)	**215**	39	176	99	116	152	63	119	96	144	71
		29%	*35%*	*28%*	*26%*	*32%*	*27%*	*32%*	*27%*	*30%*	*29%*	*28%*
Medium priority	(3)	**35**	8	27	10	25	16	19	19	16	24	11
		5%	*7%*	*4%*	*3%*	**7%w**	*3%*	**10%y**	*4%*	*5%*	*5%*	*4%*
Quite low priority	(2)	**3**	-	3	1	2	2	1	3	-	3	-
		*******	-	*	*	*1%*	*	*1%*	*1%*	-	*1%*	-
Very low priority	(1)	**2**	-	2	2	-	1	1	2	-	1	1
		*******	-	*	*1%*	-	*	*1%*	*	-	*	*
Net Top 2 box		**712**	105	607	373	339	536	176	413	299	468	244
		95%	*93%*	*95%*	**97%x**	*93%*	**97%z**	*89%*	*95%*	*95%*	*94%*	*95%*
Net Bottom 2 box		**5**	-	5	3	2	3	2	5	-	4	1
		1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*
Mean		**4.60**	4.51	4.61	**4.66x**	4.53	**4.65z**	4.45	4.60	4.59	4.59	4.62
Standard Deviation		**0.62**	0.63	0.62	0.59	0.65	0.57	0.73	0.65	0.59	0.63	0.61
Standard Error		**0.023**	0.059	0.025	0.030	0.034	0.024	0.052	0.031	0.033	0.028	0.038

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 62

Q15 Rating of priority by the Conservative Party: Improving the NHS

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**100**	34	66	10	33	57	38	24	14	23	5	2	9	9	17	6	3	6	8	26	9
		13%	*10%*	**16%a**	*12%*	*13%*	*14%*	*11%*	*14%*	*15%*	**19%f**	*20%*	*6%*	*12%*	*16%*	*19%*	*9%*	*9%*	*13%*	*14%*	*14%*	*12%*
High priority	(4)	**353**	158	195	40	106	207	175	73	49	53	15	20	36	24	35	32	17	23	31	80	40
		47%	*45%*	*48%*	*49%*	*41%*	**50%d**	*49%*	*41%*	*53%*	*45%*	*60%*	**61%n**	*47%*	*42%*	*40%*	*48%*	*53%*	*49%*	*53%*	*42%*	*52%*
Medium priority	(3)	**250**	133	117	26	97	127	120	68	23	39	5	8	28	22	32	20	11	14	17	66	27
		33%	**38%b**	*29%*	*32%*	*37%*	*31%*	*33%*	**38%h**	*25%*	*33%*	*20%*	*24%*	*36%*	*39%*	*36%*	*30%*	*34%*	*30%*	*29%*	*35%*	*35%*
Quite low priority	(2)	**43**	21	22	5	22	16	22	12	5	4	-	3	4	1	3	9	1	3	3	15	1
		6%	*6%*	*5%*	*6%*	**8%e**	*4%*	*6%*	*7%*	*5%*	*3%*	-	**9%t**	*5%*	*2%*	*3%*	**13%mnt**	*3%*	*6%*	*5%*	**8%t**	*1%*
Very low priority	(1)	**6**	2	4	1	1	4	5	-	1	-	-	-	-	1	1	-	-	1	-	3	-
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	-	-	-	-	*2%*	*1%*	-	-	*2%*	-	*2%*	-
Net Top 2 box		**453**	192	261	50	139	264	213	97	63	76	20	22	45	33	52	38	20	29	39	106	49
		60%	*55%*	**65%a**	*61%*	*54%*	**64%d**	*59%*	*55%*	**68%g**	*64%*	*80%*	*67%*	*58%*	*58%*	*59%*	*57%*	*63%*	*62%*	*66%*	*56%*	*64%*
Net Bottom 2 box		**49**	23	26	6	23	20	27	12	6	4	-	3	4	2	4	9	1	4	3	18	1
		7%	*7%*	*6%*	*7%*	**9%e**	*5%*	*8%*	*7%*	*7%*	*3%*	-	**9%t**	*5%*	*4%*	*5%*	**13%t**	*3%*	*9%*	*5%*	**9%t**	*1%*
Mean		**3.66**	3.58	**3.74a**	3.65	3.57	**3.72d**	3.61	3.62	3.76	**3.80f**	4.00	3.64	3.65	3.68	3.73	3.52	3.69	3.64	3.75	3.58	3.74
Standard Deviation		**0.81**	0.77	0.83	0.82	0.83	0.78	0.81	0.80	0.82	0.79	0.65	0.74	0.76	0.83	0.85	0.84	0.69	0.87	0.76	0.88	0.68
Standard Error		**0.029**	0.041	0.041	0.091	0.052	0.039	0.043	0.060	0.085	0.072	0.129	0.129	0.086	0.110	0.091	0.103	0.122	0.127	0.098	0.064	0.077

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 62

Q15 Rating of priority by the Conservative Party: Improving the NHS

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**100**	22	78	62	38	73	27	65	35	76	24
		13%	**19%v**	*12%*	**16%x**	*10%*	*13%*	*14%*	*15%*	*11%*	**15%D**	*9%*
High priority	(4)	**353**	48	305	211	142	276	77	221	132	235	118
		47%	*42%*	*48%*	**55%x**	*39%*	**50%z**	*39%*	**51%B**	*42%*	*47%*	*46%*
Medium priority	(3)	**250**	36	214	98	152	178	72	126	124	160	90
		33%	*32%*	*33%*	*25%*	**42%w**	*32%*	*37%*	*29%*	**39%A**	*32%*	*35%*
Quite low priority	(2)	**43**	6	37	11	32	26	17	22	21	21	22
		6%	*5%*	*6%*	*3%*	**9%w**	*5%*	**9%y**	*5%*	*7%*	*4%*	**9%C**
Very low priority	(1)	**6**	1	5	4	2	2	4	3	3	4	2
		1%	*1%*	*1%*	*1%*	*1%*	*	**2%y**	*1%*	*1%*	*1%*	*1%*
Net Top 2 box		**453**	70	383	273	180	349	104	286	167	311	142
		60%	*62%*	*60%*	**71%x**	*49%*	**63%z**	*53%*	**65%B**	*53%*	*63%*	*55%*
Net Bottom 2 box		**49**	7	42	15	34	28	21	25	24	25	24
		7%	*6%*	*7%*	*4%*	**9%w**	*5%*	**11%y**	*6%*	*8%*	*5%*	**9%C**
Mean		**3.66**	3.74	3.65	**3.82x**	3.50	**3.71z**	3.54	**3.74B**	3.56	**3.72D**	3.55
Standard Deviation		**0.81**	0.86	0.80	0.77	0.82	0.77	0.91	0.80	0.81	0.80	0.81
Standard Error		**0.029**	0.081	0.032	0.039	0.043	0.033	0.065	0.038	0.046	0.036	0.051

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 63

Q15 Rating of priority by the Conservative Party: Improving schools

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**88**	33	55	8	26	54	38	19	9	21	5	2	7	9	14	9	4	4	7	20	7
		12%	*9%*	*14%*	*10%*	*10%*	*13%*	*11%*	*11%*	*10%*	**18%f**	*20%*	*6%*	*9%*	*16%*	*16%*	*13%*	*13%*	*9%*	*12%*	*11%*	*9%*
High priority	(4)	**313**	142	171	31	97	185	154	68	43	45	11	12	31	20	31	23	15	21	28	78	43
		42%	*41%*	*42%*	*38%*	*37%*	*45%*	*43%*	*38%*	*47%*	*38%*	*44%*	*36%*	*40%*	*35%*	*35%*	*34%*	*47%*	*45%*	*47%*	*41%*	**56%mnos**
Medium priority	(3)	**298**	151	147	37	116	145	141	74	34	49	8	17	37	25	35	26	11	19	21	75	24
		40%	*43%*	*36%*	*45%*	**45%e**	*35%*	*39%*	*42%*	*37%*	*41%*	*32%*	**52%t**	**48%t**	*44%*	*40%*	*39%*	*34%*	*40%*	*36%*	*39%*	*31%*
Quite low priority	(2)	**47**	20	27	5	19	23	24	15	5	3	1	2	2	2	7	9	1	1	3	16	3
		6%	*6%*	*7%*	*6%*	*7%*	*6%*	*7%*	**8%i**	*5%*	*3%*	*4%*	*6%*	*3%*	*4%*	*8%*	**13%lqt**	*3%*	*2%*	*5%*	*8%*	*4%*
Very low priority	(1)	**6**	2	4	1	1	4	3	1	1	1	-	-	-	1	1	-	1	2	-	1	-
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*1%*	-	*3%*	**4%s**	-	*1%*	-
Net Top 2 box		**401**	175	226	39	123	239	192	87	52	66	16	14	38	29	45	32	19	25	35	98	50
		53%	*50%*	*56%*	*48%*	*47%*	**58%d**	*53%*	*49%*	*57%*	*55%*	*64%*	*42%*	*49%*	*51%*	*51%*	*48%*	*59%*	*53%*	*59%*	*52%*	**65%kos**
Net Bottom 2 box		**53**	22	31	6	20	27	27	16	6	4	1	2	2	3	8	9	2	3	3	17	3
		7%	*6%*	*8%*	*7%*	*8%*	*7%*	*8%*	*9%*	*7%*	*3%*	*4%*	*6%*	*3%*	*5%*	*9%*	**13%lt**	*6%*	*6%*	*5%*	*9%*	*4%*
Mean		**3.57**	3.53	3.61	3.49	3.49	**3.64d**	3.56	3.50	3.59	3.69	3.80	3.42	3.56	3.60	3.57	3.48	3.63	3.51	3.66	3.53	3.70
Standard Deviation		**0.81**	0.77	0.84	0.80	0.79	0.82	0.80	0.82	0.79	0.82	0.82	0.71	0.70	0.86	0.89	0.89	0.87	0.86	0.76	0.81	0.69
Standard Error		**0.029**	0.041	0.042	0.089	0.049	0.040	0.042	0.062	0.082	0.075	0.163	0.123	0.080	0.114	0.095	0.109	0.154	0.125	0.099	0.059	0.079

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 63

Q15 Rating of priority by the Conservative Party: Improving schools

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**88**	16	72	58	30	70	18	62	26	63	25
		12%	*14%*	*11%*	**15%x**	*8%*	*13%*	*9%*	**14%B**	*8%*	*13%*	*10%*
High priority	(4)	**313**	41	272	186	127	243	70	193	120	210	103
		42%	*36%*	*43%*	**48%x**	*35%*	**44%z**	*36%*	*44%*	*38%*	*42%*	*40%*
Medium priority	(3)	**298**	47	251	124	174	213	85	152	146	189	109
		40%	*42%*	*39%*	*32%*	**48%w**	*38%*	*43%*	*35%*	**46%A**	*38%*	*43%*
Quite low priority	(2)	**47**	8	39	15	32	26	21	26	21	29	18
		6%	*7%*	*6%*	*4%*	**9%w**	*5%*	**11%y**	*6%*	*7%*	*6%*	*7%*
Very low priority	(1)	**6**	1	5	3	3	3	3	4	2	5	1
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*
Net Top 2 box		**401**	57	344	244	157	313	88	255	146	273	128
		53%	*50%*	*54%*	**63%x**	*43%*	**56%z**	*45%*	**58%B**	*46%*	*55%*	*50%*
Net Bottom 2 box		**53**	9	44	18	35	29	24	30	23	34	19
		7%	*8%*	*7%*	*5%*	**10%w**	*5%*	**12%y**	*7%*	*7%*	*7%*	*7%*
Mean		**3.57**	3.56	3.57	**3.73x**	3.41	**3.63z**	3.40	**3.65B**	3.47	3.60	3.52
Standard Deviation		**0.81**	0.86	0.80	0.79	0.79	0.78	0.86	0.83	0.77	0.82	0.78
Standard Error		**0.029**	0.080	0.032	0.040	0.042	0.033	0.061	0.040	0.043	0.037	0.049

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 64

Q15 Rating of priority by the Conservative Party: Protecting the environment

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**24**	12	12	4	11	9	6	7	6	5	-	1	1	1	3	4	-	1	3	7	3
		3%	*3%*	*3%*	*5%*	*4%*	*2%*	*2%*	*4%*	**7%f**	*4%*	-	*3%*	*1%*	*2%*	*3%*	*6%*	-	*2%*	*5%*	*4%*	*4%*
High priority	(4)	**117**	45	72	13	34	70	54	29	11	22	5	3	12	10	14	5	4	7	12	35	10
		16%	*13%*	*18%*	*16%*	*13%*	*17%*	*15%*	*16%*	*12%*	*18%*	*20%*	*9%*	*16%*	*18%*	*16%*	*7%*	*13%*	*15%*	**20%o**	**18%o**	*13%*
Medium priority	(3)	**395**	191	204	37	138	220	194	92	47	59	16	18	38	26	42	35	20	24	25	103	48
		53%	*55%*	*50%*	*45%*	*53%*	*54%*	*54%*	*52%*	*51%*	*50%*	*64%*	*55%*	*49%*	*46%*	*48%*	*52%*	*63%*	*51%*	*42%*	*54%*	**62%r**
Quite low priority	(2)	**183**	83	100	24	64	95	93	39	21	30	4	9	25	15	25	20	8	11	18	36	12
		24%	*24%*	*25%*	*29%*	*25%*	*23%*	*26%*	*22%*	*23%*	*25%*	*16%*	*27%*	**32%st**	*26%*	*28%*	**30%t**	*25%*	*23%*	**31%t**	*19%*	*16%*
Very low priority	(1)	**33**	17	16	4	12	17	13	10	7	3	-	2	1	5	4	3	-	4	1	9	4
		4%	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*6%*	*8%*	*3%*	-	*6%*	*1%*	**9%l**	*5%*	*4%*	-	*9%*	*2%*	*5%*	*5%*
Net Top 2 box		**141**	57	84	17	45	79	60	36	17	27	5	4	13	11	17	9	4	8	15	42	13
		19%	*16%*	*21%*	*21%*	*17%*	*19%*	*17%*	*20%*	*18%*	*23%*	*20%*	*12%*	*17%*	*19%*	*19%*	*13%*	*13%*	*17%*	*25%*	*22%*	*17%*
Net Bottom 2 box		**216**	100	116	28	76	112	106	49	28	33	4	11	26	20	29	23	8	15	19	45	16
		29%	*29%*	*29%*	*34%*	*29%*	*27%*	*29%*	*28%*	*30%*	*28%*	*16%*	*33%*	*34%*	*35%*	*33%*	*34%*	*25%*	*32%*	*32%*	*24%*	*21%*
Mean		**2.89**	2.86	2.91	2.87	2.88	2.90	2.85	2.91	2.87	2.97	3.04	2.76	2.83	2.77	2.85	2.81	2.88	2.79	2.97	2.97	2.95
Standard Deviation		**0.83**	0.83	0.83	0.91	0.85	0.80	0.77	0.87	0.95	0.84	0.61	0.83	0.75	0.91	0.86	0.87	0.61	0.88	0.89	0.84	0.81
Standard Error		**0.030**	0.044	0.042	0.101	0.053	0.040	0.041	0.066	0.099	0.077	0.122	0.145	0.086	0.120	0.092	0.107	0.108	0.129	0.116	0.061	0.092

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 64

Q15 Rating of priority by the Conservative Party: Protecting the environment

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**24**	7	17	20	4	23	1	16	8	17	7
		3%	**6%v**	*3%*	**5%x**	*1%*	**4%z**	*1%*	*4%*	*3%*	*3%*	*3%*
High priority	(4)	**117**	20	97	70	47	95	22	70	47	86	31
		16%	*18%*	*15%*	**18%x**	*13%*	**17%z**	*11%*	*16%*	*15%*	*17%*	*12%*
Medium priority	(3)	**395**	49	346	215	180	292	103	219	176	252	143
		53%	*43%*	**54%u**	*56%*	*49%*	*53%*	*52%*	*50%*	*56%*	*51%*	*56%*
Quite low priority	(2)	**183**	29	154	69	114	125	58	111	72	120	63
		24%	*26%*	*24%*	*18%*	**31%w**	*23%*	*29%*	*25%*	*23%*	*24%*	*25%*
Very low priority	(1)	**33**	8	25	12	21	20	13	21	12	21	12
		4%	*7%*	*4%*	*3%*	*6%*	*4%*	*7%*	*5%*	*4%*	*4%*	*5%*
Net Top 2 box		**141**	27	114	90	51	118	23	86	55	103	38
		19%	*24%*	*18%*	**23%x**	*14%*	**21%z**	*12%*	*20%*	*17%*	**21%D**	*15%*
Net Bottom 2 box		**216**	37	179	81	135	145	71	132	84	141	75
		29%	*33%*	*28%*	*21%*	**37%w**	*26%*	**36%y**	*30%*	*27%*	*28%*	*29%*
Mean		**2.89**	2.90	2.89	**3.04x**	2.72	**2.96z**	2.70	2.88	2.90	2.92	2.84
Standard Deviation		**0.83**	0.98	0.80	0.83	0.80	0.84	0.78	0.86	0.79	0.85	0.80
Standard Error		**0.030**	0.092	0.032	0.042	0.042	0.036	0.055	0.041	0.044	0.038	0.050

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 65

Q15 Rating of priority by the Conservative Party: Dealing with crime

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**104**	41	63	16	34	54	32	25	19	26	5	3	11	10	15	7	6	5	12	25	5
		14%	*12%*	*16%*	*20%*	*13%*	*13%*	*9%*	*14%*	**21%f**	**22%f**	*20%*	*9%*	*14%*	**18%t**	**17%t**	*10%*	*19%*	*11%*	**20%t**	*13%*	*6%*
High priority	(4)	**294**	116	178	21	101	172	149	63	32	50	12	13	36	21	31	27	10	19	21	67	37
		39%	*33%*	**44%a**	*26%*	**39%c**	**42%c**	*41%*	*36%*	*35%*	*42%*	*48%*	*39%*	*47%*	*37%*	*35%*	*40%*	*31%*	*40%*	*36%*	*35%*	*48%*
Medium priority	(3)	**290**	159	131	38	101	151	152	72	29	35	7	13	23	22	35	23	14	17	25	79	32
		39%	**46%b**	*32%*	*46%*	*39%*	*37%*	**42%i**	**41%i**	*32%*	*29%*	*28%*	*39%*	*30%*	*39%*	*40%*	*34%*	*44%*	*36%*	*42%*	*42%*	*42%*
Quite low priority	(2)	**59**	29	30	7	21	31	25	16	10	8	1	3	6	3	7	10	2	5	1	19	2
		8%	*8%*	*7%*	*9%*	*8%*	*8%*	*7%*	*9%*	*11%*	*7%*	*4%*	*9%*	*8%*	*5%*	*8%*	**15%rt**	*6%*	*11%*	*2%*	**10%rt**	*3%*
Very low priority	(1)	**5**	3	2	-	2	3	2	1	2	-	-	1	1	1	-	-	-	1	-	-	1
		1%	*1%*	*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	-	**3%s**	*1%*	*2%*	-	-	-	**2%s**	-	-	*1%*
Net Top 2 box		**398**	157	241	37	135	226	181	88	51	76	17	16	47	31	46	34	16	24	33	92	42
		53%	*45%*	**60%a**	*45%*	*52%*	*55%*	*50%*	*50%*	*55%*	**64%fg**	*68%*	*48%*	*61%*	*54%*	*52%*	*51%*	*50%*	*51%*	*56%*	*48%*	*55%*
Net Bottom 2 box		**64**	32	32	7	23	34	27	17	12	8	1	4	7	4	7	10	2	6	1	19	3
		9%	*9%*	*8%*	*9%*	*9%*	*8%*	*8%*	*10%*	*13%*	*7%*	*4%*	**12%r**	*9%*	*7%*	*8%*	**15%rt**	*6%*	**13%r**	*2%*	**10%r**	*4%*
Mean		**3.58**	3.47	**3.67a**	3.56	3.56	3.59	3.51	3.54	3.61	**3.79fg**	3.84	3.42	3.65	3.63	3.61	3.46	3.63	3.47	3.75	3.52	3.56
Standard Deviation		**0.85**	0.84	0.84	0.90	0.85	0.84	0.78	0.87	1.01	0.86	0.80	0.90	0.87	0.90	0.86	0.88	0.87	0.91	0.80	0.85	0.72
Standard Error		**0.031**	0.045	0.042	0.100	0.053	0.041	0.041	0.065	0.105	0.079	0.160	0.157	0.099	0.119	0.092	0.107	0.154	0.132	0.104	0.061	0.082

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 65

Q15 Rating of priority by the Conservative Party: Dealing with crime

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**104**	26	78	72	32	86	18	71	33	73	31
		14%	**23%v**	*12%*	**19%x**	*9%*	**15%z**	*9%*	**16%B**	*10%*	*15%*	*12%*
High priority	(4)	**294**	41	253	155	139	223	71	175	119	205	89
		39%	*36%*	*40%*	*40%*	*38%*	*40%*	*36%*	*40%*	*38%*	*41%*	*35%*
Medium priority	(3)	**290**	34	256	136	154	207	83	152	138	185	105
		39%	*30%*	**40%u**	*35%*	*42%*	*37%*	*42%*	*35%*	**44%A**	*37%*	*41%*
Quite low priority	(2)	**59**	12	47	21	38	37	22	37	22	32	27
		8%	*11%*	*7%*	*5%*	**10%w**	*7%*	**11%y**	*8%*	*7%*	*6%*	**11%C**
Very low priority	(1)	**5**	-	5	2	3	2	3	2	3	1	4
		1%	-	*1%*	*1%*	*1%*	*	*2%*	*	*1%*	*	**2%C**
Net Top 2 box		**398**	67	331	227	171	309	89	246	152	278	120
		53%	*59%*	*52%*	**59%x**	*47%*	**56%z**	*45%*	**56%B**	*48%*	**56%D**	*47%*
Net Bottom 2 box		**64**	12	52	23	41	39	25	39	25	33	31
		9%	*11%*	*8%*	*6%*	**11%w**	*7%*	**13%y**	*9%*	*8%*	*7%*	**12%C**
Mean		**3.58**	3.72	3.55	**3.71x**	3.43	**3.64z**	3.40	**3.63B**	3.50	**3.64D**	3.45
Standard Deviation		**0.85**	0.94	0.83	0.85	0.82	0.83	0.86	0.87	0.81	0.82	0.89
Standard Error		**0.031**	0.088	0.033	0.043	0.043	0.035	0.061	0.042	0.046	0.037	0.056

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 66

Q15 Rating of priority by the Conservative Party: Standing up for Britain in the EU

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**131**	57	74	10	34	87	56	27	20	28	6	5	18	11	13	10	8	5	8	33	14
		17%	*16%*	*18%*	*12%*	*13%*	**21%d**	*16%*	*15%*	*22%*	**24%f**	*24%*	*15%*	*23%*	*19%*	*15%*	*15%*	*25%*	*11%*	*14%*	*17%*	*18%*
High priority	(4)	**269**	124	145	28	87	154	120	71	31	46	10	14	29	16	36	23	10	13	26	65	27
		36%	*36%*	*36%*	*34%*	*34%*	*37%*	*33%*	*40%*	*34%*	*39%*	*40%*	*42%*	*38%*	*28%*	*41%*	*34%*	*31%*	*28%*	*44%*	*34%*	*35%*
Medium priority	(3)	**244**	116	128	32	102	110	126	55	32	29	7	8	15	21	31	22	11	21	20	62	26
		32%	*33%*	*32%*	**39%e**	**39%e**	*27%*	**35%i**	*31%*	*35%*	*24%*	*28%*	*24%*	*19%*	**37%l**	**35%l**	*33%*	*34%*	**45%l**	*34%*	**33%l**	**34%l**
Quite low priority	(2)	**84**	40	44	11	28	45	50	18	7	9	2	5	14	5	5	11	2	5	5	22	8
		11%	*11%*	*11%*	*13%*	*11%*	*11%*	*14%*	*10%*	*8%*	*8%*	*8%*	*15%*	**18%n**	*9%*	*6%*	**16%n**	*6%*	*11%*	*8%*	*12%*	*10%*
Very low priority	(1)	**24**	11	13	1	8	15	8	6	2	7	-	1	1	4	3	1	1	3	-	8	2
		3%	*3%*	*3%*	*1%*	*3%*	*4%*	*2%*	*3%*	*2%*	**6%f**	-	*3%*	*1%*	**7%r**	*3%*	*1%*	*3%*	*6%*	-	*4%*	*3%*
Net Top 2 box		**400**	181	219	38	121	241	176	98	51	74	16	19	47	27	49	33	18	18	34	98	41
		53%	*52%*	*54%*	*46%*	*47%*	**59%cd**	*49%*	*55%*	*55%*	**62%f**	*64%*	*58%*	**61%q**	*47%*	*56%*	*49%*	*56%*	*38%*	*58%*	*52%*	*53%*
Net Bottom 2 box		**108**	51	57	12	36	60	58	24	9	16	2	6	15	9	8	12	3	8	5	30	10
		14%	*15%*	*14%*	*15%*	*14%*	*15%*	*16%*	*14%*	*10%*	*13%*	*8%*	*18%*	*19%*	*16%*	*9%*	*18%*	*9%*	*17%*	*8%*	*16%*	*13%*
Mean		**3.53**	3.51	3.55	3.43	3.43	**3.62d**	3.46	3.54	3.65	3.66	3.80	3.52	3.64	3.44	3.58	3.45	3.69	3.26	**3.63q**	3.49	3.56
Standard Deviation		**1.01**	1.00	1.01	0.92	0.96	1.05	0.99	0.98	0.98	1.10	0.91	1.03	1.07	1.12	0.93	0.99	1.03	1.01	0.83	1.04	0.99
Standard Error		**0.037**	0.054	0.050	0.101	0.059	0.052	0.052	0.074	0.102	0.101	0.183	0.180	0.123	0.148	0.099	0.121	0.182	0.147	0.108	0.076	0.113

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 66

Q15 Rating of priority by the Conservative Party: Standing up for Britain in the EU

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**131**	20	111	77	54	109	22	87	44	82	49
		17%	*18%*	*17%*	*20%*	*15%*	**20%z**	*11%*	**20%B**	*14%*	*17%*	*19%*
High priority	(4)	**269**	43	226	149	120	203	66	158	111	188	81
		36%	*38%*	*35%*	*39%*	*33%*	*37%*	*34%*	*36%*	*35%*	*38%*	*32%*
Medium priority	(3)	**244**	38	206	116	128	172	72	131	113	176	68
		32%	*34%*	*32%*	*30%*	*35%*	*31%*	*37%*	*30%*	*36%*	**35%D**	*27%*
Quite low priority	(2)	**84**	11	73	36	48	56	28	51	33	41	43
		11%	*10%*	*11%*	*9%*	*13%*	*10%*	*14%*	*12%*	*10%*	*8%*	**17%C**
Very low priority	(1)	**24**	1	23	8	16	15	9	10	14	9	15
		3%	*1%*	*4%*	*2%*	*4%*	*3%*	*5%*	*2%*	*4%*	*2%*	**6%C**
Net Top 2 box		**400**	63	337	226	174	312	88	245	155	270	130
		53%	*56%*	*53%*	**59%x**	*48%*	**56%z**	*45%*	*56%*	*49%*	*54%*	*51%*
Net Bottom 2 box		**108**	12	96	44	64	71	37	61	47	50	58
		14%	*11%*	*15%*	*11%*	**17%w**	*13%*	**19%y**	*14%*	*15%*	*10%*	**23%C**
Mean		**3.53**	3.62	3.51	**3.65x**	3.40	**3.60z**	3.32	**3.60B**	3.44	**3.59D**	3.41
Standard Deviation		**1.01**	0.92	1.02	0.97	1.03	1.00	1.00	1.01	1.00	0.92	1.15
Standard Error		**0.037**	0.086	0.040	0.049	0.054	0.042	0.071	0.048	0.056	0.041	0.072

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 67

Q15 Rating of priority by the Conservative Party: Reforming welfare to stop scroungers and cut benefit dependency

Base : Sample B

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority (5)	**324**	142	182	31	101	192	154	72	41	56	14	23	38	22	36	21	12	20	19	79	40
	43%	*41%*	*45%*	*38%*	*39%*	*47%*	*43%*	*41%*	*45%*	*47%*	*56%*	**70%mnop qrs**	**49%or**	*39%*	*41%*	*31%*	*38%*	*43%*	*32%*	*42%*	**52%or**
High priority (4)	**334**	160	174	31	123	180	174	76	38	44	10	9	29	26	37	37	15	26	34	81	30
	44%	*46%*	*43%*	*38%*	*47%*	*44%*	**48%i**	*43%*	*41%*	*37%*	*40%*	*27%*	*38%*	*46%*	*42%*	**55%kl**	*47%*	**55%k**	**58%klst**	*43%*	*39%*
Medium priority (3)	**83**	41	42	18	29	36	29	26	11	16	1	1	8	6	14	9	5	1	6	26	6
	11%	*12%*	*10%*	**22%de**	*11%*	*9%*	*8%*	**15%f**	*12%*	*13%*	*4%*	*3%*	*10%*	*11%*	**16%q**	**13%q**	**16%q**	*2%*	*10%*	**14%q**	*8%*
Quite low priority (2)	**8**	4	4	2	5	1	3	1	1	3	-	-	1	2	1	-	-	-	-	3	1
	1%	*1%*	*1%*	**2%e**	**2%e**	*	*1%*	*1%*	*1%*	*3%*	-	-	*1%*	*4%*	*1%*	-	-	-	-	*2%*	*1%*
Very low priority (1)	**3**	1	2	-	1	2	-	2	1	-	-	-	1	1	-	-	-	-	-	1	-
	*******	*	*	-	*	*	-	**1%f**	**1%f**	-	-	-	*1%*	*2%*	-	-	-	-	-	*1%*	-
Net Top 2 box	**658**	302	356	62	224	372	328	148	79	100	24	32	67	48	73	58	27	46	53	160	70
	88%	*87%*	*88%*	*76%*	**86%c**	**91%c**	**91%gi**	*84%*	*86%*	*84%*	*96%*	**97%n**	*87%*	*84%*	*83%*	*87%*	*84%*	**98%lmno ps**	*90%*	*84%*	*91%*
Net Bottom 2 box	**11**	5	6	2	6	3	3	3	2	3	-	-	2	3	1	-	-	-	-	4	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	-	-	*3%*	*5%*	*1%*	-	-	-	-	*2%*	*1%*
Mean	**4.29**	4.26	4.31	4.11	4.23	**4.36cd**	4.33	4.21	4.27	4.29	4.52	**4.67lmn opqrs**	4.32	4.16	4.23	4.18	4.22	4.40	4.22	4.23	**4.42o**
Standard Deviation	**0.73**	0.73	0.74	0.83	0.75	0.69	0.66	0.80	0.80	0.79	0.59	0.54	0.82	0.88	0.75	0.65	0.71	0.54	0.62	0.78	0.69
Standard Error	**0.027**	0.039	0.037	0.092	0.047	0.034	0.035	0.060	0.083	0.073	0.117	0.094	0.093	0.117	0.080	0.079	0.125	0.078	0.080	0.057	0.079

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 67

Q15 Rating of priority by the Conservative Party: Reforming welfare to stop scroungers and cut benefit dependency

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**324**	52	272	193	131	252	72	208	116	218	106
		43%	*46%*	*43%*	**50%x**	*36%*	**45%z**	*37%*	**48%B**	*37%*	*44%*	*41%*
High priority	(4)	**334**	46	288	156	178	241	93	186	148	216	118
		44%	*41%*	*45%*	*40%*	**49%w**	*43%*	*47%*	*43%*	*47%*	*44%*	*46%*
Medium priority	(3)	**83**	14	69	33	50	56	27	38	45	56	27
		11%	*12%*	*11%*	*9%*	**14%w**	*10%*	*14%*	*9%*	**14%A**	*11%*	*11%*
Quite low priority	(2)	**8**	1	7	3	5	5	3	3	5	5	3
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Very low priority	(1)	**3**	-	3	1	2	1	2	2	1	1	2
		*******	*-*	***	***	*1%*	***	*1%*	***	***	***	*1%*
Net Top 2 box		**658**	98	560	349	309	493	165	394	264	434	224
		88%	*87%*	*88%*	**90%x**	*84%*	*89%*	*84%*	**90%B**	*84%*	*88%*	*88%*
Net Bottom 2 box		**11**	1	10	4	7	6	5	5	6	6	5
		1%	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*
Mean		**4.29**	4.32	4.28	**4.39x**	4.18	**4.33z**	4.17	**4.36B**	4.18	4.30	4.26
Standard Deviation		**0.73**	0.72	0.74	0.70	0.75	0.71	0.79	0.71	0.76	0.72	0.76
Standard Error		**0.027**	0.068	0.029	0.036	0.039	0.030	0.057	0.034	0.043	0.032	0.047

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 68

Q15 Rating of priority by the Conservative Party: Controlling immigration

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**181**	76	105	19	60	102	75	40	30	36	10	7	18	16	24	12	11	8	15	42	18
		24%	*22%*	*26%*	*23%*	*23%*	*25%*	*21%*	*23%*	**33%f**	**30%f**	*40%*	*21%*	*23%*	*28%*	*27%*	*18%*	*34%*	*17%*	*25%*	*22%*	*23%*
High priority	(4)	**284**	145	139	34	83	167	144	72	28	38	8	17	25	26	29	24	10	19	21	66	39
		38%	**42%b**	*34%*	*41%*	*32%*	**41%d**	*40%*	*41%*	*30%*	*32%*	*32%*	*52%*	*32%*	*46%*	*33%*	*36%*	*31%*	*40%*	*36%*	*35%*	**51%lns**
Medium priority	(3)	**206**	85	121	17	84	105	102	48	25	29	7	6	22	10	26	22	9	16	20	54	14
		27%	*24%*	*30%*	*21%*	**32%c**	*26%*	*28%*	*27%*	*27%*	*24%*	*28%*	*18%*	*29%*	*18%*	*30%*	**33%t**	*28%*	**34%t**	**34%mt**	*28%*	*18%*
Quite low priority	(2)	**67**	34	33	11	27	29	33	13	8	13	-	2	10	4	9	7	2	3	2	24	4
		9%	*10%*	*8%*	*13%*	*10%*	*7%*	*9%*	*7%*	*9%*	*11%*	-	*6%*	*13%*	*7%*	*10%*	*10%*	*6%*	*6%*	*3%*	**13%r**	*5%*
Very low priority	(1)	**14**	8	6	1	5	8	6	4	1	3	-	1	2	1	-	2	-	1	1	4	2
		2%	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	-	*3%*	*3%*	*2%*	-	*3%*	-	*2%*	*2%*	*2%*	*3%*
Net Top 2 box		**465**	221	244	53	143	269	219	112	58	74	18	24	43	42	53	36	21	27	36	108	57
		62%	*64%*	*60%*	*65%*	*55%*	**65%d**	*61%*	*63%*	*63%*	*62%*	*72%*	*73%*	*56%*	**74%los**	*60%*	*54%*	*66%*	*57%*	*61%*	*57%*	**74%los**
Net Bottom 2 box		**81**	42	39	12	32	37	39	17	9	16	-	3	12	5	9	9	2	4	3	28	6
		11%	*12%*	*10%*	*15%*	*12%*	*9%*	*11%*	*10%*	*10%*	*13%*	-	*9%*	*16%*	*9%*	*10%*	*13%*	*6%*	*9%*	*5%*	*15%*	*8%*
Mean		**3.73**	3.71	3.75	3.72	3.64	3.79	3.69	3.74	3.85	3.76	4.12	3.82	3.61	**3.91o**	3.77	3.55	3.94	3.64	3.80	3.62	**3.87o**
Standard Deviation		**0.98**	0.99	0.98	1.01	1.01	0.96	0.96	0.97	1.02	1.08	0.83	0.95	1.07	0.95	0.97	1.00	0.95	0.92	0.92	1.03	0.92
Standard Error		**0.036**	0.053	0.049	0.111	0.063	0.047	0.050	0.073	0.106	0.099	0.167	0.165	0.121	0.126	0.103	0.123	0.168	0.134	0.120	0.075	0.105

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 68

Q15 Rating of priority by the Conservative Party: Controlling immigration

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**181**	38	143	108	73	145	36	115	66	117	64
		24%	**34%v**	*22%*	**28%x**	*20%*	**26%z**	*18%*	*26%*	*21%*	*24%*	*25%*
High priority	(4)	**284**	37	247	153	131	218	66	168	116	199	85
		38%	*33%*	*39%*	*40%*	*36%*	*39%*	*34%*	*38%*	*37%*	*40%*	*33%*
Medium priority	(3)	**206**	29	177	97	109	140	66	110	96	137	69
		27%	*26%*	*28%*	*25%*	*30%*	*25%*	**34%y**	*25%*	*30%*	*28%*	*27%*
Quite low priority	(2)	**67**	7	60	21	46	44	23	35	32	35	32
		9%	*6%*	*9%*	*5%*	**13%w**	*8%*	*12%*	*8%*	*10%*	*7%*	**13%C**
Very low priority	(1)	**14**	2	12	7	7	8	6	9	5	8	6
		2%	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*
Net Top 2 box		**465**	75	390	261	204	363	102	283	182	316	149
		62%	*66%*	*61%*	**68%x**	*56%*	**65%z**	*52%*	*65%*	*58%*	*64%*	*58%*
Net Bottom 2 box		**81**	9	72	28	53	52	29	44	37	43	38
		11%	*8%*	*11%*	*7%*	**14%w**	*9%*	**15%y**	*10%*	*12%*	*9%*	**15%C**
Mean		**3.73**	**3.90v**	3.70	**3.87x**	3.59	**3.81z**	3.52	3.79	3.65	3.77	3.66
Standard Deviation		**0.98**	1.00	0.98	0.95	1.00	0.96	1.02	0.99	0.97	0.94	1.06
Standard Error		**0.036**	0.094	0.039	0.048	0.053	0.041	0.073	0.047	0.055	0.042	0.066

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 69

Q15 Rating of priority by the Conservative Party: Cutting taxes

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**50**	16	34	11	24	15	15	15	11	9	2	1	4	5	7	1	2	3	7	15	3
		7%	*5%*	**8%a**	**13%e**	**9%e**	*4%*	*4%*	**8%f**	**12%f**	*8%*	*8%*	*3%*	*5%*	*9%*	*8%*	*1%*	*6%*	*6%*	**12%o**	*8%*	*4%*
High priority	(4)	**139**	43	96	15	52	72	56	42	17	23	7	4	14	18	18	16	6	5	11	30	10
		18%	*12%*	**24%a**	*18%*	*20%*	*18%*	*16%*	**24%f**	*18%*	*19%*	*28%*	*12%*	*18%*	**32%kqst**	*20%*	*24%*	*19%*	*11%*	*19%*	*16%*	*13%*
Medium priority	(3)	**278**	138	140	28	89	161	130	59	37	50	12	14	28	12	33	27	10	18	21	66	37
		37%	*40%*	*35%*	*34%*	*34%*	*39%*	*36%*	*33%*	*40%*	*42%*	*48%*	**42%m**	*36%*	*21%*	**38%m**	**40%m**	*31%*	*38%*	*36%*	*35%*	**48%ms**
Quite low priority	(2)	**225**	118	107	18	70	137	131	46	21	26	4	10	25	17	25	15	10	19	18	65	17
		30%	**34%b**	*26%*	*22%*	*27%*	**33%c**	**36%ghi**	*26%*	*23%*	*22%*	*16%*	*30%*	*32%*	*30%*	*28%*	*22%*	*31%*	**40%ot**	*31%*	*34%*	*22%*
Very low priority	(1)	**60**	33	27	10	24	26	28	15	6	11	-	4	6	5	5	8	4	2	2	14	10
		8%	*9%*	*7%*	*12%*	*9%*	*6%*	*8%*	*8%*	*7%*	*9%*	-	*12%*	*8%*	*9%*	*6%*	*12%*	*13%*	*4%*	*3%*	*7%*	*13%*
Net Top 2 box		**189**	59	130	26	76	87	71	57	28	32	9	5	18	23	25	17	8	8	18	45	13
		25%	*17%*	**32%a**	**32%e**	**29%e**	*21%*	*20%*	**32%f**	**30%f**	*27%*	*36%*	*15%*	*23%*	**40%klqst**	*28%*	*25%*	*25%*	*17%*	*31%*	*24%*	*17%*
Net Bottom 2 box		**285**	151	134	28	94	163	159	61	27	37	4	14	31	22	30	23	14	21	20	79	27
		38%	**43%b**	*33%*	*34%*	*36%*	*40%*	**44%ghi**	*34%*	*29%*	*31%*	*16%*	*42%*	*40%*	*39%*	*34%*	*34%*	*44%*	*45%*	*34%*	*42%*	*35%*
Mean		**2.86**	2.69	**3.01a**	2.99	2.93	2.79	2.72	**2.98f**	**3.07f**	**2.94f**	3.28	2.64	2.81	3.02	2.97	2.81	2.75	2.74	3.05	2.83	2.73
Standard Deviation		**1.03**	0.96	1.05	1.20	1.10	0.93	0.96	1.09	1.08	1.04	0.84	0.96	1.00	1.16	1.02	0.99	1.11	0.94	1.06	1.04	0.98
Standard Error		**0.037**	0.052	0.052	0.133	0.068	0.046	0.051	0.082	0.112	0.096	0.169	0.168	0.114	0.153	0.109	0.121	0.196	0.138	0.138	0.076	0.112

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 69

Q15 Rating of priority by the Conservative Party: Cutting taxes

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**50**	15	35	29	21	33	17	34	16	37	13
		7%	**13%v**	*5%*	*8%*	*6%*	*6%*	*9%*	*8%*	*5%*	*7%*	*5%*
High priority	(4)	**139**	28	111	74	65	111	28	85	54	100	39
		18%	*25%*	*17%*	*19%*	*18%*	*20%*	*14%*	*19%*	*17%*	*20%*	*15%*
Medium priority	(3)	**278**	39	239	148	130	211	67	161	117	181	97
		37%	*35%*	*37%*	*38%*	*36%*	*38%*	*34%*	*37%*	*37%*	*36%*	*38%*
Quite low priority	(2)	**225**	20	205	112	113	160	65	124	101	149	76
		30%	*18%*	**32%u**	*29%*	*31%*	*29%*	*33%*	*28%*	*32%*	*30%*	*30%*
Very low priority	(1)	**60**	11	49	23	37	40	20	33	27	29	31
		8%	*10%*	*8%*	*6%*	**10%w**	*7%*	*10%*	*8%*	*9%*	*6%*	**12%C**
Net Top 2 box		**189**	43	146	103	86	144	45	119	70	137	52
		25%	**38%v**	*23%*	*27%*	*23%*	*26%*	*23%*	*27%*	*22%*	**28%D**	*20%*
Net Bottom 2 box		**285**	31	254	135	150	200	85	157	128	178	107
		38%	*27%*	**40%u**	*35%*	*41%*	*36%*	*43%*	*36%*	*41%*	*36%*	*42%*
Mean		**2.86**	**3.14v**	2.81	**2.93x**	2.78	2.89	2.78	2.92	2.78	**2.93D**	2.71
Standard Deviation		**1.03**	1.16	0.99	1.01	1.04	1.00	1.09	1.04	1.00	1.02	1.03
Standard Error		**0.037**	0.109	0.039	0.051	0.054	0.043	0.077	0.050	0.056	0.046	0.064

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 70

Q15 Rating of priority by the Conservative Party: Supporting marriage through the tax system

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**52**	22	30	8	20	24	19	16	11	6	1	2	7	3	5	9	5	3	3	9	5
		7%	*6%*	*7%*	*10%*	*8%*	*6%*	*5%*	*9%*	**12%f**	*5%*	*4%*	*6%*	*9%*	*5%*	*6%*	**13%s**	**16%s**	*6%*	*5%*	*5%*	*6%*
High priority	(4)	**144**	68	76	13	45	86	71	42	12	19	7	9	8	16	20	14	5	2	13	35	15
		19%	*20%*	*19%*	*16%*	*17%*	*21%*	*20%*	**24%h**	*13%*	*16%*	*28%*	**27%lq**	*10%*	**28%lq**	**23%lq**	**21%q**	*16%*	*4%*	**22%q**	**18%q**	**19%q**
Medium priority	(3)	**328**	147	181	22	104	202	168	66	33	58	8	14	38	24	36	21	16	24	29	83	35
		44%	*42%*	*45%*	*27%*	**40%c**	**49%cd**	**47%g**	*37%*	*36%*	*49%*	*32%*	*42%*	**49%o**	*42%*	*41%*	*31%*	*50%*	**51%o**	**49%o**	*44%*	*45%*
Quite low priority	(2)	**181**	90	91	31	64	86	80	42	29	29	7	7	19	11	22	18	6	13	10	50	18
		24%	*26%*	*23%*	**38%de**	*25%*	*21%*	*22%*	*24%*	*32%*	*24%*	*28%*	*21%*	*25%*	*19%*	*25%*	*27%*	*19%*	*28%*	*17%*	*26%*	*23%*
Very low priority	(1)	**47**	21	26	8	26	13	22	11	7	7	2	1	5	3	5	5	-	5	4	13	4
		6%	*6%*	*6%*	**10%e**	**10%e**	*3%*	*6%*	*6%*	*8%*	*6%*	*8%*	*3%*	*6%*	*5%*	*6%*	*7%*	-	*11%*	*7%*	*7%*	*5%*
Net Top 2 box		**196**	90	106	21	65	110	90	58	23	25	8	11	15	19	25	23	10	5	16	44	20
		26%	*26%*	*26%*	*26%*	*25%*	*27%*	*25%*	**33%i**	*25%*	*21%*	*32%*	**33%q**	*19%*	**33%q**	**28%q**	**34%lq**	**31%q**	*11%*	**27%q**	*23%*	**26%q**
Net Bottom 2 box		**228**	111	117	39	90	99	102	53	36	36	9	8	24	14	27	23	6	18	14	63	22
		30%	*32%*	*29%*	**48%de**	**35%e**	*24%*	*28%*	*30%*	**39%f**	*30%*	*36%*	*24%*	*31%*	*25%*	*31%*	*34%*	*19%*	*38%*	*24%*	*33%*	*29%*
Mean		**2.96**	2.94	2.98	2.78	2.88	**3.05cd**	2.96	3.06	2.90	2.90	2.92	**3.12q**	2.91	**3.09q**	2.98	3.06	**3.28qs**	2.68	3.02	2.88	2.99
Standard Deviation		**0.98**	0.97	0.98	1.13	1.06	0.88	0.94	1.04	1.11	0.91	1.04	0.93	0.99	0.95	0.97	1.15	0.96	0.96	0.94	0.95	0.95
Standard Error		**0.036**	0.052	0.049	0.125	0.066	0.043	0.049	0.078	0.116	0.084	0.208	0.161	0.113	0.126	0.103	0.141	0.169	0.140	0.122	0.069	0.109

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 70

Q15 Rating of priority by the Conservative Party: Supporting marriage through the tax system

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**52**	13	39	33	19	42	10	31	21	37	15
		7%	**12%v**	*6%*	*9%*	*5%*	*8%*	*5%*	*7%*	*7%*	*7%*	*6%*
High priority	(4)	**144**	17	127	94	50	116	28	97	47	97	47
		19%	*15%*	*20%*	**24%x**	*14%*	**21%z**	*14%*	**22%B**	*15%*	*20%*	*18%*
Medium priority	(3)	**328**	44	284	166	162	249	79	189	139	218	110
		44%	*39%*	*44%*	*43%*	*44%*	*45%*	*40%*	*43%*	*44%*	*44%*	*43%*
Quite low priority	(2)	**181**	30	151	76	105	120	61	93	88	112	69
		24%	*27%*	*24%*	*20%*	**29%w**	*22%*	**31%y**	*21%*	**28%A**	*23%*	*27%*
Very low priority	(1)	**47**	9	38	17	30	28	19	27	20	32	15
		6%	*8%*	*6%*	*4%*	**8%w**	*5%*	**10%y**	*6%*	*6%*	*6%*	*6%*
Net Top 2 box		**196**	30	166	127	69	158	38	128	68	134	62
		26%	*27%*	*26%*	**33%x**	*19%*	**28%z**	*19%*	**29%B**	*22%*	*27%*	*24%*
Net Bottom 2 box		**228**	39	189	93	135	148	80	120	108	144	84
		30%	*35%*	*30%*	*24%*	**37%w**	*27%*	**41%y**	*27%*	**34%A**	*29%*	*33%*
Mean		**2.96**	2.96	2.97	**3.13x**	2.79	**3.04z**	2.74	**3.03B**	2.88	2.99	2.91
Standard Deviation		**0.98**	1.10	0.96	0.97	0.96	0.96	0.99	0.98	0.97	0.99	0.96
Standard Error		**0.036**	0.103	0.038	0.049	0.050	0.041	0.070	0.047	0.055	0.044	0.060

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 71

Q15 Rating of priority by the Conservative Party: Cutting the size of the state

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**93**	53	40	8	33	52	51	16	9	16	2	1	8	10	8	7	8	4	4	25	16
		12%	**15%b**	*10%*	*10%*	*13%*	*13%*	*14%*	*9%*	*10%*	*13%*	*8%*	*3%*	*10%*	**18%k**	*9%*	*10%*	**25%knqr**	*9%*	*7%*	*13%*	**21%knr**
High priority	(4)	**258**	137	121	24	79	155	139	49	28	40	10	16	27	20	32	23	10	14	30	53	23
		34%	**39%b**	*30%*	*29%*	*31%*	*38%*	**39%g**	*28%*	*30%*	*34%*	*40%*	**48%s**	*35%*	*35%*	*36%*	*34%*	*31%*	*30%*	**51%qst**	*28%*	*30%*
Medium priority	(3)	**276**	105	171	31	103	142	112	80	39	44	9	13	26	19	30	24	10	21	22	78	24
		37%	*30%*	**42%a**	*38%*	*40%*	*35%*	*31%*	**45%f**	**42%f**	*37%*	*36%*	*39%*	*34%*	*33%*	*34%*	*36%*	*31%*	*45%*	*37%*	*41%*	*31%*
Quite low priority	(2)	**101**	41	60	16	37	48	46	27	12	16	4	2	12	5	16	8	4	6	2	31	11
		13%	*12%*	*15%*	*20%*	*14%*	*12%*	*13%*	*15%*	*13%*	*13%*	*16%*	*6%*	**16%r**	*9%*	**18%r**	*12%*	*13%*	*13%*	*3%*	**16%r**	**14%r**
Very low priority	(1)	**24**	12	12	3	7	14	12	5	4	3	-	1	4	3	2	5	-	2	1	3	3
		3%	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	-	*3%*	*5%*	*5%*	*2%*	**7%s**	-	*4%*	*2%*	*2%*	*4%*
Net Top 2 box		**351**	190	161	32	112	207	190	65	37	56	12	17	35	30	40	30	18	18	34	78	39
		47%	**55%b**	*40%*	*39%*	*43%*	*50%*	**53%gh**	*37%*	*40%*	*47%*	*48%*	*52%*	*45%*	*53%*	*45%*	*45%*	*56%*	*38%*	**58%s**	*41%*	*51%*
Net Bottom 2 box		**125**	53	72	19	44	62	58	32	16	19	4	3	16	8	18	13	4	8	3	34	14
		17%	*15%*	*18%*	*23%*	*17%*	*15%*	*16%*	*18%*	*17%*	*16%*	*16%*	*9%*	**21%r**	*14%*	**20%r**	**19%r**	*13%*	**17%r**	*5%*	**18%r**	**18%r**
Mean		**3.39**	**3.51b**	3.29	3.22	3.36	3.45	**3.47g**	3.25	3.28	3.42	3.40	3.42	3.30	3.51	3.32	3.28	3.69	3.26	3.58	3.35	3.49
Standard Deviation		**0.97**	1.00	0.94	0.99	0.97	0.97	1.00	0.92	0.96	0.97	0.87	0.79	1.03	1.05	0.95	1.06	1.00	0.94	0.75	0.96	1.10
Standard Error		**0.035**	0.054	0.047	0.110	0.060	0.048	0.052	0.069	0.101	0.089	0.173	0.138	0.117	0.140	0.102	0.129	0.176	0.138	0.097	0.069	0.125

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 71

Q15 Rating of priority by the Conservative Party: Cutting the size of the state

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**93**	15	78	54	39	75	18	58	35	57	36
		12%	*13%*	*12%*	*14%*	*11%*	*14%*	*9%*	*13%*	*11%*	*11%*	*14%*
High priority	(4)	**258**	35	223	132	126	199	59	155	103	167	91
		34%	*31%*	*35%*	*34%*	*34%*	*36%*	*30%*	*35%*	*33%*	*34%*	*36%*
Medium priority	(3)	**276**	42	234	155	121	199	77	157	119	190	86
		37%	*37%*	*37%*	**40%x**	*33%*	*36%*	*39%*	*36%*	*38%*	*38%*	*34%*
Quite low priority	(2)	**101**	17	84	36	65	70	31	55	46	67	34
		13%	*15%*	*13%*	*9%*	**18%w**	*13%*	*16%*	*13%*	*15%*	*14%*	*13%*
Very low priority	(1)	**24**	4	20	9	15	12	12	12	12	15	9
		3%	*4%*	*3%*	*2%*	*4%*	*2%*	**6%y**	*3%*	*4%*	*3%*	*4%*
Net Top 2 box		**351**	50	301	186	165	274	77	213	138	224	127
		47%	*44%*	*47%*	*48%*	*45%*	**49%z**	*39%*	*49%*	*44%*	*45%*	*50%*
Net Bottom 2 box		**125**	21	104	45	80	82	43	67	58	82	43
		17%	*19%*	*16%*	*12%*	**22%w**	*15%*	**22%y**	*15%*	*18%*	*17%*	*17%*
Mean		**3.39**	3.35	3.40	**3.48x**	3.30	**3.46z**	3.20	3.44	3.33	3.37	3.43
Standard Deviation		**0.97**	1.01	0.97	0.93	1.01	0.95	1.01	0.96	0.98	0.96	1.00
Standard Error		**0.035**	0.095	0.038	0.047	0.053	0.040	0.072	0.046	0.055	0.043	0.063

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 72

Q15 Rating of priority by the Conservative Party: Scrapping unnecessary rules and regulations

Base : Sample B

		Total	Gender		Age			SEG				Region										
			Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base		**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Very high priority	(5)	**102**	52	50	6	37	59	41	27	13	20	3	3	9	18	14	11	2	4	10	16	12
		14%	*15%*	*12%*	*7%*	*14%*	*14%*	*11%*	*15%*	*14%*	*17%*	*12%*	*9%*	*12%*	**32%klnop**	*16%*	*16%*	*6%*	*9%*	*17%*	*8%*	*16%*
															qst							
High priority	(4)	**266**	139	127	18	76	172	144	58	19	44	9	15	31	12	31	20	13	17	18	74	26
		35%	**40%b**	*31%*	*22%*	*29%*	**42%cd**	**40%h**	**33%h**	*21%*	**37%h**	*36%*	**45%m**	**40%m**	*21%*	*35%*	*30%*	*41%*	*36%*	*31%*	**39%m**	*34%*
Medium priority	(3)	**264**	117	147	35	95	134	125	62	34	41	7	12	25	17	33	22	14	21	20	65	28
		35%	*34%*	*36%*	*43%*	*37%*	*33%*	*35%*	*35%*	*37%*	*34%*	*28%*	*36%*	*32%*	*30%*	*38%*	*33%*	*44%*	*45%*	*34%*	*34%*	*36%*
Quite low priority	(2)	**96**	33	63	17	41	38	39	23	22	12	5	2	11	7	9	10	3	3	7	30	9
		13%	*9%*	**16%a**	**21%e**	**16%e**	*9%*	*11%*	*13%*	**24%fgi**	*10%*	*20%*	*6%*	*14%*	*12%*	*10%*	*15%*	*9%*	*6%*	*12%*	*16%*	*12%*
Very low priority	(1)	**24**	7	17	6	10	8	11	7	4	2	1	1	1	3	1	4	-	2	4	5	2
		3%	*2%*	*4%*	**7%e**	*4%*	*2%*	*3%*	*4%*	*4%*	*2%*	*4%*	*3%*	*1%*	*5%*	*1%*	*6%*	-	*4%*	*7%*	*3%*	*3%*
Net Top 2 box		**368**	191	177	24	113	231	185	85	32	64	12	18	40	30	45	31	15	21	28	90	38
		49%	**55%b**	*44%*	*29%*	**44%c**	**56%cd**	**51%h**	**48%h**	*35%*	**54%h**	*48%*	*55%*	*52%*	*53%*	*51%*	*46%*	*47%*	*45%*	*47%*	*47%*	*49%*
Net Bottom 2 box		**120**	40	80	23	51	46	50	30	26	14	6	3	12	10	10	14	3	5	11	35	11
		16%	*11%*	**20%a**	**28%e**	**20%e**	*11%*	*14%*	*17%*	**28%fgi**	*12%*	*24%*	*9%*	*16%*	*18%*	*11%*	*21%*	*9%*	*11%*	*19%*	*18%*	*14%*
Mean		**3.43**	**3.56b**	3.32	3.01	**3.34c**	**3.57cd**	**3.46h**	3.42	3.16	**3.57h**	3.32	3.52	3.47	3.61	3.55	3.36	3.44	3.38	3.39	3.35	3.48
Standard Deviation		**0.98**	0.93	1.02	1.01	1.03	0.91	0.94	1.03	1.08	0.94	1.07	0.87	0.93	1.21	0.92	1.11	0.76	0.90	1.11	0.93	0.98
Standard Error		**0.036**	0.050	0.051	0.112	0.064	0.045	0.049	0.077	0.113	0.087	0.214	0.152	0.106	0.160	0.098	0.136	0.134	0.131	0.145	0.068	0.112

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 72

Q15 Rating of priority by the Conservative Party: Scrapping unnecessary rules and regulations

Base : Sample B

		Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
			Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base		**752**	113	639	386	366	555	197	437	315	496	256
Very high priority	(5)	**102**	18	84	60	42	86	16	62	40	70	32
		14%	*16%*	*13%*	*16%*	*11%*	***15%z***	*8%*	*14%*	*13%*	*14%*	*13%*
High priority	(4)	**266**	28	238	145	121	200	66	159	107	171	95
		35%	*25%*	***37%u***	*38%*	*33%*	*36%*	*34%*	*36%*	*34%*	*34%*	*37%*
Medium priority	(3)	**264**	47	217	136	128	195	69	158	106	180	84
		35%	*42%*	*34%*	*35%*	*35%*	*35%*	*35%*	*36%*	*34%*	*36%*	*33%*
Quite low priority	(2)	**96**	15	81	36	60	62	34	49	47	58	38
		13%	*13%*	*13%*	*9%*	***16%w***	*11%*	***17%y***	*11%*	*15%*	*12%*	*15%*
Very low priority	(1)	**24**	5	19	9	15	12	12	9	15	17	7
		3%	*4%*	*3%*	*2%*	*4%*	*2%*	***6%y***	*2%*	***5%A***	*3%*	*3%*
Net Top 2 box		**368**	46	322	205	163	286	82	221	147	241	127
		49%	*41%*	*50%*	***53%x***	*45%*	***52%z***	*42%*	*51%*	*47%*	*49%*	*50%*
Net Bottom 2 box		**120**	20	100	45	75	74	46	58	62	75	45
		16%	*18%*	*16%*	*12%*	***20%w***	*13%*	***23%y***	*13%*	***20%A***	*15%*	*18%*
Mean		**3.43**	3.35	3.45	**3.55x**	3.31	**3.52z**	3.20	**3.49B**	3.35	3.44	3.42
Standard Deviation		**0.98**	1.04	0.97	0.94	1.01	0.96	1.02	0.94	1.03	0.99	0.98
Standard Error		**0.036**	0.098	0.038	0.048	0.053	0.041	0.073	0.045	0.058	0.044	0.061

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 73

Q15 Rating of priority by the Conservative Party: Mean Score Summary Table

Base : Sample B

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Getting the economy growing and creating jobs	**4.31**	4.31	4.30	4.06	4.24	**4.40cd**	4.35	4.21	4.23	4.34	4.60	4.30	4.25	4.33	4.36	4.36	4.22	**4.51s**	4.29	4.22	4.27
Cutting the deficit and the debt	**4.60**	4.63	4.57	4.49	4.53	**4.67cd**	**4.65i**	4.56	4.59	4.49	4.40	4.67	4.66	4.63	4.59	4.66	4.59	**4.72s**	4.61	4.52	4.62
Improving the NHS	**3.66**	3.58	**3.74a**	3.65	3.57	**3.72d**	3.61	3.62	3.76	**3.80f**	4.00	3.64	3.65	3.68	3.73	3.52	3.69	3.64	3.75	3.58	3.74
Improving schools	**3.57**	3.53	3.61	3.49	3.49	**3.64d**	3.56	3.50	3.59	3.69	3.80	3.42	3.56	3.60	3.57	3.48	3.63	3.51	3.66	3.53	3.70
Protecting the environment	**2.89**	2.86	2.91	2.87	2.88	2.90	2.85	2.91	2.87	2.97	3.04	2.76	2.83	2.77	2.85	2.81	2.88	2.79	2.97	2.97	2.95
Dealing with crime	**3.58**	3.47	**3.67a**	3.56	3.56	3.59	3.51	3.54	3.61	**3.79fg**	3.84	3.42	3.65	3.63	3.61	3.46	3.63	3.47	3.75	3.52	3.56
Standing up for Britain in the EU	**3.53**	3.51	3.55	3.43	3.43	**3.62d**	3.46	3.54	3.65	3.66	3.80	3.52	3.64	3.44	3.58	3.45	3.69	3.26	**3.63q**	3.49	3.56
Reforming welfare to stop scroungers and cut benefit dependency	**4.29**	4.26	4.31	4.11	4.23	**4.36cd**	4.33	4.21	4.27	4.29	4.52	**4.67lmn opqrs**	4.32	4.16	4.23	4.18	4.22	4.40	4.22	4.23	**4.42o**
Controlling immigration	**3.73**	3.71	3.75	3.72	3.64	3.79	3.69	3.74	3.85	3.76	4.12	3.82	3.61	**3.91o**	3.77	3.55	3.94	3.64	3.80	3.62	**3.87o**
Cutting taxes	**2.86**	2.69	**3.01a**	2.99	2.93	2.79	2.72	**2.98f**	**3.07f**	**2.94f**	3.28	2.64	2.81	3.02	2.97	2.81	2.75	2.74	3.05	2.83	2.73
Supporting marriage through the tax system	**2.96**	2.94	2.98	2.78	2.88	**3.05cd**	2.96	3.06	2.90	2.90	2.92	**3.12q**	2.91	**3.09q**	2.98	3.06	**3.28qs**	2.68	3.02	2.88	2.99
Cutting the size of the state	**3.39**	**3.51b**	3.29	3.22	3.36	3.45	**3.47g**	3.25	3.28	3.42	3.40	3.42	3.30	3.51	3.32	3.28	3.69	3.26	3.58	3.35	3.49
Scrapping unnecessary rules and regulations	**3.43**	**3.56b**	3.32	3.01	**3.34c**	**3.57cd**	**3.46h**	3.42	3.16	**3.57h**	3.32	3.52	3.47	3.61	3.55	3.36	3.44	3.38	3.39	3.35	3.48

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 73

Q15 Rating of priority by the Conservative Party: Mean Score Summary Table

Base : Sample B

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**752**	113	639	386	366	555	197	437	315	496	256
Getting the economy growing and creating jobs	**4.31**	4.29	4.31	4.42x	4.19	4.37z	4.13	4.32	4.29	4.32	4.28
Cutting the deficit and the debt	**4.60**	4.51	4.61	4.66x	4.53	4.65z	4.45	4.60	4.59	4.59	4.62
Improving the NHS	**3.66**	3.74	3.65	3.82x	3.50	3.71z	3.54	3.74B	3.56	3.72D	3.55
Improving schools	**3.57**	3.56	3.57	3.73x	3.41	3.63z	3.40	3.65B	3.47	3.60	3.52
Protecting the environment	**2.89**	2.90	2.89	3.04x	2.72	2.96z	2.70	2.88	2.90	2.92	2.84
Dealing with crime	**3.58**	3.72	3.55	3.71x	3.43	3.64z	3.40	3.63B	3.50	3.64D	3.45
Standing up for Britain in the EU	**3.53**	3.62	3.51	3.65x	3.40	3.60z	3.32	3.60B	3.44	3.59D	3.41
Reforming welfare to stop scroungers and cut benefit dependency	**4.29**	4.32	4.28	4.39x	4.18	4.33z	4.17	4.36B	4.18	4.30	4.26
Controlling immigration	**3.73**	3.90v	3.70	3.87x	3.59	3.81z	3.52	3.79	3.65	3.77	3.66
Cutting taxes	**2.86**	3.14v	2.81	2.93x	2.78	2.89	2.78	2.92	2.78	2.93D	2.71
Supporting marriage through the tax system	**2.96**	2.96	2.97	3.13x	2.79	3.04z	2.74	3.03B	2.88	2.99	2.91
Cutting the size of the state	**3.39**	3.35	3.40	3.48x	3.30	3.46z	3.20	3.44	3.33	3.37	3.43
Scrapping unnecessary rules and regulations	**3.43**	3.35	3.45	3.55x	3.31	3.52z	3.20	3.49B	3.35	3.44	3.42

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 74

Q15 Rating of priority by the Conservative Party: Top 2 Box Summary Table

Base : Sample B

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Getting the economy growing and creating jobs	**655**	305	350	61	219	375	322	150	75	104	25	30	65	50	78	57	28	44	52	158	68
	87%	*88%*	*87%*	*74%*	**85%c**	**91%cd**	**89%h**	*85%*	*82%*	*87%*	*100%*	*91%*	*84%*	*88%*	*89%*	*85%*	*88%*	*94%*	*88%*	*83%*	*88%*
Cutting the deficit and the debt	**712**	330	382	73	236	403	348	164	84	112	24	31	76	55	80	63	32	46	56	175	74
	95%	*95%*	*95%*	*89%*	*91%*	**98%cd**	**97%gh**	*93%*	*91%*	*94%*	*96%*	*94%*	**99%ns**	*96%*	*91%*	*94%*	*100%*	*98%*	*95%*	*92%*	*96%*
Improving the NHS	**453**	192	261	50	139	264	213	97	63	76	20	22	45	33	52	38	20	29	39	106	49
	60%	*55%*	**65%a**	*61%*	*54%*	**64%d**	*59%*	*55%*	**68%g**	*64%*	*80%*	*67%*	*58%*	*58%*	*59%*	*57%*	*63%*	*62%*	*66%*	*56%*	*64%*
Improving schools	**401**	175	226	39	123	239	192	87	52	66	16	14	38	29	45	32	19	25	35	98	50
	53%	*50%*	*56%*	*48%*	*47%*	**58%d**	*53%*	*49%*	*57%*	*55%*	*64%*	*42%*	*49%*	*51%*	*51%*	*48%*	*59%*	*53%*	*59%*	*52%*	**65%kos**
Protecting the environment	**141**	57	84	17	45	79	60	36	17	27	5	4	13	11	17	9	4	8	15	42	13
	19%	*16%*	*21%*	*21%*	*17%*	*19%*	*17%*	*20%*	*18%*	*23%*	*20%*	*12%*	*17%*	*19%*	*19%*	*13%*	*13%*	*17%*	*25%*	*22%*	*17%*
Dealing with crime	**398**	157	241	37	135	226	181	88	51	76	17	16	47	31	46	34	16	24	33	92	42
	53%	*45%*	**60%a**	*45%*	*52%*	*55%*	*50%*	*50%*	*55%*	**64%fg**	*68%*	*48%*	*61%*	*54%*	*52%*	*51%*	*50%*	*51%*	*56%*	*48%*	*55%*
Standing up for Britain in the EU	**400**	181	219	38	121	241	176	98	51	74	16	19	47	27	49	33	18	18	34	98	41
	53%	*52%*	*54%*	*46%*	*47%*	**59%cd**	*49%*	*55%*	*55%*	**62%f**	*64%*	*58%*	**61%q**	*47%*	*56%*	*49%*	*56%*	*38%*	*58%*	*52%*	*53%*
Reforming welfare to stop scroungers and cut benefit dependency	**658**	302	356	62	224	372	328	148	79	100	24	32	67	48	73	58	27	46	53	160	70
	88%	*87%*	*88%*	*76%*	**86%c**	**91%c**	**91%gi**	*84%*	*86%*	*84%*	*96%*	**97%n**	*87%*	*84%*	*83%*	*87%*	*84%*	**98%lmno ps**	*90%*	*84%*	*91%*
Controlling immigration	**465**	221	244	53	143	269	219	112	58	74	18	24	43	42	53	36	21	27	36	108	57
	62%	*64%*	*60%*	*65%*	*55%*	**65%d**	*61%*	*63%*	*63%*	*62%*	*72%*	*73%*	*56%*	**74%los**	*60%*	*54%*	*66%*	*57%*	*61%*	*57%*	**74%los**
Cutting taxes	**189**	59	130	26	76	87	71	57	28	32	9	5	18	23	25	17	8	8	18	45	13
	25%	*17%*	**32%a**	**32%e**	**29%e**	*21%*	*20%*	**32%f**	**30%f**	*27%*	*36%*	*15%*	*23%*	**40%klqst**	*28%*	*25%*	*25%*	*17%*	*31%*	*24%*	*17%*
Supporting marriage through the tax system	**196**	90	106	21	65	110	90	58	23	25	8	11	15	19	25	23	10	5	16	44	20
	26%	*26%*	*26%*	*26%*	*25%*	*27%*	*25%*	**33%i**	*25%*	*21%*	*32%*	**33%q**	*19%*	**33%q**	**28%q**	**34%lq**	**31%q**	*11%*	**27%q**	*23%*	**26%q**
Cutting the size of the state	**351**	190	161	32	112	207	190	65	37	56	12	17	35	30	40	30	18	18	34	78	39
	47%	**55%b**	*40%*	*39%*	*43%*	*50%*	**53%gh**	*37%*	*40%*	*47%*	*48%*	*52%*	*45%*	*53%*	*45%*	*45%*	*56%*	*38%*	**58%s**	*41%*	*51%*
Scrapping unnecessary rules and regulations	**368**	191	177	24	113	231	185	85	32	64	12	18	40	30	45	31	15	21	28	90	38
	49%	**55%b**	*44%*	*29%*	**44%c**	**56%cd**	**51%h**	**48%h**	*35%*	**54%h**	*48%*	*55%*	*52%*	*53%*	*51%*	*46%*	*47%*	*45%*	*47%*	*47%*	*49%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 74

Q15 Rating of priority by the Conservative Party: Top 2 Box Summary Table

Base : Sample B

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**752**	113	639	386	366	555	197	437	315	496	256
Getting the economy growing and creating jobs	**655**	98	557	354	301	494	161	384	271	435	220
	87%	*87%*	*87%*	**92%x**	*82%*	**89%z**	*82%*	*88%*	*86%*	*88%*	*86%*
Cutting the deficit and the debt	**712**	105	607	373	339	536	176	413	299	468	244
	95%	*93%*	*95%*	**97%x**	*93%*	**97%z**	*89%*	*95%*	*95%*	*94%*	*95%*
Improving the NHS	**453**	70	383	273	180	349	104	286	167	311	142
	60%	*62%*	*60%*	**71%x**	*49%*	**63%z**	*53%*	**65%B**	*53%*	*63%*	*55%*
Improving schools	**401**	57	344	244	157	313	88	255	146	273	128
	53%	*50%*	*54%*	**63%x**	*43%*	**56%z**	*45%*	**58%B**	*46%*	*55%*	*50%*
Protecting the environment	**141**	27	114	90	51	118	23	86	55	103	38
	19%	*24%*	*18%*	**23%x**	*14%*	**21%z**	*12%*	*20%*	*17%*	**21%D**	*15%*
Dealing with crime	**398**	67	331	227	171	309	89	246	152	278	120
	53%	*59%*	*52%*	**59%x**	*47%*	**56%z**	*45%*	**56%B**	*48%*	**56%D**	*47%*
Standing up for Britain in the EU	**400**	63	337	226	174	312	88	245	155	270	130
	53%	*56%*	*53%*	**59%x**	*48%*	**56%z**	*45%*	*56%*	*49%*	*54%*	*51%*
Reforming welfare to stop scroungers and cut benefit dependency	**658**	98	560	349	309	493	165	394	264	434	224
	88%	*87%*	*88%*	**90%x**	*84%*	*89%*	*84%*	**90%B**	*84%*	*88%*	*88%*
Controlling immigration	**465**	75	390	261	204	363	102	283	182	316	149
	62%	*66%*	*61%*	**68%x**	*56%*	**65%z**	*52%*	*65%*	*58%*	*64%*	*58%*
Cutting taxes	**189**	43	146	103	86	144	45	119	70	137	52
	25%	**38%v**	*23%*	*27%*	*23%*	*26%*	*23%*	*27%*	*22%*	**28%D**	*20%*
Supporting marriage through the tax system	**196**	30	166	127	69	158	38	128	68	134	62
	26%	*27%*	*26%*	**33%x**	*19%*	**28%z**	*19%*	**29%B**	*22%*	*27%*	*24%*
Cutting the size of the state	**351**	50	301	186	165	274	77	213	138	224	127
	47%	*44%*	*47%*	*48%*	*45%*	**49%z**	*39%*	*49%*	*44%*	*45%*	*50%*
Scrapping unnecessary rules and regulations	**368**	46	322	205	163	286	82	221	147	241	127
	49%	*41%*	*50%*	**53%x**	*45%*	**52%z**	*42%*	*51%*	*47%*	*49%*	*50%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 75

Q15 Rating of priority by the Conservative Party: Bottom 2 Box Summary Table

Base : Sample B

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**752**	348	404	82*	259	411	360	177	92*	119	25**	33*	77*	57*	88*	67*	32*	47*	59*	190	77*
Getting the economy growing and creating jobs	**23**	6	17	4	9	10	8	7	3	5	-	2	2	1	3	1	1	-	1	8	4
	3%	*2%*	***4%a***	*5%*	*3%*	*2%*	*2%*	*4%*	*3%*	*4%*	-	*6%*	*3%*	*2%*	*3%*	*1%*	*3%*	-	*2%*	*4%*	*5%*
Cutting the deficit and the debt	**5**	1	4	2	1	2	2	1	1	1	-	-	-	1	1	-	-	-	-	1	2
	1%	*	*1%*	*2%*	*	*	*1%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*1%*	-	-	-	-	*1%*	*3%*
Improving the NHS	**49**	23	26	6	23	20	27	12	6	4	-	3	4	2	4	9	1	4	3	18	1
	7%	*7%*	*6%*	*7%*	***9%e***	*5%*	*8%*	*7%*	*7%*	*3%*	-	***9%t***	*5%*	*4%*	*5%*	***13%t***	*3%*	*9%*	*5%*	***9%t***	*1%*
Improving schools	**53**	22	31	6	20	27	27	16	6	4	1	2	2	3	8	9	2	3	3	17	3
	7%	*6%*	*8%*	*7%*	*8%*	*7%*	*8%*	*9%*	*7%*	*3%*	*4%*	*6%*	*3%*	*5%*	*9%*	***13%lt***	*6%*	*6%*	*5%*	*9%*	*4%*
Protecting the environment	**216**	100	116	28	76	112	106	49	28	33	4	11	26	20	29	23	8	15	19	45	16
	29%	*29%*	*29%*	*34%*	*29%*	*27%*	*29%*	*28%*	*30%*	*28%*	*16%*	*33%*	*34%*	*35%*	*33%*	*34%*	*25%*	*32%*	*32%*	*24%*	*21%*
Dealing with crime	**64**	32	32	7	23	34	27	17	12	8	1	4	7	4	7	10	2	6	1	19	3
	9%	*9%*	*8%*	*9%*	*9%*	*8%*	*8%*	*10%*	*13%*	*7%*	*4%*	***12%r***	*9%*	*7%*	*8%*	***15%rt***	*6%*	***13%r***	*2%*	***10%r***	*4%*
Standing up for Britain in the EU	**108**	51	57	12	36	60	58	24	9	16	2	6	15	9	8	12	3	8	5	30	10
	14%	*15%*	*14%*	*15%*	*14%*	*15%*	*16%*	*14%*	*10%*	*13%*	*8%*	*18%*	*19%*	*16%*	*9%*	*18%*	*9%*	*17%*	*8%*	*16%*	*13%*
Reforming welfare to stop scroungers and cut benefit dependency	**11**	5	6	2	6	3	3	3	2	3	-	-	2	3	1	-	-	-	-	4	1
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	-	-	*3%*	*5%*	*1%*	-	-	-	-	*2%*	*1%*
Controlling immigration	**81**	42	39	12	32	37	39	17	9	16	-	3	12	5	9	9	2	4	3	28	6
	11%	*12%*	*10%*	*15%*	*12%*	*9%*	*11%*	*10%*	*10%*	*13%*	-	*9%*	*16%*	*9%*	*10%*	*13%*	*6%*	*9%*	*5%*	*15%*	*8%*
Cutting taxes	**285**	151	134	28	94	163	159	61	27	37	4	14	31	22	30	23	14	21	20	79	27
	38%	***43%b***	*33%*	*34%*	*36%*	*40%*	***44%ghi***	*34%*	*29%*	*31%*	*16%*	*42%*	*40%*	*39%*	*34%*	*34%*	*44%*	*45%*	*34%*	*42%*	*35%*
Supporting marriage through the tax system	**228**	111	117	39	90	99	102	53	36	36	9	8	24	14	27	23	6	18	14	63	22
	30%	*32%*	*29%*	***48%de***	***35%e***	*24%*	*28%*	*30%*	***39%f***	*30%*	*36%*	*24%*	*31%*	*25%*	*31%*	*34%*	*19%*	*38%*	*24%*	*33%*	*29%*
Cutting the size of the state	**125**	53	72	19	44	62	58	32	16	19	4	3	16	8	18	13	4	8	3	34	14
	17%	*15%*	*18%*	*23%*	*17%*	*15%*	*16%*	*18%*	*17%*	*16%*	*16%*	*9%*	***21%r***	*14%*	***20%r***	***19%r***	*13%*	***17%r***	*5%*	***18%r***	***18%r***
Scrapping unnecessary rules and regulations	**120**	40	80	23	51	46	50	30	26	14	6	3	12	10	10	14	3	5	11	35	11
	16%	*11%*	***20%a***	***28%e***	***20%e***	*11%*	*14%*	*17%*	***28%fgi***	*12%*	*24%*	*9%*	*16%*	*18%*	*11%*	*21%*	*9%*	*11%*	*19%*	*18%*	*14%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 75

Q15 Rating of priority by the Conservative Party: Bottom 2 Box Summary Table

Base : Sample B

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**752**	113	639	386	366	555	197	437	315	496	256
Getting the economy growing and creating jobs	**23**	7	16	8	15	11	12	16	7	18	5
	3%	**6%v**	*3%*	*2%*	*4%*	*2%*	**6%y**	*4%*	*2%*	*4%*	*2%*
Cutting the deficit and the debt	**5**	-	5	3	2	3	2	5	-	4	1
	1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*
Improving the NHS	**49**	7	42	15	34	28	21	25	24	25	24
	7%	*6%*	*7%*	*4%*	**9%w**	*5%*	**11%y**	*6%*	*8%*	*5%*	**9%C**
Improving schools	**53**	9	44	18	35	29	24	30	23	34	19
	7%	*8%*	*7%*	*5%*	**10%w**	*5%*	**12%y**	*7%*	*7%*	*7%*	*7%*
Protecting the environment	**216**	37	179	81	135	145	71	132	84	141	75
	29%	*33%*	*28%*	*21%*	**37%w**	*26%*	**36%y**	*30%*	*27%*	*28%*	*29%*
Dealing with crime	**64**	12	52	23	41	39	25	39	25	33	31
	9%	*11%*	*8%*	*6%*	**11%w**	*7%*	**13%y**	*9%*	*8%*	*7%*	**12%C**
Standing up for Britain in the EU	**108**	12	96	44	64	71	37	61	47	50	58
	14%	*11%*	*15%*	*11%*	**17%w**	*13%*	**19%y**	*14%*	*15%*	*10%*	**23%C**
Reforming welfare to stop scroungers and cut benefit dependency	**11**	1	10	4	7	6	5	5	6	6	5
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*
Controlling immigration	**81**	9	72	28	53	52	29	44	37	43	38
	11%	*8%*	*11%*	*7%*	**14%w**	*9%*	**15%y**	*10%*	*12%*	*9%*	**15%C**
Cutting taxes	**285**	31	254	135	150	200	85	157	128	178	107
	38%	*27%*	**40%u**	*35%*	*41%*	*36%*	*43%*	*36%*	*41%*	*36%*	*42%*
Supporting marriage through the tax system	**228**	39	189	93	135	148	80	120	108	144	84
	30%	*35%*	*30%*	*24%*	**37%w**	*27%*	**41%y**	*27%*	**34%A**	*29%*	*33%*
Cutting the size of the state	**125**	21	104	45	80	82	43	67	58	82	43
	17%	*19%*	*16%*	*12%*	**22%w**	*15%*	**22%y**	*15%*	*18%*	*17%*	*17%*
Scrapping unnecessary rules and regulations	**120**	20	100	45	75	74	46	58	62	75	45
	16%	*18%*	*16%*	*12%*	**20%w**	*13%*	**23%y**	*13%*	**20%A**	*15%*	*18%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 76

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Getting the economy growing and creating jobs

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**641**	340	301	66	170	405	308	157	77	93	32	30	73	54	67	52	34	39	48	143	69
	43%	**49%b**	*37%*	*33%*	*35%*	**49%cd**	*43%*	*44%*	*42%*	*39%*	**62%lmno**	*52%*	*45%*	*43%*	*39%*	*42%*	*47%*	*42%*	*38%*	*41%*	*42%*
											qrst										
Worse	**80**	27	53	16	40	24	37	18	9	16	3	2	14	6	11	6	3	6	4	21	4
	5%	*4%*	**7%a**	**8%e**	**8%e**	*3%*	*5%*	*5%*	*5%*	*7%*	*6%*	*3%*	**9%t**	*5%*	*6%*	*5%*	*4%*	*7%*	*3%*	*6%*	*2%*
No different	**781**	320	461	118	269	394	366	184	99	128	17	26	76	65	95	67	35	47	74	186	93
	52%	*47%*	**57%a**	**59%e**	**56%e**	*48%*	*51%*	*51%*	*54%*	*54%*	*33%*	*45%*	*47%*	**52%j**	**55%j**	**54%j**	*49%*	**51%j**	**59%jl**	**53%j**	**56%j**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 76

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Getting the economy growing and creating jobs

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**641**	82	559	351	290	523	118	439	202	398	243
	43%	*33%*	**45%u**	*45%*	*40%*	**47%z**	*30%*	**50%B**	*32%*	*41%*	*45%*
Worse	**80**	25	55	33	47	41	39	42	38	54	26
	5%	**10%v**	*4%*	*4%*	**7%w**	*4%*	**10%y**	*5%*	*6%*	*6%*	*5%*
No different	**781**	145	636	399	382	548	233	389	392	509	272
	52%	*58%*	*51%*	*51%*	*53%*	*49%*	**60%y**	*45%*	**62%A**	*53%*	*50%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 77

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the deficit and the debt

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**738**	388	350	83	201	454	353	177	92	108	35	34	85	58	75	56	38	46	62	168	81
	49%	**56%b**	*43%*	*42%*	*42%*	**55%cd**	*50%*	*49%*	*50%*	*46%*	**67%mnoq**	**59%n**	*52%*	*46%*	*43%*	*45%*	*53%*	*50%*	*49%*	*48%*	*49%*
											rst										
Worse	**61**	20	41	18	27	16	28	17	6	10	2	3	12	3	10	3	1	6	4	14	3
	4%	*3%*	**5%a**	**9%e**	**6%e**	*2%*	*4%*	*5%*	*3%*	*4%*	*4%*	*5%*	**7%t**	*2%*	*6%*	*2%*	*1%*	**7%t**	*3%*	*4%*	*2%*
No different	**703**	279	424	99	251	353	330	165	87	119	15	21	66	64	88	66	33	40	60	168	82
	47%	*41%*	**52%a**	*50%*	**52%e**	*43%*	*46%*	*46%*	*47%*	*50%*	*29%*	*36%*	*40%*	**51%j**	**51%j**	**53%jkl**	*46%*	*43%*	**48%j**	**48%j**	**49%j**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 77

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the deficit and the debt

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**738**	100	638	403	335	594	144	492	246	453	285
	49%	*40%*	**51%u**	*51%*	*47%*	**53%z**	*37%*	**57%B**	*39%*	*47%*	**53%C**
Worse	**61**	22	39	24	37	31	30	28	33	38	23
	4%	**9%v**	*3%*	*3%*	**5%w**	*3%*	**8%y**	*3%*	*5%*	*4%*	*4%*
No different	**703**	130	573	356	347	487	216	350	353	470	233
	47%	*52%*	*46%*	*45%*	*48%*	*44%*	**55%y**	*40%*	**56%A**	**49%D**	*43%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 78

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving the NHS

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**422**	204	218	59	110	253	197	93	57	72	21	15	44	44	39	29	25	16	42	91	56
	28%	*30%*	*27%*	*30%*	*23%*	**31%d**	*28%*	*26%*	*31%*	*30%*	**40%noqs**	*26%*	*27%*	**35%noq**	*23%*	*23%*	**35%nq**	*17%*	**33%nq**	*26%*	**34%nq**
Worse	**133**	62	71	22	62	49	57	33	18	23	1	7	16	9	13	10	6	10	11	40	10
	9%	*9%*	*9%*	**11%e**	**13%e**	*6%*	*8%*	*9%*	*10%*	*10%*	*2%*	**12%j**	*10%*	*7%*	*8%*	*8%*	*8%*	*11%*	*9%*	**11%j**	*6%*
No different	**947**	421	526	119	307	521	457	233	110	142	30	36	103	72	121	86	41	66	73	219	100
	63%	*61%*	*65%*	*60%*	*64%*	*63%*	*64%*	*65%*	*59%*	*60%*	*58%*	*62%*	*63%*	*58%*	**70%mr**	*69%*	*57%*	**72%mr**	*58%*	*63%*	*60%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 78

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving the NHS

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**422**	73	349	246	176	349	73	304	118	283	139
	28%	*29%*	*28%*	**31%x**	*24%*	**31%z**	*19%*	**35%B**	*19%*	*29%*	*26%*
Worse	**133**	48	85	47	86	66	67	69	64	93	40
	9%	**19%v**	*7%*	*6%*	**12%w**	*6%*	**17%y**	*8%*	*10%*	*10%*	*7%*
No different	**947**	131	816	490	457	697	250	497	450	585	362
	63%	*52%*	**65%u**	*63%*	*64%*	*63%*	*64%*	*57%*	**71%A**	*61%*	**67%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 79

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving schools

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**426**	199	227	60	109	257	214	95	50	64	25	16	48	40	37	27	22	22	44	98	47
	28%	*29%*	*28%*	**30%d**	*23%*	**31%d**	*30%*	*26%*	*27%*	*27%*	**48%klmn**	*28%*	*29%*	**32%n**	*21%*	*22%*	*31%*	*24%*	**35%no**	*28%*	*28%*
											oqst										
Worse	**122**	58	64	20	57	45	58	29	16	17	-	5	18	8	15	13	5	8	8	33	9
	8%	*8%*	*8%*	**10%e**	**12%e**	*5%*	*8%*	*8%*	*9%*	*7%*	-	**9%j**	**11%j**	*6%*	**9%j**	**10%j**	*7%*	**9%j**	*6%*	**9%j**	*5%*
No different	**954**	430	524	120	313	521	439	235	119	156	27	37	97	77	121	85	45	62	74	219	110
	64%	*63%*	*64%*	*60%*	*65%*	*63%*	*62%*	*65%*	*64%*	*66%*	*52%*	*64%*	*60%*	*62%*	**70%jlr**	**68%j**	*63%*	*67%*	*59%*	*63%*	*66%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 79

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving schools

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**426**	72	354	243	183	349	77	303	123	276	150
	28%	*29%*	*28%*	**31%x**	*25%*	**31%z**	*20%*	**35%B**	*19%*	*29%*	*28%*
Worse	**122**	38	84	42	80	57	65	53	69	86	36
	8%	**15%v**	*7%*	*5%*	**11%w**	*5%*	**17%y**	*6%*	**11%A**	*9%*	*7%*
No different	**954**	142	812	498	456	706	248	514	440	599	355
	64%	*56%*	**65%u**	*64%*	*63%*	*63%*	*64%*	*59%*	**70%A**	*62%*	*66%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 80

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Protecting the environment

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**218**	100	118	36	63	119	92	53	32	40	10	5	24	26	18	16	9	6	24	53	27
	15%	*15%*	*14%*	*18%*	*13%*	*14%*	*13%*	*15%*	*17%*	*17%*	**19%q**	*9%*	*15%*	**21%knq**	*10%*	*13%*	*13%*	*7%*	**19%nq**	**15%q**	**16%q**
Worse	**256**	141	115	39	100	117	129	71	22	30	7	9	31	13	28	20	11	15	26	71	25
	17%	**21%b**	*14%*	*20%*	**21%e**	*14%*	**18%h**	**20%hi**	*12%*	*13%*	*13%*	*16%*	**19%m**	*10%*	*16%*	*16%*	*15%*	*16%*	**21%m**	**20%m**	*15%*
No different	**1028**	446	582	125	316	587	490	235	131	167	35	44	108	86	127	89	52	71	76	226	114
	68%	*65%*	**71%a**	*63%*	*66%*	**71%cd**	*69%*	*65%*	*71%*	*70%*	*67%*	**76%r**	*66%*	*69%*	**73%rs**	*71%*	*72%*	**77%rs**	*60%*	*65%*	*69%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 80

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Protecting the environment

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**218**	42	176	137	81	184	34	160	58	154	64
	15%	*17%*	*14%*	**17%x**	*11%*	**17%z**	*9%*	**18%B**	*9%*	**16%D**	*12%*
Worse	**256**	57	199	113	143	155	101	127	129	163	93
	17%	**23%v**	*16%*	*14%*	**20%w**	*14%*	**26%y**	*15%*	**20%A**	*17%*	*17%*
No different	**1028**	153	875	533	495	773	255	583	445	644	384
	68%	*61%*	**70%u**	*68%*	*69%*	*70%*	*65%*	*67%*	*70%*	*67%*	*71%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 81

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Dealing with crime

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**610**	332	278	71	164	375	297	147	71	89	28	24	74	53	55	53	35	26	61	133	68
	41%	**48%b**	*34%*	*36%*	*34%*	**46%cd**	*42%*	*41%*	*38%*	*38%*	**54%nqs**	*41%*	**45%nq**	**42%q**	*32%*	**42%q**	**49%nq**	*28%*	**48%nqs**	*38%*	**41%q**
Worse	**64**	24	40	14	29	21	18	26	10	10	-	2	8	3	10	2	3	6	7	18	5
	4%	*3%*	*5%*	**7%e**	**6%e**	*3%*	*3%*	**7%f**	**5%f**	*4%*	-	*3%*	*5%*	*2%*	*6%*	*2%*	*4%*	*7%*	*6%*	*5%*	*3%*
No different	**828**	331	497	115	286	427	396	186	104	138	24	32	81	69	108	70	34	60	58	199	93
	55%	*48%*	**61%a**	*58%*	**60%e**	*52%*	*56%*	*52%*	*56%*	*58%*	*46%*	*55%*	*50%*	*55%*	**62%jlpr**	*56%*	*47%*	**65%jlpr**	*46%*	**57%r**	*56%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 81

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Dealing with crime

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**610**	81	529	338	272	493	117	410	200	362	248
	41%	*32%*	**42%u**	**43%x**	*38%*	**44%z**	*30%*	**47%B**	*32%*	*38%*	**46%C**
Worse	**64**	27	37	35	29	36	28	33	31	48	16
	4%	**11%v**	*3%*	*4%*	*4%*	*3%*	**7%y**	*4%*	*5%*	*5%*	*3%*
No different	**828**	144	684	410	418	583	245	427	401	551	277
	55%	*57%*	*55%*	*52%*	**58%w**	*52%*	**63%y**	*49%*	**63%A**	**57%D**	*51%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 82

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Standing up for Britain in the EU

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**806**	413	393	91	217	498	396	186	98	121	33	29	94	63	88	71	37	43	75	183	90
	54%	**60%b**	*48%*	*46%*	*45%*	**61%cd**	*56%*	*52%*	*53%*	*51%*	*63%*	*50%*	*58%*	*50%*	*51%*	*57%*	*51%*	*47%*	*60%*	*52%*	*54%*
Worse	**97**	46	51	16	32	49	43	21	13	19	4	4	9	9	14	4	5	6	6	28	8
	6%	*7%*	*6%*	*8%*	*7%*	*6%*	*6%*	*6%*	*7%*	*8%*	*8%*	*7%*	*6%*	*7%*	*8%*	*3%*	*7%*	*7%*	*5%*	*8%*	*5%*
No different	**599**	228	371	93	230	276	272	152	74	97	15	25	60	53	71	50	30	43	45	139	68
	40%	*33%*	**46%a**	**47%e**	**48%e**	*34%*	*38%*	*42%*	*40%*	*41%*	*29%*	*43%*	*37%*	*42%*	*41%*	*40%*	*42%*	**47%j**	*36%*	*40%*	*41%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 82

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Standing up for Britain in the EU

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**806**	103	703	448	358	645	161	546	260	464	342
	54%	*41%*	**56%u**	**57%x**	*50%*	**58%z**	*41%*	**63%B**	*41%*	*48%*	**63%C**
Worse	**97**	33	64	40	57	59	38	42	55	69	28
	6%	**13%v**	*5%*	*5%*	**8%w**	*5%*	**10%y**	*5%*	**9%A**	*7%*	*5%*
No different	**599**	116	483	295	304	408	191	282	317	428	171
	40%	**46%v**	*39%*	*38%*	*42%*	*37%*	**49%y**	*32%*	**50%A**	**45%D**	*32%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 83

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**893**	464	429	94	248	551	433	219	110	126	37	35	99	75	100	70	39	55	78	211	94
	59%	**68%b**	*53%*	*47%*	*52%*	**67%cd**	**61%i**	*61%*	*59%*	*53%*	*71%*	*60%*	*61%*	*60%*	*58%*	*56%*	*54%*	*60%*	*62%*	*60%*	*57%*
Worse	**64**	24	40	15	32	17	29	16	6	12	1	4	7	4	11	3	2	3	3	21	5
	4%	*3%*	*5%*	**8%e**	**7%e**	*2%*	*4%*	*4%*	*3%*	*5%*	*2%*	*7%*	*4%*	*3%*	*6%*	*2%*	*3%*	*3%*	*2%*	*6%*	*3%*
No different	**545**	199	346	91	199	255	249	124	69	99	14	19	57	46	62	52	31	34	45	118	67
	36%	*29%*	**42%a**	**46%e**	**42%e**	*31%*	*35%*	*35%*	*37%*	*42%*	*27%*	*33%*	*35%*	*37%*	*36%*	*42%*	*43%*	*37%*	*36%*	*34%*	*40%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 83

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Reforming welfare to stop scroungers and cut benefit dependency

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**893**	122	771	474	419	690	203	576	317	532	361
	59%	*48%*	**62%u**	*61%*	*58%*	**62%z**	*52%*	**66%B**	*50%*	*55%*	**67%C**
Worse	**64**	21	43	27	37	40	24	27	37	47	17
	4%	**8%v**	*3%*	*3%*	*5%*	*4%*	**6%y**	*3%*	**6%A**	*5%*	*3%*
No different	**545**	109	436	282	263	382	163	267	278	382	163
	36%	**43%v**	*35%*	*36%*	*37%*	*34%*	**42%y**	*31%*	**44%A**	**40%D**	*30%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 84

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Controlling immigration

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**890**	454	436	96	250	544	438	208	114	124	32	34	94	79	101	75	49	49	77	205	95
	59%	**66%b**	*53%*	*48%*	*52%*	**66%cd**	**62%i**	*58%*	*62%*	*52%*	*62%*	*59%*	*58%*	*63%*	*58%*	*60%*	*68%*	*53%*	*61%*	*59%*	*57%*
Worse	**77**	30	47	21	36	20	36	18	6	16	2	3	8	4	13	3	3	4	7	22	8
	5%	*4%*	*6%*	**11%e**	**8%e**	*2%*	*5%*	*5%*	*3%*	*7%*	*4%*	*5%*	*5%*	*3%*	*8%*	*2%*	*4%*	*4%*	*6%*	*6%*	*5%*
No different	**535**	203	332	83	193	259	237	133	65	97	18	21	61	42	59	47	20	39	42	123	63
	36%	*30%*	**41%a**	**42%e**	**40%e**	*31%*	*33%*	*37%*	*35%*	**41%f**	*35%*	*36%*	*37%*	*34%*	*34%*	*38%*	*28%*	*42%*	*33%*	*35%*	*38%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 84

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Controlling immigration

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**890**	123	767	473	417	699	191	581	309	514	376
	59%	*49%*	**61%u**	*60%*	*58%*	**63%z**	*49%*	**67%B**	*49%*	*53%*	**70%C**
Worse	**77**	30	47	35	42	43	34	29	48	58	19
	5%	**12%v**	*4%*	*4%*	*6%*	*4%*	**9%y**	*3%*	**8%A**	**6%D**	*4%*
No different	**535**	99	436	275	260	370	165	260	275	389	146
	36%	*39%*	*35%*	*35%*	*36%*	*33%*	**42%y**	*30%*	**44%A**	**40%D**	*27%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 85

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting taxes

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**424**	216	208	48	122	254	219	95	45	60	24	10	43	41	43	32	20	19	42	97	53
	28%	**31%b**	*26%*	*24%*	*25%*	**31%d**	*31%*	*26%*	*24%*	*25%*	**46%klno pqs**	*17%*	*26%*	**33%kq**	*25%*	*26%*	*28%*	*21%*	**33%kq**	*28%*	**32%k**
Worse	**159**	64	95	30	63	66	59	38	25	35	2	4	22	12	18	11	6	10	20	44	10
	11%	*9%*	*12%*	**15%e**	**13%e**	*8%*	*8%*	*11%*	**14%f**	**15%f**	*4%*	*7%*	**13%t**	*10%*	*10%*	*9%*	*8%*	*11%*	**16%jt**	**13%t**	*6%*
No different	**919**	407	512	122	294	503	433	226	115	142	26	44	98	72	112	82	46	63	64	209	103
	61%	*59%*	*63%*	*61%*	*61%*	*61%*	*61%*	*63%*	*62%*	*60%*	*50%*	**76%jlmr s**	*60%*	*58%*	**65%r**	**66%r**	*64%*	**68%jr**	*51%*	*60%*	*62%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 85

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting taxes

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**424**	56	368	236	188	345	79	296	128	258	166
	28%	*22%*	**29%u**	*30%*	*26%*	**31%z**	*20%*	**34%B**	*20%*	*27%*	*31%*
Worse	**159**	44	115	65	94	83	76	79	80	108	51
	11%	**17%v**	*9%*	*8%*	**13%w**	*7%*	**19%y**	*9%*	**13%A**	*11%*	*9%*
No different	**919**	152	767	482	437	684	235	495	424	595	324
	61%	*60%*	*61%*	*62%*	*61%*	*62%*	*60%*	*57%*	**67%A**	*62%*	*60%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 86

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Supporting marriage through the tax system

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**521**	268	253	58	136	327	269	119	53	77	27	25	55	41	56	38	31	21	46	118	63
	35%	**39%b**	*31%*	*29%*	*28%*	**40%cd**	**38%h**	*33%*	*29%*	*32%*	**52%lmno**	**43%q**	*34%*	*33%*	*32%*	*30%*	**43%q**	*23%*	**37%q**	**34%q**	**38%q**
											qs										
Worse	**93**	42	51	19	39	35	29	34	9	20	1	4	13	5	9	5	4	9	9	26	8
	6%	*6%*	*6%*	**10%e**	**8%e**	*4%*	*4%*	**9%f**	*5%*	**8%f**	*2%*	*7%*	*8%*	*4%*	*5%*	*4%*	*6%*	*10%*	*7%*	*7%*	*5%*
No different	**888**	377	511	123	304	461	413	206	123	140	24	29	95	79	108	82	37	62	71	206	95
	59%	*55%*	**63%a**	*62%*	**63%e**	*56%*	*58%*	*57%*	**66%fg**	*59%*	*46%*	*50%*	*58%*	**63%j**	**62%j**	**66%jk**	*51%*	**67%jkp**	*56%*	*59%*	*57%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 86

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Supporting marriage through the tax system

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**521**	70	451	289	232	409	112	359	162	303	218
	35%	*28%*	**36%u**	*37%*	*32%*	**37%z**	*29%*	**41%B**	*26%*	*32%*	**40%C**
Worse	**93**	30	63	44	49	60	33	42	51	64	29
	6%	**12%v**	*5%*	*6%*	*7%*	*5%*	**8%y**	*5%*	**8%A**	*7%*	*5%*
No different	**888**	152	736	450	438	643	245	469	419	594	294
	59%	*60%*	*59%*	*57%*	*61%*	*58%*	*63%*	*54%*	**66%A**	**62%D**	*54%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 87

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the size of the state

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**582**	343	239	54	154	374	306	130	61	79	30	23	57	48	67	41	35	26	48	139	68
	39%	**50%b**	*29%*	*27%*	*32%*	**45%cd**	**43%ghi**	*36%*	*33%*	*33%*	**58%lmno**	*40%*	*35%*	*38%*	*39%*	*33%*	**49%loq**	*28%*	*38%*	**40%q**	**41%q**
											qrst										
Worse	**59**	28	31	15	26	18	26	14	5	13	4	2	9	2	6	5	2	4	5	15	5
	4%	*4%*	*4%*	**8%e**	**5%e**	*2%*	*4%*	*4%*	*3%*	*5%*	**8%m**	*3%*	*6%*	*2%*	*3%*	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*
No different	**861**	316	545	131	299	431	379	215	119	145	18	33	97	75	100	79	35	62	73	196	93
	57%	*46%*	**67%a**	**66%e**	**62%e**	*52%*	*53%*	**60%f**	**64%f**	**61%f**	*35%*	**57%j**	**60%j**	**60%j**	**58%j**	**63%jp**	*49%*	**67%jps**	**58%j**	**56%j**	**56%j**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 87

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the size of the state

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**582**	72	510	318	264	468	114	392	190	335	247
	39%	*29%*	**41%u**	*41%*	*37%*	**42%z**	*29%*	**45%B**	*30%*	*35%*	**46%C**
Worse	**59**	19	40	27	32	35	24	29	30	35	24
	4%	**8%v**	*3%*	*3%*	*4%*	*3%*	**6%y**	*3%*	*5%*	*4%*	*4%*
No different	**861**	161	700	438	423	609	252	449	412	591	270
	57%	**64%v**	*56%*	*56%*	*59%*	*55%*	**65%y**	*52%*	**65%A**	**61%D**	*50%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 88

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Scrapping unnecessary rules and regulations

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Better	**693**	375	318	65	195	433	342	166	80	98	29	30	67	63	82	57	33	35	61	163	73
	46%	**55%b**	*39%*	*33%*	**41%c**	**53%cd**	*48%*	*46%*	*43%*	*41%*	**56%q**	*52%*	*41%*	*50%*	*47%*	*46%*	*46%*	*38%*	*48%*	*47%*	*44%*
Worse	**72**	28	44	18	29	25	35	15	11	11	1	3	10	5	7	5	3	10	6	18	4
	5%	*4%*	*5%*	**9%e**	**6%e**	*3%*	*5%*	*4%*	*6%*	*5%*	*2%*	*5%*	*6%*	*4%*	*4%*	*4%*	*4%*	**11%nst**	*5%*	*5%*	*2%*
No different	**737**	284	453	117	255	365	334	178	94	128	22	25	86	57	84	63	36	47	59	169	89
	49%	*41%*	**56%a**	**59%e**	**53%e**	*44%*	*47%*	*50%*	*51%*	*54%*	*42%*	*43%*	*53%*	*46%*	*49%*	*50%*	*50%*	*51%*	*47%*	*48%*	*54%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 88

Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Scrapping unnecessary rules and regulations

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Better	**693**	90	603	377	316	557	136	474	219	407	286
	46%	*36%*	**48%u**	*48%*	*44%*	**50%z**	*35%*	**54%B**	*35%*	*42%*	**53%C**
Worse	**72**	25	47	33	39	36	36	32	40	56	16
	5%	**10%v**	*4%*	*4%*	*5%*	*3%*	**9%y**	*4%*	**6%A**	**6%D**	*3%*
No different	**737**	137	600	373	364	519	218	364	373	498	239
	49%	*54%*	*48%*	*48%*	*51%*	*47%*	**56%y**	*42%*	**59%A**	**52%D**	*44%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 89

Q17a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I could never see myself voting Labour	**1112**	509	603	129	327	656	514	278	139	172	39	40	114	91	116	93	53	68	90	271	137
	74%	*74%*	*74%*	*65%*	*68%*	**80%cd**	*72%*	*77%*	*75%*	*73%*	*75%*	*69%*	*70%*	*73%*	*67%*	*74%*	*74%*	*74%*	*71%*	**77%n**	**83%klmn r**
I could see myself voting Labour at some point in the future	**390**	178	212	71	152	167	197	81	46	65	13	18	49	34	57	32	19	24	36	79	29
	26%	*26%*	*26%*	**36%e**	**32%e**	*20%*	*28%*	*23%*	*25%*	*27%*	*25%*	**31%t**	**30%t**	**27%t**	**33%st**	*26%*	*26%*	*26%*	**29%t**	*23%*	*17%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 89

Q17a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I could never see myself voting Labour	**1112**	115	997	651	461	1112	-	686	426	703	409
	74%	*46%*	**80%u**	**83%x**	*64%*	**100%z**	-	**79%B**	*67%*	*73%*	*76%*
I could see myself voting Labour at some point in the future	**390**	137	253	132	258	-	390	184	206	258	132
	26%	**54%v**	*20%*	*17%*	**36%w**	-	**100%y**	*21%*	**33%A**	*27%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 90

Q17b And some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I could never see myself voting Lib Dem	**870**	405	465	106	274	490	400	201	118	145	36	30	92	65	97	78	50	55	68	197	102
	58%	*59%*	*57%*	*53%*	*57%*	*60%*	*56%*	*56%*	*64%*	*61%*	**69%m**	*52%*	*56%*	*52%*	*56%*	*62%*	**69%kmrs**	*60%*	*54%*	*56%*	*61%*
I could see myself voting Lib Dem at some point in the future	**632**	282	350	94	205	333	311	158	67	92	16	28	71	60	76	47	22	37	58	153	64
	42%	*41%*	*43%*	*47%*	*43%*	*40%*	*44%*	*44%*	*36%*	*39%*	*31%*	**48%p**	*44%*	**48%jp**	*44%*	*38%*	*31%*	*40%*	**46%p**	**44%p**	*39%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 90

Q17b And some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I could never see myself voting Lib Dem	**870**	127	743	502	368	686	184	870	-	544	326
	58%	*50%*	**59%u**	**64%x**	*51%*	**62%z**	*47%*	**100%B**	-	*57%*	*60%*
I could see myself voting Lib Dem at some point in the future	**632**	125	507	281	351	426	206	-	632	417	215
	42%	**50%v**	*41%*	*36%*	**49%w**	*38%*	**53%y**	-	**100%A**	*43%*	*40%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 91

Q17c And some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I could never see myself voting UKIP	**961**	404	557	136	313	512	470	231	109	144	32	38	107	81	106	82	45	57	85	222	106
	64%	*59%*	**68%a**	*68%*	*65%*	*62%*	*66%*	*64%*	*59%*	*61%*	*62%*	*66%*	*66%*	*65%*	*61%*	*66%*	*63%*	*62%*	*67%*	*63%*	*64%*
I could see myself voting UKIP at some point in the future	**541**	283	258	64	166	311	241	128	76	93	20	20	56	44	67	43	27	35	41	128	60
	36%	**41%b**	*32%*	*32%*	*35%*	*38%*	*34%*	*36%*	*41%*	*39%*	*38%*	*34%*	*34%*	*35%*	*39%*	*34%*	*38%*	*38%*	*33%*	*37%*	*36%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 91

Q17c And some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see themselves doing so sometime in the future. Which of these is closer to your own view?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I could never see myself voting UKIP	**961**	174	787	552	409	703	258	544	417	961	-
	64%	*69%*	*63%*	**70%x**	*57%*	*63%*	*66%*	*63%*	*66%*	**100%D**	-
I could see myself voting UKIP at some point in the future	**541**	78	463	231	310	409	132	326	215	-	541
	36%	*31%*	*37%*	*30%*	**43%w**	*37%*	*34%*	*37%*	*34%*	-	**100%C**

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 92

Q18a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view:

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I would be more likely to vote for a joint Coalition candidate than for a Conservative candidate	**236**	102	134	50	81	105	110	45	34	45	5	4	30	23	22	23	13	19	23	46	28
	16%	*15%*	*16%*	**25%de**	**17%e**	*13%*	*15%*	*13%*	*18%*	**19%g**	*10%*	*7%*	**18%k**	**18%k**	*13%*	**18%k**	*18%*	**21%k**	**18%k**	*13%*	*17%*
I would be more likely to vote for a Conservative candidate than for a joint Coalition candidate	**1266**	585	681	150	398	718	601	314	151	192	47	54	133	102	151	102	59	73	103	304	138
	84%	*85%*	*84%*	*75%*	**83%c**	**87%cd**	*85%*	**87%i**	*82%*	*81%*	*90%*	**93%lmoq**	*82%*	*82%*	*87%*	*82%*	*82%*	*79%*	*82%*	*87%*	*83%*
												r									

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 92

Q18a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view:

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I would be more likely to vote for a joint Coalition candidate than for a Conservative candidate	**236**	74	162	103	133	127	109	62	174	172	64
	16%	**29%v**	*13%*	*13%*	**18%w**	*11%*	**28%y**	*7%*	**28%A**	**18%D**	*12%*
I would be more likely to vote for a Conservative candidate than for a joint Coalition candidate	**1266**	178	1088	680	586	985	281	808	458	789	477
	84%	*71%*	**87%u**	**87%x**	*82%*	**89%z**	*72%*	**93%B**	*72%*	*82%*	**88%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 93

Q18b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view:

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
I would be more likely to vote for a joint Coalition candidate than for a Liberal Democrat candidate	**1295**	605	690	166	392	737	605	312	165	203	49	51	137	110	144	109	63	79	110	300	143
	86%	*88%*	*85%*	*83%*	*82%*	**90%cd**	*85%*	*87%*	*89%*	*86%*	**94%n**	*88%*	*84%*	*88%*	*83%*	*87%*	*88%*	*86%*	*87%*	*86%*	*86%*
I would be more likely to vote for a Liberal Democrat candidate than for a joint coalition candidate	**207**	82	125	34	87	86	106	47	20	34	3	7	26	15	29	16	9	13	16	50	23
	14%	*12%*	*15%*	**17%e**	**18%e**	*10%*	*15%*	*13%*	*11%*	*14%*	*6%*	*12%*	*16%*	*12%*	**17%j**	*13%*	*13%*	*14%*	*13%*	*14%*	*14%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 93

Q18b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the Liberal Democrats, which of the following comes closest to your view:

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
I would be more likely to vote for a joint Coalition candidate than for a Liberal Democrat candidate	**1295**	181	1114	706	589	996	299	818	477	820	475
	86%	*72%*	**89%u**	**90%x**	*82%*	**90%z**	*77%*	**94%B**	*75%*	*85%*	*88%*
I would be more likely to vote for a Liberal Democrat candidate than for a joint coalition candidate	**207**	71	136	77	130	116	91	52	155	141	66
	14%	**28%v**	*11%*	*10%*	**18%w**	*10%*	**23%y**	*6%*	**25%A**	*15%*	*12%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 94

Q19 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
My view of the Conservative Party has changed for the better	**348**	170	178	54	108	186	168	84	37	57	10	12	39	33	35	28	16	19	27	80	49
	23%	*25%*	*22%*	*27%*	*23%*	*23%*	*24%*	*23%*	*20%*	*24%*	*19%*	*21%*	*24%*	*26%*	*20%*	*22%*	*22%*	*21%*	*21%*	*23%*	**30%n**
My view of the Conservative Party has changed for the worse	**235**	104	131	23	87	125	110	50	30	42	6	13	25	19	32	18	11	9	17	68	17
	16%	*15%*	*16%*	*12%*	**18%c**	*15%*	*15%*	*14%*	*16%*	*18%*	*12%*	**22%qt**	*15%*	*15%*	**18%t**	*14%*	*15%*	*10%*	*13%*	**19%qt**	*10%*
My view of the Conservative Party has not changed at all	**919**	413	506	123	284	512	433	225	118	138	36	33	99	73	106	79	45	64	82	202	100
	61%	*60%*	*62%*	*62%*	*59%*	*62%*	*61%*	*63%*	*64%*	*58%*	*69%*	*57%*	*61%*	*58%*	*61%*	*63%*	*63%*	**70%s**	*65%*	*58%*	*60%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 94

Q19 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
My view of the Conservative Party has changed for the better	**348**	82	266	217	131	253	95	186	162	254	94
	23%	**33%v**	*21%*	**28%x**	*18%*	*23%*	*24%*	*21%*	*26%*	**26%D**	*17%*
My view of the Conservative Party has changed for the worse	**235**	49	186	78	157	134	101	165	70	114	121
	16%	*19%*	*15%*	*10%*	**22%w**	*12%*	**26%y**	**19%B**	*11%*	*12%*	**22%C**
My view of the Conservative Party has not changed at all	**919**	121	798	488	431	725	194	519	400	593	326
	61%	*48%*	**64%u**	*62%*	*60%*	**65%z**	*50%*	*60%*	*63%*	*62%*	*60%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 95

Q21 Would you say you are moving towards or away from Labour?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Towards	**74**	31	43	19	35	20	31	9	14	19	1	6	11	4	11	4	3	3	8	16	7
	5%	*5%*	*5%*	**10%e**	**7%e**	*2%*	*4%*	*3%*	**8%g**	**8%fg**	*2%*	**10%mo**	*7%*	*3%*	*6%*	*3%*	*4%*	*3%*	*6%*	*5%*	*4%*
Away from	**1006**	488	518	134	298	574	489	237	117	157	35	40	109	96	117	79	51	59	75	228	117
	67%	**71%b**	*64%*	*67%*	*62%*	**70%d**	*69%*	*66%*	*63%*	*66%*	*67%*	*69%*	*67%*	**77%oqrs**	*68%*	*63%*	*71%*	*64%*	*60%*	*65%*	*70%*
Neither	**422**	168	254	47	146	229	191	113	54	61	16	12	43	25	45	42	18	30	43	106	42
	28%	*24%*	**31%a**	*24%*	*30%*	*28%*	*27%*	*31%*	*29%*	*26%*	*31%*	*21%*	*26%*	*20%*	*26%*	**34%m**	*25%*	**33%m**	**34%m**	**30%m**	*25%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 95

Q21 Would you say you are moving towards or away from Labour?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Towards	**74**	43	31	26	48	5	69	56	18	55	19
	5%	**17%v**	*2%*	*3%*	**7%w**	*	**18%y**	**6%B**	*3%*	*6%*	*4%*
Away from	**1006**	154	852	535	471	797	209	575	431	633	373
	67%	*61%*	**68%u**	*68%*	*66%*	**72%z**	*54%*	*66%*	*68%*	*66%*	*69%*
Neither	**422**	55	367	222	200	310	112	239	183	273	149
	28%	*22%*	**29%u**	*28%*	*28%*	*28%*	*29%*	*27%*	*29%*	*28%*	*28%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 96

Q21 Would you say you are moving towards or away from The Conservatives?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Towards	**821**	385	436	114	259	448	390	196	102	128	30	34	88	72	94	62	44	48	68	180	101
	55%	*56%*	*53%*	*57%*	*54%*	*54%*	*55%*	*55%*	*55%*	*54%*	*58%*	*59%*	*54%*	*58%*	*54%*	*50%*	*61%*	*52%*	*54%*	*51%*	**61%s**
Away from	**154**	64	90	20	65	69	72	28	21	31	3	10	16	12	23	11	7	8	12	41	11
	10%	*9%*	*11%*	*10%*	**14%e**	*8%*	*10%*	*8%*	*11%*	**13%g**	*6%*	**17%t**	*10%*	*10%*	**13%t**	*9%*	*10%*	*9%*	*10%*	*12%*	*7%*
Neither	**527**	238	289	66	155	306	249	135	62	78	19	14	59	41	56	52	21	36	46	129	54
	35%	*35%*	*35%*	*33%*	*32%*	*37%*	*35%*	*38%*	*34%*	*33%*	*37%*	*24%*	*36%*	*33%*	*32%*	**42%k**	*29%*	*39%*	*37%*	*37%*	*33%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 96

Q21 Would you say you are moving towards or away from The Conservatives?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Towards	**821**	130	691	485	336	651	170	492	329	563	258
	55%	*52%*	*55%*	**62%x**	*47%*	**59%z**	*44%*	*57%*	*52%*	**59%D**	*48%*
Away from	**154**	52	102	39	115	72	82	96	58	81	73
	10%	**21%v**	*8%*	*5%*	**16%w**	*6%*	**21%y**	*11%*	*9%*	*8%*	**13%C**
Neither	**527**	70	457	259	268	389	138	282	245	317	210
	35%	*28%*	**37%u**	*33%*	*37%*	*35%*	*35%*	*32%*	**39%A**	*33%*	**39%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 97

Q21 Would you say you are moving towards or away from The Liberal Democrats?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Towards	**256**	98	158	40	94	122	116	68	32	39	8	10	34	30	33	18	12	12	25	46	28
	17%	*14%*	**19%a**	*20%*	**20%e**	*15%*	*16%*	*19%*	*17%*	*16%*	*15%*	*17%*	**21%s**	**24%qs**	*19%*	*14%*	*17%*	*13%*	*20%*	*13%*	*17%*
Away from	**456**	231	225	61	127	268	219	96	61	74	13	23	49	44	55	30	26	26	40	103	47
	30%	**34%b**	*28%*	*31%*	*27%*	**33%d**	*31%*	*27%*	*33%*	*31%*	*25%*	**40%o**	*30%*	*35%*	*32%*	*24%*	*36%*	*28%*	*32%*	*29%*	*28%*
Neither	**790**	358	432	99	258	433	376	195	92	124	31	25	80	51	85	77	34	54	61	201	91
	53%	*52%*	*53%*	*50%*	*54%*	*53%*	*53%*	*54%*	*50%*	*52%*	**60%m**	*43%*	*49%*	*41%*	*49%*	**62%klmn**	*47%*	**59%m**	*48%*	**57%km**	**55%m**
																r					

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 97

Q21 Would you say you are moving towards or away from The Liberal Democrats?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Towards	**256**	40	216	141	115	192	64	45	211	178	78
	17%	*16%*	*17%*	*18%*	*16%*	*17%*	*16%*	*5%*	**33%A**	**19%D**	*14%*
Away from	**456**	89	367	209	247	318	138	379	77	264	192
	30%	*35%*	*29%*	*27%*	**34%w**	*29%*	**35%y**	**44%B**	*12%*	*27%*	**35%C**
Neither	**790**	123	667	433	357	602	188	446	344	519	271
	53%	*49%*	*53%*	**55%x**	*50%*	**54%z**	*48%*	*51%*	*54%*	*54%*	*50%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 98

Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election:

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
A Conservative government	**1111**	523	588	136	337	638	526	271	134	173	41	41	120	91	121	93	53	69	85	269	128
	74%	*76%*	*72%*	*68%*	*70%*	**78%cd**	*74%*	*75%*	*72%*	*73%*	*79%*	*71%*	*74%*	*73%*	*70%*	*74%*	*74%*	*75%*	*67%*	**77%r**	*77%*
A coalition between the Conservatives and the Liberal Democrats	**250**	107	143	34	78	138	129	55	27	37	8	8	27	21	33	23	9	14	26	53	28
	17%	*16%*	*18%*	*17%*	*16%*	*17%*	*18%*	*15%*	*15%*	*16%*	*15%*	*14%*	*17%*	*17%*	*19%*	*18%*	*13%*	*15%*	*21%*	*15%*	*17%*
A coalition between Labour and the Liberal Democrats	**53**	21	32	12	22	19	15	13	12	13	1	1	6	4	8	3	4	5	6	11	4
	4%	*3%*	*4%*	**6%e**	**5%e**	*2%*	*2%*	*4%*	**6%f**	**5%f**	*2%*	*2%*	*4%*	*3%*	*5%*	*2%*	*6%*	*5%*	*5%*	*3%*	*2%*
A Labour government	**88**	36	52	18	42	28	41	20	12	14	2	8	10	9	11	6	6	4	9	17	6
	6%	*5%*	*6%*	**9%e**	**9%e**	*3%*	*6%*	*6%*	*6%*	*6%*	*4%*	**14%oqst**	*6%*	*7%*	*6%*	*5%*	*8%*	*4%*	*7%*	*5%*	*4%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 98

Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election:

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
A Conservative government	**1111**	151	960	614	497	906	205	726	385	690	421
	74%	*60%*	**77%u**	**78%x**	*69%*	**81%z**	*53%*	**83%B**	*61%*	*72%*	**78%C**
A coalition between the Conservatives and the Liberal Democrats	**250**	46	204	123	127	175	75	55	195	177	73
	17%	*18%*	*16%*	*16%*	*18%*	*16%*	*19%*	*6%*	**31%A**	**18%D**	*13%*
A coalition between Labour and the Liberal Democrats	**53**	22	31	18	35	15	38	24	29	33	20
	4%	**9%v**	*2%*	*2%*	**5%w**	*1%*	**10%y**	*3%*	*5%*	*3%*	*4%*
A Labour government	**88**	33	55	28	60	16	72	65	23	61	27
	6%	**13%v**	*4%*	*4%*	**8%w**	*1%*	**18%y**	**7%B**	*4%*	*6%*	*5%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 99

Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Conservative	**1194**	573	621	148	353	693	590	284	135	177	40	45	128	102	133	96	60	76	96	275	143
	79%	**83%b**	*76%*	*74%*	*74%*	**84%cd**	**83%hi**	*79%*	*73%*	*75%*	*77%*	*78%*	*79%*	*82%*	*77%*	*77%*	*83%*	*83%*	*76%*	*79%*	**86%nors**
Labour	**48**	20	28	10	23	15	17	6	12	13	3	3	7	3	7	3	2	2	5	9	4
	3%	*3%*	*3%*	**5%e**	**5%e**	*2%*	*2%*	*2%*	**6%fg**	**5%fg**	*6%*	*5%*	*4%*	*2%*	*4%*	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*
Liberal Democrat	**23**	4	19	3	13	7	11	5	1	6	-	1	-	4	4	1	1	-	4	7	1
	2%	*1%*	**2%a**	*2%*	**3%e**	*1%*	*2%*	*1%*	*1%*	*3%*	-	*2%*	-	**3%l**	*2%*	*1%*	*1%*	-	**3%l**	*2%*	*1%*
Another party	**50**	27	23	4	21	25	16	16	9	8	2	2	3	4	5	4	5	1	3	17	4
	3%	*4%*	*3%*	*2%*	*4%*	*3%*	*2%*	**4%f**	*5%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	**7%lq**	*1%*	*2%*	*5%*	*2%*
Won't vote	**15**	6	9	6	3	6	4	4	2	5	1	2	3	2	4	1	-	-	1	1	-
	1%	*1%*	*1%*	**3%de**	*1%*	*1%*	*1%*	*1%*	*1%*	**2%f**	*2%*	**3%st**	*2%*	*2%*	**2%st**	*1%*	-	-	*1%*	*	-
Don't know	**172**	57	115	29	66	77	73	44	26	28	6	5	22	10	20	20	4	13	17	41	14
	11%	*8%*	**14%a**	**15%e**	**14%e**	*9%*	*10%*	*12%*	*14%*	*12%*	*12%*	*9%*	*13%*	*8%*	*12%*	**16%pt**	*6%*	*14%*	*13%*	*12%*	*8%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 99

Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area, which party do you think you are most likely to end up voting for at the next general election?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Conservative	**1194**	143	1051	696	498	980	214	704	490	797	397
	79%	*57%*	**84%u**	**89%x**	*69%*	**88%z**	*55%*	*81%*	*78%*	**83%D**	*73%*
Labour	**48**	28	20	20	28	1	47	41	7	36	12
	3%	**11%v**	*2%*	*3%*	*4%*	*	**12%y**	**5%B**	*1%*	*4%*	*2%*
Liberal Democrat	**23**	8	15	6	17	16	7	-	23	18	5
	2%	**3%v**	*1%*	*1%*	**2%w**	*1%*	*2%*	-	**4%A**	*2%*	*1%*
Another party	**50**	13	37	12	38	37	13	36	14	8	42
	3%	*5%*	*3%*	*2%*	**5%w**	*3%*	*3%*	**4%B**	*2%*	*1%*	**8%C**
Won't vote	**15**	7	8	5	10	11	4	11	4	9	6
	1%	**3%v**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	**172**	53	119	44	128	67	105	78	94	93	79
	11%	**21%v**	*10%*	*6%*	**18%w**	*6%*	**27%y**	*9%*	**15%A**	*10%*	**15%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 100

Including yourself, how many people in total live in your household?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	**243**	89	154	14	69	160	84	73	18	66	7	10	28	15	26	19	10	21	27	57	23
	16%	*13%*	**19%a**	*7%*	**14%c**	**19%cd**	*12%*	**20%fh**	*10%*	**28%fgh**	*13%*	*17%*	*17%*	*12%*	*15%*	*15%*	*14%*	**23%m**	**21%m**	*16%*	*14%*
2	**768**	394	374	55	151	562	399	160	90	112	31	35	84	60	85	68	40	40	44	180	101
	51%	**57%b**	*46%*	*28%*	*32%*	**68%cd**	**56%gi**	*45%*	*49%*	*47%*	**60%r**	**60%qr**	**52%r**	**48%r**	**49%r**	**54%r**	**56%r**	*43%*	*35%*	**51%r**	**61%mnqrs**
3	**233**	109	124	65	101	67	99	73	37	23	7	5	29	24	30	20	9	11	29	42	27
	16%	*16%*	*15%*	**33%de**	**21%e**	*8%*	*14%*	**20%fi**	**20%fi**	*10%*	*13%*	*9%*	*18%*	**19%s**	*17%*	*16%*	*13%*	*12%*	**23%kqs**	*12%*	*16%*
4	**187**	74	113	44	117	26	101	35	29	22	6	6	12	19	25	15	10	15	15	53	11
	12%	*11%*	*14%*	**22%e**	**24%e**	*3%*	**14%g**	*10%*	**16%gi**	*9%*	*12%*	*10%*	*7%*	**15%lt**	**14%lt**	*12%*	*14%*	**16%lt**	*12%*	**15%lt**	*7%*
5	**64**	18	46	20	36	8	24	16	11	13	1	2	10	6	6	3	2	4	9	17	4
	4%	*3%*	**6%a**	**10%e**	**8%e**	*1%*	*3%*	*4%*	*6%*	*5%*	*2%*	*3%*	*6%*	*5%*	*3%*	*2%*	*3%*	*4%*	*7%*	*5%*	*2%*
6	**5**	2	3	1	4	-	4	-	-	1	-	-	-	1	1	-	-	1	1	1	-
	*******	*	*	**1%e**	**1%e**	-	*1%*	-	-	*	-	-	-	*1%*	*1%*	-	-	*1%*	*1%*	*	-
7	**2**	1	1	1	1	-	-	2	-	-	-	-	-	-	-	-	1	-	1	-	-
	*******	*	*	**1%e**	*	-	-	**1%f**	-	-	-	-	-	-	-	-	**1%s**	-	*1%*	-	-
Mean	**2.39**	2.34	2.43	**3.04de**	**2.82e**	1.98	**2.43i**	2.36	**2.59gi**	2.19	2.29	2.22	2.34	**2.55t**	**2.44t**	2.32	2.42	2.39	**2.54t**	2.42	2.23
Standard Deviation	**1.06**	0.96	1.14	1.14	1.23	0.70	1.02	1.10	1.05	1.13	0.91	0.97	1.04	1.09	1.06	0.96	1.12	1.19	1.27	1.10	0.86
Standard Error	**0.027**	0.037	0.040	0.081	0.056	0.024	0.038	0.058	0.078	0.073	0.127	0.128	0.082	0.097	0.080	0.085	0.132	0.125	0.113	0.059	0.067

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 100

Including yourself, how many people in total live in your household?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
1	**243**	24	219	129	114	190	53	138	105	160	83
	16%	*10%*	**18%u**	*16%*	*16%*	*17%*	*14%*	*16%*	*17%*	*17%*	*15%*
2	**768**	100	668	409	359	576	192	456	312	485	283
	51%	*40%*	**53%u**	*52%*	*50%*	*52%*	*49%*	*52%*	*49%*	*50%*	*52%*
3	**233**	53	180	122	111	172	61	132	101	134	99
	16%	**21%v**	*14%*	*16%*	*15%*	*15%*	*16%*	*15%*	*16%*	*14%*	**18%C**
4	**187**	56	131	83	104	126	61	108	79	129	58
	12%	**22%v**	*10%*	*11%*	**14%w**	*11%*	**16%y**	*12%*	*13%*	*13%*	*11%*
5	**64**	18	46	35	29	44	20	31	33	46	18
	4%	**7%v**	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*3%*
6	**5**	-	5	4	1	2	3	3	2	5	-
	*****	-	*	*1%*	*	*	*1%*	*	*	*1%*	-
7	**2**	1	1	1	1	2	-	2	-	2	-
	*****	*	*	*	*	*	-	*	-	*	-
Mean	**2.39**	**2.79v**	2.31	2.36	2.42	2.35	**2.52y**	2.37	2.41	2.42	2.34
Standard Deviation	**1.06**	1.15	1.03	1.06	1.07	1.04	1.11	1.05	1.09	1.11	0.97
Standard Error	**0.027**	0.072	0.029	0.038	0.040	0.031	0.056	0.036	0.043	0.036	0.042

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 101

Age

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
18 to 24	**34**	9	25	34	-	-	17	8	3	6	1	1	1	4	4	-	1	1	5	9	7
	2%	*1%*	**3%a**	**17%de**	-	-	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*1%*	**3%o**	*2%*	-	*1%*	*1%*	**4%lo**	*3%*	**4%lo**
25 to 34	**166**	73	93	166	-	-	71	48	26	21	5	5	16	16	17	14	2	7	28	46	10
	11%	*11%*	*11%*	**83%de**	-	-	*10%*	*13%*	*14%*	*9%*	*10%*	*9%*	*10%*	**13%pt**	*10%*	**11%p**	*3%*	*8%*	**22%klno pqst**	**13%pt**	*6%*
35 to 44	**211**	89	122	-	211	-	86	53	43	29	7	5	17	20	26	20	11	17	17	53	18
	14%	*13%*	*15%*	-	**44%ce**	-	*12%*	*15%*	**23%fgi**	*12%*	*13%*	*9%*	*10%*	*16%*	*15%*	*16%*	*15%*	*18%*	*13%*	*15%*	*11%*
45 to 54	**268**	104	164	-	268	-	115	65	33	54	10	10	39	21	28	23	12	26	21	58	20
	18%	*15%*	**20%a**	-	**56%ce**	-	*16%*	*18%*	*18%*	**23%f**	*19%*	*17%*	**24%st**	*17%*	*16%*	*18%*	*17%*	**28%mnrs t**	*17%*	*17%*	*12%*
55 to 64	**415**	168	247	-	-	415	197	90	48	76	14	20	51	32	49	31	26	18	29	92	53
	28%	*24%*	**30%a**	-	-	**50%cd**	*28%*	*25%*	*26%*	*32%*	*27%*	**34%q**	**31%q**	*26%*	*28%*	*25%*	**36%qr**	*20%*	*23%*	*26%*	**32%q**
65 or older	**408**	244	164	-	-	408	225	95	32	51	15	17	39	32	49	37	20	23	26	92	58
	27%	**36%b**	*20%*	-	-	**50%cd**	**32%hi**	**26%h**	*17%*	*22%*	*29%*	*29%*	*24%*	*26%*	*28%*	*30%*	*28%*	*25%*	*21%*	*26%*	**35%lrs**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 101

Age

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
18 to 24	**34**	25	9	20	14	23	11	18	16	26	8
	2%	**10%v**	*1%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*1%*
25 to 34	**166**	71	95	87	79	106	60	88	78	110	56
	11%	**28%v**	*8%*	*11%*	*11%*	*10%*	**15%y**	*10%*	*12%*	*11%*	*10%*
35 to 44	**211**	47	164	103	108	146	65	114	97	140	71
	14%	**19%v**	*13%*	*13%*	*15%*	*13%*	*17%*	*13%*	*15%*	*15%*	*13%*
45 to 54	**268**	36	232	134	134	181	87	160	108	173	95
	18%	*14%*	*19%*	*17%*	*19%*	*16%*	**22%y**	*18%*	*17%*	*18%*	*18%*
55 to 64	**415**	42	373	214	201	320	95	232	183	251	164
	28%	*17%*	**30%u**	*27%*	*28%*	*29%*	*24%*	*27%*	*29%*	*26%*	*30%*
65 or older	**408**	31	377	225	183	336	72	258	150	261	147
	27%	*12%*	**30%u**	*29%*	*25%*	**30%z**	*18%*	**30%B**	*24%*	*27%*	*27%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 102

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

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Yes	**1054**	493	561	135	317	602	563	247	111	125	35	37	110	91	111	77	50	69	96	261	117
	70%	*72%*	*69%*	*68%*	*66%*	**73%d**	**79%ghi**	**69%hi**	*60%*	*53%*	*67%*	*64%*	*67%*	*73%*	*64%*	*62%*	*69%*	**75%o**	**76%no**	**75%no**	*70%*
No	**448**	194	254	65	162	221	148	112	74	112	17	21	53	34	62	48	22	23	30	89	49
	30%	*28%*	*31%*	*33%*	**34%e**	*27%*	*21%*	**31%f**	**40%fg**	**47%fg**	*33%*	*36%*	*33%*	*27%*	**36%rs**	**38%qrs**	*31%*	*25%*	*24%*	*25%*	*30%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 102

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

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Yes	**1054**	149	905	573	481	793	261	598	456	708	346
	70%	*59%*	**72%u**	**73%x**	*67%*	*71%*	*67%*	*69%*	*72%*	**74%D**	*64%*
No	**448**	103	345	210	238	319	129	272	176	253	195
	30%	**41%v**	*28%*	*27%*	**33%w**	*29%*	*33%*	*31%*	*28%*	*26%*	**36%C**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 103

Is the house or flat in which you live...?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Owned outright - without mortgage	**717**	350	367	21	106	590	374	167	72	98	23	35	80	60	76	70	34	42	48	154	95
	48%	**51%b**	*45%*	*11%*	**22%c**	**72%cd**	**53%hi**	*47%*	*39%*	*41%*	*44%*	**60%nrs**	*49%*	*48%*	*44%*	**56%nrs**	*47%*	*46%*	*38%*	*44%*	**57%nrs**
Owned with a mortgage or loan	**547**	226	321	100	287	160	271	133	78	63	21	17	66	52	66	36	24	38	41	145	41
	36%	*33%*	**39%a**	**50%e**	**60%ce**	*19%*	**38%i**	**37%i**	**42%i**	*27%*	**40%t**	*29%*	**40%ot**	**42%ot**	**38%t**	*29%*	*33%*	**41%t**	*33%*	**41%ot**	*25%*
Rented from the council	**45**	19	26	10	15	20	8	7	11	19	2	2	3	3	8	7	2	-	7	6	5
	3%	*3%*	*3%*	*5%*	*3%*	*2%*	*1%*	*2%*	**6%fg**	**8%fg**	*4%*	*3%*	*2%*	*2%*	**5%q**	**6%qs**	*3%*	-	**6%qs**	*2%*	*3%*
Rented from a housing association	**36**	20	16	7	17	12	8	5	4	17	2	1	5	1	9	3	-	1	4	8	2
	2%	*3%*	*2%*	*4%*	**4%e**	*1%*	*1%*	*1%*	*2%*	**7%fgh**	*4%*	*2%*	*3%*	*1%*	**5%mt**	*2%*	-	*1%*	*3%*	*2%*	*1%*
Rented from someone else	**141**	67	74	52	50	39	45	42	19	35	1	3	7	8	13	7	11	11	24	34	22
	9%	*10%*	*9%*	**26%de**	**10%e**	*5%*	*6%*	**12%f**	*10%*	**15%f**	*2%*	*5%*	*4%*	*6%*	*8%*	*6%*	**15%jlmo**	**12%jl**	**19%jklm nos**	**10%l**	**13%jlo**
Rent free	**16**	5	11	10	4	2	5	5	1	5	3	-	2	1	1	2	1	-	2	3	1
	1%	*1%*	*1%*	**5%de**	*1%*	*	*1%*	*1%*	*1%*	*2%*	**6%mnqst**	-	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 103

Is the house or flat in which you live...?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Owned outright - without mortgage	**717**	66	651	381	336	562	155	433	284	446	271
	48%	*26%*	***52%u***	*49%*	*47%*	***51%z***	*40%*	*50%*	*45%*	*46%*	*50%*
Owned with a mortgage or loan	**547**	111	436	267	280	390	157	298	249	356	191
	36%	***44%v***	*35%*	*34%*	*39%*	*35%*	*40%*	*34%*	***39%A***	*37%*	*35%*
Rented from the council	**45**	19	26	26	19	30	15	28	17	30	15
	3%	***8%v***	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*
Rented from a housing association	**36**	7	29	15	21	25	11	23	13	19	17
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
Rented from someone else	**141**	43	98	83	58	94	47	80	61	99	42
	9%	***17%v***	*8%*	*11%*	*8%*	*8%*	***12%y***	*9%*	*10%*	*10%*	*8%*
Rent free	**16**	6	10	11	5	11	5	8	8	11	5
	1%	***2%v***	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 104

At what age did you finish your full time education?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
14	**11**	6	5	-	-	11	4	1	-	6	1	-	2	-	4	2	-	-	-	2	-
	1%	*1%*	*1%*	-	-	**1%d**	*1%*	*	-	**3%fgh**	*2%*	-	*1%*	-	**2%t**	*2%*	-	-	-	*1%*	-
15	**152**	83	69	-	11	141	42	31	24	55	8	5	19	14	26	9	7	5	10	33	16
	10%	**12%b**	*8%*	-	**2%c**	**17%cd**	*6%*	*9%*	**13%f**	**23%fgh**	**15%q**	*9%*	*12%*	*11%*	**15%oq**	*7%*	*10%*	*5%*	*8%*	*9%*	*10%*
16	**336**	156	180	32	120	184	126	79	66	62	5	19	40	34	46	37	12	20	19	73	31
	22%	*23%*	*22%*	*16%*	**25%c**	**22%c**	*18%*	*22%*	**36%fgi**	**26%f**	*10%*	**33%jprs**	**25%jr**	**27%jr**	**27%jr**	**30%jprs**	*17%*	*22%*	*15%*	*21%*	*19%*
												t				**t**					
17	**187**	80	107	13	62	112	88	53	21	24	10	4	18	13	19	15	11	16	13	42	26
	12%	*12%*	*13%*	*7%*	**13%c**	**14%c**	*12%*	*15%*	*11%*	*10%*	*19%*	*7%*	*11%*	*10%*	*11%*	*12%*	*15%*	*17%*	*10%*	*12%*	*16%*
18	**234**	93	141	30	99	105	105	68	33	24	4	8	20	20	19	21	13	20	23	54	32
	16%	*14%*	**17%a**	*15%*	**21%e**	*13%*	*15%*	**19%i**	**18%i**	*10%*	*8%*	*14%*	*12%*	*16%*	*11%*	*17%*	*18%*	**22%jln**	*18%*	*15%*	**19%n**
19	**52**	18	34	7	22	23	26	16	3	7	5	1	5	1	6	1	2	7	4	15	5
	3%	*3%*	*4%*	*4%*	*5%*	*3%*	*4%*	*4%*	*2%*	*3%*	**10%mot**	*2%*	*3%*	*1%*	*3%*	*1%*	*3%*	**8%mo**	*3%*	*4%*	*3%*
20	**42**	16	26	10	12	20	23	10	8	1	3	2	5	3	3	2	1	4	4	11	4
	3%	*2%*	*3%*	*5%*	*3%*	*2%*	**3%i**	**3%i**	**4%i**	*	*6%*	*3%*	*3%*	*2%*	*2%*	*2%*	*1%*	*4%*	*3%*	*3%*	*2%*
21	**187**	88	99	32	61	94	116	45	13	13	6	5	23	14	14	22	8	6	18	53	18
	12%	*13%*	*12%*	*16%*	*13%*	*11%*	**16%hi**	**13%hi**	*7%*	*5%*	*12%*	*9%*	*14%*	*11%*	*8%*	**18%nq**	*11%*	*7%*	*14%*	**15%nq**	*11%*
22	**108**	55	53	20	37	51	75	18	3	11	4	7	9	10	5	9	5	3	10	30	16
	7%	*8%*	*7%*	*10%*	*8%*	*6%*	**11%ghi**	*5%*	*2%*	*5%*	*8%*	**12%nq**	*6%*	**8%n**	*3%*	*7%*	*7%*	*3%*	**8%n**	**9%n**	**10%n**
23	**45**	25	20	12	13	20	29	8	5	3	2	-	3	3	6	2	3	4	6	14	2
	3%	*4%*	*2%*	**6%de**	*3%*	*2%*	**4%i**	*2%*	*3%*	*1%*	*4%*	-	*2%*	*2%*	*3%*	*2%*	*4%*	*4%*	*5%*	*4%*	*1%*
24	**26**	18	8	8	7	11	20	2	3	1	2	2	2	3	6	-	2	-	5	3	1
	2%	**3%b**	*1%*	**4%de**	*1%*	*1%*	**3%gi**	*1%*	*2%*	*	**4%o**	**3%o**	*1%*	*2%*	**3%os**	-	*3%*	-	**4%ost**	*1%*	*1%*
25	**21**	14	7	6	5	10	11	6	1	3	-	2	3	3	2	-	2	1	3	2	3
	1%	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	-	**3%os**	*2%*	*2%*	*1%*	-	*3%*	*1%*	*2%*	*1%*	*2%*
26	**9**	4	5	5	2	2	5	2	1	1	-	-	2	-	3	1	-	2	1	-	-
	1%	*1%*	*1%*	**3%de**	*	*	*1%*	*1%*	*1%*	*	-	-	**1%s**	-	**2%s**	*1%*	-	**2%s**	*1%*	-	-
27	**2**	1	1	1	-	1	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-
	*******	*	*	*1%*	-	*	*	-	-	*	-	-	*1%*	-	-	-	-	-	-	*	-
28	**5**	4	1	1	2	2	3	2	-	-	-	-	1	-	-	-	2	-	1	1	-
	*******	*1%*	*	*1%*	*	*	*	*1%*	-	-	-	-	*1%*	-	-	-	**3%nst**	-	*1%*	*	-
29	**4**	1	3	-	2	2	4	-	-	-	-	-	-	1	-	1	-	-	-	2	-
	*******	*	*	-	*	*	*1%*	-	-	-	-	-	-	*1%*	-	*1%*	-	-	-	*1%*	-
30	**2**	-	2	1	-	1	2	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	*******	-	*	*1%*	-	*	*	-	-	-	-	-	-	*1%*	-	-	**1%s**	-	-	-	-
31	**1**	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*******	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*1%*
32	**3**	2	1	1	1	1	1	1	1	-	-	-	-	-	-	-	-	-	1	1	1
	*******	*	*	*1%*	*	*	*	*	*1%*	-	-	-	-	-	-	-	-	-	*1%*	*	*1%*
33	**1**	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	*******	-	*	-	-	*	-	-	*1%*	-	-	-	-	-	*1%*	-	-	-	-	-	-
35	**2**	1	1	-	-	2	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	*******	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	*1%*	-	*	-
37	**1**	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	*******	-	*	-	*	-	-	*	-	-	-	-	-	-	-	-	**1%s**	-	-	-	-

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 104

At what age did you finish your full time education?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
14	**11**	-	11	7	4	9	2	5	6	9	2
	1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
15	**152**	26	126	76	76	114	38	101	51	92	60
	10%	*10%*	*10%*	*10%*	*11%*	*10%*	*10%*	**12%B**	*8%*	*10%*	*11%*
16	**336**	59	277	170	166	252	84	223	113	196	140
	22%	*23%*	*22%*	*22%*	*23%*	*23%*	*22%*	**26%B**	*18%*	*20%*	**26%C**
17	**187**	21	166	114	73	140	47	104	83	123	64
	12%	*8%*	**13%u**	**15%x**	*10%*	*13%*	*12%*	*12%*	*13%*	*13%*	*12%*
18	**234**	38	196	121	113	178	56	129	105	148	86
	16%	*15%*	*16%*	*15%*	*16%*	*16%*	*14%*	*15%*	*17%*	*15%*	*16%*
19	**52**	7	45	27	25	44	8	30	22	30	22
	3%	*3%*	*4%*	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*4%*
20	**42**	9	33	22	20	36	6	27	15	22	20
	3%	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*4%*
21	**187**	28	159	88	99	132	55	92	95	129	58
	12%	*11%*	*13%*	*11%*	*14%*	*12%*	*14%*	*11%*	**15%A**	*13%*	*11%*
22	**108**	14	94	63	45	82	26	53	55	72	36
	7%	*6%*	*8%*	*8%*	*6%*	*7%*	*7%*	*6%*	*9%*	*7%*	*7%*
23	**45**	7	38	21	24	27	18	25	20	31	14
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	**5%y**	*3%*	*3%*	*3%*	*3%*
24	**26**	4	22	14	12	16	10	16	10	21	5
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*
25	**21**	4	17	8	13	14	7	13	8	13	8
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
26	**9**	3	6	4	5	4	5	2	7	9	-
	1%	*1%*	*	*1%*	*1%*	*	**1%y**	*	**1%A**	**1%D**	-
27	**2**	1	1	1	1	1	1	1	1	2	-
	*****	*	*	*	*	*	*	*	*	*	-
28	**5**	1	4	2	3	3	2	1	4	3	2
	*****	*	*	*	*	*	*1%*	*	*1%*	*	*
29	**4**	1	3	3	1	4	-	1	3	4	-
	*****	*	*	*	*	*	-	*	*	*	-
30	**2**	-	2	1	1	2	-	1	1	1	1
	*****	-	*	*	*	*	-	*	*	*	*
31	**1**	-	1	1	-	1	-	1	-	1	-
	*****	-	*	*	-	*	-	*	-	*	-
32	**3**	1	2	2	1	2	1	2	1	2	1
	*****	*	*	*	*	*	*	*	*	*	*
33	**1**	-	1	-	1	-	1	-	1	1	-
	*****	-	*	-	*	-	*	-	*	*	-
35	**2**	-	2	1	1	1	1	2	-	1	1
	*****	-	*	*	*	*	*	*	-	*	*
37	**1**	-	1	-	1	1	-	-	1	1	-
	*****	-	*	-	*	*	-	-	*	*	-

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 104

At what age did you finish your full time education?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
38	**1**	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	*****	-	*	-	-	*	-	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-
39	**1**	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	*****	-	*	-	-	*	-	-	-	*	-	-	-	-	*1%*	-	-	-	-	-	-
41	**2**	-	2	-	1	1	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	*****	-	*	-	*	*	*	-	-	-	-	-	-	*1%*	*1%*	-	-	-	-	-	-
42	**2**	1	1	-	-	2	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-
	*****	*	*	-	-	*	*	*	-	-	-	-	-	-	-	-	**1%s**	-	*1%*	-	-
43	**1**	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*****	*	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*1%*
45	**1**	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	*****	-	*	-	*	-	-	-	-	*	-	-	-	-	*1%*	-	-	-	-	-	-
46	**1**	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	*****	-	*	-	-	*	-	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-
48	**1**	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	*****	-	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	*1%*	-	-	-
52	**1**	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	*****	-	*	-	-	*	-	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-
55	**1**	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*****	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*1%*	-	-
58	**1**	1	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*****	*	-	-	-	*	*	-	-	-	-	-	-	-	*1%*	-	-	-	-	-	-
Still in full time education	**12**	3	9	10	2	-	4	4	-	4	1	-	-	2	2	-	-	2	2	2	1
	1%	*	*1%*	**5%de**	*	-	*1%*	*1%*	-	*2%*	*2%*	-	-	*2%*	*1%*	-	-	*2%*	*2%*	*1%*	*1%*
Never had any full time education	**6**	1	5	3	2	1	-	1	-	5	-	2	-	-	-	-	1	-	1	2	-
	*******	*	*1%*	**2%e**	*	*	-	*	-	**2%fgh**	-	**3%lmnost**	-	-	-	-	*1%*	-	*1%*	*1%*	-
Don't know	**12**	4	8	1	7	4	6	2	-	4	-	-	2	1	4	1	-	-	-	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*2%*	-	-	*1%*	*1%*	*2%*	*1%*	-	-	-	*1%*	*1%*
Prefer not to answer	**28**	10	18	7	8	13	11	5	2	10	1	1	5	1	3	2	-	-	3	6	6
	2%	*1%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	*1%*	**4%fg**	*2%*	*2%*	*3%*	*1%*	*2%*	*2%*	-	-	*2%*	*2%*	*4%*
Mean	**17.96**	18.17	17.79	17.92	17.99	17.95	**18.81ghi**	**17.97i**	**17.44i**	15.67	17.67	17.36	17.98	17.95	17.64	17.66	**19.25kost**	18.30	18.72	17.94	17.53
Standard Deviation	**5.34**	4.77	5.77	6.84	4.88	5.18	5.16	5.20	3.34	6.14	4.47	4.97	6.07	4.91	6.73	3.83	5.33	5.10	6.44	4.49	5.41
Standard Error	**0.138**	0.182	0.202	0.484	0.223	0.180	0.193	0.274	0.246	0.399	0.619	0.653	0.475	0.439	0.512	0.343	0.628	0.532	0.574	0.240	0.420

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 104

At what age did you finish your full time education?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
38	**1**	1	-	-	1	1	-	-	1	1	-
	*	*v	-	-	*	*	-	-	*	*	-
39	**1**	-	1	-	1	-	1	1	-	1	-
	*	-	*	-	*	-	*	*	-	*	-
41	**2**	-	2	1	1	2	-	1	1	1	1
	*	-	*	*	*	*	-	*	*	*	*
42	**2**	-	2	2	-	2	-	-	2	2	-
	*	-	*	*	-	*	-	-	*	*	-
43	**1**	-	1	-	1	1	-	1	-	-	1
	*	-	*	-	*	*	-	*	-	-	*
45	**1**	-	1	-	1	-	1	-	1	1	-
	*	-	*	-	*	-	*	-	*	*	-
46	**1**	-	1	-	1	1	-	-	1	1	-
	*	-	*	-	*	*	-	-	*	*	-
48	**1**	1	-	-	1	-	1	-	1	1	-
	*	*v	-	-	*	-	*	-	*	*	-
52	**1**	1	-	-	1	1	-	-	1	1	-
	*	*v	-	-	*	*	-	-	*	*	-
55	**1**	-	1	-	1	1	-	-	1	1	-
	*	-	*	-	*	*	-	-	*	*	-
58	**1**	-	1	1	-	1	-	-	1	1	-
	*	-	*	*	-	*	-	-	*	*	-
Still in full time education	**12**	11	1	9	3	6	6	8	4	9	3
	1%	**4%v**	*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
Never had any full time education	**6**	4	2	3	3	5	1	3	3	4	2
	*	**2%v**	*	*	*	*	*	*	*	*	*
Don't know	**12**	3	9	6	6	10	2	5	7	7	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Prefer not to answer	**28**	7	21	15	13	18	10	22	6	19	9
	2%	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	**3%B**	*1%*	*2%*	*2%*
Mean	**17.96**	16.96	**18.16u**	17.75	18.19	17.95	18.01	17.46	**18.65A**	**18.17D**	17.58
Standard Deviation	**5.34**	7.06	4.90	5.15	5.52	5.23	5.64	4.92	5.80	5.71	4.59
Standard Error	**0.138**	0.444	0.138	0.184	0.206	0.157	0.286	0.167	0.231	0.184	0.197

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 105

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

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Secondary school, high school, NVQ levels 1 to 3, etc.	**729**	294	435	85	237	407	257	186	129	153	22	25	80	57	91	67	30	41	62	168	86
	49%	*43%*	**53%a**	*43%*	*49%*	*49%*	*36%*	**52%f**	**70%fg**	**65%fg**	*42%*	*43%*	*49%*	*46%*	*53%*	*54%*	*42%*	*45%*	*49%*	*48%*	*52%*
University degree or equivalent professional qualification, NVQ level 4, etc.	**599**	306	293	85	181	333	342	144	46	63	24	30	66	54	63	47	28	37	45	139	66
	40%	**45%b**	*36%*	*43%*	*38%*	*40%*	**48%ghi**	**40%hi**	*25%*	*27%*	*46%*	**52%nr**	*40%*	*43%*	*36%*	*38%*	*39%*	*40%*	*36%*	*40%*	*40%*
Higher university degree, doctorate, MBA, NVQ level 5, etc.	**141**	71	70	24	48	69	103	23	6	7	5	2	16	12	15	6	12	13	17	32	11
	9%	*10%*	*9%*	*12%*	*10%*	*8%*	**14%ghi**	*6%*	*3%*	*3%*	*10%*	*3%*	*10%*	*10%*	*9%*	*5%*	**17%kot**	**14%kot**	**13%kot**	*9%*	*7%*
Still in full time education	**5**	1	4	5	-	-	1	1	-	3	-	-	-	1	1	-	-	-	-	2	1
	*******	*	*	**3%de**	-	-	*	*	-	**1%f**	-	-	-	*1%*	*1%*	-	-	-	-	*1%*	*1%*
Don't know	**12**	6	6	-	6	6	1	2	3	6	-	-	1	-	2	3	2	-	-	3	1
	1%	*1%*	*1%*	-	*1%*	*1%*	*	*1%*	**2%f**	**3%fg**	-	-	*1%*	-	*1%*	*2%*	*3%*	-	-	*1%*	*1%*
Prefer not to answer	**16**	9	7	1	7	8	7	3	1	5	1	1	-	1	1	2	-	1	2	6	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*1%*	*1%*	*2%*	-	*1%*	*2%*	*2%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 105

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

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Secondary school, high school, NVQ levels 1 to 3, etc.	**729**	136	593	389	340	547	182	455	274	458	271
	49%	*54%*	*47%*	*50%*	*47%*	*49%*	*47%*	**52%B**	*43%*	*48%*	*50%*
University degree or equivalent professional qualification, NVQ level 4, etc.	**599**	81	518	306	293	445	154	321	278	384	215
	40%	*32%*	**41%u**	*39%*	*41%*	*40%*	*39%*	*37%*	**44%A**	*40%*	*40%*
Higher university degree, doctorate, MBA, NVQ level 5, etc.	**141**	25	116	70	71	94	47	74	67	98	43
	9%	*10%*	*9%*	*9%*	*10%*	*8%*	**12%y**	*9%*	*11%*	*10%*	*8%*
Still in full time education	**5**	5	-	4	1	3	2	3	2	4	1
	*****	**2%v**	-	*1%*	*	*	*1%*	*	*	*	*
Don't know	**12**	3	9	6	6	9	3	7	5	7	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Prefer not to answer	**16**	2	14	8	8	14	2	10	6	10	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 106

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

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Yes - responsible for half or more of the items bought	**1291**	498	793	169	442	680	593	300	170	219	44	45	137	106	151	111	57	81	119	305	135
	86%	*72%*	**97%a**	*85%*	**92%ce**	*83%*	*83%*	*84%*	**92%fg**	**92%fg**	*85%*	*78%*	*84%*	*85%*	*87%*	**89%k**	*79%*	*88%*	**94%jklm**	*87%*	*81%*
																			npst		
No - not responsible for most of the items bought	**211**	189	22	31	37	143	118	59	15	18	8	13	26	19	22	14	15	11	7	45	31
	14%	**28%b**	*3%*	**16%d**	*8%*	**17%d**	**17%hi**	**16%hi**	*8%*	*8%*	**15%r**	**22%or**	**16%r**	**15%r**	**13%r**	*11%*	**21%r**	*12%*	*6%*	**13%r**	**19%r**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 106

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

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Yes - responsible for half or more of the items bought	**1291**	222	1069	668	623	958	333	753	538	837	454
	86%	*88%*	*86%*	*85%*	*87%*	*86%*	*85%*	*87%*	*85%*	*87%*	*84%*
No - not responsible for most of the items bought	**211**	30	181	115	96	154	57	117	94	124	87
	14%	*12%*	*14%*	*15%*	*13%*	*14%*	*15%*	*13%*	*15%*	*13%*	*16%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 107

How many cars are there in your household?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	**726**	327	399	82	209	435	315	175	101	132	27	31	79	59	80	69	33	41	60	158	89
	48%	*48%*	*49%*	*41%*	*44%*	**53%cd**	*44%*	*49%*	**55%f**	**56%f**	*52%*	*53%*	*48%*	*47%*	*46%*	*55%*	*46%*	*45%*	*48%*	*45%*	*54%*
2	**562**	270	292	71	198	293	310	137	60	52	22	23	59	51	65	50	27	35	35	142	53
	37%	*39%*	*36%*	*36%*	**41%e**	*36%*	**44%hi**	**38%i**	**32%i**	*22%*	*42%*	*40%*	*36%*	**41%r**	*38%*	**40%r**	*38%*	*38%*	*28%*	**41%r**	*32%*
3	**85**	41	44	17	26	42	52	16	10	7	1	-	9	5	16	1	4	6	3	28	12
	6%	*6%*	*5%*	*9%*	*5%*	*5%*	**7%i**	*4%*	*5%*	*3%*	*2%*	-	**6%o**	*4%*	**9%kor**	*1%*	**6%o**	**7%ko**	*2%*	**8%kor**	**7%ko**
4	**20**	6	14	3	9	8	13	2	1	3	1	-	3	2	2	-	2	4	1	3	2
	1%	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*2%*	*1%*	-	*3%*	**4%os**	*1%*	*1%*	*1%*
5	**6**	1	5	3	1	2	2	3	-	1	-	-	-	-	-	1	-	-	-	3	2
	*******	***	*1%*	**2%de**	***	***	***	*1%*	-	***	-	-	-	-	-	*1%*	-	-	-	*1%*	*1%*
6	**2**	2	-	1	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-
	*******	***	-	**1%e**	***	-	***	***	-	-	-	-	-	-	-	-	**1%s**	-	*1%*	-	-
No cars in the household	**101**	40	61	23	35	43	18	25	13	42	1	4	13	8	10	4	5	6	26	16	8
	7%	*6%*	*7%*	**12%e**	*7%*	*5%*	*3%*	**7%f**	**7%f**	**18%fgh**	*2%*	*7%*	*8%*	*6%*	*6%*	*3%*	*7%*	*7%*	**21%jklmn opqst**	*5%*	*5%*
Mean	**1.48**	1.50	1.47	1.54	1.52	1.44	**1.63ghi**	**1.47i**	**1.38i**	1.16	**1.50r**	1.33	**1.45r**	**1.47r**	**1.54r**	**1.42r**	**1.57r**	**1.58r**	1.18	**1.58kor**	**1.50r**
Standard Deviation	**0.81**	0.78	0.83	1.01	0.83	0.74	0.78	0.82	0.72	0.82	0.67	0.60	0.79	0.75	0.79	0.65	0.98	0.88	0.91	0.81	0.84
Standard Error	**0.021**	0.030	0.029	0.072	0.038	0.026	0.029	0.043	0.053	0.053	0.093	0.079	0.062	0.067	0.060	0.058	0.115	0.092	0.081	0.043	0.065

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 107

How many cars are there in your household?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
1	**726**	124	602	396	330	531	195	433	293	453	273
	48%	*49%*	*48%*	*51%*	*46%*	*48%*	*50%*	*50%*	*46%*	*47%*	*50%*
2	**562**	80	482	281	281	419	143	311	251	375	187
	37%	*32%*	***39%u***	*36%*	*39%*	*38%*	*37%*	*36%*	*40%*	*39%*	*35%*
3	**85**	12	73	46	39	65	20	49	36	47	38
	6%	*5%*	*6%*	*6%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*	*7%*
4	**20**	1	19	9	11	16	4	12	8	14	6
	1%	*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
5	**6**	2	4	5	1	4	2	2	4	4	2
	*******	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*	*
6	**2**	1	1	1	1	2	-	1	1	1	1
	*******	*	*	*	*	*	-	*	*	*	*
No cars in the household	**101**	32	69	45	56	75	26	62	39	67	34
	7%	***13%v***	*6%*	*6%*	*8%*	*7%*	*7%*	*7%*	*6%*	*7%*	*6%*

Lord Ashcroft

Mean	1.48	1.35	1.51u	1.49	1.48	1.49	1.45	1.46	1.52	1.48	1.48
Standard Deviation	0.81	0.88	0.79	0.81	0.81	0.82	0.78	0.80	0.82	0.80	0.82
Standard Error	0.021	0.056	0.022	0.029	0.030	0.025	0.039	0.027	0.033	0.026	0.035

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 108

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

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
White	**1453**	668	785	181	460	812	689	343	181	230	52	58	161	122	168	124	69	90	104	342	163
	97%	*97%*	*96%*	*91%*	**96%c**	**99%cd**	*97%*	*96%*	*98%*	*97%*	**100%r**	**100%r**	**99%r**	**98%r**	**97%r**	**99%r**	**96%r**	**98%r**	*83%*	**98%r**	**98%r**
Mixed	**10**	4	6	2	5	3	4	2	1	3	-	-	1	-	3	-	2	-	1	3	-
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	-	*2%*	-	**3%t**	-	*1%*	*1%*	-
Asian	**16**	7	9	11	4	1	6	6	2	2	-	-	-	1	1	1	-	1	10	1	1
	1%	*1%*	*1%*	**6%de**	**1%e**	*	*1%*	*2%*	*1%*	*1%*	-	-	-	*1%*	*1%*	*1%*	-	*1%*	**8%jklmn opqst**	*	*1%*
Black	**7**	3	4	2	4	1	4	3	-	-	-	-	-	-	-	-	-	-	5	2	-
	*******	*	*	**1%e**	**1%e**	*	*1%*	*1%*	-	-	-	-	-	-	-	-	-	-	**4%lmnos t**	*1%*	-
Chinese	**2**	1	1	-	2	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1
	*******	*	*	-	*	-	*	-	-	*	-	-	-	*1%*	-	-	-	-	-	-	*1%*
Other ethnic group	**3**	-	3	2	-	1	1	1	1	-	-	-	-	-	-	-	-	-	3	-	-
	*******	-	*	**1%de**	-	*	*	*	*1%*	-	-	-	-	-	-	-	-	-	**2%lnst**	-	-
Prefer not to answer	**11**	4	7	2	4	5	6	4	-	1	-	-	1	1	1	-	1	1	3	2	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	-	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 108

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

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
White	**1453**	233	1220	751	702	1087	366	842	611	925	528
	97%	*92%*	**98%u**	*96%*	*98%*	**98%z**	*94%*	*97%*	*97%*	*96%*	*98%*
Mixed	**10**	3	7	7	3	8	2	7	3	8	2
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*
Asian	**16**	8	8	11	5	5	11	7	9	13	3
	1%	**3%v**	*1%*	*1%*	*1%*	*	**3%y**	*1%*	*1%*	*1%*	*1%*
Black	**7**	5	2	4	3	2	5	5	2	5	2
	***	**2%v**	*	*1%*	*	*	**1%y**	*1%*	*	*1%*	*
Chinese	**2**	-	2	1	1	1	1	2	-	2	-
	***	-	*	*	*	*	*	*	-	*	-
Other ethnic group	**3**	-	3	2	1	2	1	2	1	2	1
	***	-	*	*	*	*	*	*	*	*	*
Prefer not to answer	**11**	3	8	7	4	7	4	5	6	6	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 109

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

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Christian	**1112**	490	622	105	337	670	535	268	132	170	39	51	119	88	133	101	61	67	77	250	126
	74%	*71%*	**76%a**	*53%*	**70%c**	**81%cd**	*75%*	*75%*	*71%*	*72%*	*75%*	**88%lmqr s**	**73%r**	*70%*	**77%r**	**81%rs**	**85%mrs**	*73%*	*61%*	**71%r**	**76%r**
Muslim	**7**	4	3	6	1	-	1	4	-	2	-	-	1	-	1	-	-	-	3	1	1
	*****	*1%*	*	**3%de**	*	-	*	**1%f**	-	*1%*	-	-	*1%*	-	*1%*	-	-	-	**2%s**	*	*1%*
Hindu	**4**	-	4	2	2	-	2	1	-	1	-	-	-	-	-	1	-	1	2	-	-
	*****	-	*	**1%e**	*	-	*	*	-	*	-	-	-	-	-	*1%*	-	*1%*	**2%s**	-	-
Jew	**22**	10	12	-	8	14	12	2	2	5	-	-	5	-	-	-	1	1	9	6	-
	1%	*1%*	*1%*	-	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	-	-	**3%mnot**	-	-	-	*1%*	*1%*	**7%kmnoq st**	*2%*	-
Sikh	**1**	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*****	-	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	*1%*	-	-
Buddhist	**4**	3	1	3	1	-	1	1	2	-	-	-	-	-	1	-	-	-	3	-	-
	*****	*	*	**2%de**	*	-	*	*	**1%f**	-	-	-	-	-	*1%*	-	-	-	**2%lst**	-	-
Other	**16**	6	10	1	7	8	5	2	1	8	-	-	1	2	4	-	1	4	2	1	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%fgh**	-	-	*1%*	*2%*	**2%s**	-	*1%*	**4%lost**	*2%*	*	*1%*
Prefer not to say	**14**	3	11	1	6	7	9	3	-	2	-	-	1	1	1	1	1	2	2	4	1
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*
None	**322**	171	151	82	117	123	145	78	48	49	13	7	36	34	33	22	8	17	27	88	37
	21%	**25%b**	*19%*	**41%de**	**24%e**	*15%*	*20%*	*22%*	*26%*	*21%*	**25%p**	*12%*	**22%p**	**27%kp**	*19%*	*18%*	*11%*	*18%*	*21%*	**25%kp**	**22%p**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 109

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

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Christian	**1112**	160	952	606	506	831	281	669	443	720	392
	74%	*63%*	***76%u***	***77%x***	*70%*	*75%*	*72%*	***77%B***	*70%*	*75%*	*72%*
Muslim	**7**	3	4	6	1	2	5	4	3	6	1
	*****	*1%*	*	*1%*	*	*	***1%y***	*	*	*1%*	*
Hindu	**4**	2	2	3	1	1	3	2	2	4	-
	*****	*1%*	*	*	*	*	***1%y***	*	*	*	-
Jew	**22**	1	21	12	10	20	2	15	7	15	7
	1%	*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*
Sikh	**1**	-	1	1	-	-	1	1	-	-	1
	*****	-	*	*	-	-	*	*	-	-	*
Buddhist	**4**	2	2	3	1	3	1	2	2	4	-
	*****	*1%*	*	*	*	*	*	*	*	*	-
Other	**16**	3	13	5	11	12	4	7	9	8	8
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Prefer not to say	**14**	2	12	10	4	11	3	7	7	10	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
None	**322**	79	243	137	185	232	90	163	159	194	128
	21%	***31%v***	*19%*	*17%*	***26%w***	*21%*	*23%*	*19%*	***25%A***	*20%*	*24%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 110

Which of the following best describes where you live?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Urban - Population over 10,000	**519**	264	255	90	170	259	245	134	55	81	21	19	55	34	66	35	20	20	98	108	43
	35%	**38%b**	*31%*	**45%de**	*35%*	*31%*	*34%*	*37%*	*30%*	*34%*	**40%qt**	*33%*	**34%q**	*27%*	**38%mqt**	*28%*	*28%*	*22%*	**78%jklm nopqst**	*31%*	*26%*
Town and Fringe	**577**	238	339	79	173	325	253	127	84	108	14	24	77	52	74	42	15	28	25	157	69
	38%	*35%*	**42%a**	*40%*	*36%*	*39%*	*36%*	*35%*	**45%fg**	**46%fg**	*27%*	**41%pr**	**47%jopq r**	**42%pr**	**43%jpr**	**34%r**	*21%*	*30%*	*20%*	**45%jopq r**	**42%pr**
Village	**359**	161	198	29	122	208	185	86	42	45	12	15	28	37	27	43	27	40	3	80	47
	24%	*23%*	*24%*	*15%*	**25%c**	**25%c**	**26%i**	*24%*	*23%*	*19%*	**23%r**	**26%r**	**17%r**	**30%lnr**	**16%r**	**34%lnrs**	**38%lnrs**	**43%jklmn rst**	*2%*	**23%r**	**28%lnr**
Hamlet & Isolated Dwelling	**47**	24	23	2	14	31	28	12	4	3	5	-	3	2	6	5	10	4	-	5	7
	3%	*3%*	*3%*	*1%*	*3%*	**4%c**	**4%i**	*3%*	*2%*	*1%*	**10%klmrs**	-	*2%*	*2%*	**3%r**	**4%r**	**14%klmno qrst**	**4%r**	-	*1%*	**4%r**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 110

Which of the following best describes where you live?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Urban - Population over 10,000	**519**	106	413	266	253	367	152	294	225	326	193
	35%	**42%v**	*33%*	*34%*	*35%*	*33%*	**39%y**	*34%*	*36%*	*34%*	*36%*
Town and Fringe	**577**	99	478	298	279	433	144	321	256	369	208
	38%	*39%*	*38%*	*38%*	*39%*	*39%*	*37%*	*37%*	*41%*	*38%*	*38%*
Village	**359**	40	319	191	168	274	85	229	130	235	124
	24%	*16%*	**26%u**	*24%*	*23%*	*25%*	*22%*	**26%B**	*21%*	*24%*	*23%*
Hamlet & Isolated Dwelling	**47**	7	40	28	19	38	9	26	21	31	16
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 111

Which of the following best describes your current working status?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Working full time - working 30 hours per week or more	**501**	283	218	133	262	106	259	137	64	40	15	15	58	40	50	38	23	32	57	129	44
	33%	**41%b**	*27%*	**67%de**	**55%e**	*13%*	**36%i**	**38%i**	**35%i**	*17%*	*29%*	*26%*	*36%*	*32%*	*29%*	*30%*	*32%*	*35%*	**45%jkmn**	**37%t**	*27%*
																			ot		
Working part time - working between 8 and 29 hours per week	**219**	49	170	34	89	96	88	59	40	29	7	6	24	15	25	16	13	13	21	55	24
	15%	*7%*	**21%a**	**17%e**	**19%e**	*12%*	*12%*	*16%*	**22%fi**	*12%*	*13%*	*10%*	*15%*	*12%*	*14%*	*13%*	*18%*	*14%*	*17%*	*16%*	*14%*
Not working but seeking work or temporarily unemployed or sick	**80**	26	54	11	43	26	13	12	12	43	2	2	5	11	13	10	1	7	6	15	8
	5%	*4%*	**7%a**	*6%*	**9%e**	*3%*	*2%*	*3%*	**6%f**	**18%fgh**	*4%*	*3%*	*3%*	**9%lp**	*8%*	*8%*	*1%*	*8%*	*5%*	*4%*	*5%*
Not working and not seeking work	**32**	14	18	4	16	12	6	5	5	16	2	3	3	1	5	1	1	1	3	9	3
	2%	*2%*	*2%*	*2%*	**3%e**	*1%*	*1%*	*1%*	**3%f**	**7%fg**	*4%*	*5%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*	*3%*	*2%*
Retired on a state pension only	**100**	31	69	-	1	99	20	11	6	63	2	1	9	14	14	9	5	3	7	21	15
	7%	*5%*	**8%a**	-	*	**12%cd**	*3%*	*3%*	*3%*	**27%fgh**	*4%*	*2%*	*6%*	**11%kq**	*8%*	*7%*	*7%*	*3%*	*6%*	*6%*	*9%*
Retired with a private pension	**467**	277	190	-	11	456	286	114	39	22	22	29	53	37	57	39	26	22	25	97	60
	31%	**40%b**	*23%*	-	**2%c**	**55%cd**	**40%ghi**	**32%hi**	**21%i**	*9%*	**42%qrs**	**50%lmno**	**33%r**	*30%*	**33%r**	**31%r**	**36%r**	*24%*	*20%*	*28%*	**36%qr**
												qrs									
House person, housewife, househusband, etc.	**103**	7	96	18	57	28	39	21	19	24	2	2	11	7	9	12	3	14	7	24	12
	7%	*1%*	**12%a**	**9%e**	**12%e**	*3%*	*5%*	*6%*	**10%f**	**10%f**	*4%*	*3%*	*7%*	*6%*	*5%*	*10%*	*4%*	**15%jklmn**	*6%*	*7%*	*7%*
																		prst			

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 111

Which of the following best describes your current working status?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Working full time - working 30 hours per week or more	**501**	111	390	268	233	355	146	279	222	338	163
	33%	**44%v**	*31%*	*34%*	*32%*	*32%*	**37%y**	*32%*	*35%*	**35%D**	*30%*
Working part time - working between 8 and 29 hours per week	**219**	48	171	108	111	153	66	118	101	130	89
	15%	**19%v**	*14%*	*14%*	*15%*	*14%*	*17%*	*14%*	*16%*	*14%*	*16%*
Not working but seeking work or temporarily unemployed or sick	**80**	13	67	40	40	53	27	41	39	48	32
	5%	*5%*	*5%*	*5%*	*6%*	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*
Not working and not seeking work	**32**	6	26	12	20	20	12	20	12	21	11
	2%	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
Retired on a state pension only	**100**	14	86	56	44	81	19	64	36	61	39
	7%	*6%*	*7%*	*7%*	*6%*	*7%*	*5%*	*7%*	*6%*	*6%*	*7%*
Retired with a private pension	**467**	34	433	242	225	376	91	292	175	295	172
	31%	*13%*	**35%u**	*31%*	*31%*	**34%z**	*23%*	**34%B**	*28%*	*31%*	*32%*
House person, housewife, househusband, etc.	**103**	26	77	57	46	74	29	56	47	68	35
	7%	**10%v**	*6%*	*7%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*	*6%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 112

Which of the following best describes the employment status of the Chief Income Earner in your household?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Full-Time employment (more than 29 hours a week)	**744**	307	437	176	387	181	362	188	124	68	22	21	82	63	78	57	32	58	77	185	69
	50%	*45%*	**54%a**	**88%de**	**81%e**	*22%*	**51%i**	**52%i**	**67%fgi**	*29%*	*42%*	*36%*	*50%*	*50%*	*45%*	*46%*	*44%*	**63%jkno**	**61%jkno**	**53%kt**	*42%*
																		pt	**pt**		
Part-Time employment (less than 29 hours per week)	**123**	49	74	11	37	75	37	45	20	18	2	3	13	7	15	11	9	5	13	32	13
	8%	*7%*	*9%*	*6%*	*8%*	*9%*	*5%*	**13%f**	**11%f**	*8%*	*4%*	*5%*	*8%*	*6%*	*9%*	*9%*	*13%*	*5%*	*10%*	*9%*	*8%*
Retired / Widow / Widower	**563**	299	264	3	19	541	312	124	41	81	24	31	61	50	65	51	30	26	32	119	74
	37%	**44%b**	*32%*	*2%*	*4%*	**66%cd**	**44%ghi**	**35%h**	*22%*	**34%h**	**46%qr**	**53%lnqr**	**37%r**	**40%r**	**38%r**	**41%r**	**42%r**	*28%*	*25%*	*34%*	**45%qrs**
												s									
Student	**2**	1	1	1	1	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-	-
	*******	***	***	**1%e**	***	-	-	**1%f**	-	-	-	-	-	-	-	-	-	*1%*	*1%*	-	-
Not working / Sick / Disabled / Working less than 8 hours per week	**70**	31	39	9	35	26	-	-	-	70	4	3	7	5	15	6	1	2	3	14	10
	5%	*5%*	*5%*	*5%*	**7%e**	*3%*	-	-	-	**30%fgh**	*8%*	*5%*	*4%*	*4%*	**9%pqrs**	*5%*	*1%*	*2%*	*2%*	*4%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 112

Which of the following best describes the employment status of the Chief Income Earner in your household?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Full-Time employment (more than 29 hours a week)	**744**	171	573	386	358	524	220	405	339	497	247
	50%	**68%v**	*46%*	*49%*	*50%*	*47%*	**56%y**	*47%*	**54%A**	**52%D**	*46%*
Part-Time employment (less than 29 hours per week)	**123**	20	103	57	66	86	37	65	58	68	55
	8%	*8%*	*8%*	*7%*	*9%*	*8%*	*9%*	*7%*	*9%*	*7%*	**10%C**
Retired / Widow / Widower	**563**	48	515	300	263	453	110	352	211	351	212
	37%	*19%*	**41%u**	*38%*	*37%*	**41%z**	*28%*	**40%B**	*33%*	*37%*	*39%*
Student	**2**	2	-	2	-	-	2	2	-	1	1
	*******	**1%v**	-	*	-	-	**1%y**	*	-	*	*
Not working / Sick / Disabled / Working less than 8 hours per week	**70**	11	59	38	32	49	21	46	24	44	26
	5%	*4%*	*5%*	*5%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 113

Does the Chief Income Earner have a private pension / allowance?

Base : All retired / widowed

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**563**	299	264	3**	19**	541	312	124	41*	81*	24**	31*	61*	50*	65*	51*	30*	26**	32*	119	74*
Yes	**496**	273	223	3	14	479	312	124	41	14	20	29	54	46	56	44	25	24	26	103	69
	88%	**91%b**	*84%*	*100%*	*74%*	*89%*	**100%i**	**100%i**	**100%i**	*17%*	*83%*	*94%*	*89%*	*92%*	*86%*	*86%*	*83%*	*92%*	*81%*	*87%*	*93%*
No	**67**	26	41	-	5	62	-	-	-	67	4	2	7	4	9	7	5	2	6	16	5
	12%	*9%*	**16%a**	-	*26%*	*11%*	-	-	-	**83%fgh**	*17%*	*6%*	*11%*	*8%*	*14%*	*14%*	*17%*	*8%*	*19%*	*13%*	*7%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 113

Does the Chief Income Earner have a private pension / allowance?

Base : All retired / widowed

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**563**	48*	515	300	263	453	110	352	211	351	212
Yes	**496**	35	461	265	231	400	96	306	190	314	182
	88%	*73%*	***90%u***	*88%*	*88%*	*88%*	*87%*	*87%*	*90%*	*89%*	*86%*
No	**67**	13	54	35	32	53	14	46	21	37	30
	12%	***27%v***	*10%*	*12%*	*12%*	*12%*	*13%*	*13%*	*10%*	*11%*	*14%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 114

Do you work in any of the following occupations?

Base : All working

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**720**	332	388	167	351	202	347	196	104	69*	22**	21**	82*	55*	75*	54*	36*	45*	78*	184	68*
Central government including all administrative departments and central government agencies such as the Bank of England	**17**	10	7	-	16	1	11	3	2	1	1	1	1	1	1	2	1	-	2	7	-
	2%	*3%*	*2%*	-	**5%ce**	*	*3%*	*2%*	*2%*	*1%*	*5%*	*5%*	*1%*	*2%*	*1%*	*4%*	*3%*	-	*3%*	*4%*	-
HM Forces	**1**	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*******	-	*	*1%*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	*1%*	-	-
National Health Service	**39**	9	30	9	21	9	19	11	4	5	2	1	8	6	6	3	-	2	2	6	3
	5%	*3%*	**8%a**	*5%*	*6%*	*4%*	*5%*	*6%*	*4%*	*7%*	*9%*	*5%*	**10%s**	**11%prs**	*8%*	*6%*	-	*4%*	*3%*	*3%*	*4%*
Universities and Academies funded by government	**19**	4	15	2	12	5	12	4	2	1	-	1	1	1	2	2	2	3	3	2	2
	3%	*1%*	**4%a**	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	-	*5%*	*1%*	*2%*	*3%*	*4%*	*6%*	**7%s**	*4%*	*1%*	*3%*
Courts service	**4**	-	4	-	2	2	2	1	1	-	1	-	1	-	-	-	-	1	-	-	1
	1%	-	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*5%*	-	*1%*	-	-	-	-	**2%s**	-	-	*1%*
Local government administration	**20**	10	10	5	10	5	6	12	-	2	1	-	3	1	1	1	2	1	3	4	3
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	**6%fh**	-	*3%*	*5%*	-	*4%*	*2%*	*1%*	*2%*	*6%*	*2%*	*4%*	*2%*	*4%*
Police service	**5**	4	1	1	4	-	-	5	-	-	1	-	1	1	-	-	-	-	-	2	-
	1%	*1%*	*	*1%*	*1%*	-	-	**3%f**	-	-	*5%*	-	*1%*	*2%*	-	-	-	-	-	*1%*	-
Public sector housing	**8**	2	6	-	7	1	5	2	1	-	-	-	1	-	-	-	1	2	-	3	1
	1%	*1%*	*2%*	-	*2%*	*	*1%*	*1%*	*1%*	-	-	-	*1%*	-	-	-	*3%*	*4%*	-	*2%*	*1%*
Teaching employed by local education authority including voluntary aided schools and foundation schools	**31**	6	25	6	17	8	16	9	3	3	1	3	2	3	5	2	2	2	1	8	2
	4%	*2%*	**6%a**	*4%*	*5%*	*4%*	*5%*	*5%*	*3%*	*4%*	*5%*	*14%*	*2%*	*5%*	*7%*	*4%*	*6%*	*4%*	*1%*	*4%*	*3%*
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	**3**	2	1	-	2	1	1	1	1	-	-	-	-	-	1	-	1	1	-	-	-
	*******	*1%*	*	-	*1%*	*	*	*1%*	*1%*	-	-	-	-	-	*1%*	-	**3%s**	**2%s**	-	-	-
Bradford and Bingley or Northern Rock Building societies	**1**	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	*******	*	-	-	*	-	-	-	-	**1%f**	-	-	-	-	-	*2%*	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	**43**	23	20	10	23	10	22	9	5	7	1	1	5	5	4	4	1	3	3	14	2
	6%	*7%*	*5%*	*6%*	*7%*	*5%*	*6%*	*5%*	*5%*	*10%*	*5%*	*5%*	*6%*	*9%*	*5%*	*7%*	*3%*	*7%*	*4%*	*8%*	*3%*
None of the above	**529**	261	268	133	236	160	253	139	84	49	14	14	59	37	55	39	26	30	63	138	54
	73%	**79%b**	*69%*	**80%d**	*67%*	**79%d**	*73%*	*71%*	*81%*	*71%*	*64%*	*67%*	*72%*	*67%*	*73%*	*72%*	*72%*	*67%*	*81%*	*75%*	*79%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 114

Do you work in any of the following occupations?

Base : All working

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**720**	159	561	376	344	508	212	397	323	468	252
Central government including all administrative departments and central government agencies such as the Bank of England	**17**	4	13	6	11	9	8	8	9	10	7
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*4%*	*2%*	*3%*	*2%*	*3%*
HM Forces	**1**	-	1	1	-	1	-	1	-	1	-
	*******	-	*	*	-	*	-	*	-	*	-
National Health Service	**39**	10	29	18	21	28	11	23	16	26	13
	5%	*6%*	*5%*	*5%*	*6%*	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*
Universities and Academies funded by government	**19**	4	15	9	10	11	8	10	9	16	3
	3%	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*1%*
Courts service	**4**	-	4	2	2	3	1	4	-	3	1
	1%	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*
Local government administration	**20**	5	15	10	10	14	6	10	10	14	6
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*
Police service	**5**	-	5	4	1	4	1	3	2	4	1
	1%	-	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*
Public sector housing	**8**	1	7	2	6	6	2	2	6	3	5
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*
Teaching employed by local education authority including voluntary aided schools and foundation schools	**31**	8	23	18	13	19	12	17	14	25	6
	4%	*5%*	*4%*	*5%*	*4%*	*4%*	*6%*	*4%*	*4%*	*5%*	*2%*
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	**3**	-	3	2	1	3	-	2	1	2	1
	*******	-	*1%*	*1%*	*	*1%*	-	*1%*	*	*	*
Bradford and Bingley or Northern Rock Building societies	**1**	1	-	-	1	1	-	-	1	1	-
	*******	*1%*	-	-	*	*	-	-	*	*	-
Other public sector occupation (please specify as much detail as possible)	**43**	14	29	18	25	25	18	23	20	28	15
	6%	*9%*	*5%*	*5%*	*7%*	*5%*	*8%*	*6%*	*6%*	*6%*	*6%*
None of the above	**529**	112	417	286	243	384	145	294	235	335	194
	73%	*70%*	*74%*	*76%*	*71%*	***76%z***	*68%*	*74%*	*73%*	*72%*	*77%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base; ** very small base (under 30) ineligible for sig testing

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 115

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

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
No children aged 18 or under	**1158**	546	612	111	252	795	557	270	134	187	44	49	127	88	130	93	60	70	87	265	145
	77%	**79%b**	*75%*	*56%*	*53%*	**97%cd**	*78%*	*75%*	*72%*	*79%*	**85%r**	**84%mr**	*78%*	*70%*	*75%*	*74%*	**83%mr**	*76%*	*69%*	*76%*	**87%lmno**
																					qrs
Yes - children aged under 5 years old	**131**	58	73	66	64	1	54	37	22	18	1	6	11	11	13	8	6	7	23	36	9
	9%	*8%*	*9%*	**33%de**	**13%e**	*	*8%*	*10%*	*12%*	*8%*	*2%*	*10%*	*7%*	*9%*	*8%*	*6%*	*8%*	*8%*	**18%jlmn**	*10%*	*5%*
																			oqst		
Yes - children aged 5 to 10 years old	**124**	44	80	31	91	2	56	29	22	17	3	4	15	19	19	10	3	10	8	28	5
	8%	*6%*	**10%a**	**16%e**	**19%e**	*	*8%*	*8%*	*12%*	*7%*	*6%*	*7%*	**9%t**	**15%prst**	**11%t**	*8%*	*4%*	**11%t**	*6%*	**8%t**	*3%*
Yes - children aged 11 to 15 years old	**123**	49	74	10	101	12	58	28	20	17	5	2	13	11	15	15	5	10	11	31	5
	8%	*7%*	*9%*	**5%e**	**21%ce**	*1%*	*8%*	*8%*	*11%*	*7%*	**10%t**	*3%*	**8%t**	**9%t**	**9%t**	**12%t**	*7%*	**11%t**	**9%t**	**9%t**	*3%*
Yes - children aged 16 to 18 years old	**83**	29	54	2	66	15	39	16	11	17	2	2	7	7	11	6	5	6	8	24	5
	6%	*4%*	**7%a**	*1%*	**14%ce**	*2%*	*5%*	*4%*	*6%*	*7%*	*4%*	*3%*	*4%*	*6%*	*6%*	*5%*	*7%*	*7%*	*6%*	*7%*	*3%*
Prefer not to answer	**4**	1	3	-	3	1	3	-	-	1	-	-	1	-	1	-	-	-	-	-	2
	*******	*	*	-	*1%*	*	*	-	-	*	-	-	*1%*	-	*1%*	-	-	-	-	-	**1%s**

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 115

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

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
No children aged 18 or under	**1158**	156	1002	609	549	876	282	676	482	731	427
	77%	*62%*	***80%u***	*78%*	*76%*	***79%z***	*72%*	*78%*	*76%*	*76%*	*79%*
Yes - children aged under 5 years old	**131**	43	88	72	59	88	43	73	58	89	42
	9%	***17%v***	*7%*	*9%*	*8%*	*8%*	*11%*	*8%*	*9%*	*9%*	*8%*
Yes - children aged 5 to 10 years old	**124**	40	84	58	66	83	41	68	56	86	38
	8%	***16%v***	*7%*	*7%*	*9%*	*7%*	*11%*	*8%*	*9%*	*9%*	*7%*
Yes - children aged 11 to 15 years old	**123**	30	93	60	63	90	33	68	55	83	40
	8%	***12%v***	*7%*	*8%*	*9%*	*8%*	*8%*	*8%*	*9%*	*9%*	*7%*
Yes - children aged 16 to 18 years old	**83**	20	63	40	43	60	23	47	36	56	27
	6%	*8%*	*5%*	*5%*	*6%*	*5%*	*6%*	*5%*	*6%*	*6%*	*5%*
Prefer not to answer	**4**	-	4	4	-	3	1	3	1	2	2
	*******	-	*	*1%*	-	*	*	*	*	*	*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 116

Gender

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Male	**687**	687	-	82	193	412	380	141	69	91	27	35	79	54	82	59	44	35	42	150	80
	46%	**100%b**	-	*41%*	*40%*	**50%cd**	**53%ghi**	*39%*	*37%*	*38%*	**52%r**	**60%mqrs**	**48%r**	*43%*	**47%r**	**47%r**	**61%mqrs**	*38%*	*33%*	*43%*	**48%r**
Female	**815**	-	815	118	286	411	331	218	116	146	25	23	84	71	91	66	28	57	84	200	86
	54%	-	**100%a**	**59%e**	**60%e**	*50%*	*47%*	**61%f**	**63%f**	**62%f**	*48%*	*40%*	*52%*	**57%kp**	*53%*	*53%*	*39%*	**62%kp**	**67%jkln**	**57%kp**	*52%*
																			opt		

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 116

Gender

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Male	**687**	98	589	351	336	509	178	405	282	404	283
	46%	*39%*	**47%u**	*45%*	*47%*	*46%*	*46%*	*47%*	*45%*	*42%*	**52%C**
Female	**815**	154	661	432	383	603	212	465	350	557	258
	54%	**61%v**	*53%*	*55%*	*53%*	*54%*	*54%*	*53%*	*55%*	**58%D**	*48%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 117

Which of the following ITV regions do you live in?

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Anglia	**118**	40	78	15	50	53	57	30	15	15	-	2	-	1	-	17	-	79	-	19	-
	8%	*6%*	**10%a**	*8%*	**10%e**	*6%*	*8%*	*8%*	*8%*	*6%*	-	**3%lnrt**	-	*1%*	-	**14%jklmn**	-	**86%jklmn**	-	**5%lmnpr**	-
																prst		**oprst**		**t**	
Border	**13**	8	5	-	4	9	4	2	3	4	5	2	6	-	-	-	-	-	-	-	-
	1%	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	**10%mnopq**	**3%mnors**	**4%mnors**	-	-	-	-	-	-	-	-
											rst	**t**	**t**								
Central	**268**	122	146	34	89	145	135	45	34	52	-	-	2	-	166	81	1	-	-	11	7
	18%	*18%*	*18%*	*17%*	*19%*	*18%*	**19%g**	*13%*	*18%*	**22%g**	-	-	*1%*	-	**96%jklmo**	**65%jklmp**	*1%*	-	-	**3%mr**	**4%mqr**
															pqrst	**qrst**					
Granada	**163**	77	86	16	58	89	70	41	20	30	-	1	153	1	1	-	6	-	-	1	-
	11%	*11%*	*11%*	*8%*	*12%*	*11%*	*10%*	*11%*	*11%*	*13%*	-	*2%*	**94%jkmno**	*1%*	*1%*	-	**8%jmnoq**	-	-	*	-
													pqrst				**rst**				
London	**239**	92	147	50	69	120	122	67	23	24	-	-	-	-	-	-	-	10	124	104	1
	16%	*13%*	**18%a**	**25%de**	*14%*	*15%*	**17%i**	**19%i**	*12%*	*10%*	-	-	-	-	-	-	-	**11%jklm**	**98%jklm**	**30%jklmn**	*1%*
																		nopt	**nopqst**	**opqt**	
Meridian	**244**	111	133	35	78	131	110	61	24	48	-	-	-	-	-	1	-	-	1	213	29
	16%	*16%*	*16%*	*18%*	*16%*	*16%*	*15%*	*17%*	*13%*	**20%h**	-	-	-	-	-	*1%*	-	-	*1%*	**61%jklm**	**17%jklm**
																				nopqrt	**nopqr**
TyneTees	**56**	36	20	4	13	39	33	10	6	7	-	52	-	4	-	-	-	-	-	-	-
	4%	**5%b**	*2%*	*2%*	*3%*	*5%*	*5%*	*3%*	*3%*	*3%*	-	**90%jlmno**	-	**3%lnorst**	-	-	-	-	-	-	-
												pqrst									
Wales	**64**	39	25	3	20	41	29	17	10	8	-	-	-	-	-	-	64	-	-	-	-
	4%	**6%b**	*3%*	*2%*	*4%*	**5%c**	*4%*	*5%*	*5%*	*3%*	-	-	-	-	-	-	**89%jklmn**	-	-	-	-
																	oqrst				
West	**68**	37	31	5	22	41	30	21	10	7	-	-	1	-	4	-	1	-	1	-	61
	5%	*5%*	*4%*	*3%*	*5%*	*5%*	*4%*	*6%*	*5%*	*3%*	-	-	*1%*	-	**2%s**	-	**1%s**	-	*1%*	-	**37%jklm**
																					nopqrs
Westcountry	**69**	34	35	8	12	49	30	20	7	11	-	-	-	-	1	-	-	-	-	-	68
	5%	*5%*	*4%*	*4%*	*3%*	**6%d**	*4%*	*6%*	*4%*	*5%*	-	-	-	-	*1%*	-	-	-	-	-	**41%jklm**
																					nopqrs
Yorkshire	**150**	66	84	24	49	77	62	35	29	24	-	1	1	119	-	26	-	3	-	-	-
	10%	*10%*	*10%*	*12%*	*10%*	*9%*	*9%*	*10%*	**16%fg**	*10%*	-	**2%s**	*1%*	**95%jklnop**	-	**21%jklnp**	-	**3%nrst**	-	-	-
														qrst		**qrst**					
STV	**50**	25	25	6	15	29	29	10	4	7	47	-	-	-	1	-	-	-	-	2	-
	3%	*4%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*2%*	*3%*	**90%klmno**	-	-	-	*1%*	-	-	-	-	*1%*	-
											pqrst										

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 117

Which of the following ITV regions do you live in?

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Anglia	**118**	20	98	61	57	90	28	69	49	72	46
	8%	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	*8%*	*8%*	*7%*	*9%*
Border	**13**	1	12	6	7	9	4	10	3	10	3
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*
Central	**268**	55	213	131	137	183	85	153	115	170	98
	18%	*22%*	*17%*	*17%*	*19%*	*16%*	**22%y**	*18%*	*18%*	*18%*	*18%*
Granada	**163**	27	136	91	72	115	48	88	75	106	57
	11%	*11%*	*11%*	*12%*	*10%*	*10%*	*12%*	*10%*	*12%*	*11%*	*11%*
London	**239**	42	197	133	106	184	55	136	103	157	82
	16%	*17%*	*16%*	*17%*	*15%*	*17%*	*14%*	*16%*	*16%*	*16%*	*15%*
Meridian	**244**	38	206	121	123	187	57	144	100	157	87
	16%	*15%*	*16%*	*15%*	*17%*	*17%*	*15%*	*17%*	*16%*	*16%*	*16%*
TyneTees	**56**	9	47	34	22	39	17	29	27	36	20
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*4%*
Wales	**64**	10	54	33	31	47	17	46	18	38	26
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	**5%B**	*3%*	*4%*	*5%*
West	**68**	6	62	43	25	54	14	43	25	46	22
	5%	*2%*	*5%*	*5%*	*3%*	*5%*	*4%*	*5%*	*4%*	*5%*	*4%*
Westcountry	**69**	10	59	42	27	57	12	40	29	40	29
	5%	*4%*	*5%*	*5%*	*4%*	*5%*	*3%*	*5%*	*5%*	*4%*	*5%*
Yorkshire	**150**	28	122	63	87	109	41	78	72	98	52
	10%	*11%*	*10%*	*8%*	**12%w**	*10%*	*11%*	*9%*	*11%*	*10%*	*10%*
STV	**50**	6	44	25	25	38	12	34	16	31	19
	3%	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 118

Which one of these regions do you live in?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Scotland	**52**	27	25	6	17	29	27	11	5	9	52	-	-	-	-	-	-	-	-	-	-
	3%	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	**100%klmno**	-	-	-	-	-	-	-	-	-	-
											pqrst										
North East	**58**	35	23	6	15	37	33	11	6	8	-	58	-	-	-	-	-	-	-	-	-
	4%	**5%b**	*3%*	*3%*	*3%*	*4%*	*5%*	*3%*	*3%*	*3%*	-	**100%jlmno**	-	-	-	-	-	-	-	-	-
												pqrst									
North West	**163**	79	84	17	56	90	70	38	22	30	-	-	163	-	-	-	-	-	-	-	-
	11%	*11%*	*10%*	*9%*	*12%*	*11%*	*10%*	*11%*	*12%*	*13%*	-	-	**100%jkmno**	-	-	-	-	-	-	-	-
													pqrst								
Yorkshire & Humberside	**125**	54	71	20	41	64	60	27	21	17	-	-	-	125	-	-	-	-	-	-	-
	8%	*8%*	*9%*	*10%*	*9%*	*8%*	*8%*	*8%*	*11%*	*7%*	-	-	-	**100%jklnop**	-	-	-	-	-	-	-
														qrst							
West Midlands	**173**	82	91	21	54	98	81	31	21	38	-	-	-	-	173	-	-	-	-	-	-
	12%	*12%*	*11%*	*11%*	*11%*	*12%*	*11%*	*9%*	*11%*	**16%g**	-	-	-	-	**100%jklmop**	-	-	-	-	-	-
															qrst						
East Midlands	**125**	59	66	14	43	68	57	29	21	18	-	-	-	-	-	125	-	-	-	-	-
	8%	*9%*	*8%*	*7%*	*9%*	*8%*	*8%*	*8%*	*11%*	*8%*	-	-	-	-	-	**100%jklmn**	-	-	-	-	-
																pqrst					
Wales	**72**	44	28	3	23	46	32	20	11	9	-	-	-	-	-	-	72	-	-	-	-
	5%	**6%b**	*3%*	*2%*	**5%c**	**6%c**	*5%*	*6%*	*6%*	*4%*	-	-	-	-	-	-	**100%jklmn**	-	-	-	-
																	oqrst				
Eastern	**92**	35	57	8	43	41	48	19	11	13	-	-	-	-	-	-	-	92	-	-	-
	6%	*5%*	*7%*	*4%*	**9%ce**	*5%*	*7%*	*5%*	*6%*	*5%*	-	-	-	-	-	-	-	**100%jklmn**	-	-	-
																		oprst			
London	**126**	42	84	33	38	55	63	36	13	12	-	-	-	-	-	-	-	-	126	-	-
	8%	*6%*	**10%a**	**17%de**	*8%*	*7%*	*9%*	**10%i**	*7%*	*5%*	-	-	-	-	-	-	-	-	**100%jklmn**	-	-
																			opqst		
South East	**350**	150	200	55	111	184	165	91	35	58	-	-	-	-	-	-	-	-	-	350	-
	23%	*22%*	*25%*	*28%*	*23%*	*22%*	*23%*	*25%*	*19%*	*24%*	-	-	-	-	-	-	-	-	-	**100%jklmn**	-
																				opqrt	
South West	**166**	80	86	17	38	111	75	46	19	25	-	-	-	-	-	-	-	-	-	-	166
	11%	*12%*	*11%*	*9%*	*8%*	**13%d**	*11%*	*13%*	*10%*	*11%*	-	-	-	-	-	-	-	-	-	-	**100%jklm**
																					nopqrs

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 118

Which one of these regions do you live in?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Scotland	**52**	6	46	26	26	39	13	36	16	32	20
	3%	*2%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*
North East	**58**	10	48	33	25	40	18	30	28	38	20
	4%	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*
North West	**163**	28	135	92	71	114	49	92	71	107	56
	11%	*11%*	*11%*	*12%*	*10%*	*10%*	*13%*	*11%*	*11%*	*11%*	*10%*
Yorkshire & Humberside	**125**	22	103	53	72	91	34	65	60	81	44
	8%	*9%*	*8%*	*7%*	**10%w**	*8%*	*9%*	*7%*	*9%*	*8%*	*8%*
West Midlands	**173**	37	136	83	90	116	57	97	76	106	67
	12%	*15%*	*11%*	*11%*	*13%*	*10%*	**15%y**	*11%*	*12%*	*11%*	*12%*
East Midlands	**125**	24	101	59	66	93	32	78	47	82	43
	8%	*10%*	*8%*	*8%*	*9%*	*8%*	*8%*	*9%*	*7%*	*9%*	*8%*
Wales	**72**	10	62	39	33	53	19	50	22	45	27
	5%	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	**6%B**	*3%*	*5%*	*5%*
Eastern	**92**	13	79	48	44	68	24	55	37	57	35
	6%	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*
London	**126**	28	98	70	56	90	36	68	58	85	41
	8%	*11%*	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*	*9%*	*9%*	*8%*
South East	**350**	54	296	175	175	271	79	197	153	222	128
	23%	*21%*	*24%*	*22%*	*24%*	*24%*	*20%*	*23%*	*24%*	*23%*	*24%*
South West	**166**	20	146	105	61	137	29	102	64	106	60
	11%	*8%*	*12%*	**13%x**	*8%*	**12%z**	*7%*	*12%*	*10%*	*11%*	*11%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 119

Which of the following best describes your marital status?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Single	**186**	80	106	75	62	49	65	49	23	49	4	8	19	14	23	14	7	8	19	47	23
	12%	*12%*	*13%*	**38%de**	**13%e**	*6%*	*9%*	**14%f**	*12%*	**21%fgh**	*8%*	*14%*	*12%*	*11%*	*13%*	*11%*	*10%*	*9%*	*15%*	*13%*	*14%*
Married	**949**	476	473	76	296	577	514	198	111	120	36	39	98	83	116	86	52	57	62	214	106
	63%	**69%b**	*58%*	*38%*	**62%c**	**70%cd**	**72%ghi**	*55%*	*60%*	*51%*	**69%r**	**67%r**	*60%*	**66%r**	**67%r**	**69%r**	**72%r**	*62%*	*49%*	**61%r**	**64%r**
Civil Partnership	**13**	6	7	1	5	7	6	3	3	1	2	-	-	-	2	5	1	1	1	1	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	**4%lmst**	-	-	-	*1%*	**4%lmst**	*1%*	*1%*	*1%*	*	-
Co Habiting	**132**	59	73	44	55	33	47	40	29	16	3	4	16	15	11	8	4	11	15	32	13
	9%	*9%*	*9%*	**22%de**	**11%e**	*4%*	*7%*	**11%f**	**16%fi**	*7%*	*6%*	*7%*	*10%*	*12%*	*6%*	*6%*	*6%*	*12%*	*12%*	*9%*	*8%*
Widowed	**74**	16	58	-	12	62	26	27	4	16	3	3	9	6	7	5	1	4	9	21	6
	5%	*2%*	**7%a**	-	**3%c**	**8%cd**	*4%*	**8%fh**	*2%*	**7%fh**	*6%*	*5%*	*6%*	*5%*	*4%*	*4%*	*1%*	*4%*	*7%*	*6%*	*4%*
Separated	**15**	5	10	1	4	10	4	4	1	6	-	1	2	1	-	-	1	2	1	6	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%f**	-	*2%*	*1%*	*1%*	-	-	*1%*	*2%*	*1%*	*2%*	*1%*
Divorced	**125**	43	82	1	41	83	46	34	14	28	4	3	17	6	14	7	6	9	17	28	14
	8%	*6%*	**10%a**	*1%*	**9%c**	**10%c**	*6%*	*9%*	*8%*	**12%f**	*8%*	*5%*	*10%*	*5%*	*8%*	*6%*	*8%*	*10%*	**13%mo**	*8%*	*8%*
Prefer not to answer	**8**	2	6	2	4	2	3	4	-	1	-	-	2	-	-	-	-	-	2	1	3
	1%	*	*1%*	*1%*	*1%*	*	*	*1%*	-	*	-	-	*1%*	-	-	-	-	-	*2%*	*	*2%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 119

Which of the following best describes your marital status?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Single	**186**	47	139	101	85	134	52	107	79	127	59
	12%	**19%v**	*11%*	*13%*	*12%*	*12%*	*13%*	*12%*	*13%*	*13%*	*11%*
Married	**949**	138	811	501	448	705	244	565	384	594	355
	63%	*55%*	**65%u**	*64%*	*62%*	*63%*	*63%*	*65%*	*61%*	*62%*	*66%*
Civil Partnership	**13**	3	10	4	9	7	6	9	4	8	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
Co Habiting	**132**	39	93	65	67	96	36	69	63	88	44
	9%	**15%v**	*7%*	*8%*	*9%*	*9%*	*9%*	*8%*	*10%*	*9%*	*8%*
Widowed	**74**	9	65	40	34	59	15	39	35	48	26
	5%	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*	*6%*	*5%*	*5%*
Separated	**15**	3	12	5	10	14	1	9	6	12	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*
Divorced	**125**	11	114	64	61	93	32	70	55	79	46
	8%	*4%*	**9%u**	*8%*	*8%*	*8%*	*8%*	*8%*	*9%*	*8%*	*9%*
Prefer not to answer	**8**	2	6	3	5	4	4	2	6	5	3
	1%	*1%*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 120

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

Base : All respondents

		Gender		Age			SEG				Region										
	Total	Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
Up to £7,000	**28**	14	14	6	8	14	1	-	1	26	-	2	1	4	4	3	1	2	3	4	4
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*	-	*1%*	**11%fgh**	-	*3%*	*1%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*
£7,001 to £14,000	**157**	62	95	13	42	102	27	36	22	70	4	4	19	12	24	15	11	6	13	35	14
	10%	*9%*	*12%*	*7%*	*9%*	**12%cd**	*4%*	**10%f**	**12%f**	**30%fgh**	*8%*	*7%*	*12%*	*10%*	*14%*	*12%*	*15%*	*7%*	*10%*	*10%*	*8%*
£14,001 to £21,000	**190**	74	116	12	53	125	53	66	28	43	4	4	22	22	27	15	12	9	8	40	27
	13%	*11%*	**14%a**	*6%*	**11%c**	**15%cd**	*7%*	**18%f**	**15%f**	**18%f**	*8%*	*7%*	**13%r**	**18%r**	**16%r**	*12%*	**17%r**	*10%*	*6%*	*11%*	**16%r**
£21,001 to £28,000	**213**	96	117	27	54	132	83	59	41	29	9	15	29	20	20	14	9	15	9	46	27
	14%	*14%*	*14%*	*14%*	*11%*	**16%d**	*12%*	**16%f**	**22%fi**	*12%*	**17%r**	**26%nors**	**18%r**	**16%r**	*12%*	*11%*	*13%*	**16%r**	*7%*	*13%*	**16%r**
£28,001 to £34,000	**159**	75	84	26	48	85	74	41	27	16	4	9	16	11	16	17	9	6	14	39	18
	11%	*11%*	*10%*	*13%*	*10%*	*10%*	*10%*	*11%*	**15%i**	*7%*	*8%*	*16%*	*10%*	*9%*	*9%*	*14%*	*13%*	*7%*	*11%*	*11%*	*11%*
£34,001 to £41,000	**143**	81	62	20	50	73	87	34	17	4	5	6	13	13	13	12	6	13	14	31	17
	10%	**12%b**	*8%*	*10%*	*10%*	*9%*	**12%i**	**9%i**	**9%i**	*2%*	*10%*	*10%*	*8%*	*10%*	*8%*	*10%*	*8%*	*14%*	*11%*	*9%*	*10%*
£41,001 to £48,000	**71**	28	43	6	35	30	47	17	6	1	1	3	6	5	12	4	-	6	6	16	12
	5%	*4%*	*5%*	*3%*	**7%ce**	*4%*	**7%i**	**5%i**	**3%i**	*	*2%*	*5%*	*4%*	*4%*	**7%p**	*3%*	-	**7%p**	*5%*	*5%*	**7%p**
£48,001 to £55,000	**90**	44	46	14	40	36	55	16	15	3	6	1	15	7	9	10	3	7	6	16	10
	6%	*6%*	*6%*	*7%*	**8%e**	*4%*	**8%gi**	**4%i**	**8%i**	*1%*	**12%ks**	*2%*	**9%s**	*6%*	*5%*	*8%*	*4%*	*8%*	*5%*	*5%*	*6%*
£55,001 to £62,000	**70**	40	30	15	27	28	50	14	3	3	4	6	8	7	5	4	2	4	7	17	6
	5%	*6%*	*4%*	**8%e**	*6%*	*3%*	**7%ghi**	*4%*	*2%*	*1%*	*8%*	**10%no**	*5%*	*6%*	*3%*	*3%*	*3%*	*4%*	*6%*	*5%*	*4%*
£62,001 to £69,000	**41**	24	17	14	13	14	30	9	1	-	2	-	4	3	6	3	2	3	5	10	3
	3%	*3%*	*2%*	**7%de**	*3%*	*2%*	**4%hi**	**3%i**	*1%*	-	*4%*	-	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*
£69,001 to £76,000	**38**	17	21	5	20	13	32	3	1	1	3	-	1	1	8	2	1	-	5	14	3
	3%	*2%*	*3%*	*3%*	**4%e**	*2%*	**5%ghi**	*1%*	*1%*	*	**6%lmq**	-	*1%*	*1%*	**5%lq**	*2%*	*1%*	-	**4%l**	**4%l**	*2%*
£76,001 to £83,000	**20**	9	11	6	9	5	17	2	1	-	1	-	2	1	2	1	-	1	2	7	3
	1%	*1%*	*1%*	**3%e**	**2%e**	*1%*	**2%gi**	*1%*	*1%*	-	*2%*	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	*2%*	*2%*
£83,001 or more	**48**	31	17	9	20	19	40	6	1	1	1	1	4	2	3	1	1	7	12	13	3
	3%	**5%b**	*2%*	*5%*	*4%*	*2%*	**6%ghi**	*2%*	*1%*	*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	**8%mnot**	**10%lmnop st**	*4%*	*2%*
Prefer not to answer	**234**	92	142	27	60	147	115	56	21	40	8	7	23	17	24	24	15	13	22	62	19
	16%	*13%*	**17%a**	*14%*	*13%*	**18%d**	*16%*	*16%*	*11%*	*17%*	*15%*	*12%*	*14%*	*14%*	*14%*	*19%*	*21%*	*14%*	*17%*	*18%*	*11%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 120

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

Base : All respondents

		First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
	Total	Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
Up to £7,000	**28**	5	23	11	17	23	5	13	15	18	10
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*
£7,001 to £14,000	**157**	38	119	81	76	110	47	97	60	89	68
	10%	**15%v**	*10%*	*10%*	*11%*	*10%*	*12%*	*11%*	*9%*	*9%*	**13%C**
£14,001 to £21,000	**190**	28	162	94	96	146	44	110	80	118	72
	13%	*11%*	*13%*	*12%*	*13%*	*13%*	*11%*	*13%*	*13%*	*12%*	*13%*
£21,001 to £28,000	**213**	37	176	119	94	161	52	126	87	135	78
	14%	*15%*	*14%*	*15%*	*13%*	*14%*	*13%*	*14%*	*14%*	*14%*	*14%*
£28,001 to £34,000	**159**	41	118	82	77	105	54	87	72	111	48
	11%	**16%v**	*9%*	*10%*	*11%*	*9%*	**14%y**	*10%*	*11%*	*12%*	*9%*
£34,001 to £41,000	**143**	23	120	63	80	104	39	68	75	91	52
	10%	*9%*	*10%*	*8%*	**11%w**	*9%*	*10%*	*8%*	**12%A**	*9%*	*10%*
£41,001 to £48,000	**71**	7	64	39	32	49	22	41	30	43	28
	5%	*3%*	*5%*	*5%*	*4%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*
£48,001 to £55,000	**90**	14	76	55	35	65	25	54	36	62	28
	6%	*6%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*
£55,001 to £62,000	**70**	12	58	42	28	54	16	36	34	52	18
	5%	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*3%*
£62,001 to £69,000	**41**	5	36	23	18	33	8	24	17	23	18
	3%	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*
£69,001 to £76,000	**38**	4	34	18	20	33	5	27	11	30	8
	3%	*2%*	*3%*	*2%*	*3%*	*3%*	*1%*	*3%*	*2%*	*3%*	*1%*
£76,001 to £83,000	**20**	3	17	11	9	16	4	12	8	10	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
£83,001 or more	**48**	4	44	27	21	37	11	27	21	34	14
	3%	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*
Prefer not to answer	**234**	31	203	118	116	176	58	148	86	145	89
	16%	*12%*	*16%*	*15%*	*16%*	*16%*	*15%*	*17%*	*14%*	*15%*	*16%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D
* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 121

How many people under the age of 18 live in your household?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
0	**1167**	561	606	104	265	798	560	268	138	192	43	48	126	92	135	94	59	72	89	263	146
	78%	**82%b**	*74%*	*52%*	*55%*	**97%cd**	*79%*	*75%*	*75%*	*81%*	*83%*	*83%*	*77%*	*74%*	*78%*	*75%*	*82%*	*78%*	*71%*	*75%*	**88%lmno qrs**
1	**164**	62	102	53	94	17	66	57	21	19	3	5	23	17	17	20	3	6	23	35	12
	11%	*9%*	**13%a**	**27%de**	**20%e**	*2%*	*9%*	**16%fi**	*11%*	*8%*	*6%*	*9%*	**14%pt**	**14%p**	*10%*	**16%pqt**	*4%*	*7%*	**18%jnpq st**	*10%*	*7%*
2	**136**	53	83	33	96	7	70	25	19	22	6	5	7	13	18	8	8	10	10	45	6
	9%	*8%*	*10%*	**17%e**	**20%e**	*1%*	*10%*	*7%*	*10%*	*9%*	**12%t**	*9%*	*4%*	**10%lt**	**10%lt**	*6%*	**11%t**	**11%lt**	*8%*	**13%lot**	*4%*
3	**30**	10	20	9	20	1	11	8	7	4	-	-	7	2	2	3	1	3	3	7	2
	2%	*1%*	*2%*	**5%e**	**4%e**	*	*2%*	*2%*	*4%*	*2%*	-	-	*4%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*
4	**5**	1	4	1	4	-	4	1	-	-	-	-	-	1	1	-	1	1	1	-	-
	*******	*	*	**1%e**	**1%e**	-	*1%*	*	-	-	-	-	-	*1%*	*1%*	-	**1%s**	*1%*	*1%*	-	-
Mean	**0.36**	0.29	**0.42a**	**0.75e**	**0.76e**	0.04	0.36	0.38	0.43	0.32	0.29	0.26	**0.36t**	**0.42t**	**0.36t**	**0.36t**	**0.36t**	**0.42t**	**0.44t**	**0.42t**	0.18
Standard Deviation	**0.76**	0.68	0.81	0.92	0.97	0.25	0.77	0.74	0.83	0.71	0.67	0.61	0.76	0.81	0.76	0.71	0.84	0.89	0.81	0.79	0.54
Standard Error	**0.020**	0.026	0.028	0.065	0.044	0.009	0.029	0.039	0.061	0.046	0.092	0.080	0.059	0.072	0.058	0.064	0.100	0.093	0.072	0.042	0.042

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 121

How many people under the age of 18 live in your household?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
0	**1167**	154	1013	611	556	881	286	683	484	733	434
	78%	*61%*	**81%u**	*78%*	*77%*	**79%z**	*73%*	*79%*	*77%*	*76%*	*80%*
1	**164**	49	115	94	70	113	51	96	68	109	55
	11%	**19%v**	*9%*	*12%*	*10%*	*10%*	*13%*	*11%*	*11%*	*11%*	*10%*
2	**136**	38	98	55	81	94	42	72	64	92	44
	9%	**15%v**	*8%*	*7%*	**11%w**	*8%*	*11%*	*8%*	*10%*	*10%*	*8%*
3	**30**	10	20	19	11	21	9	15	15	22	8
	2%	**4%v**	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
4	**5**	1	4	4	1	3	2	4	1	5	-
	*******	*	*	*1%*	*	*	*1%*	*	*	*1%*	-
Mean	**0.36**	**0.63v**	0.31	0.35	0.37	0.34	**0.44y**	0.35	0.39	**0.39D**	0.31
Standard Deviation	**0.76**	0.91	0.71	0.76	0.75	0.73	0.81	0.74	0.78	0.79	0.68
Standard Error	**0.020**	0.057	0.020	0.027	0.028	0.022	0.041	0.025	0.031	0.026	0.029

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 122

How many people aged 18 and over live in your household?

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
0	**1**	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	*****	*	-	-	*	-	*	-	-	-	-	**2%s**	-	-	-	-	-	-	-	-	-
1	**260**	94	166	19	78	163	89	77	19	72	8	9	30	15	29	20	10	21	30	62	26
	17%	*14%*	**20%a**	*10%*	**16%c**	**20%c**	*13%*	**21%fh**	*10%*	**30%fgh**	*15%*	*16%*	*18%*	*12%*	*17%*	*16%*	*14%*	**23%m**	**24%m**	*18%*	*16%*
2	**1015**	494	521	131	312	572	514	231	126	138	38	41	112	85	113	92	51	58	69	242	114
	68%	**72%b**	*64%*	*66%*	*65%*	*70%*	**72%gi**	*64%*	**68%i**	*58%*	**73%r**	**71%r**	**69%r**	**68%r**	*65%*	**74%r**	**71%r**	*63%*	*55%*	**69%r**	**69%r**
3	**163**	72	91	30	65	68	78	37	32	15	5	5	16	20	21	11	8	8	17	33	19
	11%	*10%*	*11%*	**15%e**	**14%e**	*8%*	**11%i**	*10%*	**17%fgi**	*6%*	*10%*	*9%*	*10%*	**16%s**	*12%*	*9%*	*11%*	*9%*	*13%*	*9%*	*11%*
4	**50**	21	29	13	21	16	24	9	7	10	-	2	4	4	9	2	3	5	5	10	6
	3%	*3%*	*4%*	**7%e**	**4%e**	*2%*	*3%*	*3%*	*4%*	*4%*	-	*3%*	*2%*	*3%*	*5%*	*2%*	*4%*	*5%*	*4%*	*3%*	*4%*
5	**13**	5	8	7	2	4	5	5	1	2	1	-	1	1	1	-	-	-	5	3	1
	1%	*1%*	*1%*	**4%de**	*	*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	-	-	-	**4%lnost**	*1%*	*1%*
Mean	**2.03**	2.05	2.01	**2.29de**	**2.07e**	1.94	**2.07gi**	1.98	**2.16gi**	1.87	2.00	1.97	1.98	**2.13o**	2.08	1.96	2.06	1.97	2.10	2.00	2.05
Standard Deviation	**0.70**	0.66	0.74	0.86	0.72	0.63	0.66	0.74	0.67	0.77	0.66	0.67	0.66	0.68	0.74	0.56	0.65	0.73	0.94	0.68	0.69
Standard Error	**0.018**	0.025	0.026	0.061	0.033	0.022	0.025	0.039	0.049	0.050	0.091	0.089	0.052	0.061	0.056	0.050	0.076	0.076	0.084	0.036	0.053

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 122

How many people aged 18 and over live in your household?

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
0	**1**	-	1	1	-	1	-	-	1	1	-
	*****	-	*	*	-	*	-	-	*	*	-
1	**260**	29	231	140	120	200	60	145	115	172	88
	17%	*12%*	**18%u**	*18%*	*17%*	*18%*	*15%*	*17%*	*18%*	*18%*	*16%*
2	**1015**	176	839	529	486	748	267	596	419	643	372
	68%	*70%*	*67%*	*68%*	*68%*	*67%*	*68%*	*69%*	*66%*	*67%*	*69%*
3	**163**	29	134	83	80	122	41	94	69	103	60
	11%	*12%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*
4	**50**	13	37	23	27	35	15	30	20	34	16
	3%	*5%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*
5	**13**	5	8	7	6	6	7	5	8	8	5
	1%	**2%v**	*1%*	*1%*	*1%*	*1%*	**2%y**	*1%*	*1%*	*1%*	*1%*
Mean	**2.03**	**2.16v**	2.00	2.01	2.04	2.01	2.08	2.03	2.03	2.02	2.04
Standard Deviation	**0.70**	0.77	0.69	0.70	0.71	0.68	0.75	0.68	0.73	0.71	0.69
Standard Error	**0.018**	0.048	0.019	0.025	0.026	0.021	0.038	0.023	0.029	0.023	0.030

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 123

Total household members

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
1	**243**	89	154	14	69	160	84	73	18	66	7	10	28	15	26	19	10	21	27	57	23
	16%	*13%*	**19%a**	*7%*	**14%c**	**19%cd**	*12%*	**20%fh**	*10%*	**28%fgh**	*13%*	*17%*	*17%*	*12%*	*15%*	*15%*	*14%*	**23%m**	**21%m**	*16%*	*14%*
2	**768**	394	374	55	151	562	399	160	90	112	31	35	84	60	85	68	40	40	44	180	101
	51%	**57%b**	*46%*	*28%*	*32%*	**68%cd**	**56%gi**	*45%*	*49%*	*47%*	**60%r**	**60%qr**	**52%r**	**48%r**	**49%r**	**54%r**	**56%r**	*43%*	*35%*	**51%r**	**61%mnqrs**
3	**233**	109	124	65	101	67	99	73	37	23	7	5	29	24	30	20	9	11	29	42	27
	16%	*16%*	*15%*	**33%de**	**21%e**	*8%*	*14%*	**20%fi**	**20%fi**	*10%*	*13%*	*9%*	*18%*	**19%s**	*17%*	*16%*	*13%*	*12%*	**23%kqs**	*12%*	*16%*
4	**187**	74	113	44	117	26	101	35	29	22	6	6	12	19	25	15	10	15	15	53	11
	12%	*11%*	*14%*	**22%e**	**24%e**	*3%*	**14%g**	*10%*	**16%gi**	*9%*	*12%*	*10%*	*7%*	**15%lt**	**14%lt**	*12%*	*14%*	**16%lt**	*12%*	**15%lt**	*7%*
5	**64**	18	46	20	36	8	24	16	11	13	1	2	10	6	6	3	2	4	9	17	4
	4%	*3%*	**6%a**	**10%e**	**8%e**	*1%*	*3%*	*4%*	*6%*	*5%*	*2%*	*3%*	*6%*	*5%*	*3%*	*2%*	*3%*	*4%*	*7%*	*5%*	*2%*
6	**5**	2	3	1	4	-	4	-	-	1	-	-	-	1	1	-	-	1	1	1	-
	*******	*	*	**1%e**	**1%e**	-	*1%*	-	-	*	-	-	-	*1%*	*1%*	-	-	*1%*	*1%*	*	-
7	**2**	1	1	1	1	-	-	2	-	-	-	-	-	-	-	-	1	-	1	-	-
	*******	*	*	**1%e**	*	-	-	**1%f**	-	-	-	-	-	-	-	-	**1%s**	-	*1%*	-	-
Mean	**2.39**	2.34	2.43	**3.04de**	**2.82e**	1.98	**2.43i**	2.36	**2.59gi**	2.19	2.29	2.22	2.34	**2.55t**	**2.44t**	2.32	2.42	2.39	**2.54t**	2.42	2.23
Standard Deviation	**1.06**	0.96	1.14	1.14	1.23	0.70	1.02	1.10	1.05	1.13	0.91	0.97	1.04	1.09	1.06	0.96	1.12	1.19	1.27	1.10	0.86
Standard Error	**0.027**	0.037	0.040	0.081	0.056	0.024	0.038	0.058	0.078	0.073	0.127	0.128	0.082	0.097	0.080	0.085	0.132	0.125	0.113	0.059	0.067

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 123

Total household members

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
1	**243**	24	219	129	114	190	53	138	105	160	83
	16%	*10%*	**18%u**	*16%*	*16%*	*17%*	*14%*	*16%*	*17%*	*17%*	*15%*
2	**768**	100	668	409	359	576	192	456	312	485	283
	51%	*40%*	**53%u**	*52%*	*50%*	*52%*	*49%*	*52%*	*49%*	*50%*	*52%*
3	**233**	53	180	122	111	172	61	132	101	134	99
	16%	**21%v**	*14%*	*16%*	*15%*	*15%*	*16%*	*15%*	*16%*	*14%*	**18%C**
4	**187**	56	131	83	104	126	61	108	79	129	58
	12%	**22%v**	*10%*	*11%*	**14%w**	*11%*	**16%y**	*12%*	*13%*	*13%*	*11%*
5	**64**	18	46	35	29	44	20	31	33	46	18
	4%	**7%v**	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*	*3%*
6	**5**	-	5	4	1	2	3	3	2	5	-
	*****	-	*	*1%*	*	*	*1%*	*	*	*1%*	-
7	**2**	1	1	1	1	2	-	2	-	2	-
	*****	*	*	*	*	*	-	*	-	*	-
Mean	**2.39**	**2.79v**	2.31	2.36	2.42	2.35	**2.52y**	2.37	2.41	2.42	2.34
Standard Deviation	**1.06**	1.15	1.03	1.06	1.07	1.04	1.11	1.05	1.09	1.11	0.97
Standard Error	**0.027**	0.072	0.029	0.038	0.040	0.031	0.056	0.036	0.043	0.036	0.042

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 124

SEG

Base : All respondents

	Total	Gender		Age			SEG				Region										
		Male (a)	Female (b)	18 to 34 (c)	35 to 54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	North East (k)	North West (l)	York-shire & Humber-side (m)	West Midlands (n)	East Midlands (o)	Wales (p)	Eastern (q)	London (r)	South East (s)	South West (t)
Base	**1502**	687	815	200	479	823	711	359	185	237	52*	58*	163	125	173	125	72*	92*	126	350	166
A	**228**	119	109	25	58	145	228	-	-	-	14	10	29	22	24	14	9	16	20	49	21
	15%	**17%b**	*13%*	*13%*	*12%*	**18%d**	**32%ghi**	-	-	-	**27%nops t**	*17%*	*18%*	*18%*	*14%*	*11%*	*13%*	*17%*	*16%*	*14%*	*13%*
B	**483**	261	222	63	143	277	483	-	-	-	13	23	41	38	57	43	23	32	43	116	54
	32%	**38%b**	*27%*	*32%*	*30%*	*34%*	**68%ghi**	-	-	-	*25%*	**40%l**	*25%*	*30%*	*33%*	*34%*	*32%*	*35%*	*34%*	*33%*	*33%*
C1	**359**	141	218	56	118	185	-	359	-	-	11	11	38	27	31	29	20	19	36	91	46
	24%	*21%*	**27%a**	*28%*	*25%*	*22%*	-	**100%fhi**	-	-	*21%*	*19%*	*23%*	*22%*	*18%*	*23%*	*28%*	*21%*	**29%n**	**26%n**	**28%n**
C2	**185**	69	116	29	76	80	-	-	185	-	5	6	22	21	21	21	11	11	13	35	19
	12%	*10%*	**14%a**	**15%e**	**16%e**	*10%*	-	-	**100%fgi**	-	*10%*	*10%*	*13%*	**17%s**	*12%*	**17%s**	*15%*	*12%*	*10%*	*10%*	*11%*
D	**100**	34	66	18	43	39	-	-	-	100	1	3	16	8	14	5	3	9	3	28	10
	7%	*5%*	**8%a**	**9%e**	**9%e**	*5%*	-	-	-	**42%fgh**	*2%*	*5%*	**10%r**	*6%*	**8%r**	*4%*	*4%*	**10%r**	*2%*	**8%r**	*6%*
E	**137**	57	80	9	40	88	-	-	-	137	8	5	14	9	24	13	6	4	9	30	15
	9%	*8%*	*10%*	*5%*	*8%*	**11%c**	-	-	-	**58%fgh**	**15%q**	*9%*	*9%*	*7%*	**14%q**	*10%*	*8%*	*4%*	*7%*	*9%*	*9%*
DK/Ref	**10**	6	4	-	1	9	-	-	-	-	-	-	3	-	2	-	-	1	2	1	1
	1%	*1%*	*	-	*	*1%*	-	-	-	-	-	-	*2%*	-	*1%*	-	-	*1%*	*2%*	*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

Conservative Voters

ONLINE FIELDWORK : 25th February - 3rd March 2011

Table 124

SEG

Base : All respondents

	Total	First time Tory/Tory before		Positive Tory/ Negative Tory		Labour voting trend		Lib Dem voting trend		UKIP voting trend	
		Yes (u)	No (v)	Positive about Conservatives (w)	Negative about Labour (x)	Could never vote Labour (y)	Could vote Labour in future (z)	Could never vote Lib Dem (A)	Could vote Lib Dem in future (B)	Could never vote UKIP (C)	Could vote UKIP in the future (D)
Base	**1502**	252	1250	783	719	1112	390	870	632	961	541
A	**228**	30	198	117	111	168	60	144	84	155	73
	15%	*12%*	*16%*	*15%*	*15%*	*15%*	*15%*	*17%*	*13%*	*16%*	*13%*
B	**483**	64	419	249	234	346	137	256	227	315	168
	32%	*25%*	**34%u**	*32%*	*33%*	*31%*	*35%*	*29%*	**36%A**	*33%*	*31%*
C1	**359**	60	299	210	149	278	81	201	158	231	128
	24%	*24%*	*24%*	**27%x**	*21%*	*25%*	*21%*	*23%*	*25%*	*24%*	*24%*
C2	**185**	37	148	87	98	139	46	118	67	109	76
	12%	*15%*	*12%*	*11%*	*14%*	*13%*	*12%*	*14%*	*11%*	*11%*	*14%*
D	**100**	35	65	41	59	70	30	53	47	63	37
	7%	**14%v**	*5%*	*5%*	**8%w**	*6%*	*8%*	*6%*	*7%*	*7%*	*7%*
E	**137**	24	113	73	64	102	35	92	45	81	56
	9%	*10%*	*9%*	*9%*	*9%*	*9%*	*9%*	**11%B**	*7%*	*8%*	*10%*
DK/Ref	**10**	2	8	6	4	9	1	6	4	7	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*

Lord Ashcroft

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D

* small base

	Page	Table	Title	Base Description	Base
	1		Q1 Thinking back to the general election held in May 2010, which of the following did you do?	Base : All respondents	1502
	2		Q1 Thinking back to the general election held in May 2010, which of the following did you do?	Base : All respondents	1502
●	3		Q2 Was this the first time you had voted Conservative in a general election, or had you voted Conservative before?	Base : All respondents	1502
●	4		Q2 Was this the first time you had voted Conservative in a general election, or had you voted Conservative before?	Base : All respondents	1502
●	5		Q2a Was your decision to vote Conservative at the general election more because you had positive views about David Cameron and the Conservatives,	Base : All respondents	1502
●	6		Q2a Was your decision to vote Conservative at the general election more because you had positive views about David Cameron and the Conservatives,	Base : All respondents	1502
●	7		Q4 Importance of reason to vote Conservative in 2010: I thought David Cameron would make a good Prime Minister	Base : All respondents	1502
●	8		Q4 Importance of reason to vote Conservative in 2010: I thought David Cameron would make a good Prime Minister	Base : All respondents	1502
●	9		Q4 Importance of reason to vote Conservative in 2010: It was time for a change from Labour and the Conservatives were the most obvious alternative	Base : All respondents	1502
●	10		Q4 Importance of reason to vote Conservative in 2010: It was time for a change from Labour and the Conservatives were the most obvious alternative	Base : All respondents	1502
●	11		Q4 Importance of reason to vote Conservative in 2010: They seemed willing to cut excessive spending and reduce the deficit	Base : All respondents	1502
●	12		Q4 Importance of reason to vote Conservative in 2010: They seemed willing to cut excessive spending and reduce the deficit	Base : All respondents	1502
●	13		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to tackle crime effectively	Base : All respondents	1502
●	14		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to tackle crime effectively	Base : All respondents	1502
●	15		Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to control immigration	Base : All respondents	1502
●	16		Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to control immigration	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	17		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to get the economy back on track	Base : All respondents	1502
●	18		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to get the economy back on track	Base : All respondents	1502
●	19		Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	Base : All respondents	1502
●	20		Q4 Importance of reason to vote Conservative in 2010: They seemed more willing to reform welfare to stop scroungers and cut benefit dependency	Base : All respondents	1502
●	21		Q4 Importance of reason to vote Conservative in 2010: I preferred their policy on Britain's role in the EU	Base : All respondents	1502
●	22		Q4 Importance of reason to vote Conservative in 2010: I preferred their policy on Britain's role in the EU	Base : All respondents	1502
●	23		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to cut taxes for people like me	Base : All respondents	1502
●	24		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to cut taxes for people like me	Base : All respondents	1502
●	25		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to improve the NHS	Base : All respondents	1502
●	26		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to improve the NHS	Base : All respondents	1502
●	27		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to raise standards in schools	Base : All respondents	1502
●	28		Q4 Importance of reason to vote Conservative in 2010: They seemed more likely to raise standards in schools	Base : All respondents	1502
●	29		Q4 Importance of reason to vote Conservative in 2010: Mean Score Summary Table	Base : All respondents	1502
●	30		Q4 Importance of reason to vote Conservative in 2010: Mean Score Summary Table	Base : All respondents	1502
●	31		Q4 Importance of reason to vote Conservative in 2010: 1-2 Summary Table	Base : All respondents	1502
●	32		Q4 Importance of reason to vote Conservative in 2010: 1-2 Summary Table	Base : All respondents	1502
●	33		Q4 Importance of reason to vote Conservative in 2010: 9-10 Summary Table	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	34		Q4 Importance of reason to vote Conservative in 2010: 9-10 Summary Table	Base : All respondents	1502
●	35		Q4 Importance of reason to vote Conservative in 2010: 1-3 Summary Table	Base : All respondents	1502
●	36		Q4 Importance of reason to vote Conservative in 2010: 1-3 Summary Table	Base : All respondents	1502
●	37		Q4 Importance of reason to vote Conservative in 2010: 4-6 Summary Table	Base : All respondents	1502
●	38		Q4 Importance of reason to vote Conservative in 2010: 4-6 Summary Table	Base : All respondents	1502
●	39		Q4 Importance of reason to vote Conservative in 2010: 7-10 Summary Table	Base : All respondents	1502
●	40		Q4 Importance of reason to vote Conservative in 2010: 7-10 Summary Table	Base : All respondents	1502
●	41		Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?	Base : All respondents	1502
●	42		Q6 Overall, has the coalition government so far been doing better than you expected when it was first formed, or worse than you expected, or about the same as you expected?	Base : All respondents	1502
●	43		Q7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition,	Base : All respondents	1502
●	44		Q7 If you had to choose, which would you prefer to have at the moment: the current Conservative-Liberal Democrat coalition,	Base : All respondents	1502
●	45		Q8 And thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office?	Base : All respondents	1502
●	46		Q8 And thinking about David Cameron's performance as Prime Minister, has that been better or worse than you expected when he took office?	Base : All respondents	1502
●	47		Q9 Which of the following do you think is the more accurate description of the current coalition government?	Base : All respondents	1502
●	48		Q9 Which of the following do you think is the more accurate description of the current coalition government?	Base : All respondents	1502
●	49		Q10 Rating of performance: David Cameron, the Prime Minister	Base : All respondents	1502
●	50		Q10 Rating of performance: David Cameron, the Prime Minister	Base : All respondents	1502
●	51		Q10 Rating of performance: Nick Clegg, the Deputy Prime Minister	Base : All respondents	1502
●	52		Q10 Rating of performance: Nick Clegg, the Deputy Prime Minister	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	53		Q10 Rating of performance: Ed Miliband, the Labour leader	Base : All respondents	1502
●	54		Q10 Rating of performance: Ed Miliband, the Labour leader	Base : All respondents	1502
●	55		Q10 Rating of performance: George Osborne, the Chancellor	Base : All respondents	1502
●	56		Q10 Rating of performance: George Osborne, the Chancellor	Base : All respondents	1502
●	57		Q10 Rating of performance: Ed Balls, the Shadow Chancellor	Base : All respondents	1502
●	58		Q10 Rating of performance: Ed Balls, the Shadow Chancellor	Base : All respondents	1502
●	59		Q10 Rating of performance: Vince Cable, the Business Secretary	Base : All respondents	1502
●	60		Q10 Rating of performance: Vince Cable, the Business Secretary	Base : All respondents	1502
●	61		Q10 Rating of performance: William Hague, the Foreign Secretary	Base : All respondents	1502
●	62		Q10 Rating of performance: William Hague, the Foreign Secretary	Base : All respondents	1502
●	63		Q10 Rating of performance: Ken Clarke, the Justice Secretary	Base : All respondents	1502
●	64		Q10 Rating of performance: Ken Clarke, the Justice Secretary	Base : All respondents	1502
●	65		Q10 Rating of performance: Theresa May, the Home Secretary	Base : All respondents	1502
●	66		Q10 Rating of performance: Theresa May, the Home Secretary	Base : All respondents	1502
●	67		Q10 Rating of performance: Boris Johnson, the Mayor of London	Base : All respondents	1502
●	68		Q10 Rating of performance: Boris Johnson, the Mayor of London	Base : All respondents	1502
●	69		Q10 Rating of performance: Mean Score Summary Table	Base : All respondents	1502
●	70		Q10 Rating of performance: Mean Score Summary Table	Base : All respondents	1502
●	71		Q10 Rating of performance: 1-2 Summary Table	Base : All respondents	1502
●	72		Q10 Rating of performance: 1-2 Summary Table	Base : All respondents	1502
●	73		Q10 Rating of performance: 9-10 Summary Table	Base : All respondents	1502
●	74		Q10 Rating of performance: 9-10 Summary Table	Base : All respondents	1502
●	75		Q10 Rating of performance: 1-3 Summary Table	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	76		Q10 Rating of performance: 1-3 Summary Table	Base : All respondents	1502
●	77		Q10 Rating of performance: 4-6 Summary Table	Base : All respondents	1502
●	78		Q10 Rating of performance: 4-6 Summary Table	Base : All respondents	1502
●	79		Q10 Rating of performance: 7-10 Summary Table	Base : All respondents	1502
●	80		Q10 Rating of performance: 7-10 Summary Table	Base : All respondents	1502
●	81		Q11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or	Base : All respondents	1502
●	82		Q11 Who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or	Base : All respondents	1502
●	83		Q12 Thinking about Britain's economy, which of the following is closest to your own view?	Base : All respondents	1502
●	84		Q12 Thinking about Britain's economy, which of the following is closest to your own view?	Base : All respondents	1502
●	85		Q13 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?	Base : All respondents	1502
●	86		Q13 Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?	Base : All respondents	1502
●	87		Q14 Rating of priority: Getting the economy growing and creating jobs	Base : Sample A	750
●	88		Q14 Rating of priority: Getting the economy growing and creating jobs	Base : Sample A	750
●	89		Q14 Rating of priority: Cutting the deficit and the debt	Base : Sample A	750
●	90		Q14 Rating of priority: Cutting the deficit and the debt	Base : Sample A	750
●	91		Q14 Rating of priority: Improving the NHS	Base : Sample A	750
●	92		Q14 Rating of priority: Improving the NHS	Base : Sample A	750
●	93		Q14 Rating of priority: Improving schools	Base : Sample A	750
●	94		Q14 Rating of priority: Improving schools	Base : Sample A	750
●	95		Q14 Rating of priority: Protecting the environment	Base : Sample A	750
●	96		Q14 Rating of priority: Protecting the environment	Base : Sample A	750

	Page	Table	Title	Base Description	Base
●	97		Q14 Rating of priority: Dealing with crime	Base : Sample A	750
●	98		Q14 Rating of priority: Dealing with crime	Base : Sample A	750
●	99		Q14 Rating of priority: Standing up for Britain in the EU	Base : Sample A	750
●	100		Q14 Rating of priority: Standing up for Britain in the EU	Base : Sample A	750
●	101		Q14 Rating of priority: Reforming welfare to stop scroungers and cut benefit dependency	Base : Sample A	750
●	102		Q14 Rating of priority: Reforming welfare to stop scroungers and cut benefit dependency	Base : Sample A	750
●	103		Q14 Rating of priority: Controlling immigration	Base : Sample A	750
●	104		Q14 Rating of priority: Controlling immigration	Base : Sample A	750
●	105		Q14 Rating of priority: Cutting taxes	Base : Sample A	750
●	106		Q14 Rating of priority: Cutting taxes	Base : Sample A	750
●	107		Q14 Rating of priority: Supporting marriage through the tax system	Base : Sample A	750
●	108		Q14 Rating of priority: Supporting marriage through the tax system	Base : Sample A	750
●	109		Q14 Rating of priority: Cutting the size of the state	Base : Sample A	750
●	110		Q14 Rating of priority: Cutting the size of the state	Base : Sample A	750
●	111		Q14 Rating of priority: Scrapping unnecessary rules and regulations	Base : Sample A	750
●	112		Q14 Rating of priority: Scrapping unnecessary rules and regulations	Base : Sample A	750
●	113		Q14 Rating of priority: Mean Score Summary Table	Base : Sample A	750
●	114		Q14 Rating of priority: Mean Score Summary Table	Base : Sample A	750
●	115		Q14 Rating of priority: Top 2 Box Summary Table	Base : Sample A	750
●	116		Q14 Rating of priority: Top 2 Box Summary Table	Base : Sample A	750
●	117		Q14 Rating of priority: Bottom 2 Box Summary Table	Base : Sample A	750
●	118		Q14 Rating of priority: Bottom 2 Box Summary Table	Base : Sample A	750
●	119		Q15 Rating of priority by the Conservative Party: Getting the economy growing and creating jobs	Base : Sample B	752

	Page	Table	Title	Base Description	Base
●	120		Q15 Rating of priority by the Conservative Party: Getting the economy growing and creating jobs	Base : Sample B	752
●	121		Q15 Rating of priority by the Conservative Party: Cutting the deficit and the debt	Base : Sample B	752
●	122		Q15 Rating of priority by the Conservative Party: Cutting the deficit and the debt	Base : Sample B	752
●	123		Q15 Rating of priority by the Conservative Party: Improving the NHS	Base : Sample B	752
●	124		Q15 Rating of priority by the Conservative Party: Improving the NHS	Base : Sample B	752
●	125		Q15 Rating of priority by the Conservative Party: Improving schools	Base : Sample B	752
●	126		Q15 Rating of priority by the Conservative Party: Improving schools	Base : Sample B	752
●	127		Q15 Rating of priority by the Conservative Party: Protecting the environment	Base : Sample B	752
●	128		Q15 Rating of priority by the Conservative Party: Protecting the environment	Base : Sample B	752
●	129		Q15 Rating of priority by the Conservative Party: Dealing with crime	Base : Sample B	752
●	130		Q15 Rating of priority by the Conservative Party: Dealing with crime	Base : Sample B	752
●	131		Q15 Rating of priority by the Conservative Party: Standing up for Britain in the EU	Base : Sample B	752
●	132		Q15 Rating of priority by the Conservative Party: Standing up for Britain in the EU	Base : Sample B	752
●	133		Q15 Rating of priority by the Conservative Party: Reforming welfare to stop scroungers and cut benefit dependency	Base : Sample B	752
●	134		Q15 Rating of priority by the Conservative Party: Reforming welfare to stop scroungers and cut benefit dependency	Base : Sample B	752
●	135		Q15 Rating of priority by the Conservative Party: Controlling immigration	Base : Sample B	752
●	136		Q15 Rating of priority by the Conservative Party: Controlling immigration	Base : Sample B	752
●	137		Q15 Rating of priority by the Conservative Party: Cutting taxes	Base : Sample B	752
●	138		Q15 Rating of priority by the Conservative Party: Cutting taxes	Base : Sample B	752
●	139		Q15 Rating of priority by the Conservative Party: Supporting marriage through the tax system	Base : Sample B	752
●	140		Q15 Rating of priority by the Conservative Party: Supporting marriage through the tax system	Base : Sample B	752
●	141		Q15 Rating of priority by the Conservative Party: Cutting the size of the state	Base : Sample B	752

	Page	Table	Title	Base Description	Base
●	142		Q15 Rating of priority by the Conservative Party: Cutting the size of the state	Base : Sample B	752
●	143		Q15 Rating of priority by the Conservative Party: Scrapping unnecessary rules and regulations	Base : Sample B	752
●	144		Q15 Rating of priority by the Conservative Party: Scrapping unnecessary rules and regulations	Base : Sample B	752
●	145		Q15 Rating of priority by the Conservative Party: Mean Score Summary Table	Base : Sample B	752
●	146		Q15 Rating of priority by the Conservative Party: Mean Score Summary Table	Base : Sample B	752
●	147		Q15 Rating of priority by the Conservative Party: Top 2 Box Summary Table	Base : Sample B	752
●	148		Q15 Rating of priority by the Conservative Party: Top 2 Box Summary Table	Base : Sample B	752
●	149		Q15 Rating of priority by the Conservative Party: Bottom 2 Box Summary Table	Base : Sample B	752
●	150		Q15 Rating of priority by the Conservative Party: Bottom 2 Box Summary Table	Base : Sample B	752
●	151		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Getting the economy growing and creating jobs	Base : All respondents	1502
●	152		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Getting the economy growing and creating jobs	Base : All respondents	1502
●	153		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the deficit and the debt	Base : All respondents	1502
●	154		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the deficit and the debt	Base : All respondents	1502
●	155		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving the NHS	Base : All respondents	1502
●	156		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving the NHS	Base : All respondents	1502
●	157		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving schools	Base : All respondents	1502
●	158		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Improving schools	Base : All respondents	1502
●	159		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Protecting the environment	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	160		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Protecting the environment	Base : All respondents	1502
●	161		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Dealing with crime	Base : All respondents	1502
●	162		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Dealing with crime	Base : All respondents	1502
●	163		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Standing up for Britain in the EU	Base : All respondents	1502
●	164		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Standing up for Britain in the EU	Base : All respondents	1502
●	165		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Reforming welfare to stop scroungers and cut benefit dependency	Base : All respondents	1502
●	166		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Reforming welfare to stop scroungers and cut benefit dependency	Base : All respondents	1502
●	167		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Controlling immigration	Base : All respondents	1502
●	168		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Controlling immigration	Base : All respondents	1502
●	169		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting taxes	Base : All respondents	1502
●	170		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting taxes	Base : All respondents	1502
●	171		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Supporting marriage through the tax system	Base : All respondents	1502
●	172		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Supporting marriage through the tax system	Base : All respondents	1502
●	173		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the size of the state	Base : All respondents	1502
●	174		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Cutting the size of the state	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	175		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Scrapping unnecessary rules and regulations	Base : All respondents	1502
●	176		Q16 Whether a Conservative Government with an overall majority would handle item better than coalition: Scrapping unnecessary rules and regulations	Base : All respondents	1502
●	177		Q17a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime	Base : All respondents	1502
●	178		Q17a Some people say they could never see themselves voting Labour under any circumstances, while others say they could see themselves doing so sometime	Base : All respondents	1502
●	179		Q17b And some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves	Base : All respondents	1502
●	180		Q17b And some people say they could never see themselves voting Liberal Democrat under any circumstances, while others say they could see themselves	Base : All respondents	1502
●	181		Q17c And some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see	Base : All respondents	1502
●	182		Q17c And some people say they could never see themselves voting for the UK Independence Party under any circumstances, while others say they could see	Base : All respondents	1502
●	183		Q18a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the	Base : All respondents	1502
●	184		Q18a If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the	Base : All respondents	1502
●	185		Q18b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the	Base : All respondents	1502
●	186		Q18b If at the next election there were a single candidate standing for the Coalition, rather than separate candidates for the Conservatives and the	Base : All respondents	1502
●	187		Q19 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?	Base : All respondents	1502
●	188		Q19 Since the general election, would you say your view of the Conservative Party has changed for the better, or for the worse, or has it not changed at all?	Base : All respondents	1502
●	189		Q21 Would you say you are moving towards or away from Labour?	Base : All respondents	1502
●	190		Q21 Would you say you are moving towards or away from Labour?	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	191		Q21 Would you say you are moving towards or away from The Conservatives?	Base : All respondents	1502
●	192		Q21 Would you say you are moving towards or away from The Conservatives?	Base : All respondents	1502
●	193		Q21 Would you say you are moving towards or away from The Liberal Democrats?	Base : All respondents	1502
●	194		Q21 Would you say you are moving towards or away from The Liberal Democrats?	Base : All respondents	1502
●	195		Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far,	Base : All respondents	1502
●	196		Q22 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far,	Base : All respondents	1502
●	197		Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area,	Base : All respondents	1502
●	198		Q23 Taking everything into account, including the performance of the coalition, the other parties, and your MP and the candidates in your local area,	Base : All respondents	1502
●	199		Including yourself, how many people in total live in your household?	Base : All respondents	1502
●	200		Including yourself, how many people in total live in your household?	Base : All respondents	1502
●	201		Age	Base : All respondents	1502
●	202		Age	Base : All respondents	1502
●	203		Have you taken a foreign holiday in the last 3 years?	Base : All respondents	1502
●	204		Have you taken a foreign holiday in the last 3 years?	Base : All respondents	1502
●	205		Is the house or flat in which you live...?	Base : All respondents	1502
●	206		Is the house or flat in which you live...?	Base : All respondents	1502
●	207		At what age did you finish your full time education?	Base : All respondents	1502
●	208		At what age did you finish your full time education?	Base : All respondents	1502
●	209		At what age did you finish your full time education?	Base : All respondents	1502
●	210		At what age did you finish your full time education?	Base : All respondents	1502
●	211		What is the highest educational level that you have achieved to date?	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	212		What is the highest educational level that you have achieved to date?	Base : All respondents	1502
●	213		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	1502
	214		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	1502
●	215		How many cars are there in your household?	Base : All respondents	1502
●	216		How many cars are there in your household?	Base : All respondents	1502
●	217		To which of the following ethnic groups do you consider you belong?	Base : All respondents	1502
●	218		To which of the following ethnic groups do you consider you belong?	Base : All respondents	1502
●	219		To which of the following religious groups do you consider yourself to be a member of?	Base : All respondents	1502
●	220		To which of the following religious groups do you consider yourself to be a member of?	Base : All respondents	1502
●	221		Which of the following best describes where you live?	Base : All respondents	1502
●	222		Which of the following best describes where you live?	Base : All respondents	1502
●	223		Which of the following best describes your current working status?	Base : All respondents	1502
●	224		Which of the following best describes your current working status?	Base : All respondents	1502
●	225		Which of the following best describes the employment status of the Chief Income Earner in your household?	Base : All respondents	1502
●	226		Which of the following best describes the employment status of the Chief Income Earner in your household?	Base : All respondents	1502
●	227		Does the Chief Income Earner have a private pension / allowance?	Base : All retired / widowed	563
●	228		Does the Chief Income Earner have a private pension / allowance?	Base : All retired / widowed	563
●	229		Do you work in any of the following occupations?	Base : All working	720
●	230		Do you work in any of the following occupations?	Base : All working	720
●	231		Do you have any children aged 18 or under? If so, how old are they?	Base : All respondents	1502
●	232		Do you have any children aged 18 or under? If so, how old are they?	Base : All respondents	1502

	Page	Table	Title	Base Description	Base
●	233		Gender	Base : All respondents	1502
●	234		Gender	Base : All respondents	1502
●	235		Which of the following ITV regions do you live in?	Base : All respondents	1502
●	236		Which of the following ITV regions do you live in?	Base : All respondents	1502
●	237		Which one of these regions do you live in?	Base : All respondents	1502
●	238		Which one of these regions do you live in?	Base : All respondents	1502
●	239		Which of the following best describes your marital status?	Base : All respondents	1502
●	240		Which of the following best describes your marital status?	Base : All respondents	1502
●	241		What is the combined annual income of your household, prior to tax being deducted?	Base : All respondents	1502
●	242		What is the combined annual income of your household, prior to tax being deducted?	Base : All respondents	1502
●	243		How many people under the age of 18 live in your household?	Base : All respondents	1502
●	244		How many people under the age of 18 live in your household?	Base : All respondents	1502
●	245		How many people aged 18 and over live in your household?	Base : All respondents	1502
●	246		How many people aged 18 and over live in your household?	Base : All respondents	1502
●	247		Total household members	Base : All respondents	1502
●	248		Total household members	Base : All respondents	1502
●	249		SEG	Base : All respondents	1502
●	250		SEG	Base : All respondents	1502