

Lord Ashcroft Survey Results

Sample Size: 1775 GB Adults
Fieldwork: 20th - 21st March 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1775	478	537	125	572	466	360	863	912	215	453	607	501	1012	763	227	577	380	437	154
Unweighted Sample	1775	513	485	127	593	417	369	864	911	79	489	697	510	1172	603	243	636	328	400	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	36	100	0	0	85	4	7	35	37	22	36	34	43	42	28	38	48	36	27	18
Lab	41	0	100	0	4	89	43	39	42	53	43	41	34	36	48	40	29	43	55	38
Lib Dem	9	0	0	100	1	2	37	10	9	15	12	8	8	11	8	15	12	7	8	3
Other	14	0	0	0	10	6	12	15	12	10	8	18	15	12	16	7	11	14	11	40

Other Parties Voting Intention

UKIP	5	0	0	0	8	1	2	6	4	0	1	6	8	4	6	3	6	8	4	0
SNP / PCY	3	0	0	0	0	2	4	4	3	5	3	4	3	3	3	0	0	2	0	34
Green	2	0	0	0	1	1	5	2	3	3	2	3	2	3	2	3	4	2	2	0
BNP	2	0	0	0	2	0	0	2	1	0	1	3	1	1	3	0	1	1	4	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	2	0	1	1	3	1	1	0	1	1	0	0	1	1	5

Non Voters

Would Not Vote	9	0	0	0	4	5	5	8	10	18	11	9	4	8	11	3	9	12	11	6
Don't know	16	0	0	0	13	9	27	10	23	18	19	16	15	16	18	15	19	17	14	16

Some doctors opposed to the coalition government's policies on the NHS have suggested they may put up candidates at the next election on a non-party, independent ticket of defending the NHS.

If they did contest the next election alongside the Conservatives, Labour, Liberal Democrats and other candidates, how would you vote?

Conservative	25	88	1	5	66	3	3	29	21	15	24	24	32	30	19	29	32	23	20	12
Labour	23	0	71	4	2	59	20	25	20	30	20	24	20	20	26	27	13	25	31	24
NHS candidate	14	3	19	14	8	14	24	14	14	10	15	13	16	13	16	13	13	16	14	14
Liberal Democrat	5	0	1	68	1	1	19	7	4	7	6	5	5	7	4	7	7	5	4	2
Scottish National Party (SNP)/ Plaid Cymru	2	0	0	0	0	2	1	3	2	1	2	3	2	3	2	0	0	1	0	24
Some other party	6	0	1	0	6	3	3	7	5	3	3	8	8	5	7	4	6	7	7	4
Would not vote	6	1	0	0	3	4	3	5	8	12	6	7	4	5	9	3	9	6	7	3
Don't know	18	8	7	9	12	14	26	9	25	22	24	16	13	18	17	15	20	17	17	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rebased: If they did contest the next election alongside the Conservatives, Labour, Liberal Democrats and other candidates, how would you vote?

[Excluding Don't knows and Wouldn't votes]

Conservative	33	95	1	5	78	4	5	34	32	22	34	32	38	38	26	36	45	30	26	15
Labour	30	0	77	5	3	72	28	30	30	45	29	32	24	26	35	34	18	32	41	30
NHS candidate	18	4	20	15	10	17	34	16	21	16	21	17	20	16	21	16	18	20	19	18
Liberal Democrat	7	1	1	75	2	1	27	8	6	11	9	6	6	9	5	9	10	7	6	2
Some other party	11	0	1	0	8	7	6	12	10	6	7	14	13	10	12	6	9	11	9	35

From what you have read or heard, do you support or oppose the coalition government's proposed NHS reforms?

Strongly support	3	10	1	1	8	0	1	5	2	2	2	3	6	4	2	5	4	3	2	4
Tend to support	16	41	2	13	34	5	9	21	12	11	13	17	19	19	13	13	20	17	13	12
TOTAL SUPPORT	19	51	3	14	42	5	10	26	14	13	15	20	25	23	15	18	24	20	15	16
Neither support not oppose	16	23	6	27	23	7	13	15	16	18	15	15	16	16	16	16	15	15	18	14
Tend to oppose	23	13	28	27	17	25	31	19	27	24	22	24	24	25	21	25	23	24	20	26
Strongly oppose	27	2	56	16	6	53	31	30	24	23	26	28	28	24	31	26	19	28	36	29
TOTAL OPOSE	50	15	84	43	23	78	62	49	51	47	48	52	52	49	52	51	42	52	56	55
Don't know	15	12	8	17	12	11	14	10	19	22	22	12	7	13	17	14	19	13	10	16