



Lodestone Political Survey

12/09/2013

Prepared on behalf of Lodestone Communications

Part A – General Population Sample

LODESTONE

Lodestone Political Survey

On behalf of Lodestone
12/09/13 - 2,096 respondents

Fieldwork Dates

3rd - 9th September 2013

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to a random sample of members of the panel. In addition, a number of members of the panel already known to be non-voters from previous surveys were invited to the survey to increase the sample of non-voters.

Population Sampled

All adults aged 18+ in England, Scotland and Wales.

Sample Size

2,096*

*as part of the sample was not a random sample of the population, but an exclusive sample of non-voters, for margin of error purposes this should be considered an effective sample of 1,630 with the addition of 466 bonus non-voters who do not count towards reducing margin of error.

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, region, household income and whether someone voted or not at the 2010 general election. Targets for the weighted data were derived from Office of National Statistics 2011 Census data; target for voters vs non-voters was derived from the 2010 Hansard Society Audit of Political Engagement.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with an effective sample of 1,630 it is 95% certain that the 'true' value will fall within the range of 2.4% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

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Question presentation

All data tables shown in full below, in order and wording put to respondents. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions have been asked to all respondents – this is because they may be follow-on questions dependent on answers to previous questions. Lower response counts and “Base” description in tables should make clear where this has occurred. Questions that were open-ended and had verbatim responses only will not have data tables as no quantitative data was recorded. These questions and their responses will be shown in the supplementary Verbatim Responses document. Skipped question numbers should indicate in the tables where these questions were in the script.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;

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Table 1
Q.1 What was your age at your last birthday?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
18-24	248 11.8%	108 10.6%	139 12.9%	248 41.1%	- -	- -	19 9.8%	18 15.8%	39 16.4%	66 9.2%	43 12.9%	63 12.5%	42 7.5%	84 15.1%	71 14.1%	51 10.6%	199 10.4%	48 26.3%	147 20.7%	17 3.4%	39 11.0%	27 9.2%	11 5.9%	122 14.8%	62 8.9%	64 11.0%	196 11.2%	52 15.1%	
25-34	355 16.9%	141 13.8%	214 19.8%	355 58.9%	- -	- -	32 16.6%	19 16.6%	70 29.0%	107 15.1%	54 16.1%	73 14.5%	148 26.7%	90 16.2%	61 11.9%	56 11.6%	298 15.6%	56 30.4%	134 18.8%	56 11.1%	65 18.5%	53 17.7%	34 18.4%	158 19.2%	92 13.3%	105 18.0%	283 16.2%	72 20.8%	
35-44	371 17.7%	176 17.3%	195 18.1%	- -	371 50.1%	- -	37 19.4%	18 15.6%	48 20.2%	110 15.5%	59 17.5%	99 19.6%	134 24.0%	99 17.8%	76 15.0%	63 13.1%	326 17.1%	45 24.4%	126 17.7%	77 15.2%	86 24.3%	44 14.7%	28 14.8%	168 20.4%	103 14.9%	100 17.1%	302 17.2%	69 20.1%	
45-54	369 17.6%	181 17.8%	188 17.5%	- -	369 49.9%	- -	33 17.2%	23 19.6%	28 11.5%	103 14.4%	64 19.2%	119 23.7%	90 16.3%	100 18.0%	105 20.8%	74 15.4%	352 18.4%	18 9.5%	112 15.6%	82 16.4%	62 17.6%	69 23.2%	38 20.4%	147 17.9%	114 16.6%	107 18.5%	318 18.1%	51 15.0%	
55-64	315 15.0%	152 15.0%	162 15.1%	- -	- -	315 41.8%	22 11.7%	15 12.8%	23 9.6%	114 16.1%	56 16.7%	84 16.7%	58 10.4%	89 16.1%	86 16.9%	82 17.2%	311 16.2%	4 2.3%	98 13.7%	100 19.9%	43 12.2%	41 13.9%	29 15.8%	100 12.2%	131 18.9%	84 14.4%	260 14.8%	55 15.9%	
65+	439 20.9%	260 25.5%	179 16.6%	- -	439 58.2%	- -	48 25.3%	22 19.5%	32 13.3%	212 29.7%	59 17.5%	66 13.1%	84 15.1%	94 16.8%	108 21.3%	153 32.1%	426 22.3%	13 7.1%	96 13.5%	171 34.0%	58 16.4%	64 21.4%	46 24.8%	128 15.5%	189 27.4%	121 20.9%	393 22.4%	45 13.2%	
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%	

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Table 2
Q.2 What is your Gender?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?		
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Male	1019	1019	-	249	357	412	99	43	137	341	144	255	291	280	239	209	931	87	296	277	183	143	104	405	370	243	878	141	
	48.6%	100.0%	-	41.4%	48.3%	54.7%	52.2%	37.3%	57.1%	47.8%	43.0%	50.5%	52.4%	50.3%	47.1%	43.8%	48.7%	47.3%	41.6%	55.1%	51.7%	47.8%	55.8%	49.2%	53.6%	41.8%	50.1%	41.0%	
Female	1077	-	1077	353	383	341	91	72	103	371	191	249	265	276	269	268	980	97	416	226	170	156	83	418	321	338	874	203	
	51.4%	-	100.0%	58.6%	51.7%	45.3%	47.8%	62.7%	42.9%	52.2%	57.0%	49.5%	47.6%	49.7%	52.9%	56.2%	51.3%	52.7%	58.4%	44.9%	48.3%	52.2%	44.2%	50.8%	46.4%	58.2%	49.9%	59.0%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 3
Q.3 Where do you currently live?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
England	1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
	85.5%	86.1%	84.9%	85.5%	85.1%	85.7%	-	-	100.0%	100.0%	100.0%	100.0%	84.8%	86.7%	86.4%	83.9%	84.9%	91.5%	86.5%	89.1%	86.5%	90.0%	62.2%	83.9%	88.7%	83.7%	85.6%	84.5%	
Scotland	190	99	91	50	69	70	190	-	-	-	-	-	49	52	41	48	179	11	51	38	29	17	52	90	46	54	161	29	
	9.1%	9.7%	8.4%	8.3%	9.4%	9.3%	100.0%	-	-	-	-	-	8.9%	9.3%	8.1%	10.0%	9.4%	5.9%	7.1%	7.5%	8.1%	5.7%	27.7%	10.9%	6.7%	9.2%	9.2%	8.5%	
Wales	115	43	72	37	41	37	-	115	-	-	-	-	35	22	28	30	110	5	45	17	19	13	19	42	32	41	91	24	
	5.5%	4.2%	6.7%	6.2%	5.5%	4.9%	-	100.0%	-	-	-	-	6.4%	4.0%	5.5%	6.2%	5.8%	2.6%	6.4%	3.3%	5.4%	4.4%	10.1%	5.1%	4.6%	7.0%	5.2%	7.0%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	1795	786	1009	704	755	336	-	-	250	657	376	512	425	463	483	424	1583	212	875	311	263	216	94	714	511	570	1385	410	
Weighted Total	1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
Greater London	240	137	103	109	76	55	-	-	240	-	-	-	113	68	40	19	172	67	75	52	57	33	17	113	71	56	206	34	
	13.4%	15.6%	11.2%	21.2%	12.1%	8.5%	-	-	100.0%	-	-	-	24.0%	14.1%	9.0%	4.8%	10.6%	40.0%	12.2%	11.5%	18.8%	12.3%	14.7%	16.3%	11.5%	11.6%	13.7%	11.5%	
Avon & Bristol	25	13	12	8	8	9	-	-	-	25	-	-	4	8	9	4	25	-	7	5	4	7	2	7	8	10	19	6	
	1.4%	1.5%	1.3%	1.5%	1.3%	1.4%	-	-	-	3.5%	-	-	0.8%	1.7%	2.0%	1.1%	1.5%	-	1.1%	1.2%	1.4%	2.5%	1.5%	1.0%	1.3%	2.1%	1.3%	2.1%	
Bedfordshire	26	11	15	6	6	14	-	-	-	26	-	-	12	3	9	1	24	2	8	4	2	9	2	14	7	6	24	3	
	1.5%	1.3%	1.6%	1.2%	1.0%	2.2%	-	-	-	3.7%	-	-	2.6%	0.7%	2.1%	0.4%	1.5%	1.3%	1.3%	1.0%	0.7%	3.4%	1.5%	2.0%	1.1%	1.2%	1.6%	1.0%	
Berkshire	28	11	17	8	12	9	-	-	-	28	-	-	11	11	4	1	23	5	9	11	4	1	1	5	8	14	25	2	
	1.6%	1.2%	1.9%	1.5%	1.8%	1.3%	-	-	-	3.9%	-	-	2.4%	2.3%	1.0%	0.3%	1.4%	2.7%	1.5%	2.5%	1.2%	0.4%	0.6%	0.8%	1.4%	2.9%	1.7%	0.9%	
Buckinghamshire	13	5	7	6	5	2	-	-	-	13	-	-	3	3	2	4	9	4	7	3	1	-	2	4	2	7	9	3	
	0.7%	0.6%	0.8%	1.1%	0.7%	0.3%	-	-	-	1.8%	-	-	0.7%	0.6%	0.6%	1.0%	0.5%	2.4%	1.2%	0.6%	0.2%	-	1.9%	0.5%	0.4%	1.4%	0.6%	1.1%	
Cambridgeshire	25	12	13	5	10	9	-	-	-	25	-	-	9	5	9	2	24	1	8	6	3	3	4	11	7	7	23	1	
	1.4%	1.4%	1.4%	1.0%	1.6%	1.4%	-	-	-	3.5%	-	-	1.9%	1.1%	2.0%	0.4%	1.5%	0.4%	1.3%	1.4%	1.0%	1.0%	3.5%	1.6%	1.1%	1.5%	1.6%	0.5%	
Cheshire	49	25	24	11	16	21	-	-	-	-	-	49	14	9	9	17	49	-	18	10	3	11	3	26	14	9	44	4	
	2.7%	2.8%	2.6%	2.2%	2.6%	3.3%	-	-	-	-	-	9.7%	2.9%	1.9%	2.1%	4.2%	3.0%	-	3.0%	2.3%	1.1%	4.2%	2.6%	3.8%	2.2%	1.8%	3.0%	1.5%	
Cleveland	19	10	9	7	4	7	-	-	-	-	-	19	2	3	5	9	18	*	8	4	4	2	1	7	6	5	13	5	
	1.0%	1.1%	1.0%	1.5%	0.6%	1.1%	-	-	-	-	-	3.7%	0.5%	0.6%	1.1%	2.2%	1.1%	0.3%	1.3%	0.9%	1.3%	0.6%	0.6%	1.0%	1.0%	1.1%	0.9%	1.9%	
Cornwall	23	11	11	3	11	9	-	-	-	23	-	-	5	6	4	7	23	-	6	6	1	6	3	8	9	6	20	3	
	1.3%	1.3%	1.2%	0.6%	1.7%	1.4%	-	-	-	3.2%	-	-	1.1%	1.3%	0.8%	1.9%	1.4%	-	1.0%	1.4%	0.4%	2.4%	2.3%	1.1%	1.5%	1.2%	1.3%	0.9%	
Cumbria	24	16	8	5	7	11	-	-	-	-	-	24	6	9	4	6	23	1	5	3	3	6	7	6	12	5	22	3	
	1.3%	1.8%	0.9%	1.1%	1.1%	1.8%	-	-	-	-	-	4.8%	1.2%	1.9%	0.8%	1.4%	1.4%	0.6%	0.8%	0.6%	0.9%	2.1%	6.0%	0.9%	2.0%	1.1%	1.4%	0.9%	
Derbyshire	25	8	17	9	12	4	-	-	-	-	25	-	6	6	8	6	25	*	11	6	2	4	-	12	7	7	18	7	
	1.4%	0.9%	1.9%	1.8%	1.9%	0.7%	-	-	-	-	7.5%	-	1.2%	1.2%	1.8%	1.5%	1.5%	0.2%	1.8%	1.3%	0.8%	1.6%	-	1.7%	1.1%	1.4%	1.2%	2.5%	
Devon	50	23	27	10	15	26	-	-	-	50	-	-	7	14	16	14	50	1	14	26	6	5	-	12	29	9	44	6	
	2.8%	2.6%	3.0%	1.9%	2.3%	4.1%	-	-	-	7.1%	-	-	1.4%	2.8%	3.7%	3.4%	3.1%	0.4%	2.2%	5.7%	1.9%	1.9%	-	1.8%	4.7%	1.9%	3.0%	2.1%	
Dorset	17	9	7	5	2	10	-	-	-	17	-	-	1	8	5	2	17	-	3	11	-	1	1	3	13	1	15	1	
	0.9%	1.1%	0.8%	0.9%	0.4%	1.5%	-	-	-	2.4%	-	-	0.3%	1.6%	1.2%	0.5%	1.0%	-	0.6%	2.4%	-	0.4%	1.3%	0.4%	2.1%	0.2%	1.0%	0.5%	

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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
22 1.2%	7 0.8%	15 1.6%	4 0.8%	11 1.7%	7 1.0%	-	-	-	-	-	22 4.3%	2 0.5%	7 1.6%	9 2.0%	3 0.7%	22 1.3%	-	7 1.1%	1 0.3%	8 2.7%	4 1.4%	1 1.0%	16 2.3%	2 0.3%	4 0.8%	20 1.3%	2 0.7%	
27 1.5%	14 1.6%	13 1.4%	8 1.5%	9 1.4%	10 1.6%	-	-	-	27 3.8%	-	-	3 0.7%	5 1.1%	9 2.0%	10 2.4%	23 1.4%	4 2.3%	13 2.1%	-	3 1.1%	8 2.8%	-	15 2.2%	3 0.5%	8 1.7%	21 1.4%	6 2.0%	
16 0.9%	8 0.9%	8 0.9%	4 0.8%	10 1.6%	2 0.4%	-	-	-	-	-	16 3.2%	3 0.6%	4 0.9%	6 1.5%	3 0.7%	16 1.0%	1 0.3%	8 1.3%	2 0.5%	1 0.4%	4 1.4%	1 0.7%	4 0.5%	4 0.7%	8 1.7%	12 0.8%	4 1.3%	
70 3.9%	29 3.3%	41 4.5%	21 4.1%	16 2.5%	33 5.1%	-	-	-	70 9.8%	-	-	13 2.8%	24 5.0%	16 3.6%	16 4.1%	65 4.0%	4 2.7%	21 3.4%	11 2.6%	9 2.8%	19 7.3%	8 6.7%	15 2.2%	32 5.3%	22 4.5%	60 4.0%	10 3.5%	
23 1.3%	6 0.7%	17 1.9%	7 1.3%	7 1.2%	9 1.4%	-	-	-	23 3.2%	-	-	6 1.3%	4 0.7%	9 2.0%	5 1.1%	22 1.3%	1 0.6%	12 2.0%	4 0.9%	5 1.7%	1 0.6%	-	9 1.4%	7 1.1%	7 1.3%	16 1.1%	7 2.4%	
60 3.4%	30 3.5%	30 3.3%	23 4.4%	23 3.6%	14 2.2%	-	-	-	-	-	60 11.9%	18 3.8%	16 3.3%	14 3.3%	12 3.1%	54 3.3%	6 3.6%	28 4.6%	13 2.9%	12 4.0%	3 1.3%	1 0.6%	25 3.6%	19 3.0%	17 3.5%	47 3.1%	13 4.6%	
70 3.9%	31 3.5%	39 4.2%	12 2.4%	15 2.4%	42 6.5%	-	-	-	70 9.8%	-	-	14 2.9%	18 3.8%	27 6.2%	10 2.6%	66 4.1%	3 2.0%	23 3.7%	24 5.2%	10 3.2%	9 3.3%	4 3.3%	19 2.8%	30 4.9%	20 4.1%	63 4.2%	7 2.4%	
4 0.2%	2 0.2%	2 0.3%	1 0.2%	3 0.5%	-	-	-	-	-	4 1.2%	-	4 0.8%	-	-	-	4 0.2%	-	2 0.3%	1 0.2%	1 0.4%	-	-	3 0.5%	-	1 0.1%	3 0.2%	1 0.2%	
33 1.9%	13 1.5%	20 2.2%	9 1.8%	12 1.8%	12 1.9%	-	-	-	33 4.7%	-	-	7 1.4%	12 2.5%	9 2.1%	5 1.3%	32 1.9%	2 1.0%	9 1.5%	11 2.5%	5 1.7%	6 2.1%	2 1.8%	13 1.9%	15 2.5%	5 1.1%	27 1.8%	6 2.0%	
1 *	1 0.1%	-	1 0.1%	-	-	-	-	-	1 0.1%	-	-	-	-	-	1 0.2%	-	1 0.4%	1 0.1%	-	-	-	-	1 0.1%	-	-	-	1 0.2%	
75 4.2%	37 4.3%	37 4.1%	23 4.4%	26 4.2%	26 4.0%	-	-	-	75 10.5%	-	-	14 3.0%	16 3.3%	16 3.7%	28 7.1%	71 4.3%	4 2.6%	31 5.1%	22 4.9%	6 2.0%	5 2.0%	10 9.0%	19 2.8%	23 3.7%	33 6.8%	57 3.8%	18 6.2%	
72 4.0%	38 4.4%	34 3.7%	16 3.2%	38 6.0%	18 2.7%	-	-	-	-	-	72 14.3%	6 1.2%	20 4.1%	24 5.5%	23 5.6%	69 4.2%	4 2.1%	30 4.9%	19 4.1%	14 4.7%	5 1.9%	3 2.7%	25 3.6%	22 3.6%	25 5.2%	61 4.1%	11 3.9%	
35 2.0%	7 0.8%	28 3.1%	12 2.4%	8 1.2%	15 2.3%	-	-	-	-	35 10.4%	-	13 2.8%	10 2.2%	4 1.0%	7 1.9%	31 1.9%	4 2.4%	7 1.1%	14 3.1%	10 3.1%	4 1.3%	1 0.6%	16 2.3%	17 2.7%	2 0.5%	32 2.1%	3 1.0%	
27 1.5%	16 1.8%	11 1.2%	7 1.3%	9 1.4%	11 1.7%	-	-	-	-	27 7.9%	-	6 1.3%	2 0.4%	11 2.5%	8 1.9%	25 1.5%	2 1.0%	12 1.9%	8 1.7%	5 1.6%	1 0.5%	1 0.7%	12 1.7%	10 1.6%	5 1.0%	22 1.5%	5 1.6%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
15 0.8%	5 0.6%	9 1.0%	5 0.9%	4 0.6%	6 0.9%	-	-	-	-	-	15 2.9%	3 0.7%	3 0.5%	3 0.7%	6 1.5%	13 0.8%	1 0.8%	6 1.0%	-	5 1.7%	2 0.8%	1 0.8%	9 1.4%	2 0.3%	4 0.7%	12 0.8%	2 0.8%	
40 2.2%	18 2.1%	22 2.4%	10 2.0%	17 2.7%	13 2.0%	-	-	-	-	-	40 7.9%	7 1.5%	9 1.9%	12 2.8%	12 3.0%	37 2.3%	3 2.0%	19 3.0%	2 0.5%	10 3.2%	8 3.0%	1 0.9%	22 3.2%	11 1.9%	7 1.4%	31 2.1%	9 3.0%	
45 2.5%	18 2.1%	27 2.9%	13 2.5%	13 2.1%	19 2.9%	-	-	-	45 6.3%	-	-	6 1.2%	17 3.4%	7 1.7%	15 3.8%	45 2.8%	-	13 2.2%	16 3.5%	5 1.5%	4 1.6%	2 1.8%	10 1.4%	14 2.3%	21 4.3%	39 2.6%	6 1.9%	
31 1.8%	22 2.5%	9 1.0%	6 1.2%	17 2.7%	8 1.2%	-	-	-	-	-	31 6.2%	7 1.5%	10 2.1%	9 2.1%	5 1.3%	27 1.7%	4 2.4%	7 1.1%	4 0.8%	9 3.0%	11 4.1%	-	18 2.6%	7 1.1%	7 1.4%	29 1.9%	3 0.9%	
27 1.5%	16 1.8%	11 1.2%	5 1.0%	8 1.2%	14 2.1%	-	-	-	-	27 7.9%	-	5 1.1%	9 1.9%	3 0.7%	9 2.2%	25 1.5%	2 1.2%	7 1.1%	9 2.1%	3 0.9%	6 2.3%	1 0.6%	10 1.5%	9 1.5%	7 1.4%	23 1.5%	4 1.2%	
12 0.7%	6 0.7%	7 0.7%	3 0.6%	6 0.9%	4 0.6%	-	-	-	-	-	12 2.5%	3 0.6%	5 1.1%	2 0.6%	1 0.4%	12 0.8%	-	5 0.9%	4 0.9%	1 0.3%	2 0.7%	-	5 0.8%	4 0.7%	3 0.6%	8 0.6%	4 1.4%	
41 2.3%	20 2.3%	21 2.3%	11 2.1%	16 2.5%	14 2.2%	-	-	-	-	41 12.3%	-	8 1.6%	14 2.9%	9 2.1%	11 2.7%	39 2.4%	2 1.0%	12 1.9%	7 1.6%	14 4.4%	7 2.8%	1 0.8%	22 3.3%	11 1.8%	7 1.5%	36 2.4%	5 1.6%	
10 0.6%	6 0.7%	4 0.5%	5 0.9%	5 0.8%	1 0.1%	-	-	-	10 1.4%	-	-	5 1.1%	4 0.8%	-	1 0.3%	8 0.5%	2 1.5%	4 0.7%	3 0.7%	1 0.3%	-	2 1.6%	3 0.5%	4 0.7%	3 0.6%	8 0.5%	2 0.7%	
1 *	- -	1 0.1%	1 0.1%	-	-	-	-	-	-	1 0.2%	-	-	-	-	1 0.1%	1 *	-	1 0.1%	-	-	-	-	1 0.1%	-	-	-	1 *	-
13 0.7%	6 0.7%	7 0.8%	2 0.4%	5 0.8%	6 1.0%	-	-	-	-	13 4.0%	-	* 0.1%	3 0.5%	7 1.5%	4 0.9%	13 0.8%	-	5 0.9%	5 1.1%	-	2 0.9%	-	3 0.4%	5 0.8%	6 1.2%	9 0.6%	4 1.4%	
32 1.8%	22 2.5%	10 1.1%	6 1.2%	6 0.9%	20 3.1%	-	-	-	32 4.5%	-	-	16 3.4%	7 1.4%	2 0.6%	7 1.7%	31 1.9%	1 0.6%	7 1.2%	16 3.5%	2 0.5%	6 2.3%	1 0.8%	3 0.4%	17 2.8%	12 2.4%	25 1.7%	6 2.2%	
38 2.1%	16 1.8%	22 2.4%	8 1.5%	17 2.8%	13 2.0%	-	-	-	-	-	38 7.6%	5 1.1%	9 1.8%	9 2.1%	15 3.7%	37 2.3%	1 0.4%	17 2.8%	8 1.7%	6 1.9%	4 1.5%	3 2.3%	11 1.5%	6 1.0%	21 4.4%	24 1.6%	14 4.8%	
28 1.6%	11 1.2%	17 1.9%	8 1.6%	14 2.2%	6 0.9%	-	-	-	-	28 8.3%	-	4 0.9%	7 1.4%	13 2.9%	4 1.0%	28 1.7%	-	10 1.6%	6 1.3%	9 3.0%	2 0.8%	1 0.7%	14 2.0%	9 1.4%	5 1.1%	26 1.7%	2 0.7%	
14 0.8%	8 0.9%	7 0.7%	2 0.4%	3 0.5%	9 1.4%	-	-	-	14 2.0%	-	-	2 0.5%	1 0.3%	8 1.8%	3 0.8%	14 0.9%	-	6 0.9%	1 0.3%	6 1.8%	1 0.4%	1 0.8%	9 1.3%	2 0.3%	4 0.8%	12 0.8%	2 0.7%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?		
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
64	42	22	13	17	34	-	-	-	64	-	-	30	18	7	9	62	2	15	28	5	14	1	14	35	15	51	13	
3.6%	4.8%	2.4%	2.5%	2.7%	5.2%	-	-	-	9.0%	-	-	6.3%	3.7%	1.6%	2.2%	3.8%	1.1%	2.4%	6.2%	1.7%	5.3%	1.2%	2.0%	5.8%	3.0%	3.4%	4.4%	
30	21	10	11	14	6	-	-	-	-	-	30	11	5	6	9	28	2	12	2	4	8	3	15	9	6	26	4	
1.7%	2.4%	1.0%	2.1%	2.2%	0.9%	-	-	-	-	-	6.0%	2.3%	1.0%	1.4%	2.1%	1.7%	1.5%	1.9%	0.4%	1.5%	3.0%	2.4%	2.2%	1.5%	1.1%	1.7%	1.5%	
19	15	4	3	6	9	-	-	-	-	19	-	12	3	2	2	19	-	7	4	1	2	3	4	11	4	18	*	
1.1%	1.7%	0.4%	0.7%	1.0%	1.4%	-	-	-	-	5.6%	-	2.5%	0.6%	0.5%	0.5%	1.2%	-	1.1%	1.0%	0.5%	0.8%	2.4%	0.6%	1.8%	0.8%	1.2%	0.2%	
98	37	61	34	39	25	-	-	-	-	98	-	21	33	25	19	75	22	38	24	18	11	4	43	33	22	79	19	
5.5%	4.2%	6.6%	6.7%	6.2%	3.8%	-	-	-	-	29.2%	-	4.4%	6.8%	5.7%	4.8%	4.6%	13.3%	6.2%	5.4%	5.9%	3.9%	3.5%	6.3%	5.3%	4.5%	5.2%	6.6%	
25	10	15	4	7	14	-	-	-	25	-	-	4	1	9	10	25	-	10	4	2	5	3	7	13	4	21	4	
1.4%	1.1%	1.6%	0.7%	1.1%	2.2%	-	-	-	3.5%	-	-	0.9%	0.2%	2.0%	2.6%	1.5%	-	1.6%	1.0%	0.6%	1.9%	2.9%	1.1%	2.1%	0.8%	1.4%	1.4%	
76	32	43	22	34	20	-	-	-	-	-	76	15	19	17	24	68	8	22	12	16	13	12	38	15	22	64	12	
4.2%	3.7%	4.7%	4.2%	5.4%	3.1%	-	-	-	-	-	15.0%	3.2%	4.0%	3.9%	6.1%	4.2%	4.7%	3.6%	2.6%	5.1%	4.9%	10.5%	5.5%	2.5%	4.6%	4.3%	4.1%	
18	8	10	1	8	9	-	-	-	18	-	-	*	9	5	4	17	1	5	7	4	-	2	2	11	4	16	2	
1.0%	0.9%	1.1%	0.2%	1.2%	1.4%	-	-	-	2.5%	-	-	0.1%	1.8%	1.1%	0.9%	1.1%	0.4%	0.8%	1.6%	1.3%	-	1.7%	0.4%	1.8%	0.9%	1.0%	0.8%	
19	8	10	3	5	11	-	-	-	-	19	-	4	5	3	6	19	-	3	9	5	1	1	7	8	3	17	2	
1.0%	0.9%	1.1%	0.6%	0.8%	1.6%	-	-	-	-	5.6%	-	0.9%	1.0%	0.7%	1.6%	1.2%	-	0.5%	2.0%	1.6%	0.4%	0.6%	1.1%	1.3%	0.7%	1.1%	0.6%	
1791	877	915	515	631	646	-	-	240	712	336	504	471	481	438	400	1623	168	617	449	305	268	116	691	613	486	1500	291	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 5
Q.5 What best describes your household income, including all benefits, but before tax is deducted?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Less than £10,000	178 8.5%	73 7.1%	106 9.8%	61 10.2%	56 7.6%	61 8.0%	23 12.1%	10 8.7%	12 4.8%	50 7.0%	24 7.1%	61 12.0%	- 0.6%	4 5.1%	26 5.1%	149 31.2%	159 8.3%	19 10.3%	106 14.9%	10 1.9%	26 7.5%	13 4.4%	20 10.5%	90 10.9%	25 3.6%	63 10.9%	130 7.4%	48 14.1%
£10,000 - £14,999	230 11.0%	92 9.0%	138 12.8%	54 9.0%	61 8.3%	114 15.2%	18 9.5%	20 17.5%	7 2.8%	82 11.6%	34 10.1%	68 13.6%	- 6.4%	36 2.6%	13 37.8%	181 37.8%	216 11.3%	13 7.1%	90 12.6%	46 9.2%	31 8.8%	27 9.1%	34 18.3%	95 11.6%	54 7.8%	80 13.9%	179 10.2%	51 14.7%
£15,000 - £19,999	173 8.3%	102 10.1%	70 6.5%	42 7.0%	52 7.1%	78 10.4%	33 17.2%	7 6.0%	8 3.3%	50 7.0%	33 10.0%	42 8.3%	- 7.3%	41 9.6%	48 17.5%	84 17.5%	165 8.6%	8 4.2%	60 8.5%	38 7.6%	31 8.7%	19 6.5%	21 11.5%	68 8.2%	47 6.8%	58 10.0%	143 8.1%	30 8.8%
£20,000 - £29,999	379 18.1%	178 17.4%	202 18.7%	101 16.8%	127 17.1%	151 20.1%	33 17.5%	18 15.8%	42 17.5%	149 21.0%	51 15.3%	85 16.9%	29 5.3%	116 21.0%	218 43.0%	15 3.2%	352 18.4%	27 14.8%	136 19.1%	83 16.4%	64 18.2%	50 16.8%	29 15.7%	148 17.9%	103 14.9%	129 22.1%	312 17.8%	67 19.6%
£30,000 - £39,999	298 14.2%	153 15.0%	146 13.5%	79 13.1%	122 16.5%	97 12.9%	28 15.0%	14 12.4%	31 12.9%	96 13.6%	63 18.9%	65 12.9%	112 20.2%	81 14.7%	98 19.2%	7 1.5%	277 14.5%	21 11.5%	87 12.1%	85 16.8%	50 14.1%	58 19.5%	17 9.1%	107 13.0%	119 17.2%	73 12.5%	256 14.6%	42 12.3%
£40,000 - £49,999	293 14.0%	135 13.3%	158 14.7%	90 14.9%	105 14.1%	99 13.1%	24 12.6%	27 23.1%	49 20.6%	73 10.2%	54 16.0%	67 13.4%	147 26.5%	110 19.8%	36 7.1%	-	268 14.0%	25 13.6%	74 10.4%	88 17.4%	52 14.8%	46 15.5%	30 15.9%	112 13.6%	119 17.2%	63 10.8%	265 15.1%	29 8.3%
£50,000 - £59,999	164 7.8%	92 9.1%	72 6.7%	55 9.1%	69 9.3%	40 5.4%	8 4.0%	4 3.1%	27 11.4%	68 9.6%	22 6.5%	36 7.1%	97 17.5%	64 11.4%	3 0.6%	-	151 7.9%	13 6.9%	39 5.5%	49 9.6%	32 9.2%	38 12.6%	6 3.3%	66 8.0%	77 11.2%	20 3.5%	154 8.8%	10 2.9%
£60,000 - £69,999	88 4.2%	49 4.8%	39 3.6%	28 4.6%	49 6.6%	12 1.5%	11 5.7%	2 2.0%	16 6.5%	35 4.9%	7 2.1%	18 3.6%	63 11.3%	25 4.6%	-	-	81 4.2%	8 4.1%	13 1.8%	30 5.9%	20 5.7%	15 5.0%	7 3.9%	33 4.0%	41 5.9%	14 2.4%	81 4.6%	7 2.1%
£70,000 - £79,999	61 2.9%	38 3.8%	22 2.1%	14 2.4%	24 3.2%	22 3.0%	3 1.6%	6 5.4%	14 5.7%	22 3.1%	6 1.8%	9 1.9%	43 7.8%	18 3.2%	-	-	51 2.7%	9 5.0%	14 2.0%	21 4.2%	16 4.6%	5 1.5%	5 2.7%	25 3.0%	26 3.7%	10 1.7%	51 2.9%	9 2.7%
£80,000 - £89,999	14 0.7%	7 0.7%	6 0.6%	5 0.8%	8 1.1%	1 0.2%	- -	- -	4 1.7%	4 0.6%	4 1.1%	1 0.3%	7 1.3%	5 1.0%	1 0.2%	-	7 0.3%	7 3.9%	7 1.0%	- 1.3%	5 0.3%	1 0.5%	1 0.5%	9 1.1%	3 0.4%	2 0.3%	10 0.6%	4 1.0%
£90,000 - £99,000	19 0.9%	12 1.2%	7 0.6%	6 0.9%	12 1.6%	2 0.3%	2 1.1%	- -	4 1.5%	5 0.7%	5 1.5%	4 0.7%	18 3.3%	1 0.2%	-	-	16 0.9%	3 1.4%	5 0.7%	7 1.3%	- 2.5%	8 -	- -	6 0.8%	13 1.8%	- -	18 1.0%	1 0.4%
£100,000 - £149,999	31 1.5%	21 2.1%	10 0.9%	10 1.7%	18 2.4%	3 0.4%	- -	3 2.3%	11 4.7%	9 1.3%	4 1.2%	4 0.7%	24 4.3%	7 1.3%	-	-	25 1.3%	6 3.2%	8 1.1%	9 1.9%	7 1.9%	1 0.5%	4 2.1%	10 1.2%	16 2.3%	5 0.9%	28 1.6%	3 0.9%
£150,000 - £199,999	2 0.1%	- -	2 0.2%	2 0.3%	- -	- -	- -	- -	- -	1 0.1%	1 0.2%	-	2 0.3%	-	-	-	2 0.1%	-	1 0.1%	1 0.2%	- -	- -	- -	- -	2 0.3%	-	2 0.1%	-

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Prepared on behalf of Lodestone Communications

Table 5
Q.5 What best describes your household income, including all benefits, but before tax is deducted?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
£200,000 or more	6 0.3%	5 0.5%	1 0.1%	- 0.3%	2 0.3%	3 0.5%	- -	- -	1 0.5%	3 0.5%	1 0.3%	- -	6 1.0%	- -	- -	- -	5 0.2%	1 0.6%	3 0.5%	2 0.4%	- -	- -	- -	3 0.4%	2 0.3%	- -	2 0.1%	3 1.0%	
Don't know / prefer not to say	160 7.6%	61 6.0%	99 9.2%	55 9.1%	37 5.0%	69 9.1%	7 3.9%	4 3.7%	14 6.0%	64 8.9%	26 7.9%	44 8.7%	7 1.3%	47 8.5%	63 12.5%	42 8.8%	135 7.1%	25 13.5%	69 9.7%	36 7.1%	18 5.2%	17 5.8%	12 6.4%	52 6.3%	45 6.5%	63 10.9%	122 7.0%	38 11.1%	
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 6
Q.6 What is the last qualification you ended your formal education with?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
No qualification	104 5.0%	48 4.7%	56 5.2%	6 1.0%	18 2.5%	80 10.6%	16 8.4%	8 6.7%	2 0.7%	27 3.8%	16 4.8%	36 7.1%	- -	- 1.2%	6 2.0%	98 20.5%	102 5.4%	2 0.8%	50 7.1%	9 1.7%	23 6.4%	5 1.6%	18 9.5%	56 6.8%	18 2.6%	30 5.2%	82 4.7%	22 6.5%
CSE / O Level / GCSE	438 20.9%	197 19.3%	241 22.4%	72 12.0%	182 24.5%	183 24.3%	27 14.1%	19 16.9%	27 11.2%	167 23.5%	88 26.1%	109 21.7%	- -	44 8.0%	190 37.5%	203 42.5%	416 21.8%	21 11.6%	168 23.5%	112 22.2%	71 20.2%	45 15.1%	31 16.6%	156 19.0%	144 20.9%	137 23.6%	352 20.1%	85 24.8%
Apprenticeship	64 3.1%	55 5.4%	9 0.9%	10 1.6%	8 1.1%	46 6.1%	10 5.1%	4 3.5%	2 1.0%	20 2.8%	11 3.4%	17 3.4%	- -	12 2.1%	25 5.0%	27 5.7%	63 3.3%	1 0.8%	15 2.1%	19 3.7%	11 3.2%	6 2.1%	13 6.8%	27 3.2%	17 2.5%	20 3.5%	59 3.4%	5 1.4%
Vocational Training	103 4.9%	47 4.6%	57 5.3%	21 3.4%	46 6.2%	37 4.9%	4 1.9%	2 2.1%	10 4.0%	40 5.7%	15 4.3%	33 6.5%	1 0.2%	15 2.7%	47 9.2%	41 8.5%	97 5.1%	6 3.2%	37 5.2%	30 6.0%	16 4.5%	10 3.4%	7 3.5%	39 4.7%	37 5.3%	27 4.7%	86 4.9%	18 5.2%
A-S Level	72 3.4%	31 3.1%	41 3.8%	22 3.7%	24 3.3%	25 3.4%	1 0.7%	2 2.0%	14 6.0%	20 2.8%	8 2.5%	26 5.1%	- -	35 6.3%	25 4.9%	12 2.5%	67 3.5%	5 2.8%	25 3.5%	24 4.9%	10 2.9%	9 3.1%	3 1.8%	29 3.6%	23 3.3%	20 3.5%	59 3.3%	13 3.9%
Scottish Highers	23 1.1%	8 0.7%	16 1.4%	6 0.9%	11 1.5%	6 0.8%	16 8.5%	* 0.4%	1 0.4%	4 0.6%	1 0.4%	- -	- -	13 2.3%	8 1.5%	3 0.6%	23 1.2%	- -	9 1.3%	3 0.6%	1 0.3%	6 1.9%	4 2.2%	11 1.4%	3 0.5%	9 1.5%	19 1.1%	4 1.2%
NVQ Levels 3 or 4 or similar	128 6.1%	64 6.3%	64 5.9%	38 6.3%	58 7.8%	33 4.4%	14 7.2%	14 12.5%	10 4.1%	42 5.8%	16 4.9%	32 6.3%	- -	47 8.5%	43 8.4%	38 7.9%	121 6.3%	7 3.8%	50 7.1%	30 6.0%	17 4.9%	8 2.8%	20 10.7%	43 5.2%	36 5.2%	49 8.5%	98 5.6%	30 8.6%
A Level	232 11.1%	113 11.1%	119 11.0%	116 19.3%	58 7.8%	58 7.7%	8 4.4%	12 10.5%	22 9.2%	88 12.4%	30 8.8%	72 14.3%	7 1.2%	104 18.6%	87 17.2%	35 7.3%	208 10.9%	24 13.0%	101 14.2%	37 7.4%	35 9.8%	34 11.3%	18 9.5%	90 10.9%	78 11.2%	65 11.2%	189 10.8%	43 12.5%
Other college education aged 18-21	133 6.3%	65 6.4%	68 6.3%	40 6.6%	41 5.6%	51 6.8%	16 8.6%	17 14.8%	11 4.4%	39 5.5%	28 8.4%	21 4.2%	12 2.2%	77 13.8%	28 5.5%	16 3.2%	124 6.5%	8 4.4%	40 5.7%	40 7.9%	22 6.3%	10 3.5%	18 9.7%	42 5.1%	45 6.4%	46 7.8%	114 6.5%	19 5.5%
Bachelors Degree or similar	550 26.2%	275 27.0%	274 25.5%	195 32.4%	204 27.6%	150 19.9%	48 25.4%	22 19.2%	88 36.9%	197 27.7%	88 26.3%	106 21.0%	339 61.0%	185 33.3%	26 5.1%	- -	485 25.4%	65 35.1%	154 21.6%	136 27.0%	109 31.0%	103 34.6%	33 17.7%	239 29.1%	194 28.0%	116 20.1%	476 27.2%	74 21.5%
Postgraduate / PhD	217 10.3%	106 10.4%	111 10.3%	71 11.8%	80 10.7%	66 8.8%	27 14.2%	13 11.3%	51 21.4%	53 7.4%	30 8.9%	43 8.5%	197 35.5%	20 3.5%	- -	- -	173 9.1%	44 23.7%	51 7.2%	55 11.0%	32 9.2%	59 19.7%	17 9.0%	82 10.0%	86 12.4%	49 8.4%	190 10.9%	26 7.7%
Other	32 1.5%	10 1.0%	22 2.1%	5 0.8%	11 1.4%	17 2.3%	3 1.5%	- -	1 0.6%	15 2.1%	4 1.1%	10 1.9%	- -	4 0.8%	22 4.3%	6 1.3%	31 1.6%	1 0.7%	11 1.5%	8 1.7%	4 1.2%	3 1.1%	6 3.0%	9 1.1%	11 1.6%	12 2.1%	28 1.6%	4 1.2%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
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Table 7
Q.7 What is your ethnic group?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?		
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
White	1912	931	980	498	678	736	179	110	172	674	303	473	475	507	482	447	1912	-	624	480	307	279	185	722	662	528	1603	309	
	91.2%	91.4%	91.0%	82.7%	91.6%	97.7%	94.3%	95.8%	71.9%	94.7%	90.3%	93.8%	85.5%	91.3%	95.0%	93.7%	100.0%	-	87.5%	95.3%	86.9%	93.6%	98.8%	87.6%	95.8%	90.9%	91.5%	89.7%	
Mixed/multiple ethnic groups	35	17	18	20	10	5	2	2	6	11	3	11	13	12	4	6	-	35	16	1	7	9	1	19	5	10	29	6	
	1.7%	1.7%	1.7%	3.4%	1.3%	0.6%	0.9%	1.4%	2.4%	1.5%	0.9%	2.3%	2.4%	2.2%	0.8%	1.2%	-	18.9%	2.3%	0.2%	2.1%	3.0%	0.6%	2.3%	0.8%	1.8%	1.7%	1.7%	
Asian/Asian British	93	39	54	61	32	1	7	2	34	18	20	12	41	23	15	14	-	93	44	16	23	8	-	52	14	27	76	17	
	4.4%	3.9%	5.0%	10.1%	4.3%	0.1%	3.7%	1.9%	14.4%	2.5%	5.9%	2.4%	7.3%	4.1%	3.0%	2.9%	-	50.6%	6.1%	3.2%	6.4%	2.8%	-	6.4%	2.0%	4.6%	4.3%	5.0%	
Black/African/Caribbean/Black British	40	23	16	16	13	11	1	-	23	4	8	4	17	8	6	9	-	40	20	4	13	2	-	26	4	10	31	9	
	1.9%	2.3%	1.5%	2.7%	1.8%	1.4%	0.5%	-	9.4%	0.6%	2.4%	0.8%	3.1%	1.4%	1.1%	1.9%	-	21.5%	2.7%	0.9%	3.7%	0.6%	-	3.1%	0.6%	1.7%	1.8%	2.6%	
Other ethnic group	16	7	9	7	8	1	1	1	4	4	2	4	9	5	1	2	-	16	9	2	3	-	1	5	6	6	13	4	
	0.8%	0.7%	0.8%	1.2%	1.1%	0.1%	0.6%	0.8%	1.8%	0.6%	0.5%	0.8%	1.7%	0.9%	0.1%	0.3%	-	8.9%	1.3%	0.4%	0.9%	-	0.6%	0.6%	0.8%	1.0%	0.7%	1.1%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Prepared on behalf of Lodestone Communications

Table 8
Q.8 Do you have any children?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Yes	1293 61.7%	620 60.9%	673 62.5%	205 34.1%	500 67.5%	588 78.1%	121 63.9%	70 60.5%	131 54.7%	456 64.1%	211 62.9%	304 60.4%	350 63.0%	330 59.5%	322 63.6%	290 60.8%	1196 62.5%	98 53.0%	346 48.5%	349 69.4%	250 70.9%	184 61.6%	136 72.7%	502 61.0%	429 62.1%	362 62.3%	1122 64.0%	171 49.8%	
No	803 38.3%	399 39.1%	404 37.5%	397 65.9%	241 32.5%	165 21.9%	69 36.1%	45 39.5%	109 45.3%	256 35.9%	125 37.1%	200 39.6%	206 37.0%	225 40.5%	185 36.4%	187 39.2%	716 37.5%	87 47.0%	367 51.5%	154 30.6%	103 29.1%	115 38.4%	51 27.3%	321 39.0%	262 37.9%	219 37.7%	630 36.0%	173 50.2%	
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%	

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Table 9
Q.9 How many children do you have?
Base: Have children

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	1158	479	679	287	583	288	93	65	124	363	221	292	285	289	316	268	1043	115	475	224	202	130	99	473	322	363	937	221	
Weighted Total	1293	620	673	205	500	588	121	70	131	456	211	304	350	330	322	290	1196	98	346	349	250	184	136	502	429	362	1122	171	
1	341	155	186	94	145	102	32	14	52	108	45	90	80	75	112	74	297	44	109	63	69	52	39	143	93	106	282	59	
	26.4%	25.0%	27.6%	46.0%	29.0%	17.3%	26.7%	19.4%	39.8%	23.8%	21.1%	29.5%	22.8%	22.8%	34.8%	25.4%	24.9%	44.8%	31.4%	18.0%	27.4%	28.1%	28.6%	28.4%	21.6%	29.2%	25.1%	34.7%	
2	632	306	325	78	225	329	65	36	55	237	101	138	169	171	142	150	604	28	155	185	128	81	72	220	221	191	558	73	
	48.9%	49.4%	48.3%	38.0%	44.9%	56.0%	53.3%	52.0%	42.2%	51.9%	47.8%	45.4%	48.3%	51.6%	44.0%	51.8%	50.5%	28.2%	44.9%	53.1%	51.1%	44.2%	52.9%	43.7%	51.6%	52.7%	49.8%	42.9%	
3	216	106	110	26	88	102	21	11	13	78	43	50	69	66	43	39	203	14	50	77	26	39	16	83	86	48	195	21	
	16.7%	17.2%	16.3%	12.7%	17.6%	17.4%	16.9%	16.0%	10.1%	17.1%	20.5%	16.5%	19.6%	19.9%	13.4%	13.4%	16.9%	14.2%	14.4%	22.1%	10.6%	21.3%	11.7%	16.5%	19.9%	13.3%	17.4%	12.2%	
4+	104	52	52	7	42	55	4	9	10	33	22	26	33	19	25	27	92	12	32	24	27	12	9	57	30	17	87	17	
	8.0%	8.4%	7.7%	3.4%	8.4%	9.4%	3.0%	12.5%	7.9%	7.2%	10.6%	8.6%	9.4%	5.6%	7.9%	9.4%	7.7%	12.7%	9.3%	6.8%	10.8%	6.4%	6.8%	11.4%	6.9%	4.8%	7.7%	10.2%	
SIGMA	1293	620	673	205	500	588	121	70	131	456	211	304	350	330	322	290	1196	98	346	349	250	184	136	502	429	362	1122	171	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 10
Q.14 Do you think life will be better, worse, or the same in 2020?
Base: Total Respondents

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
144 6.9%	82 8.0%	62 5.8%	72 11.9%	57 7.7%	16 2.1%	13 7.1%	7 6.5%	32 13.3%	43 6.1%	18 5.5%	30 5.9%	50 8.9%	39 7.1%	29 5.8%	26 5.4%	112 5.9%	32 17.4%	43 6.0%	36 7.1%	36 10.2%	15 5.2%	14 7.4%	62 7.6%	56 8.1%	26 4.5%	125 7.1%	19 5.6%	
661 31.5%	334 32.8%	328 30.4%	250 41.5%	228 30.8%	183 24.3%	74 39.3%	36 31.3%	78 32.6%	207 29.1%	106 31.7%	160 31.7%	204 36.7%	202 36.3%	138 27.1%	118 24.7%	588 30.7%	73 39.9%	239 33.6%	153 30.3%	108 30.6%	102 34.3%	51 27.5%	271 32.9%	241 34.9%	149 25.6%	556 31.7%	105 30.6%	
686 32.7%	308 30.2%	378 35.1%	164 27.3%	260 35.1%	262 34.8%	49 25.9%	42 36.8%	75 31.2%	249 35.0%	104 31.1%	166 32.9%	175 31.4%	182 32.8%	177 34.9%	152 31.9%	646 33.8%	40 21.8%	212 29.7%	174 34.5%	107 30.4%	111 37.1%	61 32.5%	244 29.7%	227 32.8%	215 37.0%	586 33.5%	100 28.9%	
474 22.6%	230 22.6%	245 22.7%	93 15.4%	148 20.0%	233 31.0%	49 26.1%	24 20.9%	38 16.0%	174 24.5%	82 24.6%	106 21.0%	98 17.7%	104 18.7%	138 27.1%	135 28.2%	448 23.5%	26 14.1%	173 24.2%	120 23.9%	79 22.5%	55 18.4%	36 19.4%	197 23.9%	138 20.0%	139 23.9%	384 21.9%	91 26.3%	
130 6.2%	65 6.4%	65 6.0%	23 3.9%	47 6.4%	60 7.9%	3 1.6%	5 4.6%	16 6.9%	38 5.4%	24 7.1%	43 8.5%	29 5.2%	29 5.2%	25 5.0%	47 9.8%	117 6.1%	13 6.9%	46 6.5%	21 4.2%	22 6.4%	15 5.0%	25 13.2%	48 5.9%	29 4.2%	52 9.0%	101 5.8%	29 8.5%	
2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Not having as much money as I like to have	258 12.3%	113 11.1%	144 13.4%	102 17.0%	96 12.9%	60 7.9%	19 10.0%	12 10.6%	31 13.0%	75 10.5%	52 15.6%	68 13.6%	65 11.6%	70 12.7%	52 10.3%	70 14.7%	232 12.1%	26 14.0%	88 12.3%	46 9.1%	58 16.4%	44 14.8%	17 9.1%	123 14.9%	67 9.8%	67 11.6%	208 11.9%	50 14.4%
Becoming or being unemployed	145 6.9%	77 7.6%	67 6.3%	66 10.9%	63 8.5%	16 2.1%	14 7.5%	9 7.9%	20 8.5%	45 6.3%	21 6.1%	36 7.1%	45 8.0%	42 7.6%	30 5.9%	28 5.8%	119 6.2%	26 14.1%	57 8.0%	24 4.7%	27 7.8%	25 8.3%	6 3.2%	72 8.7%	36 5.2%	37 6.4%	120 6.9%	25 7.1%
Not having enough money when I retire	142 6.8%	79 7.7%	63 5.8%	12 1.9%	78 10.5%	52 6.9%	13 6.9%	9 8.0%	14 5.9%	49 6.9%	23 6.8%	33 6.5%	44 7.9%	45 8.2%	30 5.8%	23 4.8%	132 6.9%	10 5.4%	45 6.3%	33 6.5%	31 8.7%	19 6.3%	14 7.2%	58 7.1%	50 7.2%	33 5.7%	121 6.9%	21 6.1%
Not being able to afford to pay the bills	238 11.3%	91 8.9%	147 13.6%	67 11.2%	99 13.4%	71 9.5%	29 15.4%	16 14.0%	17 7.1%	79 11.1%	34 10.1%	62 12.3%	43 7.7%	55 10.0%	69 13.6%	71 14.9%	227 11.9%	11 6.0%	97 13.6%	42 8.3%	44 12.4%	18 5.9%	31 16.7%	109 13.2%	63 9.1%	67 11.5%	198 11.3%	39 11.4%
Not being successful enough	49 2.3%	28 2.7%	21 2.0%	38 6.2%	11 1.5%	-	3 1.5%	3 2.3%	8 3.3%	13 1.8%	11 3.2%	12 2.4%	18 3.2%	12 2.1%	14 2.8%	5 1.0%	42 2.2%	7 3.8%	23 3.3%	6 1.1%	9 2.5%	2 0.7%	7 3.5%	23 2.8%	14 2.1%	11 2.0%	40 2.3%	9 2.6%
Getting or being unwell	201 9.6%	101 9.9%	100 9.3%	29 4.8%	51 6.9%	121 16.0%	14 7.2%	13 11.6%	11 4.5%	79 11.0%	33 10.0%	51 10.1%	29 5.1%	46 8.3%	61 12.0%	65 13.7%	196 10.3%	4 2.4%	85 12.0%	46 9.2%	21 6.0%	34 11.4%	12 6.5%	67 8.2%	62 8.9%	72 12.4%	155 8.8%	46 13.5%
My family or friends being unwell	107 5.1%	41 4.0%	66 6.2%	24 3.9%	40 5.4%	44 5.8%	11 5.7%	4 3.8%	13 5.5%	32 4.5%	25 7.5%	22 4.3%	28 5.1%	28 5.1%	32 6.3%	19 3.9%	101 5.3%	6 3.3%	38 5.3%	39 7.8%	14 3.9%	12 3.9%	4 2.0%	29 3.5%	49 7.1%	29 5.1%	90 5.1%	18 5.1%
The transport system not being good enough	9 0.4%	5 0.5%	4 0.4%	8 1.3%	1 0.2%	-	1 0.5%	-	2 1.0%	3 0.4%	3 0.9%	-	5 0.9%	2 0.3%	2 0.5%	-	7 0.4%	2 1.1%	2 0.3%	1 0.2%	3 1.0%	3 1.1%	-	5 0.6%	5 0.7%	-	9 0.5%	-
The way I look	21 1.0%	4 0.4%	17 1.6%	10 1.6%	7 0.9%	4 0.5%	2 0.8%	2 1.8%	-	8 1.1%	3 0.9%	7 1.3%	8 1.4%	3 0.6%	9 1.7%	1 0.2%	20 1.0%	1 0.7%	10 1.4%	4 0.8%	3 0.9%	2 0.7%	1 0.4%	8 0.9%	10 1.5%	3 0.6%	16 0.9%	5 1.4%
Not fitting in	14 0.7%	4 0.4%	10 0.9%	8 1.3%	6 0.9%	-	1 0.6%	3 2.6%	2 1.0%	2 0.3%	3 0.8%	3 0.6%	3 0.6%	5 0.9%	3 0.6%	3 0.6%	9 0.5%	5 2.6%	3 0.4%	3 0.6%	4 1.0%	3 1.0%	1 0.4%	12 1.4%	1 0.2%	1 0.2%	12 0.7%	2 0.6%
Not having enough time to get everything done	49 2.3%	25 2.4%	24 2.2%	20 3.3%	21 2.9%	7 1.0%	6 3.1%	1 1.1%	11 4.5%	16 2.3%	5 1.5%	10 1.9%	24 4.4%	11 1.9%	8 1.6%	6 1.2%	39 2.1%	9 5.0%	19 2.7%	16 3.1%	10 2.9%	4 1.2%	-	16 1.9%	17 2.4%	16 2.8%	38 2.2%	11 3.1%
Not having enough time for my family and friends	38 1.8%	22 2.2%	16 1.5%	21 3.6%	13 1.7%	3 0.5%	2 1.0%	2 2.1%	11 4.5%	14 1.9%	4 1.2%	5 0.9%	19 3.5%	10 1.9%	4 0.8%	4 0.9%	30 1.6%	7 4.0%	9 1.3%	12 2.5%	7 2.0%	6 1.9%	3 1.5%	15 1.9%	16 2.3%	7 1.2%	34 1.9%	4 1.1%
Not having enough me time	31 1.5%	14 1.3%	18 1.6%	16 2.7%	10 1.4%	5 0.7%	2 1.1%	1 0.7%	5 2.2%	13 1.8%	5 1.4%	5 1.1%	11 2.0%	8 1.5%	9 1.8%	3 0.7%	28 1.5%	3 1.9%	10 1.4%	6 1.3%	4 1.2%	5 1.8%	6 3.0%	8 1.0%	12 1.7%	12 2.0%	27 1.6%	4 1.2%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
54 2.6%	24 2.3%	30 2.8%	32 5.3%	16 2.1%	6 0.8%	2 0.9%	5 4.3%	10 4.1%	15 2.1%	7 2.0%	16 3.1%	10 1.8%	15 2.7%	19 3.7%	10 2.0%	45 2.3%	9 4.9%	29 4.0%	9 1.7%	5 1.5%	6 2.0%	4 1.9%	19 2.4%	22 3.1%	13 2.2%	39 2.3%	14 4.1%
57 2.7%	36 3.6%	21 2.0%	14 2.2%	19 2.6%	24 3.3%	5 2.4%	4 3.9%	8 3.4%	21 3.0%	6 1.8%	13 2.5%	12 2.1%	16 2.8%	12 2.4%	18 3.7%	52 2.7%	5 2.7%	19 2.7%	7 1.4%	9 2.5%	10 3.3%	12 6.6%	19 2.3%	15 2.2%	23 3.9%	52 2.9%	6 1.7%
92 4.4%	46 4.5%	46 4.3%	29 4.7%	24 3.2%	39 5.2%	10 5.3%	3 3.0%	14 5.8%	26 3.6%	18 5.4%	20 4.1%	22 3.9%	17 3.0%	20 4.0%	33 7.0%	79 4.2%	13 6.9%	23 3.2%	37 7.4%	10 2.9%	8 2.6%	12 6.6%	27 3.3%	50 7.3%	15 2.5%	81 4.6%	11 3.2%
45 2.2%	32 3.2%	13 1.2%	14 2.3%	11 1.4%	21 2.8%	4 2.3%	- -	10 4.2%	26 3.7%	2 0.6%	2 0.5%	11 2.0%	15 2.7%	11 2.1%	9 1.8%	42 2.2%	4 2.1%	13 1.8%	8 1.6%	9 2.7%	9 2.9%	5 2.6%	20 2.4%	10 1.5%	15 2.6%	33 1.9%	13 3.8%
25 1.2%	16 1.5%	9 0.9%	13 2.1%	6 0.8%	6 0.8%	1 0.4%	1 0.6%	6 2.6%	8 1.1%	3 0.9%	6 1.3%	5 0.9%	10 1.8%	4 0.8%	6 1.2%	22 1.1%	3 1.8%	6 0.8%	6 1.1%	5 1.4%	3 1.0%	4 2.1%	12 1.5%	11 1.6%	2 0.3%	23 1.3%	2 0.6%
102 4.9%	54 5.3%	48 4.4%	19 3.2%	24 3.2%	59 7.8%	11 5.6%	11 9.4%	9 3.9%	32 4.4%	10 3.1%	29 5.7%	34 6.2%	29 5.2%	24 4.8%	14 2.9%	94 4.9%	8 4.1%	32 4.5%	30 6.0%	14 3.9%	17 5.7%	8 4.1%	41 5.0%	37 5.3%	24 4.2%	90 5.1%	12 3.4%
299 14.3%	130 12.8%	169 15.7%	39 6.5%	103 13.9%	157 20.8%	32 16.6%	11 9.3%	27 11.2%	112 15.7%	48 14.3%	70 13.8%	80 14.4%	81 14.6%	74 14.6%	64 13.4%	286 15.0%	13 6.9%	70 9.9%	96 19.1%	46 13.1%	45 15.0%	35 18.8%	101 12.2%	106 15.4%	92 15.8%	262 15.0%	37 10.7%
121 5.8%	77 7.6%	44 4.1%	23 3.8%	41 5.5%	57 7.5%	9 5.0%	3 2.9%	10 4.0%	44 6.2%	19 5.7%	35 6.9%	40 7.2%	34 6.2%	19 3.8%	27 5.7%	109 5.7%	12 6.3%	35 4.9%	33 6.6%	19 5.3%	26 8.7%	7 3.8%	40 4.9%	39 5.6%	42 7.3%	104 5.9%	17 4.9%
2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Ensuring we have a stable economy	404 19.3%	213 21.0%	191 17.7%	132 21.9%	144 19.4%	128 17.1%	43 22.8%	21 18.6%	47 19.7%	143 20.1%	56 16.7%	93 18.5%	138 24.9%	116 20.8%	92 18.2%	58 12.1%	365 19.1%	39 21.4%	136 19.1%	105 20.9%	64 18.3%	65 21.6%	19 10.2%	145 17.6%	147 21.3%	112 19.3%	349 19.9%	55 16.0%
Working to create more jobs	233 11.1%	109 10.7%	124 11.5%	100 16.6%	83 11.2%	50 6.6%	18 9.7%	9 8.2%	30 12.4%	68 9.5%	35 10.5%	72 14.4%	57 10.2%	54 9.7%	55 10.9%	67 14.0%	200 10.5%	33 17.9%	88 12.3%	32 6.4%	47 13.5%	43 14.5%	17 9.2%	133 16.1%	49 7.1%	50 8.7%	193 11.0%	40 11.5%
Ensuring we have a strong stable health system/NHS	173 8.2%	73 7.2%	99 9.2%	49 8.1%	46 6.2%	78 10.3%	9 4.9%	17 14.5%	21 8.6%	58 8.2%	26 7.9%	41 8.2%	41 7.5%	57 10.2%	46 9.2%	28 5.8%	158 8.3%	14 7.7%	57 8.0%	28 5.6%	27 7.7%	34 11.5%	23 12.3%	71 8.6%	40 5.8%	62 10.6%	139 7.9%	33 9.7%
Ensuring we have a better transport system	15 0.7%	10 1.0%	4 0.4%	6 1.0%	4 0.6%	4 0.6%	- -	1 0.5%	2 0.9%	8 1.1%	2 0.6%	2 0.5%	2 0.3%	6 1.0%	5 0.9%	2 0.5%	14 0.7%	1 0.5%	5 0.7%	4 0.9%	3 0.9%	2 0.6%	- -	7 0.8%	5 0.7%	3 0.5%	12 0.7%	2 0.7%
Tackling crime and corruption	96 4.6%	55 5.4%	42 3.9%	28 4.6%	33 4.5%	36 4.7%	7 3.9%	4 3.5%	13 5.5%	25 3.5%	25 7.5%	22 4.3%	20 3.6%	27 4.9%	33 6.5%	16 3.4%	85 4.4%	12 6.5%	42 6.0%	24 4.8%	15 4.3%	6 1.9%	8 4.4%	31 3.8%	37 5.4%	28 4.8%	78 4.5%	18 5.3%
Ensuring we have better schools	39 1.9%	20 2.0%	19 1.8%	16 2.7%	13 1.8%	9 1.3%	- -	3 2.6%	11 4.4%	15 2.1%	3 1.0%	7 1.4%	11 2.0%	14 2.5%	4 0.9%	10 2.0%	32 1.7%	8 4.1%	11 1.6%	10 2.0%	8 2.2%	7 2.2%	4 1.9%	19 2.3%	15 2.2%	5 0.9%	31 1.8%	8 2.4%
Reducing taxes	101 4.8%	54 5.3%	48 4.4%	43 7.1%	39 5.3%	19 2.5%	9 4.7%	4 3.8%	15 6.2%	40 5.7%	17 5.1%	16 3.2%	41 7.4%	25 4.4%	22 4.3%	14 2.9%	88 4.6%	14 7.5%	38 5.3%	30 5.9%	16 4.4%	11 3.5%	7 3.9%	37 4.5%	39 5.6%	25 4.4%	80 4.5%	22 6.3%
Making sure the rich pay their fair share of taxes	164 7.8%	81 8.0%	83 7.7%	38 6.4%	60 8.0%	66 8.8%	16 8.6%	17 14.9%	20 8.2%	50 7.0%	26 7.8%	35 6.9%	47 8.5%	32 5.8%	27 5.3%	58 12.1%	152 8.0%	12 6.4%	52 7.3%	17 3.3%	52 14.6%	26 8.8%	13 6.8%	97 11.7%	24 3.4%	44 7.5%	137 7.8%	27 7.9%
Reforming our welfare system to reduce dependency	168 8.0%	62 6.1%	105 9.8%	51 8.5%	66 8.9%	51 6.7%	19 9.8%	14 12.0%	14 5.7%	53 7.5%	22 6.7%	46 9.2%	65 11.6%	44 7.9%	29 5.7%	31 6.4%	156 8.1%	12 6.5%	56 7.9%	58 11.5%	19 5.3%	16 5.5%	13 7.1%	32 3.9%	93 13.4%	43 7.4%	140 8.0%	27 7.9%
Tackling poverty	151 7.2%	54 5.3%	97 9.0%	48 7.9%	62 8.4%	41 5.5%	22 11.7%	9 7.6%	12 4.9%	42 5.9%	29 8.8%	36 7.2%	29 5.2%	40 7.1%	40 7.9%	42 8.8%	134 7.0%	17 9.1%	63 8.9%	19 3.8%	30 8.6%	20 6.6%	17 8.8%	85 10.4%	25 3.6%	41 7.1%	120 6.9%	31 9.0%
Ensuring that our natural environment is protected	44 2.1%	19 1.8%	25 2.3%	10 1.7%	23 3.2%	10 1.3%	4 2.3%	2 1.3%	1 0.6%	15 2.2%	6 1.9%	15 2.9%	11 1.9%	13 2.3%	10 1.9%	11 2.2%	40 2.1%	4 2.0%	17 2.3%	6 1.2%	6 1.6%	8 2.8%	6 3.2%	22 2.6%	12 1.7%	10 1.8%	35 2.0%	8 2.4%
Ensuring we have enough housing for everyone to live in	100 4.7%	47 4.6%	53 4.9%	26 4.3%	32 4.3%	42 5.6%	8 4.1%	6 5.4%	21 8.8%	27 3.8%	11 3.4%	26 5.1%	26 4.6%	22 4.0%	24 4.7%	28 5.8%	95 5.0%	4 2.4%	34 4.8%	14 2.7%	26 7.5%	18 6.2%	4 1.9%	57 6.9%	18 2.6%	25 4.3%	87 5.0%	13 3.7%
Getting the UK out of the European Union	274 13.1%	154 15.1%	120 11.1%	27 4.5%	82 11.0%	165 21.9%	20 10.6%	5 4.3%	23 9.5%	115 16.2%	52 15.6%	58 11.6%	34 6.1%	70 12.5%	92 18.0%	79 16.5%	266 13.9%	7 4.0%	60 8.5%	118 23.4%	23 6.5%	23 7.6%	48 25.5%	47 5.7%	142 20.5%	85 14.6%	243 13.9%	31 9.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Other	136	67	69	28	54	54	13	3	12	52	22	33	34	39	29	35	128	7	51	38	17	20	9	43	46	47	107	28	
	6.5%	6.6%	6.4%	4.7%	7.3%	7.1%	7.0%	2.9%	4.8%	7.3%	6.7%	6.6%	6.0%	7.0%	5.7%	7.3%	6.7%	4.1%	7.2%	7.6%	4.8%	6.6%	4.7%	5.2%	6.6%	8.2%	6.1%	8.3%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 13

Q.17 If you had to choose, would you rather have a Labour-led government or a Conservative-led government?

Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Labour	824	405	418	280	316	228	90	42	113	204	147	227	220	224	171	208	722	102	249	34	319	142	68	824	-	-	748	75	
	39.3%	39.8%	38.8%	46.5%	42.7%	30.3%	47.5%	36.8%	47.0%	28.7%	43.9%	45.1%	39.6%	40.4%	33.8%	43.6%	37.7%	55.6%	34.9%	6.7%	90.5%	47.8%	36.2%	100.0%	-	-	42.7%	21.9%	
Conservative	691	370	321	154	218	320	46	32	71	290	119	134	233	196	166	97	662	29	148	409	12	72	45	-	691	-	638	54	
	33.0%	36.4%	29.8%	25.5%	29.4%	42.5%	24.3%	27.7%	29.5%	40.8%	35.5%	26.5%	41.9%	35.3%	32.7%	20.3%	34.6%	15.8%	20.8%	81.3%	3.5%	24.3%	24.3%	-	100.0%	-	36.4%	15.6%	
Don't know	581	243	338	169	207	205	54	41	56	218	69	143	103	135	170	172	528	53	316	60	21	83	74	-	-	581	366	215	
	27.7%	23.8%	31.4%	28.0%	27.9%	27.2%	28.2%	35.5%	23.5%	30.6%	20.6%	28.4%	18.5%	24.3%	33.5%	36.1%	27.6%	28.6%	44.3%	12.0%	6.0%	27.9%	39.5%	-	-	100.0%	20.9%	62.5%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 14
Q.19A How much power do you think each of the following groups / institutions have over how Britain is run?
The UK government and Parliament
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very little power	87 4.1%	56 5.5%	31 2.8%	21 3.5%	25 3.4%	41 5.4%	10 5.3%	2 2.1%	8 3.3%	33 4.6%	16 4.8%	17 3.4%	20 3.7%	20 3.5%	29 5.8%	18 3.7%	75 3.9%	12 6.5%	25 3.6%	28 5.6%	8 2.2%	14 4.5%	12 6.2%	23 2.7%	34 4.9%	30 5.2%	69 3.9%	18 5.1%
A small amount of power	278 13.2%	151 14.8%	126 11.7%	55 9.2%	69 9.3%	154 20.4%	13 6.9%	9 7.5%	30 12.3%	106 14.9%	56 16.6%	64 12.7%	50 9.0%	76 13.7%	74 14.5%	78 16.3%	261 13.7%	16 8.8%	82 11.5%	108 21.5%	33 9.4%	25 8.5%	24 12.9%	75 9.1%	123 17.8%	79 13.6%	229 13.1%	48 14.1%
A fairly large amount of power	728 34.8%	355 34.8%	374 34.7%	188 31.2%	253 34.1%	288 38.2%	66 35.0%	34 29.8%	77 32.0%	274 38.5%	110 32.8%	167 33.1%	205 37.0%	194 34.9%	170 33.5%	159 33.4%	673 35.2%	56 30.3%	227 31.9%	191 38.0%	127 35.9%	106 35.5%	66 35.4%	268 32.5%	263 38.0%	198 34.1%	620 35.4%	109 31.6%
A great deal of power	944 45.0%	441 43.3%	503 46.7%	304 50.6%	372 50.2%	267 35.5%	96 50.4%	65 56.6%	119 49.6%	281 39.4%	145 43.2%	238 47.3%	274 49.3%	252 45.4%	216 42.6%	201 42.1%	853 44.6%	91 49.5%	338 47.4%	169 33.5%	181 51.4%	151 50.6%	82 43.6%	443 53.7%	264 38.1%	237 40.9%	801 45.7%	142 41.3%
Don't know	60 2.9%	16 1.6%	44 4.1%	33 5.6%	22 3.0%	4 0.5%	5 2.4%	5 4.0%	6 2.7%	18 2.5%	9 2.7%	17 3.4%	6 1.1%	14 2.5%	18 3.6%	21 4.5%	50 2.6%	9 5.1%	40 5.6%	7 1.4%	4 1.1%	3 0.9%	4 1.9%	16 1.9%	8 1.2%	36 6.2%	33 1.9%	27 7.9%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 15
Q.19B How much power do you think each of the following groups / institutions have over how Britain is run?
The European Union (EU)
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very little power	67	30	37	24	23	19	3	2	5	27	11	19	23	10	8	27	61	6	27	20	3	12	6	18	24	25	45	23
	3.2%	2.9%	3.5%	4.1%	3.1%	2.6%	1.7%	1.5%	2.2%	3.8%	3.2%	3.7%	4.1%	1.7%	1.6%	5.6%	3.2%	3.3%	3.7%	4.0%	0.7%	4.0%	3.1%	2.2%	3.5%	4.3%	2.5%	6.5%
A small amount of power	372	194	177	136	136	100	47	22	45	97	57	104	104	100	78	90	327	44	157	48	79	54	28	206	84	82	290	81
	17.7%	19.1%	16.4%	22.5%	18.4%	13.2%	24.8%	19.3%	18.7%	13.6%	17.1%	20.6%	18.7%	18.0%	15.4%	18.8%	17.1%	24.1%	22.0%	9.5%	22.5%	18.1%	15.1%	25.0%	12.1%	14.1%	16.6%	23.6%
A fairly large amount of power	833	430	403	257	310	265	77	53	124	281	107	191	261	245	172	154	752	81	275	171	148	168	55	343	253	237	709	123
	39.7%	42.2%	37.4%	42.7%	41.8%	35.2%	40.6%	45.6%	51.6%	39.5%	31.8%	37.9%	47.0%	44.1%	33.9%	32.3%	39.3%	43.9%	38.5%	34.0%	42.0%	56.2%	29.5%	41.6%	36.6%	40.7%	40.5%	35.8%
A great deal of power	744	344	400	143	242	360	56	32	60	282	147	168	160	185	222	177	705	40	200	255	118	60	94	237	318	189	662	82
	35.5%	33.8%	37.1%	23.7%	32.7%	47.7%	29.4%	27.9%	24.9%	39.6%	43.7%	33.4%	28.7%	33.3%	43.8%	37.1%	36.9%	21.6%	28.1%	50.6%	33.5%	20.1%	50.4%	28.8%	46.0%	32.6%	37.8%	23.8%
Don't know	81	21	60	42	29	9	7	6	6	25	14	22	8	16	27	30	68	13	54	10	5	5	4	20	12	49	45	35
	3.8%	2.0%	5.6%	7.0%	3.9%	1.2%	3.4%	5.6%	2.7%	3.5%	4.2%	4.4%	1.5%	2.8%	5.3%	6.3%	3.5%	7.0%	7.6%	1.9%	1.3%	1.7%	1.9%	2.4%	1.8%	8.4%	2.6%	10.3%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 16
Q.19C How much power do you think each of the following groups / institutions have over how Britain is run?
Large businesses and corporations
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very little power	133 6.3%	56 5.5%	76 7.1%	50 8.4%	51 6.9%	31 4.1%	12 6.4%	9 7.6%	8 3.2%	45 6.3%	22 6.6%	37 7.4%	38 6.9%	18 3.2%	35 6.8%	42 8.8%	122 6.4%	10 5.6%	56 7.8%	20 3.9%	9 2.5%	23 7.7%	22 11.7%	44 5.3%	37 5.3%	52 9.0%	102 5.8%	31 9.0%
A small amount of power	576 27.5%	290 28.5%	286 26.5%	167 27.8%	187 25.2%	222 29.4%	42 22.3%	33 29.1%	60 25.0%	192 27.0%	99 29.5%	149 29.6%	122 21.9%	160 28.8%	163 32.2%	131 27.4%	537 28.1%	39 21.4%	207 29.1%	156 31.0%	86 24.3%	69 23.3%	47 25.3%	179 21.7%	235 34.0%	162 28.0%	473 27.0%	103 29.8%
A fairly large amount of power	834 39.8%	394 38.7%	440 40.8%	224 37.2%	311 42.0%	299 39.7%	96 50.4%	40 34.6%	99 41.5%	280 39.3%	124 37.1%	195 38.6%	247 44.4%	227 40.9%	173 34.1%	187 39.1%	758 39.7%	75 40.9%	252 35.4%	231 46.0%	141 39.8%	115 38.4%	79 42.2%	327 39.7%	297 42.9%	210 36.2%	730 41.7%	104 30.2%
A great deal of power	470 22.4%	259 25.4%	211 19.6%	121 20.1%	163 22.0%	186 24.7%	34 18.1%	23 20.3%	66 27.7%	172 24.1%	72 21.4%	103 20.4%	136 24.4%	136 24.4%	111 21.9%	88 18.4%	424 22.2%	46 25.1%	147 20.7%	82 16.4%	113 31.9%	86 28.9%	32 17.3%	255 31.0%	106 15.3%	109 18.8%	398 22.7%	72 21.1%
Don't know	83 4.0%	19 1.9%	64 6.0%	39 6.5%	28 3.8%	16 2.1%	5 2.8%	10 8.4%	6 2.7%	24 3.3%	18 5.4%	20 4.0%	14 2.4%	15 2.7%	25 5.0%	30 6.3%	71 3.7%	13 7.0%	50 7.0%	14 2.7%	5 1.4%	5 1.6%	7 3.6%	19 2.3%	17 2.5%	47 8.1%	49 2.8%	34 9.9%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 17
Q.19D How much power do you think each of the following groups / institutions have over how Britain is run?
The banks
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very little power	157	74	83	49	56	52	8	6	16	54	27	46	40	31	42	44	146	11	56	41	11	25	19	43	52	62	121	36
	7.5%	7.3%	7.7%	8.1%	7.5%	7.0%	4.4%	4.8%	6.5%	7.6%	8.1%	9.2%	7.2%	5.6%	8.2%	9.3%	7.6%	5.9%	7.8%	8.1%	3.1%	8.2%	10.0%	5.2%	7.5%	10.7%	6.9%	10.4%
A small amount of power	465	247	219	132	155	178	38	23	43	166	81	114	115	127	103	121	431	35	167	125	62	57	48	156	196	113	389	76
	22.2%	24.2%	20.3%	21.9%	21.0%	23.6%	20.1%	19.6%	18.1%	23.4%	24.1%	22.6%	20.7%	22.8%	20.3%	25.3%	22.5%	18.7%	23.5%	24.9%	17.5%	19.3%	25.7%	18.9%	28.4%	19.5%	22.2%	22.1%
A fairly large amount of power	826	398	428	222	288	316	85	44	94	299	126	177	226	237	203	160	763	63	274	214	134	117	68	301	288	237	708	118
	39.4%	39.0%	39.8%	36.9%	38.8%	42.0%	44.9%	38.3%	39.3%	42.0%	37.7%	35.1%	40.6%	42.7%	40.0%	33.5%	39.9%	34.0%	38.5%	42.6%	37.9%	39.4%	36.5%	36.5%	41.6%	40.8%	40.4%	34.4%
A great deal of power	559	276	283	156	211	193	49	34	78	166	90	142	163	146	130	121	499	61	158	112	141	94	44	304	138	118	483	77
	26.7%	27.1%	26.2%	25.8%	28.5%	25.6%	25.8%	29.5%	32.4%	23.4%	26.8%	28.2%	29.3%	26.3%	25.5%	25.3%	26.1%	32.9%	22.2%	22.2%	40.1%	31.4%	23.6%	36.8%	20.0%	20.3%	27.5%	22.2%
Don't know	89	24	65	43	31	14	9	9	9	26	11	25	13	15	30	31	73	16	57	11	5	5	8	21	17	51	51	37
	4.2%	2.3%	6.0%	7.2%	4.2%	1.9%	4.7%	7.7%	3.6%	3.7%	3.3%	4.9%	2.3%	2.7%	5.9%	6.6%	3.8%	8.5%	8.0%	2.2%	1.3%	1.7%	4.2%	2.5%	2.5%	8.7%	2.9%	10.9%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 18
Q.19E How much power do you think each of the following groups / institutions have over how Britain is run?
The media
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very little power	249	124	126	62	99	89	20	10	21	85	39	74	57	58	62	71	237	13	96	48	26	41	34	78	83	88	191	59
	11.9%	12.2%	11.6%	10.3%	13.3%	11.8%	10.6%	8.4%	8.8%	12.0%	11.7%	14.7%	10.3%	10.5%	12.3%	14.9%	12.4%	6.8%	13.5%	9.5%	7.4%	13.7%	18.1%	9.4%	12.1%	15.2%	10.9%	17.0%
A small amount of power	594	302	291	148	224	222	64	40	59	186	107	137	152	162	136	143	556	38	209	152	92	85	47	227	214	153	496	97
	28.3%	29.7%	27.0%	24.5%	30.2%	29.5%	33.5%	35.1%	24.6%	26.2%	32.0%	27.1%	27.4%	29.2%	26.8%	29.9%	29.1%	20.4%	29.4%	30.2%	26.2%	28.5%	25.2%	27.5%	31.0%	26.3%	28.3%	28.2%
A fairly large amount of power	749	363	386	201	241	306	77	29	83	266	117	176	202	202	184	161	685	64	221	188	142	114	67	307	260	182	661	87
	35.7%	35.7%	35.8%	33.4%	32.6%	40.7%	40.7%	25.3%	34.8%	37.4%	34.9%	35.0%	36.3%	36.4%	36.2%	33.8%	35.8%	34.7%	31.0%	37.4%	40.2%	38.1%	35.8%	37.2%	37.7%	31.3%	37.8%	25.4%
A great deal of power	411	200	211	150	141	121	23	27	70	140	58	93	132	115	93	71	354	57	138	100	84	52	28	187	116	109	341	70
	19.6%	19.6%	19.6%	24.9%	19.0%	16.0%	12.3%	23.5%	29.1%	19.7%	17.2%	18.4%	23.7%	20.8%	18.4%	14.8%	18.5%	31.0%	19.4%	19.8%	23.8%	17.5%	15.2%	22.7%	16.7%	18.7%	19.5%	20.4%
Don't know	93	29	64	42	36	15	5	9	6	34	14	24	13	17	32	31	80	13	48	15	9	7	11	26	18	49	62	31
	4.4%	2.9%	5.9%	6.9%	4.9%	2.0%	2.8%	7.7%	2.7%	4.8%	4.3%	4.8%	2.3%	3.1%	6.3%	6.5%	4.2%	7.2%	6.8%	3.0%	2.5%	2.2%	5.7%	3.2%	2.6%	8.5%	3.6%	8.9%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
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Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
BBC TV News	1533 73.1%	772 75.8%	761 70.6%	410 68.1%	530 71.5%	593 78.7%	139 73.4%	87 75.2%	180 75.2%	535 75.2%	246 73.2%	346 68.6%	436 78.4%	432 77.8%	350 68.9%	315 66.0%	1391 72.8%	141 76.7%	453 63.6%	418 83.0%	263 74.5%	232 77.8%	132 70.8%	608 73.8%	538 77.8%	387 66.6%	1342 76.6%	191 55.5%	
ITV News	711 33.9%	318 31.2%	393 36.5%	173 28.7%	258 34.9%	280 37.1%	64 33.9%	38 33.3%	72 30.2%	223 31.4%	126 37.6%	187 37.0%	164 29.5%	182 32.8%	194 38.3%	170 35.7%	646 33.8%	65 35.2%	230 32.2%	170 33.8%	145 41.0%	87 29.2%	69 36.7%	311 37.7%	220 31.8%	180 31.1%	612 34.9%	99 28.9%	
Sky News	614 29.3%	313 30.8%	300 27.9%	163 27.1%	246 33.2%	205 27.2%	60 31.4%	30 26.2%	101 41.9%	199 27.9%	97 29.0%	127 25.2%	168 30.2%	170 30.7%	164 32.3%	111 23.3%	543 28.4%	70 38.1%	153 21.4%	190 37.7%	138 39.2%	75 25.0%	52 27.9%	256 31.0%	226 32.7%	132 22.7%	552 31.5%	62 18.0%	
Channel 4 News	335 16.0%	170 16.7%	165 15.3%	92 15.3%	114 15.4%	129 17.1%	35 18.4%	9 8.2%	52 21.7%	120 16.9%	56 16.6%	63 12.4%	116 20.8%	90 16.3%	67 13.2%	62 12.9%	290 15.2%	45 24.2%	87 12.2%	77 15.4%	67 19.1%	27 22.3%	28 14.8%	147 17.9%	109 15.7%	79 13.5%	302 17.3%	32 9.4%	
Channel 5 News	119 5.7%	57 5.6%	62 5.8%	34 5.6%	44 6.0%	41 5.4%	12 6.1%	2 1.7%	20 8.5%	37 5.2%	26 7.8%	22 4.3%	29 5.3%	34 6.2%	26 5.2%	29 6.0%	94 4.9%	25 13.5%	33 4.6%	32 6.4%	33 9.4%	9 2.9%	10 5.4%	63 7.6%	36 5.2%	20 3.4%	104 5.9%	15 4.3%	
National BBC radio	393 18.7%	215 21.2%	177 16.5%	74 12.3%	131 17.6%	188 24.9%	38 19.8%	12 10.0%	48 20.0%	146 20.5%	64 19.1%	86 17.1%	141 25.3%	116 21.0%	69 13.5%	67 14.0%	368 19.2%	25 13.6%	97 13.6%	127 25.3%	64 18.0%	68 22.8%	29 15.5%	139 16.9%	155 22.4%	99 17.1%	361 20.6%	32 9.2%	
Local BBC radio	218 10.4%	129 12.6%	89 8.3%	49 8.2%	76 10.3%	93 12.3%	30 15.7%	8 7.3%	18 7.5%	63 8.9%	38 11.4%	61 12.0%	58 10.5%	57 10.2%	56 11.0%	47 9.9%	204 10.7%	14 7.4%	49 6.9%	56 11.1%	44 12.5%	37 12.5%	30 16.2%	91 11.1%	80 11.6%	47 8.0%	199 11.3%	19 5.6%	
National independent radio	69 3.3%	40 3.9%	29 2.6%	23 3.7%	24 3.3%	22 2.9%	9 4.6%	6 5.5%	11 4.7%	22 3.1%	8 2.4%	12 2.4%	24 4.3%	20 3.6%	15 3.0%	10 2.0%	63 3.3%	6 3.1%	23 3.2%	17 3.4%	11 3.0%	10 3.3%	4 2.3%	27 3.3%	27 3.9%	15 2.5%	62 3.5%	7 2.1%	
Local independent radio	98 4.7%	54 5.3%	43 4.0%	20 3.4%	38 5.1%	40 5.3%	12 6.3%	8 7.4%	15 6.1%	21 3.0%	13 3.8%	29 5.7%	25 4.6%	18 3.3%	22 4.4%	32 6.6%	90 4.7%	7 3.9%	31 4.3%	24 4.7%	13 3.6%	20 6.8%	9 4.8%	33 4.0%	31 4.5%	34 5.8%	87 5.0%	10 3.0%	
The Sun	188 9.0%	98 9.6%	90 8.4%	70 11.6%	68 9.2%	49 6.6%	26 13.6%	6 5.5%	31 12.8%	64 9.0%	22 6.6%	39 7.7%	28 5.1%	39 7.1%	64 12.6%	57 11.9%	166 8.7%	22 11.7%	52 7.3%	47 9.3%	38 10.7%	21 7.2%	26 14.2%	83 10.1%	55 8.0%	49 8.5%	166 9.5%	22 6.4%	
Daily Mirror / Sunday Mirror / The People	122 5.8%	70 6.9%	52 4.8%	28 4.6%	47 6.4%	47 6.3%	12 6.4%	6 5.3%	14 6.0%	31 4.4%	21 6.1%	38 7.5%	19 3.5%	31 5.5%	29 5.7%	43 9.1%	105 5.5%	17 9.5%	42 5.8%	16 3.2%	38 10.7%	14 4.8%	11 5.7%	78 9.5%	15 2.2%	29 4.9%	109 6.2%	13 3.7%	
Daily Star / Sunday Star	39 1.9%	23 2.2%	17 1.6%	13 2.1%	18 2.5%	8 1.1%	2 0.9%	1 0.9%	6 2.5%	9 1.3%	6 1.7%	15 3.1%	8 1.4%	11 1.9%	8 1.6%	13 2.7%	33 1.7%	6 3.3%	10 1.4%	11 2.1%	11 3.0%	4 1.4%	4 2.2%	23 2.8%	8 1.1%	8 1.4%	38 2.2%	2 0.5%	
Daily Express / Sunday Express	68 3.2%	39 3.8%	29 2.7%	12 1.9%	20 2.7%	36 4.8%	9 4.6%	-	10 4.0%	18 2.6%	10 2.9%	21 4.3%	10 1.8%	21 3.8%	16 3.1%	21 4.3%	58 3.0%	10 5.5%	9 1.2%	26 5.2%	11 3.2%	9 2.9%	13 6.8%	19 2.3%	28 4.1%	21 3.6%	65 3.7%	3 0.8%	

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	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Daily Mail / Mail on Sunday	397	197	200	84	113	200	30	27	46	136	68	90	91	116	108	82	369	28	87	153	60	52	39	97	207	93	355	42
	18.9%	19.4%	18.5%	13.9%	15.3%	26.5%	15.7%	23.6%	19.2%	19.1%	20.3%	17.8%	16.4%	20.8%	21.4%	17.1%	19.3%	15.3%	12.2%	30.5%	16.9%	17.5%	21.0%	11.8%	29.9%	15.9%	20.3%	12.1%
The Times / Sunday Times	212	126	86	61	67	85	15	2	48	82	29	35	113	67	24	8	178	34	51	60	34	44	21	76	100	36	185	27
	10.1%	12.4%	8.0%	10.1%	9.0%	11.2%	7.8%	1.9%	20.0%	11.6%	8.8%	7.0%	20.4%	12.1%	4.8%	1.6%	9.3%	18.6%	7.1%	12.0%	9.6%	14.7%	11.0%	9.2%	14.5%	6.2%	10.6%	7.9%
Daily Telegraph / Sunday Telegraph	184	112	72	50	48	85	8	6	30	80	32	27	85	60	25	13	164	20	39	90	17	16	20	43	106	35	172	12
	8.8%	11.0%	6.7%	8.4%	6.5%	11.3%	4.4%	4.8%	12.6%	11.3%	9.5%	5.4%	15.2%	10.8%	5.0%	2.8%	8.6%	10.9%	5.4%	17.9%	4.7%	5.4%	10.5%	5.2%	15.3%	6.1%	9.8%	3.4%
The Guardian / The Observer	211	103	108	80	51	79	16	9	35	73	25	53	103	67	31	9	174	37	50	39	51	53	16	127	52	32	192	19
	10.0%	10.1%	10.0%	13.3%	6.9%	10.5%	8.4%	7.7%	14.8%	10.2%	7.4%	10.5%	18.6%	12.0%	6.2%	2.0%	9.1%	20.0%	7.0%	7.8%	14.4%	17.9%	8.4%	15.4%	7.5%	5.6%	11.0%	5.4%
The Independent / Independent on Sunday	112	61	51	30	39	42	10	4	25	33	19	21	55	33	19	5	90	22	16	18	41	28	10	72	23	16	104	8
	5.3%	6.0%	4.8%	5.0%	5.3%	5.6%	5.5%	3.2%	10.3%	4.7%	5.5%	4.2%	9.9%	5.9%	3.8%	0.9%	4.7%	12.2%	2.2%	3.6%	11.6%	9.3%	5.1%	8.8%	3.4%	2.8%	5.9%	2.3%
Local daily newspaper	177	99	78	41	60	76	37	6	35	36	29	33	49	44	39	44	157	19	45	52	39	22	19	80	54	43	158	18
	8.4%	9.7%	7.2%	6.9%	8.0%	10.0%	19.7%	5.4%	14.6%	5.0%	8.7%	6.6%	8.8%	7.9%	7.7%	9.3%	8.2%	10.4%	6.3%	10.4%	11.0%	7.2%	10.0%	9.7%	7.7%	7.4%	9.0%	5.3%
Free weekly local newspaper	142	57	85	35	52	55	7	15	20	38	25	38	31	36	37	39	119	23	38	43	34	11	12	59	52	31	117	25
	6.8%	5.6%	7.9%	5.9%	7.1%	7.2%	3.7%	13.3%	8.2%	5.3%	7.4%	7.5%	5.6%	6.5%	7.3%	8.1%	6.2%	12.7%	5.3%	8.6%	9.6%	3.8%	6.5%	7.2%	7.5%	5.4%	6.7%	7.3%
Paid for weekly local newspaper	75	38	37	13	18	43	16	5	4	17	11	21	12	24	16	22	70	5	16	19	9	15	12	28	24	22	67	7
	3.6%	3.7%	3.4%	2.2%	2.4%	5.8%	8.5%	4.4%	1.6%	2.4%	3.3%	4.2%	2.2%	4.4%	3.2%	4.5%	3.6%	2.7%	2.2%	3.7%	2.5%	5.1%	6.5%	3.4%	3.5%	3.8%	3.8%	2.1%
BBC News website	546	288	258	176	206	163	60	25	70	186	90	115	196	163	101	86	488	57	142	128	108	116	41	239	186	121	491	55
	26.0%	28.3%	23.9%	29.3%	27.9%	21.6%	31.4%	21.4%	29.3%	26.1%	26.9%	22.7%	35.2%	29.4%	19.8%	18.0%	25.5%	31.2%	20.0%	25.5%	30.7%	39.0%	22.0%	29.0%	26.9%	20.8%	28.0%	15.9%
Mail Online	233	96	137	53	75	104	26	13	11	85	47	51	69	66	62	37	216	16	56	82	40	38	13	84	105	44	210	22
	11.1%	9.4%	12.7%	8.8%	10.2%	13.9%	13.5%	11.5%	4.8%	11.9%	13.9%	10.1%	12.4%	11.8%	12.1%	7.7%	11.3%	8.8%	7.9%	16.2%	11.4%	12.7%	7.1%	10.2%	15.2%	7.5%	12.0%	6.5%
Telegraph Online	120	80	41	37	40	44	11	8	18	52	13	18	47	33	26	14	105	16	25	45	14	25	12	41	56	24	111	9
	5.7%	7.8%	3.8%	6.1%	5.4%	5.8%	5.7%	6.7%	7.6%	7.3%	3.9%	3.6%	8.4%	6.0%	5.2%	3.0%	5.5%	8.5%	3.5%	8.9%	4.0%	8.2%	6.5%	4.9%	8.1%	4.1%	6.3%	2.7%
Times Online	79	42	37	31	24	24	2	4	22	25	10	16	39	22	15	4	59	21	25	28	15	9	3	35	33	11	72	7
	3.8%	4.1%	3.5%	5.1%	3.3%	3.2%	0.9%	3.5%	9.2%	3.6%	3.0%	3.2%	7.0%	3.9%	2.9%	0.9%	3.1%	11.2%	3.5%	5.5%	4.3%	2.9%	1.7%	4.2%	4.8%	2.0%	4.1%	2.1%
Guardian Online	215	113	102	71	73	71	25	7	42	60	30	51	94	69	26	26	186	29	53	30	52	60	20	139	41	35	197	18
	10.3%	11.1%	9.5%	11.8%	9.9%	9.4%	13.4%	6.0%	17.3%	8.5%	8.8%	10.1%	16.9%	12.5%	5.1%	5.4%	9.7%	15.9%	7.5%	5.9%	14.7%	20.1%	10.8%	16.8%	6.0%	6.0%	11.2%	5.3%
Sun Online	37	21	15	22	10	5	9	2	7	10	6	3	8	11	10	7	28	9	12	7	9	2	5	21	8	7	32	5
	1.8%	2.1%	1.4%	3.6%	1.4%	0.6%	4.9%	1.4%	3.0%	1.5%	1.7%	0.5%	1.5%	2.0%	2.1%	1.4%	1.5%	4.9%	1.7%	1.5%	2.7%	0.7%	2.6%	2.6%	1.2%	1.2%	1.8%	1.5%

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2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
37 1.8%	22 2.1%	15 1.4%	14 2.3%	14 1.9%	9 1.2%	4 1.9%	2 1.8%	6 2.6%	5 0.6%	11 3.3%	9 1.8%	7 1.2%	15 2.7%	7 1.5%	8 1.6%	31 1.6%	6 3.4%	9 1.3%	9 1.8%	15 4.2%	1 0.5%	2 1.0%	27 3.3%	5 0.7%	5 0.9%	33 1.9%	4 1.2%	
16 0.7%	10 0.9%	6 0.6%	13 2.1%	3 0.4%	-	4 2.0%	-	6 2.4%	5 0.7%	* 0.1%	1 0.1%	3 0.5%	7 1.3%	4 0.8%	2 0.4%	11 0.6%	4 2.3%	6 0.8%	1 0.2%	6 1.8%	1 0.5%	1 0.5%	11 1.3%	3 0.5%	2 0.3%	15 0.8%	1 0.3%	
99 4.7%	61 6.0%	38 3.5%	28 4.6%	30 4.1%	42 5.5%	10 5.4%	7 6.4%	21 8.7%	35 4.9%	13 3.8%	13 2.5%	40 7.2%	39 7.0%	13 2.6%	7 1.6%	84 4.4%	15 8.2%	19 2.7%	15 3.0%	29 8.3%	28 9.2%	8 4.1%	67 8.1%	18 2.6%	15 2.5%	94 5.4%	5 1.6%	
27 1.3%	16 1.6%	11 1.1%	9 1.5%	9 1.1%	10 1.3%	2 1.2%	1 0.6%	7 3.0%	9 1.3%	4 1.2%	4 0.8%	4 0.7%	8 1.5%	13 2.6%	2 0.4%	23 1.2%	4 2.2%	6 0.9%	7 1.5%	5 1.4%	4 1.4%	5 2.4%	11 1.4%	6 0.8%	10 1.8%	27 1.5%	* 0.1%	
203 9.7%	124 12.2%	79 7.3%	60 10.0%	72 9.7%	71 9.4%	18 9.7%	19 16.1%	32 13.3%	72 10.2%	24 7.0%	38 7.6%	77 13.9%	53 9.6%	35 7.0%	37 7.7%	183 9.6%	20 10.6%	61 8.6%	45 8.9%	28 7.8%	36 12.1%	28 15.2%	88 10.7%	61 8.8%	54 9.4%	173 9.8%	30 8.8%	
267 12.7%	121 11.9%	146 13.5%	145 24.1%	81 11.0%	41 5.4%	28 14.8%	17 14.5%	39 16.2%	79 11.2%	43 12.8%	61 12.1%	78 14.1%	75 13.4%	65 12.8%	49 10.3%	234 12.2%	33 18.0%	98 13.7%	54 10.8%	55 15.6%	38 12.9%	16 8.6%	125 15.2%	84 12.2%	57 9.9%	220 12.6%	47 13.6%	
182 8.7%	103 10.1%	79 7.3%	103 17.2%	53 7.1%	26 3.4%	18 9.7%	9 7.6%	31 12.8%	54 7.6%	21 6.2%	49 9.7%	57 10.3%	58 10.4%	38 7.5%	29 6.0%	163 8.5%	18 10.0%	57 8.0%	32 6.4%	44 12.3%	37 12.2%	8 4.5%	108 13.1%	50 7.2%	24 4.1%	163 9.3%	19 5.6%	
364 17.3%	157 15.4%	206 19.2%	145 24.1%	132 17.8%	87 11.5%	40 21.1%	22 19.0%	40 16.5%	109 15.3%	60 17.9%	93 18.4%	108 19.4%	105 18.9%	70 13.7%	81 17.0%	324 16.9%	40 21.7%	137 19.3%	82 16.3%	57 16.1%	48 16.0%	32 16.8%	148 17.9%	134 19.3%	82 14.2%	308 17.6%	56 16.2%	
336 16.0%	160 15.7%	176 16.3%	136 22.6%	134 18.0%	66 8.7%	39 20.6%	24 21.2%	48 20.1%	96 13.4%	48 14.4%	80 15.9%	96 17.3%	96 17.2%	76 15.0%	68 14.3%	293 15.3%	43 23.4%	127 17.8%	66 13.0%	54 15.3%	49 16.4%	34 18.3%	146 17.7%	104 15.1%	86 14.8%	283 16.2%	52 15.2%	
177 8.5%	97 9.5%	81 7.5%	57 9.5%	75 10.1%	46 6.1%	15 7.7%	12 10.6%	15 6.4%	64 8.9%	25 7.4%	47 9.3%	73 13.2%	49 8.8%	28 5.5%	27 5.7%	159 8.3%	18 9.8%	58 8.1%	40 7.9%	30 8.5%	28 9.5%	19 10.4%	71 8.6%	68 9.9%	39 6.7%	153 8.7%	24 7.1%	
56 2.7%	25 2.4%	31 2.9%	16 2.7%	22 3.0%	17 2.3%	7 3.9%	5 4.5%	5 2.1%	17 2.3%	9 2.8%	12 2.3%	9 1.6%	10 1.8%	17 3.4%	19 4.0%	50 2.6%	6 3.2%	20 2.8%	7 1.5%	11 3.2%	5 1.6%	12 6.5%	28 3.5%	16 2.4%	11 1.8%	50 2.8%	6 1.7%	
129 6.2%	51 5.0%	78 7.3%	50 8.3%	52 7.0%	27 3.6%	9 4.6%	8 7.1%	9 3.9%	45 6.3%	17 5.2%	41 8.1%	20 3.5%	28 5.1%	32 6.2%	49 10.3%	122 6.4%	7 3.9%	95 13.3%	4 0.7%	12 3.3%	14 4.8%	4 2.0%	40 4.9%	15 2.2%	74 12.7%	58 3.3%	71 20.7%	
9136 435.9%	4675 459.0%	4461 414.0%	2721 451.9%	3169 427.9%	3246 430.9%	913 481.1%	472 410.4%	1251 521.7%	2994 420.7%	1442 429.6%	2064 409.5%	2790 501.8%	2578 464.0%	2019 398.0%	1750 366.7%	8131 425.3%	1005 545.7%	2614 366.9%	2367 470.4%	1743 494.1%	1433 480.5%	829 443.4%	3889 472.0%	3140 454.1%	2108 363.0%	8039 458.8%	1097 319.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 20
Q.21A To what extent do you generally trust each of the following groups to tell the truth?
Journalists
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Trust them to tell the truth	382	220	162	114	148	120	39	23	69	113	64	75	110	108	90	74	335	47	103	90	92	50	44	174	141	68	340	43
	18.2%	21.6%	15.0%	19.0%	20.0%	15.9%	20.6%	19.9%	28.7%	15.9%	19.0%	14.9%	19.8%	19.4%	17.7%	15.6%	17.5%	25.5%	14.5%	17.8%	26.0%	16.7%	23.5%	21.1%	20.3%	11.7%	19.4%	12.4%
Do not trust them to tell the truth	1495	714	781	422	526	548	127	82	150	519	245	372	397	395	366	337	1383	112	527	372	228	218	117	583	497	415	1238	257
	71.3%	70.1%	72.5%	70.0%	71.0%	72.7%	66.9%	70.9%	62.4%	73.0%	73.0%	73.9%	71.4%	71.2%	72.2%	70.5%	72.4%	60.8%	73.9%	74.0%	64.7%	73.0%	62.6%	70.7%	71.9%	71.4%	70.7%	74.7%
Don't know	218	84	135	66	67	86	24	11	21	79	27	57	49	52	51	66	193	25	83	41	33	31	26	67	54	98	174	44
	10.4%	8.2%	12.5%	11.0%	9.0%	11.4%	12.5%	9.1%	8.9%	11.2%	8.0%	11.2%	8.8%	9.4%	10.1%	13.9%	10.1%	13.7%	11.6%	8.2%	9.3%	10.3%	13.8%	8.2%	7.7%	16.8%	9.9%	12.9%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 21
Q.21B To what extent do you generally trust each of the following groups to tell the truth?
Politicians
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Trust them to tell the truth	163 7.8%	99 9.7%	64 6.0%	62 10.3%	58 7.8%	43 5.8%	9 4.6%	14 12.2%	27 11.3%	55 7.7%	24 7.0%	34 6.8%	44 7.8%	48 8.6%	38 7.4%	34 7.0%	143 7.5%	20 10.6%	44 6.1%	46 9.2%	39 11.0%	16 5.4%	13 6.8%	54 6.6%	81 11.8%	27 4.7%	146 8.3%	17 4.9%
Do not trust them to tell the truth	1782 85.0%	869 85.4%	913 84.7%	483 80.3%	635 85.7%	664 88.2%	167 87.8%	91 78.8%	198 82.3%	603 84.8%	288 85.7%	437 86.6%	476 85.6%	465 83.7%	430 84.8%	411 86.2%	1635 85.5%	147 79.8%	611 85.7%	422 84.0%	296 83.8%	258 86.5%	164 87.5%	733 89.0%	562 81.3%	487 83.8%	1488 84.9%	295 85.7%
Don't know	151 7.2%	51 5.0%	100 9.3%	57 9.5%	48 6.5%	46 6.1%	14 7.6%	10 9.0%	15 6.4%	54 7.5%	24 7.3%	33 6.5%	36 6.5%	43 7.7%	39 7.8%	32 6.8%	133 7.0%	18 9.6%	58 8.2%	34 6.8%	18 5.2%	24 8.1%	11 5.8%	36 4.4%	48 6.9%	67 11.5%	118 6.8%	32 9.4%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 22
Q.21C To what extent do you generally trust each of the following groups to tell the truth?
The ordinary man/woman in the street
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Trust them to tell the truth	1139	575	564	290	432	418	106	66	130	356	186	297	294	285	280	281	1035	104	359	284	214	147	114	480	370	289	985	154
	54.4%	56.4%	52.4%	48.1%	58.3%	55.4%	55.6%	57.0%	54.1%	50.0%	55.4%	58.9%	52.8%	51.2%	55.3%	58.8%	54.1%	56.5%	50.4%	56.5%	60.6%	49.3%	61.1%	58.3%	53.5%	49.8%	56.2%	44.8%
Do not trust them to tell the truth	464	243	220	180	138	146	35	20	58	186	76	88	141	147	98	79	431	33	162	99	61	89	41	180	169	115	375	89
	22.1%	23.9%	20.5%	29.9%	18.6%	19.4%	18.6%	17.2%	24.3%	26.2%	22.7%	17.5%	25.3%	26.4%	19.3%	16.5%	22.5%	17.9%	22.8%	19.6%	17.4%	29.7%	22.0%	21.8%	24.4%	19.9%	21.4%	26.0%
Don't know	493	200	293	133	171	189	49	30	52	170	73	119	122	124	129	118	446	47	191	120	78	63	32	164	153	176	392	101
	23.5%	19.7%	27.2%	22.0%	23.1%	25.1%	25.8%	25.8%	21.6%	23.9%	21.9%	23.6%	21.9%	22.4%	25.5%	24.7%	23.3%	25.6%	26.9%	23.9%	22.0%	21.0%	16.9%	19.9%	22.1%	30.3%	22.4%	29.2%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 23

Q.22 In the last General Election 61% of people voted, while 39% of people did not vote

Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
I voted in the 2010 General Election	1383 66.0%	722 70.9%	661 61.3%	321 53.3%	503 67.9%	560 74.3%	139 73.3%	70 60.6%	165 68.6%	479 67.3%	220 65.7%	310 61.5%	424 76.2%	404 72.8%	294 58.0%	261 54.7%	1288 67.4%	95 51.8%	-	503 100.0%	353 100.0%	298 100.0%	187 100.0%	575 69.8%	544 78.6%	265 45.6%	1351 77.1%	32 9.3%
I did not vote in the 2010 General Election	713 34.0%	296 29.1%	416 38.7%	281 46.7%	238 32.1%	194 25.7%	51 26.7%	45 39.4%	75 31.4%	232 32.7%	115 34.3%	194 38.5%	132 23.8%	151 27.2%	213 42.0%	216 45.3%	624 32.6%	89 48.2%	713 100.0%	-	-	-	-	249 30.2%	148 21.4%	316 54.4%	401 22.9%	312 90.7%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

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Table 24
Q.23 Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base: Voted in the 2010 General Election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	-	340	304	241	148	499	376	201	1047	29
Weighted Total	1383	722	661	321	503	560	139	70	165	479	220	310	424	404	294	261	1288	95	-	503	353	298	187	575	544	265	1351	32
Conservative	503	277	226	73	159	271	38	17	52	220	93	84	157	147	125	74	480	24	-	503	-	-	-	34	409	60	494	9
	36.4%	38.4%	34.2%	22.7%	31.7%	48.5%	27.3%	23.9%	31.4%	45.9%	42.2%	27.1%	37.1%	36.4%	42.5%	28.2%	37.2%	24.9%	-	100.0%	-	-	-	5.9%	75.2%	22.8%	36.6%	29.0%
Labour	353	183	170	104	148	101	29	19	57	83	68	97	104	100	75	74	307	46	-	-	353	-	-	319	12	21	348	5
	25.5%	25.3%	25.8%	32.4%	29.5%	18.0%	20.5%	27.3%	34.9%	17.3%	30.7%	31.3%	24.4%	24.8%	25.5%	28.4%	23.8%	48.3%	-	-	100.0%	-	-	55.6%	2.3%	8.0%	25.8%	14.8%
Liberal Democrat	298	143	156	80	113	105	17	13	33	111	41	83	118	96	42	42	279	19	-	-	-	298	-	142	72	83	286	12
	21.6%	19.7%	23.5%	25.0%	22.5%	18.8%	12.1%	18.7%	20.0%	23.3%	18.7%	26.7%	27.8%	23.6%	14.4%	16.3%	21.7%	20.1%	-	-	-	100.0%	-	24.8%	13.3%	31.5%	21.2%	37.8%
UK Independence Party (UKIP)	80	47	33	17	21	42	-	5	10	32	8	25	11	21	22	26	80	-	-	-	-	-	80	19	26	36	78	2
	5.8%	6.5%	5.0%	5.3%	4.2%	7.4%	-	7.0%	5.9%	6.8%	3.8%	8.0%	2.5%	5.3%	7.4%	10.0%	6.2%	-	-	-	-	-	42.8%	3.2%	4.7%	13.5%	5.8%	5.1%
Green	22	13	10	8	10	4	2	-	1	13	2	5	7	5	4	5	21	1	-	-	-	-	22	13	2	7	21	1
	1.6%	1.7%	1.5%	2.5%	2.0%	0.7%	1.6%	-	0.6%	2.6%	0.7%	1.5%	1.7%	1.3%	1.5%	2.1%	1.6%	1.2%	-	-	-	-	11.9%	2.3%	0.4%	2.7%	1.6%	2.5%
British National Party (BNP)	11	7	4	5	6	-	1	1	4	1	1	4	2	3	4	2	11	-	-	-	-	-	11	4	4	3	10	1
	0.8%	1.0%	0.6%	1.5%	1.3%	-	0.6%	1.3%	2.6%	0.2%	0.4%	1.1%	0.5%	0.7%	1.3%	0.9%	0.9%	-	-	-	-	-	6.0%	0.7%	0.7%	1.2%	0.8%	2.3%
Scottish National Party (SNP)	50	29	21	9	19	22	49	-	1	-	-	-	11	12	3	24	50	-	-	-	-	-	50	26	6	17	49	1
	3.6%	4.0%	3.2%	2.7%	3.8%	4.0%	35.1%	-	0.7%	-	-	-	2.5%	3.0%	1.1%	9.0%	3.9%	-	-	-	-	-	26.7%	4.5%	1.2%	6.6%	3.6%	3.9%
Plaid Cymru	15	4	11	3	4	8	-	13	-	1	-	-	3	5	3	5	15	-	-	-	-	-	15	5	1	9	15	-
	1.1%	0.5%	1.7%	0.9%	0.8%	1.5%	-	18.6%	-	0.2%	-	0.4%	0.6%	1.2%	1.0%	1.7%	1.2%	-	-	-	-	-	8.0%	0.9%	0.1%	3.4%	1.1%	-
Other	9	5	4	4	5	-	-	-	1	5	1	2	2	6	1	-	8	1	-	-	-	-	9	1	7	1	9	-
	0.6%	0.7%	0.6%	1.2%	0.9%	-	-	-	0.6%	1.0%	0.3%	0.7%	0.5%	1.4%	0.2%	-	0.6%	1.1%	-	-	-	-	4.6%	0.1%	1.2%	0.5%	0.6%	-
Don't Remember	27	8	18	12	11	4	2	2	3	7	3	8	4	4	11	7	24	3	-	-	-	-	-	7	1	18	25	1
	1.9%	1.1%	2.8%	3.8%	2.1%	0.7%	1.4%	3.2%	2.1%	1.5%	1.6%	2.6%	1.1%	1.0%	3.7%	2.6%	1.8%	2.8%	-	-	-	-	-	1.3%	0.2%	6.9%	1.9%	4.6%
Refuse	15	8	8	7	6	3	2	-	2	6	4	2	5	4	4	2	14	2	-	-	-	-	-	4	3	8	15	-
	1.1%	1.0%	1.2%	2.0%	1.2%	0.5%	1.3%	-	1.2%	1.3%	1.6%	0.7%	1.2%	1.1%	1.3%	0.7%	1.1%	1.6%	-	-	-	-	-	0.7%	0.6%	3.1%	1.1%	-
SIGMA	1383	722	661	321	503	560	139	70	165	479	220	310	424	404	294	261	1288	95	-	503	353	298	187	575	544	265	1351	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 25
Q.24 If a UK general election was held tomorrow, would you be likely to vote or not?
Base: Respondents either voted or not voted in 2010 election

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
1752	878	874	479	620	653	161	91	206	596	284	414	499	478	408	367	1603	149	401	494	348	286	183	748	638	366	1752	-
83.6%	86.2%	81.1%	79.5%	83.7%	86.7%	84.6%	79.1%	86.0%	83.8%	84.6%	82.1%	89.7%	86.1%	80.4%	76.9%	83.9%	80.7%	56.2%	98.2%	98.7%	96.0%	97.6%	90.8%	92.2%	63.0%	100.0%	-
344	141	203	123	121	100	29	24	34	115	52	90	57	77	100	110	309	35	312	9	5	12	4	75	54	215	-	344
16.4%	13.8%	18.9%	20.5%	16.3%	13.3%	15.4%	20.9%	14.0%	16.2%	15.4%	17.9%	10.3%	13.9%	19.6%	23.1%	16.1%	19.3%	43.8%	1.8%	1.3%	4.0%	2.4%	9.2%	7.8%	37.0%	-	100.0%
2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26
Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1609	723	886	614	688	307	133	91	204	502	289	390	434	426	408	341	1433	176	562	334	299	230	143	749	500	360	1609	-
Weighted Total	1752	878	874	479	620	653	161	91	206	596	284	414	499	478	408	367	1603	149	401	494	348	286	183	748	638	366	1752	-
Conservative	392	219	172	90	118	184	24	24	40	162	71	70	146	111	100	35	370	22	61	290	8	20	9	2	381	8	392	-
	22.4%	25.0%	19.7%	18.7%	19.1%	28.1%	15.2%	26.4%	19.4%	27.2%	24.9%	16.9%	29.3%	23.1%	24.5%	9.4%	23.0%	14.9%	15.3%	58.7%	2.3%	7.0%	5.1%	0.3%	59.8%	2.2%	22.4%	-
Labour	519	252	267	184	199	136	39	25	79	133	101	143	156	138	107	118	442	77	128	26	282	71	8	502	7	10	519	-
	29.6%	28.7%	30.6%	38.4%	32.1%	20.9%	24.3%	27.0%	38.2%	22.3%	35.5%	34.5%	31.3%	28.8%	26.3%	32.2%	27.6%	51.7%	32.0%	5.2%	80.9%	24.9%	4.5%	67.1%	1.1%	2.6%	29.6%	-
Liberal Democrat	109	47	62	34	44	30	4	2	13	46	13	30	41	35	21	13	105	4	21	4	3	74	7	39	36	34	109	-
	6.2%	5.3%	7.1%	7.2%	7.2%	4.6%	2.7%	2.2%	6.5%	7.7%	4.7%	7.3%	8.2%	7.3%	5.1%	3.5%	6.5%	3.0%	5.3%	0.8%	0.9%	26.0%	3.7%	5.2%	5.6%	9.3%	6.2%	-
UK Independence Party (UKIP)	312	167	145	51	104	156	6	10	26	132	60	78	46	83	94	90	306	7	71	113	24	38	62	70	140	103	312	-
	17.8%	19.0%	16.6%	10.8%	16.8%	24.0%	3.6%	11.5%	12.7%	22.1%	21.2%	18.9%	9.1%	17.3%	23.2%	24.5%	19.1%	4.5%	17.6%	23.0%	6.9%	13.2%	34.2%	9.3%	21.9%	28.2%	17.8%	-
Another Party	64	34	30	18	26	20	3	1	6	33	8	14	13	19	16	17	60	4	22	2	3	15	21	36	3	25	64	-
	3.7%	3.8%	3.5%	3.7%	4.2%	3.1%	2.1%	0.6%	3.1%	5.5%	2.7%	3.3%	2.7%	3.9%	3.8%	4.6%	3.7%	2.8%	5.5%	0.4%	0.9%	5.3%	11.7%	4.8%	0.5%	6.9%	3.7%	-
Another Party	145	72	74	32	55	58	70	15	6	33	8	14	35	41	22	48	139	6	29	3	8	26	78	79	9	57	145	-
	8.3%	8.2%	8.4%	6.7%	8.9%	8.9%	43.6%	16.6%	3.1%	5.5%	2.7%	3.3%	7.0%	8.5%	5.4%	13.1%	8.7%	4.2%	7.2%	0.6%	2.3%	9.0%	42.7%	10.6%	1.4%	15.7%	8.3%	-
Plaid Cymru	15	4	11	2	3	10	-	15	-	-	-	-	3	6	-	6	15	-	2	-	-	1	11	4	1	9	15	-
	0.8%	0.4%	1.2%	0.4%	0.5%	1.5%	-	16.0%	-	-	-	-	0.6%	1.2%	-	1.6%	0.9%	-	0.6%	-	-	0.3%	6.3%	0.5%	0.2%	2.5%	0.8%	-
Respect	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-
	0.1%	0.2%	-	-	0.2%	-	-	-	0.7%	-	-	-	0.3%	-	-	-	-	1.0%	-	-	-	0.5%	-	0.2%	-	-	0.1%	-
Scottish National Party (SNP)	67	34	33	12	26	28	67	-	-	-	-	-	19	16	6	25	65	2	5	1	5	10	45	39	4	23	67	-
	3.8%	3.9%	3.7%	2.6%	4.2%	4.3%	41.5%	-	-	-	-	-	3.8%	3.4%	1.5%	6.9%	4.0%	1.4%	1.2%	0.2%	1.3%	3.5%	24.8%	5.3%	0.6%	6.4%	3.8%	-
British National Party (BNP)	8	3	5	1	3	5	-	1	-	5	-	3	1	-	6	2	8	-	4	-	-	-	5	1	-	8	8	-
	0.5%	0.4%	0.6%	0.2%	0.5%	0.7%	-	0.6%	-	0.8%	-	0.8%	0.2%	-	1.4%	0.5%	0.5%	-	1.0%	-	-	-	2.5%	0.1%	-	2.1%	0.5%	-
English Democrat	2	-	2	-	-	2	-	-	-	2	-	-	-	-	-	2	2	-	2	-	-	-	-	-	-	2	2	-
	0.1%	-	0.2%	-	-	0.3%	-	-	-	0.4%	-	-	-	-	-	0.6%	0.1%	-	0.5%	-	-	-	-	-	-	0.6%	0.1%	-
Green	45	22	23	15	19	11	3	-	4	23	8	7	8	17	7	12	43	2	11	2	3	14	14	31	1	13	45	-
	2.6%	2.5%	2.6%	3.2%	3.0%	1.6%	1.7%	-	2.1%	3.9%	2.7%	1.7%	1.7%	3.5%	1.8%	3.3%	2.7%	1.5%	2.7%	0.4%	0.9%	4.8%	7.8%	4.1%	0.1%	3.7%	2.6%	-
Monster Raving Loony Party	1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	1	-
	*	0.1%	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	0.2%	-	*	-	0.2%	-	-	-	-	0.1%	-	-	*	-

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26
Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?		
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Weighted Total	1752	878	874	479	620	653	161	91	206	596	284	414	499	478	408	367	1603	149	401	494	348	286	183	748	638	366	1752	-	
National Front	3	3	-	-	-	3	-	-	-	-	-	3	3	-	-	-	3	-	3	-	-	-	-	-	3	-	3	-	
	0.1%	0.3%	-	-	-	0.4%	-	-	-	-	-	0.6%	0.5%	-	-	-	0.2%	-	0.6%	-	-	-	-	-	0.4%	-	0.1%	-	
Trade Unionist and Socialist Coalition (TUSC)	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	1	-	
	*	0.1%	-	0.1%	-	-	0.4%	-	-	-	-	-	-	-	0.2%	-	*	-	0.2%	-	-	-	-	0.1%	-	-	*	-	
If not listed please state in this box	4	3	*	1	3	-	-	-	*	2	-	1	-	2	1	1	3	*	1	-	-	-	2	2	-	2	4	-	
	0.2%	0.3%	0.1%	0.1%	0.5%	-	-	-	0.2%	0.3%	-	0.3%	-	0.4%	0.3%	0.2%	0.2%	0.3%	0.3%	-	-	-	1.3%	0.2%	-	0.5%	0.2%	-	
Undecided	263	115	148	83	92	87	16	14	40	87	29	76	73	68	61	61	231	31	86	58	23	57	17	52	62	148	263	-	
	15.0%	13.1%	16.9%	17.4%	14.9%	13.3%	10.1%	15.8%	19.4%	14.6%	10.2%	18.3%	14.6%	14.2%	15.0%	16.6%	14.4%	21.1%	21.5%	11.7%	6.7%	19.9%	9.1%	7.0%	9.8%	40.6%	15.0%	-	
Refuse	11	6	6	4	6	1	1	*	2	3	2	3	2	4	2	3	10	1	4	-	-	-	1	4	3	5	11	-	
	0.7%	0.6%	0.7%	0.8%	1.0%	0.2%	0.5%	0.5%	0.9%	0.5%	0.8%	0.8%	0.4%	0.8%	0.5%	0.8%	0.7%	0.7%	1.1%	-	-	-	0.8%	0.5%	0.4%	1.4%	0.7%	-	
SIGMA	1752	878	874	479	620	653	161	91	206	596	284	414	499	478	408	367	1603	149	401	494	348	286	183	748	638	366	1752	-	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-

Lodestone Political Survey
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Table 27
Q.26 Have you ever voted in a general election?
Base: Respondents ever voted in a general election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	1020	-	-	-	-	353	196	471	562	458
Weighted Total	713	296	416	281	238	194	51	45	75	232	115	194	132	151	213	216	624	89	713	-	-	-	-	249	148	316	401	312
Yes	326	144	182	41	136	149	23	18	21	123	47	94	54	68	95	109	305	22	326	-	-	-	-	114	70	143	206	121
	45.8%	48.8%	43.7%	14.7%	57.2%	77.0%	46.2%	40.1%	27.3%	53.0%	40.5%	48.7%	41.0%	45.0%	44.8%	50.3%	48.9%	24.4%	45.8%	-	-	-	-	45.8%	47.1%	45.2%	51.3%	38.7%
No	386	152	234	240	102	45	27	27	55	109	68	99	78	83	118	107	319	67	386	-	-	-	-	135	78	173	195	191
	54.2%	51.2%	56.3%	85.3%	42.8%	23.0%	53.8%	59.9%	72.7%	47.0%	59.5%	51.3%	59.0%	55.0%	55.2%	49.7%	51.1%	75.6%	54.2%	-	-	-	-	54.2%	52.9%	54.8%	48.7%	61.3%
SIGMA	713	296	416	281	238	194	51	45	75	232	115	194	132	151	213	216	624	89	713	-	-	-	-	249	148	316	401	312
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 28
Q.28 Have you ever voted in a local, European or other kind of election, or in a referendum?
Base: Respondents ever voted in a general election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	1020	-	-	-	-	353	196	471	562	458	
Weighted Total	713	296	416	281	238	194	51	45	75	232	115	194	132	151	213	216	624	89	713	-	-	-	-	249	148	316	401	312	
Yes	215 30.2%	96 32.4%	119 28.6%	49 17.5%	72 30.1%	94 48.6%	14 28.3%	9 19.5%	27 35.6%	83 35.8%	29 25.6%	52 26.9%	54 41.0%	47 30.9%	64 29.9%	50 23.3%	204 32.7%	11 12.6%	215 30.2%	-	-	-	-	89 35.7%	49 33.2%	77 24.4%	150 37.5%	65 20.7%	
No	498 69.8%	200 67.6%	297 71.4%	232 82.5%	166 69.9%	100 51.4%	36 71.7%	36 80.5%	48 64.4%	149 64.2%	86 74.4%	142 73.1%	78 59.0%	105 69.1%	149 70.1%	166 76.7%	420 67.3%	78 87.4%	498 69.8%	-	-	-	-	160 64.3%	99 66.8%	239 75.6%	250 62.5%	247 79.3%	
SIGMA	713 100.0%	296 100.0%	416 100.0%	281 100.0%	238 100.0%	194 100.0%	51 100.0%	45 100.0%	75 100.0%	232 100.0%	115 100.0%	194 100.0%	132 100.0%	151 100.0%	213 100.0%	216 100.0%	624 100.0%	89 100.0%	713 100.0%	-	-	-	-	249 100.0%	148 100.0%	316 100.0%	401 100.0%	312 100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 29
Q.30 What would you say were your main reasons for not voting in the last election.
Base: Respondents not voted in the last election

Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	1020	-	-	-	-	353	196	471	562	458
713	296	416	281	238	194	51	45	75	232	115	194	132	151	213	216	624	89	713	-	-	-	-	249	148	316	401	312
63	19	43	27	19	16	2	2	9	25	10	16	14	15	19	15	54	9	63	-	-	-	-	22	15	25	56	7
8.8%	6.5%	10.4%	9.5%	8.2%	8.5%	3.7%	4.5%	11.5%	10.7%	8.3%	8.1%	10.6%	9.9%	8.7%	7.0%	8.6%	10.0%	8.8%	-	-	-	-	8.8%	10.4%	8.0%	13.9%	2.2%
126	45	81	63	40	23	9	7	12	40	24	34	17	28	42	38	107	19	126	-	-	-	-	33	22	71	73	53
17.7%	15.3%	19.3%	22.4%	16.7%	12.0%	17.5%	14.7%	16.6%	17.2%	21.1%	17.3%	13.2%	18.8%	19.8%	17.5%	17.1%	21.8%	17.7%	-	-	-	-	13.2%	14.9%	22.5%	18.3%	16.9%
189	91	98	65	77	48	19	7	15	57	32	60	39	41	52	57	165	24	189	-	-	-	-	65	36	89	95	94
26.5%	30.7%	23.6%	23.1%	32.2%	24.6%	36.6%	15.8%	19.5%	24.7%	27.5%	30.7%	29.3%	27.4%	24.3%	26.4%	26.5%	26.9%	26.5%	-	-	-	-	26.0%	24.1%	28.1%	23.8%	30.1%
135	57	78	60	58	16	8	9	14	44	21	40	19	27	43	46	115	20	135	-	-	-	-	32	19	84	36	98
18.9%	19.1%	18.8%	21.3%	24.6%	8.4%	15.4%	19.3%	18.2%	18.9%	18.0%	20.5%	14.7%	17.9%	20.0%	21.1%	18.4%	22.5%	18.9%	-	-	-	-	12.9%	12.9%	26.5%	9.1%	31.5%
179	86	93	43	75	61	17	8	15	54	40	46	28	36	58	57	164	15	179	-	-	-	-	58	34	87	69	110
25.1%	29.1%	22.3%	15.4%	31.4%	31.5%	32.9%	16.6%	19.4%	23.2%	34.5%	23.9%	20.9%	24.0%	27.3%	26.3%	26.2%	17.3%	25.1%	-	-	-	-	23.2%	23.0%	27.6%	17.2%	35.2%
118	62	56	36	51	31	7	7	13	39	19	34	22	28	33	35	103	15	118	-	-	-	-	39	28	51	55	63
16.6%	21.0%	13.4%	12.7%	21.5%	16.1%	13.4%	14.5%	17.4%	16.7%	16.3%	17.6%	16.9%	18.6%	15.4%	16.1%	16.4%	17.3%	16.6%	-	-	-	-	15.7%	19.0%	16.1%	13.7%	20.2%
22	15	7	11	7	5	3	1	2	6	4	6	1	5	8	7	18	4	22	-	-	-	-	7	3	12	11	12
3.1%	5.0%	1.7%	3.8%	2.9%	2.4%	5.9%	2.6%	2.5%	2.5%	3.4%	3.3%	0.9%	3.6%	3.9%	3.4%	2.9%	4.7%	3.1%	-	-	-	-	3.0%	2.1%	3.6%	2.6%	3.7%
191	69	122	81	43	66	12	18	23	72	23	43	44	38	58	51	171	20	191	-	-	-	-	82	44	64	125	66
26.8%	23.3%	29.3%	29.0%	18.2%	34.2%	24.4%	38.9%	31.2%	30.8%	19.7%	22.4%	33.2%	25.2%	27.3%	23.5%	27.4%	22.6%	26.8%	-	-	-	-	33.1%	29.8%	20.4%	31.1%	21.3%
*	-	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*	-	-	-	-	-	-	*	*	-
0.1%	-	0.1%	0.2%	-	-	-	-	-	0.2%	-	-	-	-	0.2%	-	-	0.5%	0.1%	-	-	-	-	-	-	0.1%	0.1%	-
1023	444	578	386	370	267	76	58	103	337	171	279	185	220	313	305	895	128	1023	-	-	-	-	338	202	483	520	503
143.5%	150.0%	138.9%	137.3%	155.6%	137.7%	149.8%	127.0%	136.2%	144.8%	148.9%	143.8%	139.7%	145.5%	146.9%	141.2%	143.5%	143.7%	143.5%	-	-	-	-	135.8%	136.3%	153.0%	129.9%	161.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 30
Q.31 Which of the following would be most likely to persuade you to vote in a UK general election?
Base: All Answering

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1048	407	641	485	409	154	75	75	114	326	187	271	183	227	318	320	902	146	1019	6	5	11	5	366	201	481	561	487
Weighted Total	744	309	436	293	249	202	53	48	79	244	117	203	142	160	217	226	654	91	712	9	5	12	4	260	153	331	400	344
A personal visit from a candidate	90	43	47	39	27	23	6	8	6	30	14	25	18	20	26	27	75	15	84	4	-	1	1	31	20	39	57	32
	12.0%	14.0%	10.7%	13.4%	10.9%	11.5%	10.6%	16.7%	8.1%	12.4%	12.0%	12.5%	12.4%	12.2%	11.9%	11.8%	11.4%	16.7%	11.8%	40.0%	-	7.2%	18.3%	12.1%	12.8%	11.7%	14.3%	9.4%
More information as to how and where you can vote	89	33	57	56	29	4	6	5	15	27	13	24	19	19	29	22	74	15	87	1	-	-	1	36	15	39	65	25
	12.0%	10.6%	13.0%	19.2%	11.6%	2.0%	11.4%	10.1%	18.7%	11.1%	11.0%	11.6%	13.1%	12.1%	13.5%	9.8%	11.3%	17.1%	12.2%	14.9%	-	-	21.2%	13.7%	9.5%	11.8%	16.2%	7.1%
More information on how to get a postal vote	84	29	54	39	24	21	7	2	8	24	18	24	8	20	22	34	72	12	82	-	-	-	1	29	22	33	49	35
	11.3%	9.5%	12.5%	13.3%	9.7%	10.2%	12.6%	4.8%	10.5%	10.0%	15.4%	11.8%	5.6%	12.5%	10.0%	15.1%	11.0%	12.8%	11.5%	-	-	-	16.8%	11.2%	14.1%	10.0%	12.2%	10.1%
Knowing that your neighbours are voting	16	6	9	7	5	3	3	2	1	3	3	4	2	3	5	5	13	2	16	-	-	-	-	5	3	7	10	6
	2.1%	2.0%	2.1%	2.5%	2.1%	1.6%	5.5%	4.5%	1.1%	1.3%	2.5%	1.8%	1.3%	2.0%	2.5%	2.3%	2.0%	2.7%	2.2%	-	-	-	-	2.1%	1.9%	2.2%	2.4%	1.8%
A phone call about a candidate	8	5	3	4	4	-	1	1	2	2	1	2	2	2	2	2	6	2	7	-	-	1	-	4	2	2	3	4
	1.1%	1.6%	0.6%	1.2%	1.7%	-	1.0%	2.1%	2.0%	0.8%	0.4%	1.2%	1.6%	1.2%	0.9%	0.7%	0.9%	2.3%	1.0%	-	-	6.2%	-	1.4%	1.4%	0.7%	0.8%	1.3%
Receiving a leaflet about a candidate	119	36	83	56	32	30	7	10	6	39	21	36	20	28	42	29	111	8	117	1	1	-	-	56	24	40	84	35
	16.0%	11.7%	19.1%	19.3%	12.9%	15.1%	12.8%	20.3%	7.7%	16.1%	17.8%	17.9%	14.2%	17.6%	19.2%	12.9%	17.0%	9.0%	16.5%	7.6%	20.9%	-	-	21.3%	15.4%	12.1%	21.0%	10.2%
Receiving a text message from a candidate	5	1	3	3	2	-	1	1	1	2	-	-	-	2	1	2	3	2	5	-	-	-	-	2	-	2	3	2
	0.6%	0.4%	0.7%	1.0%	0.7%	-	1.2%	1.8%	1.1%	0.9%	-	-	-	1.1%	0.5%	0.8%	0.4%	2.2%	0.6%	-	-	-	-	0.8%	-	0.7%	0.8%	0.4%
Receiving an email from a candidate	42	17	25	21	16	5	4	3	7	9	6	13	7	12	11	12	34	8	40	1	1	-	1	17	11	13	29	13
	5.6%	5.5%	5.8%	7.3%	6.5%	2.3%	7.9%	6.8%	8.3%	3.8%	5.1%	6.3%	5.0%	7.3%	5.2%	5.3%	5.1%	9.2%	5.6%	8.7%	15.8%	-	15.8%	6.7%	7.4%	4.0%	7.2%	3.8%
Other	292	138	154	67	110	116	20	16	33	107	42	75	66	54	79	93	267	25	274	3	3	10	1	80	57	155	100	192
	39.3%	44.7%	35.5%	22.8%	43.9%	57.4%	37.1%	33.0%	42.4%	43.8%	35.7%	36.8%	46.7%	33.8%	36.4%	41.4%	40.9%	28.0%	38.5%	28.8%	63.3%	86.6%	27.9%	30.7%	37.5%	46.8%	25.0%	55.9%
SIGMA	744	309	436	293	249	202	53	48	79	244	117	203	142	160	217	226	654	91	712	9	5	12	4	260	153	331	400	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 31
Q.33 How often do your friends and colleagues talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very often	201 9.6%	107 10.5%	94 8.7%	53 8.8%	62 8.3%	87 11.5%	17 9.1%	6 5.5%	38 15.9%	66 9.3%	32 9.6%	41 8.2%	75 13.5%	52 9.4%	43 8.4%	31 6.6%	175 9.1%	26 14.4%	31 4.3%	69 13.8%	47 13.3%	30 10.1%	24 12.8%	95 11.5%	71 10.3%	35 6.1%	187 10.7%	14 4.1%
Often	441 21.1%	251 24.7%	190 17.6%	126 20.9%	145 19.6%	170 22.6%	48 25.4%	25 21.7%	64 26.9%	149 20.9%	71 21.3%	84 16.7%	145 26.2%	126 22.6%	97 19.2%	73 15.2%	406 21.2%	36 19.4%	79 11.1%	140 27.8%	94 26.7%	78 26.0%	44 23.7%	194 23.6%	171 24.8%	76 13.1%	413 23.6%	29 8.3%
Sometimes	620 29.6%	299 29.4%	321 29.8%	189 31.4%	225 30.4%	206 27.4%	47 25.0%	34 29.8%	64 26.9%	220 30.9%	107 31.9%	147 29.2%	158 28.5%	187 33.6%	152 30.0%	123 25.7%	569 29.8%	51 27.7%	179 25.1%	147 29.3%	110 31.1%	109 36.5%	63 33.7%	256 31.1%	209 30.3%	155 26.7%	553 31.6%	67 19.4%
Occasionally	551 26.3%	244 24.0%	306 28.4%	156 25.9%	202 27.3%	192 25.5%	56 29.7%	24 21.2%	54 22.6%	189 26.5%	85 25.3%	142 28.2%	129 23.2%	134 24.2%	141 27.8%	146 30.6%	505 26.4%	46 24.9%	249 34.9%	106 21.0%	77 21.7%	57 19.0%	43 22.9%	182 22.1%	183 26.5%	185 31.8%	442 25.2%	109 31.6%
Never	283 13.5%	116 11.4%	166 15.4%	78 12.9%	107 14.5%	98 13.0%	20 10.8%	25 21.8%	19 7.8%	88 12.4%	40 12.0%	90 17.8%	48 8.7%	56 10.1%	74 14.5%	104 21.9%	258 13.5%	25 13.6%	174 24.5%	41 8.1%	25 7.2%	13 8.5%	130 6.9%	97 11.7%	56 8.1%	130 22.3%	157 8.9%	126 36.6%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 32
Q.34 How often does your family talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Very often	231 11.0%	95 9.3%	136 12.6%	69 11.4%	78 10.5%	84 11.2%	20 10.5%	13 11.7%	38 15.9%	70 9.9%	44 13.0%	46 9.1%	93 16.7%	59 10.6%	49 9.6%	31 6.4%	203 10.6%	28 15.3%	44 6.2%	77 15.4%	56 16.0%	31 10.5%	21 11.4%	112 13.7%	87 12.6%	31 5.3%	214 12.2%	17 4.9%
Often	455 21.7%	239 23.5%	216 20.0%	121 20.1%	150 20.3%	184 24.4%	54 28.2%	26 22.2%	53 21.9%	153 21.5%	80 23.8%	91 18.0%	133 24.0%	137 24.6%	117 23.1%	68 14.3%	421 22.0%	34 18.6%	79 11.1%	152 30.1%	94 26.5%	72 24.1%	54 28.7%	209 25.3%	172 24.9%	74 12.8%	428 24.4%	27 7.8%
Sometimes	583 27.8%	280 27.5%	303 28.1%	169 28.1%	214 29.0%	200 26.5%	52 27.5%	28 24.6%	72 30.2%	205 28.8%	97 28.9%	129 25.5%	145 26.0%	176 31.6%	141 27.8%	122 25.6%	532 27.8%	52 28.0%	168 23.6%	139 27.7%	101 28.7%	100 33.6%	58 30.9%	228 27.6%	207 29.9%	149 25.6%	515 29.4%	69 19.9%
Occasionally	580 27.7%	288 28.2%	292 27.1%	170 28.3%	203 27.4%	207 27.5%	47 24.9%	28 24.6%	55 22.9%	210 29.5%	76 22.7%	163 32.4%	151 27.2%	133 24.0%	133 26.3%	162 34.0%	536 28.0%	44 24.0%	254 35.7%	116 23.0%	78 22.1%	70 23.3%	45 24.0%	188 22.9%	178 25.7%	214 36.9%	459 26.2%	122 35.3%
Never	247 11.8%	116 11.4%	131 12.1%	73 12.2%	95 12.8%	78 10.4%	17 8.9%	19 16.9%	22 9.1%	74 10.4%	39 11.5%	76 15.1%	34 6.2%	51 9.2%	67 13.3%	94 19.7%	221 11.5%	26 14.1%	167 23.4%	19 3.8%	24 6.7%	25 8.5%	9 5.0%	87 10.5%	47 6.9%	112 19.4%	136 7.8%	110 32.1%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 33
Q.35 Would you be more likely to vote if you could vote online?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Yes	1318 62.9%	607 59.6%	711 66.0%	482 80.0%	467 63.1%	369 49.0%	97 51.3%	76 65.9%	161 67.0%	434 61.0%	226 67.3%	324 64.4%	364 65.6%	349 62.7%	321 63.3%	284 59.5%	1173 61.3%	145 78.8%	480 67.4%	288 57.2%	248 70.4%	169 56.8%	102 54.7%	567 68.8%	433 62.6%	318 54.8%	1160 66.2%	158 46.0%
No	778 37.1%	411 40.4%	367 34.0%	120 20.0%	273 36.9%	384 51.0%	92 48.7%	39 34.1%	79 33.0%	278 39.0%	110 32.7%	180 35.6%	192 34.4%	207 37.3%	186 36.7%	193 40.5%	739 38.7%	39 21.2%	233 32.6%	215 42.8%	105 29.6%	129 43.2%	85 45.3%	257 31.2%	259 37.4%	262 45.2%	592 33.8%	186 54.0%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 34
Q.36 Would you be more likely to vote if election day was on a weekend?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Yes	811 38.7%	393 38.6%	418 38.8%	331 54.9%	302 40.8%	178 23.6%	64 33.9%	50 43.1%	128 53.3%	246 34.6%	128 38.0%	195 38.7%	267 47.9%	214 38.6%	183 36.0%	147 30.8%	691 36.2%	119 64.9%	239 33.5%	189 37.5%	184 52.1%	118 39.6%	65 34.5%	374 45.3%	266 38.5%	171 29.5%	746 42.6%	65 19.0%
No	1285 61.3%	625 61.4%	660 61.2%	272 45.1%	438 59.2%	575 76.4%	125 66.1%	65 56.9%	112 46.7%	465 65.4%	208 62.0%	309 61.3%	289 52.1%	341 61.4%	324 64.0%	330 69.2%	1220 63.8%	65 35.1%	474 66.5%	314 62.5%	169 47.9%	180 60.4%	122 65.5%	450 54.7%	425 61.5%	409 70.5%	1006 57.4%	279 81.0%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 35
Q.37 Does your household have a landline telephone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Yes	1921 91.6%	946 92.9%	975 90.5%	502 83.4%	685 92.5%	733 97.4%	175 92.0%	102 88.9%	220 91.6%	666 93.6%	303 90.4%	454 90.1%	518 93.2%	512 92.2%	466 91.9%	424 88.9%	1757 91.9%	164 88.8%	618 86.7%	489 97.3%	328 92.8%	274 91.7%	173 92.8%	741 90.0%	654 94.5%	526 90.6%	1627 92.9%	294 85.4%
No	175 8.4%	73 7.1%	102 9.5%	100 16.6%	55 7.5%	20 2.6%	15 8.0%	13 11.1%	20 8.4%	45 6.4%	32 9.6%	50 9.9%	38 6.8%	43 7.8%	41 8.1%	53 11.1%	155 8.1%	21 11.2%	95 13.3%	14 2.7%	25 7.2%	25 8.3%	14 7.2%	83 10.0%	38 5.5%	55 9.4%	125 7.1%	50 14.6%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 36
Q.38 Do you generally answer incoming calls on your household's landline?
Base: Respondents having a landline telephone in household

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1857	804	1053	677	808	372	153	108	224	595	328	449	461	480	496	420	1656	201	868	326	276	214	133	745	525	587	1452	405
Weighted Total	1921	946	975	502	685	733	175	102	220	666	303	454	518	512	466	424	1757	164	618	489	328	274	173	741	654	526	1627	294
Yes, I generally answer incoming calls on my household's landline (at least as often as other members of my household)	1162	601	561	231	419	511	102	56	139	409	185	270	323	304	261	273	1062	100	324	347	193	152	127	416	446	300	1026	136
	60.5%	63.6%	57.5%	46.0%	61.2%	69.7%	58.2%	54.9%	63.3%	61.4%	61.1%	59.4%	62.4%	59.3%	56.0%	64.5%	60.5%	60.8%	52.5%	70.9%	58.9%	55.6%	73.0%	56.1%	68.2%	57.1%	63.1%	46.2%
I only answer my landline phone when the number shown is someone that I know	467	212	255	134	182	151	51	28	40	158	73	117	118	125	118	106	429	38	169	80	92	85	31	206	115	147	381	86
	24.3%	22.4%	26.2%	26.6%	26.5%	20.7%	29.0%	27.8%	18.1%	23.7%	24.0%	25.8%	22.8%	24.5%	25.3%	25.0%	24.4%	23.3%	27.3%	16.2%	28.0%	31.1%	17.9%	27.8%	17.5%	27.9%	23.4%	29.2%
No, another member of my household usually answers our landline when it rings	177	89	89	87	40	50	17	11	25	71	23	32	40	49	58	30	160	17	71	39	27	23	11	71	59	47	134	43
	9.2%	9.4%	9.1%	17.4%	5.8%	6.8%	9.6%	10.4%	11.2%	10.6%	7.5%	7.0%	7.8%	9.6%	12.4%	7.1%	9.1%	10.6%	11.5%	7.9%	8.3%	8.6%	6.2%	9.6%	9.1%	9.0%	8.3%	14.7%
No, nobody in my household ever answers incoming calls on our landline	114	44	70	49	44	21	5	7	16	28	22	34	37	34	29	15	105	9	53	24	16	13	5	48	34	31	85	28
	5.9%	4.6%	7.2%	9.8%	6.4%	2.8%	3.1%	6.9%	7.4%	4.3%	7.4%	7.5%	7.1%	6.6%	6.2%	3.5%	6.0%	5.3%	8.6%	5.0%	4.9%	4.7%	3.0%	6.5%	5.2%	6.0%	5.3%	9.7%
Refused	1	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	1
	*	0.1%	-	0.1%	-	-	-	-	-	-	-	0.1%	-	-	0.1%	-	*	-	0.1%	-	-	-	-	-	-	0.1%	-	0.2%
SIGMA	1921	946	975	502	685	733	175	102	220	666	303	454	518	512	466	424	1757	164	618	489	328	274	173	741	654	526	1627	294
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 37
Q.39 Do you have a mobile phone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Yes	2017	975	1043	579	725	713	183	111	236	678	325	485	544	545	479	449	1843	174	682	476	348	287	181	796	664	558	1692	325	
	96.2%	95.7%	96.8%	96.2%	97.9%	94.6%	96.3%	96.0%	98.4%	95.3%	96.9%	96.1%	97.9%	98.1%	94.5%	94.0%	96.4%	94.3%	95.7%	94.6%	98.7%	96.3%	97.0%	96.6%	96.0%	96.1%	96.6%	94.4%	
No	79	44	35	23	16	41	7	5	4	34	10	19	12	11	28	28	68	10	30	27	5	11	6	28	28	23	60	19	
	3.8%	4.3%	3.2%	3.8%	2.1%	5.4%	3.7%	4.0%	1.6%	4.7%	3.1%	3.9%	2.1%	1.9%	5.5%	6.0%	3.6%	5.7%	4.3%	5.4%	1.3%	3.7%	3.0%	3.4%	4.0%	3.9%	3.4%	5.6%	
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 38
Q.40 Do you generally answer incoming calls on your mobile phone?
Base: Respondents having a mobile phone

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2019	865	1154	789	865	365	168	124	245	628	362	492	497	523	534	465	1795	224	974	328	299	233	142	819	555	645	1558	461	
Weighted Total	2017	975	1043	579	725	713	183	111	236	678	325	485	544	545	479	449	1843	174	682	476	348	287	181	796	664	558	1692	325	
Yes, I generally answer incoming calls on my mobile phone	1228 60.9%	664 68.1%	564 54.1%	341 58.8%	427 58.9%	460 64.6%	101 55.0%	65 59.0%	160 67.6%	422 62.3%	208 63.9%	273 56.4%	349 64.1%	342 62.7%	279 58.2%	259 57.6%	1108 60.1%	120 69.1%	402 58.9%	332 69.7%	196 56.3%	164 57.0%	113 62.5%	454 57.1%	458 69.0%	316 56.6%	1049 62.0%	179 55.1%	
I only answer my mobile phone when I recognise the number as somebody that I know	705 35.0%	277 28.5%	428 41.0%	230 39.6%	284 39.1%	192 26.9%	70 38.5%	44 40.0%	70 29.8%	221 32.6%	111 34.2%	188 38.9%	178 32.7%	189 34.7%	174 36.4%	164 36.5%	653 35.4%	52 29.9%	250 36.6%	118 24.9%	139 39.9%	119 41.5%	59 32.8%	312 39.2%	173 26.1%	220 39.5%	571 33.7%	134 41.4%	
No, I generally don't answer incoming calls on my mobile phone	83 4.1%	32 3.3%	51 4.9%	8 1.4%	14 2.0%	61 8.5%	12 6.5%	1 1.0%	6 2.6%	35 5.2%	6 2.0%	23 4.7%	17 3.2%	14 2.6%	25 5.3%	26 5.9%	81 4.4%	2 1.0%	30 4.5%	26 5.4%	13 3.8%	4 1.5%	8 4.7%	30 3.7%	32 4.9%	21 3.8%	72 4.3%	11 3.4%	
Refused	1 *	1 0.1%	-	1 0.1%	-	-	-	-	-	-	-	1 0.1%	-	-	1 0.1%	-	1 *	-	1 0.1%	-	-	-	-	-	-	1 0.1%	-	1 0.2%	
SIGMA	2017 100.0%	975 100.0%	1043 100.0%	579 100.0%	725 100.0%	713 100.0%	183 100.0%	111 100.0%	236 100.0%	678 100.0%	325 100.0%	485 100.0%	544 100.0%	545 100.0%	479 100.0%	449 100.0%	1843 100.0%	174 100.0%	682 100.0%	476 100.0%	348 100.0%	287 100.0%	181 100.0%	796 100.0%	664 100.0%	558 100.0%	1692 100.0%	325 100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 39
Q.41A How often, if at all, do you use any of the following social media platforms?
Facebook
Base: Respondents either voted or not voted in 2010 election

	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
	Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901 1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019 1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Use less than once a week	273	144 129	45	95	133	18	16	39	108	40	52	72	71	65	65	248	25	77	75	49	44	24	105	100	67	229	44
	13.0%	14.2% 12.0%	7.4%	12.9%	17.7%	9.4%	14.0%	16.3%	15.1%	12.0%	10.4%	13.0%	12.7%	12.8%	13.6%	13.0%	13.6%	10.9%	14.8%	13.8%	14.7%	12.6%	12.8%	14.5%	11.6%	13.1%	12.9%
Use once or twice a week	334	174 160	51	135	148	33	13	33	129	64	62	84	106	80	65	303	32	91	103	56	44	33	126	125	83	293	41
	16.0%	17.1% 14.9%	8.5%	18.2%	19.6%	17.4%	11.6%	13.8%	18.1%	19.0%	12.4%	15.0%	19.1%	15.8%	13.5%	15.8%	17.1%	12.7%	20.4%	15.8%	14.9%	17.5%	15.3%	18.1%	14.4%	16.7%	12.0%
Use almost every day	1015	443 572	453	337	224	96	63	130	298	165	262	289	264	244	217	915	99	371	197	200	148	73	439	297	279	848	166
	48.4%	43.5% 53.1%	75.2%	45.6%	29.8%	50.7%	55.0%	54.0%	41.9%	49.2%	52.0%	52.0%	47.6%	48.0%	45.5%	47.9%	54.0%	52.1%	39.1%	56.5%	49.6%	39.2%	53.2%	42.9%	48.1%	48.4%	48.4%
Do not use	474	258 216	53	173	248	43	22	38	177	66	127	111	114	118	131	446	28	173	129	49	62	57	154	169	151	382	92
	22.6%	25.3% 20.0%	8.8%	23.4%	32.9%	22.4%	19.3%	15.9%	24.9%	19.8%	25.3%	19.9%	20.6%	23.3%	27.4%	23.3%	15.3%	24.3%	25.7%	13.8%	20.8%	30.7%	18.7%	24.5%	25.9%	21.8%	26.8%
SIGMA	2096	1019 1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0% 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 40
Q.41B How often, if at all, do you use any of the following social media platforms?
Twitter
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote						Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487	
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344	
Use less than once a week	282 13.5%	132 13.0%	150 13.9%	99 16.5%	107 14.5%	76 10.1%	25 13.1%	27 23.5%	38 15.8%	98 13.8%	41 12.2%	53 10.6%	86 15.4%	61 10.9%	62 12.2%	74 15.5%	250 13.1%	32 17.3%	104 14.6%	58 11.6%	48 13.6%	36 12.0%	25 13.5%	125 15.2%	81 11.7%	76 13.1%	231 13.2%	51 14.8%	
Use once or twice a week	229 10.9%	119 11.7%	110 10.2%	88 14.6%	105 14.1%	36 4.8%	25 13.0%	11 9.2%	34 14.0%	59 8.3%	41 12.2%	60 11.9%	83 14.9%	59 10.5%	52 10.4%	35 7.4%	206 10.8%	23 12.7%	66 9.3%	55 10.9%	43 12.1%	40 13.6%	21 11.3%	113 13.7%	68 9.9%	48 8.3%	205 11.7%	24 7.0%	
Use almost every day	380 18.1%	199 19.5%	181 16.8%	201 33.4%	109 14.7%	71 9.4%	27 14.4%	22 18.7%	61 25.5%	112 15.7%	57 17.1%	101 20.0%	129 23.1%	107 19.3%	79 15.5%	66 13.8%	338 17.7%	42 22.8%	123 17.3%	70 13.8%	95 26.8%	66 22.1%	21 11.0%	193 23.4%	110 15.9%	78 13.5%	323 18.4%	58 16.8%	
Do not use	1204 57.5%	568 55.8%	636 59.1%	214 35.5%	420 56.7%	570 75.7%	113 59.4%	56 48.5%	107 44.7%	442 62.1%	196 58.6%	290 57.5%	259 46.6%	329 59.2%	314 61.9%	302 63.4%	1117 58.4%	87 47.2%	420 58.9%	321 63.7%	168 47.5%	156 52.4%	120 64.2%	393 47.7%	432 62.5%	379 65.2%	993 56.7%	211 61.4%	
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 41
Q.41C How often, if at all, do you use any of the following social media platforms?
Google+
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Use less than once a week	318 15.2%	166 16.3%	152 14.1%	124 20.7%	109 14.7%	84 11.2%	30 16.0%	21 18.5%	43 17.8%	95 13.3%	49 14.6%	80 15.8%	101 18.2%	85 15.3%	70 13.7%	62 13.0%	286 15.0%	32 17.1%	94 13.2%	93 18.6%	59 16.8%	37 12.6%	24 12.8%	137 16.7%	120 17.3%	61 10.5%	274 15.7%	43 12.6%
Use once or twice a week	193 9.2%	103 10.1%	90 8.4%	75 12.5%	71 9.6%	47 6.2%	21 10.9%	6 5.1%	33 14.0%	59 8.2%	29 8.6%	45 9.0%	69 12.4%	45 8.0%	39 7.8%	40 8.4%	159 8.3%	34 18.2%	64 8.9%	27 5.4%	47 13.4%	32 10.6%	22 11.5%	95 11.5%	49 7.1%	49 8.5%	164 9.3%	29 8.5%
Use almost every day	140 6.7%	72 7.0%	68 6.3%	54 8.9%	41 5.6%	45 6.0%	5 2.4%	9 7.5%	25 10.4%	42 5.9%	28 8.3%	31 6.2%	48 8.6%	27 4.9%	24 4.7%	41 8.5%	123 6.4%	17 9.1%	30 4.2%	34 6.8%	35 10.1%	18 6.0%	18 9.8%	72 8.7%	41 6.0%	26 4.5%	123 7.0%	17 4.8%
Do not use	1446 69.0%	679 66.6%	767 71.2%	349 57.9%	519 70.1%	578 76.7%	134 70.7%	79 68.9%	139 57.9%	516 72.5%	230 68.5%	347 68.9%	338 60.8%	399 71.8%	374 73.8%	335 70.1%	1343 70.3%	102 55.5%	525 73.7%	349 69.3%	211 59.7%	211 70.9%	123 65.9%	520 63.1%	482 69.6%	444 76.5%	1191 68.0%	255 74.1%
SIGMA	2096 100.0%	1019 100.0%	1077 100.0%	602 100.0%	741 100.0%	753 100.0%	190 100.0%	115 100.0%	240 100.0%	712 100.0%	336 100.0%	504 100.0%	556 100.0%	556 100.0%	507 100.0%	477 100.0%	1912 100.0%	184 100.0%	713 100.0%	503 100.0%	353 100.0%	298 100.0%	187 100.0%	824 100.0%	691 100.0%	581 100.0%	1752 100.0%	344 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 42
Q.41D How often, if at all, do you use any of the following social media platforms?
LinkedIn
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote					Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	DID NOT VOTE	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	2096	901	1195	823	886	387	171	130	250	657	376	512	505	536	556	499	1863	233	1020	340	304	241	148	852	572	672	1609	487
Weighted Total	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
Use less than once a week	314	179	135	100	117	97	16	15	54	119	44	66	126	94	54	40	291	23	90	86	54	48	28	130	116	68	280	35
	15.0%	17.6%	12.5%	16.6%	15.8%	12.9%	8.6%	12.8%	22.4%	16.7%	13.1%	13.1%	22.7%	17.0%	10.6%	8.4%	15.2%	12.5%	12.7%	17.1%	15.2%	16.0%	15.0%	15.8%	16.8%	11.7%	16.0%	10.1%
Use once or twice a week	139	81	57	49	65	25	6	7	33	45	22	26	74	34	21	10	109	30	44	22	28	29	11	66	43	29	121	18
	6.6%	8.0%	5.3%	8.1%	8.7%	3.4%	3.0%	6.4%	13.9%	6.3%	6.7%	5.1%	13.3%	6.2%	4.1%	2.1%	5.7%	16.0%	6.2%	4.4%	8.0%	9.6%	6.1%	8.1%	6.2%	5.1%	6.9%	5.1%
Use almost every day	72	39	33	35	18	19	6	1	20	25	9	11	47	11	8	6	61	11	18	21	19	10	4	34	26	12	64	8
	3.4%	3.8%	3.1%	5.9%	2.4%	2.5%	3.3%	1.2%	8.2%	3.5%	2.7%	2.1%	8.4%	2.1%	1.6%	1.2%	3.2%	6.2%	2.5%	4.1%	5.4%	3.5%	2.1%	4.1%	3.8%	2.1%	3.7%	2.3%
Do not use	1571	719	852	418	541	612	161	92	133	523	260	402	309	416	425	421	1451	120	560	374	252	212	144	593	506	471	1287	284
	74.9%	70.6%	79.1%	69.4%	73.1%	81.2%	85.0%	79.6%	55.5%	73.5%	77.5%	79.7%	55.6%	74.8%	83.7%	88.3%	75.9%	65.2%	78.6%	74.3%	71.3%	70.9%	76.8%	72.0%	73.2%	81.1%	73.5%	82.5%
SIGMA	2096	1019	1077	602	741	753	190	115	240	712	336	504	556	556	507	477	1912	184	713	503	353	298	187	824	691	581	1752	344
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Lodestone Political Survey

12/09/2013

Prepared on behalf of Lodestone Communications

Part B – Non-Voters Sample

LODESTONE

Lodestone Political Survey

On behalf of Lodestone
12/09/13 - 1,020 respondents

Fieldwork Dates

3rd - 9th September 2013

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to a random sample of members of the panel. In addition, a number of members of the panel already known to be non-voters from previous surveys were invited to the survey to increase the sample of non-voters.

Population Sampled

All adults aged 18+ in England, Scotland and Wales who voted at the 2010 general election.

Sample Size

1,020*

*Weighted figure from Part A was 713 respondents, this was re-based back to 1,000 respondents for the Part B tables.

Data Weighting

Data for the full sample were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, region, household income and whether someone voted or not at the 2010 general election. Targets for the weighted data were derived from Office of National Statistics 2011 Census data; target for voters vs non-voters was derived from the 2010 Hansard Society Audit of Political Engagement. Weighted data for non-voters was extracted from the full sample and re-based back to 1,000 respondents.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with an effective sample of 1,020 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Lodestone Political Survey

On behalf of Lodestone
12/09/13 - 1,020 respondents

Question presentation

All data tables shown in full below, in order and wording put to respondents. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions have been asked to all respondents – this is because they may be follow-on questions dependent on answers to previous questions. Lower response counts and “Base” description in tables should make clear where this has occurred. Questions that were open-ended and had verbatim responses only will not have data tables as no quantitative data was recorded. These questions and their responses will be shown in the supplementary Verbatim Responses document. Skipped question numbers should indicate in the tables where these questions were in the script.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;

Damian Lyons Lowe

Chief Executive

Survation Ltd

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 1
Q.1 What was your age at your last birthday?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
18-24	207 20.7%	82 19.7%	125 21.4%	207 52.4%	- -	- -	14 19.7%	13 20.9%	28 26.8%	57 17.6%	39 24.2%	54 20.0%	24 13.0%	59 27.6%	70 23.5%	54 17.7%	156 17.9%	50 40.3%	9 1.9%	198 36.6%	87 25.0%	42 20.3%	77 17.4%	140 24.9%	66 15.2%
25-34	188 18.8%	65 15.8%	122 20.9%	188 47.6%	- -	- -	18 24.7%	12 18.7%	28 26.5%	56 17.1%	31 19.1%	44 16.1%	59 31.7%	39 18.6%	44 14.6%	46 15.1%	153 17.4%	35 28.3%	49 10.8%	139 25.6%	63 18.0%	32 15.4%	93 21.0%	98 17.4%	90 20.5%
35-44	177 17.7%	81 19.5%	96 16.5%	- -	177 53.1%	- -	14 20.4%	14 21.7%	21 19.8%	51 15.8%	28 17.2%	49 17.9%	39 20.8%	46 21.9%	48 16.1%	44 14.5%	155 17.7%	22 17.9%	88 19.2%	89 16.5%	61 17.4%	36 17.3%	81 18.2%	89 15.8%	88 20.2%
45-54	156 15.6%	72 17.3%	85 14.5%	- -	156 46.9%	- -	10 14.6%	8 13.4%	10 9.5%	45 13.8%	25 15.6%	57 21.1%	23 12.3%	31 14.6%	58 19.4%	45 14.8%	145 16.6%	11 8.8%	103 22.5%	53 9.9%	52 14.9%	33 15.7%	72 16.2%	92 16.3%	65 14.8%
55-64	137 13.7%	53 12.7%	84 14.4%	- -	- -	137 50.5%	8 11.3%	10 15.5%	9 8.3%	54 16.4%	22 13.6%	35 12.8%	19 10.1%	24 11.2%	37 12.4%	58 19.0%	131 15.0%	6 4.7%	101 22.0%	36 6.7%	28 8.1%	39 18.9%	70 15.7%	62 11.0%	75 17.1%
65+	135 13.5%	63 15.1%	72 12.3%	- -	- -	135 49.5%	7 9.3%	6 9.7%	10 9.1%	63 19.3%	16 10.2%	33 12.1%	22 12.1%	13 6.1%	42 13.9%	58 19.0%	135 15.4%	- -	108 23.7%	26 4.8%	58 16.7%	25 12.2%	51 11.5%	81 14.5%	53 12.2%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 2
Q.2 What is your Gender?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Male	415	415	-	147	153	115	25	23	48	125	61	133	86	79	126	123	364	51	203	213	152	96	167	235	180
	41.6%	100.0%	-	37.3%	45.8%	42.5%	34.8%	36.9%	45.4%	38.5%	37.7%	49.0%	46.5%	37.3%	42.3%	40.7%	41.6%	41.1%	44.3%	39.3%	43.6%	46.3%	37.7%	41.9%	41.2%
Female	584	-	584	247	181	156	46	40	58	201	101	139	99	133	172	180	511	73	255	329	197	111	276	327	257
	58.4%	-	100.0%	62.7%	54.2%	57.5%	65.2%	63.1%	54.6%	61.5%	62.3%	51.0%	53.5%	62.7%	57.7%	59.3%	58.4%	58.9%	55.7%	60.7%	56.4%	53.7%	62.3%	58.1%	58.8%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 3
Q.3 Where do you currently live?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
England	865	367	498	338	286	241	-	-	106	326	161	272	161	183	262	260	755	110	399	465	300	189	376	495	369
	86.5%	88.4%	85.2%	85.6%	85.9%	88.7%	-	-	100.0%	100.0%	100.0%	100.0%	86.5%	86.1%	87.6%	85.7%	86.3%	88.0%	87.3%	85.9%	85.9%	91.2%	84.8%	88.2%	84.4%
Scotland	71	25	46	32	25	15	71	-	-	-	-	-	14	15	19	23	60	11	33	38	30	8	33	33	38
	7.1%	5.9%	7.9%	8.0%	7.4%	5.4%	100.0%	-	-	-	-	-	7.5%	7.2%	6.5%	7.4%	6.9%	8.6%	7.2%	7.1%	8.5%	3.9%	7.5%	5.9%	8.7%
Wales	64	23	40	25	22	16	-	64	-	-	-	-	11	14	18	21	59	4	25	38	19	10	34	33	30
	6.4%	5.6%	6.9%	6.4%	6.7%	5.9%	-	100.0%	-	-	-	-	6.0%	6.6%	5.9%	6.8%	6.8%	3.3%	5.6%	7.0%	5.5%	4.9%	7.7%	5.9%	6.9%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	875	349	526	404	338	133	-	-	110	317	184	264	150	184	274	267	746	129	355	520	298	177	400	489	386
Weighted Total	865	367	498	338	286	241	-	-	106	326	161	272	161	183	262	260	755	110	399	465	300	189	376	495	369
Greater London	106	48	58	56	31	18	-	-	106	-	-	-	37	32	22	14	67	38	29	77	46	23	37	64	42
	12.2%	13.0%	11.6%	16.7%	10.8%	7.6%	-	-	100.0%	-	-	-	22.8%	17.7%	8.5%	5.5%	8.9%	35.0%	7.2%	16.5%	15.2%	12.0%	9.9%	12.9%	11.3%
Avon & Bristol	10	5	5	1	3	6	-	-	-	10	-	-	-	2	7	1	10	-	6	4	1	1	9	1	9
	1.1%	1.3%	1.0%	0.2%	1.0%	2.6%	-	-	-	3.0%	-	-	-	1.1%	2.8%	0.3%	1.3%	-	1.5%	0.8%	0.2%	0.4%	2.3%	0.3%	2.3%
Bedfordshire	11	2	9	3	2	6	-	-	-	11	-	-	1	2	6	2	11	-	6	5	1	3	7	7	4
	1.3%	0.7%	1.8%	1.0%	0.7%	2.5%	-	-	-	3.5%	-	-	0.8%	1.0%	2.4%	0.8%	1.5%	-	1.5%	1.1%	0.4%	1.6%	1.9%	1.5%	1.1%
Berkshire	13	7	6	6	7	-	-	-	-	13	-	-	6	3	2	2	9	4	6	6	1	3	9	9	3
	1.5%	1.9%	1.2%	1.8%	2.3%	-	-	-	-	4.0%	-	-	3.5%	1.7%	0.9%	0.7%	1.2%	3.3%	1.6%	1.4%	0.4%	1.6%	2.3%	1.9%	0.9%
Buckinghamshire	10	1	9	6	1	3	-	-	-	10	-	-	1	2	2	4	7	3	4	6	3	2	6	8	2
	1.2%	0.2%	1.9%	1.6%	0.5%	1.3%	-	-	-	3.1%	-	-	0.8%	1.2%	0.8%	1.7%	1.0%	2.4%	1.1%	1.2%	0.9%	0.8%	1.5%	1.5%	0.6%
Cambridgeshire	11	4	7	1	4	6	-	-	-	11	-	-	6	2	3	1	11	-	9	2	8	2	1	9	2
	1.3%	1.0%	1.5%	0.3%	1.3%	2.5%	-	-	-	3.4%	-	-	3.4%	0.9%	1.1%	0.3%	1.4%	-	2.2%	0.4%	2.7%	1.0%	0.3%	1.8%	0.5%
Cheshire	26	15	11	5	8	13	-	-	-	-	-	26	7	2	6	11	26	-	21	5	15	8	3	21	5
	3.0%	4.0%	2.3%	1.5%	2.7%	5.5%	-	-	-	-	-	9.5%	4.6%	1.2%	2.2%	4.1%	3.4%	-	5.2%	1.1%	5.1%	4.0%	0.8%	4.2%	1.3%
Cleveland	12	5	6	3	4	5	-	-	-	-	-	12	2	1	4	4	11	1	5	7	4	1	6	5	6
	1.3%	1.4%	1.3%	0.9%	1.4%	2.0%	-	-	-	-	-	4.3%	1.3%	0.4%	1.7%	1.7%	1.5%	0.6%	1.3%	1.4%	1.3%	0.7%	1.7%	1.1%	1.7%
Cornwall	8	3	5	4	3	1	-	-	-	8	-	-	1	2	2	3	8	-	1	7	3	3	3	5	4
	1.0%	0.9%	1.0%	1.3%	1.0%	0.5%	-	-	-	2.5%	-	-	0.6%	1.1%	0.9%	1.1%	1.1%	-	0.4%	1.4%	1.0%	1.4%	0.7%	0.9%	1.0%
Cumbria	7	3	4	2	5	-	-	-	-	-	-	7	-	1	1	5	7	-	5	2	2	-	6	3	4
	0.8%	0.8%	0.8%	0.5%	1.9%	-	-	-	-	-	-	2.6%	-	0.5%	0.3%	2.1%	0.9%	-	1.4%	0.4%	0.5%	-	1.5%	0.7%	1.0%
Derbyshire	16	4	12	8	6	2	-	-	-	-	16	-	1	2	8	5	15	1	6	10	5	4	6	5	10
	1.8%	1.0%	2.4%	2.5%	1.9%	0.7%	-	-	-	-	9.6%	-	0.5%	1.2%	2.9%	1.9%	2.0%	0.5%	1.5%	2.1%	1.8%	2.0%	1.7%	1.1%	2.8%
Devon	19	6	13	6	8	5	-	-	-	19	-	-	1	6	8	3	18	1	12	7	4	2	13	11	8
	2.2%	1.7%	2.6%	1.9%	2.8%	1.9%	-	-	-	5.9%	-	-	0.9%	3.3%	3.2%	1.3%	2.4%	0.8%	2.9%	1.6%	1.3%	1.2%	3.4%	2.2%	2.3%
Dorset	5	1	3	3	1	1	-	-	-	5	-	-	-	1	2	1	5	-	1	4	1	3	2	3	2
	0.6%	0.4%	0.7%	0.9%	0.2%	0.5%	-	-	-	1.5%	-	-	-	0.7%	0.9%	0.5%	0.6%	-	0.2%	0.9%	0.2%	1.4%	0.4%	0.6%	0.5%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	865	367	498	338	286	241	-	-	106	326	161	272	161	183	262	260	755	110	399	465	300	189	376	495	369
Durham	10 1.1%	4 1.0%	6 1.2%	4 1.2%	4 1.4%	1 0.6%	-	-	-	-	-	10 3.6%	-	2 0.9%	6 2.2%	2 0.9%	10 1.3%	-	3 0.8%	7 1.5%	7 2.3%	1 0.5%	2 0.5%	7 1.4%	3 0.7%
East Sussex	18 2.1%	8 2.3%	10 2.0%	5 1.5%	8 2.8%	5 2.3%	-	-	-	18 5.7%	-	-	2 1.2%	4 2.2%	4 1.7%	8 3.1%	16 2.1%	2 2.2%	13 3.2%	6 1.2%	8 2.8%	2 0.9%	8 2.2%	10 2.1%	8 2.2%
East Yorkshire	11 1.3%	6 1.6%	5 1.0%	4 1.2%	6 1.9%	1 0.5%	-	-	-	-	-	11 4.0%	2 1.4%	2 1.3%	2 0.9%	4 1.5%	10 1.3%	1 0.7%	6 1.5%	5 1.1%	3 0.9%	1 0.8%	7 1.8%	5 1.1%	5 1.4%
Essex	30 3.4%	9 2.6%	20 4.1%	13 4.0%	10 3.6%	6 2.6%	-	-	-	30 9.1%	-	-	5 2.9%	6 3.1%	8 3.2%	11 4.3%	25 3.3%	5 4.3%	12 3.0%	18 3.8%	8 2.7%	9 4.9%	13 3.4%	18 3.6%	12 3.2%
Gloucestershire	17 2.0%	3 0.8%	14 2.9%	5 1.6%	6 2.2%	5 2.2%	-	-	-	17 5.2%	-	-	4 2.6%	2 1.4%	10 3.7%	1 0.2%	16 2.1%	2 1.4%	10 2.4%	7 1.6%	5 1.8%	4 2.1%	8 2.1%	9 1.8%	8 2.2%
Greater Manchester	39 4.6%	26 7.0%	14 2.8%	16 4.9%	18 6.3%	5 2.1%	-	-	-	-	-	39 14.5%	4 2.7%	11 5.9%	14 5.3%	11 4.0%	34 4.5%	6 5.1%	15 3.8%	24 5.2%	13 4.5%	7 3.6%	19 5.1%	22 4.5%	17 4.7%
Hampshire	32 3.7%	16 4.3%	16 3.2%	12 3.5%	8 2.9%	11 4.7%	-	-	-	32 9.7%	-	-	7 4.4%	5 2.8%	6 2.3%	14 5.2%	27 3.6%	5 4.2%	14 3.6%	17 3.7%	12 4.0%	5 2.6%	15 4.0%	23 4.7%	9 2.3%
Herefordshire	2 0.3%	2 0.6%	-	1 0.4%	1 0.4%	-	-	-	-	-	2 1.4%	-	2 1.4%	-	-	-	2 0.3%	-	1 0.3%	1 0.3%	1 0.4%	-	1 0.3%	1 0.3%	1 0.3%
Hertfordshire	13 1.5%	5 1.4%	8 1.6%	5 1.5%	2 0.8%	6 2.3%	-	-	-	13 3.9%	-	-	1 0.7%	2 1.0%	7 2.6%	3 1.2%	12 1.5%	1 1.0%	1 0.3%	12 2.5%	4 1.3%	2 1.3%	6 1.7%	7 1.3%	6 1.7%
Isle of Wight	1 0.1%	1 0.2%	-	1 0.3%	-	-	-	-	-	1 0.3%	-	-	-	-	-	1 0.3%	-	1 0.8%	-	1 0.2%	1 0.3%	-	-	-	1 0.2%
Kent	44 5.1%	16 4.2%	28 5.7%	13 3.9%	12 4.2%	19 7.8%	-	-	-	44 13.5%	-	-	4 2.7%	8 4.2%	11 4.1%	21 8.1%	40 5.4%	3 3.1%	26 6.4%	18 3.9%	8 2.6%	4 1.9%	33 8.7%	19 3.8%	25 6.8%
Lancashire	43 4.9%	23 6.4%	19 3.9%	16 4.8%	18 6.1%	9 3.7%	-	-	-	-	-	43 15.7%	1 0.4%	9 5.0%	13 4.8%	20 7.8%	39 5.2%	4 3.2%	23 5.8%	20 4.2%	15 5.1%	6 3.4%	21 5.5%	28 5.6%	15 4.0%
Leicestershire	10 1.1%	2 0.5%	8 1.6%	5 1.5%	4 1.3%	1 0.4%	-	-	-	-	10 6.1%	-	3 1.9%	5 2.6%	1 0.4%	1 0.4%	9 1.2%	1 0.9%	5 1.2%	5 1.1%	4 1.3%	5 2.5%	1 0.3%	6 1.2%	4 1.1%
Lincolnshire	17 1.9%	8 2.2%	9 1.7%	6 1.7%	5 1.6%	6 2.6%	-	-	-	-	17 10.4%	-	1 0.6%	2 1.1%	10 3.8%	4 1.4%	15 2.0%	2 1.4%	7 1.7%	10 2.1%	8 2.6%	4 2.3%	5 1.3%	10 2.1%	6 1.7%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	865	367	498	338	286	241	-	-	106	326	161	272	161	183	262	260	755	110	399	465	300	189	376	495	369
Lincolnshire (North or North-East)	9	3	6	4	4	-	-	-	-	-	-	9	4	1	3	1	8	1	1	7	3	2	4	6	3
	1.0%	0.9%	1.1%	1.3%	1.5%	-	-	-	-	-	-	3.3%	2.7%	0.4%	1.1%	0.4%	1.1%	0.7%	0.4%	1.6%	0.9%	1.2%	1.0%	1.2%	0.8%
Merseyside	26	8	18	9	5	12	-	-	-	-	-	26	2	2	13	9	25	1	13	13	15	7	5	15	11
	3.0%	2.2%	3.6%	2.7%	1.8%	5.0%	-	-	-	-	-	9.6%	1.5%	1.0%	4.9%	3.6%	3.3%	1.1%	3.2%	2.8%	4.8%	3.7%	1.2%	3.1%	2.9%
Norfolk	19	5	14	9	7	3	-	-	-	19	-	-	3	6	4	6	19	-	8	11	4	6	9	11	8
	2.2%	1.3%	2.8%	2.7%	2.3%	1.1%	-	-	-	5.7%	-	-	1.7%	3.5%	1.4%	2.2%	2.5%	-	1.9%	2.3%	1.2%	3.3%	2.3%	2.2%	2.1%
North Yorkshire	10	6	4	4	4	1	-	-	-	-	-	10	1	3	2	4	10	-	5	5	2	1	7	6	4
	1.1%	1.5%	0.8%	1.3%	1.4%	0.5%	-	-	-	-	-	3.5%	0.6%	1.5%	0.8%	1.4%	1.3%	-	1.3%	1.0%	0.6%	0.4%	1.9%	1.2%	1.0%
Northamptonshire	10	2	8	3	3	4	-	-	-	-	10	-	2	1	2	5	9	1	6	4	4	2	4	6	4
	1.1%	0.6%	1.5%	0.9%	1.0%	1.7%	-	-	-	-	6.0%	-	1.3%	0.4%	0.6%	2.1%	1.2%	0.6%	1.5%	0.8%	1.2%	1.2%	1.0%	1.2%	1.1%
Northumberland	8	3	4	2	3	2	-	-	-	-	-	8	1	1	3	2	8	-	3	4	3	2	2	2	6
	0.9%	0.9%	0.9%	0.6%	1.1%	1.0%	-	-	-	-	-	2.8%	0.6%	0.6%	1.3%	0.8%	1.0%	-	0.8%	0.9%	1.1%	1.1%	0.6%	0.4%	1.5%
Nottinghamshire	17	4	13	7	5	5	-	-	-	-	17	-	2	4	2	8	14	2	7	10	5	5	6	11	5
	1.9%	1.1%	2.6%	2.0%	1.8%	2.1%	-	-	-	-	10.4%	-	1.2%	2.4%	0.8%	3.2%	1.9%	2.2%	1.7%	2.1%	1.8%	2.7%	1.7%	2.3%	1.4%
Oxfordshire	6	3	3	5	-	1	-	-	-	6	-	-	1	3	-	2	5	1	2	4	2	-	4	3	3
	0.7%	0.8%	0.6%	1.4%	-	0.5%	-	-	-	1.8%	-	-	0.9%	1.6%	-	0.7%	0.7%	0.7%	0.5%	0.9%	0.6%	-	1.1%	0.6%	0.8%
Rutland	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	1	1	-	-	1	-
	0.1%	-	0.2%	0.2%	-	-	-	-	-	-	0.5%	-	-	-	-	0.3%	0.1%	-	-	0.2%	0.3%	-	-	0.2%	-
Shropshire	8	5	3	1	3	3	-	-	-	-	8	-	1	-	4	3	8	-	4	4	3	1	4	2	6
	0.9%	1.4%	0.5%	0.4%	1.1%	1.3%	-	-	-	-	4.7%	-	0.4%	-	1.5%	1.1%	1.0%	-	1.0%	0.8%	0.9%	0.5%	1.1%	0.4%	1.6%
Somerset	10	6	5	3	1	6	-	-	-	10	-	-	2	2	1	5	10	-	8	2	1	3	6	1	9
	1.2%	1.6%	0.9%	0.8%	0.5%	2.5%	-	-	-	3.2%	-	-	1.5%	0.9%	0.4%	2.0%	1.4%	-	2.0%	0.5%	0.3%	1.7%	1.6%	0.3%	2.5%
South Yorkshire	24	9	15	8	11	5	-	-	-	-	24	-	3	8	5	7	23	1	7	17	7	6	11	10	14
	2.8%	2.6%	2.9%	2.4%	3.7%	2.2%	-	-	-	-	8.8%	-	2.2%	4.5%	2.0%	2.7%	3.1%	0.8%	1.9%	3.6%	2.3%	3.2%	3.0%	1.9%	3.9%
Staffordshire	14	3	11	5	6	3	-	-	-	-	14	-	-	6	4	4	14	-	6	8	4	8	3	11	3
	1.6%	0.8%	2.3%	1.5%	2.1%	1.2%	-	-	-	-	8.8%	-	-	3.1%	1.7%	1.6%	1.9%	-	1.5%	1.8%	1.2%	4.2%	0.7%	2.2%	0.8%
Suffolk	8	6	2	1	2	4	-	-	-	8	-	-	1	-	5	3	8	-	7	1	3	1	4	7	1
	0.9%	1.6%	0.4%	0.4%	0.7%	1.9%	-	-	-	2.5%	-	-	0.4%	-	1.8%	1.0%	1.1%	-	1.6%	0.3%	1.1%	0.4%	1.0%	1.4%	0.4%

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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	865	367	498	338	286	241	-	-	106	326	161	272	161	183	262	260	755	110	399	465	300	189	376	495	369
Surrey	21 2.4%	13 3.6%	8 1.5%	7 2.0%	4 1.4%	10 4.2%	-	-	-	21 6.4%	-	-	11 6.9%	3 1.5%	5 1.9%	2 0.7%	18 2.4%	3 2.4%	11 2.9%	9 2.0%	6 1.8%	8 4.4%	7 1.8%	8 1.6%	13 3.5%
Tyne and Wear	17 1.9%	9 2.5%	8 1.5%	6 1.9%	4 1.5%	6 2.5%	-	-	-	-	-	17 6.2%	5 3.1%	5 2.8%	3 1.3%	3 1.3%	15 2.0%	2 1.5%	11 2.7%	6 1.3%	6 2.0%	7 3.8%	4 1.0%	11 2.2%	6 1.6%
Warwickshire	10 1.1%	6 1.6%	4 0.8%	1 0.2%	4 1.2%	6 2.3%	-	-	-	-	10 6.0%	-	7 4.1%	1 0.3%	1 0.3%	2 0.7%	10 1.3%	-	2 0.5%	8 1.7%	1 0.3%	7 3.8%	2 0.5%	9 1.8%	1 0.2%
West Midlands	54 6.2%	23 6.3%	30 6.1%	30 8.8%	16 5.6%	8 3.2%	-	-	-	-	54 33.2%	-	9 5.9%	14 7.6%	13 5.0%	17 6.6%	37 4.9%	16 14.8%	20 5.1%	33 7.1%	23 7.7%	8 4.3%	22 5.9%	28 5.6%	26 7.0%
West Sussex	14 1.6%	2 0.6%	12 2.3%	2 0.5%	4 1.3%	8 3.4%	-	-	-	14 4.2%	-	-	1 0.6%	2 0.9%	4 1.7%	7 2.7%	14 1.8%	-	10 2.6%	3 0.7%	7 2.4%	2 1.2%	4 1.2%	10 1.9%	4 1.1%
West Yorkshire	31 3.6%	13 3.5%	18 3.7%	13 4.0%	12 4.2%	6 2.4%	-	-	-	-	-	31 11.6%	3 2.0%	7 3.7%	14 5.4%	7 2.8%	27 3.5%	5 4.3%	13 3.3%	18 3.9%	9 3.1%	5 2.8%	17 4.5%	16 3.3%	15 4.2%
Wiltshire	7 0.8%	3 0.9%	3 0.7%	2 0.4%	3 1.0%	2 0.9%	-	-	-	7 2.1%	-	-	1 0.4%	-	5 1.8%	1 0.6%	7 0.9%	-	5 1.3%	2 0.4%	1 0.4%	3 1.4%	3 0.8%	3 0.7%	3 0.9%
Worcestershire	5 0.5%	2 0.5%	3 0.6%	2 0.6%	1 0.5%	1 0.5%	-	-	-	-	5 2.9%	-	-	-	1 0.5%	3 1.3%	5 0.6%	-	2 0.5%	3 0.6%	1 0.3%	-	4 1.0%	2 0.4%	3 0.7%
SIGMA	865 100.0%	367 100.0%	498 100.0%	338 100.0%	286 100.0%	241 100.0%	-	-	106 100.0%	326 100.0%	161 100.0%	272 100.0%	161 100.0%	183 100.0%	262 100.0%	260 100.0%	755 100.0%	110 100.0%	399 100.0%	465 100.0%	300 100.0%	189 100.0%	376 100.0%	495 100.0%	369 100.0%

Lodestone Political Survey
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Table 5
Q.5 What best describes your household income, including all benefits, but before tax is deducted?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Less than £10,000	149	65	84	58	44	47	16	8	10	46	22	48	-	1	26	123	131	18	78	71	66	21	62	84	65
	14.9%	15.7%	14.3%	14.6%	13.3%	17.3%	23.1%	12.6%	9.3%	14.0%	13.4%	17.5%	-	0.3%	8.6%	40.4%	15.0%	14.1%	17.0%	13.1%	18.9%	10.1%	14.0%	14.9%	14.9%
£10,000 - £14,999	126	43	83	46	40	40	5	14	4	40	26	38	-	20	5	100	111	15	57	68	47	15	63	65	61
	12.6%	10.3%	14.2%	11.6%	12.1%	14.6%	7.1%	21.7%	3.5%	12.2%	15.8%	14.0%	-	9.6%	1.8%	33.1%	12.6%	12.3%	12.6%	12.6%	13.6%	7.4%	14.3%	11.5%	14.0%
£15,000 - £19,999	85	32	53	28	31	26	6	4	5	25	17	28	-	9	29	46	79	5	40	45	27	16	41	45	40
	8.5%	7.7%	9.0%	7.1%	9.3%	9.5%	8.1%	6.8%	4.5%	7.6%	10.5%	10.3%	-	4.3%	9.9%	15.3%	9.1%	4.3%	8.8%	8.2%	7.8%	7.8%	9.4%	8.0%	9.1%
£20,000 - £29,999	191	82	109	62	58	71	14	8	25	73	25	45	10	42	132	7	172	19	102	89	69	28	94	104	87
	19.1%	19.7%	18.7%	15.7%	17.3%	26.2%	20.0%	13.1%	23.3%	22.5%	15.7%	16.6%	5.7%	19.7%	44.2%	2.2%	19.6%	15.6%	22.3%	16.4%	19.7%	13.6%	21.2%	18.4%	20.0%
£30,000 - £39,999	121	55	66	42	61	18	11	6	11	35	21	37	47	29	38	7	107	14	53	68	37	27	58	73	49
	12.1%	13.2%	11.4%	10.7%	18.4%	6.6%	15.5%	9.5%	10.3%	10.8%	13.1%	13.6%	25.6%	13.8%	12.7%	2.3%	12.3%	11.4%	11.6%	12.6%	10.5%	13.0%	13.1%	12.9%	11.1%
£40,000 - £49,999	104	30	74	51	37	16	6	15	14	24	17	29	43	41	20	-	87	17	36	68	37	33	34	67	37
	10.4%	7.3%	12.6%	12.8%	11.2%	5.9%	9.1%	23.2%	13.1%	7.3%	10.3%	10.5%	23.4%	19.2%	6.7%	-	10.0%	13.5%	7.9%	12.5%	10.6%	15.7%	7.8%	12.0%	8.4%
£50,000 - £59,999	55	25	30	27	19	10	3	2	13	19	10	8	31	25	-	-	50	5	25	31	15	24	17	41	14
	5.5%	6.1%	5.1%	6.7%	5.7%	3.5%	4.6%	3.8%	12.4%	5.7%	6.2%	2.9%	16.5%	11.6%	-	-	5.7%	4.2%	5.4%	5.6%	4.2%	11.6%	3.7%	7.3%	3.2%
£60,000 - £69,999	18	8	11	5	8	5	2	-	2	8	3	4	12	6	-	-	16	2	6	12	2	11	5	8	10
	1.8%	1.9%	1.8%	1.4%	2.3%	1.9%	3.1%	-	1.7%	2.4%	1.8%	1.3%	6.5%	3.0%	-	-	1.8%	1.7%	1.4%	2.2%	0.7%	5.4%	1.1%	1.5%	2.3%
£70,000 - £79,999	20	8	12	9	5	6	2	-	3	8	3	4	15	4	-	-	17	2	7	13	5	7	8	8	12
	2.0%	1.9%	2.0%	2.2%	1.4%	2.4%	2.7%	-	3.3%	2.4%	1.7%	1.4%	8.3%	2.1%	-	-	2.0%	1.8%	1.5%	2.3%	1.3%	3.5%	1.8%	1.4%	2.7%
£80,000 - £89,999	10	5	5	4	4	2	-	-	1	5	4	-	2	6	2	-	6	3	6	4	5	3	3	5	5
	1.0%	1.2%	0.8%	0.9%	1.3%	0.6%	-	-	1.3%	1.4%	2.3%	-	1.2%	2.7%	0.5%	-	0.7%	2.8%	1.3%	0.7%	1.3%	1.2%	0.6%	0.8%	1.1%
£90,000 - £99,000	7	3	3	3	3	-	1	-	2	2	-	1	5	1	-	-	4	2	2	4	3	3	-	5	2
	0.7%	0.8%	0.6%	0.8%	1.0%	-	1.4%	-	2.2%	0.7%	-	0.4%	2.9%	0.6%	-	-	0.5%	1.8%	0.5%	0.8%	1.0%	1.6%	-	0.8%	0.5%
£100,000 - £149,999	11	8	3	7	2	2	-	-	2	6	-	3	10	1	-	-	10	1	5	6	2	5	4	9	2
	1.1%	1.8%	0.6%	1.8%	0.7%	0.6%	-	-	2.0%	1.9%	-	1.1%	5.4%	0.5%	-	-	1.2%	0.7%	1.1%	1.1%	0.7%	2.5%	0.8%	1.6%	0.5%
£150,000 - £199,999	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	-	1	-
	0.1%	-	0.2%	0.3%	-	-	-	-	-	-	0.7%	-	0.6%	-	-	-	0.1%	-	-	0.2%	-	0.6%	-	0.2%	-

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		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
£200,000 or more	5	5	-	-	-	5	-	-	-	5	-	-	5	-	-	-	5	-	5	-	5	-	-	-	5
	0.5%	1.2%	-	-	-	1.8%	-	-	-	1.5%	-	-	2.6%	-	-	-	0.6%	-	1.1%	-	1.4%	-	-	-	1.1%
Don't know / prefer not to say	97	47	50	52	20	25	4	6	14	31	14	28	2	27	47	20	77	20	35	62	29	13	54	48	48
	9.7%	11.2%	8.5%	13.2%	6.0%	9.1%	5.4%	9.5%	13.2%	9.5%	8.5%	10.3%	1.3%	12.7%	15.7%	6.7%	8.8%	15.8%	7.6%	11.4%	8.4%	6.2%	12.3%	8.6%	11.0%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 6
Q.6 What is the last qualification you ended your formal education with?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
No qualification	70 7.1%	36 8.7%	34 5.9%	7 1.7%	15 4.4%	49 18.1%	9 12.3%	1 1.4%	- -	23 7.1%	15 9.4%	23 8.3%	- -	- -	4 1.4%	66 21.9%	68 7.8%	2 1.7%	51 11.1%	20 3.6%	34 9.7%	11 5.1%	26 5.9%	40 7.2%	30 6.9%
CSE / O Level / GCSE	235 23.5%	88 21.1%	148 25.3%	57 14.5%	106 31.7%	72 26.6%	11 15.8%	16 24.4%	10 9.2%	96 29.3%	43 26.6%	60 22.2%	- -	15 7.1%	93 31.0%	128 42.1%	220 25.2%	15 12.2%	118 25.8%	117 21.6%	76 21.6%	42 20.4%	118 26.6%	127 22.6%	109 24.8%
Apprenticeship	21 2.1%	15 3.7%	6 1.0%	9 2.2%	5 1.6%	7 2.6%	2 3.3%	1 1.3%	1 0.6%	6 1.8%	2 1.3%	9 3.4%	- -	5 2.2%	11 3.8%	5 1.7%	20 2.3%	1 0.8%	12 2.5%	10 1.8%	7 2.1%	4 2.0%	10 2.2%	14 2.6%	7 1.6%
Vocational Training	52 5.2%	24 5.8%	28 4.8%	11 2.9%	24 7.1%	17 6.4%	2 3.0%	2 3.4%	2 2.1%	19 5.7%	7 4.2%	20 7.4%	- -	4 2.0%	23 7.6%	25 8.3%	47 5.4%	5 4.2%	27 5.9%	25 4.7%	18 5.1%	11 5.1%	24 5.4%	28 5.0%	24 5.4%
A-S Level	35 3.5%	10 2.5%	24 4.2%	22 5.7%	9 2.7%	3 1.2%	1 1.0%	2 3.1%	6 5.3%	6 2.0%	7 4.6%	12 4.6%	- -	11 5.1%	16 5.5%	7 2.4%	30 3.4%	5 4.0%	11 2.4%	24 4.3%	11 3.2%	4 2.1%	19 4.3%	17 3.0%	18 4.0%
Scottish Highers	13 1.3%	6 1.4%	8 1.3%	6 1.6%	3 1.0%	3 1.2%	11 15.8%	1 1.1%	1 1.2%	- -	- -	- -	- -	5 2.4%	8 2.7%	- -	13 1.5%	- -	8 1.8%	5 1.0%	5 1.5%	- -	8 1.8%	7 1.3%	6 1.3%
NVQ Levels 3 or 4 or similar	71 7.1%	30 7.2%	41 7.0%	25 6.3%	30 9.1%	15 5.6%	1 2.1%	12 19.0%	3 3.0%	22 6.7%	14 8.6%	18 6.6%	- -	15 7.2%	25 8.4%	30 10.0%	63 7.2%	7 5.9%	33 7.2%	37 6.9%	25 7.0%	3 1.6%	43 9.6%	34 6.0%	37 8.5%
A Level	142 14.2%	56 13.4%	87 14.8%	102 26.0%	24 7.2%	16 5.8%	4 5.0%	5 8.5%	21 19.9%	47 14.3%	17 10.2%	49 18.0%	5 3.0%	43 20.4%	70 23.5%	23 7.7%	117 13.4%	25 20.3%	37 8.1%	105 19.4%	52 14.9%	32 15.2%	59 13.3%	86 15.2%	57 12.9%
Other college education aged 18-21	57 5.7%	16 3.8%	41 7.0%	30 7.7%	14 4.2%	13 4.6%	5 6.7%	9 14.0%	5 4.8%	20 6.0%	11 6.8%	7 2.7%	- -	28 13.2%	14 4.8%	15 4.8%	50 5.8%	6 5.1%	23 5.0%	34 6.2%	19 5.5%	14 6.6%	24 5.4%	34 6.0%	23 5.3%
Bachelors Degree or similar	216 21.6%	99 23.9%	116 19.9%	90 22.7%	71 21.3%	55 20.3%	17 24.5%	12 18.7%	37 35.0%	64 19.7%	36 22.5%	49 18.0%	117 63.0%	73 34.5%	26 8.6%	- -	180 20.6%	36 28.8%	101 22.0%	115 21.2%	80 22.8%	61 29.5%	75 16.9%	127 22.7%	88 20.2%
Postgraduate / PhD	72 7.2%	34 8.2%	38 6.5%	27 7.0%	29 8.5%	16 5.8%	6 8.2%	3 5.2%	18 17.0%	22 6.6%	9 5.3%	15 5.4%	63 34.0%	9 4.1%	- -	- -	53 6.0%	19 15.3%	30 6.5%	42 7.7%	21 6.0%	22 10.7%	28 6.4%	38 6.7%	34 7.8%
Other	15 1.5%	2 0.6%	13 2.2%	7 1.8%	4 1.2%	4 1.6%	2 2.2%	- -	2 1.8%	2 0.7%	1 0.5%	9 3.3%	- -	4 1.9%	8 2.7%	3 1.1%	14 1.5%	2 1.5%	7 1.6%	8 1.5%	3 0.8%	3 1.6%	9 2.1%	10 1.7%	6 1.3%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

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Table 7
Q.7 What is your ethnic group?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
White	875	364	511	309	300	266	60	59	67	297	139	252	151	179	270	275	875	-	427	448	298	192	385	484	391
	87.5%	87.7%	87.4%	78.3%	90.0%	97.8%	84.9%	93.4%	63.6%	91.1%	86.1%	92.7%	81.5%	84.5%	90.4%	90.6%	100.0%	-	93.4%	82.6%	85.4%	92.4%	86.9%	86.1%	89.3%
Mixed/multiple ethnic groups	23	9	14	15	7	1	2	2	2	8	3	5	3	7	5	8	-	23	8	15	7	5	11	15	8
	2.3%	2.2%	2.4%	3.7%	2.1%	0.4%	3.5%	3.7%	2.3%	2.4%	2.0%	1.7%	1.4%	3.4%	1.8%	2.5%	-	18.4%	1.7%	2.8%	2.0%	2.2%	2.5%	2.7%	1.8%
Asian/Asian British	61	25	36	47	13	1	7	2	17	13	13	10	19	15	15	13	-	61	12	49	27	6	28	40	21
	6.1%	6.0%	6.2%	12.0%	3.8%	0.4%	9.3%	2.9%	16.2%	3.9%	8.2%	3.5%	10.3%	6.9%	4.9%	4.2%	-	49.0%	2.7%	9.0%	7.7%	2.9%	6.3%	7.1%	4.8%
Black/African/Caribbean/ Black British	27	11	16	15	10	2	-	-	13	6	5	4	7	6	8	6	-	27	6	21	14	1	13	15	12
	2.7%	2.7%	2.8%	3.9%	2.9%	0.8%	-	-	12.0%	1.9%	3.2%	1.3%	3.9%	3.0%	2.7%	2.0%	-	22.0%	1.3%	3.9%	4.0%	0.3%	2.9%	2.7%	2.8%
Other ethnic group	13	6	7	8	4	1	2	-	6	3	1	2	6	5	1	2	-	13	5	9	3	5	6	8	5
	1.3%	1.4%	1.3%	2.1%	1.2%	0.5%	2.4%	-	5.9%	0.8%	0.5%	0.8%	3.0%	2.2%	0.3%	0.7%	-	10.7%	1.0%	1.6%	0.9%	2.2%	1.3%	1.4%	1.2%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 8
Q.8 Do you have any children?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	485	178	307	106	200	179	31	29	41	172	74	138	80	101	152	152	440	46	286	199	161	91	234	269	216
	48.5%	42.9%	52.5%	26.8%	60.0%	66.0%	43.8%	46.3%	38.5%	52.8%	46.1%	50.6%	43.1%	47.5%	50.9%	50.2%	50.2%	36.6%	62.5%	36.8%	46.0%	43.7%	52.9%	47.9%	49.4%
No	514	237	277	289	133	92	40	34	65	154	87	134	106	111	147	151	435	79	172	343	189	117	209	293	222
	51.5%	57.1%	47.5%	73.2%	40.0%	34.0%	56.2%	53.7%	61.5%	47.2%	53.9%	49.4%	56.9%	52.5%	49.1%	49.8%	49.8%	63.4%	37.5%	63.2%	54.0%	56.3%	47.1%	52.1%	50.6%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 9
Q.9 How many children do you have?
Base: Have children

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	475	161	314	142	235	98	29	31	42	149	89	135	72	102	148	153	420	55	248	227	161	80	234	268	207
Weighted Total	485	178	307	106	200	179	31	29	41	172	74	138	80	101	152	152	440	46	286	199	161	91	234	269	216
1	152	57	96	53	60	40	9	9	20	57	15	43	25	31	46	51	130	22	74	78	47	21	84	77	75
	31.4%	31.7%	31.2%	49.8%	29.8%	22.4%	28.7%	29.9%	48.1%	33.0%	20.5%	31.4%	30.9%	30.5%	30.2%	33.6%	29.6%	48.6%	25.9%	39.4%	29.3%	23.4%	36.0%	28.8%	34.7%
2	218	83	135	36	85	97	14	16	18	81	35	54	36	48	67	67	205	13	138	80	49	54	115	123	95
	44.9%	46.6%	44.0%	33.9%	42.5%	54.1%	43.6%	55.8%	44.8%	47.1%	47.5%	38.9%	44.9%	47.4%	44.0%	44.2%	46.6%	28.9%	48.2%	40.2%	30.4%	59.4%	49.3%	45.9%	43.7%
3	70	16	54	14	34	22	6	4	1	18	16	25	9	16	25	20	64	6	42	28	36	9	25	47	23
	14.4%	8.8%	17.6%	13.7%	16.9%	12.0%	20.7%	14.3%	1.7%	10.5%	20.9%	18.0%	11.2%	15.9%	16.3%	13.0%	14.6%	12.5%	14.7%	13.9%	22.3%	10.2%	10.6%	17.3%	10.7%
4+	45	23	22	3	22	21	2	-	2	16	8	16	10	6	14	14	40	5	32	13	29	6	10	22	23
	9.3%	12.9%	7.2%	2.7%	10.8%	11.5%	7.1%	-	5.4%	9.4%	11.1%	11.8%	13.0%	6.2%	9.5%	9.2%	9.2%	10.0%	11.2%	6.5%	18.1%	7.0%	4.1%	8.0%	10.8%
SIGMA	485	178	307	106	200	179	31	29	41	172	74	138	80	101	152	152	440	46	286	199	161	91	234	269	216
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 10
Q.14 Do you think life will be better, worse, or the same in 2020?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Much better	60 6.0%	28 6.6%	33 5.6%	36 9.2%	22 6.5%	2 0.9%	8 10.7%	2 3.6%	11 10.6%	19 5.8%	9 5.6%	11 4.1%	11 6.0%	15 7.2%	15 5.0%	19 6.2%	44 5.0%	16 13.2%	16 3.4%	45 8.2%	23 6.5%	10 5.0%	27 6.1%	37 6.7%	23 5.2%
Somewhat better	335 33.6%	154 37.0%	182 31.1%	171 43.4%	99 29.8%	65 23.9%	18 25.2%	21 33.3%	41 38.4%	109 33.4%	52 32.2%	95 34.9%	83 44.8%	85 39.9%	96 32.0%	72 23.8%	281 32.1%	54 43.6%	133 29.1%	202 37.3%	121 34.5%	90 43.2%	125 28.3%	193 34.3%	143 32.6%
Neither better nor worse	297 29.7%	95 22.9%	202 34.6%	98 24.9%	108 32.4%	90 33.3%	22 30.3%	27 41.8%	26 24.6%	98 30.1%	49 30.2%	76 27.9%	45 24.1%	56 26.3%	99 33.1%	98 32.2%	268 30.6%	29 23.3%	160 35.0%	137 25.3%	101 28.8%	60 29.0%	136 30.7%	173 30.8%	124 28.3%
Somewhat worse	242 24.2%	110 26.5%	132 22.6%	69 17.6%	77 23.1%	96 35.3%	22 30.5%	10 15.2%	23 21.6%	87 26.7%	37 22.7%	64 23.7%	36 19.2%	46 21.5%	76 25.5%	85 28.0%	225 25.7%	18 14.1%	118 25.8%	124 22.9%	87 24.9%	38 18.2%	117 26.5%	125 22.3%	117 26.7%
Much worse	65 6.5%	29 7.0%	36 6.2%	20 5.0%	27 8.2%	18 6.6%	2 3.3%	4 6.1%	5 4.8%	13 3.9%	15 9.3%	26 9.5%	11 5.9%	11 5.2%	13 4.4%	30 9.8%	58 6.6%	7 5.8%	31 6.7%	34 6.3%	18 5.3%	10 4.6%	37 8.4%	33 5.9%	31 7.2%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

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Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Not having as much money as I'd like to have	123	49	74	55	49	19	6	6	10	38	21	42	17	31	33	42	111	12	52	71	46	26	51	60	63
	12.3%	11.8%	12.7%	13.9%	14.6%	7.1%	8.2%	9.8%	9.6%	11.6%	12.7%	15.6%	9.1%	14.7%	11.0%	13.9%	12.7%	9.4%	11.4%	13.0%	13.2%	12.4%	11.5%	10.8%	14.3%
Becoming or being unemployed	80	40	40	46	31	3	9	5	11	22	13	19	17	22	19	21	57	23	25	55	30	14	36	51	29
	8.0%	9.7%	6.8%	11.7%	9.2%	1.0%	12.6%	7.9%	10.8%	6.8%	8.2%	6.9%	9.4%	10.6%	6.3%	6.9%	6.5%	18.4%	5.4%	10.1%	8.5%	6.9%	8.0%	9.1%	6.6%
Not having enough money when I retire	63	31	32	11	30	22	7	6	3	20	8	18	10	17	18	17	54	8	33	29	20	12	31	35	28
	6.3%	7.4%	5.4%	2.7%	9.0%	8.1%	9.4%	9.1%	2.6%	6.3%	5.2%	6.8%	5.3%	8.2%	6.1%	5.7%	6.2%	6.7%	7.2%	5.4%	5.6%	5.6%	7.1%	6.2%	6.3%
Not being able to afford to pay the bills	136	45	91	51	52	33	10	6	10	50	23	37	8	27	51	50	127	9	74	62	54	17	65	84	52
	13.6%	10.8%	15.6%	12.9%	15.6%	12.1%	13.8%	10.0%	9.2%	15.2%	14.3%	13.7%	4.1%	12.9%	17.1%	16.4%	14.5%	7.1%	16.1%	11.5%	15.5%	8.0%	14.8%	15.0%	11.8%
Not being successful enough	33	17	15	32	1	-	3	3	5	9	5	8	9	9	11	3	26	7	4	29	12	9	12	22	11
	3.3%	4.2%	2.6%	8.2%	0.2%	-	3.8%	4.4%	4.4%	2.8%	3.3%	3.0%	4.9%	4.3%	3.8%	1.1%	3.0%	5.6%	0.8%	5.4%	3.4%	4.1%	2.8%	3.9%	2.5%
Getting or being unwell	120	50	70	22	21	77	9	13	8	49	16	26	16	13	40	51	117	3	77	43	42	16	61	61	59
	12.0%	12.1%	11.9%	5.7%	6.2%	28.2%	12.3%	19.7%	7.7%	14.9%	9.6%	9.7%	8.7%	6.2%	13.2%	16.8%	13.4%	2.3%	16.8%	7.9%	12.1%	7.8%	13.9%	10.9%	13.4%
My family or friends being unwell	53	20	34	22	20	11	5	4	9	14	9	13	11	15	11	15	46	7	19	34	14	15	25	29	25
	5.3%	4.8%	5.8%	5.7%	5.9%	4.2%	7.0%	6.0%	8.2%	4.3%	5.4%	4.9%	6.2%	7.3%	3.8%	5.0%	5.3%	5.7%	4.2%	6.3%	4.1%	7.0%	5.6%	5.1%	5.6%
The transport system not being good enough	3	1	1	2	1	-	-	-	1	1	1	-	3	-	-	-	1	1	-	3	1	2	-	3	-
	0.3%	0.3%	0.2%	0.5%	0.2%	-	-	-	0.7%	0.2%	0.7%	-	1.4%	-	-	-	0.1%	1.1%	-	0.5%	0.2%	0.9%	-	0.5%	-
The way I look	14	1	13	7	4	3	1	1	-	2	2	8	5	1	7	1	12	2	6	8	3	7	3	8	6
	1.4%	0.3%	2.2%	1.7%	1.3%	1.2%	1.0%	2.2%	-	0.6%	1.3%	2.9%	2.6%	0.3%	2.4%	0.4%	1.4%	1.5%	1.3%	1.5%	1.0%	3.5%	0.8%	1.5%	1.3%
Not fitting in	4	-	4	2	2	-	-	-	1	2	1	1	-	2	2	1	3	1	2	2	2	-	2	2	2
	0.4%	-	0.7%	0.5%	0.7%	-	-	-	0.6%	0.5%	0.5%	0.4%	-	0.8%	0.5%	0.3%	0.3%	1.2%	0.4%	0.5%	0.7%	-	0.4%	0.4%	0.4%
Not having enough time to get everything done	27	14	13	17	8	2	-	2	2	12	3	8	14	5	3	5	25	2	10	17	3	6	18	12	15
	2.7%	3.4%	2.2%	4.4%	2.4%	0.6%	-	2.7%	2.2%	3.6%	1.8%	3.1%	7.6%	2.3%	1.1%	1.6%	2.8%	1.9%	2.1%	3.2%	1.0%	2.9%	4.0%	2.1%	3.4%
Not having enough time for my family and friends	13	8	5	9	2	1	-	2	2	5	2	2	6	2	3	2	9	3	2	11	4	5	4	9	4
	1.3%	1.8%	0.9%	2.4%	0.7%	0.4%	-	2.7%	2.0%	1.5%	1.4%	0.7%	3.1%	1.1%	1.0%	0.5%	1.1%	2.8%	0.4%	2.0%	1.3%	2.3%	0.8%	1.6%	0.9%
Not having enough me time	14	4	9	10	3	-	2	-	1	5	2	3	2	4	3	4	10	3	3	11	7	2	5	8	6
	1.4%	1.1%	1.6%	2.6%	1.0%	-	2.4%	-	1.4%	1.6%	1.5%	1.0%	0.9%	1.9%	1.2%	1.5%	1.2%	2.6%	0.5%	2.0%	1.9%	0.9%	1.2%	1.4%	1.3%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Being lonely	40 4.0%	18 4.2%	23 3.9%	27 6.9%	13 3.9%	-	2 3.3%	5 8.2%	4 4.2%	9 2.7%	6 3.9%	13 4.8%	7 3.6%	8 3.6%	14 4.8%	12 3.8%	31 3.6%	9 7.2%	10 2.1%	30 5.6%	16 4.7%	11 5.2%	13 2.9%	20 3.6%	20 4.5%
Crime	27 2.7%	12 3.0%	15 2.6%	9 2.3%	12 3.7%	6 2.2%	1 1.1%	2 2.9%	5 4.6%	2 0.7%	5 3.0%	13 4.7%	5 2.6%	4 1.8%	12 4.0%	7 2.2%	21 2.4%	6 4.8%	15 3.4%	12 2.2%	8 2.3%	5 2.6%	14 3.1%	19 3.4%	8 1.9%
Terrorism	32 3.2%	11 2.6%	21 3.6%	9 2.4%	10 3.0%	13 4.7%	1 1.3%	2 3.3%	4 4.2%	11 3.4%	9 5.7%	5 1.7%	4 2.2%	5 2.3%	6 2.2%	17 5.5%	27 3.1%	5 4.1%	18 4.0%	14 2.5%	8 2.2%	14 6.6%	11 2.4%	18 3.2%	14 3.2%
The condition of the environment	18 1.8%	14 3.5%	3 0.6%	5 1.2%	6 1.7%	7 2.8%	1 1.3%	-	6 5.4%	6 1.8%	3 1.7%	2 0.9%	3 1.4%	7 3.1%	5 1.5%	4 1.3%	17 2.0%	1 0.5%	4 0.9%	13 2.5%	7 2.0%	5 2.5%	5 1.2%	5 0.8%	13 3.0%
The state of our schools	8 0.8%	4 0.9%	4 0.7%	6 1.5%	2 0.6%	-	-	1 1.5%	2 2.1%	2 0.6%	2 1.1%	1 0.4%	3 1.7%	3 1.5%	1 0.3%	1 0.2%	5 0.6%	2 2.0%	2 0.5%	6 1.1%	4 1.3%	2 0.9%	2 0.4%	5 0.9%	3 0.6%
The state of our hospitals / NHS	45 4.5%	19 4.5%	26 4.5%	8 2.1%	10 3.1%	27 9.8%	5 7.4%	2 2.5%	6 5.5%	19 5.8%	6 3.7%	8 2.8%	13 6.8%	9 4.1%	15 5.2%	8 2.8%	41 4.7%	4 3.3%	28 6.2%	17 3.1%	19 5.3%	7 3.3%	20 4.5%	30 5.3%	15 3.5%
My childrens/grandchildrens future	99 9.9%	32 7.6%	67 11.5%	25 6.2%	42 12.5%	33 12.0%	9 13.3%	4 6.1%	7 6.6%	34 10.6%	16 9.9%	28 10.3%	21 11.6%	16 7.5%	30 10.1%	31 10.2%	91 10.4%	8 6.1%	52 11.4%	46 8.5%	34 9.8%	20 9.6%	45 10.1%	54 9.6%	44 10.2%
Other	49 4.9%	25 6.1%	24 4.0%	19 4.7%	15 4.6%	15 5.6%	1 2.0%	1 1.1%	8 7.9%	15 4.5%	8 5.0%	16 5.8%	13 7.0%	12 5.5%	13 4.3%	12 3.8%	42 4.8%	7 5.5%	21 4.7%	28 5.1%	14 4.0%	14 6.9%	21 4.7%	27 4.7%	23 5.1%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey

Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Ensuring we have a stable economy	191 19.1%	92 22.1%	99 17.0%	82 20.7%	64 19.3%	45 16.6%	15 21.0%	6 9.9%	18 17.2%	71 21.6%	28 17.4%	53 19.5%	55 29.7%	40 18.9%	50 16.7%	46 15.2%	159 18.2%	32 25.4%	96 20.9%	95 17.6%	61 17.5%	38 18.4%	92 20.7%	118 21.0%	73 16.6%
Working to create more jobs	123 12.3%	50 12.0%	73 12.6%	72 18.3%	32 9.5%	19 7.2%	7 9.3%	7 11.3%	21 20.1%	35 10.7%	19 11.6%	35 12.7%	13 6.8%	26 12.4%	40 13.3%	45 14.7%	99 11.3%	24 19.3%	36 7.8%	88 16.2%	57 16.3%	27 13.2%	39 8.8%	75 13.4%	48 11.0%
Ensuring we have a strong stable health system/NHS	80 8.0%	36 8.6%	45 7.7%	27 6.8%	24 7.1%	30 10.9%	5 7.6%	5 7.8%	11 10.6%	23 7.1%	15 9.2%	21 7.6%	10 5.4%	19 9.0%	29 9.6%	23 7.5%	75 8.6%	6 4.4%	39 8.5%	41 7.7%	31 8.9%	8 4.1%	41 9.2%	36 6.5%	44 10.1%
Ensuring we have a better transport system	7 0.7%	3 0.6%	5 0.8%	6 1.4%	1 0.2%	1 0.4%	- -	1 1.2%	- -	2 0.6%	3 1.7%	2 0.7%	- -	4 1.8%	- -	3 1.1%	7 0.8%	- -	2 0.5%	5 0.9%	4 1.1%	1 0.4%	3 0.6%	5 0.9%	2 0.5%
Tackling crime and corruption	60 6.0%	30 7.2%	29 5.0%	22 5.5%	19 5.6%	19 7.1%	5 7.6%	3 5.1%	9 8.9%	14 4.4%	13 8.3%	14 5.1%	11 6.0%	11 5.0%	25 8.3%	13 4.3%	48 5.5%	12 9.5%	22 4.9%	37 6.9%	16 4.5%	17 8.0%	27 6.2%	35 6.3%	24 5.5%
Ensuring we have better schools	16 1.6%	5 1.2%	11 1.8%	11 2.7%	5 1.6%	- -	- -	1 1.4%	3 3.1%	5 1.4%	4 2.3%	3 1.3%	4 2.3%	4 1.9%	4 1.2%	4 1.3%	10 1.2%	6 4.6%	2 0.5%	14 2.5%	9 2.5%	2 0.9%	5 1.2%	5 0.9%	11 2.4%
Reducing taxes	53 5.3%	21 5.1%	32 5.5%	29 7.3%	19 5.6%	6 2.2%	2 3.4%	5 8.0%	4 3.5%	20 6.2%	10 5.9%	13 4.6%	12 6.5%	15 7.2%	15 4.9%	12 3.8%	43 5.0%	10 8.1%	21 4.6%	32 6.0%	18 5.0%	8 3.9%	28 6.3%	24 4.3%	29 6.7%
Making sure the rich pay their fair share of taxes	73 7.3%	34 8.3%	39 6.7%	21 5.3%	27 8.2%	25 9.2%	10 14.2%	14 21.8%	5 4.8%	26 8.0%	10 6.3%	8 3.0%	7 3.6%	20 9.4%	21 6.9%	26 8.6%	65 7.4%	8 6.7%	34 7.4%	40 7.3%	30 8.6%	4 1.9%	39 8.9%	40 7.2%	33 7.5%
Reforming our welfare system to reduce dependency	79 7.9%	28 6.6%	51 8.8%	29 7.3%	28 8.3%	22 8.2%	4 5.4%	5 8.2%	9 8.7%	24 7.2%	11 7.1%	26 9.4%	25 13.7%	19 8.7%	18 6.1%	17 5.5%	71 8.1%	8 6.5%	29 6.3%	50 9.2%	11 3.2%	38 18.2%	30 6.8%	41 7.3%	38 8.7%
Tackling poverty	89 8.9%	23 5.5%	66 11.3%	28 7.1%	34 10.3%	27 9.8%	9 12.7%	5 8.5%	6 6.1%	29 8.9%	13 8.0%	26 9.5%	11 6.1%	17 8.2%	34 11.5%	26 8.4%	81 9.3%	7 6.0%	49 10.7%	40 7.3%	36 10.4%	7 3.5%	45 10.2%	48 8.5%	41 9.3%
Ensuring that our natural environment is protected	23 2.3%	8 2.0%	15 2.6%	8 2.0%	9 2.8%	6 2.4%	1 1.5%	2 3.4%	1 0.6%	6 1.7%	4 2.5%	10 3.7%	2 0.9%	7 3.1%	8 2.8%	7 2.3%	22 2.6%	1 0.8%	13 2.8%	11 2.0%	7 1.9%	9 4.5%	8 1.7%	12 2.1%	12 2.6%
Ensuring we have enough housing for everyone to live in	48 4.8%	9 2.2%	39 6.6%	19 4.7%	17 5.2%	12 4.3%	4 5.0%	4 6.4%	7 6.9%	16 4.9%	6 4.0%	10 3.8%	6 3.4%	9 4.1%	17 5.7%	16 5.2%	45 5.1%	3 2.3%	19 4.2%	28 5.3%	28 7.9%	8 3.7%	12 2.8%	34 6.1%	14 3.1%
Getting the UK out of the European Union	85 8.5%	43 10.3%	42 7.2%	21 5.2%	30 8.9%	34 12.7%	3 3.7%	2 3.0%	5 5.1%	33 10.0%	17 10.4%	26 9.4%	16 8.4%	7 3.3%	25 8.4%	37 12.2%	81 9.3%	4 2.9%	54 11.7%	31 5.7%	20 5.8%	29 14.1%	35 7.9%	52 9.2%	33 7.5%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Other	72	34	38	22	25	25	6	3	5	23	9	26	13	15	14	30	68	4	42	30	22	11	39	36	36
	7.2%	8.2%	6.4%	5.7%	7.5%	9.0%	8.7%	4.1%	4.4%	7.2%	5.4%	9.7%	7.2%	6.8%	4.7%	9.9%	7.7%	3.4%	9.1%	5.5%	6.4%	5.2%	8.8%	6.3%	8.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
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Table 13
Q.17 If you had to choose, would you rather have a Labour-led government or a Conservative-led government?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Labour	349	152	197	150	113	87	30	19	46	91	59	104	52	85	99	114	298	51	160	189	349	-	-	259	90
	34.9%	36.7%	33.7%	38.1%	33.7%	31.9%	41.9%	30.5%	43.1%	28.0%	36.7%	38.3%	28.0%	39.9%	33.2%	37.5%	34.1%	40.9%	34.9%	35.0%	100.0%	-	-	46.1%	20.6%
Conservative	208	96	111	74	69	65	8	10	23	67	44	55	70	44	55	39	192	16	98	110	-	208	-	140	68
	20.8%	23.1%	19.1%	18.8%	20.5%	23.8%	11.3%	16.1%	21.5%	20.6%	27.5%	20.2%	37.6%	20.6%	18.4%	12.9%	21.9%	12.7%	21.4%	20.3%	-	100.0%	-	24.9%	15.5%
Don't know	443	167	276	170	153	120	33	34	37	168	58	113	64	84	145	150	385	58	200	243	-	-	443	163	280
	44.3%	40.2%	47.2%	43.1%	45.7%	44.3%	46.7%	53.4%	35.4%	51.4%	35.9%	41.5%	34.4%	39.5%	48.4%	49.6%	44.0%	46.5%	43.7%	44.8%	-	-	100.0%	29.0%	63.9%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 14
Q.19A How much power do you think each of the following groups / institutions have over how Britain is run?
The UK government and Parliament
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very little power	36 3.6%	28 6.8%	8 1.3%	12 3.0%	13 4.0%	11 4.0%	3 4.1%	3 5.3%	3 2.7%	9 2.8%	7 4.4%	11 3.9%	9 4.6%	10 4.9%	9 2.9%	8 2.7%	29 3.3%	7 5.4%	17 3.6%	19 3.5%	8 2.2%	10 4.9%	18 4.0%	21 3.7%	15 3.4%
A small amount of power	115 11.5%	60 14.5%	55 9.4%	34 8.5%	38 11.4%	44 16.1%	3 3.9%	6 9.6%	11 10.7%	53 16.2%	16 9.9%	26 9.7%	23 12.5%	25 11.6%	35 11.6%	33 10.8%	107 12.3%	8 6.5%	59 13.0%	56 10.3%	38 10.9%	29 14.1%	48 10.8%	60 10.8%	55 12.5%
A fairly large amount of power	318 31.9%	110 26.5%	208 35.7%	113 28.8%	104 31.3%	101 37.1%	23 32.3%	16 24.9%	32 30.2%	111 34.0%	45 27.9%	92 33.8%	60 32.3%	68 32.0%	94 31.6%	96 31.8%	279 31.9%	40 31.7%	158 34.5%	161 29.6%	104 29.7%	69 33.5%	145 32.8%	171 30.4%	148 33.8%
A great deal of power	474 47.4%	206 49.7%	268 45.8%	200 50.7%	161 48.4%	113 41.4%	39 55.4%	35 55.5%	56 52.7%	133 40.9%	84 51.9%	127 46.6%	89 48.1%	96 45.3%	145 48.5%	144 47.5%	413 47.2%	61 48.7%	206 45.0%	268 49.5%	187 53.4%	96 46.2%	192 43.3%	291 51.8%	183 41.9%
Don't know	56 5.6%	11 2.6%	45 7.8%	36 9.1%	16 4.9%	4 1.4%	3 4.4%	3 4.7%	4 3.8%	20 6.2%	10 5.9%	16 6.0%	5 2.6%	13 6.2%	16 5.4%	22 7.3%	46 5.3%	10 7.8%	18 3.9%	38 7.1%	13 3.7%	3 1.3%	40 9.1%	19 3.4%	37 8.4%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 15
Q.19B How much power do you think each of the following groups / institutions have over how Britain is run?
The European Union (EU)
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very little power	37 3.7%	17 4.2%	20 3.4%	15 3.8%	19 5.7%	3 1.3%	2 2.8%	2 3.8%	1 1.2%	11 3.5%	6 3.5%	15 5.4%	4 2.2%	5 2.5%	9 3.0%	19 6.3%	30 3.4%	7 6.0%	14 3.0%	24 4.4%	12 3.5%	8 4.0%	17 3.8%	16 2.9%	21 4.9%
A small amount of power	220 22.0%	106 25.5%	114 19.5%	93 23.5%	62 18.6%	65 24.0%	17 24.2%	15 24.0%	25 23.6%	67 20.6%	28 17.6%	67 24.7%	42 22.6%	50 23.6%	71 23.8%	57 18.8%	191 21.8%	29 23.4%	109 23.8%	111 20.5%	98 28.1%	41 19.9%	80 18.2%	120 21.4%	100 22.7%
A fairly large amount of power	385 38.5%	165 39.7%	220 37.7%	160 40.6%	134 40.2%	91 33.4%	33 46.6%	23 37.0%	47 45.0%	121 37.1%	59 36.4%	101 37.3%	84 45.1%	87 40.8%	110 36.9%	104 34.4%	339 38.8%	46 36.7%	156 34.0%	229 42.3%	128 36.6%	85 41.0%	172 38.9%	225 40.0%	160 36.6%
A great deal of power	281 28.1%	112 26.9%	169 28.9%	82 20.9%	96 28.7%	103 37.8%	13 18.2%	18 28.4%	28 26.4%	100 30.8%	55 34.0%	67 24.5%	51 27.5%	56 26.2%	86 28.7%	88 29.2%	253 28.9%	28 22.2%	151 32.9%	130 24.0%	94 26.9%	69 33.2%	118 26.6%	171 30.5%	109 25.0%
Don't know	76 7.6%	15 3.7%	61 10.4%	44 11.2%	23 6.8%	9 3.5%	6 8.3%	4 6.8%	4 3.8%	26 8.1%	14 8.4%	22 8.1%	5 2.6%	15 6.9%	23 7.6%	34 11.3%	62 7.0%	15 11.8%	29 6.3%	48 8.8%	17 4.9%	4 1.8%	55 12.5%	29 5.2%	47 10.8%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 16
Q.19C How much power do you think each of the following groups / institutions have over how Britain is run?
Large businesses and corporations
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very little power	78 7.8%	30 7.2%	49 8.3%	43 10.9%	25 7.5%	10 3.8%	6 8.3%	5 8.6%	4 3.6%	23 7.0%	14 8.4%	27 9.8%	12 6.5%	9 4.2%	28 9.3%	29 9.7%	68 7.8%	10 8.3%	24 5.2%	55 10.1%	24 6.7%	15 7.4%	39 8.9%	41 7.3%	37 8.5%
A small amount of power	290 29.1%	117 28.1%	174 29.8%	103 26.2%	101 30.1%	87 31.9%	24 33.2%	18 27.6%	28 26.4%	88 26.9%	54 33.4%	80 29.4%	44 23.6%	62 29.3%	96 32.1%	88 29.2%	260 29.7%	30 24.3%	131 28.7%	159 29.4%	79 22.5%	75 36.0%	137 31.0%	160 28.5%	130 29.8%
A fairly large amount of power	354 35.4%	151 36.5%	202 34.6%	141 35.8%	122 36.7%	90 33.2%	26 36.4%	21 32.4%	46 43.5%	108 33.1%	57 35.0%	97 35.6%	83 44.8%	79 37.1%	86 28.9%	106 34.8%	305 34.9%	49 39.1%	165 36.1%	189 34.8%	140 40.0%	79 38.1%	135 30.6%	218 38.8%	136 31.0%
A great deal of power	207 20.7%	106 25.6%	100 17.2%	64 16.3%	64 19.2%	78 28.9%	12 16.2%	16 24.5%	24 22.7%	82 25.2%	26 15.9%	48 17.6%	40 21.4%	48 22.7%	67 22.4%	52 17.1%	186 21.2%	21 16.6%	114 24.9%	93 17.1%	93 26.6%	34 16.4%	80 18.0%	118 21.0%	89 20.3%
Don't know	70 7.0%	11 2.8%	59 10.1%	42 10.8%	22 6.6%	6 2.2%	4 6.0%	4 6.9%	4 3.8%	25 7.8%	12 7.3%	21 7.6%	7 3.6%	14 6.8%	22 7.3%	28 9.2%	56 6.4%	15 11.7%	24 5.2%	47 8.6%	15 4.2%	4 2.1%	51 11.6%	25 4.4%	46 10.4%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 17
Q.19D How much power do you think each of the following groups / institutions have over how Britain is run?
The banks
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very little power	78 7.8%	35 8.4%	44 7.5%	35 9.0%	29 8.7%	14 5.2%	4 5.7%	5 7.4%	7 6.4%	21 6.5%	10 6.3%	32 11.6%	15 8.2%	11 5.3%	24 8.0%	28 9.3%	66 7.5%	12 10.0%	34 7.3%	45 8.3%	22 6.4%	14 6.9%	42 9.5%	40 7.1%	39 8.9%
A small amount of power	234 23.5%	87 20.9%	148 25.3%	85 21.5%	76 22.7%	74 27.2%	20 27.8%	10 15.8%	23 21.9%	84 25.8%	44 27.2%	54 19.8%	36 19.3%	46 21.6%	70 23.5%	83 27.3%	211 24.1%	24 18.9%	113 24.7%	121 22.4%	82 23.5%	62 30.0%	90 20.4%	131 23.4%	103 23.5%
A fairly large amount of power	385 38.5%	176 42.3%	209 35.8%	133 33.8%	138 41.4%	114 41.9%	22 30.5%	23 36.3%	44 41.3%	135 41.5%	59 36.8%	102 37.4%	80 42.9%	92 43.5%	120 40.0%	94 30.8%	338 38.6%	47 37.7%	183 39.9%	202 37.3%	132 37.8%	82 39.4%	171 38.7%	233 41.5%	152 34.7%
A great deal of power	222 22.2%	100 24.0%	122 20.9%	94 23.8%	68 20.5%	60 22.0%	16 22.9%	21 33.5%	27 25.9%	60 18.3%	36 22.6%	61 22.3%	46 24.8%	49 23.0%	59 19.6%	68 22.5%	196 22.4%	26 20.6%	102 22.4%	119 22.0%	96 27.4%	41 19.6%	85 19.3%	129 22.9%	93 21.3%
Don't know	80 8.0%	18 4.4%	62 10.6%	47 11.9%	23 6.8%	10 3.8%	9 13.1%	4 7.0%	5 4.6%	26 7.9%	11 7.1%	24 8.9%	9 4.7%	14 6.8%	26 8.8%	31 10.1%	64 7.3%	16 12.8%	26 5.6%	55 10.1%	17 4.9%	9 4.1%	54 12.2%	29 5.1%	51 11.7%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 18
Q.19E How much power do you think each of the following groups / institutions have over how Britain is run?
The media
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very little power	135	50	85	46	54	35	5	9	8	40	24	47	20	21	41	53	122	13	66	69	33	39	63	65	70
	13.5%	11.9%	14.6%	11.6%	16.2%	12.9%	7.4%	14.3%	7.9%	12.4%	14.9%	17.4%	10.7%	9.8%	13.9%	17.4%	13.9%	10.5%	14.4%	12.6%	9.4%	18.9%	14.1%	11.5%	16.0%
A small amount of power	294	146	148	99	103	91	36	19	19	95	49	76	57	55	91	91	267	27	146	148	101	69	124	168	125
	29.4%	35.1%	25.3%	25.2%	31.0%	33.5%	50.0%	29.3%	18.5%	29.1%	30.6%	27.9%	30.7%	25.9%	30.6%	29.9%	30.5%	21.8%	31.9%	27.2%	28.8%	33.4%	27.9%	30.0%	28.6%
A fairly large amount of power	310	125	185	111	96	102	17	13	50	109	55	66	59	76	95	80	277	33	146	163	123	54	133	197	113
	31.0%	30.0%	31.6%	28.2%	28.8%	37.6%	23.8%	21.0%	47.4%	33.4%	34.0%	24.2%	31.8%	35.8%	31.7%	26.4%	31.6%	26.5%	32.0%	30.2%	35.2%	25.8%	30.1%	35.0%	25.8%
A great deal of power	194	80	114	100	56	38	12	18	24	57	22	61	45	46	49	53	157	37	76	118	76	41	77	105	89
	19.4%	19.3%	19.5%	25.3%	16.7%	14.1%	16.7%	28.3%	22.5%	17.5%	13.7%	22.5%	24.5%	21.9%	16.3%	17.6%	17.9%	29.6%	16.6%	21.7%	21.7%	19.6%	17.5%	18.7%	20.3%
Don't know	68	15	52	38	24	5	1	5	4	25	11	22	4	14	22	27	53	15	23	44	17	5	46	27	41
	6.8%	3.7%	9.0%	9.7%	7.3%	1.9%	2.0%	7.1%	3.8%	7.7%	6.8%	8.0%	2.3%	6.7%	7.5%	8.8%	6.1%	11.7%	5.1%	8.2%	4.8%	2.3%	10.4%	4.8%	9.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
BBC TV News	635	285	350	245	216	175	46	45	78	203	102	162	133	137	200	165	539	96	300	335	231	145	259	392	243
	63.6%	68.7%	59.9%	62.1%	64.7%	64.4%	64.8%	70.5%	73.7%	62.2%	63.3%	59.5%	71.7%	64.7%	67.0%	54.4%	61.6%	77.4%	65.6%	61.9%	66.1%	70.0%	58.5%	69.8%	55.6%
ITV News	322	103	219	108	109	105	17	19	27	104	59	97	49	55	118	100	285	37	171	151	126	60	136	202	120
	32.2%	24.7%	37.5%	27.4%	32.6%	38.7%	23.3%	30.1%	25.3%	31.9%	36.4%	35.6%	26.3%	26.1%	39.4%	33.0%	32.6%	29.9%	37.4%	27.8%	36.2%	28.8%	30.7%	35.9%	27.5%
Sky News	214	86	128	80	81	53	19	14	28	64	32	57	51	49	71	44	175	39	99	116	80	57	77	140	74
	21.4%	20.6%	22.0%	20.4%	24.2%	19.5%	26.6%	22.7%	26.2%	19.7%	19.6%	21.1%	27.4%	22.9%	23.7%	14.5%	20.0%	31.2%	21.5%	21.3%	22.9%	27.6%	17.4%	24.9%	17.0%
Channel 4 News	122	53	69	43	40	39	8	8	21	44	22	17	35	27	39	21	93	29	64	58	43	24	55	81	41
	12.2%	12.7%	11.8%	10.8%	11.9%	14.5%	11.3%	13.3%	20.3%	13.6%	13.6%	6.4%	18.9%	12.6%	13.0%	7.0%	10.6%	23.3%	14.0%	10.7%	12.3%	11.5%	12.4%	14.5%	9.3%
Channel 5 News	46	19	27	17	20	10	5	2	10	14	5	11	7	14	18	7	33	13	27	19	20	5	20	25	21
	4.6%	4.6%	4.6%	4.2%	5.8%	3.6%	7.1%	2.4%	9.3%	4.3%	2.8%	4.0%	3.8%	6.6%	6.0%	2.4%	3.7%	10.6%	6.0%	3.4%	5.8%	2.6%	4.6%	4.5%	4.8%
National BBC radio	136	65	71	30	45	61	5	7	17	64	17	26	46	31	30	29	123	13	85	51	47	44	45	97	39
	13.6%	15.6%	12.1%	7.5%	13.5%	22.4%	7.2%	11.0%	15.7%	19.7%	10.4%	9.6%	24.7%	14.8%	10.0%	9.4%	14.1%	10.1%	18.5%	9.4%	13.3%	21.0%	10.3%	17.2%	8.9%
Local BBC radio	69	31	38	21	27	21	2	4	6	22	15	20	12	14	30	13	60	8	38	31	31	14	24	47	22
	6.9%	7.4%	6.5%	5.2%	8.2%	7.7%	2.2%	6.9%	5.9%	6.6%	9.3%	7.4%	6.2%	6.7%	10.0%	4.4%	6.9%	6.8%	8.3%	5.7%	8.8%	6.8%	5.4%	8.3%	5.0%
National independent radio	32	13	19	12	13	7	5	1	7	5	4	10	9	10	4	8	28	4	18	14	14	9	9	23	9
	3.2%	3.1%	3.3%	2.9%	4.0%	2.7%	7.2%	1.3%	6.9%	1.5%	2.2%	3.8%	4.8%	4.9%	1.4%	2.8%	3.2%	3.1%	3.8%	2.7%	4.1%	4.4%	1.9%	4.1%	2.0%
Local independent radio	43	22	21	9	19	15	4	2	6	12	4	16	8	8	12	16	40	3	28	15	16	9	18	30	13
	4.3%	5.3%	3.6%	2.3%	5.7%	5.6%	6.0%	2.6%	5.3%	3.6%	2.7%	5.8%	4.2%	3.6%	3.9%	5.3%	4.6%	2.4%	6.2%	2.8%	4.5%	4.5%	4.1%	5.4%	3.0%
The Sun	73	35	38	34	27	13	9	4	9	20	11	20	7	11	27	28	65	8	34	39	25	14	34	44	29
	7.3%	8.5%	6.5%	8.6%	8.0%	4.7%	13.3%	6.8%	8.3%	6.0%	6.7%	7.4%	3.8%	5.3%	9.0%	9.2%	7.4%	6.3%	7.4%	7.3%	7.1%	6.9%	7.7%	7.9%	6.5%
Daily Mirror / Sunday Mirror / The People	58	39	20	18	19	21	-	4	5	17	3	28	6	11	20	21	50	8	33	25	37	5	16	42	17
	5.8%	9.3%	3.4%	4.5%	5.7%	7.9%	-	5.8%	5.1%	5.3%	2.1%	10.4%	3.4%	5.3%	6.6%	6.9%	5.7%	6.8%	7.3%	4.6%	10.5%	2.4%	3.7%	7.4%	3.8%
Daily Star / Sunday Star	14	9	5	6	4	4	1	1	2	2	1	8	1	3	3	7	12	2	8	6	10	-	4	12	2
	1.4%	2.3%	0.8%	1.5%	1.3%	1.3%	1.3%	0.9%	1.8%	0.7%	0.4%	2.8%	0.7%	1.4%	0.9%	2.4%	1.4%	1.4%	1.7%	1.2%	2.8%	-	1.0%	2.1%	0.5%
Daily Express / Sunday Express	12	5	8	7	5	-	2	-	1	3	1	6	2	5	3	2	11	2	4	9	7	3	3	9	4
	1.2%	1.1%	1.3%	1.8%	1.6%	-	2.4%	-	0.8%	1.0%	0.5%	2.2%	1.2%	2.6%	0.9%	0.7%	1.2%	1.5%	0.8%	1.6%	2.0%	1.2%	0.7%	1.5%	0.9%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Daily Mail / Mail on Sunday	122 12.2%	53 12.6%	70 12.0%	46 11.8%	30 8.9%	46 17.1%	7 10.3%	19 29.3%	10 9.8%	35 10.7%	26 16.2%	25 9.2%	28 14.9%	22 10.3%	37 12.3%	36 11.9%	108 12.3%	14 11.6%	50 11.0%	72 13.3%	27 7.8%	43 20.6%	52 11.9%	71 12.7%	51 11.7%
The Times / Sunday Times	71 7.1%	37 8.9%	34 5.8%	23 5.9%	18 5.3%	30 11.2%	2 2.4%	1 1.9%	11 10.8%	35 10.7%	9 5.8%	13 4.6%	39 20.8%	14 6.6%	14 4.8%	4 1.3%	62 7.1%	9 7.4%	35 7.7%	36 6.6%	28 8.1%	25 11.8%	18 4.1%	40 7.1%	31 7.1%
Daily Telegraph / Sunday Telegraph	54 5.4%	26 6.2%	29 4.9%	21 5.3%	10 2.9%	23 8.6%	- -	4 7.0%	10 9.5%	21 6.4%	11 6.9%	8 2.9%	29 15.4%	13 6.2%	9 3.1%	3 1.0%	44 5.0%	11 8.5%	23 5.1%	31 5.7%	13 3.8%	20 9.7%	21 4.7%	44 7.8%	11 2.4%
The Guardian / The Observer	69 6.9%	28 6.7%	42 7.2%	34 8.7%	13 4.0%	22 8.0%	6 8.9%	8 12.7%	15 14.0%	15 4.7%	8 4.7%	17 6.4%	25 13.6%	25 11.9%	15 4.9%	4 1.4%	54 6.1%	16 12.6%	26 5.6%	44 8.1%	39 11.1%	8 3.8%	23 5.1%	46 8.2%	23 5.3%
The Independent / Independent on Sunday	22 2.2%	12 2.9%	10 1.7%	8 2.0%	8 2.3%	7 2.4%	1 1.1%	2 2.5%	5 4.7%	5 1.7%	4 2.8%	5 1.8%	7 3.6%	9 4.0%	5 1.7%	2 0.6%	20 2.3%	2 1.4%	11 2.4%	11 2.1%	13 3.6%	3 1.4%	7 1.5%	15 2.7%	7 1.5%
Local daily newspaper	63 6.3%	30 7.1%	34 5.8%	17 4.2%	29 8.7%	18 6.5%	7 10.5%	6 9.4%	13 12.2%	15 4.5%	8 5.1%	14 5.1%	13 7.2%	18 8.4%	21 7.0%	11 3.6%	57 6.5%	6 5.1%	37 8.0%	27 4.9%	19 5.5%	15 7.1%	29 6.6%	40 7.1%	23 5.4%
Free weekly local newspaper	53 5.3%	25 6.0%	28 4.8%	21 5.4%	17 5.2%	14 5.2%	2 2.3%	13 20.2%	5 5.1%	11 3.3%	9 5.5%	14 5.0%	9 4.8%	13 5.9%	13 4.4%	19 6.1%	42 4.8%	11 8.6%	16 3.5%	37 6.8%	22 6.3%	9 4.2%	22 5.0%	22 4.0%	31 7.0%
Paid for weekly local newspaper	22 2.2%	10 2.5%	12 2.0%	6 1.5%	8 2.4%	8 3.1%	2 2.9%	1 2.2%	3 2.8%	7 2.3%	2 1.2%	7 2.5%	3 1.4%	9 4.2%	5 1.6%	6 2.0%	19 2.2%	3 2.4%	14 3.1%	8 1.5%	8 2.2%	7 3.2%	8 1.8%	14 2.5%	9 2.0%
BBC News website	200 20.0%	94 22.7%	106 18.1%	92 23.3%	68 20.5%	40 14.6%	17 23.2%	13 21.1%	29 27.2%	62 19.1%	34 20.8%	45 16.6%	59 31.7%	51 24.1%	52 17.6%	37 12.3%	165 18.9%	35 27.7%	80 17.5%	120 22.1%	82 23.4%	46 22.0%	72 16.3%	133 23.6%	67 15.3%
Mail Online	79 7.9%	22 5.2%	57 9.8%	28 7.0%	26 7.9%	25 9.1%	8 11.8%	4 6.1%	5 4.3%	24 7.3%	16 10.1%	22 8.1%	15 8.1%	17 8.2%	33 11.1%	13 4.3%	69 7.9%	9 7.5%	44 9.6%	35 6.4%	25 7.3%	24 11.4%	30 6.7%	51 9.0%	28 6.4%
Telegraph Online	35 3.5%	14 3.4%	21 3.6%	17 4.3%	13 3.9%	5 2.0%	2 2.8%	4 5.8%	6 5.4%	14 4.4%	5 3.0%	5 1.7%	11 5.8%	8 3.9%	9 2.9%	7 2.4%	28 3.2%	7 6.0%	14 3.0%	22 4.0%	9 2.7%	14 6.7%	12 2.7%	26 4.6%	9 2.1%
Times Online	35 3.5%	14 3.3%	21 3.6%	20 5.1%	10 3.1%	5 1.7%	1 1.5%	1 1.2%	6 6.0%	15 4.6%	3 1.6%	9 3.3%	15 8.2%	8 3.9%	8 2.6%	4 1.2%	26 3.0%	9 7.2%	17 3.4%	18 3.4%	17 4.9%	9 4.3%	9 1.9%	25 4.4%	10 2.3%
Guardian Online	75 7.5%	24 5.7%	51 8.8%	35 8.9%	22 6.7%	17 6.4%	6 8.1%	4 6.5%	17 16.1%	30 9.1%	7 4.1%	12 4.4%	22 11.7%	21 10.1%	22 7.3%	10 3.3%	63 7.2%	12 9.9%	25 5.5%	50 9.2%	43 12.2%	13 6.4%	19 4.3%	53 9.4%	22 5.1%
Sun Online	17 1.7%	9 2.1%	8 1.4%	11 2.7%	5 1.5%	1 0.4%	2 3.1%	1 1.6%	3 2.7%	5 1.4%	4 2.4%	2 0.9%	1 0.5%	7 3.3%	6 2.1%	3 0.9%	13 1.5%	3 2.7%	7 1.4%	10 1.9%	7 2.1%	5 2.4%	4 1.0%	12 2.1%	5 1.2%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Mirror Online	13 1.3%	4 0.9%	10 1.6%	7 1.9%	6 1.7%	-	2 3.3%	1 1.0%	3 2.9%	2 0.5%	3 1.6%	3 1.0%	1 0.3%	5 2.5%	4 1.4%	3 1.0%	10 1.2%	3 2.0%	5 1.0%	8 1.5%	10 2.7%	2 0.7%	2 0.4%	7 1.3%	6 1.3%
Star Online	8 0.8%	4 1.0%	4 0.7%	6 1.4%	3 0.8%	-	2 2.3%	-	3 2.7%	3 0.8%	1 0.4%	1 0.3%	-	4 2.1%	3 0.9%	1 0.4%	6 0.7%	2 1.9%	4 0.9%	4 0.8%	5 1.5%	1 0.5%	2 0.5%	7 1.3%	1 0.3%
Independent Online	27 2.7%	9 2.0%	18 3.1%	12 2.9%	10 2.9%	5 1.9%	2 2.4%	1 1.7%	8 7.7%	11 3.3%	2 1.4%	2 0.9%	1 0.5%	14 6.6%	7 2.4%	5 1.5%	23 2.7%	3 2.6%	8 1.8%	18 3.4%	15 4.3%	3 1.7%	8 1.8%	19 3.4%	8 1.7%
Express Online	9 0.9%	5 1.1%	4 0.7%	3 0.8%	5 1.6%	-	2 2.6%	-	1 0.9%	2 0.5%	3 2.0%	1 0.3%	2 0.9%	1 0.5%	4 1.5%	1 0.5%	6 0.7%	3 2.3%	5 1.1%	4 0.7%	5 1.3%	3 1.2%	1 0.3%	8 1.4%	1 0.1%
Other website	86 8.6%	49 11.9%	36 6.2%	37 9.3%	25 7.6%	23 8.6%	5 7.5%	3 5.0%	21 20.3%	29 8.8%	13 8.2%	14 5.0%	28 15.0%	19 8.9%	20 6.7%	19 6.3%	76 8.7%	9 7.2%	34 7.5%	51 9.5%	43 12.4%	17 8.4%	25 5.6%	51 9.1%	35 7.9%
Facebook	137 13.7%	63 15.3%	74 12.6%	92 23.2%	34 10.3%	11 4.1%	14 19.3%	12 18.9%	15 14.1%	38 11.5%	23 14.2%	36 13.2%	31 16.8%	37 17.6%	39 13.2%	29 9.6%	111 12.7%	26 21.1%	40 8.8%	97 17.9%	51 14.6%	31 15.1%	55 12.4%	82 14.6%	55 12.6%
Twitter	80 8.0%	43 10.2%	38 6.4%	59 14.8%	19 5.8%	2 0.9%	6 8.3%	6 9.1%	15 14.6%	19 6.0%	10 5.9%	24 8.9%	20 10.6%	27 12.9%	22 7.4%	11 3.7%	67 7.6%	14 10.9%	28 6.2%	52 9.6%	35 9.9%	22 10.7%	23 5.3%	57 10.2%	23 5.3%
Family	193 19.3%	74 17.9%	118 20.2%	99 25.1%	59 17.6%	35 12.8%	16 22.2%	18 27.6%	24 22.7%	60 18.4%	26 16.2%	49 18.1%	52 27.9%	48 22.8%	45 14.9%	48 15.8%	164 18.7%	29 23.2%	79 17.3%	113 20.9%	78 22.4%	47 22.6%	68 15.2%	120 21.4%	72 16.5%
Friends	178 17.8%	76 18.3%	102 17.5%	97 24.7%	56 16.9%	24 9.0%	12 16.6%	19 29.3%	27 25.1%	48 14.8%	26 16.0%	47 17.4%	36 19.3%	43 20.2%	51 17.0%	49 16.1%	142 16.2%	36 29.2%	68 14.8%	111 20.4%	68 19.4%	38 18.3%	72 16.3%	113 20.1%	65 14.9%
Colleagues	81 8.1%	43 10.3%	38 6.5%	31 7.8%	29 8.8%	21 7.7%	1 1.0%	11 17.1%	11 10.2%	30 9.2%	10 6.1%	19 6.9%	26 14.1%	26 12.1%	11 3.8%	18 5.9%	69 7.9%	12 9.6%	43 9.4%	38 7.0%	26 7.5%	24 11.4%	31 7.0%	50 8.8%	31 7.1%
Neighbours	28 2.8%	14 3.4%	14 2.4%	10 2.6%	8 2.5%	9 3.5%	-	4 6.4%	1 0.8%	6 1.8%	10 6.5%	7 2.5%	5 2.7%	4 2.0%	8 2.8%	10 3.5%	24 2.7%	4 3.5%	15 3.2%	13 2.5%	12 3.5%	8 4.0%	7 1.7%	21 3.8%	7 1.5%
I don't get any political news	133 13.3%	49 11.7%	84 14.4%	56 14.2%	46 13.7%	31 11.5%	9 13.3%	9 13.6%	8 7.4%	45 13.7%	22 13.3%	41 14.9%	13 6.8%	28 13.3%	34 11.5%	58 19.1%	125 14.3%	8 6.4%	53 11.5%	80 14.8%	32 9.2%	13 6.3%	88 19.8%	39 7.0%	93 21.3%
SIGMA	3667 366.9%	1592 383.1%	2075 355.3%	1516 384.4%	1203 360.6%	948 349.1%	256 360.6%	274 432.0%	491 464.6%	1159 355.5%	568 352.0%	919 337.8%	852 459.5%	869 409.9%	1071 358.5%	874 288.2%	3107 355.1%	560 449.2%	1689 368.9%	1978 365.1%	1419 406.2%	838 403.8%	1410 318.5%	2310 411.1%	1357 310.1%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 20
Q.21A To what extent do you generally trust each of the following groups to tell the truth?
Journalists
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Trust them to tell the truth	145	80	64	61	42	42	9	15	26	35	23	36	27	38	52	27	120	25	59	86	64	35	46	94	51
	14.5%	19.4%	11.0%	15.4%	12.7%	15.4%	12.7%	23.7%	24.3%	10.8%	14.5%	13.3%	14.7%	18.0%	17.5%	8.8%	13.7%	20.1%	12.8%	15.9%	18.4%	16.8%	10.3%	16.7%	11.7%
Do not trust them to tell the truth	739	298	441	282	257	200	55	44	61	249	125	204	132	147	220	239	660	79	352	386	260	152	327	412	327
	73.9%	71.6%	75.5%	71.5%	76.9%	73.6%	77.3%	70.0%	58.0%	76.4%	77.6%	74.9%	71.3%	69.5%	73.5%	78.9%	75.4%	63.2%	77.0%	71.3%	74.4%	73.3%	73.8%	73.2%	74.7%
Don't know	116	37	79	52	35	30	7	4	19	42	13	32	26	26	27	37	96	21	47	70	25	21	70	57	60
	11.6%	9.0%	13.5%	13.1%	10.4%	11.0%	10.0%	6.3%	17.8%	12.8%	8.0%	11.7%	14.0%	12.5%	9.0%	12.2%	10.9%	16.7%	10.2%	12.8%	7.2%	9.9%	15.9%	10.1%	13.6%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
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Table 21
Q.21B To what extent do you generally trust each of the following groups to tell the truth?
Politicians
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Trust them to tell the truth	61 6.1%	31 7.4%	30 5.2%	31 7.9%	21 6.3%	9 3.3%	3 4.1%	8 12.9%	9 8.7%	22 6.8%	7 4.5%	11 4.2%	7 3.6%	14 6.5%	23 7.8%	18 5.8%	49 5.6%	12 9.3%	25 5.5%	36 6.6%	17 4.8%	25 12.1%	19 4.4%	41 7.3%	20 4.6%
Do not trust them to tell the truth	857 85.7%	361 86.9%	496 84.9%	319 81.0%	289 86.6%	248 91.4%	63 89.1%	52 81.9%	87 82.7%	281 86.3%	138 85.8%	234 86.0%	162 87.2%	174 82.3%	255 85.2%	266 87.7%	755 86.3%	102 81.6%	402 87.8%	455 83.9%	319 91.5%	164 79.0%	373 84.3%	484 86.1%	373 85.2%
Don't know	82 8.2%	24 5.8%	58 9.9%	44 11.1%	24 7.1%	14 5.3%	5 6.7%	3 5.2%	9 8.6%	22 6.9%	16 9.7%	27 9.8%	17 9.2%	24 11.3%	21 7.0%	20 6.6%	71 8.1%	11 9.1%	31 6.7%	51 9.5%	13 3.8%	18 8.9%	50 11.3%	37 6.7%	44 10.2%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 22
Q.21C To what extent do you generally trust each of the following groups to tell the truth?
The ordinary man/woman in the street
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Trust them to tell the truth	503 50.4%	223 53.6%	281 48.1%	177 44.8%	169 50.5%	158 58.2%	29 40.1%	34 54.2%	48 45.9%	164 50.3%	85 52.5%	143 52.6%	98 52.7%	94 44.2%	154 51.5%	158 52.1%	444 50.7%	60 47.8%	254 55.5%	249 46.0%	192 54.9%	117 56.2%	195 44.0%	315 56.0%	189 43.1%
Do not trust them to tell the truth	228 22.8%	108 25.9%	120 20.6%	118 29.9%	67 20.1%	43 15.8%	17 23.5%	11 17.1%	31 29.3%	73 22.3%	39 24.0%	58 21.2%	44 23.8%	63 29.8%	58 19.5%	62 20.4%	200 22.8%	28 22.3%	87 19.0%	141 26.0%	87 24.9%	50 24.3%	90 20.4%	115 20.4%	113 25.8%
Don't know	269 26.9%	85 20.6%	183 31.4%	100 25.4%	98 29.4%	70 25.9%	26 36.4%	18 28.7%	26 24.8%	89 27.3%	38 23.5%	71 26.2%	44 23.5%	55 26.0%	87 29.0%	83 27.5%	231 26.4%	37 29.9%	117 25.5%	152 28.0%	71 20.2%	40 19.5%	157 35.6%	132 23.6%	136 31.1%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

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Table 23
Q.22 In the last General Election 61% of people voted, while 39% of people did not vote
Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
I did not vote in the 2010 General Election	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 25
Q.24 If a UK general election was held tomorrow, would you be likely to vote or not?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes, I would probably vote	562	235	327	238	180	143	33	33	64	181	92	158	119	116	165	162	484	78	288	274	259	140	163	562	-
	56.2%	56.6%	55.9%	60.4%	54.1%	52.8%	46.5%	52.3%	60.3%	55.6%	57.2%	58.1%	64.4%	54.7%	55.1%	53.3%	55.3%	62.5%	63.0%	50.5%	74.2%	67.3%	36.8%	100.0%	-
No, I would probably not vote	438	180	257	156	153	128	38	30	42	145	69	114	66	96	134	141	391	47	170	268	90	68	280	-	438
	43.8%	43.4%	44.1%	39.6%	45.9%	47.2%	53.5%	47.7%	39.7%	44.4%	42.8%	41.9%	35.6%	45.3%	44.9%	46.7%	44.7%	37.5%	37.0%	49.5%	25.8%	32.7%	63.2%	-	100.0%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26

Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	562	229	333	277	211	74	37	36	68	172	100	149	112	117	171	162	472	90	257	305	263	129	170	562	-
Weighted Total	562	235	327	238	180	143	33	33	64	181	92	158	119	116	165	162	484	78	288	274	259	140	163	562	-
Conservative	86	33	53	38	25	23	-	6	10	28	19	22	25	21	28	12	77	9	37	48	3	79	4	86	-
	15.3%	13.9%	16.3%	15.9%	13.9%	16.1%	-	17.8%	16.0%	15.5%	21.1%	13.9%	20.7%	17.9%	17.3%	7.3%	16.0%	11.0%	13.0%	17.7%	1.3%	56.5%	2.3%	15.3%	-
Labour	180	72	108	84	58	39	16	9	25	50	25	55	31	41	52	56	147	33	86	94	171	2	7	180	-
	32.0%	30.5%	33.1%	35.1%	31.9%	27.1%	47.6%	25.7%	38.9%	27.7%	27.4%	34.9%	26.3%	35.3%	31.4%	34.5%	30.4%	42.1%	29.8%	34.4%	66.0%	1.5%	4.1%	32.0%	-
Liberal Democrat	30	12	17	9	9	12	2	1	1	14	3	8	7	4	8	10	27	2	19	10	9	7	13	30	-
	5.3%	5.1%	5.3%	3.8%	4.9%	8.1%	4.9%	3.1%	1.7%	7.8%	3.6%	5.2%	6.0%	3.8%	5.0%	6.1%	5.6%	2.9%	6.7%	3.7%	3.6%	5.4%	7.8%	5.3%	-
UK Independence Party (UKIP)	99	45	54	28	32	39	-	3	7	42	28	20	19	16	32	33	97	2	63	36	31	30	38	99	-
	17.6%	18.9%	16.7%	11.7%	18.0%	27.0%	-	8.2%	10.6%	22.9%	30.0%	12.8%	15.7%	13.4%	19.3%	20.4%	20.0%	2.9%	21.9%	13.1%	11.9%	21.6%	23.2%	17.6%	-
Another Party	31	16	14	10	8	13	2	1	2	12	1	13	6	3	11	11	30	1	21	9	14	4	13	31	-
	5.5%	7.0%	4.4%	4.2%	4.4%	8.8%	5.0%	2.3%	3.7%	6.8%	0.8%	8.1%	4.7%	2.7%	7.0%	6.5%	6.2%	0.9%	7.4%	3.5%	5.3%	2.6%	8.2%	5.5%	-
Another Party	40	21	19	15	11	15	8	4	2	12	1	13	6	6	14	13	40	1	27	14	19	4	17	40	-
	7.2%	9.0%	5.9%	6.2%	5.9%	10.4%	25.0%	11.7%	3.7%	6.8%	0.8%	8.1%	5.2%	5.4%	8.8%	8.3%	8.2%	0.9%	9.3%	5.0%	7.2%	3.2%	10.6%	7.2%	-
Plaid Cymru	3	2	1	1	-	2	-	3	-	-	-	-	-	1	-	2	3	-	2	1	1	1	1	3	-
	0.6%	0.8%	0.4%	0.4%	-	1.6%	-	9.4%	-	-	-	-	-	1.0%	-	1.2%	0.6%	-	0.8%	0.3%	0.4%	0.6%	0.7%	0.6%	-
Scottish National Party (SNP)	7	3	4	4	3	-	7	-	-	-	-	-	1	2	3	1	7	-	3	3	4	-	3	7	-
	1.2%	1.2%	1.2%	1.6%	1.5%	-	20.0%	-	-	-	-	-	0.6%	1.8%	1.8%	0.6%	1.4%	-	1.1%	1.2%	1.5%	-	1.6%	1.2%	-
British National Party (BNP)	5	5	1	-	4	1	-	1	-	1	-	3	1	-	2	2	5	-	5	-	1	-	4	5	-
	1.0%	2.0%	0.2%	-	2.2%	1.0%	-	2.3%	-	0.7%	-	2.1%	1.1%	-	1.5%	1.1%	1.1%	-	1.9%	-	0.4%	-	2.8%	1.0%	-
English Democrat	3	-	3	-	-	3	-	-	-	3	-	-	-	-	-	3	3	-	3	-	-	-	3	3	-
	0.5%	-	0.9%	-	-	2.1%	-	-	-	1.7%	-	-	-	-	-	1.9%	0.6%	-	1.1%	-	-	-	1.9%	0.5%	-
Green	15	5	10	7	3	5	1	-	2	6	1	6	1	2	7	5	15	-	8	7	10	-	5	15	-
	2.7%	2.3%	3.0%	3.1%	1.8%	3.1%	2.0%	-	2.6%	3.4%	0.8%	3.7%	0.6%	2.1%	4.4%	3.0%	3.1%	-	2.9%	2.4%	3.8%	-	3.2%	2.7%	-
Monster Raving Loony Party	1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	1	-	-	1	-
	0.2%	0.4%	-	0.4%	-	-	-	-	-	0.5%	-	-	-	-	0.5%	-	0.2%	-	-	0.3%	0.3%	-	-	0.2%	-
National Front	4	4	-	-	-	4	-	-	-	-	-	4	4	-	-	-	4	-	4	-	-	4	-	4	-
	0.6%	1.5%	-	-	-	2.5%	-	-	-	-	-	2.3%	3.0%	-	-	-	0.7%	-	1.2%	-	-	2.6%	-	0.6%	-

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26

Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Weighted Total	562	235	327	238	180	143	33	33	64	181	92	158	119	116	165	162	484	78	288	274	259	140	163	562	-
Trade Unionist and Socialist Coalition (TUSC)	1 0.2%	1 0.4%	-	1 0.4%	-	-	1 3.0%	-	-	-	-	-	-	-	1 0.6%	-	1 0.2%	-	-	1 0.4%	1 0.4%	-	-	1 0.2%	-
If not listed please state in this box	2 0.3%	1 0.4%	1 0.2%	1 0.4%	1 0.4%	-	-	-	1 1.1%	1 0.5%	-	-	-	1 0.6%	-	1 0.6%	1 0.2%	1 0.9%	1 0.2%	1 0.3%	1 0.3%	-	1 0.4%	2 0.3%	-
Undecided	121 21.5%	48 20.5%	73 22.3%	64 27.1%	40 22.3%	16 11.3%	7 22.5%	11 31.7%	17 27.4%	35 19.2%	16 17.1%	35 22.1%	29 24.6%	27 23.6%	29 17.8%	35 21.5%	91 18.8%	30 38.5%	53 18.3%	68 24.9%	25 9.5%	15 10.6%	81 50.0%	121 21.5%	-
Refuse	6 1.1%	5 2.0%	1 0.4%	1 0.3%	6 3.1%	-	-	1 1.9%	1 1.7%	-	-	4 2.8%	2 1.4%	1 0.6%	1 0.4%	3 1.9%	5 1.0%	1 1.7%	3 1.0%	3 1.2%	1 0.4%	2 1.3%	3 2.1%	6 1.1%	-
SIGMA	562 100.0%	235 100.0%	327 100.0%	238 100.0%	180 100.0%	143 100.0%	33 100.0%	33 100.0%	64 100.0%	181 100.0%	92 100.0%	158 100.0%	119 100.0%	116 100.0%	165 100.0%	162 100.0%	484 100.0%	78 100.0%	288 100.0%	274 100.0%	259 100.0%	140 100.0%	163 100.0%	562 100.0%	-

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 27
Q.26 Have you ever voted in a general election?
Base: Respondents ever voted in a general election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	458	203	255	58	191	209	33	25	29	173	65	132	76	95	134	152	427	30	458	-	160	98	200	288	170
	45.8%	48.8%	43.7%	14.7%	57.2%	77.0%	46.2%	40.1%	27.3%	53.0%	40.5%	48.7%	41.0%	45.0%	44.8%	50.3%	48.9%	24.4%	100.0%	-	45.8%	47.1%	45.2%	51.3%	38.7%
No	542	213	329	337	143	63	38	38	77	153	96	140	109	117	165	151	448	94	-	542	189	110	243	274	268
	54.2%	51.2%	56.3%	85.3%	42.8%	23.0%	53.8%	59.9%	72.7%	47.0%	59.5%	51.3%	59.0%	55.0%	55.2%	49.7%	51.1%	75.6%	-	100.0%	54.2%	52.9%	54.8%	48.7%	61.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 28
Q.28 Have you ever voted in a local, European or other kind of election, or in a referendum?
Base: Respondents ever voted in a general election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	302	135	167	69	100	132	20	12	38	117	41	73	76	65	89	71	286	16	218	83	125	69	108	211	91
	30.2%	32.4%	28.6%	17.5%	30.1%	48.6%	28.3%	19.5%	35.6%	35.8%	25.6%	26.9%	41.0%	30.9%	29.9%	23.3%	32.7%	12.6%	47.7%	15.3%	35.7%	33.2%	24.4%	37.5%	20.7%
No	698	281	417	325	233	140	51	51	68	209	120	199	109	147	209	233	589	109	239	459	225	139	335	351	347
	69.8%	67.6%	71.4%	82.5%	69.9%	51.4%	71.7%	80.5%	64.4%	64.2%	74.4%	73.1%	59.0%	69.1%	70.1%	76.7%	67.3%	87.4%	52.3%	84.7%	64.3%	66.8%	75.6%	62.5%	79.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 29
Q.30 What would you say were your main reasons for not voting in the last election.
Base: Respondents not voted in the last election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Not able to access polling station or get a postal ballot	88 8.8%	27 6.5%	61 10.4%	37 9.5%	27 8.2%	23 8.5%	3 3.7%	3 4.5%	12 11.5%	35 10.7%	13 8.3%	22 8.1%	20 10.6%	21 9.9%	26 8.7%	21 7.0%	75 8.6%	12 10.0%	43 9.4%	45 8.2%	31 8.8%	22 10.4%	35 8.0%	78 13.9%	10 2.2%
Not enough information/ knowledge to choose	177 17.7%	64 15.3%	113 19.3%	88 22.4%	56 16.7%	33 12.0%	12 17.5%	9 14.7%	17 16.6%	56 17.2%	34 21.1%	47 17.3%	24 13.2%	40 18.8%	59 19.8%	53 17.5%	150 17.1%	27 21.8%	68 14.8%	109 20.1%	46 13.2%	31 14.9%	100 22.5%	103 18.3%	74 16.9%
Don't believe my vote will make any difference	265 26.5%	127 30.7%	138 23.6%	91 23.1%	107 32.2%	67 24.6%	26 36.6%	10 15.8%	21 19.5%	80 24.7%	44 27.5%	84 30.7%	54 29.3%	58 27.4%	72 24.3%	80 26.4%	232 26.5%	33 26.9%	132 28.7%	134 24.7%	91 26.0%	50 24.1%	124 28.1%	133 23.8%	132 30.1%
Not interested in politics	189 18.9%	79 19.1%	110 18.8%	84 21.3%	82 24.6%	23 8.4%	11 15.4%	12 19.3%	19 18.2%	62 18.9%	29 18.0%	56 20.5%	27 14.7%	38 17.9%	60 20.0%	64 21.1%	161 18.4%	28 22.5%	65 14.3%	124 22.8%	45 12.9%	27 12.9%	117 26.5%	51 9.1%	138 31.5%
Parties/candidates are all the same	251 25.1%	121 29.1%	130 22.3%	61 15.4%	105 31.4%	85 31.5%	23 32.9%	11 16.6%	20 19.4%	76 23.2%	56 34.5%	65 23.9%	39 20.9%	51 24.0%	82 27.3%	80 26.3%	229 26.2%	22 17.3%	145 31.6%	106 19.6%	81 23.2%	48 23.0%	122 27.6%	97 17.2%	154 35.2%
What I believe in isn't represented by the parties/ candidates	166 16.6%	87 21.0%	78 13.4%	50 12.7%	72 21.5%	44 16.1%	10 13.4%	9 14.5%	18 17.4%	54 16.7%	26 16.3%	48 17.6%	31 16.9%	39 18.6%	46 15.4%	49 16.1%	144 16.4%	22 17.3%	87 19.1%	78 14.4%	55 15.7%	39 19.0%	71 16.1%	77 13.7%	88 20.2%
Don't believe the UK Parliament is important	31 3.1%	21 5.0%	10 1.7%	15 3.8%	10 2.9%	7 2.4%	4 5.9%	2 2.6%	3 2.5%	8 2.5%	5 3.4%	9 3.3%	2 0.9%	8 3.6%	12 3.9%	10 3.4%	25 2.9%	6 4.7%	18 4.0%	13 2.3%	10 3.0%	4 2.1%	16 3.6%	15 2.6%	16 3.7%
Other	268 26.8%	97 23.3%	171 29.3%	114 29.0%	61 18.2%	93 34.2%	17 24.4%	25 38.9%	33 31.2%	100 30.8%	32 19.7%	61 22.4%	62 33.2%	53 25.2%	82 27.3%	71 23.5%	240 27.4%	28 22.6%	103 22.5%	165 30.4%	116 33.1%	62 29.8%	90 20.4%	175 31.1%	93 21.3%
Refused	1 0.1%	- -	1 0.1%	1 0.2%	- -	- -	- -	- -	- -	1 0.2%	- -	- -	- -	- -	1 0.2%	- -	- -	1 0.5%	- -	1 0.1%	- -	- -	1 0.1%	1 0.1%	- -
SIGMA	1435 143.5%	623 150.0%	811 138.9%	541 137.3%	519 155.6%	374 137.7%	107 149.8%	81 127.0%	144 136.2%	472 144.8%	240 148.9%	391 143.8%	259 139.7%	309 145.5%	439 146.9%	428 141.2%	1256 143.5%	179 143.7%	661 144.5%	773 142.7%	474 135.8%	283 136.3%	677 153.0%	730 129.9%	705 161.0%

Lodestone Political Survey
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Table 30
Q.31 Which of the following would be most likely to persuade you to vote in a UK general election?
Base: All Answering

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1019	397	622	472	396	151	73	72	110	316	184	264	176	218	313	312	875	144	414	605	353	196	470	561	458
Weighted Total	999	415	583	394	334	272	71	64	106	325	161	272	186	212	298	303	875	124	458	541	349	208	442	561	438
A personal visit from a candidate	118 11.8%	60 14.6%	58 9.9%	54 13.7%	37 11.1%	27 10.1%	8 11.0%	10 15.6%	9 8.5%	42 13.0%	20 12.3%	29 10.7%	25 13.4%	26 12.4%	36 12.1%	31 10.2%	97 11.1%	21 17.1%	56 12.2%	62 11.5%	44 12.6%	27 13.2%	47 10.5%	80 14.3%	38 8.6%
More information as to how and where you can vote	122 12.2%	45 10.7%	77 13.3%	76 19.2%	41 12.2%	6 2.1%	8 11.9%	7 10.6%	19 17.8%	38 11.7%	17 10.4%	33 12.1%	24 13.1%	26 12.1%	41 13.7%	31 10.2%	100 11.4%	22 17.5%	34 7.3%	88 16.3%	49 13.9%	18 8.9%	55 12.4%	91 16.2%	31 7.1%
More information on how to get a postal vote	115 11.5%	41 9.9%	74 12.7%	53 13.6%	33 9.9%	29 10.7%	9 13.2%	3 5.1%	12 11.0%	33 10.2%	25 15.7%	33 12.0%	11 6.0%	28 13.2%	30 10.1%	46 15.1%	99 11.3%	16 13.1%	54 11.8%	61 11.3%	40 11.4%	29 14.1%	46 10.5%	69 12.2%	47 10.7%
Knowing that your neighbours are voting	22 2.2%	9 2.1%	13 2.2%	10 2.6%	7 2.2%	4 1.6%	4 5.7%	3 4.7%	1 1.2%	4 1.3%	4 2.6%	5 1.9%	3 1.4%	5 2.2%	8 2.5%	7 2.4%	19 2.1%	3 2.8%	11 2.3%	11 2.1%	8 2.2%	4 2.0%	10 2.3%	13 2.4%	8 1.9%
A phone call about a candidate	10 1.0%	7 1.7%	3 0.5%	5 1.3%	5 1.5%	-	1 1.0%	1 2.3%	2 2.1%	2 0.5%	1 0.4%	3 1.2%	2 1.1%	3 1.3%	3 0.9%	2 0.8%	7 0.8%	3 2.3%	3 0.7%	7 1.3%	4 1.1%	3 1.4%	3 0.7%	5 0.8%	5 1.2%
Receiving a leaflet about a candidate	165 16.5%	51 12.2%	114 19.6%	79 20.1%	43 12.8%	43 15.7%	9 13.3%	14 21.3%	8 8.0%	55 16.9%	28 17.6%	50 18.2%	28 15.3%	40 18.6%	58 19.6%	38 12.7%	153 17.5%	11 9.2%	75 16.4%	89 16.5%	76 21.6%	33 16.0%	56 12.7%	118 21.0%	47 10.7%
Receiving a text message from a candidate	6 0.6%	2 0.5%	5 0.8%	4 1.0%	3 0.8%	-	1 1.2%	1 1.9%	1 1.2%	3 1.0%	-	-	-	2 1.2%	2 0.5%	2 0.8%	4 0.4%	3 2.3%	1 0.3%	5 1.0%	3 0.9%	-	3 0.8%	4 0.8%	2 0.5%
Receiving an email from a candidate	56 5.6%	20 4.9%	35 6.0%	28 7.1%	21 6.4%	6 2.4%	6 8.2%	5 7.2%	7 6.6%	13 4.0%	7 4.6%	18 6.6%	9 4.8%	15 7.3%	15 4.9%	17 5.5%	44 5.0%	12 9.4%	25 5.5%	30 5.6%	22 6.4%	15 7.1%	19 4.2%	40 7.2%	15 3.5%
Other	385 38.5%	181 43.5%	204 35.0%	85 21.5%	144 43.3%	156 57.4%	24 34.4%	20 31.3%	46 43.5%	135 41.4%	59 36.5%	101 37.1%	83 44.9%	67 31.7%	106 35.5%	129 42.4%	352 40.3%	33 26.2%	199 43.4%	186 34.4%	104 29.9%	77 37.3%	203 45.9%	141 25.0%	244 55.8%
SIGMA	999 100.0%	415 100.0%	583 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	325 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	298 100.0%	303 100.0%	875 100.0%	124 100.0%	458 100.0%	541 100.0%	349 100.0%	208 100.0%	442 100.0%	561 100.0%	438 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 31
Q.33 How often do your friends and colleagues talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very often	43	18	25	14	13	17	3	4	9	9	7	10	13	10	15	5	38	5	27	16	22	10	12	28	16
	4.3%	4.4%	4.3%	3.6%	3.9%	6.1%	4.7%	6.5%	9.0%	2.9%	4.5%	3.6%	7.1%	4.8%	5.1%	1.6%	4.4%	4.1%	5.9%	3.0%	6.2%	4.9%	2.6%	4.9%	3.6%
Often	111	48	63	55	28	29	6	8	17	43	14	25	31	27	25	28	94	17	46	66	57	24	30	80	32
	11.1%	11.6%	10.9%	14.0%	8.3%	10.5%	8.6%	12.2%	15.8%	13.1%	8.4%	9.1%	16.6%	12.8%	8.4%	9.4%	10.8%	13.9%	10.0%	12.1%	16.2%	11.8%	6.9%	14.2%	7.3%
Sometimes	251	100	151	117	81	53	18	17	29	77	51	60	49	55	82	65	215	36	101	150	93	62	96	166	85
	25.1%	24.0%	25.9%	29.8%	24.2%	19.5%	26.0%	26.0%	27.3%	23.6%	31.6%	21.9%	26.2%	26.1%	27.4%	21.6%	24.6%	28.8%	22.0%	27.7%	26.7%	29.7%	21.8%	29.6%	19.4%
Occasionally	349	145	204	120	128	101	28	15	31	126	51	98	66	75	104	104	309	40	163	186	99	79	172	204	145
	34.9%	34.9%	34.9%	30.5%	38.3%	37.2%	39.9%	23.6%	29.7%	38.5%	31.5%	36.0%	35.7%	35.5%	34.7%	34.3%	35.3%	32.1%	35.5%	34.4%	28.3%	37.9%	38.8%	36.3%	33.2%
Never	244	104	140	87	85	72	15	20	19	71	39	80	27	44	73	101	218	26	121	123	79	33	133	84	160
	24.5%	25.1%	24.0%	22.1%	25.4%	26.7%	20.9%	31.7%	18.2%	21.9%	24.0%	29.5%	14.4%	20.9%	24.4%	33.2%	24.9%	21.1%	26.5%	22.7%	22.6%	15.8%	30.0%	15.0%	36.6%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 32
Q.34 How often does your family talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Very often	62	17	45	21	16	25	4	6	17	15	10	10	23	19	13	7	55	7	29	33	36	11	15	46	16
	6.2%	4.1%	7.7%	5.3%	4.9%	9.2%	6.2%	10.0%	16.2%	4.5%	6.1%	3.6%	12.3%	8.8%	4.4%	2.4%	6.3%	5.3%	6.4%	6.0%	10.2%	5.5%	3.4%	8.3%	3.5%
Often	111	49	62	57	30	24	9	9	12	42	20	19	28	23	39	21	91	19	52	59	54	31	26	77	34
	11.1%	11.7%	10.6%	14.4%	9.0%	8.9%	12.4%	13.7%	11.0%	13.0%	12.6%	7.0%	15.0%	11.0%	12.9%	6.9%	10.4%	15.6%	11.3%	10.9%	15.4%	14.9%	5.9%	13.6%	7.8%
Sometimes	236	90	146	109	77	49	16	14	29	74	36	66	46	60	72	59	204	32	92	144	84	56	96	153	83
	23.6%	21.6%	25.0%	27.7%	23.2%	18.1%	22.0%	22.6%	27.5%	22.8%	22.4%	24.4%	24.6%	28.1%	24.0%	19.5%	23.4%	25.3%	20.1%	26.6%	24.1%	26.8%	21.7%	27.2%	19.0%
Occasionally	357	148	209	126	129	102	27	17	24	128	55	107	61	73	106	116	320	37	168	188	107	76	174	197	160
	35.7%	35.6%	35.8%	31.9%	38.6%	37.6%	37.9%	26.0%	22.3%	39.3%	33.8%	39.5%	32.9%	34.5%	35.5%	38.4%	36.6%	29.6%	36.8%	34.8%	30.6%	36.6%	39.3%	35.1%	36.5%
Never	234	112	122	81	81	71	15	18	24	67	41	69	28	37	69	99	204	30	117	117	69	34	132	89	145
	23.4%	27.0%	20.9%	20.6%	24.4%	26.3%	21.5%	27.8%	23.0%	20.5%	25.1%	25.5%	15.2%	17.6%	23.1%	32.8%	23.3%	24.2%	25.5%	21.7%	19.7%	16.2%	29.7%	15.9%	33.1%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 33
Q.35 Would you be more likely to vote if you could vote online?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	673	252	421	308	213	152	46	38	65	238	118	168	135	141	206	191	582	91	298	375	253	152	268	464	210
	67.4%	60.7%	72.1%	78.1%	63.9%	56.1%	64.3%	60.5%	61.7%	72.9%	73.3%	61.9%	73.0%	66.6%	68.9%	63.0%	66.6%	72.9%	65.2%	69.2%	72.4%	73.2%	60.6%	82.5%	47.9%
No	326	163	163	86	120	119	25	25	40	88	43	104	50	71	93	112	292	34	160	167	96	56	174	98	228
	32.6%	39.3%	27.9%	21.9%	36.1%	43.9%	35.7%	39.5%	38.3%	27.1%	26.7%	38.1%	27.0%	33.4%	31.1%	37.0%	33.4%	27.1%	34.8%	30.8%	27.6%	26.8%	39.4%	17.5%	52.1%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 34
Q.36 Would you be more likely to vote if election day was on a weekend?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	335	130	205	177	110	48	18	24	42	117	55	77	82	76	96	81	267	68	135	199	141	67	127	251	83
	33.5%	31.3%	35.0%	44.8%	33.0%	17.7%	25.9%	38.0%	40.0%	36.0%	34.3%	28.3%	44.3%	35.6%	32.2%	26.6%	30.5%	54.2%	29.6%	36.8%	40.5%	32.1%	28.6%	44.7%	19.0%
No	665	285	379	218	224	224	53	39	63	208	106	195	103	137	202	222	608	57	322	342	208	141	316	310	354
	66.5%	68.7%	65.0%	55.2%	67.0%	82.3%	74.1%	62.0%	60.0%	64.0%	65.7%	71.7%	55.7%	64.4%	67.8%	73.4%	69.5%	45.8%	70.4%	63.2%	59.5%	67.9%	71.4%	55.3%	81.0%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 35
Q.37 Does your household have a landline telephone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	866	362	504	320	293	253	61	53	97	294	134	228	174	183	258	251	765	101	412	454	301	187	378	491	375
	86.7%	87.1%	86.4%	81.1%	87.9%	93.3%	85.3%	83.8%	91.5%	90.1%	82.8%	84.0%	93.9%	86.3%	86.3%	82.8%	87.5%	80.9%	90.1%	83.8%	86.3%	89.9%	85.5%	87.4%	85.7%
No	133	54	80	75	40	18	10	10	9	32	28	44	11	29	41	52	109	24	45	88	48	21	64	71	62
	13.3%	12.9%	13.6%	18.9%	12.1%	6.7%	14.7%	16.2%	8.5%	9.9%	17.2%	16.0%	6.1%	13.7%	13.7%	17.2%	12.5%	19.1%	9.9%	16.2%	13.7%	10.1%	14.5%	12.6%	14.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 36
Q.38 Do you generally answer incoming calls on your household's landline?
Base: Respondents having a landline telephone in household

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	868	336	532	380	347	141	62	57	99	279	151	220	162	187	268	251	751	117	370	498	299	172	397	485	383
Weighted Total	866	362	504	320	293	253	61	53	97	294	134	228	174	183	258	251	765	101	412	454	301	187	378	491	375
Yes, I generally answer incoming calls on my household's landline (at least as often as other members of my household)	455 52.5%	196 54.1%	259 51.4%	134 42.0%	157 53.5%	164 64.7%	21 35.1%	30 56.0%	46 47.1%	162 55.1%	66 49.5%	130 57.1%	100 57.5%	85 46.7%	133 51.7%	136 54.2%	402 52.6%	53 52.2%	239 58.0%	216 47.5%	158 52.3%	110 58.7%	188 49.7%	270 55.0%	185 49.4%
I only answer my landline phone when the number shown is someone that I know	236 27.3%	86 23.8%	150 29.8%	83 26.1%	82 28.1%	71 27.9%	27 45.3%	13 24.4%	20 21.0%	75 25.4%	41 30.3%	61 26.5%	41 23.3%	48 26.1%	72 28.0%	76 30.1%	210 27.4%	27 26.3%	125 30.3%	111 24.5%	75 25.0%	51 27.6%	110 29.0%	136 27.6%	101 26.8%
No, another member of my household usually answers our landline when it rings	100 11.5%	45 12.4%	55 10.9%	70 21.9%	23 7.7%	7 2.8%	7 11.3%	7 12.3%	17 17.6%	39 13.4%	13 9.4%	18 7.8%	16 9.2%	24 13.1%	33 12.8%	27 10.7%	85 11.1%	15 14.7%	17 4.2%	83 18.2%	41 13.6%	10 5.5%	49 12.9%	48 9.8%	52 13.8%
No, nobody in my household ever answers incoming calls on our landline	74 8.6%	34 9.5%	40 7.9%	31 9.8%	31 10.6%	12 4.6%	5 8.3%	4 7.3%	14 14.3%	18 6.2%	14 10.7%	19 8.3%	17 10.0%	26 14.2%	19 7.2%	12 4.9%	67 8.8%	7 6.8%	31 7.5%	43 9.6%	27 9.1%	15 8.2%	32 8.3%	37 7.6%	37 9.8%
Refused	1 0.1%	1 0.2%	-	1 0.2%	-	-	-	-	-	-	-	1 0.3%	-	-	1 0.3%	-	1 0.1%	-	-	1 0.2%	-	-	1 0.2%	-	1 0.2%
SIGMA	866 100.0%	362 100.0%	504 100.0%	320 100.0%	293 100.0%	253 100.0%	61 100.0%	53 100.0%	97 100.0%	294 100.0%	134 100.0%	228 100.0%	174 100.0%	183 100.0%	258 100.0%	251 100.0%	765 100.0%	101 100.0%	412 100.0%	454 100.0%	301 100.0%	187 100.0%	378 100.0%	491 100.0%	375 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 37
Q.39 Do you have a mobile phone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Yes	957	395	562	376	323	258	67	63	102	311	153	261	185	205	288	279	835	121	438	519	331	203	423	543	414
	95.7%	95.2%	96.1%	95.4%	96.8%	95.0%	93.9%	98.8%	97.0%	95.4%	94.5%	96.1%	99.6%	96.7%	96.4%	92.1%	95.5%	97.5%	95.7%	95.8%	94.8%	97.8%	95.5%	96.6%	94.7%
No	43	20	23	18	11	14	4	1	3	15	9	11	1	7	11	24	39	3	20	23	18	5	20	19	23
	4.3%	4.8%	3.9%	4.6%	3.2%	5.0%	6.1%	1.2%	3.0%	4.6%	5.5%	3.9%	0.4%	3.3%	3.6%	7.9%	4.5%	2.5%	4.3%	4.2%	5.2%	2.2%	4.5%	3.4%	5.3%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Prepared on behalf of Lodestone Communications

Table 38
Q.40 Do you generally answer incoming calls on your mobile phone?
Base: Respondents having a mobile phone

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	974	375	599	450	383	141	71	71	106	300	174	252	175	210	301	288	833	141	396	578	334	191	449	539	435
Weighted Total	957	395	562	376	323	258	67	63	102	311	153	261	185	205	288	279	835	121	438	519	331	203	423	543	414
Yes, I generally answer incoming calls on my mobile phone	563 58.9%	254 64.3%	309 55.0%	217 57.8%	185 57.3%	161 62.4%	37 56.0%	36 58.0%	65 63.5%	192 61.8%	93 60.7%	140 53.4%	115 62.5%	121 59.1%	168 58.3%	159 56.8%	485 58.0%	78 64.6%	252 57.6%	311 60.0%	185 55.7%	128 63.2%	251 59.3%	320 59.0%	243 58.7%
I only answer my mobile phone when I recognise the number as somebody that I know	350 36.6%	119 30.0%	232 41.2%	151 40.2%	129 40.1%	69 26.9%	27 40.1%	25 39.5%	37 36.5%	108 34.6%	55 36.2%	98 37.6%	56 30.2%	80 38.9%	114 39.5%	101 36.0%	310 37.1%	41 33.4%	156 35.6%	194 37.5%	129 38.9%	61 29.8%	161 38.0%	191 35.2%	159 38.4%
No, I generally don't answer incoming calls on my mobile phone	43 4.5%	22 5.5%	21 3.7%	7 1.7%	9 2.7%	28 10.7%	3 3.9%	2 2.5%	- -	11 3.5%	5 3.1%	23 8.8%	13 7.2%	4 1.9%	6 1.9%	20 7.1%	40 4.8%	3 2.1%	30 6.9%	13 2.4%	18 5.4%	14 7.0%	11 2.5%	31 5.8%	11 2.7%
Refused	1 0.1%	1 0.2%	- -	1 0.2%	- -	- -	- -	- -	- -	- -	- -	1 0.3%	- -	- -	1 0.3%	- -	1 0.1%	- -	- -	1 0.1%	- -	- -	1 0.2%	- -	1 0.2%
SIGMA	957 100.0%	395 100.0%	562 100.0%	376 100.0%	323 100.0%	258 100.0%	67 100.0%	63 100.0%	102 100.0%	311 100.0%	153 100.0%	261 100.0%	185 100.0%	205 100.0%	288 100.0%	279 100.0%	835 100.0%	121 100.0%	438 100.0%	519 100.0%	331 100.0%	203 100.0%	423 100.0%	543 100.0%	414 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 39
Q.41A How often, if at all, do you use any of the following social media platforms?
Facebook
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Use less than once a week	108 10.9%	42 10.0%	67 11.5%	30 7.6%	48 14.3%	31 11.3%	7 10.2%	7 11.0%	15 14.4%	43 13.3%	14 8.9%	21 7.9%	18 9.8%	19 9.1%	41 13.7%	30 10.0%	94 10.7%	15 11.9%	51 11.1%	58 10.6%	31 8.8%	18 8.8%	59 13.4%	51 9.2%	57 13.0%
Use once or twice a week	127 12.7%	57 13.8%	70 11.9%	31 7.8%	59 17.7%	38 13.8%	13 18.3%	6 9.1%	16 14.9%	43 13.1%	22 13.7%	28 10.3%	31 16.6%	31 14.4%	32 10.8%	34 11.1%	102 11.6%	26 20.6%	72 15.7%	56 10.2%	52 15.0%	26 12.6%	49 11.0%	75 13.3%	53 12.0%
Use almost every day	521 52.1%	193 46.5%	327 56.1%	294 74.5%	146 43.8%	81 29.6%	37 52.6%	31 49.3%	59 55.9%	156 47.7%	85 52.8%	152 55.9%	93 50.3%	125 58.8%	160 53.5%	143 47.1%	453 51.7%	68 54.5%	189 41.3%	331 61.2%	191 54.8%	100 48.1%	229 51.8%	311 55.4%	209 47.8%
Do not use	243 24.3%	123 29.7%	120 20.5%	40 10.1%	81 24.2%	123 45.2%	13 18.8%	20 30.7%	16 14.8%	84 25.9%	40 24.7%	70 25.9%	43 23.3%	38 17.7%	66 22.0%	97 31.8%	227 26.0%	16 13.0%	146 31.9%	97 18.0%	75 21.3%	63 30.5%	105 23.8%	125 22.2%	119 27.1%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

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Prepared on behalf of Lodestone Communications

Table 40
Q.41B How often, if at all, do you use any of the following social media platforms?
Twitter
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Use less than once a week	145 14.6%	62 15.0%	83 14.2%	57 14.6%	51 15.4%	37 13.5%	12 17.1%	13 20.8%	19 17.9%	49 15.1%	16 9.7%	36 13.4%	32 17.5%	33 15.4%	33 11.0%	48 15.7%	125 14.2%	21 16.8%	75 16.4%	70 13.0%	58 16.5%	31 14.9%	57 12.9%	84 14.9%	62 14.1%
Use once or twice a week	93 9.3%	41 9.8%	52 8.9%	48 12.1%	35 10.5%	10 3.6%	4 6.2%	6 9.5%	11 10.5%	28 8.4%	18 11.4%	25 9.3%	28 15.1%	19 9.1%	21 7.1%	24 8.0%	77 8.8%	16 12.7%	36 7.9%	57 10.5%	50 14.2%	13 6.1%	30 6.9%	61 10.8%	32 7.3%
Use almost every day	173 17.3%	71 17.2%	101 17.3%	117 29.7%	36 10.7%	20 7.3%	11 16.1%	12 19.0%	27 25.8%	46 14.1%	27 16.7%	49 18.0%	36 19.3%	44 20.8%	51 17.2%	42 13.7%	152 17.4%	21 16.6%	48 10.4%	125 23.1%	62 17.7%	44 21.3%	67 15.1%	100 17.7%	73 16.7%
Do not use	589 58.9%	241 58.0%	348 59.5%	172 43.6%	212 63.4%	205 75.5%	43 60.7%	32 50.7%	48 45.9%	203 62.4%	100 62.2%	161 59.3%	89 48.2%	116 54.7%	193 64.7%	190 62.6%	521 59.6%	67 54.0%	299 65.4%	289 53.4%	180 51.6%	120 57.7%	288 65.2%	318 56.5%	271 61.9%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%

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Table 41
Q.41C How often, if at all, do you use any of the following social media platforms?
Google+
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Use less than once a week	132	61	71	66	43	23	9	11	14	35	24	39	24	32	36	40	113	19	57	75	53	27	51	82	50
	13.2%	14.8%	12.1%	16.8%	12.9%	8.4%	12.5%	17.9%	12.8%	10.7%	14.8%	14.5%	13.1%	14.9%	12.0%	13.3%	12.9%	15.4%	12.4%	13.9%	15.2%	13.2%	11.6%	14.6%	11.5%
Use once or twice a week	89	37	52	39	31	19	9	3	11	30	14	22	24	19	21	25	71	19	40	50	43	14	33	50	39
	8.9%	9.0%	8.9%	9.9%	9.3%	7.1%	12.1%	5.3%	10.9%	9.1%	9.0%	7.9%	13.0%	9.0%	6.9%	8.4%	8.1%	15.0%	8.7%	9.1%	12.3%	6.6%	7.4%	9.0%	8.9%
Use almost every day	42	22	20	20	12	10	1	3	12	13	5	8	13	11	5	12	37	5	19	23	26	3	13	22	20
	4.2%	5.4%	3.4%	5.1%	3.7%	3.5%	1.0%	4.5%	11.1%	4.1%	3.1%	3.1%	7.3%	5.3%	1.7%	4.0%	4.2%	4.2%	4.1%	4.3%	7.4%	1.6%	2.9%	4.0%	4.5%
Do not use	736	295	442	269	247	220	53	46	69	248	118	203	124	150	237	225	655	82	342	394	227	163	346	407	329
	73.7%	70.9%	75.6%	68.3%	74.1%	81.0%	74.4%	72.2%	65.2%	76.0%	73.1%	74.5%	66.7%	70.8%	79.3%	74.3%	74.8%	65.4%	74.8%	72.7%	65.1%	78.6%	78.1%	72.5%	75.2%
SIGMA	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 42
Q.41D How often, if at all, do you use any of the following social media platforms?
LinkedIn
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		Ever Voted in GE?		Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Yes	No	LAB	CON	Don't know	Yes	No
Unweighted Total	1020	397	623	473	396	151	73	72	110	317	184	264	176	218	314	312	875	145	414	606	353	196	471	562	458
Weighted Total	1000	415	584	394	334	272	71	64	106	326	161	272	186	212	299	303	875	125	458	542	349	208	443	562	438
Use less than once a week	127 12.7%	59 14.2%	68 11.6%	52 13.3%	48 14.4%	26 9.7%	7 9.9%	6 8.7%	25 24.0%	41 12.5%	20 12.1%	28 10.5%	38 20.5%	36 16.9%	24 8.2%	28 9.4%	107 12.3%	19 15.6%	56 12.1%	71 13.2%	49 13.9%	24 11.8%	54 12.1%	83 14.7%	44 10.1%
Use once or twice a week	62 6.2%	28 6.6%	34 5.9%	20 5.1%	29 8.8%	12 4.5%	1 1.6%	6 10.0%	11 10.4%	20 6.1%	10 6.2%	14 5.0%	23 12.6%	20 9.6%	10 3.2%	9 2.8%	49 5.6%	13 10.2%	33 7.3%	28 5.3%	28 8.2%	15 7.0%	19 4.3%	42 7.5%	20 4.5%
Use almost every day	25 2.5%	15 3.6%	10 1.8%	9 2.4%	6 1.8%	10 3.7%	1 1.4%	1 1.0%	4 4.2%	12 3.6%	2 1.1%	6 2.2%	13 6.9%	6 2.9%	4 1.2%	3 0.9%	22 2.6%	3 2.4%	17 3.7%	8 1.6%	12 3.4%	7 3.2%	7 1.6%	14 2.5%	11 2.6%
Do not use	785 78.6%	314 75.6%	471 80.7%	312 79.2%	250 75.0%	223 82.1%	62 87.0%	51 80.3%	65 61.4%	253 77.7%	130 80.7%	224 82.4%	111 60.0%	150 70.6%	261 87.4%	263 86.9%	696 79.5%	89 71.7%	352 76.9%	433 80.0%	260 74.5%	162 78.0%	363 82.0%	423 75.3%	362 82.7%
SIGMA	1000 100.0%	415 100.0%	584 100.0%	394 100.0%	334 100.0%	272 100.0%	71 100.0%	64 100.0%	106 100.0%	326 100.0%	161 100.0%	272 100.0%	186 100.0%	212 100.0%	299 100.0%	303 100.0%	875 100.0%	125 100.0%	458 100.0%	542 100.0%	349 100.0%	208 100.0%	443 100.0%	562 100.0%	438 100.0%



Lodestone Political Survey

12/09/2013

Prepared on behalf of Lodestone Communications

Part C – Voters Sample

LODESTONE

Lodestone Political Survey

On behalf of Lodestone
12/09/13 - 1,076 respondents

Fieldwork Dates

3rd - 9th September 2013

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to a random sample of members of the panel. In addition, a number of members of the panel already known to be non-voters from previous surveys were invited to the survey to increase the sample of non-voters.

Population Sampled

All adults aged 18+ in England, Scotland and Wales who voted at the 2010 general election.

Sample Size

1,076*

*Weighted figure from Part A was 1,383 respondents, this was re-based back to 1,000 respondents for the Part B tables.

Data Weighting

Data for the full sample were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, region, household income and whether someone voted or not at the 2010 general election. Targets for the weighted data were derived from Office of National Statistics 2011 Census data; target for voters vs non-voters was derived from the 2010 Hansard Society Audit of Political Engagement. Weighted data for voters was extracted from the full sample and re-based back to 1,000 respondents.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with an effective sample of 1,076 it is 95% certain that the 'true' value will fall within the range of 3.0% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Lodestone Political Survey

On behalf of Lodestone
12/09/13 - 1,076 respondents

Question presentation

All data tables shown in full below, in order and wording put to respondents. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions have been asked to all respondents – this is because they may be follow-on questions dependent on answers to previous questions. Lower response counts and “Base” description in tables should make clear where this has occurred. Questions that were open-ended and had verbatim responses only will not have data tables as no quantitative data was recorded. These questions and their responses will be shown in the supplementary Verbatim Responses document. Skipped question numbers should indicate in the tables where these questions were in the script.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 1
Q.1 What was your age at your last birthday?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
18-24	73	36	36	73	-	-	6	6	14	18	11	17	18	30	15	9	63	9	12	28	20	8	43	23	7	69	3
	7.3%	6.9%	7.6%	31.3%	-	-	6.1%	12.5%	11.7%	5.1%	7.0%	7.7%	5.8%	10.4%	7.2%	4.8%	6.8%	13.2%	3.4%	11.0%	9.2%	5.9%	10.4%	5.8%	3.5%	7.1%	13.9%
25-34	160	68	92	160	-	-	14	8	36	49	23	30	77	45	21	17	137	22	40	47	38	25	82	50	28	154	5
	16.0%	13.0%	19.2%	68.7%	-	-	13.7%	15.2%	30.2%	14.1%	14.5%	13.5%	25.1%	15.4%	10.0%	8.7%	14.7%	32.5%	11.1%	18.5%	17.7%	18.4%	19.7%	12.7%	14.4%	15.8%	23.5%
35-44	177	86	91	-	177	-	19	6	24	53	28	46	77	48	30	23	156	21	55	62	32	20	91	56	30	173	4
	17.7%	16.4%	19.1%	-	48.7%	-	19.0%	11.7%	20.4%	15.4%	17.7%	20.7%	25.0%	16.3%	14.3%	12.0%	16.8%	30.5%	15.2%	24.3%	14.7%	14.8%	21.8%	14.3%	15.9%	17.7%	19.4%
45-54	186	94	92	-	186	-	18	12	15	51	34	57	54	56	46	30	179	7	60	45	50	28	80	66	41	183	4
	18.6%	18.0%	19.3%	-	51.3%	-	18.2%	23.7%	12.4%	14.8%	21.1%	25.2%	17.5%	19.2%	21.8%	16.0%	19.3%	10.2%	16.4%	17.6%	23.2%	20.4%	19.2%	16.8%	21.2%	18.7%	16.5%
55-64	157	83	74	-	-	157	12	6	12	55	29	43	32	52	43	30	157	-	72	31	30	21	58	74	25	156	1
	15.7%	15.9%	15.5%	-	-	38.8%	11.9%	11.0%	10.2%	15.9%	18.4%	19.1%	10.5%	17.9%	20.1%	15.7%	16.8%	-	19.9%	12.2%	13.9%	15.8%	14.0%	18.9%	12.8%	16.0%	3.8%
65+	248	155	92	-	-	248	31	13	18	121	34	31	49	61	57	81	238	9	124	42	46	34	62	124	62	242	5
	24.8%	29.7%	19.3%	-	-	61.2%	31.1%	25.9%	15.2%	34.8%	21.4%	13.7%	16.1%	20.9%	26.6%	42.9%	25.6%	13.6%	34.0%	16.4%	21.4%	24.8%	15.0%	31.5%	32.2%	24.8%	23.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2
Q.2 What is your Gender?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Male	522	522	-	104	180	238	59	19	74	182	73	116	166	161	107	88	486	37	200	132	103	75	215	218	89	513	9
	52.2%	100.0%	-	44.9%	49.4%	58.9%	58.5%	37.5%	62.5%	52.4%	45.8%	51.5%	54.2%	55.2%	50.5%	46.3%	52.1%	53.1%	55.1%	51.7%	47.8%	55.8%	51.6%	55.5%	46.7%	52.5%	38.8%
Female	478	-	478	128	184	166	42	32	45	165	86	109	140	131	105	101	446	32	164	123	113	60	201	175	102	464	14
	47.8%	-	100.0%	55.1%	50.6%	41.1%	41.5%	62.5%	37.5%	47.6%	54.2%	48.5%	45.8%	44.8%	49.5%	53.7%	47.9%	46.9%	44.9%	48.3%	52.2%	44.2%	48.4%	44.5%	53.3%	47.5%	61.2%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
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Table 3
Q.3 Where do you currently live?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
England	849	444	405	198	308	343	-	-	119	347	159	224	258	254	182	155	784	65	324	221	194	84	345	346	158	829	20
	84.9%	85.1%	84.7%	85.4%	84.8%	84.7%	-	-	100.0%	100.0%	100.0%	100.0%	84.2%	86.8%	85.5%	82.3%	84.2%	94.7%	89.1%	86.5%	90.0%	62.2%	83.1%	88.0%	82.5%	84.9%	85.6%
Scotland	101	59	42	20	37	43	101	-	-	-	-	-	28	30	20	23	98	2	27	21	12	37	50	29	22	99	2
	10.1%	11.3%	8.7%	8.6%	10.3%	10.7%	100.0%	-	-	-	-	-	9.3%	10.1%	9.3%	12.0%	10.6%	3.4%	7.5%	8.1%	5.7%	27.7%	12.0%	7.4%	11.3%	10.1%	6.8%
Wales	50	19	32	14	18	19	-	50	-	-	-	-	20	9	11	11	49	1	12	14	9	14	21	18	12	49	2
	5.0%	3.6%	6.6%	6.0%	4.9%	4.6%	-	100.0%	-	-	-	-	6.5%	3.0%	5.2%	5.7%	5.3%	1.9%	3.3%	5.4%	4.4%	10.1%	5.0%	4.5%	6.3%	5.0%	7.6%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	920	437	483	300	417	203	-	-	140	340	192	248	275	279	209	157	837	83	311	263	216	94	416	334	170	896	24
Weighted Total	849	444	405	198	308	343	-	-	119	347	159	224	258	254	182	155	784	65	324	221	194	84	345	346	158	829	20
Greater London	119	74	45	50	39	30	-	-	119	-	-	-	63	32	17	7	90	29	37	42	24	12	58	40	21	116	3
	14.0%	16.7%	11.0%	25.1%	12.6%	8.8%	-	-	100.0%	-	-	-	24.3%	12.8%	9.5%	4.3%	11.5%	44.2%	11.5%	18.8%	12.3%	14.7%	16.8%	11.4%	13.6%	14.0%	13.4%
Avon & Bristol	13	7	6	5	5	3	-	-	-	13	-	-	3	5	3	3	13	-	4	3	5	1	5	5	3	13	-
	1.5%	1.6%	1.5%	2.6%	1.5%	0.9%	-	-	-	3.7%	-	-	1.0%	1.9%	1.4%	1.8%	1.7%	-	1.2%	1.4%	2.5%	1.5%	1.4%	1.5%	1.8%	1.6%	-
Bedfordshire	13	7	6	3	4	7	-	-	-	13	-	-	8	1	3	-	12	2	3	2	7	1	9	4	1	13	-
	1.6%	1.6%	1.6%	1.3%	1.2%	2.1%	-	-	-	3.8%	-	-	3.2%	0.6%	1.9%	-	1.5%	2.4%	1.0%	0.7%	3.4%	1.5%	2.7%	1.0%	0.3%	1.6%	-
Berkshire	14	4	9	2	5	6	-	-	-	14	-	-	5	6	2	-	12	1	8	3	1	1	3	5	6	14	-
	1.6%	0.9%	2.3%	1.2%	1.6%	1.8%	-	-	-	3.9%	-	-	2.1%	2.5%	1.0%	-	1.5%	2.2%	2.5%	1.2%	0.4%	0.6%	0.9%	1.3%	3.6%	1.6%	-
Buckinghamshire	4	3	1	1	3	-	-	-	-	4	-	-	2	1	1	1	2	2	2	1	-	2	1	1	2	3	1
	0.5%	0.8%	0.1%	0.7%	0.9%	-	-	-	-	1.1%	-	-	0.7%	0.3%	0.4%	0.3%	0.3%	2.4%	0.6%	0.2%	-	1.9%	0.4%	0.2%	1.2%	0.3%	5.3%
Cambridgeshire	12	7	5	3	5	4	-	-	-	12	-	-	4	3	5	1	12	1	5	2	2	3	4	4	5	12	-
	1.4%	1.6%	1.3%	1.7%	1.7%	1.0%	-	-	-	3.5%	-	-	1.4%	1.2%	2.7%	0.4%	1.5%	0.8%	1.4%	1.0%	1.0%	3.5%	1.1%	1.1%	3.1%	1.5%	-
Cheshire	22	10	12	5	8	8	-	-	-	-	-	22	6	6	4	7	22	-	8	2	8	2	11	6	5	21	1
	2.6%	2.3%	2.8%	2.8%	2.6%	2.5%	-	-	-	-	-	9.8%	2.3%	2.2%	2.0%	4.3%	2.8%	-	2.3%	1.1%	4.2%	2.6%	3.2%	1.8%	3.0%	2.6%	3.0%
Cleveland	7	4	3	4	1	3	-	-	-	-	-	7	1	2	1	4	7	-	3	3	1	1	3	4	1	7	1
	0.9%	1.0%	0.7%	2.0%	0.2%	0.8%	-	-	-	-	-	3.3%	0.2%	0.6%	0.6%	2.6%	0.9%	-	0.9%	1.3%	0.6%	0.6%	0.9%	1.1%	0.3%	0.8%	3.1%
Cornwall	12	6	6	-	6	6	-	-	-	12	-	-	3	3	1	4	12	-	5	1	5	2	4	5	3	12	-
	1.4%	1.4%	1.4%	-	2.0%	1.7%	-	-	-	3.5%	-	-	1.3%	1.4%	0.7%	2.5%	1.5%	-	1.4%	0.4%	2.4%	2.3%	1.1%	1.5%	1.9%	1.5%	-
Cumbria	14	10	4	3	2	8	-	-	-	-	-	14	4	6	2	1	13	1	2	2	4	5	4	9	1	14	-
	1.6%	2.3%	0.9%	1.6%	0.8%	2.4%	-	-	-	-	-	6.1%	1.6%	2.5%	1.2%	0.8%	1.7%	1.2%	0.6%	0.9%	2.1%	6.0%	1.1%	2.5%	0.7%	1.7%	-
Derbyshire	10	4	6	2	6	2	-	-	-	-	10	-	4	3	2	2	10	-	4	2	3	-	6	3	1	10	-
	1.2%	0.8%	1.6%	1.2%	1.8%	0.6%	-	-	-	-	6.3%	-	1.4%	1.2%	0.9%	1.2%	1.3%	-	1.3%	0.8%	1.6%	-	1.6%	0.9%	0.9%	1.2%	-
Devon	27	14	13	4	6	17	-	-	-	27	-	-	4	7	7	8	27	-	19	4	4	-	7	20	-	27	-
	3.1%	3.0%	3.2%	1.8%	2.1%	4.8%	-	-	-	7.7%	-	-	1.6%	2.7%	4.1%	5.3%	3.4%	-	5.7%	1.9%	1.9%	-	2.0%	5.7%	-	3.2%	-
Dorset	10	6	4	2	1	6	-	-	-	10	-	-	1	5	3	1	10	-	8	-	1	1	2	8	-	10	-
	1.1%	1.4%	0.9%	0.9%	0.5%	1.9%	-	-	-	2.8%	-	-	0.3%	2.0%	1.5%	0.6%	1.2%	-	2.4%	-	0.4%	1.3%	0.5%	2.3%	-	1.2%	-

Lodestone Political Survey
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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	849	444	405	198	308	343	-	-	119	347	159	224	258	254	182	155	784	65	324	221	194	84	345	346	158	829	20
Durham	11 1.2%	3 0.7%	7 1.8%	1 0.4%	6 1.8%	4 1.2%	-	-	-	-	-	11 4.7%	2 0.7%	5 1.8%	3 1.9%	1 0.5%	11 1.3%	-	1 0.3%	6 2.7%	3 1.4%	1 1.0%	8 2.3%	1 0.3%	2 1.1%	11 1.3%	-
East Sussex	10 1.2%	6 1.3%	4 1.0%	3 1.5%	2 0.8%	4 1.3%	-	-	-	10 2.8%	-	-	1 0.5%	2 0.7%	4 2.2%	3 1.8%	8 1.1%	2 2.4%	-	2 1.1%	5 2.8%	-	6 1.9%	2 0.4%	2 1.2%	10 1.2%	-
East Yorkshire	6 0.7%	3 0.6%	3 0.8%	1 0.4%	4 1.4%	1 0.3%	-	-	-	-	-	6 2.7%	1 0.4%	2 0.7%	3 1.9%	-	6 0.8%	-	2 0.5%	1 0.4%	3 1.4%	1 0.7%	1 0.4%	2 0.7%	2 1.5%	6 0.7%	-
Essex	35 4.1%	16 3.6%	19 4.7%	8 4.2%	6 2.0%	21 6.0%	-	-	-	35 10.1%	-	-	7 2.8%	14 5.7%	7 3.9%	6 4.0%	34 4.4%	1 1.2%	8 2.6%	6 2.8%	14 7.3%	6 6.7%	7 2.0%	19 5.4%	9 6.0%	34 4.1%	1 6.8%
Gloucestershire	8 0.9%	3 0.6%	5 1.2%	2 1.0%	2 0.6%	4 1.1%	-	-	-	8 2.3%	-	-	2 0.8%	1 0.5%	1 0.8%	3 1.9%	8 1.0%	-	3 0.9%	4 1.7%	1 0.6%	-	4 1.2%	3 0.9%	1 0.5%	7 0.9%	1 3.8%
Greater Manchester	23 2.7%	9 2.0%	14 3.6%	8 4.0%	7 2.4%	8 2.3%	-	-	-	-	-	23 10.3%	11 4.1%	6 2.3%	3 1.7%	3 2.2%	22 2.8%	1 2.2%	9 2.9%	9 4.0%	2 1.3%	1 0.6%	11 3.1%	10 2.9%	2 1.5%	22 2.7%	1 3.6%
Hampshire	34 4.0%	14 3.2%	20 4.9%	3 1.4%	7 2.2%	24 7.1%	-	-	-	34 9.8%	-	-	6 2.4%	10 4.1%	17 9.2%	1 0.3%	34 4.3%	-	17 5.2%	7 3.2%	6 3.3%	3 3.3%	8 2.3%	19 5.6%	7 4.3%	33 4.0%	1 2.7%
Herefordshire	2 0.2%	-	2 0.4%	-	2 0.5%	-	-	-	-	-	-	2 1.0%	2 0.6%	-	-	-	2 0.2%	-	1 0.2%	1 0.4%	-	-	2 0.5%	-	-	2 0.2%	-
Hertfordshire	17 2.1%	7 1.6%	10 2.6%	4 2.1%	7 2.4%	6 1.8%	-	-	-	17 5.0%	-	-	4 1.6%	8 3.1%	3 1.8%	2 1.3%	17 2.1%	1 0.9%	8 2.5%	4 1.7%	4 2.1%	2 1.8%	7 2.1%	10 2.8%	1 0.3%	16 2.0%	1 5.3%
Kent	32 3.7%	19 4.3%	12 3.1%	10 4.9%	13 4.2%	9 2.6%	-	-	-	32 9.1%	-	-	8 3.1%	8 3.0%	6 3.5%	10 6.1%	30 3.8%	1 2.2%	16 4.9%	4 2.0%	4 2.0%	8 9.0%	10 2.9%	15 4.2%	7 4.4%	32 3.8%	-
Lancashire	30 3.6%	15 3.5%	15 3.6%	4 1.8%	18 6.0%	8 2.4%	-	-	-	-	-	30 13.5%	4 1.5%	9 3.7%	11 6.1%	6 3.8%	29 3.8%	1 1.1%	13 4.1%	10 4.7%	4 1.9%	2 2.7%	10 2.9%	13 3.6%	8 4.8%	30 3.6%	1 2.8%
Leicestershire	20 2.4%	4 0.9%	16 4.0%	6 3.1%	4 1.2%	10 3.0%	-	-	-	-	20 12.7%	-	8 3.0%	5 2.0%	3 1.4%	5 3.1%	18 2.3%	2 3.8%	10 3.1%	7 3.1%	3 1.3%	1 0.6%	10 2.8%	10 2.8%	1 0.6%	20 2.4%	-
Lincolnshire	11 1.3%	7 1.6%	3 0.9%	2 1.0%	4 1.3%	5 1.3%	-	-	-	-	11 6.7%	-	4 1.5%	*	3 1.4%	4 2.3%	10 1.3%	*	5 1.7%	4 1.6%	1 0.5%	1 0.7%	5 1.3%	5 1.4%	1 0.7%	11 1.3%	-
Lincolnshire (North or North-East)	6 0.7%	2 0.5%	4 0.9%	1 0.6%	1 0.2%	4 1.2%	-	-	-	-	-	6 2.6%	-	2 0.6%	1 0.3%	4 2.4%	5 0.7%	1 0.8%	-	4 1.7%	2 0.8%	1 0.8%	5 1.5%	-	1 0.4%	6 0.7%	-

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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	849	444	405	198	308	343	-	-	119	347	159	224	258	254	182	155	784	65	324	221	194	84	345	346	158	829	20
Merseyside	15 1.8%	9 2.0%	6 1.6%	3 1.4%	10 3.1%	3 0.9%	-	-	-	-	-	15 6.9%	4 1.5%	6 2.2%	2 1.2%	4 2.5%	14 1.7%	2 2.7%	2 0.5%	7 3.2%	6 3.0%	1 0.9%	8 2.4%	5 1.3%	2 1.5%	15 1.8%	1 3.6%
Norfolk	23 2.7%	11 2.4%	12 3.0%	5 2.3%	6 2.0%	12 3.5%	-	-	-	23 6.6%	-	-	3 1.1%	9 3.4%	3 1.9%	8 5.2%	23 2.9%	-	11 3.5%	3 1.5%	3 1.6%	1 1.8%	5 1.5%	7 2.0%	11 6.8%	23 2.8%	-
North Yorkshire	18 2.1%	13 2.9%	5 1.2%	2 1.2%	10 3.4%	5 1.5%	-	-	-	-	-	18 7.9%	5 1.8%	6 2.3%	5 3.0%	2 1.3%	15 1.9%	3 4.4%	3 0.8%	7 3.0%	8 4.1%	-	12 3.5%	4 1.3%	1 0.9%	18 2.1%	-
Northamptonshire	14 1.7%	10 2.3%	4 1.0%	2 1.1%	4 1.3%	8 2.3%	-	-	-	-	14 8.9%	-	3 1.0%	6 2.5%	2 0.8%	4 2.3%	13 1.7%	1 1.6%	7 2.1%	2 0.9%	4 2.3%	1 0.6%	6 1.6%	6 1.7%	3 1.8%	14 1.6%	1 2.6%
Northumberland	5 0.6%	3 0.6%	3 0.6%	1 0.6%	3 0.8%	1 0.4%	-	-	-	-	-	5 2.3%	2 0.7%	3 1.3%	-	-	5 0.6%	-	3 0.9%	1 0.3%	1 0.7%	-	2 0.6%	2 0.6%	1 0.7%	5 0.6%	-
Nottinghamshire	21 2.5%	12 2.8%	9 2.2%	5 2.3%	9 2.8%	8 2.3%	-	-	-	-	21 13.3%	-	5 1.8%	8 3.0%	6 3.0%	3 2.2%	21 2.7%	-	5 1.6%	10 4.4%	5 2.8%	1 0.8%	14 3.9%	5 1.6%	2 1.4%	20 2.5%	1 3.4%
Oxfordshire	4 0.5%	3 0.6%	1 0.4%	1 0.4%	3 1.1%	-	-	-	-	4 1.2%	-	-	3 1.2%	1 0.5%	-	-	3 0.4%	1 2.1%	2 0.7%	1 0.3%	-	1 1.6%	3 0.4%	-	-	4 0.5%	-
Shropshire	6 0.7%	2 0.4%	4 1.0%	1 0.5%	2 0.6%	3 0.9%	-	-	-	-	6 3.6%	-	-	2 0.8%	3 1.5%	1 0.7%	6 0.7%	-	3 1.1%	-	2 0.9%	-	* 0.1%	3 0.9%	2 1.4%	6 0.7%	-
Somerset	18 2.1%	13 2.8%	5 1.2%	3 1.4%	4 1.1%	11 3.3%	-	-	-	18 5.1%	-	-	10 4.0%	4 1.6%	1 0.7%	2 1.4%	17 2.2%	1 1.1%	11 3.5%	1 0.5%	5 2.3%	1 0.8%	2 0.5%	11 3.1%	5 3.3%	18 2.1%	-
South Yorkshire	15 1.8%	7 1.5%	8 2.1%	1 0.7%	7 2.3%	7 2.0%	-	-	-	-	-	15 6.8%	2 0.8%	2 0.8%	4 2.1%	7 4.6%	15 1.9%	-	5 1.7%	4 1.9%	3 1.5%	2 2.3%	4 1.2%	1 0.4%	10 6.1%	13 1.5%	3 13.5%
Staffordshire	13 1.5%	6 1.4%	7 1.7%	3 1.7%	7 2.2%	3 0.8%	-	-	-	-	13 8.1%	-	3 1.2%	2 0.8%	7 3.8%	1 0.6%	13 1.6%	-	4 1.3%	7 3.0%	2 0.8%	1 0.7%	8 2.3%	2 0.7%	2 1.6%	13 1.6%	-
Suffolk	6 0.7%	3 0.6%	4 0.9%	1 0.4%	1 0.4%	4 1.3%	-	-	-	6 1.8%	-	-	1 0.5%	1 0.3%	3 1.8%	1 0.6%	6 0.8%	-	1 0.3%	4 1.8%	1 0.4%	1 0.8%	5 1.4%	1 0.3%	1 0.4%	5 0.7%	1 4.4%
Surrey	35 4.2%	23 5.3%	12 3.0%	6 2.9%	10 3.4%	19 5.6%	-	-	-	35 10.2%	-	-	16 6.2%	12 4.6%	2 1.4%	5 3.5%	35 4.5%	-	20 6.2%	4 1.7%	10 5.3%	1 1.2%	7 2.1%	21 6.1%	7 4.5%	33 3.9%	3 13.4%
Tyne and Wear	13 1.6%	10 2.3%	3 0.7%	5 2.3%	8 2.5%	1 0.3%	-	-	-	-	-	13 5.9%	5 2.0%	1 0.3%	3 1.5%	5 2.9%	12 1.6%	1 1.4%	1 0.4%	3 1.5%	6 3.0%	2 2.4%	8 2.3%	3 0.9%	2 1.4%	13 1.6%	-

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Table 4
Q.4 Which English county do you currently live in?
Base: Respondents who currently live in England

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	849	444	405	198	308	343	-	-	119	347	159	224	258	254	182	155	784	65	324	221	194	84	345	346	158	829	20
Warwickshire	9 1.0%	8 1.7%	1 0.2%	2 1.1%	3 0.9%	4 1.1%	-	-	-	-	9 5.4%	-	5 1.9%	2 0.7%	1 0.7%	1 0.4%	9 1.1%	-	3 1.0%	1 0.5%	1 0.8%	2 2.4%	3 0.7%	4 1.2%	2 1.3%	9 1.0%	-
West Midlands	43 5.1%	15 3.4%	28 7.0%	9 4.7%	20 6.5%	14 4.0%	-	-	-	-	43 27.1%	-	10 3.9%	17 6.5%	11 6.2%	5 3.3%	35 4.5%	8 12.1%	18 5.4%	13 5.9%	8 3.9%	3 3.5%	19 5.6%	19 5.6%	4 2.8%	43 5.1%	1 2.6%
West Sussex	11 1.3%	6 1.3%	5 1.2%	2 0.8%	3 1.0%	6 1.8%	-	-	-	11 3.1%	-	-	3 1.0%	-	4 2.3%	4 2.5%	11 1.4%	-	3 1.0%	1 0.6%	4 1.9%	2 2.9%	2 0.5%	8 2.4%	1 0.4%	10 1.2%	1 3.6%
West Yorkshire	39 4.5%	17 3.8%	22 5.4%	9 4.4%	18 5.9%	12 3.4%	-	-	-	-	-	39 17.2%	9 3.6%	11 4.2%	5 2.7%	14 9.0%	35 4.5%	3 5.1%	8 2.6%	11 5.1%	9 4.9%	9 10.5%	23 6.6%	8 2.4%	8 4.8%	38 4.6%	1 3.1%
Wiltshire	10 1.1%	4 0.9%	5 1.3%	-	4 1.3%	6 1.6%	-	-	-	10 2.7%	-	-	-	6 2.5%	1 0.7%	2 1.2%	9 1.1%	1 0.8%	5 1.6%	3 1.3%	-	1 1.7%	1 0.3%	7 1.9%	2 1.0%	10 1.1%	-
Worcestershire	11 1.3%	5 1.1%	6 1.5%	1 0.6%	3 0.9%	7 2.1%	-	-	-	-	11 6.9%	-	3 1.2%	4 1.4%	1 0.8%	3 1.9%	11 1.4%	-	6 2.0%	3 1.6%	1 0.4%	1 0.6%	5 1.4%	6 1.6%	1 0.3%	11 1.3%	-
SIGMA	849 100.0%	444 100.0%	405 100.0%	198 100.0%	308 100.0%	343 100.0%	-	-	119 100.0%	347 100.0%	159 100.0%	224 100.0%	258 100.0%	254 100.0%	182 100.0%	155 100.0%	784 100.0%	65 100.0%	324 100.0%	221 100.0%	194 100.0%	84 100.0%	345 100.0%	346 100.0%	158 100.0%	829 100.0%	20 100.0%

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Table 5
Q.5 What best describes your household income, including all benefits, but before tax is deducted?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Less than £10,000	52 5.2%	19 3.6%	33 6.9%	15 6.3%	18 4.9%	20 4.9%	8 8.0%	3 6.2%	3 2.8%	12 3.5%	6 3.8%	19 8.6%	- -	2 0.8%	6 2.6%	44 23.5%	47 5.1%	5 6.7%	7 1.9%	19 7.5%	9 4.4%	14 10.5%	31 7.4%	7 1.9%	14 7.2%	51 5.2%	1 5.4%
£10,000 - £14,999	101 10.1%	44 8.5%	57 11.9%	16 6.7%	23 6.4%	62 15.4%	11 10.4%	8 14.9%	3 2.5%	39 11.3%	11 7.2%	30 13.3%	- -	15 5.3%	7 3.2%	79 41.8%	100 10.7%	2 2.3%	33 9.2%	22 8.8%	20 9.1%	25 18.3%	44 10.7%	31 7.9%	26 13.4%	96 9.8%	5 21.8%
£15,000 - £19,999	81 8.1%	58 11.0%	24 5.0%	16 7.0%	22 6.0%	43 10.7%	21 20.5%	3 5.5%	3 2.8%	23 6.7%	15 9.7%	16 7.1%	- -	25 8.5%	20 9.3%	37 19.4%	79 8.4%	3 4.0%	28 7.6%	22 8.7%	14 6.5%	16 11.5%	35 8.4%	26 6.5%	21 10.8%	80 8.2%	1 5.6%
£20,000 - £29,999	176 17.6%	86 16.5%	89 18.7%	41 17.8%	62 17.0%	72 17.9%	17 16.6%	9 17.5%	18 14.9%	70 20.2%	24 15.1%	38 17.1%	16 5.1%	63 21.4%	90 42.2%	7 3.9%	166 17.8%	10 14.1%	60 16.4%	46 18.2%	36 16.8%	21 15.7%	71 17.1%	60 15.2%	45 23.3%	172 17.6%	4 16.0%
£30,000 - £39,999	153 15.3%	82 15.7%	71 14.9%	35 15.2%	57 15.6%	61 15.1%	15 14.8%	7 14.3%	17 14.0%	52 14.9%	35 21.9%	28 12.5%	57 18.5%	44 15.0%	51 24.0%	2 0.8%	145 15.6%	8 11.6%	61 16.8%	36 14.1%	42 19.5%	12 9.1%	59 14.1%	72 18.3%	23 11.8%	148 15.1%	5 23.5%
£40,000 - £49,999	159 15.8%	82 15.7%	76 16.0%	39 16.7%	56 15.5%	63 15.6%	14 13.8%	12 23.0%	29 24.1%	40 11.6%	30 18.9%	34 15.1%	84 27.5%	59 20.1%	16 7.4%	- -	149 16.0%	9 13.7%	63 17.4%	38 14.8%	33 15.5%	22 15.9%	62 14.8%	69 17.7%	28 14.4%	157 16.0%	2 7.8%
£50,000 - £59,999	90 9.0%	54 10.3%	36 7.6%	26 11.3%	40 11.0%	24 6.0%	4 3.7%	1 2.8%	13 10.9%	40 11.5%	11 6.6%	22 9.7%	55 17.8%	33 11.4%	2 1.1%	- -	84 9.0%	7 9.4%	35 9.6%	23 9.2%	27 12.6%	4 3.3%	40 9.7%	44 11.1%	6 3.3%	90 9.2%	- -
£60,000 - £69,999	54 5.4%	32 6.0%	23 4.8%	17 7.5%	31 8.6%	6 1.4%	7 6.7%	2 3.3%	10 8.7%	21 6.1%	4 2.3%	11 5.0%	39 12.8%	15 5.2%	- -	- -	50 5.4%	4 6.3%	21 5.9%	15 5.7%	11 5.0%	5 3.9%	23 5.5%	24 6.1%	8 4.0%	54 5.6%	- -
£70,000 - £79,999	34 3.4%	24 4.5%	10 2.1%	6 2.5%	15 4.1%	13 3.2%	1 1.2%	4 8.9%	8 6.9%	12 3.5%	3 1.8%	5 2.2%	23 7.6%	10 3.6%	- -	- -	28 3.0%	6 8.0%	15 4.2%	12 4.6%	3 1.5%	4 2.7%	16 3.8%	15 3.8%	3 1.6%	33 3.4%	1 3.2%
£80,000 - £89,999	5 0.5%	3 0.5%	2 0.5%	1 0.6%	3 0.9%	- -	- -	- -	2 1.9%	1 0.2%	1 0.5%	1 0.4%	4 1.3%	1 0.3%	- -	- -	2 0.2%	3 4.9%	- -	3 1.3%	1 0.3%	1 0.5%	4 1.0%	1 0.2%	- -	5 0.5%	- -
£90,000 - £99,000	10 1.0%	7 1.4%	3 0.7%	2 1.0%	7 1.8%	1 0.3%	1 0.9%	- -	1 1.2%	2 0.7%	4 2.3%	2 0.9%	10 3.4%	- -	- -	- -	10 1.0%	1 1.1%	5 1.3%	- -	5 2.5%	- -	3 0.7%	8 1.9%	- -	10 1.1%	- -
£100,000 - £149,999	17 1.7%	11 2.1%	5 1.1%	4 1.5%	12 3.2%	1 0.3%	- -	2 3.8%	7 6.0%	3 1.0%	3 1.8%	1 0.5%	12 3.9%	5 1.6%	- -	- -	13 1.4%	4 5.5%	7 1.9%	5 1.9%	1 0.5%	3 2.1%	6 1.4%	9 2.2%	2 1.1%	15 1.6%	1 4.5%
£150,000 - £199,999	1 0.1%	- -	1 0.2%	1 0.3%	- -	- -	- -	- -	- -	1 0.2%	- -	- -	1 0.2%	- -	- -	- -	1 0.1%	- -	1 0.2%	- -	- -	- -	- -	1 0.2%	- -	1 0.1%	- -

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Table 5
Q.5 What best describes your household income, including all benefits, but before tax is deducted?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?		
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23	
£200,000 or more	2 0.2%	1 0.2%	1 0.2%	- 0.4%	2 0.4%	-	-	-	1 0.7%	-	1 0.5%	-	2 0.5%	-	-	-	1 0.1%	1 1.1%	2 0.4%	-	-	-	-	-	2 0.4%	-	2 0.2%	-
Don't know / prefer not to say	66 6.6%	20 3.8%	46 9.6%	13 5.5%	16 4.5%	37 9.2%	3 3.4%	-	3 2.7%	30 8.6%	12 7.6%	17 7.7%	4 1.3%	20 7.0%	22 10.2%	20 10.6%	58 6.2%	8 11.4%	26 7.1%	13 5.2%	13 5.8%	9 6.4%	22 5.3%	26 6.6%	18 9.3%	63 6.5%	3 12.1%	
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%	

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Table 6
Q.6 What is the last qualification you ended your formal education with?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
No qualification	39 3.9%	16 3.1%	23 4.8%	1 0.4%	6 1.6%	32 7.9%	7 6.9%	5 10.2%	1 1.1%	7 2.1%	4 2.4%	14 6.3%	- -	- -	2 1.1%	36 19.3%	39 4.2%	- -	6 1.7%	16 6.4%	3 1.6%	13 9.5%	23 5.5%	8 1.9%	8 4.3%	38 3.9%	1 2.3%
CSE / O Level / GCSE	195 19.5%	97 18.6%	98 20.5%	23 9.8%	77 21.1%	95 23.6%	14 13.6%	6 12.1%	14 12.1%	72 20.7%	41 25.8%	48 21.4%	- -	24 8.3%	90 42.2%	81 42.8%	187 20.1%	8 11.1%	81 22.2%	52 20.2%	32 15.1%	22 16.6%	74 17.8%	83 21.0%	38 20.0%	189 19.4%	6 24.9%
Apprenticeship	36 3.6%	32 6.1%	4 0.8%	3 1.1%	3 0.9%	30 7.3%	6 5.7%	2 4.9%	1 1.2%	11 3.2%	7 4.5%	7 3.3%	- -	6 2.1%	12 5.8%	17 9.1%	35 3.8%	1 0.7%	14 3.7%	8 3.2%	5 2.1%	9 6.8%	16 3.8%	10 2.6%	10 5.0%	36 3.6%	- -
Vocational Training	48 4.8%	21 4.1%	27 5.6%	9 4.0%	21 5.7%	18 4.4%	1 1.5%	1 1.2%	6 4.8%	19 5.6%	7 4.4%	13 6.0%	1 0.2%	9 3.0%	22 10.3%	16 8.7%	46 5.0%	2 2.3%	22 6.0%	12 4.5%	7 3.4%	5 3.5%	19 4.6%	21 5.4%	8 3.9%	47 4.8%	1 2.4%
A-S Level	34 3.4%	17 3.3%	17 3.5%	4 1.9%	13 3.6%	17 4.1%	1 0.6%	1 1.2%	8 6.4%	11 3.1%	2 1.4%	12 5.5%	- -	20 6.8%	10 4.5%	5 2.5%	33 3.5%	1 1.6%	18 4.9%	7 2.9%	7 3.1%	2 1.8%	15 3.7%	14 3.6%	5 2.4%	34 3.4%	1 2.7%
Scottish Highers	10 1.0%	3 0.5%	7 1.5%	1 0.3%	6 1.8%	3 0.7%	6 5.8%	- -	- -	3 0.9%	1 0.6%	- -	- -	6 2.2%	1 0.7%	2 1.1%	10 1.1%	- -	2 0.6%	1 0.3%	4 1.9%	3 2.2%	6 1.3%	2 0.6%	2 1.1%	10 1.0%	- -
NVQ Levels 3 or 4 or similar	56 5.6%	31 5.9%	25 5.3%	14 6.2%	26 7.1%	16 3.9%	9 9.1%	4 8.4%	5 4.6%	19 5.4%	5 3.0%	14 6.2%	- -	26 9.0%	18 8.4%	12 6.3%	55 5.9%	1 1.8%	22 6.0%	13 4.9%	6 2.8%	14 10.7%	18 4.4%	24 6.2%	14 7.1%	54 5.5%	2 10.2%
A Level	95 9.5%	53 10.2%	41 8.6%	31 13.5%	29 8.0%	34 8.4%	4 4.1%	6 11.7%	5 4.4%	40 11.4%	13 8.1%	27 12.0%	2 0.6%	53 18.0%	27 12.7%	13 6.9%	90 9.7%	4 6.3%	27 7.4%	25 9.8%	24 11.3%	13 9.5%	38 9.1%	40 10.1%	17 8.8%	93 9.5%	2 8.1%
Other college education aged 18-21	67 6.7%	39 7.4%	28 5.8%	13 5.7%	23 6.2%	31 7.6%	9 9.3%	8 15.4%	5 4.2%	18 5.3%	15 9.3%	11 5.1%	9 2.9%	41 14.1%	13 6.0%	4 2.0%	64 6.9%	3 3.8%	29 7.9%	16 6.3%	7 3.5%	13 9.7%	21 5.0%	25 6.4%	21 10.7%	65 6.6%	2 7.7%
Bachelors Degree or similar	286 28.6%	148 28.3%	138 29.0%	95 40.9%	111 30.6%	80 19.8%	26 25.7%	10 19.6%	45 37.7%	110 31.6%	45 28.2%	51 22.8%	185 60.3%	96 32.9%	6 2.6%	- -	258 27.7%	28 40.9%	98 27.0%	79 31.0%	75 34.6%	24 17.7%	132 31.8%	109 27.6%	46 23.8%	278 28.5%	8 35.0%
Postgraduate / PhD	120 12.0%	59 11.3%	61 12.7%	37 16.1%	43 11.8%	40 9.8%	16 16.4%	8 15.3%	28 23.4%	27 7.8%	17 10.9%	23 10.4%	110 35.9%	10 3.3%	- -	- -	98 10.5%	22 31.5%	40 11.0%	23 9.2%	42 19.7%	12 9.0%	49 11.7%	51 12.9%	21 10.7%	118 12.1%	2 6.8%
Other	15 1.5%	6 1.2%	9 1.9%	- -	6 1.5%	10 2.5%	1 1.3%	- -	- -	9 2.7%	2 1.4%	2 1.1%	- -	1 0.4%	12 5.5%	3 1.4%	15 1.7%	- -	6 1.7%	3 1.2%	2 1.1%	4 3.0%	5 1.2%	6 1.6%	4 2.2%	15 1.6%	- -
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

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Table 7
Q.7 What is your ethnic group?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
White	931	486	446	201	335	395	98	49	90	334	148	212	266	275	209	182	931	-	347	222	202	134	368	380	183	910	22
	93.1%	93.0%	93.2%	86.4%	92.3%	97.7%	97.7%	97.4%	75.7%	96.5%	92.5%	94.5%	86.7%	93.9%	98.3%	96.4%	100.0%	-	95.3%	86.9%	93.6%	98.8%	88.5%	96.7%	95.7%	93.1%	93.1%
Mixed/multiple ethnic groups	13	8	6	7	3	3	-	-	3	4	1	6	8	5	-	-	-	13	1	5	6	1	10	2	2	13	-
	1.3%	1.5%	1.2%	3.0%	0.9%	0.7%	-	-	2.5%	1.1%	0.4%	2.6%	2.7%	1.8%	-	-	-	19.4%	0.2%	2.1%	3.0%	0.6%	2.5%	0.4%	0.8%	1.4%	-
Asian/Asian British	36	16	20	20	16	-	2	1	16	6	7	4	20	9	4	4	-	36	12	16	6	-	24	7	5	34	2
	3.6%	3.0%	4.3%	8.4%	4.5%	-	1.7%	1.2%	13.5%	1.8%	4.6%	1.7%	6.4%	3.1%	1.7%	1.9%	-	52.1%	3.2%	6.4%	2.8%	-	5.8%	1.8%	2.5%	3.5%	6.9%
Black/African/Caribbean/ Black British	15	11	3	4	4	7	1	-	10	-	3	1	9	2	-	3	-	15	3	9	1	-	11	3	1	15	-
	1.5%	2.1%	0.7%	1.6%	1.2%	1.6%	0.6%	-	8.3%	-	2.0%	0.4%	2.9%	0.8%	-	1.8%	-	21.1%	0.9%	3.7%	0.6%	-	2.7%	0.7%	0.3%	1.5%	-
Other ethnic group	5	2	3	1	4	-	-	1	-	2	1	2	4	1	-	-	-	5	2	2	-	1	2	2	1	5	-
	0.5%	0.4%	0.6%	0.5%	1.0%	-	-	1.4%	-	0.5%	0.5%	0.8%	1.3%	0.4%	-	-	-	7.3%	0.4%	0.9%	-	0.6%	0.5%	0.4%	0.7%	0.5%	-
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 8
Q.8 Do you have any children?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes	685	356	329	94	258	333	72	35	74	241	114	149	212	187	155	131	638	47	253	181	133	98	281	264	141	673	12
	68.5%	68.2%	68.8%	40.4%	71.1%	82.3%	71.2%	69.7%	62.2%	69.5%	71.6%	66.4%	69.3%	63.9%	72.7%	69.6%	68.5%	68.3%	69.4%	70.9%	61.6%	72.7%	67.5%	67.1%	73.6%	68.8%	53.6%
No	315	166	149	138	105	72	29	15	45	106	45	75	94	106	58	57	293	22	111	74	83	37	135	129	51	305	11
	31.5%	31.8%	31.2%	59.6%	28.9%	17.7%	28.8%	30.3%	37.8%	30.5%	28.4%	33.6%	30.7%	36.1%	27.3%	30.4%	31.5%	31.7%	30.6%	29.1%	38.4%	27.3%	32.5%	32.9%	26.4%	31.2%	46.4%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 9
Q.9 How many children do you have?
Base: Have children

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	683	318	365	145	348	190	64	34	82	214	132	157	213	187	168	115	623	60	224	202	130	99	312	242	129	669	14
Weighted Total	685	356	329	94	258	333	72	35	74	241	114	149	212	187	155	131	638	47	253	181	133	98	281	264	141	673	12
1	168	83	85	41	74	53	19	5	28	49	24	43	45	39	57	27	148	20	46	50	37	28	79	56	33	164	4
	24.5%	23.3%	25.9%	43.8%	28.7%	15.9%	26.3%	14.9%	37.4%	20.4%	21.3%	28.7%	21.2%	20.7%	37.1%	20.5%	23.2%	43.0%	18.0%	27.4%	28.1%	28.6%	28.1%	21.3%	23.3%	24.3%	34.6%
2	344	179	166	38	119	188	40	18	31	129	55	72	104	99	68	74	331	13	134	92	59	52	134	132	79	340	4
	50.3%	50.2%	50.4%	40.3%	45.9%	56.5%	55.5%	50.4%	41.4%	53.7%	47.9%	48.5%	49.0%	52.8%	44.0%	56.3%	51.9%	27.8%	53.1%	51.1%	44.2%	52.9%	47.7%	50.2%	55.7%	50.6%	35.0%
3	121	69	52	11	46	63	12	6	9	47	23	24	45	39	18	18	113	7	56	19	28	12	41	57	22	117	3
	17.6%	19.3%	15.7%	12.1%	17.9%	18.9%	16.1%	16.7%	12.5%	19.5%	20.4%	15.8%	21.2%	21.0%	11.9%	13.6%	17.8%	15.1%	22.1%	10.6%	21.3%	11.7%	14.8%	21.7%	15.6%	17.4%	25.7%
4+	52	26	26	4	19	29	2	6	6	15	12	10	18	10	11	13	45	7	17	20	9	7	26	18	8	51	1
	7.6%	7.2%	8.0%	3.8%	7.5%	8.8%	2.1%	17.9%	8.7%	6.4%	10.4%	7.0%	8.6%	5.4%	7.0%	9.6%	7.1%	14.1%	6.8%	10.8%	6.4%	6.8%	9.4%	6.8%	5.4%	7.6%	4.7%
SIGMA	685	356	329	94	258	333	72	35	74	241	114	149	212	187	155	131	638	47	253	181	133	98	281	264	141	673	12
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 10
Q.14 Do you think life will be better, worse, or the same in 2020?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Much better	73 7.3%	45 8.6%	28 5.9%	33 14.3%	30 8.3%	10 2.5%	6 5.8%	4 8.4%	17 14.6%	21 6.2%	9 5.5%	16 7.0%	30 9.8%	21 7.1%	13 6.3%	9 4.8%	59 6.3%	15 21.3%	26 7.1%	26 10.2%	11 5.2%	10 7.4%	33 8.0%	35 8.9%	5 2.5%	71 7.3%	2 10.0%
Somewhat better	305 30.5%	162 31.0%	143 29.9%	93 39.9%	114 31.3%	99 24.4%	45 44.4%	15 30.0%	36 29.9%	93 26.9%	50 31.4%	67 29.7%	105 34.2%	102 34.9%	50 23.6%	48 25.4%	280 30.1%	25 36.4%	110 30.3%	78 30.6%	74 34.3%	37 27.5%	134 32.2%	128 32.6%	43 22.4%	303 31.0%	3 11.0%
Neither better nor worse	343 34.3%	174 33.3%	169 35.4%	68 29.3%	132 36.3%	143 35.3%	24 24.3%	17 33.5%	41 34.3%	130 37.4%	50 31.6%	81 36.0%	103 33.7%	103 35.2%	77 36.3%	60 31.6%	329 35.3%	14 20.4%	126 34.5%	77 30.4%	80 37.1%	44 32.5%	125 30.0%	133 33.8%	85 44.5%	335 34.3%	8 35.2%
Somewhat worse	218 21.8%	109 20.9%	109 22.8%	32 13.6%	67 18.5%	119 29.5%	25 24.5%	12 24.6%	16 13.4%	81 23.4%	41 25.6%	43 19.4%	53 17.2%	52 17.6%	60 28.4%	54 28.4%	209 22.4%	10 14.1%	87 23.9%	57 22.5%	40 18.4%	26 19.4%	98 23.5%	81 20.5%	40 20.7%	213 21.8%	5 22.5%
Much worse	61 6.1%	32 6.1%	29 6.0%	7 2.9%	20 5.5%	34 8.4%	1 1.0%	2 3.5%	9 7.8%	21 6.1%	10 6.0%	18 7.9%	15 5.0%	15 5.2%	12 5.5%	18 9.8%	55 5.9%	5 7.9%	15 4.2%	16 6.4%	11 5.0%	18 13.2%	26 6.1%	16 4.1%	19 9.9%	56 5.7%	5 21.3%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

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Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Not having as much money as I'd like to have	123 12.3%	57 10.8%	66 13.9%	46 19.6%	44 12.1%	33 8.2%	11 10.7%	6 11.1%	17 14.5%	34 9.9%	27 17.1%	28 12.3%	38 12.4%	35 11.9%	21 9.8%	29 15.3%	110 11.8%	13 18.2%	33 9.1%	42 16.4%	32 14.8%	12 9.1%	65 15.7%	36 9.0%	22 11.6%	119 12.2%	4 15.6%
Becoming or being unemployed	64 6.4%	35 6.7%	28 5.9%	24 10.3%	30 8.2%	10 2.4%	6 5.7%	4 8.0%	9 7.4%	21 6.0%	8 5.0%	16 7.2%	23 7.6%	19 6.5%	12 5.6%	9 4.9%	57 6.1%	7 10.0%	17 4.7%	20 7.8%	18 8.3%	4 3.2%	36 8.8%	19 4.8%	8 4.4%	61 6.2%	3 12.8%
Not having enough money when I retire	70 7.0%	41 7.8%	29 6.1%	3 1.3%	41 11.2%	26 6.5%	6 5.9%	4 7.3%	9 7.4%	25 7.2%	12 7.6%	14 6.4%	27 8.7%	24 8.2%	12 5.7%	8 4.0%	67 7.2%	3 4.1%	24 6.5%	22 8.7%	13 6.3%	10 7.2%	32 7.7%	30 7.7%	8 4.1%	69 7.1%	1 3.8%
Not being able to afford to pay the bills	102 10.2%	43 8.2%	59 12.4%	22 9.6%	45 12.3%	35 8.6%	16 15.9%	8 16.5%	7 6.1%	32 9.2%	13 7.9%	26 11.5%	27 8.8%	26 8.9%	23 11.0%	26 13.6%	98 10.6%	3 5.0%	30 8.3%	32 12.4%	13 5.9%	23 16.7%	51 12.2%	37 9.4%	14 7.5%	100 10.2%	2 7.2%
Not being successful enough	19 1.9%	11 2.1%	7 1.6%	11 4.6%	8 2.2%	-	1 0.7%	* 0.9%	3 2.7%	5 1.4%	5 3.1%	4 2.0%	8 2.7%	4 1.3%	5 2.2%	2 0.9%	17 1.8%	2 2.2%	4 1.1%	6 2.5%	2 0.7%	5 3.5%	11 2.6%	6 1.5%	2 1.0%	18 1.8%	1 3.5%
Getting or being unwell	83 8.3%	47 9.0%	36 7.6%	9 4.0%	26 7.3%	48 11.8%	5 5.4%	3 6.4%	4 3.0%	32 9.1%	16 10.1%	23 10.4%	12 4.0%	26 9.0%	24 11.2%	21 11.1%	82 8.8%	2 2.6%	33 9.2%	15 6.0%	25 11.4%	9 6.5%	27 6.5%	36 9.2%	20 10.6%	80 8.2%	3 14.4%
My family or friends being unwell	50 5.0%	19 3.7%	31 6.4%	6 2.4%	19 5.2%	26 6.3%	5 5.3%	1 2.3%	5 4.2%	16 4.6%	14 8.6%	9 3.9%	15 4.7%	12 4.3%	17 8.1%	6 3.0%	49 5.3%	1 1.1%	28 7.8%	10 3.9%	8 3.9%	3 2.0%	14 3.3%	28 7.1%	9 4.4%	50 5.1%	-
The transport system not being good enough	5 0.5%	3 0.5%	3 0.6%	5 2.0%	1 0.2%	-	1 0.7%	-	1 1.1%	2 0.5%	2 0.9%	-	2 0.7%	1 0.5%	2 0.8%	-	5 0.5%	1 1.1%	1 0.2%	2 1.0%	2 1.1%	-	3 0.7%	2 0.6%	-	5 0.6%	-
The way I look	8 0.8%	2 0.4%	6 1.2%	4 1.6%	3 0.8%	1 0.3%	1 0.8%	1 1.6%	-	4 1.3%	1 0.8%	1 0.3%	3 1.0%	2 0.7%	3 1.2%	-	8 0.8%	-	3 0.8%	2 0.9%	1 0.7%	1 0.4%	4 0.9%	4 0.9%	1 0.3%	7 0.7%	1 2.5%
Not fitting in	8 0.8%	3 0.6%	5 1.1%	5 2.1%	3 0.9%	-	1 0.8%	2 4.2%	1 1.1%	1 0.2%	2 1.0%	2 0.7%	3 0.8%	3 0.9%	1 0.6%	2 1.0%	5 0.6%	3 4.0%	2 0.6%	3 1.0%	2 1.0%	1 0.4%	7 1.8%	1 0.2%	-	8 0.8%	1 2.7%
Not having enough time to get everything done	21 2.1%	11 2.1%	11 2.2%	5 2.3%	11 3.2%	4 1.1%	4 4.2%	-	7 5.6%	6 1.7%	2 1.3%	3 1.1%	10 3.4%	5 1.8%	4 2.0%	2 0.9%	16 1.7%	5 7.9%	11 3.1%	7 2.9%	3 1.2%	-	10 2.4%	9 2.2%	3 1.4%	21 2.2%	-
Not having enough time for my family and friends	21 2.1%	12 2.3%	9 1.8%	11 4.6%	8 2.2%	2 0.5%	1 1.3%	1 1.8%	7 5.6%	7 2.2%	2 1.1%	2 1.1%	11 3.6%	6 2.1%	1 0.6%	2 1.2%	17 1.8%	4 5.2%	9 2.5%	5 2.0%	4 1.9%	2 1.5%	9 2.1%	9 2.2%	3 1.6%	20 2.0%	1 2.5%
Not having enough me time	16 1.6%	8 1.5%	8 1.7%	6 2.7%	6 1.5%	4 0.9%	1 0.6%	1 1.2%	3 2.6%	7 1.9%	2 1.4%	3 1.1%	7 2.3%	4 1.4%	5 2.2%	-	15 1.6%	1 1.2%	5 1.3%	3 1.2%	4 1.8%	4 3.0%	2 0.6%	8 1.9%	6 3.0%	16 1.6%	-

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Table 11
Q.15 What is the thing that most worries you at the moment?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Being lonely	18 1.8%	8 1.5%	10 2.1%	9 3.9%	5 1.3%	4 1.1%	- -	1 1.8%	5 4.0%	6 1.8%	2 1.0%	5 2.0%	4 1.3%	7 2.4%	6 2.9%	1 0.6%	16 1.7%	2 2.7%	6 1.7%	4 1.5%	4 2.0%	3 1.9%	6 1.3%	10 2.5%	3 1.3%	18 1.8%	-
Crime	27 2.7%	20 3.8%	8 1.6%	5 2.2%	8 2.1%	15 3.6%	3 2.9%	2 4.6%	3 2.9%	14 4.1%	2 1.2%	3 1.2%	6 2.0%	9 3.2%	3 1.3%	9 5.0%	27 2.9%	1 0.8%	5 1.4%	6 2.5%	7 3.3%	9 6.6%	10 2.3%	8 2.1%	10 5.0%	27 2.8%	-
Terrorism	50 5.0%	28 5.3%	22 4.7%	16 6.8%	12 3.3%	22 5.4%	7 6.8%	1 2.8%	8 6.5%	13 3.8%	8 5.2%	12 5.6%	14 4.4%	10 3.3%	11 5.4%	15 8.1%	43 4.7%	7 9.5%	27 7.4%	7 2.9%	6 2.6%	9 6.6%	16 3.7%	29 7.5%	5 2.7%	49 5.0%	1 2.9%
The condition of the environment	24 2.4%	16 3.1%	8 1.6%	8 3.3%	5 1.3%	11 2.8%	3 2.7%	- -	4 3.7%	16 4.6%	- -	1 0.3%	7 2.2%	7 2.5%	5 2.5%	4 2.3%	21 2.3%	2 3.5%	6 1.6%	7 2.7%	6 2.9%	4 2.6%	11 2.6%	5 1.2%	8 4.2%	21 2.2%	3 11.4%
The state of our schools	14 1.4%	9 1.8%	5 1.0%	6 2.6%	3 0.9%	5 1.1%	1 0.6%	- -	3 2.9%	5 1.3%	1 0.8%	4 1.8%	2 0.7%	5 1.9%	2 1.2%	4 2.0%	13 1.4%	1 1.6%	4 1.1%	4 1.4%	2 1.0%	3 2.1%	6 1.5%	7 1.8%	1 0.3%	14 1.4%	-
The state of our hospitals / NHS	50 5.0%	30 5.7%	21 4.3%	10 4.2%	12 3.3%	29 7.1%	5 5.0%	7 13.8%	4 3.2%	13 3.8%	4 2.8%	17 7.6%	18 6.0%	17 5.7%	10 4.6%	6 3.0%	47 5.1%	3 4.8%	22 6.0%	10 3.9%	12 5.7%	6 4.1%	20 4.8%	23 5.8%	7 3.9%	50 5.1%	1 2.2%
My childrens/grandchildrens future	165 16.5%	78 14.9%	88 18.3%	16 6.8%	53 14.6%	97 23.9%	18 17.8%	6 11.4%	16 13.3%	63 18.3%	27 16.6%	36 16.0%	47 15.3%	50 17.2%	38 17.9%	30 15.9%	160 17.2%	5 7.6%	69 19.1%	33 13.1%	32 15.0%	25 18.8%	55 13.3%	67 17.0%	43 22.6%	162 16.5%	4 16.3%
Other	62 6.2%	43 8.2%	20 4.1%	7 3.1%	22 6.0%	33 8.2%	6 6.1%	2 4.1%	3 2.2%	24 7.1%	10 6.1%	17 7.6%	22 7.3%	19 6.4%	7 3.4%	14 7.3%	57 6.2%	5 7.1%	24 6.6%	14 5.3%	19 8.7%	5 3.8%	22 5.3%	21 5.2%	20 10.3%	62 6.3%	1 2.2%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Ensuring we have a stable economy	194 19.4%	107 20.5%	87 18.2%	53 23.0%	71 19.5%	70 17.2%	24 23.4%	12 24.2%	25 20.8%	67 19.3%	26 16.3%	40 18.0%	72 23.4%	63 21.5%	41 19.3%	18 9.6%	181 19.5%	12 17.8%	76 20.9%	47 18.3%	47 21.6%	14 10.2%	73 17.6%	87 22.1%	34 17.7%	191 19.6%	2 10.2%
Working to create more jobs	105 10.5%	53 10.2%	52 10.8%	35 15.1%	44 12.1%	26 6.4%	10 9.8%	3 6.2%	11 8.9%	31 8.9%	16 9.9%	34 15.4%	34 11.2%	25 8.6%	20 9.2%	25 13.5%	93 10.0%	11 16.5%	23 6.4%	34 13.5%	31 14.5%	12 9.2%	67 16.1%	21 5.5%	16 8.5%	101 10.3%	4 16.7%
Ensuring we have a strong stable health system/NHS	83 8.3%	35 6.6%	49 10.2%	21 9.2%	21 5.7%	41 10.1%	4 4.0%	9 18.8%	9 7.7%	30 8.7%	11 7.2%	19 8.5%	25 8.1%	31 10.7%	19 8.8%	9 4.5%	76 8.1%	7 10.8%	20 5.6%	20 7.7%	25 11.5%	17 12.3%	35 8.4%	25 6.3%	24 12.3%	82 8.4%	1 6.1%
Ensuring we have a better transport system	7 0.7%	6 1.2%	1 0.1%	2 0.7%	3 0.7%	3 0.3%	- -	- -	2 1.3%	4 1.4%	- -	1 0.3%	1 0.4%	2 0.7%	3 1.6%	- -	6 0.6%	1 1.1%	3 0.9%	2 0.9%	1 0.6%	- -	3 0.7%	3 0.8%	1 0.4%	6 0.6%	1 2.3%
Tackling crime and corruption	39 3.9%	24 4.6%	15 3.1%	9 3.8%	14 3.9%	16 3.9%	3 2.5%	1 2.5%	5 3.9%	11 3.1%	11 7.0%	9 3.9%	9 2.9%	14 4.8%	11 5.2%	5 2.7%	36 3.9%	3 3.6%	17 4.8%	11 4.3%	4 1.9%	6 4.4%	15 3.5%	18 4.7%	6 3.1%	38 3.9%	1 2.9%
Ensuring we have better schools	20 2.0%	12 2.3%	8 1.7%	6 2.7%	7 1.9%	7 1.7%	- -	2 3.3%	6 5.0%	9 2.5%	1 0.3%	3 1.5%	6 2.0%	8 2.7%	1 0.6%	5 2.6%	18 1.9%	2 3.6%	7 2.0%	6 2.2%	5 2.2%	3 1.9%	9 2.2%	10 2.6%	1 0.5%	20 2.0%	1 2.3%
Reducing taxes	46 4.6%	28 5.3%	18 3.7%	16 7.0%	19 5.1%	11 2.6%	5 5.1%	1 1.0%	9 7.4%	19 5.4%	7 4.7%	5 2.3%	24 7.7%	10 3.4%	8 3.8%	4 2.1%	41 4.4%	5 6.9%	22 5.9%	11 4.4%	8 3.5%	5 3.9%	18 4.3%	24 6.0%	4 2.1%	45 4.6%	1 2.2%
Making sure the rich pay their fair share of taxes	81 8.1%	41 7.8%	40 8.3%	17 7.4%	29 7.9%	35 8.6%	7 6.6%	5 10.4%	12 9.8%	23 6.5%	14 8.6%	21 9.4%	31 10.1%	13 4.4%	9 4.1%	28 14.9%	77 8.2%	4 6.1%	12 3.3%	37 14.6%	19 8.8%	9 6.8%	54 13.1%	15 3.9%	11 5.9%	78 8.0%	3 11.3%
Reforming our welfare system to reduce dependency	80 8.0%	31 5.9%	50 10.4%	22 9.4%	33 9.2%	25 6.2%	11 11.4%	7 14.5%	5 4.3%	26 7.6%	10 6.4%	20 9.0%	34 11.0%	22 7.5%	11 5.4%	14 7.2%	76 8.2%	4 6.5%	42 11.5%	13 5.3%	12 5.5%	10 7.1%	17 4.2%	48 12.1%	16 8.1%	80 8.2%	- -
Tackling poverty	63 6.3%	27 5.2%	36 7.6%	20 8.6%	27 7.5%	16 4.0%	11 11.4%	4 7.0%	5 4.4%	16 4.5%	15 9.2%	13 5.8%	15 4.9%	20 6.7%	11 5.4%	17 9.1%	55 5.9%	8 11.9%	14 3.8%	22 8.6%	14 6.6%	12 8.8%	43 10.4%	14 3.6%	6 3.3%	62 6.4%	1 5.6%
Ensuring that our natural environment is protected	19 1.9%	9 1.8%	10 2.1%	3 1.5%	12 3.3%	4 0.9%	3 2.5%	- -	1 0.6%	8 2.4%	3 1.6%	5 2.4%	7 2.3%	6 1.9%	3 1.3%	4 2.2%	17 1.9%	2 3.0%	4 1.2%	4 1.6%	6 2.8%	4 3.2%	12 2.9%	4 0.9%	4 1.9%	19 2.0%	- -
Ensuring we have enough housing for everyone to live in	47 4.7%	29 5.6%	18 3.8%	9 4.0%	14 3.8%	24 6.0%	4 3.8%	2 4.8%	11 9.6%	12 3.3%	5 3.1%	13 5.9%	15 5.0%	12 4.0%	8 4.0%	12 6.3%	46 4.9%	2 2.5%	10 2.7%	19 7.5%	13 6.2%	3 1.9%	27 6.4%	9 2.2%	12 6.2%	45 4.6%	2 9.4%
Getting the UK out of the European Union	154 15.4%	89 17.1%	65 13.6%	9 3.8%	44 12.0%	102 25.1%	13 13.1%	3 5.1%	14 11.5%	66 19.2%	29 18.3%	29 13.0%	16 5.4%	47 16.0%	53 25.0%	38 20.0%	151 16.2%	3 4.9%	85 23.4%	16 6.5%	16 7.6%	35 25.5%	23 5.6%	88 22.3%	43 22.5%	149 15.2%	5 23.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 12
Q.16 What is the one thing you would most like politicians to focus more on doing?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Other	61	31	30	9	26	26	6	1	6	26	12	10	17	20	14	10	58	3	28	12	14	6	19	28	14	59	2
	6.1%	5.9%	6.4%	3.8%	7.2%	6.5%	6.4%	2.2%	5.0%	7.4%	7.3%	4.6%	5.7%	7.0%	6.4%	5.2%	6.2%	4.7%	7.6%	4.8%	6.6%	4.7%	4.7%	7.0%	7.4%	6.1%	7.9%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 13
Q.17 If you had to choose, would you rather have a Labour-led government or a Conservative-led government?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Labour	416	215	201	125	170	120	50	21	58	100	76	111	133	119	73	92	368	48	24	231	103	49	416	-	-	408	8
	41.6%	41.1%	42.1%	53.8%	46.9%	29.7%	49.5%	40.9%	48.8%	29.0%	47.7%	49.4%	43.3%	40.5%	34.2%	48.7%	39.5%	69.3%	6.7%	90.5%	47.8%	36.2%	100.0%	-	-	41.7%	34.8%
Conservative	393	218	175	73	122	198	29	18	40	175	63	68	132	119	92	50	380	13	296	9	52	33	-	393	-	389	4
	39.3%	41.8%	36.6%	31.3%	33.6%	49.0%	29.0%	35.2%	33.2%	50.5%	39.6%	30.4%	43.2%	40.8%	43.1%	26.4%	40.8%	18.7%	81.3%	3.5%	24.3%	24.3%	-	100.0%	-	39.8%	16.4%
Don't know	192	89	102	34	71	86	22	12	21	71	20	45	41	55	48	47	183	8	44	15	60	53	-	-	192	180	11
	19.2%	17.1%	21.4%	14.8%	19.5%	21.3%	21.5%	23.8%	18.0%	20.5%	12.7%	20.2%	13.5%	18.7%	22.8%	25.0%	19.7%	12.0%	12.0%	6.0%	27.9%	39.5%	-	-	100.0%	18.5%	48.8%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 14
Q.19A How much power do you think each of the following groups / institutions have over how Britain is run?
The UK government and Parliament
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very little power	44 4.4%	26 5.0%	18 3.8%	9 3.9%	11 3.1%	24 5.9%	6 5.8%	- -	4 3.6%	19 5.5%	8 5.0%	7 3.2%	10 3.4%	9 3.0%	17 7.8%	8 4.5%	39 4.2%	5 7.5%	20 5.6%	6 2.2%	10 4.5%	8 6.2%	12 3.0%	19 4.9%	13 6.6%	39 4.0%	5 21.3%
A small amount of power	141 14.1%	78 15.0%	63 13.2%	23 9.8%	30 8.2%	89 21.9%	8 8.0%	3 6.1%	16 13.1%	50 14.3%	32 20.1%	33 14.7%	24 7.9%	42 14.4%	35 16.6%	40 20.9%	134 14.4%	7 10.9%	78 21.5%	24 9.4%	18 8.5%	17 12.9%	35 8.4%	74 18.8%	33 17.0%	134 13.8%	7 29.3%
A fairly large amount of power	363 36.2%	200 38.2%	163 34.1%	78 33.4%	129 35.5%	156 38.5%	36 36.0%	17 32.9%	39 32.9%	141 40.7%	56 35.3%	73 32.7%	118 38.4%	105 36.0%	74 34.9%	66 34.7%	343 36.8%	20 28.9%	138 38.0%	92 35.9%	76 35.5%	48 35.4%	140 33.7%	154 39.2%	68 35.7%	360 36.9%	2 10.6%
A great deal of power	438 43.8%	212 40.7%	226 47.2%	117 50.4%	186 51.1%	135 33.4%	49 48.6%	29 57.4%	57 48.2%	134 38.7%	62 38.6%	107 47.7%	152 49.7%	133 45.5%	82 38.4%	71 37.7%	403 43.3%	35 50.2%	122 33.5%	131 51.4%	109 50.6%	59 43.6%	224 53.9%	141 35.9%	73 38.1%	430 44.0%	8 36.1%
Don't know	14 1.4%	6 1.1%	8 1.8%	6 2.5%	8 2.1%	1 0.2%	2 1.7%	2 3.6%	3 2.2%	3 0.8%	2 1.0%	4 1.7%	2 0.6%	3 1.1%	5 2.4%	4 2.2%	13 1.3%	2 2.6%	5 1.4%	3 1.1%	2 0.9%	3 1.9%	5 1.1%	4 1.1%	5 2.7%	14 1.4%	1 2.7%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 15
Q.19B How much power do you think each of the following groups / institutions have over how Britain is run?
The European Union (EU)
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very little power	29 2.9%	13 2.4%	17 3.5%	10 4.3%	7 1.9%	12 3.0%	1 1.3%	- -	3 2.7%	14 4.0%	5 3.1%	6 2.7%	14 4.7%	4 1.4%	1 0.6%	9 5.0%	29 3.1%	1 0.9%	15 4.0%	2 0.7%	9 4.0%	4 3.1%	7 1.7%	13 3.3%	9 4.8%	24 2.4%	5 23.0%
A small amount of power	155 15.5%	86 16.4%	69 14.5%	50 21.7%	67 18.3%	38 9.5%	25 25.0%	8 16.3%	20 16.4%	35 10.2%	27 16.8%	40 18.0%	54 17.5%	47 16.0%	20 9.3%	35 18.7%	138 14.8%	17 24.8%	34 9.5%	57 22.5%	39 18.1%	20 15.1%	98 23.6%	39 10.0%	18 9.2%	148 15.1%	7 31.9%
A fairly large amount of power	403 40.3%	226 43.2%	178 37.2%	103 44.6%	155 42.6%	145 35.9%	39 38.4%	26 51.3%	65 54.6%	141 40.7%	47 29.4%	86 38.3%	146 47.6%	133 45.3%	68 31.8%	57 30.4%	368 39.6%	35 50.8%	124 34.0%	107 42.0%	121 56.2%	40 29.5%	182 43.8%	139 35.4%	82 42.9%	397 40.6%	6 27.5%
A great deal of power	393 39.3%	191 36.6%	202 42.3%	61 26.1%	126 34.6%	207 51.2%	34 33.5%	14 27.6%	29 24.2%	152 43.8%	78 48.8%	87 39.0%	89 29.1%	105 36.0%	117 54.8%	82 43.7%	379 40.7%	15 21.0%	184 50.6%	86 33.5%	43 20.1%	68 50.4%	123 29.6%	195 49.5%	76 39.6%	391 40.0%	3 12.2%
Don't know	19 1.9%	7 1.3%	12 2.5%	8 3.3%	9 2.6%	2 0.5%	2 1.7%	2 4.8%	3 2.2%	5 1.3%	3 2.0%	4 2.0%	3 1.1%	4 1.3%	8 3.6%	4 2.2%	17 1.8%	2 2.6%	7 1.9%	3 1.3%	4 1.7%	3 1.9%	5 1.3%	7 1.8%	7 3.5%	18 1.8%	1 5.4%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 16
Q.19C How much power do you think each of the following groups / institutions have over how Britain is run?
Large businesses and corporations
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very little power	55 5.5%	25 4.9%	30 6.3%	14 6.1%	24 6.7%	17 4.2%	6 5.7%	4 6.9%	4 3.0%	20 5.9%	9 5.7%	13 5.9%	21 7.0%	8 2.8%	11 5.0%	15 8.1%	53 5.7%	2 3.0%	14 3.9%	6 2.5%	17 7.7%	16 11.7%	19 4.7%	19 4.7%	18 9.2%	52 5.4%	3 13.8%
A small amount of power	267 26.7%	150 28.7%	117 24.5%	68 29.2%	83 22.9%	116 28.6%	18 18.4%	15 30.1%	29 24.3%	94 27.0%	44 27.4%	67 29.8%	65 21.3%	84 28.7%	69 32.3%	49 26.0%	254 27.3%	13 18.7%	113 31.0%	62 24.3%	50 23.3%	34 25.3%	89 21.3%	131 33.4%	47 24.4%	260 26.6%	7 30.2%
A fairly large amount of power	420 42.0%	207 39.6%	214 44.7%	89 38.5%	162 44.5%	170 41.9%	56 55.5%	18 36.1%	48 40.5%	147 42.3%	61 38.2%	91 40.5%	136 44.3%	124 42.3%	81 37.9%	80 42.6%	391 42.0%	29 42.6%	167 46.0%	102 39.8%	83 38.4%	57 42.2%	165 39.6%	174 44.2%	82 42.8%	415 42.5%	5 22.2%
A great deal of power	234 23.4%	133 25.4%	101 21.1%	54 23.4%	85 23.4%	94 23.3%	19 18.8%	9 17.6%	36 30.0%	82 23.6%	39 24.3%	49 22.1%	78 25.4%	73 25.1%	46 21.5%	37 19.5%	211 22.6%	23 33.0%	60 16.4%	81 31.9%	62 28.9%	23 17.3%	137 32.9%	59 15.0%	38 19.7%	227 23.2%	7 28.4%
Don't know	24 2.4%	8 1.5%	16 3.4%	6 2.7%	9 2.6%	8 2.1%	2 1.7%	5 9.4%	3 2.2%	4 1.2%	7 4.4%	4 1.7%	6 2.1%	3 1.1%	7 3.3%	7 3.9%	22 2.4%	2 2.6%	10 2.7%	4 1.4%	4 1.6%	5 3.6%	6 1.5%	10 2.6%	7 3.9%	23 2.3%	1 5.4%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 17
Q.19D How much power do you think each of the following groups / institutions have over how Britain is run?
The banks
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very little power	73 7.3%	36 6.8%	37 7.8%	17 7.4%	25 7.0%	31 7.6%	4 3.9%	2 3.2%	8 6.6%	28 8.1%	14 9.0%	17 7.6%	21 6.8%	17 5.7%	18 8.4%	18 9.3%	72 7.7%	1 2.1%	30 8.1%	8 3.1%	18 8.2%	14 10.0%	19 4.7%	30 7.7%	23 12.1%	67 6.9%	6 25.4%
A small amount of power	216 21.6%	134 25.6%	82 17.1%	52 22.2%	73 20.2%	91 22.4%	17 17.3%	11 22.1%	20 16.4%	77 22.2%	36 22.5%	55 24.4%	65 21.1%	68 23.2%	38 17.9%	45 23.7%	203 21.8%	13 18.6%	91 24.9%	45 17.5%	42 19.3%	35 25.7%	70 16.9%	110 27.9%	35 18.5%	214 21.9%	2 8.1%
A fairly large amount of power	399 39.9%	197 37.7%	202 42.2%	92 39.7%	137 37.7%	170 42.0%	50 50.2%	20 39.6%	46 38.4%	146 42.2%	61 38.1%	76 33.7%	122 39.9%	124 42.4%	85 40.1%	67 35.7%	378 40.6%	21 30.5%	155 42.6%	97 37.9%	85 39.4%	49 36.5%	150 36.0%	166 42.3%	83 43.3%	391 40.1%	7 32.0%
A great deal of power	290 29.0%	148 28.4%	142 29.6%	64 27.6%	117 32.3%	109 26.8%	27 26.9%	14 27.0%	42 35.4%	89 25.8%	46 29.0%	71 31.9%	94 30.6%	81 27.6%	63 29.8%	52 27.6%	259 27.9%	31 44.3%	81 22.2%	102 40.1%	68 31.4%	32 23.6%	170 40.9%	79 20.1%	41 21.4%	283 28.9%	7 31.8%
Don't know	23 2.3%	8 1.5%	15 3.2%	7 3.1%	11 3.0%	5 1.2%	2 1.7%	4 8.1%	4 3.1%	6 1.7%	2 1.4%	5 2.4%	5 1.5%	3 1.1%	8 3.8%	7 3.7%	20 2.1%	3 4.5%	8 2.2%	3 1.3%	4 1.7%	6 4.2%	6 1.5%	8 2.0%	9 4.6%	22 2.3%	1 2.7%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 18
Q.19E How much power do you think each of the following groups / institutions have over how Britain is run?
The media
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very little power	111	64	47	21	43	46	12	2	11	41	16	29	31	32	24	24	109	2	35	19	30	25	39	40	32	105	6
	11.1%	12.3%	9.8%	9.2%	12.0%	11.4%	11.8%	4.5%	9.2%	11.7%	10.0%	13.0%	10.2%	10.8%	11.2%	12.9%	11.7%	3.4%	9.5%	7.4%	13.7%	18.1%	9.4%	10.2%	16.5%	10.7%	26.9%
A small amount of power	278	143	134	56	108	114	28	20	33	86	52	60	81	89	51	57	265	13	110	67	61	34	112	119	47	272	6
	27.8%	27.5%	28.1%	24.0%	29.8%	28.1%	27.5%	38.9%	27.4%	24.8%	32.7%	26.6%	26.4%	30.5%	24.1%	30.0%	28.4%	19.1%	30.2%	26.2%	28.5%	25.2%	26.9%	30.3%	24.3%	27.8%	24.4%
A fairly large amount of power	382	198	184	88	125	169	47	14	35	136	56	93	115	107	84	75	353	29	136	103	82	48	158	161	63	377	5
	38.2%	38.0%	38.4%	37.9%	34.4%	41.7%	46.9%	28.1%	29.0%	39.3%	35.3%	41.7%	37.7%	36.6%	39.5%	39.9%	37.9%	42.3%	37.4%	40.2%	38.1%	35.8%	38.1%	40.9%	32.8%	38.6%	21.3%
A great deal of power	197	103	94	57	73	67	11	10	38	72	30	36	72	60	42	24	175	22	72	61	38	21	96	63	39	192	5
	19.7%	19.8%	19.7%	24.5%	20.1%	16.7%	10.7%	20.4%	32.1%	20.8%	19.0%	15.9%	23.4%	20.4%	20.0%	12.5%	18.8%	32.3%	19.8%	23.8%	17.5%	15.2%	23.1%	16.0%	20.2%	19.7%	21.7%
Don't know	32	13	19	10	13	9	3	4	3	12	5	6	7	5	11	9	30	2	11	6	5	8	10	10	12	31	1
	3.2%	2.6%	4.0%	4.5%	3.7%	2.1%	3.1%	8.1%	2.2%	3.4%	3.0%	2.7%	2.3%	1.7%	5.3%	4.7%	3.3%	2.9%	3.0%	2.5%	2.2%	5.7%	2.5%	2.6%	6.1%	3.2%	5.7%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
BBC TV News	781	411	370	170	272	339	77	39	90	282	125	166	247	242	150	143	728	52	302	190	168	96	321	314	146	768	13
	78.0%	78.7%	77.3%	73.3%	74.8%	83.7%	76.6%	78.3%	75.9%	81.5%	78.3%	74.2%	80.5%	82.7%	70.4%	75.5%	78.2%	76.1%	83.0%	74.5%	77.8%	70.8%	77.1%	79.9%	76.1%	78.6%	54.6%
ITV News	348	177	171	69	131	148	38	18	39	108	61	85	93	103	80	72	321	28	123	105	63	50	159	128	60	338	10
	34.8%	33.9%	35.8%	29.9%	36.0%	36.6%	37.8%	35.3%	32.4%	31.1%	38.3%	37.9%	30.5%	35.4%	37.5%	37.9%	34.4%	40.2%	33.8%	41.0%	29.2%	36.7%	38.3%	32.7%	31.5%	34.6%	42.5%
Sky News	333	182	151	77	136	121	33	14	58	111	54	62	95	98	82	58	303	31	137	100	54	38	144	134	56	327	6
	33.3%	34.9%	31.6%	33.0%	37.4%	29.8%	33.1%	28.4%	49.1%	31.9%	34.0%	27.8%	31.1%	33.6%	38.6%	30.7%	32.5%	44.6%	37.7%	39.2%	25.0%	27.9%	34.6%	34.0%	29.1%	33.5%	27.7%
Channel 4 News	179	96	83	44	62	73	21	2	27	64	29	36	66	52	28	34	162	17	56	49	48	20	84	66	29	177	3
	17.9%	18.4%	17.5%	19.2%	17.0%	18.0%	21.0%	4.9%	22.4%	18.4%	18.1%	16.2%	21.5%	17.6%	13.3%	17.9%	17.4%	25.0%	15.4%	19.1%	22.3%	14.8%	20.3%	16.9%	14.9%	18.1%	10.9%
Channel 5 News	62	31	31	16	22	25	6	1	10	19	17	10	18	18	10	17	51	11	23	24	6	7	35	23	4	62	-
	6.2%	5.9%	6.5%	6.8%	6.0%	6.1%	5.8%	1.2%	8.1%	5.6%	10.4%	4.5%	5.7%	6.1%	4.7%	9.0%	5.5%	16.1%	6.4%	9.4%	2.9%	5.4%	8.4%	6.0%	2.0%	6.4%	-
National BBC radio	214	122	92	38	71	104	24	5	26	72	38	49	78	68	34	34	202	12	92	46	49	21	76	89	48	211	3
	21.4%	23.4%	19.2%	16.6%	19.6%	25.8%	24.4%	9.4%	21.9%	20.9%	23.6%	21.8%	25.5%	23.3%	16.1%	17.8%	21.7%	16.9%	25.3%	18.0%	22.8%	15.5%	18.4%	22.7%	25.2%	21.6%	12.2%
Local BBC radio	122	77	45	25	41	56	21	4	10	34	20	33	36	34	25	27	117	6	40	32	27	22	50	51	21	120	3
	12.2%	14.8%	9.4%	10.7%	11.3%	13.9%	20.6%	7.6%	8.2%	10.0%	12.5%	14.9%	11.8%	11.5%	11.7%	14.5%	12.5%	8.0%	11.1%	12.5%	12.5%	16.2%	12.0%	12.9%	11.2%	12.2%	11.5%
National independent radio	33	23	11	10	11	12	4	4	4	13	4	4	13	9	9	3	31	2	13	8	7	3	12	15	6	33	1
	3.3%	4.3%	2.2%	4.5%	3.0%	3.0%	3.7%	8.2%	3.7%	3.9%	2.5%	1.6%	4.1%	3.1%	4.2%	1.4%	3.3%	3.1%	3.4%	3.0%	3.3%	2.3%	2.9%	3.8%	3.2%	3.3%	2.7%
Local independent radio	48	28	20	10	18	21	6	5	8	9	7	13	14	9	10	14	45	4	17	9	15	6	16	18	15	48	1
	4.8%	5.3%	4.3%	4.3%	4.8%	5.2%	6.4%	10.5%	6.5%	2.7%	4.4%	5.7%	4.7%	3.2%	4.8%	7.7%	4.8%	5.3%	4.7%	3.6%	6.8%	4.8%	3.8%	4.5%	7.8%	4.9%	2.7%
The Sun	98	53	46	33	36	29	14	2	18	36	10	18	17	23	32	27	87	12	34	27	16	19	48	33	18	97	1
	9.8%	10.1%	9.6%	14.3%	9.9%	7.2%	13.6%	4.6%	14.8%	10.5%	6.5%	7.9%	5.5%	7.7%	15.1%	14.1%	9.3%	16.8%	9.3%	10.7%	7.2%	14.2%	11.5%	8.3%	9.4%	9.9%	5.5%
Daily Mirror / Sunday Mirror / The People	58	31	27	11	24	23	9	2	8	14	13	13	11	16	11	21	50	8	11	27	10	8	38	9	12	58	1
	5.8%	5.9%	5.7%	4.7%	6.6%	5.7%	8.7%	4.9%	6.4%	4.0%	8.2%	5.6%	3.5%	5.6%	5.0%	10.9%	5.4%	12.0%	3.2%	10.7%	4.8%	5.7%	9.0%	2.2%	6.4%	5.9%	3.1%
Daily Star / Sunday Star	21	12	10	6	11	4	1	*	3	6	4	7	5	6	4	6	18	4	8	8	3	3	12	6	4	21	-
	2.1%	2.2%	2.0%	2.6%	3.0%	1.1%	0.7%	0.9%	2.8%	1.6%	2.4%	3.2%	1.6%	2.1%	2.1%	3.0%	1.9%	5.2%	2.1%	3.0%	1.4%	2.2%	2.8%	1.4%	2.0%	2.2%	-
Daily Express / Sunday Express	43	26	17	5	12	26	5	-	7	12	7	12	6	13	10	14	36	6	19	8	6	9	10	19	14	43	-
	4.3%	4.9%	3.6%	2.0%	3.3%	6.4%	5.4%	-	5.5%	3.4%	4.2%	5.5%	2.0%	4.3%	4.8%	7.3%	3.9%	9.1%	5.2%	3.2%	2.9%	6.8%	2.5%	4.8%	7.1%	4.4%	-

Lodestone Political Survey
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Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Daily Mail / Mail on Sunday	224 22.4%	115 22.1%	108 22.7%	37 15.8%	67 18.3%	121 29.8%	18 17.6%	10 19.8%	28 23.5%	80 23.2%	36 22.5%	52 23.2%	52 16.9%	72 24.8%	59 27.9%	40 21.4%	211 22.6%	13 18.8%	111 30.5%	43 16.9%	38 17.5%	28 21.0%	56 13.5%	128 32.5%	40 20.8%	220 22.5%	4 16.1%
The Times / Sunday Times	117 11.7%	72 13.8%	45 9.4%	32 13.7%	39 10.8%	46 11.3%	10 9.7%	1 1.9%	29 24.2%	42 12.0%	16 10.3%	19 8.6%	62 20.2%	41 14.2%	10 4.7%	3 1.8%	97 10.4%	20 29.1%	44 12.0%	24 9.6%	32 14.7%	15 11.0%	40 9.7%	60 15.2%	17 8.7%	113 11.6%	3 15.0%
Daily Telegraph / Sunday Telegraph	105 10.5%	68 13.0%	37 7.8%	26 11.0%	30 8.2%	49 12.2%	6 6.0%	2 3.4%	17 14.0%	47 13.7%	17 10.9%	16 7.0%	47 15.2%	37 12.5%	14 6.4%	8 4.2%	96 10.3%	9 13.1%	65 17.9%	12 4.7%	12 5.4%	14 10.5%	24 5.8%	66 16.8%	15 7.7%	102 10.4%	3 12.7%
The Guardian / The Observer	116 11.6%	60 11.5%	57 11.8%	40 17.2%	30 8.3%	46 11.4%	8 8.2%	2 4.4%	18 15.2%	45 12.9%	14 8.9%	29 13.0%	62 20.1%	35 12.0%	15 7.1%	5 2.4%	98 10.5%	19 26.9%	28 7.8%	37 14.4%	38 17.9%	11 8.4%	72 17.2%	33 8.5%	12 6.1%	115 11.8%	2 7.0%
The Independent / Independent on Sunday	70 7.0%	38 7.2%	32 6.7%	18 7.6%	25 6.8%	27 6.7%	7 7.1%	2 3.6%	15 12.8%	21 6.2%	11 7.0%	13 5.8%	36 11.9%	19 6.6%	11 5.4%	2 1.2%	54 5.8%	15 22.3%	13 3.6%	29 11.6%	20 9.3%	7 5.1%	46 11.0%	15 3.9%	8 4.4%	67 6.9%	2 9.5%
Local daily newspaper	95 9.5%	56 10.7%	39 8.1%	21 9.2%	28 7.7%	46 11.3%	23 23.0%	1 2.8%	19 15.7%	18 5.2%	17 10.5%	17 7.5%	28 9.3%	23 7.7%	18 8.3%	27 14.1%	85 9.1%	11 15.3%	38 10.4%	28 11.0%	16 7.2%	14 10.0%	48 11.5%	31 7.9%	16 8.4%	94 9.6%	1 5.0%
Free weekly local newspaper	76 7.6%	29 5.5%	47 9.8%	14 6.2%	29 8.0%	32 7.9%	4 4.1%	4 8.8%	11 9.6%	22 6.3%	13 8.5%	20 9.1%	18 5.8%	20 6.7%	20 9.4%	18 9.7%	64 6.9%	11 16.6%	31 8.6%	24 9.6%	8 3.8%	9 6.5%	31 7.6%	33 8.3%	11 5.9%	73 7.5%	2 9.6%
Paid for weekly local newspaper	42 4.2%	22 4.2%	20 4.3%	7 2.9%	9 2.4%	27 6.7%	11 10.5%	3 5.8%	1 1.1%	9 2.5%	7 4.5%	12 5.4%	8 2.5%	13 4.4%	9 4.3%	13 6.6%	40 4.3%	2 3.0%	14 3.7%	6 2.5%	11 5.1%	9 6.5%	16 3.9%	14 3.6%	12 6.2%	41 4.2%	1 3.8%
BBC News website	292 29.1%	160 30.6%	132 27.6%	80 34.5%	114 31.3%	97 24.1%	35 34.4%	11 21.7%	36 30.3%	102 29.5%	48 30.1%	60 26.6%	111 36.3%	92 31.4%	46 21.5%	43 22.8%	268 28.8%	24 34.4%	93 25.5%	78 30.7%	84 39.0%	30 22.0%	130 31.4%	111 28.2%	50 26.2%	287 29.3%	5 21.5%
Mail Online	128 12.8%	58 11.2%	69 14.5%	24 10.4%	41 11.2%	63 15.5%	14 14.1%	8 15.1%	6 5.0%	49 14.1%	25 15.9%	26 11.4%	42 13.7%	38 13.2%	27 12.9%	20 10.5%	121 13.0%	7 10.1%	59 16.2%	29 11.4%	27 12.7%	10 7.1%	48 11.5%	64 16.2%	16 8.5%	126 12.9%	2 6.9%
Telegraph Online	69 6.9%	50 9.7%	18 3.9%	18 7.6%	22 6.1%	29 7.2%	7 6.7%	4 7.3%	10 8.6%	30 8.8%	7 4.4%	11 4.8%	28 9.2%	20 6.7%	14 6.8%	7 3.5%	61 6.6%	7 10.8%	32 8.9%	10 4.0%	18 8.2%	9 6.5%	24 5.9%	33 8.5%	11 5.8%	67 6.8%	2 8.3%
Times Online	39 3.9%	23 4.4%	16 3.4%	12 5.2%	12 3.4%	15 3.7%	1 0.7%	2 4.9%	13 10.7%	11 3.1%	6 3.7%	7 3.1%	20 6.6%	11 3.9%	7 3.1%	1 0.7%	29 3.1%	10 15.0%	20 5.5%	11 4.3%	6 2.9%	2 1.7%	16 3.9%	19 5.0%	4 2.0%	39 4.0%	-
Guardian Online	117 11.7%	69 13.2%	48 10.0%	33 14.3%	41 11.4%	42 10.5%	15 15.4%	3 5.6%	21 17.9%	29 8.2%	18 11.3%	31 13.7%	57 18.6%	39 13.4%	7 3.5%	13 7.1%	102 11.0%	15 21.4%	21 5.9%	38 14.7%	43 20.1%	15 10.8%	78 18.8%	23 5.9%	15 8.0%	115 11.8%	2 7.2%
Sun Online	18 1.8%	11 2.1%	7 1.4%	10 4.5%	5 1.3%	3 0.7%	6 5.6%	1 1.2%	4 3.1%	5 1.5%	2 1.4%	1 0.3%	6 1.8%	4 1.5%	4 2.1%	4 1.9%	13 1.4%	5 7.0%	5 1.5%	7 2.7%	2 0.7%	4 2.6%	12 2.8%	3 0.9%	3 1.5%	17 1.7%	1 4.5%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 19
Q.20 Which sources do you mostly get your political news from?
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Mirror Online	20 2.0%	14 2.7%	6 1.3%	6 2.8%	7 2.0%	6 1.6%	1 1.4%	1 2.3%	3 2.5%	2 0.7%	7 4.2%	5 2.3%	5 1.5%	8 2.7%	3 1.5%	4 2.1%	17 1.8%	3 4.6%	7 1.8%	11 4.2%	1 0.5%	1 1.0%	15 3.5%	3 0.7%	3 1.4%	20 2.0%	-
Star Online	7 0.7%	5 0.9%	2 0.4%	6 2.7%	1 0.2%	-	2 1.9%	-	3 2.2%	2 0.7%	-	-	2 0.6%	3 1.0%	1 0.7%	1 0.3%	5 0.5%	2 2.8%	1 0.2%	5 1.8%	1 0.5%	1 0.5%	5 1.2%	2 0.5%	-	7 0.7%	-
Independent Online	58 5.8%	40 7.6%	18 3.8%	14 6.0%	17 4.6%	27 6.8%	7 6.6%	5 9.4%	11 9.2%	20 5.7%	8 5.0%	8 3.5%	28 9.3%	21 7.1%	6 2.8%	3 1.6%	49 5.2%	9 13.4%	11 3.0%	21 8.3%	20 9.2%	5 4.1%	40 9.7%	11 2.9%	6 3.4%	58 5.9%	-
Express Online	15 1.5%	9 1.8%	6 1.3%	5 2.0%	3 0.9%	7 1.8%	1 0.7%	1 1.0%	5 3.9%	6 1.7%	1 0.8%	2 1.1%	2 0.7%	5 1.9%	7 3.4%	1 0.3%	14 1.5%	1 2.2%	5 1.5%	4 1.4%	3 1.4%	3 2.4%	6 1.4%	3 0.7%	7 3.5%	15 1.6%	-
Other website	103 10.3%	64 12.3%	39 8.1%	25 10.6%	39 10.7%	39 9.7%	11 10.5%	12 23.3%	12 10.1%	37 10.8%	10 6.4%	21 9.2%	42 13.6%	29 9.8%	15 7.2%	17 9.0%	93 10.0%	9 13.7%	32 8.9%	20 7.8%	26 12.1%	21 15.2%	41 9.9%	35 8.9%	26 13.8%	99 10.1%	4 17.9%
Facebook	122 12.2%	55 10.5%	67 14.1%	58 24.8%	41 11.3%	24 5.8%	13 13.1%	6 11.6%	20 17.2%	38 11.0%	19 12.0%	26 11.4%	41 13.2%	35 11.9%	27 12.5%	20 10.8%	112 12.0%	10 15.1%	39 10.8%	40 15.6%	28 12.9%	12 8.6%	64 15.5%	45 11.4%	13 6.9%	117 12.0%	5 22.6%
Twitter	90 9.0%	52 10.0%	38 7.9%	45 19.2%	28 7.7%	17 4.3%	10 10.2%	3 6.6%	14 11.9%	29 8.4%	10 6.3%	23 10.3%	31 10.2%	28 9.5%	16 7.5%	15 8.0%	84 9.0%	6 9.1%	23 6.4%	32 12.3%	26 12.2%	6 4.5%	60 14.6%	25 6.3%	5 2.6%	88 9.0%	2 8.9%
Family	164 16.4%	75 14.4%	88 18.5%	54 23.2%	65 17.9%	45 11.1%	21 20.8%	7 13.4%	16 13.7%	48 13.8%	30 18.9%	42 18.6%	51 16.8%	51 17.4%	27 12.9%	34 18.0%	150 16.1%	14 20.3%	59 16.3%	41 16.1%	34 16.0%	23 16.8%	66 16.0%	72 18.4%	25 12.9%	161 16.4%	3 13.6%
Friends	151 15.1%	77 14.6%	74 15.6%	48 20.9%	67 18.6%	35 8.7%	22 22.1%	8 16.0%	21 17.7%	44 12.8%	22 13.6%	34 15.0%	51 16.6%	47 16.1%	29 13.5%	24 12.8%	139 14.9%	12 17.9%	47 13.0%	39 15.3%	35 16.4%	25 18.3%	70 16.9%	56 14.2%	25 13.0%	147 15.0%	4 18.6%
Colleagues	87 8.7%	48 9.2%	39 8.1%	26 11.0%	39 10.7%	22 5.5%	10 10.2%	3 6.3%	6 4.7%	31 8.8%	13 8.0%	24 10.8%	40 12.9%	22 7.6%	14 6.8%	10 5.5%	80 8.6%	7 10.1%	29 7.9%	22 8.5%	20 9.5%	14 10.4%	38 9.1%	37 9.4%	12 6.2%	85 8.7%	1 6.5%
Neighbours	26 2.6%	11 2.0%	15 3.2%	7 2.8%	12 3.2%	7 1.8%	5 5.4%	2 3.2%	3 2.7%	9 2.6%	1 0.9%	5 2.2%	4 1.2%	5 1.8%	8 3.9%	8 4.5%	24 2.6%	2 2.9%	5 1.5%	8 3.2%	3 1.6%	9 6.5%	14 3.4%	8 1.9%	4 2.0%	25 2.5%	1 3.8%
I don't get any political news	25 2.5%	12 2.2%	13 2.7%	7 3.1%	14 3.9%	4 0.9%	1 1.5%	1 2.9%	3 2.3%	9 2.6%	1 0.9%	9 3.8%	8 2.5%	6 2.1%	5 2.4%	6 3.1%	24 2.5%	1 1.6%	3 0.7%	9 3.3%	10 4.8%	3 2.0%	13 3.1%	4 1.1%	8 4.1%	22 2.2%	3 14.2%
SIGMA	4716 471.4%	2560 490.1%	2156 451.0%	1186 511.1%	1671 459.7%	1858 459.2%	528 525.1%	200 396.4%	652 547.7%	1568 452.3%	750 470.1%	1019 454.4%	1578 515.0%	1416 484.2%	907 426.5%	815 431.6%	4277 459.3%	438 635.7%	1712 470.4%	1261 494.1%	1036 480.5%	599 443.4%	2080 500.5%	1838 467.8%	797 416.0%	4622 473.0%	94 406.4%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 20
Q.21A To what extent do you generally trust each of the following groups to tell the truth?
Journalists
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Trust them to tell the truth	202	118	84	51	85	65	24	9	37	63	34	35	66	58	38	40	181	21	65	66	36	32	93	84	26	197	4
	20.2%	22.6%	17.6%	22.1%	23.4%	16.2%	23.5%	17.4%	30.7%	18.3%	21.4%	15.8%	21.4%	19.9%	17.9%	21.2%	19.4%	30.6%	17.8%	26.0%	16.7%	23.5%	22.3%	21.3%	13.4%	20.2%	19.1%
Do not trust them to tell the truth	700	363	337	160	248	293	63	36	77	247	113	164	219	210	152	120	660	40	269	165	157	85	288	281	132	683	17
	70.0%	69.5%	70.5%	68.8%	68.2%	72.4%	63.1%	71.5%	64.4%	71.4%	70.7%	73.2%	71.5%	71.8%	71.2%	63.6%	70.9%	58.5%	74.0%	64.7%	73.0%	62.6%	69.2%	71.6%	68.7%	69.9%	74.7%
Don't know	98	41	57	21	30	46	13	6	6	36	13	25	22	24	23	29	91	8	30	24	22	19	36	28	34	97	1
	9.8%	7.9%	11.9%	9.2%	8.4%	11.5%	13.4%	11.0%	4.9%	10.4%	8.0%	10.9%	7.2%	8.3%	10.9%	15.2%	9.7%	10.9%	8.2%	9.3%	10.3%	13.8%	8.5%	7.2%	17.9%	9.9%	6.2%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 21
Q.21B To what extent do you generally trust each of the following groups to tell the truth?
Politicians
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Trust them to tell the truth	86 8.6%	56 10.6%	31 6.4%	29 12.4%	31 8.5%	27 6.6%	5 4.8%	6 11.7%	15 12.5%	28 8.1%	13 8.3%	19 8.5%	28 9.2%	28 9.4%	15 7.2%	15 8.1%	78 8.4%	8 11.9%	34 9.2%	28 11.0%	12 5.4%	9 6.8%	31 7.4%	46 11.7%	10 5.0%	84 8.6%	2 7.8%
Do not trust them to tell the truth	847 84.7%	443 84.7%	405 84.6%	185 79.6%	310 85.3%	352 87.0%	88 87.3%	39 76.8%	98 82.2%	291 84.0%	137 85.7%	195 87.0%	261 85.1%	246 84.2%	180 84.5%	160 85.0%	793 85.2%	54 78.1%	305 84.0%	214 83.8%	187 86.5%	118 87.5%	366 88.0%	322 81.9%	160 83.3%	826 84.6%	21 89.8%
Don't know	67 6.7%	24 4.6%	43 8.9%	19 8.0%	23 6.2%	26 6.4%	8 7.9%	6 11.5%	6 5.3%	27 7.9%	10 6.0%	10 4.5%	17 5.7%	19 6.4%	18 8.3%	13 6.9%	60 6.4%	7 10.1%	25 6.8%	13 5.2%	17 8.1%	8 5.8%	19 4.6%	25 6.4%	22 11.7%	66 6.8%	1 2.4%
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 22
Q.21C To what extent do you generally trust each of the following groups to tell the truth?
The ordinary man/woman in the street
Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Trust them to tell the truth	564	301	263	118	225	220	62	30	69	173	91	141	162	157	123	122	520	45	206	155	106	83	248	207	109	550	14
	56.4%	57.6%	55.1%	51.0%	62.0%	54.5%	61.3%	58.8%	57.9%	49.8%	56.9%	62.8%	52.8%	53.9%	58.0%	64.4%	55.8%	64.6%	56.5%	60.6%	49.3%	61.1%	59.8%	52.7%	56.7%	56.3%	61.8%
Do not trust them to tell the truth	218	121	97	69	65	84	17	9	26	97	35	34	79	73	41	25	209	10	71	44	64	30	85	96	37	212	6
	21.8%	23.1%	20.4%	29.9%	17.9%	20.6%	16.8%	17.3%	21.9%	28.0%	22.1%	15.2%	25.8%	25.1%	19.1%	13.2%	22.4%	13.9%	19.6%	17.4%	29.7%	22.0%	20.5%	24.4%	19.3%	21.7%	27.5%
Don't know	218	101	117	44	73	101	22	12	24	77	34	49	65	61	49	42	203	15	87	56	45	23	82	90	46	215	2
	21.8%	19.3%	24.5%	19.1%	20.1%	24.9%	21.9%	23.9%	20.2%	22.2%	21.1%	22.0%	21.4%	21.0%	22.9%	22.4%	21.8%	21.6%	23.9%	22.0%	21.0%	16.9%	19.8%	22.8%	24.1%	22.0%	10.8%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 23

Q.22 In the last General Election 61% of people voted, while 39% of people did not vote

Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base: Total Respondents

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
I voted in the 2010 General Election	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 24
Q.23 Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base: Voted in the 2010 General Election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?		
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No	
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29	
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23	
Conservative	364 36.4%	200 38.4%	164 34.2%	53 22.7%	115 31.7%	196 48.5%	27 27.3%	12 23.9%	37 31.4%	159 45.9%	67 42.2%	61 27.1%	114 37.1%	107 36.4%	90 42.5%	53 28.2%	347 37.2%	17 24.9%	364 100.0%	-	-	-	-	24 5.9%	296 75.2%	44 22.8%	357 36.6%	7 29.0%
Labour	255 25.5%	132 25.3%	123 25.8%	75 32.4%	107 29.5%	73 18.0%	21 20.5%	14 27.3%	42 34.9%	60 17.3%	49 30.7%	70 31.3%	75 24.4%	72 24.8%	54 25.5%	54 28.4%	222 23.8%	33 48.3%	-	255 100.0%	-	-	-	231 55.6%	9 2.3%	15 8.0%	252 25.8%	3 14.8%
Liberal Democrat	216 21.6%	103 19.7%	113 23.5%	58 25.0%	82 22.5%	76 18.8%	12 12.1%	9 18.7%	24 20.0%	81 23.3%	30 18.7%	60 26.7%	85 27.8%	69 23.6%	31 14.4%	31 16.3%	202 21.7%	14 20.1%	-	-	216 100.0%	-	103 24.8%	52 13.3%	60 31.5%	207 21.2%	9 37.8%	
UK Independence Party (UKIP)	58 5.8%	34 6.5%	24 5.0%	12 5.3%	15 4.2%	30 7.4%	-	4 7.0%	7 5.9%	23 6.8%	6 3.8%	18 8.0%	8 2.5%	16 5.3%	16 7.4%	19 10.0%	58 6.2%	-	-	-	-	58 42.8%	13 3.2%	19 4.7%	26 13.5%	57 5.8%	1 5.1%	
Green	16 1.6%	9 1.7%	7 1.5%	6 2.5%	7 2.0%	3 0.7%	2 1.6%	-	1 0.6%	9 2.6%	1 0.7%	3 1.5%	5 1.7%	4 1.3%	3 1.5%	4 2.1%	15 1.6%	1 1.2%	-	-	-	16 11.9%	9 2.3%	1 0.4%	5 2.7%	15 1.6%	1 2.5%	
British National Party (BNP)	8 0.8%	5 1.0%	3 0.6%	3 1.5%	5 1.3%	-	1 0.6%	1 1.3%	3 2.6%	1 0.2%	1 0.4%	3 1.1%	2 0.5%	2 0.7%	3 1.3%	2 0.9%	8 0.9%	-	-	-	-	8 6.0%	3 0.7%	3 0.7%	2 1.2%	8 0.8%	1 2.3%	
Scottish National Party (SNP)	36 3.6%	21 4.0%	15 3.2%	6 2.7%	14 3.8%	16 4.0%	35 35.1%	-	1 0.7%	-	-	-	8 2.5%	9 3.0%	2 1.1%	17 9.0%	36 3.9%	-	-	-	-	36 26.7%	19 4.5%	5 1.2%	13 6.6%	35 3.6%	1 3.9%	
Plaid Cymru	11 1.1%	3 0.5%	8 1.7%	2 0.9%	3 0.8%	6 1.5%	-	9 18.6%	-	1 0.2%	-	1 0.4%	2 0.6%	4 1.2%	2 1.0%	3 1.7%	11 1.2%	-	-	-	-	11 8.0%	4 0.9%	1 0.1%	6 3.4%	11 1.1%	-	
Other	6 0.6%	3 0.7%	3 0.6%	3 1.2%	3 0.9%	-	-	-	1 0.6%	3 1.0%	1 0.3%	2 0.7%	2 0.5%	4 1.4%	1 0.2%	-	6 0.6%	1 1.1%	-	-	-	-	6 4.6%	1 0.1%	5 1.2%	1 0.5%	6 0.6%	
Don't Remember	19 1.9%	6 1.1%	13 2.8%	9 3.8%	8 2.1%	3 0.7%	1 1.4%	2 3.2%	2 2.1%	5 1.5%	3 1.6%	6 2.6%	3 1.1%	3 1.0%	8 3.7%	5 2.6%	17 1.8%	2 2.8%	-	-	-	-	5 1.3%	1 0.2%	13 6.9%	18 1.9%	1 4.6%	
Refuse	11 1.1%	5 1.0%	6 1.2%	5 2.0%	5 1.2%	2 0.5%	1 1.3%	-	1 1.2%	4 1.3%	3 1.6%	1 0.7%	4 1.2%	3 1.1%	3 1.3%	1 0.7%	10 1.1%	1 1.6%	-	-	-	-	3 0.7%	2 0.6%	6 3.1%	11 1.1%	-	
SIGMA	1000 100.0%	522 100.0%	478 100.0%	232 100.0%	363 100.0%	405 100.0%	101 100.0%	50 100.0%	119 100.0%	347 100.0%	159 100.0%	224 100.0%	306 100.0%	292 100.0%	213 100.0%	189 100.0%	931 100.0%	69 100.0%	364 100.0%	255 100.0%	216 100.0%	135 100.0%	416 100.0%	393 100.0%	192 100.0%	977 100.0%	23 100.0%	

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 25
Q.24 If a UK general election was held tomorrow, would you be likely to vote or not?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes, I would probably vote	977	513	464	223	355	398	99	49	116	338	158	218	299	286	210	182	910	67	357	252	207	132	408	389	180	977	-
	97.7%	98.3%	97.0%	96.3%	97.7%	98.5%	98.4%	96.5%	97.8%	97.4%	98.9%	97.1%	97.7%	97.9%	98.6%	96.4%	97.7%	97.7%	98.2%	98.7%	96.0%	97.6%	98.1%	99.0%	94.1%	100.0%	-
No, I would probably not vote	23	9	14	9	8	6	2	2	3	9	2	6	7	6	3	7	22	2	7	3	9	3	8	4	11	-	23
	2.3%	1.7%	3.0%	3.7%	2.3%	1.5%	1.6%	3.5%	2.2%	2.6%	1.1%	2.9%	2.3%	2.1%	1.4%	3.6%	2.3%	2.3%	1.8%	1.3%	4.0%	2.4%	1.9%	1.0%	5.9%	-	100.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26

Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1047	494	553	337	477	233	96	55	136	330	189	241	322	309	237	179	961	86	334	299	230	143	486	371	190	1047	-
Weighted Total	977	513	464	223	355	398	99	49	116	338	158	218	299	286	210	182	910	67	357	252	207	132	408	389	180	977	-
Conservative	239	142	97	45	73	121	18	14	24	103	41	39	93	69	58	19	227	12	210	6	15	7	-	235	4	239	-
	24.5%	27.6%	20.9%	20.3%	20.5%	30.3%	17.8%	29.5%	20.3%	30.5%	26.1%	18.0%	31.1%	24.2%	27.5%	10.4%	25.0%	17.2%	58.7%	2.3%	7.0%	5.1%	-	60.4%	2.1%	24.5%	-
Labour	283	145	137	90	114	79	20	13	44	70	60	75	97	79	51	57	244	39	19	204	52	6	275	4	4	283	-
	28.9%	28.3%	29.6%	40.2%	32.1%	19.7%	20.2%	27.4%	37.9%	20.9%	38.0%	34.3%	32.3%	27.5%	24.2%	31.1%	26.8%	57.5%	5.2%	80.9%	24.9%	4.5%	67.5%	1.1%	2.0%	28.9%	-
Liberal Democrat	64	28	36	20	28	16	2	1	9	26	8	17	26	23	11	4	62	2	3	2	54	5	24	22	18	64	-
	6.5%	5.4%	7.8%	9.0%	7.7%	4.0%	2.3%	1.9%	7.8%	7.7%	5.0%	8.0%	8.6%	8.0%	5.1%	2.3%	6.8%	3.0%	0.8%	0.9%	26.0%	3.7%	5.8%	5.7%	9.9%	6.5%	-
UK Independence Party (UKIP)	175	98	77	23	59	93	4	6	15	74	29	46	23	52	52	48	171	4	82	17	27	45	34	85	55	175	-
	17.9%	19.0%	16.6%	10.3%	16.5%	23.4%	4.3%	12.6%	13.2%	21.9%	18.5%	21.1%	7.8%	18.1%	24.7%	26.3%	18.8%	5.4%	23.0%	6.9%	13.2%	34.2%	8.4%	21.9%	30.6%	17.9%	-
Another Party	31	16	15	8	15	8	2	-	3	17	5	3	7	12	5	7	28	3	1	2	11	15	19	1	11	31	-
	3.1%	3.1%	3.2%	3.5%	4.1%	2.1%	1.6%	-	2.9%	5.1%	3.2%	1.6%	2.3%	4.1%	2.5%	3.7%	3.1%	3.9%	0.4%	0.9%	5.3%	11.7%	4.6%	0.1%	6.2%	3.1%	-
Another Party	84	41	43	16	34	34	46	9	3	17	5	3	22	26	8	28	80	4	2	6	19	56	48	4	33	84	-
	8.6%	8.0%	9.4%	7.0%	9.7%	8.6%	46.8%	18.3%	2.9%	5.1%	3.2%	1.6%	7.4%	9.1%	4.0%	15.3%	8.8%	6.2%	0.6%	2.3%	9.0%	42.7%	11.7%	1.1%	18.1%	8.6%	-
Plaid Cymru	9	2	7	1	2	6	-	9	-	-	-	-	2	4	-	3	9	-	-	-	1	8	2	1	6	9	-
	0.9%	0.4%	1.5%	0.4%	0.6%	1.5%	-	18.3%	-	-	-	-	0.7%	1.3%	-	1.8%	1.0%	-	-	-	0.3%	6.3%	0.6%	0.2%	3.3%	0.9%	-
Respect	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-
	0.1%	0.2%	-	-	0.3%	-	-	-	0.9%	-	-	-	0.4%	-	-	-	-	1.6%	-	-	0.5%	-	0.3%	-	-	0.1%	-
Scottish National Party (SNP)	45	23	22	7	18	20	45	-	-	-	-	-	13	11	3	18	43	2	1	3	7	33	26	3	15	45	-
	4.6%	4.5%	4.7%	3.1%	4.9%	5.1%	45.2%	-	-	-	-	-	4.4%	3.7%	1.4%	9.8%	4.8%	2.2%	0.2%	1.3%	3.5%	24.8%	6.5%	0.8%	8.5%	4.6%	-
British National Party (BNP)	3	-	3	1	-	3	-	-	-	3	-	1	-	-	3	1	3	-	-	-	-	3	-	-	3	3	-
	0.3%	-	0.7%	0.2%	-	0.7%	-	-	-	0.8%	-	0.3%	-	-	1.3%	0.3%	0.4%	-	-	-	-	2.5%	-	-	1.8%	0.3%	-
Green	25	13	11	7	12	5	2	-	2	14	5	2	6	11	2	6	23	2	1	2	10	10	17	1	7	25	-
	2.5%	2.6%	2.5%	3.2%	3.4%	1.4%	1.6%	-	2.0%	4.0%	3.2%	0.9%	1.9%	3.8%	0.8%	3.4%	2.5%	2.4%	0.4%	0.9%	4.8%	7.8%	4.2%	0.1%	3.9%	2.5%	-
If not listed please state in this box	2	2	-	-	2	-	-	-	-	1	-	1	-	1	1	-	2	-	-	-	-	2	1	-	1	2	-
	0.2%	0.3%	-	-	0.5%	-	-	-	-	0.3%	-	0.4%	-	0.3%	0.4%	-	0.2%	-	-	-	-	1.3%	0.2%	-	0.5%	0.2%	-
Undecided	128	58	69	27	46	54	8	5	20	45	13	37	38	35	29	26	120	7	42	17	41	12	25	37	65	128	-
	13.1%	11.4%	14.9%	12.1%	13.0%	13.7%	8.0%	10.2%	17.2%	13.4%	8.2%	16.9%	12.6%	12.2%	13.9%	14.3%	13.2%	10.7%	11.7%	6.7%	19.9%	9.1%	6.1%	9.6%	36.2%	13.1%	-

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 26

Q.25 If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base: All Answering who likely to vote if a UK general election held tomorrow

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Weighted Total	977	513	464	223	355	398	99	49	116	338	158	218	299	286	210	182	910	67	357	252	207	132	408	389	180	977	-
Refuse	5	2	4	2	2	1	1	-	1	2	2	-	1	3	1	1	5	-	-	-	-	1	2	1	2	5	-
	0.5%	0.3%	0.8%	1.0%	0.5%	0.3%	0.6%	-	0.6%	0.6%	1.0%	-	0.2%	0.9%	0.6%	0.3%	0.6%	-	-	-	-	0.8%	0.5%	0.3%	1.1%	0.5%	-
SIGMA	977	513	464	223	355	398	99	49	116	338	158	218	299	286	210	182	910	67	357	252	207	132	408	389	180	977	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 30
Q.31 Which of the following would be most likely to persuade you to vote in a UK general election?
Base: All Answering

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	29	10	19	13	13	3	2	3	4	10	3	7	7	9	5	8	27	2	6	5	11	5	13	5	11	-	29
Weighted Total	23	9	14	9	8	6	2	2	3	9	2	6	7	6	3	7	22	2	7	3	9	3	8	4	11	-	23
A personal visit from a candidate	4	-	4	1	1	3	-	1	-	-	-	3	-	1	-	3	4	-	3	-	1	1	-	-	4	-	4
	16.9%	-	27.5%	7.3%	7.1%	43.2%	-	36.0%	-	-	-	50.4%	-	9.6%	-	48.4%	18.1%	-	40.0%	-	7.2%	18.3%	-	-	34.6%	-	16.9%
More information as to how and where you can vote	2	1	1	2	-	-	-	-	1	-	1	-	1	1	-	-	2	-	1	-	-	1	1	1	-	-	2
	7.3%	7.6%	7.0%	19.5%	-	-	-	-	37.5%	-	40.2%	-	13.9%	11.1%	-	-	7.8%	-	14.9%	-	-	21.2%	8.5%	26.2%	-	-	7.3%
More information on how to get a postal vote	1	-	1	1	1	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	1	1	1	-	-	1
	4.7%	-	7.7%	6.3%	6.5%	-	-	-	-	6.0%	-	8.4%	-	-	-	15.9%	5.1%	-	-	-	-	16.8%	6.8%	14.2%	-	-	4.7%
A phone call about a candidate	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	1
	2.3%	-	3.8%	-	6.5%	-	-	-	-	6.0%	-	-	7.5%	-	-	-	2.5%	-	-	-	6.2%	-	6.7%	-	-	-	2.3%
Receiving a leaflet about a candidate	1	-	1	-	1	-	-	-	-	-	1	1	-	-	-	1	1	-	1	1	-	-	1	-	-	-	1
	5.3%	-	8.6%	-	14.8%	-	-	-	-	-	29.9%	11.1%	-	-	-	17.9%	5.7%	-	7.6%	20.9%	-	-	15.2%	-	-	-	5.3%
Receiving an email from a candidate	2	2	-	1	1	-	-	-	1	-	1	-	1	1	1	-	2	-	1	1	-	1	1	1	-	-	2
	7.1%	18.2%	-	12.1%	7.0%	-	-	-	42.2%	-	29.9%	-	8.1%	8.8%	17.1%	-	7.6%	-	8.7%	15.8%	-	15.8%	13.0%	15.3%	-	-	7.1%
Other	13	7	6	5	5	4	2	1	1	8	-	2	5	4	2	1	11	2	2	2	8	1	4	2	7	-	13
	56.5%	74.2%	45.3%	54.8%	58.0%	56.8%	100.0%	64.0%	20.3%	87.9%	-	30.2%	70.4%	70.6%	82.9%	17.7%	53.3%	100.0%	28.8%	63.3%	86.6%	27.9%	49.8%	44.2%	65.4%	-	56.5%
SIGMA	23	9	14	9	8	6	2	2	3	9	2	6	7	6	3	7	22	2	7	3	9	3	8	4	11	-	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 31
Q.33 How often do your friends and colleagues talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very often	123	68	55	31	38	54	11	2	23	43	19	25	47	32	23	20	107	16	50	34	22	17	57	46	19	121	2
	12.3%	13.0%	11.5%	13.4%	10.5%	13.4%	10.7%	4.9%	19.1%	12.4%	12.2%	11.0%	15.5%	11.1%	10.8%	10.7%	11.4%	23.9%	13.8%	13.3%	10.1%	12.8%	13.8%	11.8%	10.1%	12.4%	8.3%
Often	262	157	105	63	91	108	32	14	38	85	45	48	89	77	57	38	245	17	101	68	56	32	111	111	39	257	4
	26.2%	30.1%	21.9%	27.0%	24.9%	26.8%	31.5%	27.8%	31.9%	24.6%	28.0%	21.4%	29.1%	26.3%	27.0%	20.1%	26.3%	24.5%	27.8%	26.7%	26.0%	23.7%	26.7%	28.3%	20.6%	26.3%	18.6%
Sometimes	319	165	154	76	121	122	25	16	32	119	51	76	89	107	68	55	301	18	107	79	79	46	137	120	62	314	5
	31.9%	31.6%	32.2%	32.8%	33.3%	30.1%	24.7%	32.2%	26.7%	34.4%	32.0%	33.8%	29.2%	36.5%	31.9%	29.1%	32.3%	26.7%	29.3%	31.1%	36.5%	33.7%	33.0%	30.4%	32.5%	32.2%	19.6%
Occasionally	218	102	116	51	80	87	26	10	23	72	35	52	59	58	49	52	206	13	77	55	41	31	81	92	45	214	4
	21.8%	19.5%	24.3%	21.9%	22.1%	21.5%	26.0%	19.7%	19.4%	20.7%	22.1%	23.3%	19.3%	20.0%	22.9%	27.5%	22.1%	18.2%	21.0%	21.7%	19.0%	22.9%	19.4%	23.5%	23.6%	21.9%	16.6%
Never	78	30	48	11	34	33	7	8	4	27	9	23	21	18	16	24	74	5	30	18	18	9	29	24	25	70	9
	7.8%	5.8%	10.0%	4.9%	9.3%	8.2%	7.1%	15.4%	3.0%	7.8%	5.8%	10.5%	6.9%	6.1%	7.4%	12.5%	7.9%	6.6%	8.1%	7.2%	8.5%	6.9%	7.0%	6.1%	13.2%	7.1%	36.8%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 32
Q.34 How often does your family talk about politics?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Very often	135	60	75	39	48	48	12	6	19	43	27	28	55	33	28	18	118	17	56	41	23	15	63	57	15	131	4
	13.5%	11.5%	15.7%	16.7%	13.2%	11.9%	12.1%	12.8%	15.7%	12.5%	16.6%	12.5%	18.0%	11.3%	13.3%	9.8%	12.7%	24.7%	15.4%	16.0%	10.5%	11.4%	15.2%	14.6%	7.7%	13.4%	17.8%
Often	272	148	124	58	93	121	34	14	32	89	47	56	82	87	65	38	257	15	110	68	52	39	123	108	40	270	2
	27.2%	28.3%	26.0%	25.1%	25.6%	29.8%	34.0%	27.8%	26.9%	25.6%	29.7%	24.8%	26.8%	29.7%	30.4%	20.3%	27.6%	21.3%	30.1%	26.5%	24.1%	28.7%	29.7%	27.6%	21.1%	27.7%	7.5%
Sometimes	300	157	143	66	115	119	30	13	37	110	52	59	81	96	65	58	279	21	101	73	72	42	121	121	58	293	7
	30.0%	30.0%	30.0%	28.4%	31.7%	29.4%	29.4%	25.9%	31.4%	31.6%	32.4%	26.2%	26.5%	32.9%	30.5%	30.7%	30.0%	30.5%	27.7%	28.7%	33.6%	30.9%	29.1%	30.8%	30.3%	30.0%	28.8%
Occasionally	235	132	104	58	80	97	20	12	28	86	27	63	78	59	42	57	222	13	84	56	50	32	81	89	65	230	6
	23.5%	25.2%	21.7%	25.0%	22.1%	24.0%	20.2%	23.8%	23.2%	24.8%	16.9%	27.9%	25.4%	20.1%	19.6%	30.3%	23.9%	18.8%	23.0%	22.1%	23.3%	24.0%	19.5%	22.7%	33.9%	23.5%	23.9%
Never	58	26	32	11	27	20	4	5	3	19	7	19	10	18	13	17	55	3	14	17	18	7	27	17	14	53	5
	5.8%	5.0%	6.6%	4.8%	7.4%	4.9%	4.3%	9.8%	2.8%	5.5%	4.4%	8.5%	3.4%	6.0%	6.1%	8.9%	5.9%	4.7%	3.8%	6.7%	8.5%	5.0%	6.6%	4.3%	7.0%	5.4%	22.1%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 33
Q.35 Would you be more likely to vote if you could vote online?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes	606	309	297	190	228	188	47	35	83	191	102	148	194	179	126	107	548	58	208	180	122	74	280	235	92	599	6
	60.6%	59.2%	62.1%	81.7%	62.7%	46.5%	46.6%	69.5%	69.4%	55.2%	64.1%	65.9%	63.2%	61.3%	59.3%	56.6%	58.8%	84.2%	57.2%	70.4%	56.8%	54.7%	67.3%	59.7%	47.9%	61.3%	27.6%
No	394	213	181	43	135	216	54	15	36	155	57	76	113	113	87	82	384	11	156	76	93	61	136	159	100	378	17
	39.4%	40.8%	37.9%	18.3%	37.3%	53.5%	53.4%	30.5%	30.6%	44.8%	35.9%	34.1%	36.8%	38.7%	40.7%	43.4%	41.2%	15.8%	42.8%	29.6%	43.2%	45.3%	32.7%	40.3%	52.1%	38.7%	72.4%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 34
Q.36 Would you be more likely to vote if election day was on a weekend?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes	414	217	197	148	162	104	37	23	71	118	64	101	150	116	83	65	362	52	136	133	85	47	197	158	58	409	4
	41.4%	41.6%	41.1%	63.7%	44.5%	25.7%	36.9%	46.5%	59.3%	33.9%	40.0%	45.2%	49.1%	39.7%	38.8%	34.3%	38.9%	74.8%	37.5%	52.1%	39.6%	34.5%	47.4%	40.2%	30.5%	41.9%	18.6%
No	587	305	281	84	202	301	64	27	48	229	96	123	156	176	130	124	569	17	227	122	130	89	218	235	133	568	19
	58.6%	58.4%	58.9%	36.3%	55.5%	74.3%	63.1%	53.5%	40.7%	66.1%	60.0%	54.8%	50.9%	60.3%	61.2%	65.7%	61.1%	25.2%	62.5%	47.9%	60.4%	65.5%	52.6%	59.8%	69.5%	58.1%	81.4%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 35
Q.37 Does your household have a landline telephone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes	942	497	445	198	344	400	95	47	109	330	150	211	285	276	204	177	876	66	354	237	198	125	381	376	185	923	19
	94.2%	95.2%	93.1%	85.4%	94.7%	98.8%	94.5%	92.2%	91.7%	95.3%	94.4%	94.0%	93.0%	94.4%	95.9%	93.9%	94.1%	96.1%	97.3%	92.8%	91.7%	92.8%	91.6%	95.8%	96.7%	94.5%	82.6%
No	58	25	33	34	19	5	6	4	10	16	9	13	21	16	9	12	55	3	10	18	18	10	35	17	6	54	4
	5.8%	4.8%	6.9%	14.6%	5.3%	1.2%	5.5%	7.8%	8.3%	4.7%	5.6%	6.0%	7.0%	5.6%	4.1%	6.1%	5.9%	3.9%	2.7%	7.2%	8.3%	7.2%	8.4%	4.2%	3.3%	5.5%	17.4%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 36
Q.38 Do you generally answer incoming calls on your household's landline?
Base: Respondents having a landline telephone in household

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	989	468	521	297	461	231	91	51	125	316	177	229	299	293	228	169	905	84	326	276	214	133	446	353	190	967	22
Weighted Total	942	497	445	198	344	400	95	47	109	330	150	211	285	276	204	177	876	66	354	237	198	125	381	376	185	923	19
Yes, I generally answer incoming calls on my household's landline (at least as often as other members of my household)	605 64.3%	334 67.1%	272 61.0%	98 49.4%	222 64.6%	285 71.3%	63 65.8%	25 54.2%	77 70.7%	213 64.3%	100 66.4%	128 60.8%	182 63.9%	176 63.7%	120 58.9%	127 71.9%	561 64.0%	45 67.6%	251 70.9%	139 58.9%	110 55.6%	91 73.0%	220 57.7%	266 70.6%	120 64.9%	603 65.3%	3 14.4%
I only answer my landline phone when the number shown is someone that I know	216 22.9%	109 21.9%	107 24.1%	54 27.1%	89 25.9%	73 18.3%	22 23.6%	14 29.8%	18 16.8%	76 23.0%	32 21.1%	54 25.5%	64 22.6%	66 24.0%	48 23.5%	38 21.2%	202 23.1%	14 20.9%	57 16.2%	66 28.0%	61 31.1%	22 17.9%	110 28.9%	56 15.0%	50 26.8%	206 22.3%	10 53.8%
No, another member of my household usually answers our landline when it rings	77 8.1%	41 8.2%	36 8.1%	27 13.7%	17 5.0%	33 8.2%	9 9.1%	4 9.3%	9 8.2%	31 9.3%	10 6.6%	14 6.7%	21 7.4%	23 8.4%	25 12.2%	8 4.5%	72 8.2%	5 7.3%	28 7.9%	20 8.3%	17 8.6%	8 6.2%	30 7.9%	38 10.0%	9 4.9%	72 7.8%	5 23.7%
No, nobody in my household ever answers incoming calls on our landline	44 4.7%	14 2.8%	30 6.8%	19 9.8%	16 4.6%	9 2.2%	1 1.4%	3 6.6%	5 4.3%	11 3.4%	9 5.9%	15 7.1%	18 6.1%	11 4.0%	11 5.5%	4 2.4%	41 4.7%	3 4.1%	18 5.0%	12 4.9%	9 4.7%	4 3.0%	21 5.5%	17 4.5%	6 3.5%	43 4.6%	2 8.1%
SIGMA	942 100.0%	497 100.0%	445 100.0%	198 100.0%	344 100.0%	400 100.0%	95 100.0%	47 100.0%	109 100.0%	330 100.0%	150 100.0%	211 100.0%	285 100.0%	276 100.0%	204 100.0%	177 100.0%	876 100.0%	66 100.0%	354 100.0%	237 100.0%	198 100.0%	125 100.0%	381 100.0%	376 100.0%	185 100.0%	923 100.0%	19 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 37
Q.39 Do you have a mobile phone?
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Yes	965	501	464	225	358	382	98	48	118	330	157	216	298	288	198	181	902	63	344	252	208	131	405	375	185	944	21
	96.5%	95.9%	97.2%	97.0%	98.4%	94.5%	97.1%	94.2%	99.1%	95.2%	98.2%	96.2%	97.3%	98.6%	93.0%	95.7%	96.9%	91.3%	94.6%	98.7%	96.3%	97.0%	97.3%	95.5%	96.8%	96.6%	92.0%
No	35	21	14	7	6	22	3	3	1	17	3	9	8	4	15	8	29	6	20	3	8	4	11	18	6	33	2
	3.5%	4.1%	2.8%	3.0%	1.6%	5.5%	2.9%	5.8%	0.9%	4.8%	1.8%	3.8%	2.7%	1.4%	7.0%	4.3%	3.1%	8.7%	5.4%	1.3%	3.7%	3.0%	2.7%	4.5%	3.2%	3.4%	8.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 38
Q.40 Do you generally answer incoming calls on your mobile phone?
Base: Respondents having a mobile phone

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1045	490	555	339	482	224	97	53	139	328	188	240	322	313	233	177	962	83	328	299	233	142	485	364	196	1019	26
Weighted Total	965	501	464	225	358	382	98	48	118	330	157	216	298	288	198	181	902	63	344	252	208	131	405	375	185	944	21
Yes, I generally answer incoming calls on my mobile phone	598 61.9%	349 69.7%	249 53.5%	134 59.7%	213 59.7%	250 65.3%	53 54.7%	28 59.7%	82 69.4%	206 62.5%	102 65.4%	126 58.2%	193 64.6%	185 64.0%	115 58.1%	105 58.2%	551 61.1%	46 73.6%	240 69.7%	142 56.3%	118 57.0%	82 62.5%	233 57.7%	265 70.6%	99 53.5%	594 62.9%	4 18.8%
I only answer my mobile phone when I recognise the number as somebody that I know	329 34.1%	140 27.9%	190 40.9%	88 39.1%	138 38.7%	103 26.9%	37 37.9%	19 40.3%	32 26.8%	104 31.5%	52 33.2%	86 39.7%	100 33.5%	96 33.1%	67 34.0%	67 36.9%	313 34.7%	17 26.4%	86 24.9%	100 39.9%	86 41.5%	43 32.8%	159 39.3%	94 25.0%	77 41.3%	314 33.3%	15 71.0%
No, I generally don't answer incoming calls on my mobile phone	38 4.0%	12 2.4%	26 5.6%	3 1.2%	6 1.6%	30 7.8%	7 7.4%	- -	4 3.8%	20 6.0%	2 1.4%	5 2.1%	6 1.9%	8 2.8%	16 7.8%	9 4.9%	38 4.2%	- -	19 5.4%	10 3.8%	3 1.5%	6 4.7%	12 3.0%	16 4.3%	10 5.3%	36 3.8%	2 10.2%
SIGMA	965 100.0%	501 100.0%	464 100.0%	225 100.0%	358 100.0%	382 100.0%	98 100.0%	48 100.0%	118 100.0%	330 100.0%	157 100.0%	216 100.0%	298 100.0%	288 100.0%	198 100.0%	181 100.0%	902 100.0%	63 100.0%	344 100.0%	252 100.0%	208 100.0%	131 100.0%	405 100.0%	375 100.0%	185 100.0%	944 100.0%	21 100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 39
Q.41A How often, if at all, do you use any of the following social media platforms?
Facebook
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Use less than once a week	142	83	59	17	44	80	9	8	20	56	22	27	43	41	26	31	131	10	54	35	32	17	60	63	18	139	3
	14.2%	15.9%	12.3%	7.3%	12.2%	19.9%	9.2%	16.0%	17.1%	16.0%	13.6%	11.9%	14.0%	14.1%	12.2%	16.6%	14.1%	15.2%	14.8%	13.8%	14.7%	12.6%	14.5%	16.1%	9.5%	14.2%	11.2%
Use once or twice a week	176	96	80	21	67	88	17	7	16	71	35	31	44	61	41	29	167	10	74	40	32	24	64	77	35	174	3
	17.6%	18.4%	16.8%	9.2%	18.5%	21.7%	17.0%	13.3%	13.3%	20.5%	21.7%	13.7%	14.5%	20.8%	19.5%	15.5%	17.9%	13.9%	20.4%	15.8%	14.9%	17.5%	15.4%	19.6%	18.4%	17.8%	11.4%
Use almost every day	465	220	245	176	169	121	50	30	63	135	75	111	161	127	94	84	428	37	142	144	107	53	219	163	84	453	12
	46.5%	42.2%	51.2%	75.8%	46.4%	29.8%	50.1%	58.8%	53.2%	39.1%	47.3%	49.5%	52.6%	43.4%	44.1%	44.2%	46.0%	53.4%	39.1%	56.5%	49.6%	39.2%	52.6%	41.5%	43.6%	46.3%	53.4%
Do not use	217	123	94	18	84	116	24	6	20	85	28	56	58	63	51	45	205	12	93	35	45	42	73	90	55	212	6
	21.7%	23.5%	19.7%	7.7%	23.0%	28.6%	23.8%	12.0%	16.4%	24.4%	17.3%	24.9%	18.9%	21.7%	24.2%	23.6%	22.0%	17.5%	25.7%	13.8%	20.8%	30.7%	17.6%	22.8%	28.5%	21.7%	24.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 40
Q.41B How often, if at all, do you use any of the following social media platforms?
Twitter
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Use less than once a week	129	63	66	42	51	36	12	13	18	46	21	20	45	27	28	29	117	12	42	35	26	18	61	43	25	124	5
	12.9%	12.1%	13.8%	18.2%	14.0%	8.9%	11.7%	25.3%	14.8%	13.2%	13.5%	8.8%	14.7%	9.3%	13.1%	15.3%	12.5%	17.9%	11.6%	13.6%	12.0%	13.5%	14.7%	10.9%	13.3%	12.7%	21.2%
Use once or twice a week	118	65	52	39	58	21	16	5	19	29	20	30	45	32	27	13	109	9	40	31	29	15	56	43	19	117	1
	11.8%	12.5%	11.0%	16.7%	15.9%	5.3%	15.5%	9.0%	15.6%	8.3%	12.5%	13.5%	14.8%	11.1%	12.7%	6.8%	11.7%	12.7%	10.9%	12.1%	13.6%	11.3%	13.4%	10.9%	9.9%	12.0%	3.8%
Use almost every day	186	107	79	85	60	41	14	9	30	57	28	48	75	55	31	26	166	20	50	68	48	15	107	57	22	182	4
	18.6%	20.5%	16.5%	36.6%	16.5%	10.1%	13.8%	18.5%	25.4%	16.5%	17.4%	21.3%	24.3%	18.7%	14.3%	13.8%	17.9%	28.7%	13.8%	26.8%	22.1%	11.0%	25.9%	14.4%	11.5%	18.6%	18.0%
Do not use	567	286	281	66	195	306	59	24	53	215	90	126	141	178	127	121	539	28	232	121	113	87	191	251	125	554	13
	56.7%	54.9%	58.8%	28.5%	53.6%	75.7%	59.0%	47.2%	44.2%	62.0%	56.7%	56.4%	46.1%	60.9%	59.8%	64.0%	57.9%	40.8%	63.7%	47.5%	52.4%	64.2%	46.0%	63.8%	65.3%	56.7%	57.0%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 41
Q.41C How often, if at all, do you use any of the following social media platforms?
Google+
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Use less than once a week	162	88	74	56	57	49	17	10	24	50	23	37	61	45	32	24	149	13	68	43	27	17	72	72	17	156	6
	16.2%	16.9%	15.4%	24.1%	15.6%	12.2%	17.2%	18.9%	20.0%	14.6%	14.5%	16.7%	19.8%	15.4%	15.0%	12.7%	16.0%	18.7%	18.6%	16.8%	12.6%	12.8%	17.3%	18.4%	9.1%	16.0%	23.9%
Use once or twice a week	94	55	39	34	36	24	11	2	18	27	13	22	38	22	18	16	79	15	20	34	23	16	46	28	19	92	1
	9.4%	10.5%	8.1%	14.8%	9.8%	5.9%	10.5%	4.9%	15.4%	7.8%	8.4%	9.7%	12.3%	7.7%	8.4%	8.3%	8.5%	21.3%	5.4%	13.4%	10.6%	11.5%	11.2%	7.2%	9.8%	9.5%	4.5%
Use almost every day	79	40	39	28	23	27	3	5	12	24	18	18	28	14	15	23	70	9	25	26	13	13	39	28	12	77	2
	7.9%	7.7%	8.1%	12.3%	6.4%	6.8%	3.0%	9.4%	10.1%	6.8%	11.0%	8.2%	9.0%	4.8%	6.8%	12.3%	7.5%	13.7%	6.8%	10.1%	6.0%	9.8%	9.3%	7.2%	6.5%	7.9%	8.0%
Do not use	666	339	327	113	248	304	70	34	65	245	105	147	181	211	148	126	634	32	252	152	153	89	259	264	143	651	15
	66.6%	64.9%	68.4%	48.9%	68.2%	75.2%	69.3%	66.7%	54.6%	70.8%	66.0%	65.4%	58.9%	72.1%	69.8%	66.6%	68.1%	46.3%	69.3%	59.7%	70.9%	65.9%	62.2%	67.2%	74.6%	66.6%	63.6%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Lodestone Political Survey
Prepared on behalf of Lodestone Communications

Table 42
Q.41D How often, if at all, do you use any of the following social media platforms?
LinkedIn
Base: Respondents either voted or not voted in 2010 election

	Total	Gender		Age			Region6						SEG				Ethnic Group		2010 Vote				Preferred Govt			Would vote in GE?	
		Male	Female	18-34	35-54	55+	Scotland	Wales	London	South	Midlands	North	AB	C1	C2	DE	White	Non-white	Con	Lab	Ld	Other	LAB	CON	Don't know	Yes	No
Unweighted Total	1076	504	572	350	490	236	98	58	140	340	192	248	329	318	242	187	988	88	340	304	241	148	499	376	201	1047	29
Weighted Total	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
Use less than once a week	162	99	62	45	60	57	8	8	26	65	22	33	72	50	26	14	155	7	62	39	35	20	69	71	21	160	2
	16.2%	19.0%	13.1%	19.6%	16.5%	14.0%	8.2%	15.5%	21.7%	18.8%	13.6%	14.8%	23.4%	17.0%	12.4%	7.5%	16.7%	9.7%	17.1%	15.2%	16.0%	15.0%	16.6%	18.2%	11.1%	16.3%	9.4%
Use once or twice a week	68	45	24	25	32	12	4	2	18	22	11	12	41	14	10	3	54	15	16	21	21	8	33	24	12	66	2
	6.8%	8.6%	5.0%	10.7%	8.7%	3.0%	3.6%	4.0%	15.5%	6.3%	6.9%	5.1%	13.5%	4.9%	4.7%	1.6%	5.8%	21.4%	4.4%	8.0%	9.6%	6.1%	8.0%	6.0%	6.0%	6.8%	10.5%
Use almost every day	39	20	19	21	10	9	4	1	12	12	6	5	27	5	4	3	32	7	15	14	7	3	18	15	5	39	-
	3.9%	3.9%	3.9%	8.9%	2.7%	2.2%	4.1%	1.3%	10.1%	3.5%	3.5%	2.1%	8.9%	1.7%	1.9%	1.5%	3.5%	9.8%	4.1%	5.4%	3.5%	2.1%	4.4%	3.9%	2.8%	4.0%	-
Do not use	731	358	373	141	262	327	85	40	63	248	121	175	166	223	172	169	690	41	271	182	153	104	295	283	153	712	18
	73.1%	68.5%	78.0%	60.9%	72.2%	80.9%	84.2%	79.1%	52.8%	71.4%	75.9%	78.0%	54.3%	76.4%	81.1%	89.4%	74.1%	59.1%	74.3%	71.3%	70.9%	76.8%	70.9%	71.9%	80.1%	72.9%	80.1%
SIGMA	1000	522	478	232	363	405	101	50	119	347	159	224	306	292	213	189	931	69	364	255	216	135	416	393	192	977	23
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%