Attitudes to Welfare Poll: Conservative Typologies Tables

03/10/2014

Prepared on behalf of Bright Blue





Methodology

Fieldwork Dates

12th - 30th September 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain, who fall into one of the four segments of the "Conservative Universe" as defined by Lord Ashcroft's Project Blueprint (Loyalists, Defectors, Joiners, Considerers).

Sample Size

2.502

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex and Conservative segment. Targets for the weighted data were derived from "Project Blueprint – Phase 5", September 2014, by Lord Ashcroft.

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 a sample of 2,502 it is 95% certain that the 'true' value will fall within the range of 2.0% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Economic / Social Conservatism

Respondents were categorised for the purposes of cross-breaks by their economic or social conservatism, as measured by their responses to Q22-27. Each response added +1 or -1 to the score of economic / social Conservatism and respondents who scored +2 or more were categorised as Economic/Social Conservatives, those who scored -2 or less as Statists / Liberals

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0–10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election.



Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. 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 will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

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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Table 1 Q1. Where do you currently live? Base : All Respondents 3 Oct 2014

Unweighted Total Weighted Total England Wales Scotland

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T	al	Gender	r		Age			2010	Vote			GE V	oting Inte	ention			SE	G				Regi	on6			Ecor	omic	Soc	ial	Ethni	icity	E	Employme	nt Status			Family S	Status		Pare	nt	Gra	indparent	۱ ۱		Segment	tation	
	Ma	ale Fer	male	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	London	Midland s	North	South	Scotlan d	Wales	Conserv		Conserv ative	Liberal			In employm ent	Unemplo yed	Retired	lomemak er / Carer	Single	Married	Cohabit S	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D			Conside rers
25	11	42 13	360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
25	13	74 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
22	1 12 .8% 90	37 10 0.0% 9	034 91.6%	451 88.9%	709 93.0%	1110 90.1%	1687 91.1%	81 92.1%	162 93.6%	32 72.4%	1625 90.1%	72 91.5%	22 88.3%	322 90.7%	227 96.0%	731 91.0%	546 88.8%	554 92.0%	440 91.4%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	- :	- :	247 86.4%	1035 91.7%	1095 91.3%	305 88.3%	2125 90.3%	146 97.8%	1363 91.2%	55 97.0%	644 89.0%	150 93.7%	412 89.3%	1396 91.2%	189 87.2%	189 94.3%	577 91.7%	1693 90.4%	172 92.8%	505 90.7%	1593 90.6%	1150 90.1%	537 93.2%	472 89.8%	112 89.3%
	14 .1% 5	70 5.1%	34 3.0%	24 4.6%	23 3.0%	57 4.7%	77 4.1%	5 5.6%	1 0.8%	2 4.4%	81 4.5%	0.4%	1 2.3%	17 4.7%	5 2.1%	24 3.0%	27 4.4%	22 3.6%	31 6.5%	:	:	:	:	- 1	104 100.0%	19 6.5%	38 3.3%	45 3.7%	16 4.7%	103 4.4%	1 0.7%	56 3.8%	0.3%	37 5.2%	5 3.2%	23 5.0%	59 3.8%	14 6.3%	5 2.3%	19 3.1%	84 4.5%	6 3.0%	20 3.5%	79 4.5%	59 4.6%	18 3.1%	22 4.2%	5 3.9%
	28 .1% 4	67 4.9%	61 5.4%	33 6.5%	31 4.0%	64 5.2%	88 4.7%	2 2.2%	10 5.7%	10 23.3%	98 5.4%	6 8.1%	2 9.5%	16 4.6%	5 1.9%	49 6.1%	42 6.9%	26 4.4%	10 2.1%	:	-	-	:	128 100.0%	- :	20 7.1%	56 4.9%	60 5.0%	24 7.0%	125 5.3%	2 1.5%	75 5.0%	2 2.7%	43 5.9%	5 3.2%	26 5.7%	76 4.9%	14 6.5%	7 3.4%	33 5.2%	95 5.1%	8 4.3%	32 5.8%	87 5.0%	67 5.2%	21 3.6%	31 6.0%	8 6.8%
	13	74 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125

Table 2 Q2. Which English county do you currently live in? Base: Respondents of English county

	Total	Gende	r		Age			2010	Vote			GE V	oting Int	ention			SE	G				Regi	on6			Econo	mic	Soci	ial	Ethn	icity		Employme	ent Status			Family	Status		Pare	ent	Gr	andparent	ıt		Segmentat	ition	\neg
		Male Fe	emale 1	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent		Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No L	Loyalis Def			nside ers
Unweighted Total	2279	1035	244	326	929	1024	1487	130	248	67	1186	155	76	422	437	660	566	578	475	252	386	562	1071	-	- 1	230	1039	1055	307	2124	155	1364	60	597	193	391	1404	200	196	616	1663	173	463	1643	921 5	566 2	250 5	542
Weighted Total	2271	1237	034	451	709	1110	1687	81	162	32	1625	72	22	322	227	731	546	554	440	268	387	537	1070	-	-	247	1035	1095	305	2125	146	1363	55	644	150	412	1396	189	189	577	1693	172	505	1593	1150 F	537 4	472	112
Greater London	268 11.8%	150 12.1%	118 11.4%	95 21.0%	97 13.7%	76 6.8%	183 10.8%	19 23.2%	16 10.2%	1 5 2.2%	202 12.4%	11 14.9%	3 15.1%	28 8.8%	23 10.0%	130 17.8%	54 9.9%	53 9.6%	31 7.0%	268 100.0%	:		- 1	-	-	33 13.4%	131 12.7%	115 10.5%	50 16.2%	215 10.1%	53 36.3%	198 14.5%	8 14.1%	40 6.1%	6 4.1%	75 18.1%	156 11.2%	23 12.2%	7 3.9%	87 15.1%	181 10.7%	15 8.6%	38 7.6%	215 13.5%	130 11.3%	53 9.8% 1'	72 5.2% 1	14
Avon & Bristol	38 1.7%		15 1.5%	6 1.4%	18 2.6%	13 1.1%	26 1.6%	1 0.8%	2.8%		30 1.9%	0.6%	1.9%	3 0.9%	4 1.7%	7 0.9%	9 1.6%	11 2.0%	11 2.5%	:	-	-	38 3.5%	-	-	1 0.5%	10 0.9%	15 1.4%	2 0.7%	1	3 2.1%	24 1.7%	0.3%	5 0.7%	4 2.7%	15 3.5%	17 1.2%	4 2.0%	2 1.2%	10	28 1.6%	1 0.8%	5 0.9%	32 2.0%	22 1.9%	4 0.8% 1	8 1.7%	3 2.9%
Bedfordshire	29 1.3%	13 1.1%	16 1.6%	10 2.3%	6 0.8%	14 1.2%	18 1.1%	2 2.4%	0.7%		23 1.4%	0.6%	- :	1 0.4%	5 2.3%	5 0.7%	6 1.2%	13 2.4%	4 0.9%	:	:	- :	29 2.8%	- :		:	10 0.9%	11 1.0%	6 1.9%	27 1.3%	3 2.0%	18 1.3%	- :	6 0.9%	2 1.5%	13 3.1%	14 1.0%	1.0%	1 0.3%	0.8%	25 1.5%	4 2.3%	5 1.1%	1.3%	12 1.1%	6 1.0%	10 2.2%	1.2%
Berkshire	34 1.5%	20 1.6%	14 1.4%	6 1.2%	14 2.0%	15 1.3%	29 1.7%	1 1.4%	1.2%	2 6.1%	21 1.3%	3 3.7%	-	5 1.7%	5 2.4%	12 1.7%	11 1.9%	6 1.1%	6 1.3%	:	-	-	34 3.2%	-		9 3.6%	13 1.2%	13 1.2%	4 1.4%	32 1.5%	2 1.7%	23 1.7%	2 2.8%	7 1.1%	2 1.5%	5 1.3%	21 1.5%	2 1.1%	4 2.1%	10	24 1.4%	4 2.4%	6 1.2%	24 1.5%	17 1.5%	12 2.2% (3 0.7%	2 1.9%
Buckinghamshire	53 2.3%	26 2.1%	26 2.5%	10 2.2%	12 1.7%	30 2.7%	46 2.7%	:	3 1.9%	6 0.7%	35 2.2%		1 3.9%	10 3.2%	6 2.7%	16 2.2%	10 1.9%	17 3.1%	9 2.0%	:		-	53 4.9%	-		8 3.2%	23 2.2%	32 2.9%	5 1.6%	46 2.2%	7 4.8%	33 2.4%	1 1.5%	13 2.1%	4 2.7%	6 1.4%	33 2.4%	4 2.0%	7 3.6%	17 2.9%	36 2.1%	2 1.0%	8 1.6%	43 2.7%	30 2.7%	15 2.9%	5 1.0%	2 1.8%
Cambridgeshire	40 1.8%	30 2.4%	10 1.0%	4 0.9%	13 1.8%	24 2.1%	28 1.6%	2 2.9%	3	1 1.8%	29 1.8%		-	8 2.5%	3 1.3%	17 2.3%	11 2.1%	5 0.8%	8 1.8%		-	-	40 3.8%	-		1 0.4%	19 1.8%	23 2.1%	4 1.4%	39 1.8%	1 0.9%	24 1.8%	1 2.1%	11 1.7%	4 2.9%	6 1.4%	30 2.1%	5 2.4%		10 1.7%	30 1.8%	1 0.5%	9 1.7%	31 1.9%	19 1.7%	9	10 2.1%	3 2.5%
Cheshire	50 2.2%	24 1.9%	26 2.5%	4 0.9%	20 2.8%	26 2.4%	43 2.6%	2 2.5%	1.4%		32 2.0%	3.0%	1.5%	10 3.1%	6 2.6%	12 1.7%	14 2.6%	15 2.7%	9 2.1%	:	:	50 9.4%	-	-	:	5 2.0%	23 2.2%	29 2.7%	6 1.8%	50 2.4%	0.1%	29 2.1%	1 1.2%	16 2.4%	5 3.1%	9 2.1%	34 2.4%	2 0.9%	4 2.0%	6 1.1%	44 2.6%	7 3.8%	16 3.1%	28 1.8%	26 2.3%	17 3.1%	5 1.2%	2 1.5%
Cleveland	10 0.4%	7 0.6%	3 0.3%	-	5 0.7%	5 0.4%	8 0.4%	2 2.0%	0.3%		2 0.1%		- :	6 1.9%	1 0.6%	2 0.2%	1 0.2%	3 0.6%	3 0.8%	:	:	10 1.8%	-	:	-	2 0.8%	4 0.4%	5 0.4%	1 0.3%	10 0.5%	0.1%	4 0.3%	:	6 1.0%	0.1%	3 0.6%	6 0.5%	1 0.5%	:	3 0.5%	7 0.4%	1 0.5%	2 0.4%	7 0.4%	1 0.1%	7	2 0.3%	1 0.6%
Cornwall	21 0.9%	9 0.7%	12 1.2%	4 0.8%	7 1.0%	11 1.0%	16 0.9%	- 1	5 3.0%	i 1.1%	14	0.4%	1.6%	4 1.2%	3 1.3%	6 0.8%	6 1.1%	7 1.2%	3 0.7%	:	- :	- :	21 2.0%	-		4 1.7%	10 1.0%	10 0.9%	2 0.6%	21 1.0%	-	10 0.8%	- :	8 1.2%	2 1.2%	3 0.8%	16 1,1%	-	1 0.6%	6	16 0.9%	1 0.7%	4 0.7%	17 1.0%	9	6 1.1%	4	1
Cumbria	17 0.8%	13 1.1%	4	2	6	9	15 0.9%	0.4%		-	12	0.2%	-	1 0.4%	4 1.6%	3 0.5%	5 0.9%	3 0.5%	6 1.4%		-	17 3.2%	-	-	-	-	11 1.1%	7 0.6%	2 0.6%	17 0.8%	-	7 0.5%	1	7 1.1%	0.2%	3 0.8%	13 0.9%	-	1 0.4%	4 0.6%	14 0.8%	2 0.9%	3 0.5%	13 0.8%	11	4	2	1
Derbyshire	36 1.6%	23	13	2	8 1.1%	26 2.3%	31 1.8%	2 2.5%	3		29	0.6%	1.0%	2 0.7%	4 1.7%	9	10 1.9%	8	9 2.1%		36 9.3%	-	-	-	-	2 0.7%	23 2.2%	20 1.9%	1 0.3%	35 1.6%	1	13 0.9%	-	18 2.8%	3 1.9%	3 0.7%	27 1.9%	3 1.5%	3 1.6%	8	28	1 0.6%	11 2.2%	24 1.5%	26 2.2%	6	4	1
Devon	74 3.3%	37 3.0%	37 3.6%	13 2.9%	21 3.0%	40 3.6%	47 2.8%	4	8 4.7%	2 6.8%	59 3.6%	3 8%	1 5.2%	10	2	22 2.9%	12	23	18 4.0%	:	-	-	74 6.9%	-	-	12 4.8%	39 3.8%	26 2.4%	12 3.9%	70 3.3%	3 2.3%	50 3.7%	-	20 3.1%	3 2.0%	16 4.0%	43 3 1%	2 1.2%	10 5.1%	15 2.7%	58 3.5%	4 2.4%	13	56 3.5%	33	14 2.7%	26 5.5%	1 0 7%
Dorset	36 1.6%	18	18	8	13	15	24		3		23	3	0.6%	4	6 2 7%	12	7	9	8	:	:		36	:		6 2.4%	17	14	4	35	1	20	:	12	3	2 0.5%	27	2	3	9	27	3	6	27	13	11	10	2 2 196
Durham	25	17	8	1	3	21	11	7	5 3.0%		15	1	. 0.69/	4	4	5 0.7%	3	12	5	-	-	25	-	-	-	3	11	10 0.9%	2	25		14	-	4	7	2 0.4%	17	1 0.5%	5 2.4%	4 0.7%	21	5 2.7%	8	13	4	7	12	3
East Sussex	44	1	24	2	8	33	35 2 1%		4 2 20/	. 0.4%	26	1	1.00/	11	6	6	13	15	11		-	4.776	44	-	-	2 0.7%	21	20	7	44		23	-	18	3	5	29	3	4	4 0.8%	39	8 4.7%	13	23	19	17	7	1
East Yorkshire	23	12	11	2	10	11	18	1	2.3%		16	3	1.976	3	1 0.000	10	7	5	2.5%			23	4.176	-	-	0.7% 1 0.4%	9	14	4	23	-	13	1	9	1 0.8%	1 0.3%	15 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1.7% 4 1.9%	3 1.7%	6	17	1 0.6%	3 0.7%	19	13	5	3	2
Essex	86	37	49	21	22	43	64	2	8		64	1	2.1%	12	8	26	1.3%	25	12		-	4.4%	86	-	-	5	40	52	10	80	6	49	1	25	10	7	61	5	10	27	59	5	24	57	45	20	19	2
Gloucestershire	3.8% 43	31	11	9	3.1%	3.8%	3.8%		5.1%	2	3.9%		1.6%	3.6%	3.7%	3.6%	4.1%	4.5%	2.8%		-		43	-		2.2%	3.9% 16	4.7%	8	43		3.6%	1.2%	3.9%	6.7%	1.7%	4.4%	2.7%	5.1%	4.6%	38	2.7%	4.8%	3.6%	3.9%	13	7	2.2%
Greater Manchester	1.9% 54	39	15	4	1.5%	2.0% 37	2.0%	1	0.5%	5.0%	1.7%	3	2.4%	2.3%	2.8%	1.8%	1.5%	3.0%	1.0%		-	54	4.0%	-	-	4.1%	1.5%	1.8%	4	54	1	2.1%	6	2.1%	3	2.6%	1.7%	2.3%	1.5%	10	44	7	2.4%	1.8%	1.8%	2.4% 1	9	1.4%
	2.4%	3.2%	1.5%	0.8%	2.0%	3.3%	2.5%	0.7%	1.2%	5 1.1%	2.5%	3.7%	1.0%	1.4%	2.5%	2.6%	2.5%	2.6%	1.6%	-	-	10.1%	-	-	-	3.8%	2.2%	3.0%	1.4%	2.5%	0.6%	1.7%	11.6%	3.5%	1.8%	1.9%	2.4%	1.9%	2.0%	1.8%	2.6%	4.3%	3.7%	1.8%	2.8%	1.7% 1	1.9%	3.4%



Table 2 Q2. Which English county do you currently live in? Base: Respondents of English county

	Total	Gen	der		Age			201	0 Vote			GE	Voting In	tention			SE	:G				Regi	ion6			Econo	mic	Soci	ial	Ethnic	city		Employme	ent Status			Family	Status		Paren	1	Gran	ndparent		Seg ⁻	mentation	
															Undecid						Midland			Scotlan		Conserv		Conserv			Non-	In employm	Unemplo		Homemak er /			Cohabit S	Separat			Yes (r	Yes non-	Loy/	alis Defect	to	Conside
						55+	CON	•		OTHER	_			OTHER		AB	C1	C2	DE	London	s		South	d	Wales		Statist		Liberal		white	ent	yed		Carer		Married	ing	ed					No ts			rers
Weighted Total	1 1	1237	1034	451	709	1110	1687	81	162	32	1625		22	322	227	731	546	554	440	268	387	537	1070	-	-	247	1035	1095	305		146	1363	55	644	150		1396	189	189					593 115		472	112
Hampshire	105 4.6%	65 5.2%	41 3.9%	18 4.0%	28 3.9%	59 5.3%	91 5.49	2 6 2.3%	2 1.49	1 5 3.7%	75 4.69		1 % 4.75	16 6 5.09	9 4.19	36 4.9%	34 6.2%	19 3.5%	16 3.7%	- :	- 1	- 1	105 9.8%	-	- 1	9 3.8%	64 6.2%	58 5.3%	9 2.8%	101 4.8%	2.5%	63 4.6%	2.8%	31 4.7%	9 6.1%	17 4.0%	76 5.5%	1.2%	8 4.2%	23 4.0%	82 4.8%		26 : 5.1% 4		65 26 5.7% 4.9°	10 % 2.1%	3.6%
Herefordshire	4 0.2%	3 0.2%	1 0.1%	1 0.2%	:	3 0.3%	3 0.29	6 -	0.39		0.19	· 6 0.6	% -	0.19	0.79	3 0.4%	0.1%	1 0.1%	0.1%	-	4 1.0%	-	-	- 1	-	2 0.7%	:	2 0.2%	-	4 0.2%	- :	2 0.1%	- :	2 0.3%	-	1 0.2%	2 0.1%	- :	2 0.8%	-	4 0.2%	-	Ξ,	4 0.2% 0.	2 1 0.1% 0.2°	% -	1 1.0%
Hertfordshire	56 2.5%	28 2.3%	28 2.7%	13 3.0%	21 3.0%	21 1.9%	43 2.59		4 5 2.39	1 6 2.4%	41 2.59	2 % 2.5	2 % 8.59	3 6 0.99	8 3.59	23 3.1%	15 2.8%	9 1.7%	8 1.9%	-	-	-	56 5.2%	- :	-	5 2.1%	25 2.5%	32 2.9%	5 1.7%	56 2.6%	0.3%	41 3.0%	1 2.0%	10 1.6%	3 2.3%	3 0.8%	36 2.6%	8 4.1%	7 3.5%	12 2.1%	44 2.6%	8 4.5%	10 : 2.1% 2	38 3 2.4% 2.	30 13 2.6% 2.3°	11 % 2.3%	2 2.1%
Isle of Wight	9 0.4%	5 0.4%	4 0.4%	-	1 0.2%	8 0.7%	7 0.49	6 -	-	-	8 0.59	- % -		-	1 0.49	3 0.4%	-	2 0.4%	4 0.8%	-	-	-	9 0.9%	- :	-	1 :	5 0.5%	9 0.8%	-	9 0.4%	- :	5 0.4%	:	4 0.7%	:	:	2 0.1%	2 1.2%	5 2.7%	1 0.2%	8 0.5%	1 0.6%	4 0.7% (5 0.3% 0.	6 1 0.5% 0.2°	2 % 0.5%	0.2%
Kent	116 5.1%	54 4.4%	62 6.0%	29 6.3%	34 4.7%	54 4.9%	90 5.39	3 6 3.3%	2 i 1.09	1 6 2.2%	83 5.19	2 % 3.0	% -	15 4.79	16 7.19	47 6.4%	26 4.8%	21 3.8%	22 5.0%	-	-	-	116 10.9%	:	-	11 4.5%	39 3.7%	45 4.2%	16 5.4%	106 5.0%	11 7.3%	79 5.8%	2 3.0%	26 4.0%	7 4.6%	29 7.1%	53 3.8%	14 7.5%	9 5.0%	33 5.7%	84 4.9%		23 4 4.5% 5	89 6 5.6% 5.	60 30 5.2% 5.6°	23 % 4.8%	3.2%
Lancashire	85 3.8%	53 4.3%	32 3.1%	13 2.9%	25 3.5%	47 4.2%	62 3.79		9 5.49	6 0.9%	64 3.99	3 6 4.2	% -	11 3.5%	7 3.19	20 2.7%	27 4.9%	21 3.8%	17 4.0%	-	-	85 15.9%		:	-	8 3.4%	28 2.7%	32 2.9%	15 5.0%	84 4.0%	1 0.7%	49 3.6%	1 2.6%	27 4.3%	5 3.4%	20 4.9%	46 3.3%	7 3.9%	10 5.3%	14 2.4%	71 4.2%			58 4 3.6% 3.	45 17 3.9% 3.2°	19 % 4.0%	3.8%
Leicestershire	34 1.5%	16 1.3%	17 1.7%	7 1.5%	8 1.2%	19 1.7%	24 1.49	1 6 1.6%	3 1.79		23 1.49	1 6 1.2	% 1.95	3 6 1.09	6 2.69	12 1.6%	9 1.6%	3 0.6%	10 2.3%	-	34 8.7%	-	-	- 1	-	3 1.1%	15 1.4%	17 1.6%	4 1.4%	31 1.5%	3 1.9%	19 1.4%	1 1.2%	13 2.0%	1 1.0%	5 1.3%	19 1.4%	3 1.7%	4 2.1%	9 1.6%	25 1.5%	2 1.2%	0.8%	28 1 1.7% 1.	16 8 1.4% 1.5°	7 % 1.6%	3 2.3%
Lincolnshire	33 1.4%	13 1.0%	20 1.9%	5 1.0%	13 1.9%	15 1.3%	23 1.49		3 1.79	6 1.3%	25 1.59	· 6 0.6	% -	6 2.09	0.59	6 0.8%	9 1.6%	13 2.4%	5 1.0%	-	33 8.4%	-	-	- 1	-	5 2.1%	15 1.4%	17 1.5%	4 1.2%	33 1.5%	- :	23 1.7%	- :	6 1.0%	3 2.1%	2 0.4%	24 1.7%	3 1.6%	2 0.9%	13 2.3%	19 1.1%	1 0.6%		23 1 1.4% 1.	17 6 1.5% 1.2°	8 % 1.6%	1 1.2%
Lincolnshire (North or North-East)	15 0.7%	12 0.9%	4 0.4%	3 0.6%	1 0.1%	12 1.1%	15 0.99	6 -	- :		8 0.59	- % -	1 2.85	4 6 1.39	2 1.09	3 0.5%	5 1.0%	4 0.7%	3 0.7%	-	-	15 2.9%	. :	- 1	-	4 1.5%	8 0.7%	6 0.5%	6 1.9%	15 0.7%	- :	7 0.5%	- :	8 1.3%	0.1%	4 1.0%	8 0.6%	1 0.6%	-	2 0.3%	14 0.8%	1 0.5%	3 0.6% 0	12 0.7% 0.	8 7 0.7% 1.3°	% -	0.3%
Merseyside	33 1.5%	9 0.7%	24 2.3%	9 2.0%	8 1.1%	16 1.5%	24 1.49	6 0.4%	0.49		23 1.49	6 0.4°	1 % 2.69	5 6 1.69	5 2.09	11 1.5%	6 1.2%	11 2.0%	5 1.2%	-	-	33 6.2%	. :	- 1	-	5 2.0%	17 1.6%	16 1.5%	6 1.8%	31 1.4%	3 1.8%	23 1.7%	1 1.5%	8 1.3%	-	3 0.6%	20 1.4%	5 2.8%	6 3.0%	6 1.1%	27 1.6%	3 1.6%	3 : 0.7% 1	27 1 1.7% 1.	15 9 1.3% 1.6°	7 % 1.6%	2 2.0%
Norfolk	44 1.9%	21 1.7%	22 2.2%	10 2.3%	10 1.4%	23 2.1%	34 2.09	6 0.2%	2 1.49	3 6 8.9%	26 1.69	1 6 1.1	% -	13 3.99	4 1.89	8 1.1%	11 2.0%	10 1.8%	14 3.3%	-	-	-	44 4.1%	- 1	-	3 1.4%	22 2.1%	19 1.7%	8 2.5%	44 2.1%	- :	22 1.6%	1 1.9%	16 2.4%	3 1.9%	4 1.0%	30 2.1%	6 3.4%	2 1.2%		34 2.0%		13 2 2.6% 1	28 1 1.8% 1	/8 16 .6% 3.0	8 % 1.7%	2 1.4%
North Yorkshire	42 1.9%	24 1.9%	19 1.8%	8 1.9%	12 1.7%	22 2.0%	36 2.19	6 -	3 1.69	6 1.3%	26 1.69	6 0.4°	% -	8 2.69	8 3.39	18 2.5%	4 0.7%	15 2.8%	5 1.1%	-	-	42 7.9%	. :	- 1	-	6 2.3%	23 2.2%	21 1.9%	4 1.2%	42 2.0%	- :	28 2.1%	1 2.3%	12 1.8%	1 0.8%	6 1.5%	25 1.8%	6 3.2%	4 2.1%	15 2.6%	27 1.6%	6 3.2%	6 1.3%	30 2 1.9% 1.	21 14 1.8% 2.7	5 % 1.0%	2 1.5%
Northamptonshire	36 1.6%	22 1.8%	14 1.3%	3 0.7%	17 2.4%	16 1.4%	22 1.39	6 -	3 1.99	6 0.4%	31	1 % 1.2	% -	0.79	0.69	11 1.5%	9 1.6%	9 1.6%	7 1.5%	-	36 9.2%	-	:	:	-	2 0.9%	16 1.5%	15 1.4%	8 2.5%	33 1.6%	3 1.8%	24 1.7%	1 1.5%	7 1.1%	3 1.9%	8 2.0%	15 1.1%	5 2.7%	6 3.0%	12 2.1%	24 1.4%	1 0.6%	5 : 1.1% 1	29 1 1.8% 1	.8 4 .6% 0.7	13 % 2.8%	0.8%
Northumberland	10 0.5%	6 0.5%	4 0.4%	2 0.5%	4 0.6%	4 0.4%	10 0.69		-	0.4%	9 0.69	· 6 0.6	% -	:	1 0.49	6 0.8%	3 0.6%	1 0.2%		-	-	10 1.9%		-	-	1	10 1.0%	7 0.7%	-	10 0.5%	0.2%	5 0.4%	1 2.0%	3 0.5%	2 1.0%	-	9 0.7%	:	1 0.6%	5 0.9%	5 0.3%	1 0.5%	3 0.5% 0	7 0.4% 0.	9 1 0.8% 0.2°	% -	1 0.5%
Nottinghamshire	47 2.1%	27 2.2%	21 2.0%	14 3.1%	11 1.6%	22 2.0%	37 2.29	6 0.6%	2 5 1.29	6 0.9%	33 2.09	16 -	1.35	11 6 3.39	4 1.69	10 1.4%	14 2.5%	13 2.4%	10 2.4%	:	47 12.2%	:	-	÷	:	13 5.2%	24 2.3%	24 2.2%	8 2.5%	47 2.2%	0.2%	22 1.6%	4 7.0%	19 3.0%	2 1.7%	10 2.5%	29 2.1%	3 1.5%	1 0.6%	11 1.9%	36 2.2%	9 5.5%	7 : 1.3% 2	31 2 2.0% 2.	24 13 2.1% 2.4°	9 % 1.9%	1.5%
Oxfordshire	20 0.9%	11 0.9%	9 0.9%	1 0.1%	10 1.5%	9 0.8%	17	6 0.6%	· 6 0.29	6 0.7%	12	1 6 1.9	% -	5 1.69	0.79	6 0.8%	4 0.8%	4 0.7%	6 1.4%	-	-	-	20 1.8%	- :	-	1 0.4%	9 0.9%	7 0.6%	3 1.0%	19 0.9%	0.2%	11 0.8%	2 4.3%	4 0.6%	3 1.8%	2 0.4%	15 1.1%	0.1%	3 1.7%	3 0.5%	17 1.0%	1 0.6%	3 0.6% 1	16 1 1.0% 0	/0 7).9% 1.2	1 % 0.2%	1 1.3%
Rutland	2 0.1%	2 0.1%	1 0.1%	-	1 0.1%	2 0.1%	0.19	6 -	-	-	0.19	- % -		-	:	:	1 0.1%	2 0.3%		-	2 0.6%	-	- :	- :	-	1	-	:	1 0.3%	2 0.1%	- :	2 0.2%	:	:	:	1 0.2%	2 0.1%	:	-	:	2 0.1%	:	2 0.3% 0	1 0.1% 0.	2 -	:	- :
Shropshire	11 0.5%	6 0.5%	5 0.5%	:	6 0.8%	5 0.4%	9 0.69	6 0.2%	0.79		8 0.59	- 16 -	:	2 0.59	0.59	3 0.4%	1 0.2%	5 1.0%	2 0.3%	:	11 2.8%	:		-	-	2 0.6%	4 0.4%	8 0.7%	2 0.5%	11 0.5%	:	5 0.3%	1 2.0%	5 0.8%	-	-	7 0.5%	1 0.6%	1 0.6%	3 0.5%	8 0.5%	2 1.0%	3 0.6% 0	6 0.4% 0.	7 3).6% 0.5	1 % 0.2%	0.2%
Somerset	27 1.2%	11 0.9%	16 1.5%	4 0.8%	7 0.9%	17 1.5%	22 1.39		4 5 2.39	6 0.4%	17	· 6 0.2	1 % 2.95	6 1.89	3 1.29	8 1.1%	5 1.0%	5 0.8%	9 2.1%	-	-	-	27 2.5%	-	-	2 1.0%	12 1.1%	9 0.8%	4 1.4%	27 1.3%	- :	13 0.9%	0.3%	12 1.8%	2 1.3%	7 1.8%	17 1.2%	1 0.3%	2 1.2%	7 1.2%	20 1.2%	5 2.8%	8 1.5% 0	15 1 0.9% 1.	15 7 1.3% 1.4°	3 % 0.6%	2 1.9%
South Yorkshire	28 1.2%	16 1.3%	12 1.2%	1 0.1%	13 1.8%	14 1.3%	20 1.29	6 0.4%	3 5 1.69	2 6 7.3%	16 1.09	1 6 1.7	% 1.35	7 6 2.19	4 1.69	12 1.6%	2 0.4%	3 0.5%	11 2.5%	-	-	28 5.2%	-	:	-	3 1.1%	14 1.4%	15 1.4%	3 0.9%	27 1.3%	1 0.7%	15 1.1%	- 1	10 1.5%	3 2.2%	5 1.2%	19 1.4%	0.2%	1 0.5%	8 1.3%	20 1.2%	1 0.4%		20 1 1.3% 0.	11 10 0.9% 1.8°	5 % 1.1%	2 2.0%



Table 2 Q2. Which English county do you currently live in? Base: Respondents of English county

	Total	G	ender	T	Age			20	10 Vote	,			GE Voti	ng Inten	tion			SEC	1				Regio	on6			Econo	mic	Soci	al	Ethnic	icity		Employm	ent Status			Family	Status		Pare	nt	Gra	andparent	\neg		Segmentation	ion	П
		Male	Female	18-34	35-54	55+	CON	N LAB		р отн	IER C	ON L	AB	LD C	THER	Indecid ed	AB	C1	C2	DE I	London	Midland s	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal		Non- white	In employm ent		Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes		Yes (No Le	oyalis Def	efecto rs Join	Consid	
Weighted Total	2271	1237	1034	451	709	1110	1687	7 81	1 10	62 3	32 16	25	72	22	322	227	731	546	554	440	268	387	537	1070	-	- 1	247	1035	1095	305	2125	146	1363	55	644	150	412	1396	189	189	577	1693	172	505 1	1593	1150 5	537 47	72 112	7
Staffordshire	34 1.5%	13		7 1.6%	14	13 % 1.1%	19 6 1.1	9 2 1% 2.3	2 3% 2	4	-	29 1.8%	1 1.0%	-	2 0.8%	2 0.8%	9 1.2%	15 2.7%	4 0.7%	7 1.6%	:	34 8.9%	:	-	:		1 0.5%	14 1.4%	9 0.9%	9 2.8%	34 1.6%	0.2%	21 1.6%	3 4.8%	8 1.3%	2 1.0%	9 2.1%	22 1.6%	3 1.4%	2 0.8%	9 1.5%	26 1.5%	4 2.1%	6 1.1%	25 1.6%	16 1.4%	3 1 0.6% 2	13 2 1.7% 2.0	1%
Suffolk	38 1.7%	18	21 % 2.09	5 1.0%	13	21 % 1.9%	30 6 1.8) 5 3% 5.9	5 9% 2	4	-	27 1.6%	3 4.5%	1 3.2%	3 0.9%	5 2.1%	5 0.7%	14 2.5%	8 1.4%	11 2.6%	- 1	:	-	38 3.6%	-	:	2 0.7%	24 2.4%	28 2.6%	1 0.4%	38 1.8%	1 0.4%	19 1.4%	1 1.5%	13 2.0%	5 3.1%	3 0.7%	27 2.0%	2 1.1%	4 2.2%	7 1.2%	32 1.9%	5 3.0%	10 1.9%	23 1.5%	20 1.7%	10 1.9% 1	7 2 .5% 1.4	1%
Surrey	91 4.0%	43 3.5		19	30	42 % 3.8%	59 6 3.5	9 4 5% 4.8	\$ 8% 5	8 i.1% 5	2	69 4.3%	4 5.6%	4 17.6%	9 2.9%	4 1.8%	30 4.2%	23 4.3%	24 4.3%	13 3.0%	-	-	-	91 8.5%	-	- :	12 5.0%	39 3.8%	42 3.8%	12 4.0%	79 3.7%	12 8.3%	51 3.7%	1 1.6%	21 3.3%	11 7.2%	15 3.5%	54 3.9%	10 5.4%	9 4.5%	26 4.4%	65 3.8%	4 2.1%	13 2.5%	74 4.7%	46 4.0%	14 2 2.5% 5	24 8 5.0% 7.2	2%
Tyne and Wear	33 1.5%	14		4 0.9%	10	20 % 1.8%	6 1.4	\$ 1 \$% 1.0	1 0% 2	5	-	21 1.3%	2 3.1%	1.0%	6 2.0%	4 1.6%	8 1.1%	11 1.9%	5 0.9%	10 2.3%	-	-	33 6.2%	- 1	-	- :	4 1.6%	15 1.4%	16 1.5%	4 1.4%	33 1.6%	- :	20 1.5%	0.2%	13 2.0%	0.2%	6 1.4%	21 1.5%	0.2%	5 2.8%	5 0.9%	28 1.7%	2 1.1%	11 2.1%	21 1.3%	14 1.2%	10 1.8% 1	6 3 1.4% 2.8	3%
Warwickshire	28 1.2%	21		4 0.8%	6 0.8	19 % 1.7%	6 1.3	2 * 3% 0.2	2% 1	3 .7%	1	21 1.3%	:	0.8%	3 1.0%	4 1.7%	9 1.2%	5 0.9%	10 1.9%	4 1.0%	-	28 7.3%	-	- 1	-	- :	5 1.9%	14 1.3%	23 2.1%	1 0.3%	28 1.3%	- :	15 1.1%	- :	10 1.6%	3 2.0%	4 1.0%	22 1.5%	1 0.4%	2 0.9%	8 1.3%	21 1.2%	2 1.0%	16 3.1%	11 0.7%	17 1.4%	6 1.1% 0	4 1 0.9% 1.3	3%
West Midlands	95 4.2%	53 4.3		26 5.9%	30	38 % 3.4%	70 6 4.1) 6 1% 7.3	3 3% 0	1 1.4% 14	5	66 4.0% 1	9 2.4%	1 6.0%	12 3.7%	7 3.2%	34 4.6%	19 3.4%	19 3.5%	23 5.3%	-	95 24.5%	-	- 1	-	- :	8 3.3%	32 3.1%	42 3.8%	18 5.9%	80 3.8%	15 10.2%	55 4.0%	6 10.2%	25 3.9%	8 5.1%	20 5.0%	54 3.9%	8 4.5%	10 5.1%	31 5.4%	63 3.7%	13 7.3%	22 4.4%	60 3.8%	45 3.9%	25 2 4.6% 4	21 4 1.4% 3.9	3%
West Sussex	46 2.0%	29 2.3		7 1.6%	18	21 % 1.9%	39 6 2.3	9 °	1% 1	3	- :	34 2.1%	1 2.1%	0.6%	7 2.3%	2 1.1%	18 2.4%	11 1.9%	8 1.5%	9 2.1%	-	-	-	46 4.3%	-		7 2.8%	22 2.1%	17 1.6%	7 2.4%	45 2.1%	1 0.4%	31 2.2%	1 2.3%	13 2.0%	1 1.0%	8 2.1%	23 1.7%	12 6.2%	2 1.3%	13 2.3%	33 1.9%	3 1.7%	14 2.7%	29 1.8%	29 2.5%	10 1.8% 1	5 2 1% 1.7	7%
West Yorkshire	108 4.8%	64 5.2		30 6.7%	27	51 % 4.6%	75 6 4.5	5 4 5% 5.3	\$ · · · · · · · · · · · · · · · · · · ·	11 i.9% 19	6 .5%	79 4.9%	3 3.9%	1	17 5.1%	9 4.0%	28 3.8%	28 5.1%	25 4.6%	27 6.1%	-	-	108 20.1%	- 1	-	- :	8 3.3%	41 4.0%	58 5.3%	9 2.9%	100 4.7%	8 5.8%	59 4.4%	4 6.9%	36 5.7%	7 4.6%	20 4.8%	68 4.8%	9 4.8%	7 3.6%	30 5.2%	78 4.6%	4 2.5%	30 5.9%	74 4.6%	51 4.4%	24 2 4.5% 6	28 4 3.0% 4.0	3%
Wiltshire	21 0.9%	7 0.6	14 % 1.49	4 0.8%	8 1.2	9 % 0.8%	13 6 0.8	3 -	- 4	6	1	16 1.0%	0.2%	1 3.1%	2 0.7%	2 0.7%	4 0.6%	4 0.7%	6 1.1%	7 1.5%	-	-	-	21 2.0%	-	- :	2 0.7%	8 0.7%	10 0.9%	3 0.9%	21 1.0%	- :	8 0.6%	- :	9 1.4%	3 1.9%	3 0.7%	12 0.8%	2 1.0%	3 1.8%	7 1.2%	14 0.8%	1 0.8%	8 1.6%	11 0.7%	9 0.8%	4 0.7% 1	7 1 .4% 1.0	1%
Worcestershire	27 1.2%	16 1.3		0.4%	11	14 % 1.3%	6 1.2	1 °2% 0.2	2% 3	5 1.3% 0	.7%	21 1.3%	:	1.3%	4 1.3%	1 0.6%	8 1.2%	7 1.3%	6 1.1%	5 1.2%	-	27 7.0%	-	- 1	-	- :	1 0.3%	21 2.1%	16 1.5%	2 0.7%	27 1.3%	- :	20 1.4%	- :	7 1.0%	1 0.5%	4 0.9%	18 1.3%	2 1.1%	1 0.7%	9 1.6%	18 1.1%	2 0.9%	7 1.3%	19 1.2%	16 1.4%	5 0.9% 1	5 1 .0% 0.9	3%
Not Listed	9 0.4%	5 0.4	3 % 0.39	6 0.1%	3 0.4	6 0.5%	6 0.4	5 4%	-	-	:	6	:	:	2 0.6%	0.1%	1 0.1%	:	6 1.0%	2 0.5%	-	-	-	-	-		1 0.4%	4 0.3%	4 0.3%	2 0.6%	8 0.4%	0.2%	4 0.3%	-	4 0.7%	-	3 0.7%	5 0.3%	-	-	:	8 0.5%	-	4 0.9%	4 0.3%	4 0.4%	2 0.4% 0	2 * 0.5% 0.3	3%
SIGMA	2271 100.0%	1237 100.0	1034 % 100.09	451 100.0%	709	1110 6 100.0%	1687	7 81 0% 100.0	1 10	62 3 1.0% 100	32 16 .0% 10	25 0.0% 10	72 0.0% 1	22 00.0% 1	322 00.0%	227 100.0%	731 100.0%	546 100.0%	554 100.0%	440 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	-	-	247 100.0%	1035 100.0%	1095 100.0%	305 100.0%	2125 100.0%	146 100.0%	1363 100.0%	55 100.0%	644 100.0%	150 100.0%	412 100.0%	1396 100.0%	189 100.0%	189 100.0%	577 100.0%	1693 100.0%	172 100.0%	505 1 100.0% 1	593 00.0% 1	1150 £	537 47 30.0% 100	72 112 0.0% 100.0	1%



Table 3 Q3. What is your sex? Base : All Respondents 3 Oct 2014

Unweighted Total Weighted Total Male Female SIGMA

To	1	Gender	$\overline{}$	Ag	je		20	10 Vote				GE Vo	ting Inter	ntion			SE	G				Regi	on6			Econo	mic	Soci	ial	Ethn	nicity		Employme	ent Status			Family	Status		Pai	ent	G	randparent	ıt		Segmen	ntation	$\overline{}$
	Mal	le Fema	ale 18-	-34 35-	54 55+	cc	ON LAB	LD	отн	ER (CON L	AB	LD (OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal		Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis I	Defecto rs	Joiners	Conside rers
25	114	12 136	0 37	71 10	9 1122	16	20 141	27	1 8	15 1	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
25	137	4 112	8 50	i08 7	33 1231	18	51 88	17	3 4	4 1	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
13 54	137 96 100.		- 20 - 40	904 4 0.2% 53	11 758 .9% 61.6	10:	29 61 i.6% 69.2	8 1% 45.	0 2 9% 48	1 1 6%	1025 56.8% 4	37 16.9%	14 53.5%	211 59.3%	87 36.5%	496 61.7%	307 50.0%	303 50.2%	268 55.7%	150 55.9%	215 55.5%	311 57.9%	556 52.0%	67 52.4%	70 67.2%	221 77.1%	532 47.1%	673 56.1%	217 62.6%	1291 54.9%	82 55.2%	841 56.2%	27 48.5%	452 62.4%	21 13.0%	271 58.8%	872 57.0%	99 45.7%	92 46.2%	301 47.8%	1073 57.3%	81 43.7%	354 63.4%	939 53.4%	730 57.2%	299 51.9%	293 55.8%	51 41.0%
11 45		- 112 - 100		104 31 9.8% 46	52 473 .1% 38.4	8: 1% 44	23 27 1.4% 30.8	9 1% 54.	4 2 1% 51	3 .4%	779 43.2% 5	42 53.1%	12 46.5%	145 40.7%	150 63.5%	308 38.3%	307 50.0%	300 49.8%	213 44.3%	118 44.1%	172 44.5%	226 42.1%	514 48.0%	61 47.6%	34 32.8%	65 22.9%	596 52.9%	526 43.9%	129 37.4%	1062 45.1%	67 44.8%	654 43.8%	29 51.5%	272 37.6%	139 87.0%	190 41.2%	658 43.0%	118 54.3%	108 53.8%	328 52.2%	800 42.7%	104 56.3%	204 36.6%	820 46.6%	546 42.8%	277 48.1%	232 44.2%	74 59.0%
25			8 50	08 7	33 1231	189	51 88	17	3 4	14 1	1804 nn n% 10	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149 100 0%	1494	57	723	160	462 100.0%	1530	217	200	629	1873	185	557 100.0%	1759	1276	575	525 100.0%	125



Table 4 Q4. What is your age? Base : All Respondents 3 Oct 2014

Unweighted Total
Weighted Total
18-24
25-34
35-44
45-54
55-64

65+ SIGMA

T	otal	Gend	ier		Age			2010	Vote			GE V	oting Inter	ition			SEC	ì				Regio	n6			Econo	omic	Soci	al	Ethn	icity	E	mploym	ent Status			Family 9	Status		Parer	nt	Gra	ndparent	t		Segment	tation	\neg
		Male I	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (OTHER	ndecid ed	АВ	C1	C2	DE L	ondon	fidland s	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal			In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit Se	eparat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D			onside rers
2	502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
2	502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	62 2.5%	14 1.0%	48 4.3%	62 12.2%	:	-	26 1.4%	0.3%	5 3.0%	- 1	40 2.2%	5 6.6%	1 4.6%	4 1.2%	11 4.8%	9 1.2%	20 3.3%	27 4.5%	6 1.2%	14 5.2%	15 4.0%	5 0.9%	22 2.0%	3 2.3%	3 2.6%	5 1.7%	13 1.1%	7 0.6%	20 5.8%	49 2.1%	13 8.4%	28 1.9%	6 11.4%	:	5 3.4%	39 8.4%	10 0.7%	13 6.0%	-	15 2.4%	47 2.5%	5 2.6%	-	57 3.2%	15 1.2%	11 1.9%	25 4.7%	11 9.1%
	446 17.8%	191 13.9%	255 22.6%	446 87.8%	-	-	272 14.7%	38 43.6%	35 20.0%	14 31.1%	322 17.8%	23 28.8%	9 34.5%	39 10.9%	54 22.8%	194 24.1%	123 20.0%	91 15.1%	38 7.9%	81 30.2%	56 14.3%	79 14.6%	180 16.8%	30 23.5%	21 20.0%	71 24.7%	213 18.9%	161 13.4%	118 34.1%	389 16.5%	57 38.5%	401 26.8%	7 12.6%	:	28 17.5%	159 34.4%	222 14.5%	65 30.1%	:	212 33.7%	234 12.5%	13 7.2%	4 0.7%	429 24.4%	185 14.5%	87 15.1%	136 25.9%	38 30.3%
-	302 12.1%	172 12.5%	131 11.6%	-	302 39.6%	-	213 11.5%	14 16.0%	17 10.0%	6 12.8%	218 12.1%	14 18.1%	3 12.2%	39 10.9%	28 11.7%	122 15.2%	77 12.5%	67 11.1%	36 7.5%	48 18.1%	53 13.8%	64 12.0%	110 10.3%	15 11.6%	11 10.1%	42 14.5%	128 11.3%	119 9.9%	61 17.7%	267 11.3%	35 23.6%	257 17.2%	11 18.8%	2 0.3%	28 17.7%	78 16.8%	176 11.5%	35 15.9%	11 5.4%	172 27.4%	130 6.9%	5 2.7%	5 0.8%	293 16.6%	148 11.6%	65 11.3%	69 13.2%	20 16.0%
	461 18.4%	240 17.4%	221 19.6%	-	461 60.4%	-	349 18.9%	13 14.5%	40 22.9%	2 5.7%	328 18.2%	14 17.8%	3 13.6%	70 19.7%	46 19.3%	148 18.5%	120 19.5%	125 20.8%	67 14.0%	49 18.2%	72 18.7%	93 17.3%	217 20.2%	16 12.5%	12 12.0%	56 19.5%	188 16.7%	191 15.9%	67 19.3%	437 18.6%	24 16.2%	374 25.0%	10 18.2%	14 2.0%	50 31.1%	71 15.4%	307 20.1%	39 18.0%	39 19.7%	171 27.2%	290 15.5%	25 13.7%	36 6.5%	399 22.7%	231 18.1%	118 20.4%	96 18.3%	16 12.7%
	708 28.3%	418 30.4%	289 25.6%	-	-	708 57.5%	546 29.5%	16 17.7%	49 28.2%	14 32.7%	512 28.4%	17 21.5%	5 18.4%	111 31.3%	62 26.3%	206 25.6%	160 26.1%	183 30.3%	159 33.0%	39 14.6%	102 26.3%	179 33.4%	316 29.5%	38 29.5%	31 29.4%	65 22.7%	315 27.9%	355 29.6%	61 17.5%	692 29.4%	16 10.6%	372 24.9%	20 34.9%	255 35.2%	42 26.5%	80 17.3%	457 29.9%	47 21.5%	92 45.9%	45 7.2%	662 35.4%	76 41.2%	233 41.8%	399 22.7%	374 29.3%	172 29.8%	137 26.2%	24 19.4%
	523 20.9%	340 24.7%	183 16.3%	-	-	523 42.5%	446 24.1%	7 7.9%	28 15.9%	8 17.8%	385 21.3%	6 7.1%	4 16.7%	92 25.9%	36 15.1%	124 15.4%	115 18.6%	110 18.2%	175 36.4%	37 13.7%	89 23.0%	117 21.8%	226 21.1%	26 20.6%	27 25.8%	48 16.8%	272 24.1%	367 30.6%	20 5.6%	519 22.1%	4 2.7%	63 4.2%	2 4.1%	452 62.5%	6 3.9%	36 7.7%	358 23.4%	18 8.5%	58 29.0%	13 2.1%	510 27.2%	61 32.7%	280 50.3%	183 10.4%	323 25.3%	124 21.5%	61 11.7%	16 12.4%
	502	1374	1128	508 100.0%	763 100.0%	1231	1851	88 100.0%	173 100.0%	44 100.0%	1804	78 100.0%	25 100.0%	355	237	804 100 0%	615	602	481 00.0%	268	387	537	1070	128	104	286	1128	1199	346 100.0%	2353	149	1494	57 100.0%	723 100.0%	160 100 0%	462 100.0%	1530	217	200	629	1873	185	557	1759	1276	575 100.0% 1	525	125



Table 5 Q5. What is your ethnic group? Base : All Respondents 3 Oct 2014

Unweighted Total
Weighted Total
White
Mixed/Multiple ethnic groups Asian/ Asian British
Black/African/ Caribbean/Black British

Other Ethnic group

Γ	Total	Gend	er		Age			2010	Vote			GE V	oting Int	ention			SE	3				Regio	n6			Econo	omic	Soc	ial	Ethr	icity		Employm	ent Status			Family	Status		Pan	ent	Gra	andparent		s	Segmental	tion	\neg
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	ondon	Aidland s	North	South	Scotlan d	Wales	Conserv ative		Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)		Lo	yalis Det		Cor	
al	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 180	06 1	015 6	605 2	277	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 175	59 1:	276 5	575 5	525	125
	2353 94.0%	1291 94.0%	1062 94.1%	438 86.2%	704 92.2%	1211 98.4%	1770 95.6%	76 86.2%	163 94.3%	41 93.5%	1695 94.0%	65 83.1%	23 90.5%	348 98.0%	220 92.7%	729 90.7%	578 94.0%	583 96.8%	463 96.1%	215 80.3%	364 94.2%	522 97.3%	1015 94.8%	125 98.2%	103 99.0%	273 95.5%	1056 93.6%	1137 94.8%	324 93.6%	2353 100.0%	- :	1380 92.4%	52 92.0%	716 99.0%	150 93.6%	426 92.2%	1433 93.6%	205 94.4%	196 98.2%	555 88.2%	1798 96.0%	175 94.6%	544 163 97.7% 92	33 1: 8% 9	218 5 95.5% 9	551 4 15.8% 91	174 0.3% E	109 37.2%
	27 1.1%	13 0.9%	14 1.2%	12 2.3%	10 1.3%	5 0.4%	9 0.5%	2 2.2%	1 0.4%	0.7%	21 1.2%	1 1.8%	1 2.7%	2 0.6%	1 0.3%	11 1.3%	5 0.8%	6 0.9%	5 1.0%	5 2.0%	10 2.5%	4 0.7%	8 0.7%	0.2%	- :	6 2.0%	12 1.0%	11 0.9%	8 2.2%	-	27 17.8%	17 1.1%	3 4.7%	2 0.3%	1 0.5%	7 1.6%	11 0.7%	8 3.6%	:	9 1.5%	17 0.9%	3 1.4%	5 1 0.9% 1	19 .1%	6 0.5%	3 0.5%	15 2.9%	2 1.7%
ish	85 3.4%	46 3.4%	38 3.4%	47 9.3%	29 3.9%	8 0.6%	55 3.0%	6 6.8%	7 4.3%	0.7%	59 3.2%	10 12.2%	2 6.8%	5 1.3%	10 4.3%	47 5.8%	21 3.5%	10 1.6%	7 1.4%	35 12.9%	6 1.6%	5 0.9%	37 3.5%	1 0.9%	- :	4 1.3%	37 3.3%	35 2.9%	10 2.8%	-	85 56.8%	67 4.5%	1 2.6%	3 0.5%	6 4.0%	17 3.6%	62 4.1%	4 1.7%	2 1.0%	49 7.7%	36 1.9%	4 2.3%	4 7 0.7% 4	76 .3%	38 3.0%	17 2.9%	20 3.9%	10 7.7%
	18 0.7%	10 0.7%	9 0.8%	9 1.7%	8 1.0%	2 0.1%	7 0.4%	4 4.1%	1 0.7%	-	15 0.8%	1.9%	:	0.1%	1 0.5%	7 0.8%	6 1.0%	2 0.3%	4 0.8%	6 2.3%	6 1.6%	4 0.7%	1 0.1%	:	1 1.0%	2 0.6%	15 1.3%	11 0.9%	0.1%	-	18 12.2%	16 1.1%	0.2%	:	1 0.7%	6 1.2%	11 0.7%	:	2 0.8%	11 1.7%	7 0.4%	1 0.4%	2 1 0.3% 0	16 .9%	6 0.5%	1 0.2%	9 1.8%	2 1.6%
up	20 0.8%	14 1.0%	6 0.5%	2 0.5%	12 1.6%	5 0.4%	11 0.6%	1 0.7%	0.3%	2 5.2%	14 0.8%	1 1.0%	-	:	5 2.2%	10 1.3%	4 0.7%	2 0.3%	3 0.6%	7 2.5%	1 0.2%	2 0.4%	9 0.9%	1 0.7%	-	2 0.6%	9 0.8%	6 0.5%	4 1.2%	-	20 13.2%	14 1.0%	0.5%	2 0.2%	2 1.2%	6 1.4%	13 0.8%	1 0.3%	-	6 0.9%	14 0.7%	2 1.2%	2 1 0.4% 0	15 .9%	7 0.6%	4 0.7%	7 1.2%	2 1.8%
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 175	59 1	276 5	575 5	525	125

Table 6

Q6. What best describes your household income, including all benefits, but before tax is deducted?
Base : All Respondents

	Total	Gen	ier		Age			2010	Vote			GE Vo	oting Inter	ntion			SE	3				Regio	on6			Econo	mic	Soci	al	Ethnici	ity		Employme	nt Status			Family	Status	$\overline{}$	Parer	nt	Gra	andparent		Sr	egmentatio	n
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (OTHER	Jndecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan d		Conserv ative	Statist	Conserv ative	Liberal	White v	Non- white	In employm ent	Unemplo yed	1 1	lomemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes		Yes	Yes (non- carer)		oyalis Defe	ecto s Joine	Conside rs rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	806	1015 6	05 277	605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	759	1276 5	75 525	125
Less than £10,000	94 3.7%	45 3.3%	49 4.3%	14 2.8%	22 2.8%	58 4.7%	73 4.0%	5 5.2%	2 1.1%	1 1.2%	50 2.8%	4 5.2%	1 5.0%	25 6.9%	14 5.9%	-	-	25 4.2%	68 14.2%	11 4.2%	9 2.3%	23 4.3%	38 3.5%	4 3.2%	8 8.0%	8 2.8%	41 3.6%	40 3.3%	12 3.4%	88 3.8%	5 3.7%	25 1.7%	17 30.5%	33 4.6%	6 3.7%	29 6.4%	24 1.6%	4 1.7%	25 12.5%	13 2.0%	81 4.3%	9 4.8%	19 3.4%	66 3.7%	38 : 3.0% (35 11 3.1% 2.1	10 % 7.6%
£10,000 - £14,999	204 8.2%	113 8.2%	91 8.1%	24 4.8%	33 4.4%	147 11.9%	146 7.9%	2 2.4%	12 6.7%	3 6.5%	139 7.7%	7 9.4%	2 8.5%	36 10.0%	19 8.2%	-	-	55 9.1%	150 31.1%	12 4.3%	30 7.7%	49 9.2%	93 8.7%	5 3.6%	9 9.0%	18 6.4%	104 9.2%	104 8.6%	23 6.6%	199 8.5%	5 3.1%	74 4.9%	10 18.1%	105 14.5%	11 7.0%	67 14.6%	71 4.6%	4 1.8%	44 22.0%	19 2.9%	186 9.9%	13 7.3%	62 11.2%	128 7.3%	90 5 7.1% §	55 48 3.6% 9.2	10 96 8.0%
£15,000 - £19,999	226 9.0%	119 8.7%	106 9.4%	41 8.1%	51 6.7%	134 10.9%	179 9.7%	5 5.2%	14 7.8%	6 13.2%	140 7.8%	5 6.2%	3 10.6%	56 15.7%	22 9.4%	-	74 12.1%	23 3.8%	129 26.8%	11 4.1%	49 12.7%	45 8.4%	88 8.2%	15 11.6%	18 17.2%	23 8.1%	89 7.9%	102 8.5%	40 11.6%	212 9.0%	13 9.0%	103 6.9%	5 9.5%	87 12.1%	23 14.5%	49 10.6%	108 7.1%	19 8.8%	36 18.1%	32 5.0%	194 10.4%	14 7.8%	59 10.5%	153 8.7%	107 12 8.4% 12	72 34 2.6% 6.4	13 % 10.6%
£20,000 - £29,999	468 18.7%	238 17.3%	230 20.4%	85 16.7%	125 16.3%	259 21.0%	335 18.1%	31 35.1%	40 23.3%	3 6.9%	343 19.0%	16 21.0%	4 15.4%	70 19.6%	35 14.7%	-	193 31.3%	180 29.8%	96 19.9%	31 11.4%	69 17.8%	121 22.6%	200 18.7%	22 17.4%	24 23.5%	35 12.1%	250 22.2%	256 21.4%	46 13.4%	442 18.8%	26 17.4%	249 16.6%	6 11.2%	170 23.5%	31 19.2%	102 22.2%	270 17.6%	46 21.3%	28 14.1%	104 16.6%	364 19.4%	41 22.0%	132 23.6%	296 16.8%	235 1 18.4% 17	39 108 7.3% 20.5	26 % 20.5%
230,000 - 239,999	422 16.9%	244 17.8%	178 15.8%	84 16.5%	134 17.6%	204 16.6%	336 18.1%	13 15.0%	24 14.1%	10 23.1%	298 16.5%	12 15.1%	6 22.7%	70 19.6%	38 15.9%	206 25.6%	78 12.6%	132 21.9%	7 1.4%	34 12.6%	62 15.9%	99 18.4%	189 17.7%	30 23.3%	9 9.0%	66 23.2%	171 15.1%	199 16.6%	60 17.4%	408 17.3%	15 9.9%	274 18.3%	4 7.8%	118 16.3%	26 16.3%	56 12.0%	289 18.9%	40 18.4%	29 14.3%	134 21.4%	288 15.4%	46 24.7%	98 17.6%	278 15.8%	228 19 17.9% 18	38 69 3.7% 13.1	18 % 14.0%
£40,000 - £49,999	304 12.2%	179 13.0%	126 11.1%	85 16.7%	97 12.7%	123 10.0%	217 11.7%	6 6.9%	19 10.9%	9 20.6%	235 13.0%	7 8.8%	4 14.7%	34 9.7%	24 10.1%	184 22.9%	49 7.9%	71 11.9%	-	44 16.5%	62 16.1%	68 12.7%	100 9.3%	17 13.0%	12 11.4%	43 15.1%	130 11.5%	150 12.5%	52 15.1%	282 12.0%	22 15.0%	223 14.9%	2 3.5%	62 8.6%	13 8.0%	40 8.6%	220 14.4%	29 13.4%	11 5.4%	95 15.1%	209 11.2%	23 12.5%	55 9.9%	226 12.8%	161 5 12.6% 5	.56 74 3.8% 14.1	13 % 10.2%
£50,000 - £59,999	181 7.2%	111 8.1%	70 6.2%	48 9.5%	87 11.3%	46 3.7%	119 6.4%	13 15.0%	19 11.2%	2 3.5%	146 8.1%	12 14.8%	2 6.6%	9 2.5%	13 5.4%	113 14.1%	61 9.9%	7 1.1%	-	23 8.4%	33 8.5%	28 5.2%	88 8.2%	3 2.7%	6 6.0%	21 7.3%	79 7.0%	80 6.7%	29 8.4%	165 7.0%	16 10.4%	145 9.7%	5 9.6%	21 2.9%	9 5.9%	29 6.2%	121 7.9%	24 11.1%	5 2.6%	62 9.8%	119 6.4%	9 5.0%	19 3.5%	152 8.7%	93 2 7.3% 4	25 52 4.4% 9.9	10 % 8.0%
260,000 - 269,999	123 4.9%	68 5.0%	55 4.9%	36 7.0%	42 5.4%	46 3.7%	95 5.1%	2 1.7%	2 1.3%	1 1.6%	98 5.4%	4 5.3%	1 5.4%	6 1.8%	14 5.7%	95 11.8%	15 2.5%	13 2.2%	-	24 8.8%	12 3.1%	13 2.5%	66 6.2%	5 3.9%	3 3.0%	20 7.0%	41 3.7%	49 4.1%	17 5.1%	114 4.8%	9 6.1%	98 6.6%	:	20 2.7%	5 3.3%	16 3.4%	90 5.9%	11 5.2%	3 1.5%	39 6.3%	84 4.5%	6 3.0%	17 3.1%	100 5.7%	73 : 5.7% :	21 24 3.7% 4.6	% 3.4%
£70,000 - £79,999	65 2.6%	43 3.1%	22 2.0%	16 3.1%	27 3.5%	22 1.8%	45 2.5%	0.1%	8 4.8%	2 3.5%	58 3.2%	0.4%	1.8%	5 1.4%	1 0.6%	61 7.6%	4 0.7%	-	-	15 5.5%	9 2.3%	5 1.0%	31 2.9%	3 2.7%	2 1.7%	9 3.3%	25 2.2%	29 2.4%	14 4.0%	52 2.2%	13 8.8%	55 3.7%	-	8 1.1%	1 0.9%	5 1.2%	53 3.5%	5 2.1%	2 0.8%	30 4.7%	35 1.9%	1 0.6%	5 0.9%	59 3.3%	40 3.1% 0	5 18 0.9% 3.4	3 2 1% 1.4%
999,982 - 000,082	43 1.7%	28 2.0%	16 1.4%	9 1.8%	17 2.3%	17 1.4%	40 2.1%	0.4%	2 1.1%	0.9%	29 1.6%	2 2.3%	0.5%	5 1.4%	7 3.1%	37 4.6%	7 1.1%	-	-	4 1.3%	4 1.1%	14 2.7%	15 1.4%	6 5.0%	0.2%	2 0.7%	24 2.1%	18 1.5%	7 2.1%	42 1.8%	1 0.8%	35 2.3%	-	5 0.6%	3 2.0%	3 0.6%	38 2.5%	-	2 0.8%	16 2.5%	28 1.5%	3 1.4%	6 1.1%	35 2.0%	27 2.1% 2	13 3 2.3% 0.5	% 0.8%
000,992 - 000,092	35 1.4%	20 1.5%	15 1.3%	4 0.8%	15 2.0%	15 1.3%	24 1.3%		4 2.4%	2 5.6%	28 1.5%	-	0.9%	3 0.9%	4 1.6%	31 3.9%	2 0.4%	1 0.2%	-	8 2.9%	2 0.5%	7 1.4%	14 1.3%	1.7%	1 1.1%	7 2.3%	15 1.3%	15 1.3%	4 1.2%	34 1.4%	1 0.5%	31 2.1%	-	2 0.2%	1 0.7%	1 0.2%	24 1.6%	9 4.0%	1 0.6%	11 1.8%	24 1.3%	1 0.6%	7 1.2%	27 1.5%	18 1.4% 1	6 10 1.0% 1.5	96 1.1%
£100,000 - £149,999	46 1.8%	28 2.0%	18 1.6%	4 0.8%	30 3.9%	12 0.9%	36 2.0%	0.2%	3 1.4%	0.7%	36 2.0%	1 1.3%	1 2.5%	6 1.6%	2 1.0%	45 5.6%	1 0.1%	-	-	13 4.8%	6 1.5%	5 0.9%	19 1.8%	3 2.5%	-	5 1.6%	20 1.7%	17 1.4%	10 2.8%	43 1.8%	3 1.8%	38 2.6%	1 2.0%	5 0.6%	2 0.9%	3 0.7%	34 2.2%	6 2.6%	3 1.3%	17 2.7%	29 1.5%	. :	6 1.1%	40 2.2%	27 2.1% 1	9 8 1.5% 1.€	% 0.8%
£150,000 - £199,999	19 0.7%	12 0.9%	6 0.6%	5 0.9%	8 1.1%	6 0.5%	13 0.7%	0.2%	3 1.5%	- 1	18 1.0%	- 1	:	1 0.2%	0.1%	19 2.3%		-	-	4 1.7%	2 0.5%	4 0.8%	6 0.6%	1.3%	-	3 1.0%	10 0.9%	7 0.6%	3 0.9%	17 0.7%	1 0.8%	16 1.1%	- :	2 0.2%	1 0.5%	2 0.4%	17 1.1%	:		10 1.5%	9 0.5%	1.0%	3 0.5%	14 0.8%	12 0.9% (1 6 J.2% 1.1	% 0.1%
£200,000 or more	13 0.5%	7 0.5%	6 0.5%	3 0.6%	4 0.5%	6 0.5%	5 0.3%	-	4 2.1%	0.8%	11 0.6%	-	1.8%	:	1 0.5%	13 1.6%	-	-	-	5 1.9%	4 0.9%	-	3 0.3%	-	2 1.5%	1 0.4%	7 0.6%	4 0.4%	-	11 0.4%	3 1.7%	6 0.4%	-	4 0.5%	1 0.7%	3 0.6%	8 0.5%	2 0.7%		7 1.1%	6 0.3%	1 0.6%	1 0.2%	11 0.6%	4 0.3% (1 8 J.2% 1.4	% 0.5%
Dont know / prefer not to say	259 10.4%	118 8.6%	141 12.5%	51 9.9%	72 9.4%	137 11.1%	190 10.2%	11 12.4%	18 10.2%	5 11.9%	176 9.8%	8 10.1%	1 3.4%	30 8.4%	43 18.0%	-	132 21.5%	95 15.8%	32 6.6%	31 11.5%	35 9.0%	54 10.0%	121 11.3%	10 8.2%	9 8.4%	25 8.7%	122 10.8%	130 10.8%	27 7.9%	243 10.3%	16 10.9%	122 8.2%	4 7.8%	84 11.6%	26 16.3%	57 12.4%	163 10.6%	19 8.8%	12 6.2%	41 6.5%	218 11.6%	16 8.8%	68 12.2%	175 9.9%	123 / 9.6% 11	37 53 1.7% 10.1	16 % 12.9%
SIGMA	2502 100.0%		1128	508 100.0%	763 100 0%	1231	1851	88 100.0%	173	44 100 0%	1804	78 100.0%	25 100 0%	355 100.0%	237	804 100.0%	615	602 100.0%	481 100.0%	268	387	537 100.0%	1070	128	104	286	1128	1199	346 100.0%	2353	149	1494	57 100.0%	723 100.0%	160	462 100 0%	1530	217	200		1873	185	557 1 100.0% 10	1759 : 00.0% 1	1276 5	75 525	125



Table 7 Q7 Which of these qualifications do you have? Base : All Respondents

	Total	Ge	nder		Age		$\overline{}$		2010 V	ote			GE V	oting Inte	ention			SE	EG				Reg	ion6			Econo	mic	Soc	ial	Ethn	icity		Employm	ent Status			Famil	y Status		Par	ent	G	randpare	nt		Segmenta	ation	\neg
		Male	Female	18-34	35-54	55+	co	N L	АВ	LD C	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv	Statist	Conserv	Liberal	White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit	Separat	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D			nside
Unweighted Total	2502	1142	1360	371	1009	1122	162	20	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
Weighted Total	2502	1374	1128	508	763	1231	185	51	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
No Qualifications	97 3.9%	62 4.5%		3 0.5%	0.99	87 % 7.19		3% .3%	3 2.9%	2 1.2%	1 1.7%	62 3.4%	2 2.4%	0.7%	26 7.4%	7 2.8%	-	- :	8 1.3%	89 18.5%	3.1%	21 5.4%	17 3.29	45 4.2%	0.2%	5 5.0%	3 1.0%	38 3.4%	62 5.1%	3 0.9%	91 3.9%	6 4.0%	17 1.1%	1 2.4%	65 9.0%	6 3.8%	8 1.7%	63 4.1%	7 3.1%	9 4.3%	6 1.0%	91 4.8%	6 3.5%	50 9.0%	40 2.3%	50 3.9%	29 5.1%	11 2.2%	6 4.5%
A formal apprenticeship	96 3.8%	87 6.4%		9 1.7%	19			78 .2%	2 2.0%	3 1.7%	0.9%	72 4.0%	2.0%	3 11.0%	15 4.2%	5 2.1%	9 1.1%	14 2.2%	52 8.6%	22 4.5%	6 2.1%	13 3.3%	28 5.39	40 3.7%	5 4.0%	3 2.7%	19 6.6%	31 2.7%	54 4.5%	19 5.4%	92 3.9%	4 2.4%	51 3.4%	2 3.6%	40 5.5%	3 1.6%	9 1.9%	75 4.9%	7 3.3%	5 2.5%	18 2.9%	78 4.2%	10 5.2%	34 6.1%	52 3.0%	58 4.6%		13 2.6%	5 3.9%
NVQs/GNVQs/RSA Diploma	298 11.9%	133 9.7%		82 16.2%	86 11.39			03 .0% 1	10 1.6%	24 13.8%	9 19.9%	214 11.9%	8 10.2%	1 5.4%	38 10.8%	36 15.0%	37 4.6%	64 10.4%	122 20.2%	75 15.7%	14 5.1%	71 18.4%	68 12.79	117 5 10.9%	11 8.4%	16 15.3%	31 10.7%	131 11.6%	136 11.3%	53 15.4%	287 12.2%	11 7.2%	196 13.1%	16 28.8%	58 8.0%	22 13.5%	59 12.8%	172 11.2%	41 18.7%	18 9.2%	80 12.7%	218 11.6%	22 11.9%	68 12.3%	207 11.8%	139 10.9%	64 11.1% 1		20 15.8%
GCSEs/O-Levels	910 36.4%	501 36.5%	409 36.2%	166 32.6%	309 40.59	435 % 35.39		91 1.3% 2	19 !1.8%	61 35.2%	12 27.8%	648 35.9%	23 29.8%	8 30.4%	146 41.2%	84 35.4%	156 19.4%	157 25.5%	315 52.3%	282 58.6%	75 28.0%	133 34.3%	197 36.69	425 5 39.7%	37 29.1%	39 37.9%	98 34.3%	393 34.9%	422 35.2%	117 33.8%	880 37.4%	30 20.3%	521 34.9%	24 42.1%	258 35.7%	75 46.5%	208 45.1%	524 34.3%	82 37.8%	76 38.2%	186 29.6%	724 38.6%	66 35.6%	196 35.2%	648 36.8%	473 37.1%			44 35.3%
Diploma (General)	132 5.3%		5.6%	32 6.2%	40 5.29		% 5.		0.4%	7 3.9%	1 2.0%	100 5.5%	4 4.6%	2 9.1%	15 4.1%	12 4.9%	28 3.4%	27 4.4%	52 8.6%	26 5.3%	15 5.6%	19 4.9%	30 5.69	60 5.6%	5 4.0%	3 3.1%	5 1.6%	74 6.6%	75 6.3%	9 2.6%	126 5.3%	6 4.3%	78 5.2%	4 6.2%	38 5.2%	10 6.1%	18 4.0%	88 5.7%	9 4.1%	11 5.3%	37 5.9%	95 5.1%	10 5.5%	26 4.6%	96 5.5%	74 5.8%		25 4.8%	7 5.6%
AS-Levels	101 4.0%	56 4.1%		60 11.9%	25 3.39			67 .6%	1 0.9%	8 4.6%	7 15.6%	79 4.4%	3 4.2%	2 9.6%	8 2.3%	8 3.4%	32 4.0%	40 6.6%	24 3.9%	1.1%	13	18 4.6%	18 3.39	43 4.0%	6.2%	1 1.4%	11 3.7%	38 3.3%	36 3.0%	19 5.4%	89 3.8%	12 8.0%	83 5.6%	3 5.7%	0.6%	2 1.1%	42 9.1%	42 2.8%	11 5.0%	5 2.4%	29 4.6%	72 3.9%	4 2.0%	1 0.2%	96 5.5%	53 4.2%			9 7.2%
A-Levels	531 21.2%	302 22.0%	229 20.3%	149 29.4%	164 21.49			94 .3% 1	16 8.3%	45 25.8%	14 31.6%	403 22.4%	9 11.0%	7 27.4%	64 18.1%	48 20.2%	162 20.2%	210 34.1%	121 20.0%	39 8.0%	54 19.9%	80 20.7%	91 17.09	257 5 24.0%	33 25.6%	13 12.7%	70 24.5%	242 21.5%	225 18.8%	90 26.2%	514 21.8%	17 11.5%	353 23.6%	10 17.3%	110 15.1%	41 25.5%	119 25.8%	300 19.6%	57 26.3%	40 19.8%	133 21.2%	398 21.2%	36 19.3%	87 15.7%	408 23.2%	290 22.7%			24 18.8%
Professional Qualifications (i e Teaching, Nursing, Accountancy)	482 19.3%	279 20.3%		66 13.1%				77 .3% 1	10 1.7%	30 17.5%	11 25.0%	360 20.0%	18 22.7%	3 12.2%	52 14.8%	49 20.6%	281 34.9%	174 28.3%	28 4.6%	. :	36 13.4%	72 18.6%	110 20.59	209 5 19.6%	35 27.5%	19 18.4%	46 15.9%	237 21.0%	251 21.0%	59 17.0%	463 19.7%	19 12.9%	270 18.1%	5 9.0%	180 24.9%	19 11.7%	52 11.3%	338 22.1%	27 12.7%	39 19.4%	101 16.1%	381 20.3%	41 22.1%	130 23.3%	312 17.7%	269 21.1%	108 18.7% 1	91 17.3% 1	15 11.9%
Degree/Postgraduate Degree (i e BA, BSc, MA, MSc, MRes, MBA, PGCE)	871 34.8%	502 36.5%		260 51.1%	279 36.69				38 3.4%	76 43.6%	21 48.1%	647 35.9%	30 38.1%	13 52.7%	90 25.4%	90 38.2%	565 70.3%	247 40.1%	60 9.9%	. :	137 51.2%	120 31.0%	188 35.09	332 5 31.0%	56 43.8%	35 34.2%	117 41.0%	398 35.3%	381 31.7%	148 42.8%	776 33.0%	95 63.8%	624 41.7%	14 25.1%	177 24.4%	40 24.8%	203 44.0%	497 32.5%	85 39.1%	60 29.9%	255 40.6%	616 32.9%	43 23.0%	132 23.7%	696 39.6%	432 33.8%		214 40.8% 3	46 36.4%
Other (incl Vocational training i e forklift licence, construction skills certification scheme (CSCS), food hygiene certificate & Foreign Qualifications)	146 5.8%	95 6.9%	51 4.5%	18 3.5%	49 6.49				1 1.4%	7 4.1%	4 8.0%	115 6.4%	3 3.2%	0.5%	14 4.0%	13 5.4%	30 3.8%	28 4.6%	53 8.8%	34 7.1%	8 2.8%	28 7.2%	32 6.09	65 6.1%	6 4.6%	7 6.9%	21 7.3%	73 6.5%	70 5.8%	31 9.0%	141 6.0%	5 3.1%	83 5.6%	5 8.1%	43 6.0%	7 4.1%	21 4.6%	95 6.2%	10 4.7%	13 6.5%			8 4.3%	41 7.3%	97 5.5%	83 6.5%		31 5.9%	9 7.1%
SIGMA	3664 146.4%	2086 151.9%	1578 139.8%	845 166.4%	1101	1718 6 139.69		07 .2% 11	101 4.4% 1	263 51.5%	79 180.6%	2701 149.7%	100 128.1%	40 159.0%	470 132.3%	351 148.1%	1300 161.7%	960 156.3%	832 138.2%	572 118.8%	365 136.2%	574 148.3%	779 145.19	1594 148.9%	196 153.5%	143 137.6%	420 146.7%	1656 146.8%	1711 142.6%	548 158.5%	3459 147.0%	205 137.4%	2276 152.3%	84 148.2%	972 134.4%	222 138.7%	740 160.4%	2195 143.4%	336 155.0%	275 137.6%	871 138.3%	2793 149.2%	245 132.3%	766 137.4%	2653 150.8%	1922 150.6% 1	785 36.3% 14	774 47.3% 14	183 46.5%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 8
QTC1. You selected NVQs/GNVQs/RSA Diploma. At which level is your highest qualification?
Base: All Answering

Unweighted Total Weighted Total NVQ Level 1 or a Foundation GNVQ NVQ Level 2 or an Intermediate GNVQ or an RSA Diploma NVQ Level 3 or an Advanced GNVQ or an RSA Advanced Diploma NVQ Level(s)4-5 or an RSA Higher Diploma SIGMA

-	1										_																										_										_		
L	Total	Gene	der		Age			20	10 Vote			GE	voting	Intention				SEG				He	gion6			ь	conomic		Social		Ethnic	aty		Employm	ent Status			Family	Status		Pare	ent	Gr	andparer	nt		Segmen	tation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHE	R CO	N LAB	LD	ОТНЕ	Undec	id AB	C1	C2	DE	Londor	Midla	and Nor	h Sou	Scoti	lan Wale	Cons	serv ve Sta		nserv ative Li	iberal		Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit	Separat ed	Yes		Yes (carer)	Yes (non- carer)	No	Loyalis ts			onside rers
Γ	150	55	95	28	59	63	81	10	18	3 7	6	34 13		30	38	12	28	70	40	8	3	37 4	1 5	3	5 5	5 1	12	76	71	26	145	5	90	6	33	17	22	88	28	9	50	100	9	38	103	44	37	19	50
- 1	134	52	81	32	38	64	87	8	10	3 4	8	89 5		18	20	10	26	63	35	4	3	37 3		9	2 6	3 1	10	72	67	16	130	4	80	7	34	11	19	83	18	12	46	88	9	39	86	53	34	36	11
	23 17.2%	9 18.1%	14 16.6%	8 24.5%	6 16.5%	9 13.99	10	3.0	% 17.6	2 - 5% -	1 19.	8 1 .8% 21.6	%	17.0	1 % 5.4	% -		9.1	3 17 1% 49.3	1 % 15.29	6 29	11 .5% 1.	l 1 5% 21	1 5% 14.	• . 9% ·	:	- 15	11 .3%	11 16.8%	3 15.6%	23 17.7%		11 14.0%	1 11.5%	8 24.2%	2 21.9%	8 43.9%	13 16.0%	1 3.2%	1 7.3%	4 8.9%	19 21.5%	-	4 11.3%	19 21.5%	6 10.7%	4 12.7%	12 32.5%	1 10.9%
or	45 33.6%	18 35.3%	26 32.5%	11 33.0%	16 42.1%	19	29 6 33.3%	5 66.5	% 22.5	3 3 5% 76.2°	6 30.	7 1 .3% 17.7	% 51.	7 % 36.2	10 % 48.8	% -	4.8	30 % 48.5) 13 5% 38.1	1 % 31.39	, 1 % 29.	11 1 .5% 33.	1 1 3% 35	8 8% 6.	• 4 6% 57.7	1 7% 37	4 '.9% 36	26 .5%	25 37.4%	2 14.3%	45 34.5%	4.7%	28 34.7%	2 27.7%	7 21.0%	8 69.8%	7 34.9%	26 31.6%	7 40.3%	5 41.8%	20 43.3%	25 28.6%	-	8 20.6%	37 42.8%	15 28.0%	14 41.5%	12 33.9%	4 35.3%
ran Ioma	49 36.4%	14 26.6%	35 42.7%	13 41.6%	10 25.5%	26 40.29	33 6 38.6%	25.8	% 48.5	s • 5% 11.1°	33.	0 3 .4% 60.7	% 48.	7 1% 39.9	% 39.9	% 11.2	18 % 69.3	25 % 39.9	5 4 1% 12.6	2 % 43.75	1 % 27	10 1 .8% 49.	7 1 0% 33	7 7% 78.	2 2 5% 28.3	2 3% 50	5 1.4% 34	25 .1%	19 29.2%	10 59.7%	45 34.7%	4 95.3%	32 39.6%	4 60.8%	11 32.1%	1 8.3%	4 20.3%	31 37.1%	8 45.3%	5 40.7%	19 41.8%	29 33.6%	6 71.8%	17 44.0%	25 29.5%	19 35.6%	15 43.3%	11 30.4%	4 38.9%
	17 12.8%	10 20.0%	7 8.2%	0.9%	6 15.9%	11 17.09	14 16.6%	4.7	% 11.5	2 1 5% 12.7°	16. 16.	.5% -		6.9	% 5.9	% 88.8	7 % 25.8	% 2.5	2 - 5% -	9.85	% 13.	5 .3% 15.	5 9% 9	4 0%	- 1 - 14.0	1 0% 11	1 .7% 14	10 .2%	11 16.6%	2 10.4%	17 13.2%	-	9 11.7%	-	8 22.7%	:	0.9%	13 15.3%	2 11.2%	1 10.1%	3 5.9%	14 16.4%	2 28.2%	9 24.1%	5 6.3%	14 25.7%	1 2.5%	1 3.2%	2 14.9%
	134 100.0%	52 100.0%	81 100.0%	32 100.0%	38	64	87 6 100.0%	100.0	13 % 100.0	3 4 0% 100.0°	6 100.	89 5 .0% 100.0	% 100.	18 1% 100.0	20 % 100.0	10 % 100.0	26 % 100.0	63 % 100.0	35 196 100.0	4 100.09	3 % 100	37 3 .0% 100.	1 4	9 0% 100.	2 6 0% 100.0	3 1	10 1.0% 100	72 .0% 1	67 00.0% 1	16 00.0%	130 100.0%	4	80 100.0%	7 100.0%	34 100.0%	11 100.0%	19 100.0%	83 100.0%	18 100.0%	12 100.0%	46 100.0%	88 100.0%	9	39 100.0%	86 100.0%	53 100.0%	34 100.0%	36 100.0%	11 100.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 9
0701. You selected GCSEs/O-Levels/Standard Grades. What is your highest level of attainment for your particular qualification?
Base: All Answering

Unweighted Total Weighted Total 1 or more GCSEs (any grade) / 1-4 O-Levels (pass) / 1-4 Standard Grades 5+ GCSEs (grades A*-C) / 5+ O-Level (pass) / 5+ Standard Grades (pass) SIGMA

Г	otal	Gend	der		Age			201	0 Vote			GE V	oting Inte	ention			SEG	3	-			Region	16		-	Econon	ic	Social		Ethnic	city		Employm	ent Status			Family	Status		Pare	nt	Gra	andparent			Segment	tation	
Ī		Male I	Famala	18-34	35-54	55+	CON	LAB	I In	OTHER	CON	LAB	LD		Undecid	ΔR	C1	C2	DE	ondon	Midland	North		cotlan d W		onserv ative		onserv ative Li	iberal			In employm		Retired	Homemak er /	Single	Married	Cohabit	Separat	Yes	No	Yes (carer)	Yes (non-	No.	Loyalis D		Joiners	onside
T	600	254	346	44	281	275	413	32	52	17	296	35	12	148	107	6	40	271	283	46	87	144	276	20	26	62	251	284	72	586	14	321	19	170	77	106	373	56	50	143	457	60	133	407	236	177	59	128
	562	298	265	54	209	300	438	14	32	6	383	17	2	112	47	5	39	252	266	46	82	126	260	17	30	63	225	274	67	552	10	295	16	182	56	107	343	46	53	115	447	57	137	368	282	155	100	24
	271 18.2%	149 50.2%	121 45.9%	16 29.4%	91 43.6%	164 54.8%	209 47.7%	8 57.39	6 23.9	3 % 43.29	186 48.59	11 6 66.0%	1 64.8%	48 43.1%	24 50.9%	-	11 26.9%	67 26.7%	193 72.6%	15 33.7%	40 48.7%	59 47.0%	131 50.4%	7 41.9% 5	17 6.8%	25 39.5%	107 47.5%	130 47.5%	24 36.2%	267 48.4%	4 38.0%	128 43.3%	7 43.8%	103 56.7%	25 45.5%	51 48.1%	165 48.0%	22 49.2%	25 46.5%	37 32.1%	234 52.3%	30 52.6%	65 47.6% 4	176 47.7%	136 48.0%	73 47.2%	50 49.8%	12 49.8%
	291	148	143	38	118	135	229	6	24	3	197	6	1	64	23	5	29	185	73	30	42	67	129	10	13	38	118	144	43	285	6	167	9	79	30	55	178	23	29	78	213	27	72	192	147	82	50	12
ı		49.8%	54.1%	70.6%	56.4%	45.2%	52.3%	42.79	6 76.1	% 56.89	51.59	6 34.0%	35.2%	56.9%	49.1%	100.0%	73.1%	73.3%	27.4%	66.3%	51.3%	53.0%	49.6%	58.1% 4	13.2%	60.5%	52.5%	52.5%	63.8%	51.6%	62.0%	56.7%	56.2%	43.3%	54.5%	51.9%	52.0%	50.8%	53.5%	67.9%	47.7%	47.4%	52.4% 5	52.3%	52.0%	52.8%	50.2%	50.2%
1.	562	298	265	54	209	300	438	14	32	. 6	383	17	2	112	47	5	39	252	266	46	82	126	260	17	30	63	225	274	67	552	10	295	16	182	56	107	343	46	53	115	447	57	137	368	282	155	100	24



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 10 Q7F1. You selected AS-Levels / Scottish Highers. How many do you have? Base: All Answering

Unweighted Tot Weighted Total

SIGMA

				Age																																											
	Total	Gend	er		Age			2010 \	/ote			GE V	oting Inte	ntion			SEG				Regio	n6			Econom	nic	Socia	1	Ethnic	ity		mployme	nt Status			Family S	tatus		Parent		Grand	dparent		Se	gmentati	ion	\neg
		Male I	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER ed	cid A	IB C		2 DE	London	Midland s	North	South	Scotlan d W	fales C	Conserv ative S	Statist	Conserv ative L	iberal	White	Non- white	In employm ent	Unemplo yed	Retired H	lomemak er / Carer	Single I	Married C	ohabit Sej		Yes	Ye No (ca	es (no rer) car	Yes non- arer) No	Lo	yalis Defe	cto 3 Joir	Cons	
ed Total	29	11	18	12	14	3	10	1	3	2	11	3	3	4	8	-	7	15 7	2	7	6	9	4	1	1	15	9	2	23	6	19	2	2	1	11	13	3	2	15	14	-	1 28	8	7	3	3	16
Total	21	8	12	10	9	2	12		1		15	1	1	2	3	-	7	9 5		6	5	6	3	.	1	8	6		16	5	14	3	2	1	9	11	1		10	11	-	* 21	9	9	2	5	4
	2 7.8%	4.7%	1 9.9%	1 6.7%	1 10.8%		1 7.0%	100.0%	-	50.0%	1 5.6%	27.7%	-	7.2% 11	5%	:	- 4	* 1 4.3% 24.7	16 -	1 13.5%	5.6%	2.1%	12.9%		-	2 21.3%	1 13.1%		1 3.3%	1 21.1%	1 3.8%	9.8%	-	1 100.0%	1 7.5%	1 8.7%	-		1 12.4%	3.7%	-	- 2 - 7.9	2 9%	1 8.6%	:	- 19	1 9.2%
	9 42.6%	4 43.3%	5 42.1%	5 51.1%	3 37.4%	21.1%	6 48.9%	-	1 100.0%	- 1	7 46.8%	-	1 100.0%	2 85.6%	:	- 39.	3 .6% 31	3 3 1.3% 67.3	64.8%	3 45.8%	4 86.6%	1 24.4%	:		-	2 24.4%	2 32.9%	37.2%	6 40.6%	3 48.7%	6 44.1%	3 90.2%	13.4%	-	3 36.2%	5 48.7%	- 10	0.0%	5 46.4% 3	4 39.3%	- 10	* 9 00.0% 42.3	9 3% 4	4 4.1% 70	2 .4% 53	3 3.2% 12	1 2.6%
	7 31.3%	3 38.0%	3 26.7%	3 24.9%	2 28.3%	2 78.9%	4 38.6%	-	-	- :	6 38.7%	-	-	- 34	1	- 36	2 .8% 40	4 * 0.0% 7.9	No	2 29.6%	-	3 45.1%	2 66.4%		1 100.0%	2 30.3%	3 43.0%	-	6 40.0%	5.5%	5 34.8%	-	2 86.6%	-	4 40.2%	3 24.8%	29.6%	-	2 17.3% 4	5 43.7%	-	- 7 - 31.5	7 .5% 4	4 7.3%	- 23	1 3.4% 20	1 0.3%
	4 18.3%	1 14.0%	3 21.2%	2 17.3%	2 23.5%		1 5.4%	-	:	50.0%	1 8.9%	1 72.3%	-	7.2% 54	1 4%	- 23.	2 .6% 24	2 4.4%	35.2%	1 11.2%	7.7%	2 28.4%	1 20.7% 10	00.0%	-	2 24.0%	1 10.9%	62.8%	3 16.1%	1 24.8%	2 17.3%	-	-	-	1 16.2%	2 17.8%	70.4%	-	2 24.0% 1	1	-	- 4 - 18.4	4 4%	- 29	1 .6% 23	1 3.4% 47	2 7.8%
	21 100.0%	8 100.0%	12 100.0%	10 100.0%	9 100.0%	2 100.0%	12 100.0%	100.0%	1 100.0%	100.0%	15 100.0%	1 100.0%	1 100.0%	2 100.0% 100	3 0%	- 100.	7 .0% 100	9 5 0.0% 100.0	100.0%	6 100.0%	5 100.0%	6 100.0%	3 100.0% 10	00.0%	1 100.0%	8	6	100.0%	16 100.0%	5	14 100.0%	3 100.0%	2 100.0%	1 100.0%	9	11 100.0% 1	1	00.0%	10 100.0% 1	11	- 10	* 21 00.0% 100.0	1 .0% 10	9 0.0% 100	.0% 100	5 0.0% 10f	4 0.0%



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Table 11 Q7G1. You selected A-Levels / Advanced Highers. How many do you have? Base : All Answering

Unweighted Total Weighted Total

SIGMA

- 1	Total	Gender	_		Age			2010	Vote		_	GE \	Voting Int	ention			SE	G				Regio	n6		_	Econo	mic	Soci	ial	Ethnic	ity		Employm	ent Status			Family	Status		Parer	nt	Gra	andparent			Segmenta	ation	_
		Male Fem	nale 1	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Jndecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv		Conserv	Liberal		Non- white	In employm ent	Unemplo		Homemak er /	Single I		Cohabit Sej	parat	Yes	No	Yes (carer)	Yes (non- carer)	No L	oyalis Def		Con	onside rers
Total	311	129 18	82	60	132	119	206	19	35	10	177	17	5	56	56	30	133	102	46	30	51	58	146	18	6	40	142	127	48	301	10	192	9	66	29	55	184	33	27	89	222	23	48	240	143	63	33	72
tal	318	160 15	57	85	107	125	240	15	25	5	239	7	2	45	25	31	141	105	40	34	49	52	156	18	7	44	141	127	52	311	7	202	8	68	28	69	177	35	25	88	229	26	44 :	247	176	64	62	15
	26 8.2%	15 1 9.4% 7	11 '.1%	5 6.2%	14 13.4%	7 5.2%	21 8.8%	2.9%	2 7.0%	2.6%	19 7.99	1.8%	6.3%	2 5.6%	5 18.3%	:	5 3.5%	12 11.7%	9 22.2%	1 1.7%	3 6.0%	3 6.6%	17 10.9%	2 12.5%	- :	3 7.2%	8 5.6%	7 5.7%	0.6%	25 8.1%	1 16.1%	17 8.2%	3 35.1%	2 2.5%	4 13.0%	4 6.4%	17 9.5%	3 8.8%	1 3.8%	7 8.3%	19 8.2%	0.5%	2 3.4%	24 9.9%	16 9.1%	5 8.2%	3 4.5%	2 13.9%
	118 37.1%	64 5 39.7% 34	54 1.4%	28 32.8%	40 36.9%	50 40.1%	89 37.2%	6 40.6%	6 25.1%	4 81.7%	88 36.89	33.3%	11.7%	16 36.1%	11 44.3%	10 31.8%	61 42.8%	35 33.6%	12 29.6%	11 33.1%	28 57.4%	18 34.2%	55 35.1%	2 11.9%	3 37.0%	11 24.8%	61 43.4%	57 44.7%	21 40.8%	115 37.1%	3 36.6%	77 38.4%	2 29.4%	31 45.4%	7 26.1%	28 40.0%	67 37.7%	13 37.3% 2	6 5.6%	30 33.6%	88 38.4%	11 43.2%	18 40.8% 3	88 15.7%	64 36.3% 3	25 19.8% 3	24 38.4%	4 29.1%
	118 37.1%	59 5 37.0% 37	58 '.1% :	34 39.8%	36 33.3%	48 38.4%	89 37.0%	6 43.0%	12 46.5%	10.8%	89 37.39	4 51.5%	23.4%	17 37.7%	8 30.5%	12 39.0%	56 39.4%	38 36.2%	12 29.3%	16 46.1%	12 25.4%	21 40.4%	59 37.6%	7 38.8%	3 36.4%	19 42.4%	47 33.2%	49 38.5%	18 35.3%	115 37.2%	2 31.5%	70 34.8%	1.7%	26 38.8%	13 47.7%	20 28.2%	67 37.6%	15 44.2% 4	12 5.7%	35 39.8%	83 36.0%	11 43.0%	20 44.4% 3	87 85.1%	66 37.4% 3	23 16.2% 3	23 37.3%	6 36.2%
	56 17.7%	22 3 14.0% 21	34 .4%	18 21.2%	18 16.5%	20 16.3%	41 16.9%	2 13.5%	5 21.4%	4.9%	43 18.09	1 13.3%	1 58.5%	9 20.7%	2 6.9%	9 29.2%	20 14.2%	19 18.4%	7 18.9%	6 19.2%	5 11.2%	10 18.9%	26 16.4%	7 36.7%	2 26.5%	11 25.6%	25 17.8%	14 11.1%	12 23.4%	55 17.7%	1 15.8%	37 18.6%	3 33.8%	9 13.4%	4 13.3%	18 25.4%	27 15.1%	3 9.7% 2	6 5.0%	16 18.3%	40 17.4%	3 13.3%	5 11.4% 1	48 9.2%	31 17.3% 1	10 5.8% 1	12 19.8%	3 20.8%
	318	160 15	57	85	107	125	240	15	25	5	239	. 7	2	45	25	31	141	105	40	34	49	52	156	18	. 7	44	141	127	52	311	7	202	8	68	28	69	177	35	25	88	229	26	44 :	247	176	64	62	15



Table 12 Q8. Were you born Base : All Respondents

Unweighted Total
Weighted Total
In the UK
Outside the UK
SIGMA

Т	tal	Gender	r		Age			2010	Vote			GE \	oting Int	ention			SE	G				Regio	n6			Econo	mic	Soci	ial	Ethr	icity		Employme	nt Status			Family	Status		Par	ent	Gr	andparent	1		Segmer	ntation	
	м	ale Fe	male	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d W	Vales	Conserv ative	Statist	Conserv ative	Liberal		Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis E	Defecto rs		Conside rers
2	02 11	42 1	360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
2	02 13	374 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
2	83 12 1.3% 9	267 1 2.2% 9	016 90.0%	424 83.5%	675 88.4%	1185 96.2%	1736 93.8%	74 83.5%	166 95.9%	43 98.7%	1637 90.75	66 % 84.3%	22 87.8%	343 96.4%	213 90.1%	699 86.9%	557 90.6%	570 94.6%	458 95.1%	192 71.5%	354 91.5%	508 94.6%	1000 93.4%	124 97.0%	98 94.4%	255 89.2%	1018 90.2%	1112 92.7%	294 85.1%	2213 94.1%	70 47.1%	1331 89.1%	55 96.5%	698 96.5%	143 89.0%	416 90.0%	1390 90.8%	202 93.0%	187 93.5%	541 85.9%	1743 93.1%	176 95.0%	535 95.9%	1573 89.4%	1194 93.6%	542 94.2%	442 84.1%	105 84.0%
	19 1	7.8% 1	112 10.0%	84 16.5%	89 11.6%	46 3.8%	115 6.2%	15 16.5%	7 4.1%	1.3%	167 9.39	12 % 15.7%	3 12.2%	13 3.6%	23 9.9%	105 13.1%	58 9.4%	33 5.4%	23 4.9%	76 28.5%	33 8.5%	29 5.4%	70 6.6%	4 3.0%	6 5.6%	31 10.8%	111 9.8%	88 7.3%	52 14.9%	140 5.9%	79 52.9%	163 10.9%	2 3.5%	25 3.5%	18 11.0%	46 10.0%	140 9.2%	15 7.0%	13 6.5%	89 14.1%	130 6.9%	9 5.0%	23 4.1%	187 10.6%	82 6.4%	33 5.8%	84 15.9%	20 16.0%
	02 13	374 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 13 Q9. Which of these statements is correct? Base : All Respondents 3 Oct 2014

Unweighted Total
Weighted Total
Both of my parents were born in the UK
At least one of my parents was born outside the UK
SIGMA

Г	otal	Gender		Ag	je			2010 Vo	te			GE V	oting Int	ention			SE	G				Regi	on6			Econo	mic	Soc	ial	Ethr	nicity		Employn	nent Statu	s		Famil	y Status		Pa	rent	Gr	irandparent		s	egmenta	ation	
		Male Ferr	nale 1	18-34 35-	54 5	5+ C0	ON L	AB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s		South	icotlan d V		Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis Del		Co	onside rers
Г	502	1142 13	360	371 10	9 11	22 16	20	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015 6	305	277	605
	502	1374 11	128	508 7	33 12	31 18	51	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276 5	575	525	125
ĸ	122 34.8%	1178 9 85.8% 83	943 3.6% 7	371 6: 73.1% 82	31 11 .7% 90	19 16 0.9% 88	44 3.8% 7	65 73.9% 8	151 87.0%	39 89.3%	1516 84.0%	60 77.1%	20 77.5%	326 91.6%	198 83.5%	635 79.0%	529 86.1%	535 88.8%	423 87.9%	159 59.4%	335 86.5%	486 90.6%	923 86.3%	116 90.5%	94 91.0%	240 83.9%	946 83.8%	1033 86.1%	280 81.0%	2102 89.3%	19 13.0%	1220 81.6%	49 85.9%	664 6 91.8%	137 85.5%	369 79.99	1307 6 85.4%	189 87.1%	170 85.2%	502 79.8%	1619 86.5%	169 91.0%	504 1- 90.5% (1449 82.3%	1133 5 88.8% 8	511 : 8.8% 7	382 72.7%	95 76.2%
	380 15.2%	195 1: 14.2% 16	185 6.4% 2	136 1: 26.9% 17	32 1 .3% 9	12 2 9.1% 11	07 1.2% 2	23 26.1%	22 13.0%	5 10.7%	288 16.0%	18 22.9%	6 22.5%	30 8.4%	39 16.5%	169 21.0%	86 13.9%	67 11.2%	58 12.1%	109 40.6%	52 13.5%	51 9.4%	147 13.7%	12 9.5%	9 9.0%	46 16.1%	183 16.2%	166 13.9%	66 19.0%	251 10.7%	130 87.0%	275 18.4%	8 14.1%	59 6 8.2%	23 14.5%	93 20.19	224 6 14.6%	28 12.9%	30 14.8%	127 20.2%	253 13.5%	17 9.0%	53 : 9.5% 1	311 17.7%	143 11.2% 1	64 1.2% 2	144 27.3%	30 23.8%
	502	1374 11:	128	508 70	33 12	31 18	51	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276 5	575	525	125

Table 14 Q10. Which of these statements is correct? Base : All Respondents

Unweighted Total
Weighted Total
All of my grandparents were born in the UK
At least one of my grandparents was born outside the Uh
SIGMA

Total Gender Age				201	0 Vote			GE V	oting Inte	ntion			SE	G				Regio	n6			Econo	omic	Soc	cial	Ethr	nicity		Employme	ent Status			Family	Status		Pan	ent	Gra	andparent		Seg	mentation				
								1						Undecid						Midland			Scotlan		Conserv		Conserv			Non-	In employm	Unemplo		Homemak er /			Cohabit	Separat			Yes	Yes (non-	Loy	alis Defec		Conside
L		Male Fe	male	18-34 35-	54 55	► CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ed	AB	C1	C2	DE	London	S	North	South	d I	Wales	ative	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No	(carer)	carer) N	No t	s rs	Joiners	rers
al	2502	1142 1	360	371 10	9 112	2 1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	306 10	15 605	277	605
	2502	1374 1	128	508 7	3 123	1 1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759 12	76 575	525	125
		1138	892	336 6	1 108	4 1580	57	147	38	1452	59	18	313	187	609	498	513	410	135	328	470	888	105	96	233	887	977	269	2014	17	1175	48	635	131	351	1259	176	159	469	1561	157	477 13	397 10	89 491	362	89
ere	81.1%	82.9% /	9.0%	66.1% 80	0% 88.	0% 85.3	% 64.61	% 84.8	% 86.7%	80.5%	74.9%	73.0%	88.1%	78.8%	/5.8%	81.1%	85.2%	85.1%	50.2%	84.7%	87.5%	83.0%	82.6%	92.9%	81.6%	/8.6%	81.5%	77.9%	85.6%	11.2%	78.6%	85.0%	87.8%	81.9%	76.0%	82.3%	81.1%	79.3%	/4.5%	83.4%	84.7%	85.5% /	9.4% 8	5.3% 85.3	% 68.8%	/1.0%
nv I	472	235	237	172 1	2 14	7 272	31	26	6	353	20	7	42	50	195	116	89	72	134	59	67	182	22	7	53	241	222	77	339	132	320	8	88	29	111	271	41	41	160	311	28	81 3	363 1	87 85	164	36
as I	18.9%	17.1% 2	1.0%	33.9% 20	0% 12.	0% 14.7	% 35.49	% 15.29	6 13.3%	19.5%	25.1%	27.0%	11.9%	21.2%	24.2%	18.9%	14.8%	14.9%	49.8%	15.3%	12.5%	17.0%	17.4%	7.1%	18.4%	21.4%	18.5%	22.1%	14.4%	88.8%	21.4%	15.0%	12.2%	18.1%	24.0%	17.7%	18.9%	20.7%	25.5%	16.6%	15.3%	14.5% 20	0.6% 14	4.7% 14.7	% 31.29	29.0%
UK																																														
	2502	1374 1	128	508 7	3 123	1 1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759 12	76 575	525	125
- 1	100.0%	100.0% 10	0.0%	100.0% 100	0% 100.	0% 100.0	% 100.09	6 100.09	6 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 100	0.0% 100	0.0% 100.0	% 100.0%	100.0%



Table 15
Q11. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?
Base : All Respondents

	Total	G	ender	Т	Ag	e	\top		2010 V	ote			GE \	oting Inte	ention			SE	G				Regi	on6			Econo	mic	Soci	al	Ethni	icity		Employm	ent Statu	ıs	1	Family	/ Status		Pare	nt	Gra	ndparent	\neg		Segmenta	ation	\neg
		Male	Female	18-34	35-6	54 55+	c	ON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal		Non- white	In employm ent	Unemplo yed	Retired	Homema er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No L	oyalis D			nside rers
Unweighted Total	2502	1142	1360	371	100	9 1122	2 1	620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605 2	277	605
Weighted Total	2502	1374	1128	508	76	3 1231	1 10	851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
10 - Definitely would vote	1786 71.4%	1009 73.49	777 6 68.99	291 57.3°	51 % 67.	7 979 7% 79.5	9 1- 5% 7	438 77.7%	50 56.3%	141 81.1%	32 73.0%	1301 72.1%	52 65.9%	17 67.3%	292 82.1%	125 52.6%	579 72.1%	432 70.2%	423 70.2%	353 73.3%	183 68.2%	269 69.4%	385 71.7%	767 71.7%	107 83.8%	73 70.2%	197 68.9%	832 73.7%	905 75.5%	220 63.5%	1706 72.5%	80 53.6%	1010 67.6%	40 71.5%	583 80.6%	110 68.7%	285 61.8%	1138 74.4%	147 67.7%	141 70.6%	397 63.0%	1390 74.2%	136 73.5%	435 78.1%	1215 69.0%	1009 79.1%	429 2 74.5% 5	292 55.5%	56 45.0%
9	258 10.3%	145 10.69	113 6 10.09	52 6 10.19	8 6 11.	9 117 7% 9.5	7 5% 1	196 10.6%	16 18.0%	17 9.7%	1 1.9%	194 10.7%	9 11.0%	2 9.5%	31 8.8%	22 9.2%	86 10.7%	74 12.1%	61 10.1%	37 7.7%	28 10.5%	39 10.1%	62 11.5%	111 10.4%	12 9.5%	4 3.4%	37 13.0%	100 8.9%	109 9.1%	49 14.1%	234 10.0%	24 15.9%	166 11.1%	6 10.6%	70 9.7%	15 9.2%	45 9.8%	167 10.9%	17 8.0%	19 9.5%	81 12.9%	177 9.4%	19 10.0%	60 10.8%	179 10.2%	146 11.5%	50 8.6%	48 9.1%	15 11.7%
8	201 8.0%	109 7.99	92 6 8.29	74 6 14.5	7 % 9.	0 57 2% 4.7	796	113 6.1%	14 15.6%	5 3.1%	5 12.4%	140 7.7%	11 13.7%	3 13.3%	19 5.3%	29 12.1%	68 8.5%	47 7.7%	52 8.6%	34 7.0%	22 8.2%	31 8.1%	35 6.5%	95 8.9%	5 4.1%	13 12.1%	28 9.7%	84 7.5%	81 6.8%	41 11.7%	183 7.8%	18 12.1%	152 10.2%	5 8.2%	26 3.6%	10 6.3%	59 12.9%	100 6.5%	26 12.1%	13 6.6%	68 10.7%	134 7.1%	12 6.4%	28 5.1%	161 9.1%	67 5.2%	47 8.1% 1	73 13.9%	15 11.7%
7	72 2.9%	32 2.3°	40 6 3.59	20 6 3.9°	6 3.	9 23 8% 1.9	3 9%	39 2.1%	2 2.1%	2 1.3%	0.4%	52 2.9%	2 3.0%	1.7%	2 0.7%	15 6.3%	19 2.4%	17 2.8%	21 3.5%	14 3.0%	12 4.6%	14 3.6%	11 2.1%	33 3.1%	0.3%	0.2%	6 1.9%	26 2.3%	23 1.9%	13 3.8%	60 2.5%	12 8.2%	42 2.8%	1 2.1%	18 2.4%	5 2.8%	22 4.8%	27 1.8%	13 5.8%	8 3.9%	22 3.5%	50 2.7%	7 3.6%	8 1.5%	57 3.2%	26 2.0%	13 2.3%	26 5.0%	7 5.5%
6	52 2.1%	27 2.0°	25 6 2.29	31 6.19	% 1.	8 13 0% 1.0	3	23 1.2%	6 7.0%	4 2.3%	4 9.0%	40 2.2%	1 1.4%	1 3.4%	2 0.5%	9 3.6%	12 1.5%	14 2.2%	14 2.3%	12 2.5%	5 2.0%	12 3.1%	12 2.2%	13 1.2%	0.3%	9 8.9%	7 2.4%	20 1.7%	19 1.6%	12 3.4%	50 2.1%	2 1.1%	42 2.8%	3 4.5%	0.3%	4 2.5%	19 4.1%	22 1.5%	5 2.5%	3 1.4%	16 2.6%	36 1.9%	6 3.1%	5 0.9%	41 2.3%	15 1.2%	7 1.3%	24 4.7%	5 3.7%
5	61 2.4%	23 1.79	38 6 3.49	24 6 4.8°	1 % 2.	8 18 4% 1.5	3 5%	24 1.3%	0.4%	4 2.3%	1 3.3%	36 2.0%	1.3%	1.6%	6 1.6%	18 7.4%	19 2.4%	17 2.8%	9 1.5%	15 3.2%	6 2.4%	16 4.0%	14 2.5%	21 2.0%	1 0.4%	3 2.8%	5 1.7%	30 2.7%	27 2.3%	4 1.1%	55 2.3%	6 3.7%	35 2.4%	1 1.3%	10 1.4%	9 5.5%	14 3.1%	36 2.4%	4 2.0%	4 2.2%	23 3.6%	38 2.0%	3 1.5%	9 1.6%	49 2.8%	11 0.8%	13 2.3%	26 4.9%	11 8.9%
4	5 0.2%	:	5 0.49	0.3°	% 0.	3 5%		3 0.2%	-	-	-	2 0.1%	0.4%	:	0.3%	2 1.0%	0.1%	1 0.2%	3 0.5%	1 0.2%	1 0.2%	1 0.2%	1 0.1%	2 0.2%	:	1 1.1%	:	3 0.3%	2 0.2%	0.1%	4 0.2%	1 0.7%	3 0.2%	-	-	1 0.7%	0.5%	. 1	2 0.7%	1 0.3%	2 0.4%	3 0.2%	1 0.8%	:	4 0.2%	2 0.1%	1 0.2%	:	3 2.0%
3	10 0.4%	0.19	8 6 0.79	3 6 0.6	% 0.	4 2 6% 0.2	2 2%	5 0.3%	:	-	-	2 0.1%	0.4%	1.1%	:	7 2.8%	1 0.1%	1 0.2%	4 0.6%	3 0.7%	-	1 0.4%	2 0.5%	5 0.5%	-	1 0.8%	3 0.9%	3 0.2%	3 0.3%	1 0.2%	8 0.4%	1 0.9%	5 0.3%	0.2%	0.3%	2 1.2%	3 0.6%	3 0.2%	0.5%	2 1.2%	3 0.5%	6 0.3%	-	1 0.2%	9 0.5%	-	5 0.8%	2 0.4%	3 2.1%
2	11 0.4%	0.39	7 6 0.69	3 6 0.6	% 0.	6 2 8% 0.1	2 196	4 0.2%	0.3%	0.1%	-	5 0.3%	0.4%	1.1%	0.1%	5 2.1%	6 0.7%	2 0.4%	2 0.3%	1 0.2%	1 0.4%	0.1%	4 0.7%	4 0.4%	2 1.3%	0.2%	2 0.6%	6 0.5%	5 0.4%	3 0.7%	10 0.4%	1 0.8%	9 0.6%	0.8%	0.1%	0.5%	0.7%	7 0.4%	0.1%	1 0.3%	6 0.9%	5 0.3%	0.1%	1 0.1%	10 0.6%	1 0.1%	3 0.5%	4 0.8%	3 2.3%
1	7 0.3%	0.39	3 6 0.39	6 0.3	% 0.	3 3 3% 0.3	3 3%	1 0.1%	0.3%	-	-	4 0.2%	1 1.0%	-	1 0.4%	1 0.6%	:	1 0.1%	3 0.5%	3 0.7%	0.1%	1 0.3%	1 0.1%	3 0.3%	-	0.2%	0.2%	6 0.5%	4 0.3%	1 0.3%	7 0.3%	0.2%	4 0.2%	0.5%	3 0.4%	0.2%	0.8%	4 0.2%	0.1%		0.1%	7 0.4%	1 0.5%	2 0.4%	4 0.2%	-	1 0.3%	4 0.7%	1.7%
0 - Definitely wouldn't vote	39 1.5%	19 1.49	19 6 1.79	7 6 1.5°	1 % 2.	5 16 0% 1.3	3 3%	6 0.3%	:	0.1%		29 1.6%	1 1.7%	0.9%	1 0.2%	5 2.2%	12 1.5%	8 1.4%	11 1.8%	7 1.6%	9 3.5%	3 0.6%	11 2.0%	15 1.4%	0.3%	0.2%	2 0.7%	19 1.7%	22 1.8%	4 1.0%	34 1.5%	4 2.9%	26 1.7%	0.2%	9 1.2%	4 2.2%	0.8%	25 1.7%	0.5%	8 4.0%	12 1.8%	27 1.4%	1 0.6%	7 1.2%	31 1.7%	-	6 1.0%	26 5.0%	7 5.3%
SIGMA	2502 100.0%	1374 100.09	1128	508 6 100.09	76 % 100.	3 1231 0% 100.0	1 10	851 00.0% 1	88 100.0%	173 100.0%	44 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0% 1	557 100.0% 1	1759 00.0%	1276 100.0% 1	575 5	525 00.0% 10	125 00.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Unweighted Total

Liberal Democrat UK Independence Party (UKIP) Scottish National Party (SNP)

> BNP English Democra

Refuse SIGMA

Table 16
112. Weighted by normal weighting
112. 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 Respondents

Г	Total	Gend	er	-	Age			2010 V	Vote			GE V	oting Inte	ention			SEC	3	Т			Region	6			Econon	ic	Social	1	Ethnic	city		Employm	ent Status			Family	Status		Parer	nt	Gra	andparent		-	Segmentation	on
		Male F	emale	18-34 3	5-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Jndecid ed	AB	C1	C2	DE L		idland s I	North S	South	otlan d W		onserv ative		Conserv ative L	iberal	White	Non- white	In employm ent	Unemplo yed	1 1	lomemak er / Carer	Single I		Cohabit S	eparat ed	Yes	No	Yes	Yes (non- carer)		oyalis De	efecto rs Join	Conside ers rers
tal	2502	1142	1360	371 1	009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605 27	7 605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 52	5 125
	1804 72.1%	1025 74.6%	779 69.1%	362 71.2%	546 71.5%	897 72.9%	1276 68.9%	64 73.0%	135 77.6%	31 69.8%	1804 100.0%		-	-	-	626 77.8%	443 72.1%	428 71.0%	308 34.0%	202 75.4%	290 75.1%	366 68.2%	760 71.0%	98 77.0% 7		201 70.3%	835 74.0%		252 72.9%	1695 72.0%	109 73.2%	1086 72.7%	30 52.9%	538 74.3%	112 70.0%	327 70.9%	1133 74.0%	135 62.2%	147 73.7%	453 72.0%	1351 72.2%	126 67.9%	413 74.1%	1266 71.9%	1276 100.0%	- 52 - 100.	5 3 0% 2.3%
	78 3.1%	37 2.7%	42 3.7%	28 5.5%	28 3.7%	22 1.8%	52 2.8%	16 18.2%	2 1.4%	0.8%	- 1	78 100.0%	- 1	- 1	- :	27 3.4%	19 3.1%	16 2.6%	16 3.4%	11 4.0%	12 3.2%	19 3.5%	29 2.8%	6 4.9%	0.3%	3 1.1%	38 3.3%	33 2.7%	10 2.7%	65 2.8%	13 8.9%	58 3.9%	1 1.9%	12 1.6%	6 3.9%	11 2.4%	53 3.4%	7 3.5%	4 2.0%	33 5.2%	45 2.4%	7 3.9%	6 1.1%	65 3.7%	- 1	52 9.1%	- 26 - 20.7%
at	25 1.0%	14 1.0%	12 1.0%	10 1.9%	6 0.9%	9 0.7%	9 0.5%	1 0.6%	12 7.0%	0.4%	-	-	25 100.0%	-	-	11 1.3%	5 0.8%	6 1.0%	4 0.8%	3 1.3%	3 0.7%	3 0.5%	13 1.2%	2 1.9%	1 0.5%	5 1.7%	11 1.0%	9 0.8%	7 2.1%	23 1.0%	2 1.6%	17 1.2%	1 2.5%	6 0.8%	1 0.5%	8 1.6%	14 0.9%	1 0.5%	3 1.3%	6 1.0%	19 1.0%	1.0%	1 0.3%	22 1.2%	-	9 1.6%	- 16 - 12.7%
nce	327 13.1%	198 14.5%	129 11.4%	33 6.6%	98 12.8%	196 15.9%	308 16.6%	1.2%	5 2.6%	7 16.1%	-	-	-	327 92.1%	-	65 8.1%	70 11.4%	87 14.4%	105 21.8%	28 10.5%	45 11.5%	86 16.0%	143 13.3%	12 9.7% 1	12 1.4%	48 16.7%	123 10.9%	154 12.9%	37 10.8%	321 13.7%	6 3.8%	172 11.5%	15 27.0%	111 15.3%	18 11.1%	53 11.5%	191 12.5%	38 17.3%	30 15.0%	66 10.4%	261 14.0%	29 15.4%	94 16.9%	204 11.6%		308 53.5%	- 20 - 15.6%
ıal	4 0.2%	:	4 0.3%	2 0.5%	1 0.1%	1 0.1%	2 0.1%	-	0.2%	1 1.9%	-	-		4 1.1%	- :	3 0.3%	1 0.1%	0.1%	-	:	:	:	-	4 3.0%	:	0.1%	3 0.2%	:	1 0.2%	4 0.2%	-	3 0.2%	- :	1 0.1%	0.1%	2 0.5%	:	1 0.7%	- :	2 0.3%	2 0.1%	-	:	4 0.2%	:	2 0.4%	- 2 - 1.2%
	5 0.2%	3 0.2%	2 0.2%	4 0.8%	1 0.1%	:	4 0.2%	-	-	0.4%	-	:	-	5 1.4%	-	:	3 0.5%	- :	2 0.4%	1	- 1	-	:	Ī	5 4.8%	-	3 0.2%	2 0.2%	2 0.6%	5 0.2%	-	5 0.3%	- :	- 1	0.2%	4 0.8%	:	1 0.4%	0.1%	1 0.2%	4 0.2%	0.1%	:	5 0.3%	1	4 0.7%	- 1 - 0.6%
(Net)	19 0.8%	9 0.7%	10 0.9%	3 0.7%	10 1.3%	6 0.5%	15 0.8%	-	1 0.8%	1 3.2%		-		19 5.4%	-	5 0.6%	5 0.8%	7 1.1%	3 0.6%	0.1%	4 0.9%	2 0.4%	13 1.2%	-	-	1 0.2%	11 0.9%	7 0.6%	4 1.1%	18 0.8%	1.0%	11 0.8%	1 1.1%	4 0.5%	1 0.7%	4 0.8%	12 0.8%	3 1.3%	1 0.4%	6 0.9%	14 0.7%	2 1.1%	2 0.4%	15 0.9%		15 2.7%	- 4 - 3.1%
	12 0.5%	6 0.4%	6 0.6%	3 0.6%	6 0.8%	3 0.2%	9 0.5%	-	1 0.8%	1 2.5%	-	-	-	12 3.4%	-	4 0.6%	4 0.7%	2 0.4%	1 0.2%	0.1%	3 0.7%	1 0.2%	8 0.7%	-	-	1 0.2%	4 0.3%	2 0.2%	4 1.1%	11 0.5%	1 0.8%	6 0.4%	1 1.1%	2 0.3%	1 0.7%	1 0.3%	8 0.5%	2 1.0%	1 0.4%	4 0.6%	8 0.4%	-	0.1%	12 0.7%	-	9 1.5%	- 3 - 2.4%
	3 0.1%	1 0.1%	1 0.1%	:	2 0.2%	1 0.1%	2 0.1%	-	-	0.7%	-	:	-	3 0.8%	-	1 0.1%		1 0.2%	1 0.2%	1	- 1	:	3 0.2%	-	-	-	2 0.2%	1 0.1%	-	3 0.1%	-	2 0.1%	- :	1 0.1%	:	1 0.1%	1 0.1%	1 0.3%	-	1 0.2%	1 0.1%	-	1 0.2%	1 0.1%	1	2 0.4%	- 0.2%
ocrat	:	:	- 1	-	i	:	-	-	:	-	-	-	-	0.1%	-	-	:	-	:	-	0.1%	-	-	-	:	-	:	:	1	:	-	:	-		-	0.1%	-	-	-	-	:	-	-	:	-	-	- 0.2%
ring	3 0.1%	2 0.1%	1 0.1%	-	2 0.2%	1 0.1%	3 0.1%	-	:	-	-	-	-	3 0.8%	-	-	:	2 0.3%	1 0.1%	-	1 0.2%	1 0.2%	1 0.1%	-	:	-	3 0.2%	2 0.2%	1	3 0.1%	-	3 0.2%	-		-	1 0.1%	2 0.1%	-	-	-	3 0.1%	1 0.6%	-	2 0.1%	-	3 0.5%	: :
ed	2 0.1%	-	2 0.2%	0.1%	1 0.1%	1 0.1%	1 0.1%	-	:	-	-	-	-	2 0.5%	-	-	1 0.1%	1 0.2%	-	-	-	-	2 0.2%	-	:	-	2 0.2%	2 0.1%	- 1	1 0.1%	0.2%	1	-	1 0.1%	-	1 0.2%	1 0.1%	-	-	:	1 0.1%	1 0.5%	1 0.1%	:	-	1 0.3%	- 0.2%
	237 9.5%	87 6.3%	150 13.3%	65 12.9%	73 9.6%	98 8.0%	182 9.8%	6 7.0%	18 10.4%	3 7.4%	-	- 1	-	- :	237 100.0%	67 8.3%	69 11.3%	58 9.6%	43 8.9%	23 8.5%	33 8.5%	61 11.3%	111 10.3%	5 3.5%	5 4.9%	28 9.9%	104 9.2%	89 7.4%	33 9.6%	220 9.3%	17 11.5%	142 9.5%	8 14.5%	51 7.1%	22 13.6%	52 11.3%	127 8.3%	31 14.2%	15 7.5%	63 9.9%	174 9.3%	20 10.6%	39 7.0%	178 10.1%	Ι.,	182 31.7%	- 55 - 43.7%
	2	1 0.1%	1	-	1	1	2	-	-	- 1	-	-	-	-	-	-	-	1	1	1	-	-	1	-	-	÷	2	1	:	2	-	1		1	- 1	1	1	-	-	-	2	-	1	1	-	2	- 0.1%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	0.2%	723	160	462	1530	217	200	629	1873	185	557	1759	1276	0.3% 575 52	5 125
- 1	100.0%	100.0% 1	100.0%	100.0% 1	00.0% 1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 1	00.0%	100.0%	100.0% 1	00.0% 1	00.0% 10	0.0% 10	0.0% 1	100.0%	00.0%	100.0% 1	00.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 1	00.0%	100.0% 1	00.0% 100.	.0% 100.0%

Attitudes to Welfare Poll - "Conservatives"

Table 17
G12. Weighted by normal weighting and likelihood to vote
G12. 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: Respondents likely to vote

Unweighted Total 2.8% 17.9% 0.9% 2.7% 9.2% 22.4% Liberal Democra 0.5% 1.8% 0.7% 1.0% 1.7% 14.5% 17.0% 17.5% 13.5% 14.3% UK Independ Party (UKIP) Scottish National Party (SNP) Plaid Cymru 0.7% 0.5% 0.2% 0.1% 0.59 0.4% 0.8% 0.5% 0.5% 0.2% 0.3% 0.2% 0.5% 1.1% 1.5% 2.8% 0.1% 0.19 1 0.1% 0.2% 1 0.1% 2 0.1% 0.3% 1 0.2% 0.1% 0.2% English Democrat 0.1% Party not listed 0.1% 0.1% 0.1% 0.2% 0.1% 0.1% 0.1% 0.2% 0.3% 8.59 79 129 5.8% 11.9% 11.5% 8.6% 8.9% 1874 7.9% 8.4% 257 9.2% 9.1% 282 8.2% 6.7% 8.5% 9.3% 8.6% 6.5% 9.3% 437 7.7% 56 152 9.4% 8.2% 6.6% 8.39 SIGMA

Attitudes to Welfare Poll - "Conservatives"

Table 18
C12. Weighted by normal weighting,likelihood to vote and with undecided / refused removed
C12. 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: Respondents likely to vote

Unweighted Total 1.0% 2.9% 3.0% 13.1% 1.6% Liberal Democra 2.2% 1.0% 0.6% 1.9% 0.8% 1.1% 2.4% 24.1% 18.7% 19.2% 12.5% 14.5% 15.7% 13.3% 13.6% 29.4% UK Independ Party (UKIP) Scottish National Party (SNP) Plaid Cymru 0.8% 0.3% 0.1% 0.4% 0.9% 0.5% 4 4 0.5% 0.8% 0.8% 1 0.3% 0.4% 0.2% 0.5% 0.4% 0.3% 0.5% 0.7% 2.1% 4.6% 0.8% 0.1% 0.19 1 0.1% 2 0.1% 1 0.2% 0.5% 0.5% 0.2% 0.2% 0.2% English Democrat 0.2% 1 0.3% Party not listed 0.1% 0.1% 0.2% 0.2% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.2% 0.4%

Survation.

Prepared by Survation on behalf of Bright Blue

Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

2010 Vote

Table 19

112. Weighted by normal weighting, likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote
112. 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: Respondents likely to vote

GE Voting Intention

Unweighted Total

Liberal Democrat UK Independe Party (UKIP)

RNP

English Democrat Party not listed

Scottish National Party (SNP)

- 1		- 1					1						- 1	u	ndecid		- 1	- 1	- 1		lidland	- 1	- 1	Scotlan	- 1.	Conserv		Conserv			Non-	In employm	Unemplo		Homemak er/	1	- 1	Cohabit S	enarat	-	- 1	Yes	Yes (non-	- 1	Loyalis	Defecto	l _c	Conside
L		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ed	AB	C1	C2	DE I	London	s	North	South	d	Wales	Conserv ative	Statist	ative	Liberal	White	white	employm ent	yed	Retired		Single	Married	Cohabit S ing	ed	Yes	No	Yes (carer)	carer)	No	ts	rs Jo	oiners	rers
- 1	2333	1091	1242	320	940	1073	1614	141	270	85	1277	169	84	468	335	698	586	580	469	228	359	514	1016	123	86	254	1052	1085	307	2194	139	1396	55	635	189	389	1458	203	192	644	1689	182	485	1666	1015	599	262	457
- 1	2431	1355	1076	464	732	1235	1874	85	177	43	1775	76	24	363	193	789	598	581	463	255	375	519	1046	130	99	281	1096	1177	333	2296	135	1436	55	728	151	431	1507	209	190	597	1834	183	558	1690	1306	568	469	88
	1942 79.9%	1080 79.7%	862 80.1%	379 81.6%	580 79.2%	983 79.6%	1473 78.6%	63 73.6%	139 78.7%	30 69.0%	1775 100.0%	-	-	-	167 86.5%	672 85.2%	485 81.1%	460 79.1%	325 70.2%	211 82.7%	309 82.5%	398 76.7%	836 79.9%	103 79.4%	80 80.8%	221 78.9%	895 81.7%	958 81.4%	266 80.1%	1830 79.7%	112 6 83.2%	1156 80.5%	36 65.6%	585 80.3%	121 80.0%	346 80.3%	1219 80.9%	154 73.7%	150 78.9%	478 80.2%	1463 79.8%	143 78.3%	446 79.9%	1352 80.0%	1306 100.0%	167 29.4% 10	469 00.0%	-
	81 3.3%	37 2.8%	44 4.1%	27 5.8%	30 4.1%	24 2.0%	52 2.8%	21 24.5%	3 1.4%	0.9%	:	76 100.0%	:	-	6 2.9%	27 3.5%	20 3.3%	17 2.9%	18 3.8%	10 3.9%	13 3.5%	21 4.1%	30 2.9%	7 5.1%	0.2%	3 0.9%	41 3.7%	34 2.9%	9 2.8%	68 3.0%	13 6 9.8%	58 4.0%	1 1.5%	14 1.9%	8 5.2%	11 2.5%	55 3.7%	8 3.8%	4 2.3%	33 5.5%	49 2.6%	6 3.5%	8 1.4%	67 4.0%	- 1	52 9.2%	-	29 32.6%
	42 1.7%	21 1.5%	21 2.0%	14 2.9%	12 1.6%	16 1.3%	9 0.5%	0.6%	29 16.5%	6 0.4%	-	-	24 100.0%	-	17 8.9%	15 1.9%	11 1.8%	10 1.7%	6 1.4%	5 1.8%	4 1.1%	8 1.5%	21 2.0%	3 2.5%	1 1.1%	7 2.4%	17 1.6%	14 1.2%	11 3.3%	39 1.7%	2 5 1.8%	27 1.9%	2 2.8%	10 1.4%	3 1.8%	11 2.6%	23 1.5%	2 1.1%	4 1.9%	9 1.5%	33 1.8%	2 1.2%	4 0.8%	35 2.1%	-	9 1.7%	-	32 36.6%
۱	338 13.9%	205 15.1%	132 12.3%	34 7.3%	99 13.5%	204 16.5%	318 17.0%	1 1.3%	4 2.5%	8 5 19.0%	-	-	:	337 92.7%	1 0.4%	67 8.5%	73 12.2%	88 15.1%	110 23.7%	29 11.5%	45 11.9%	89 17.1%	147 14.1%	13 9.9%	12 12.4%	49 17.5%	127 11.6%	160 13.6%	39 11.8%	332 14.4%	6 6 4.4%	176 12.3%	16 28.9%	116 15.9%	18 11.8%	54 12.5%	197 13.1%	39 18.5%	31 16.4%	67 11.2%	271 14.8%	29 15.9%	98 17.5%	211 12.5%	-	318 56.0%	-	19 21.7%
	4 0.2%	:	4 0.4%	2 0.5%	1 0.1%	0.1%	0.1%		0.2%	1 5 2.2%	-	-	-	4 1.1%	0.1%	3 0.4%	1 0.1%	0.1%	:	:	-	-	-	4 3.1%	-	0.1%	3 0.2%	:	1 0.2%	4 0.2%		3 0.2%	- :	1 0.1%	0.1%	2 0.5%	:	2 0.8%	- :	2 0.4%	2 0.1%		-	4 0.2%	-	2 0.4%	-	2 1.8%
	6 0.2%	3 0.2%	2 0.2%	4 0.9%	1 0.2%	:	5 0.2%		-	0.8%	-	-	-	5 1.5%	0.1%	0.1%	3 0.5%	-	2 0.4%	:	-	-	-	-	6 5.6%	-	3 0.3%	3 0.2%	2 0.7%	6 0.2%		5 0.4%	- :	-	0.2%	4 0.9%	:	1 0.4%	0.1%	2 0.3%	4 0.2%	0.1%	-	5 0.3%	-	5 0.8%	-	1 1.1%
let)	19 0.8%	9 0.7%	10 0.9%	4 0.8%	10 1.3%	6 0.5%	14 0.7%		1 0.7%	3 5 7.7%	-		:	17 4.7%	2 1.0%	5 0.6%	6 1.0%	6 1.1%	2 0.4%	0.1%	3 0.9%	3 0.6%	12 1.2%	0.1%	-	1 0.2%	11 1.0%	7 0.6%	4 1.2%	18 0.8%	1 6 0.8%	12 0.8%	1 1.2%	3 0.4%	1 0.9%	3 0.7%	12 0.8%	3 1.6%	1 0.5%	6 1.0%	13 0.7%	2 0.9%	2 0.4%	15 0.9%	-	14 2.4%	-	6 6.2%
	13 0.5%	6 0.4%	7 0.7%	4 0.8%	6 0.9%	3 0.3%	9 0.5%		1 0.7%	3 6.2%	-	-	:	11 3.1%	2 0.8%	4 0.5%	5 0.8%	3 0.5%	1 0.2%	0.1%	3 0.8%	2 0.4%	8 0.7%	0.1%	-	1 0.2%	5 0.5%	3 0.3%	4 1.1%	12 0.5%	1 6 0.6%	6 0.4%	1 1.2%	2 0.3%	1 0.9%	1 0.3%	8 0.5%	3 1.3%	1 0.5%	5 0.8%	8 0.5%	0.2%	0.1%	12 0.7%	-	9 1.5%	-	4 5.0%
	2 0.1%	1 0.1%	1 0.1%	-	2 0.2%	0.1%	0.1%		-	0.7%	-	-	:	2 0.7%	-	1 0.1%	-	1 0.1%	1 0.2%	-	-	:	2 0.2%	-	-	-	2 0.2%	1 0.1%	- 1	2 0.1%	6 -	2 0.1%	-	1 0.1%	-	1 0.2%	1 0.1%	1 0.3%		1 0.1%	1 0.1%	-	1 0.2%	1 0.1%	-	2 0.4%	-	0.3%
rat	:	:	- :	-	-	:	1	-	-	:	-	-	-	:	-	- :	-	-	:	:	:	-	-	-	-	-	:	:	:	:	-	:	- :	-	-	:	-	-		-	:		-	:	-	:	-	0.1%
,	2 0.1%	2 0.2%	:	- 1	1 0.1%	0.1%	0.1%	. :	-	:	:	:	:	2 0.6%	-	1	:	2 0.4%	:	-	:	1 0.2%	1 0.1%	- 1		:	2 0.2%	2 0.2%	:	2 0.1%		2 0.2%	- 1	:	:	:	2 0.1%	:	-	:	2 0.1%	1 0.7%	-	1 0.1%	-	2 0.4%	:	-
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	2431	1355	1076	464	732	1235	1874	85	177	43	1775	76	24	363	193	789	598	581	463	255	375	519	1046	130	99	281	1096	1177	333	2296	135	1436	55	728	151	431	1507	209	190	597	1834	183	558	1690	1306	568	469	88

Table 20 C14A. Which of the following parties would you seriously consider voting for at the next general election? Conservative Base: All Respondents

3 Oct 2014

Unweighted Total Weighted Total Would seriously consider Would not seriously consider SIGMA

-	Total	04			4			2010	V-1-			05.1	oting Inte				05	_				Regio				F		0		Fab.			Employme				Familia.	/ Status		Desir						Segmenta		
L	otai	Gend	er		Age			2010	vote			GEV	oting inte	ntion			SE	3				negic	ino			Econe	mic	Soc	aı	Ethn	icity		Employme				ramily	Status		Pare	ant	Gra	andparent	_		egmenu	ation	
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	ondon	Midland s	North		Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No L	oyalis De		Co loiners i	onside rers
	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	806	1015	605	277	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759	1276	575	525	125
- 1	2294	1256	1038	462	698	1134	1651	85	173	42	1785	36	21	240	211	758	576	539	421	241	356	485	984	121	99	270	1034	1116	321	2156	138	1374	45	666	149	423	1409	192	183	582	1712	168	512 16	613	1264	386	518	125
	91.7%	91.5%	92.0%	91.0%	91.5%	92.1%	89.2%	95.9%	100.0%	95.1%	98.9%	46.4%	81.5%	67.6%	89.0%	94.3%	93.8%	89.4%	87.4%	90.0%	92.0%	90.3%	91.9%	94.8%	95.0%	94.3%	91.6%	93.1%	92.8%	91.6%	92.7%	92.0%	80.1%	92.0%	92.6%	91.7%	92.1%	88.4%	91.4%	92.5%	91.4%	90.9%	91.9% 9	1.7%	99.1% 6	37.2%	98.6% 1	100.0%
sly	208 8.3%	117 8.5%	91 8.0%	46 9.0%	65 8.5%	97 7.9%	201 10.8%	4 4.1%	:	2 4.9%	19 1.1%	42 53.6%	5 18.5%	115 32.4%	26 11.0%	46 5.7%	38 6.2%	64 10.6%	61 12.6%	27 10.0%	31 8.0%	52 9.7%	86 8.1%	7 5.2%	5 5.0%	16 5.7%	95 8.4%	83 6.9%	25 7.2%	197 8.4%	11 7.3%	120 8.0%	11 19.9%	58 8.0%	12 7.4%	38 8.3%	122 7.9%	25 11.6%	17 8.6%	47 7.5%	161 8.6%	17 9.1%	45 1 8.1%	146 8.3%	12 0.9% 3	189 32.8%	7 1.4%	:
	2502	1374	1128	508	763 100.0%	1231	1851	88	173	44 100.0%	1804	78	25	355 100.0%	237	804 100.0%	615	602 100.0%	481	268	387	537	1070	128	104	286	1128	1199 100.0%	346 100.0%	2353 100.0%	149	1494	57 100.0%	723 100.0%	160 100 0%	462 100 0%	1530	217	200	629	1873	185	557 17 100.0% 10	759 10.0% 1	1276	575	525 100.0% 1	125

Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 21 Q14B. Whith of the following parties would you seriously consider voting for at the next general election? Labour Base : All Respondents

Would not seriously consider SIGMA

	1																		_						_															_						_		
	Total	Gende	er		Age			2010	vote			GE V	oting Inte	ention			SE	G				Regi	onb			Econ	omic	Soc	181	Ethn	nicity		Employme				Family	/ Status		Par	ent	Gr	randparent	t		Segmen	tation	
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D	Defecto rs	Joiners	Conside rers
4	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
- 1	481	217	264	213	146	123	265	57	42	15	254	76	8	28	115	157	145	100	78	64	81	104	177	35	18	35	251	186	81	409	72	360	11	54	35	115	284	47	25	195	286	44	62	375	109	156	144	72
	19.2%	15.8%	23.4%	41.9%	19.1%	10.0%	14.3%	64.4%	24.4%	35.0%	14.1%	96.7%	31.7%	7.9%	48.7%	19.6%	23.6%	16.7%	16.3%	23.9%	20.9%	19.5%	16.5%	27.4%	17.0%	12.2%	22.2%	15.5%	23.3%	17.4%	48.0%	24.1%	19.5%	7.5%	21.7%	24.8%	18.5%	21.7%	12.6%	31.0%	15.3%	24.0%	11.1%	21.3%	8.5%	27.1%	27.4%	57.8%
ısly	2021 80.8%	1156 84.2%	865 76.6%	295 58.1%	617 80.9%	1108 90.0%	1587 85.7%	31 35.6%	131 75.6%	28 65.0%	1551 85.9%	3 3.3%	17 68.3%	327 92.1%	121 51.3%	647 80.4%	469 76.4%	502 83.3%	403 83.7%	204 76.1%	306 79.1%	432 80.5%	893 83.5%	93 72.6%	86 83.0%	251 87.8%	878 77.8%	1014 84.5%	265 76.7%	1943 82.6%	78 52.0%	1134 75.9%	45 80.5%	669 92.5%	125 78.3%	347 75.2%	1247 81.5%	170 78.3%	175 87.4%	434 69.0%	1587 84.7%	141 76.0%	495 88.9%	1385 78.7%	1167 91.5%	420 72.9%	381 72.6%	53 42.2%
		1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 22
Q14C. Which of the following parties would you seriously consider voting for at the next general election?
Liberal Democrat
Base : All Respondents

3 Oct 2014

Unweighted Total Weighted Total Would seriously consider Would not seriously consider SIGMA

[Total	Gend	der		Age			2010	Vote			GE V	oting Inte	ntion			SE	3				Regio	n6			Econo	omic	Soc	ial	Ethn	icity		Employme	ent Status			Family	Status		Par	ent	Gr	andparent		S	egmenta	ation	\neg
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	АВ	C1	C2	DE I	London	Midland s	North		Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No L	oyalis De	fecto rs Jo	Oiners Co	onside rers
al [2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	806	1015	305	277	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759	1276	575	525	125
	538 21.5%	259 18.9%	279 24.7%	168 33.1%	187 24.5%	184 14.9%	301 16.3%	26 29.3%	98 56.6%	15 33.9%	378 21.0%	21 26.7%	25 98.9%	20 5.5%	94 39.7%	193 24.0%	143 23.2%	136 22.6%	67 13.9%	51 19.0%	85 21.9%	117 21.8%	241 22.5%	34 26.8%	9 8.6%	59 20.7%	265 23.5%	239 19.9%	89 25.8%	482 20.5%	56 37.7%	365 24.4%	14 25.3%	99 13.7%	43 26.6%	112 24.2%	324 21.2%	64 29.6%	27 13.7%	186 29.5%	353 18.8%	39 21.1%	77 4 13.9% 2	422 4.0%	212 16.6% 1	89 5.5% 3	166 31.6%	71 56.8%
usly	1964 78.5%	1114 81.1%	849 75.3%	340 66.9%	576 75.5%	1047 85.1%	1550 83.7%	62 70.7%	75 43.4%	29 66.1%	1426 79.0%	57 73.3%	1.1%	336 94.5%	143 60.3%	611 76.0%	472 76.8%	466 77.4%	414 86.1%	217 81.0%	302 78.1%	420 78.2%	829 77.5%	93 73.2%	95 91.4%	227 79.3%	863 76.5%	961 80.1%	257 74.2%	1871 79.5%	93 62.3%	1130 75.6%	42 74.7%	624 86.3%	118 73.4%	350 75.8%	1206 78.8%	153 70.4%	172 86.3%	443 70.5%	1520 81.2%	146 78.9%	480 13 86.1% 7	337 6.0%	1064 4 83.4% 8	186 4.5% (359 68.4%	54 43.2%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759	1276	575	525	125

Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 23
O14D. Which of the following parties would you seriously consider voting for at the next general election?
UK Independence Party (UKIP)
Base : All Respondents

Would not seriously consider SIGMA

T	otal	Gender			Age			2010	Vote			GE V	oting Inte	ntion			SEC	3				Regi	on6			Econ	omic	Soi	cial	Eth	nicity		Employm	ent Status	1		Family	Status		Pa	rent	Gr	randparen	nt		Segmen	ntation	
	Ma	le Fem	nale 1	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis I	Defecto rs	Joiners	Conside rers
2	02 11	42 136	60	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
2	02 13	74 112	28	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
1	119 6	01 41	19	185	308	527	816	29	56	19	542	27	4	334	111	255	250	270	245	84	148	227	471	49	36	142	423	501	139	988	32	576	28	315	70	193	625	85	79	248	771	83	249	687	395	421	147	56
4	0.7% 43	.7% 37	.196	36.4%	40.3%	42.8%	44.1%	32.6%	32.2%	42.8%	30.1%	34.5%	14.5%	94.1%	47.0%	31.7%	40.7%	44.8%	50.8%	31.3%	38.3%	42.3%	44.0%	38.7%	34.8%	49.7%	37.4%	41.8%	40.2%	42.0%	21.4%	38.5%	48.8%	43.5%	43.7%	41.7%	40.8%	39.2%	39.8%	39.4%	41.2%	45.1%	44.6%	39.1%	31.0%	73.2%	27.9%	45.0%
1 5	9.3% 56	73 71 .3% 62	10	323 63.6%	456 59.7%	704 57.2%	1035 55.9%	60 67.4%	118 67.8%	25 57.2%	1262 69.9%	51 65.5%	22 85.5%	21 5.9%	125 53.0%	549 68.3%	364 59.3%	332 55.2%	237 49.2%	184 68.7%	239 61.7%	309 57.7%	599 56.0%	78 61.3%	68 65.2%	144 50.3%	706 62.6%	698 58.2%	207 59.8%	1365 58.0%	117 78.6%	919 61.5%	29 51.2%	408 56.5%	90 56.3%	269 58.3%	906 59.2%	132 60.8%	120 60.2%	381 60.6%	1101 58.8%	102 54.9%	309 55.4%	1072 60.9%	881 69.0%	154 26.8%	379 72.1%	69 55.0%
	02 13	74 112	28	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Prepared by Survation on behalf of Bright Blue

Table 24
O15. 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 : All Respondents

3 Oct 2014

Unweighted Total I voted in the 2010 General Election SIGMA

	Total	Gen	ndor 1		Ann			2010 \	Voto			OE V	otina Inte	ntion			OE.	,	_			Regio	ne.			Econo	mio I	Cool	ol I	Ethn	loltu		Employee	ent Status		_	Family	Ctatus		Pare	ant I		andparent			Segme	ntation	
L	Total	Gei	iuei		Age			20101	vote			GE V	othing inte	HILIOH			35	<u> </u>				negic	110			Econo	iiiic	Soci	ai	Com	icity		Employm				railing	Status		rait	ent					Segine	iitatioii	
- 1						- 1									- 1		- 1	- 1		- 1		- 1	- 1	- 1	- 1		- 1			- 1		In		1 1	Homemak	1							Yes			- 1		
			1 1							1				1	Undecid		- 1	- 1		- 1	Midland	- 1		Scotlan	- 1	Conserv	- 1	Conserv			Non-	employm	Unemplo	ol I	er/		1	Cohabit	Separat			Yes	(non-		Loyalis	Defecto	- 10	Conside
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ed	AB	C1	C2	DE	London	s	North	South	d	Wales	ative	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No (carer)	carer)	No	ts	rs	Joiners	rers
otal	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
al	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
n i	345	183	162	118	109	117	-	-	-	-	299	7	3	9	27	119	71	79	76	49	56	65	136	18	19	39	156	149	62	303	42	236	9	57	22	97	178	37	29	92	253	15	64	266	-	-	296	49
eral	13.8%	13.3%	14.4%	23.3%	14.3%	9.5%	-	-	-	-	16.6%	8.9%	12.1%	2.5%	11.5%	14.8%	11.5%	13.2%	15.8%	18.4%	14.5%	12.1%	12.7%	13.9%	18.2%	13.6%	13.8%	12.4%	17.9%	12.9%	28.3%	15.8%	16.5%	7.9%	13.8%	20.9%	11.6%	17.2%	14.5%	14.6%	13.5%	8.4%	11.5%	15.1%	-	-	56.3%	39.3%
																																																_
2010	2157	1191	966	389	654	1114	1851	88	173	44	1506	71	22	346	210	685	544	523	405	219	331	472	935	110	85	247	973	1050	284	2050	107	1258	47	666	138	365	1352	180	171	538	1619	170	494	1494	1276	575	230	76
on	86.2%	86.7%	85.6%	76.7%	85.7%	90.5%	100.0%	100.0%	100.0%	100.0%	83.4%	91.1%	87.9%	97.5%	88.5%	85.2%	88.5%	86.8%	84.2%	81.6%	85.5%	87.9%	87.3%	86.1%	81.8%	86.4%	86.2%	87.6%	82.1%	87.1%	71.7%	84.2%	83.5%	92.1%	86.2%	79.1%	88.4%	82.8%	85.5%	85.4%	86.5%	91.6%	88.5%	84.9%	100.0%	100.0%	43.7%	60.7%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 1	100.0%	100.0%	100.0%	100.0%	100.0%



Table 25
Q16. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base: Respondent Voted in General Election in May 2010

	Total	Gene	der		Age			201	0 Vote			- (3E Votin	Intenti	on			SEC	à				Reg	ion6			Econo	mic	Soci	ial	Ethni	icity		Employm	ent Status			Family	Status		Par	ent	Gra	randparent	t		Segmen	tation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	отне	R COI	N LA	B L	р от		decid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No L	Loyalis D			onside rers
Unweighted Total	2117	992	1125	258	851	1008	1620	141	27	1 85	113	7 1	38	73	430	337	628	542	528	419	205	324	469	928	111	74	227	958	997	273	2008	109	1252	48	604	167	334	1338	178	177	565	1552	173	449	1495	1015	605	122	375
Weighted Total	2157	1191	966	389	654	1114	1851	88	173	3 4	1 150	6	71 :	22 :	346	210	685	544	523	405	219	331	472	935	110	85	247	973	1050	284	2050	107	1258	47	666	138	365	1352	180	171	538	1619	170	494	1494	1276	575	230	76
Conservative	1851 85.8%	1029 86.4%	823 85.1%	297 76.3%	562 85.9%	992 89.1%	1851 100.0°	% -		-	- 127 - 84.	6 ! 7% 73	52 1.5% 42	9 :	330 95.2% 8	182 36.9%	587 85.7%	452 83.1%	443 84.6%	370 91.3%	183 83.5%	284 85.8%	402 85.2%	812 86.9%	88 80.0%	77 90.3%	209 84.3%	822 84.5%	921 87.7%	234 82.4%	1770 86.3%	82 76.6%	1055 83.8%	45 95.2%	599 89.9%	111 80.5%	316 86.6%	1157 85.5%	146 81.5%	148 86.7%	438 81.5%	1413 87.3%	146 86.1%	431 87.3%	1274 85.3%	1276 100.0%	575 100.0%	-	:
Labour	88 4.1%	61 5.1%	27 2.8%	39 10.0%	27 4.1%	23 2.0%		88 100.09	%	-	- 6 - 4.	4 3% 22	16 1.5% 2	1.5%	1 0.3%	6 3.0%	22 3.3%	32 5.8%	24 4.5%	10 2.6%	19 8.6%	14 4.2%	18 3.8%	31 3.3%	2 1.8%	5 5.9%	10 4.2%	46 4.7%	39 3.7%	12 4.2%	76 3.7%	12 11.4%	73 5.8%	0.6%	10 1.5%	5 3.5%	17 4.6%	55 4.0%	10 5.5%	7 3.9%	42 7.7%	47 2.9%	12 7.0%	14 2.9%	62 4.2%	:	-	64 28.1%	24 31.4%
Liberal Democrat	173 8.0%	80 6.7%	94 9.7%	40 10.2%	57 8.7%	77 6.9%	-	:	17: 100.0		- 13: - 8:	5 9% 3	2 1.5% 54	12 .8%	6 1.8%	18 8.6%	57 8.3%	50 9.1%	48 9.2%	18 4.5%	16 7.5%	28 8.4%	42 8.8%	77 8.2%	10 8.9%	1 1.6%	25 10.0%	85 8.7%	71 6.8%	31 11.0%	163 8.0%	10 9.3%	103 8.2%	2 4.2%	43 6.5%	21 15.0%	31 8.4%	107 7.9%	17 9.6%	14 8.0%	41 7.6%	133 8.2%	7 3.9%	34 6.8%	133 8.9%	:	-	135 58.6%	39 51.1%
UK Independence Party (UKIP)	16 0.8%	12 1.0%	4 0.5%	5 1.2%	2 0.3%	10 0.9%	-	-		- 16 - 36.9	3 10 9% 0.0	0 6%	- (.8%	6 1.6%	1 0.4%	5 0.7%	4 0.7%	2 0.4%	6 1.4%	0.2%	5 1.5%	6 1.2%	5 0.5%	0.2%	0.2%	1 0.5%	7 0.8%	6 0.6%	5 1.8%	16 0.8%	0.4%	7 0.6%	-	8 1.2%	1 0.5%	0.1%	13 1.0%	1 0.4%	2 1.1%	5 1.0%	11 0.7%	4 2.6%	6 1.3%	6 0.4%		:	10 4.2%	7 8.8%
Green	13 0.6%	3 0.3%	10 1.0%	6 1.5%	2 0.4%	5 0.5%		-		- 13 - 30.2	3 10 2% 0.1	0 7% 0	.5%	-	1 0.3%	2 0.8%	7 1.0%	1 0.2%	5 1.0%	:	0.1%	0.1%	4 0.8%	9	0.2%	-	0.1%	6 0.6%	7 0.6%	0.1%	11 0.5%	2 2.3%	11 0.8%	-	2 0.3%	1 0.5%	0.1%	10 0.7%	3 1.7%	0.2%	5 1.0%	8 0.5%	1 0.3%	4 0.8%	9 0.6%	-	-	10 4.4%	3 4.0%
British National Party (BNP)	2 0.1%	1 0.1%	:	-	1 0.1%	1 0.1%		-		- 2 - 3.6	2 3%	-	-		2 0.5%		1 0.1%	:	0.1%	0.1%	-	-	1 0.2%	. :	-	0.3%	1 0.3%	1 0.1%	:	0.1%	2 0.1%	-	1 0.1%	-	:	-	0.1%	1 0.1%	-	-	1 0.1%	1 0.1%	-	1 0.1%	1 0.1%		-	-	2 2.1%
Scottish National Party (SNP)	11 0.5%	4 0.4%	6 0.7%	3 0.8%	2 0.3%	6 0.5%	-	-		- 11 - 25.0	1 10	0 6%	-	-	1 0.3%	0.1%	5 0.7%	6 1.0%	:	0.1%	:	:	-	1 0.1%	10 8.9%	-	2 0.7%	5 0.5%	6 0.6%	0.1%	11 0.5%	-	7 0.6%	-	4 0.6%	0.1%	1 0.2%	8 0.6%	2 1.4%	-	5 0.8%	6 0.4%	-	4 0.8%	7 0.5%		:	10 4.2%	1 1.7%
Plaid Cymru	2 0.1%	:	1 0.1%	:	1 0.2%	:	-	-		- 2 - 3.5	2 5% 0.	1 1%	-	-	:	0.1%	1 0.2%	:	-	- :	:	:	-	:	-	2 1.8%	:	1 0.1%	:	0.1%	2 0.1%	-	2 0.1%	-	-	:	1	1 0.1%	:	0.1%	1 0.2%	:	0.1%	:	1 0.1%		:	1 0.5%	0.5%
Other	:	:	:	:	:	:	-	-		- 0.8	396	-	-	-	-	0.2%	-	:	:	- :	:	0.1%	-	:	-	-	:	:	:	:	:	-	:	-	-	:	:	:	:	-	:	:	-	:	:		:	:	0.5%
SIGMA	2157 100.0%	1191 100.0%	966 100.0%	389 100.0%	654 100.0%	1114 100.0%	1851 100.0°	88 % 100.09	17: % 100.0	3 44 0% 100.0	1 150	6 : 0% 100	71 .0% 100	22 :	346 : 00.0% 10	210 00.0%	685 100.0%	544 100.0%	523 100.0%	405 100.0%	219 100.0%	331 100.0%	472 100.0%	935 100.0%	110 100.0%	85 100.0%	247 100.0%	973 100.0%	1050 100.0%	284 100.0%	2050 100.0%	107 100.0%	1258 100.0%	47 100.0%	666	138 100.0%	365 100.0%	1352 100.0%	180 100.0%	171 100.0%	538 100.0%	1619 100.0%	170 100.0%	494 100.0%	1494 100.0%	1276	575 100.0%	230 100.0% 1	76 100.0%



Table 26 Q17. What is your current employment status? Base : All Respondents

																																																	_
	Total	Gen	der		Age			2	010 Vo	te			GE Vot	ing Inter	ition			SE	G				Regi	on6			Econo	mic	Soci	al	Ethni	icity		Employ	ment Statu			Famil	ly Status		Par	rent	Gr	randparer	nt		Segmenta	tion	
		Male	Female	18-34	35-54	55+	co	N LA	В	LD OTH	HER	CON I	LAB	LD (OTHER U	ndecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal			In employm ent	Unempl yed	lo Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis De		Consiners re	
Unweighted Total	2502	1142	1360	371	1009	1122	162	20 14	и	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277 6	805
Weighted Total	2502	1374	1128	508	763	1231	185	51 8	8	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525 1	125
Full time employment	1017 40.7%	669 48.7%	349 30.9%	320 63.0%	463 60.79	234 6 19.09	70 % 38.	06 5 .1% 63.	i6 .1% 3	66 38.0% 35	16 5.5%	754 41.8%	40 51.5%	13 53.4%	124 34.9%	85 36.0%	465 57.9%	248 40.4%	205 34.1%	99 20.5%	149 55.6%	163 42.2%	205 38.2%	410 38.3%	50 39.2%	36 35.0%	167 58.2%	396 35.1%	357 29.8%	228 65.8%	932 39.6%	85 57.2%	1017 68.1%	-	-	-	258 55.9%	594 38.8%	93 42.8%	63 31.5%	376 59.8%	641 34.2%	59 31.8%	110 19.8%	848 48.2%	496 38.9%		256 48.7% 44	56 4.6%
Part time employment	301 12.0%	70 5.1%	231 20.5%	76 15.1%	100 13.09	125 6 10.29	21 6 11.	13 1 .5% 13.	2 .2% 1	27 15.6% 10	4 0.0%	218 12.1%	13 16.0%	2 6.5%	32 9.0%	37 15.6%	80 10.0%	80 13.1%	93 15.4%	48 10.0%	35 12.9%	37 9.5%	59 11.0%	150 14.0%	11 8.8%	9 8.2%	18 6.3%	155 13.8%	149 12.5%	34 9.9%	283 12.0%	18 12.1%	301 20.2%	-		-	34 7.3%	196 12.8%	40 18.4%	18 9.2%	111 17.6%	190 10.2%	21 11.1%	57 10.2%	224 12.7%	146 11.4%	67 11.6% 1	72 13.6% 17	17 3.6%
Self-employed	176 7.0%	102 7.4%	74 6.6%	33 6.5%	68 8.99	75 6 6.19	13	37 .4% 6.	6 .6%	10 5.5% 18	8 3.2%	114 6.3%	5 6.8%	2 8.3%	35 9.7%	19 8.2%	52 6.5%	57 9.2%	51 8.5%	16 3.4%	14 5.3%	19 5.0%	31 5.9%	85 8.0%	14 10.9%	11 11.1%	15 5.3%	78 6.9%	79 6.6%	15 4.4%	165 7.0%	11 7.2%	176 11.8%	-		-	44 9.5%	91 5.9%	20 9.0%	16 7.8%	37 5.9%	139 7.4%	5 2.6%	28 5.0%	143 8.1%	83 6.5%	54 9.4%	32 6.0% 6	8 6.0%
Unemployed	57 2.3%	27 2.0%	29 2.6%	14 2.7%	21 2.79	22 6 1.89	6 2.	45 .4% 0.	.3%	2 1.1%	-	30 1.7%	1 1.3%	1 5.6%	16 4.5%	8 3.5%	2 0.2%	17 2.8%	12 2.0%	25 5.3%	8 2.9%	15 3.8%	17 3.2%	15 1.4%	2 1.2%	0.2%	4 1.4%	28 2.5%	24 2.0%	6 1.6%	52 2.2%	5 3.0%	-	57 100.0	% -	-	24 5.1%	19 1.2%	1.7%	5 2.3%	10 1.6%	46 2.5%	5 2.9%	7 1.2%	45 2.5%	21 1.7%	24 4.1%	8 1.6% 2	3 2.5%
Retired	723 28.9%	452 32.9%	272 24.1%	-	17 2.29	707 57.49	59 % 32.	99 1 .4% 10.	0 .9% 2	43 25.1% 32	14 2.0%	538 29.8%	12 15.2%	6 23.2%	116 32.5%	51 21.6%	171 21.3%	158 25.7%	166 27.5%	229 47.5%	40 14.7%	121 31.3%	181 33.8%	297 27.8%	43 33.3%	37 36.0%	71 24.8%	371 32.8%	478 39.9%	42 12.0%	716 30.4%	7 4.8%	-	-	723 100.0%	. :	62 13.4%	488 31.9%	30 14.0%	89 44.5%	21 3.3%	703 37.5%	80 43.3%	323 57.9%	320 18.2%	436 34.2%	163 28.3% 1	101 : 19.3% 18	23 8.6%
Student	31 1.2%	14	17 1.5%	28 5.5%	2 0.29	2 6 0.19	1 6 0.	13 .7%	-	4 2.3%	-	19 1.0%	1 1.1%	:	3 0.8%	8 3.6%	6 0.7%	5 0.9%	19 3.1%	1 0.3%	9 3.5%	2 0.6%	2 0.3%	12 1.2%	3 2.0%	2 2.4%	3 1.1%	8 0.7%	3 0.2%	8 2.4%	26 1.1%	5 3.2%	-	:		-	23 5.0%	0.3%	1.7%	0.1%	3 0.4%	28 1.5%	2 0.8%	-	29 1.7%	6 0.5%	7 1.2%	13 2.4%	5 4.4%
Homemaker or Carer	160 6.4%	21 1.5%	139 12.4%	33 6.6%	78 10.39	49 6 4.09	11	11 .0% 5.	5 .5% 1	21 11.9% 3	1 3.3%	112 6.2%	6 7.9%	1 3.1%	19 5.4%	22 9.2%	26 3.2%	45 7.3%	45 7.5%	44 9.1%	6 2.3%	26 6.7%	34 6.3%	84 7.9%	5 4.0%	5 4.9%	6 2.0%	74 6.5%	92 7.6%	7 1.9%	150 6.4%	10 6.9%	-	-		160 100.0%	8 1.8%	126 8.2%	18 8.3%	7 3.3%	69 10.9%	92 4.9%	13 6.9%	20 3.5%	128 7.3%	74 5.8%	38 6.5%	38 7.3% 8	11 8.6%
Other	36 1.5%	19 1.4%	17 1.5%	4 0.7%	15 2.09	17 5 1.49	% 1.	29 .6% 0.	.3%	1 0.4% 1	1.1%	20 1.1%	0.2%	-	11 3.0%	6 2.3%	2 0.2%	4 0.7%	11 1.9%	19 3.9%	7 2.8%	3 0.9%	7 1.3%	15 1.4%	1 0.6%	2 2.2%	3 1.0%	18 1.6%	17 1.4%	6 1.9%	28 1.2%	8 5.5%	-	-	- :	-	9 2.0%	13 0.9%	9 4.1%	3 1.3%	3 0.5%	33 1.8%	1 0.5%	14 2.4%	22 1.2%	14 1.1%	14 2.5%	5 1.0%	2 1.7%
SIGMA	2502 100.0%	1374 100.0%	1128 100.0%	508 100.0%	763 100.09	1231 5 100.09	185 6 100.	51 8 .0% 100.	18 .0%_10	173 ·	44 0.0%	1804 100.0% 1	78 00.0% 1	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0	723 % 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 100.0%	1759 100.0%	1276 100.0% 1	575 00.0%_10	525 1: 00.0% 100	25 0.0%



Attitudes to Welfare Poll - "Conservatives"

Table 27 Q18. What is your family status? 3 Oct 2014

Unweighted Total
Weighted Total
Single
Married or Civil
Partnership
Cohabiting
Separated / Divorced

SIGMA

264 1136 286 1128 90 164 31.5% 14.5% 155 710 54.0% 62.9% 57 1199 346 135 121 11.2% 34.9% 426 36 18.1% 24.2% 41.8% 1433 97 60.9% 65.2% 58.9% 19 488 33.8% 67.4% 78.3% 69 68 8.6% 11.0% 7.6% 5.2% 32 41 8.3% 7.6% 7.9% 10.2% 4.2% 11.8% 5.2% 9.4% 6.4% 8.4% 8.4% 7.1% 8.3% 6.5% 4.7% 4.7% 1128 2.4% 1759 0.4% 44 3.9% 1.9% 10.0% 7.5% 4.5% 1873 2.8%

Table 28 Q19. How many children do you have who are under the age of 18? Base : All Respondents

	Total	G	lender		Age				2010 V	ote			GE V	oting Int	ention			S	EG				Reg	ion6			Econo	mic	Socia	al	Ethnic	city	E	mployme	nt Status			Family:	Status		Parer	.nt	Gra	andparent			Segmental	ation	
		Male	Femal	e 18-34	35-5	55+	cc	ON LA	AB	LD O	THER	CON	LAB	LD	OTHER	Undecid ed	АВ	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv ative		Conserv	Liberal	White	Non- white	In employm ent	Unemplo yed		omemak er / Carer	Single	Married	Cohabit S	eparat ed	Yes	No	Yes	Yes (non- carer)	No L	oyalis De		Cor oiners r	
Unweighted Total	2502	1142	1360	371	1009	1122	162	20 1	41	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	605 2	277	605
Weighted Total	2502	1374	1128	508	763	1231	185	51	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575 f	525	125
0	1873 74.8%	1073 78.1	800 % 70.9°	280 % 55.2	420 % 55.0	1172 % 95.29	141 % 76	13 ·	47 3.0%	133 76.5%	27 61.0%	1351 74.9%	45 58.1%	19 74.7%	281 79.0%	174 73.6%	539 67.0%	455 74.1%	454 75.4%	425 88.2%	181 67.5%	274 70.7%	418 77.9%	812 5 75.9%	95 74.4%	84 81.2%	212 74.1%	824 73.0%	914 76.2%	243 70.3%	1798 76.4%	75 50.0%	970 64.9%	46 82.2%	703 97.2%	92 57.2%	419 90.8%	1055 69.0%	143 65.8%	170 85.3%	:	1873 100.0%	145 78.5%	516 1 92.5%	.212 68.9%	974 76.3%	440 3 76.4% 7	376 71.5% (84 56.8%
1	298 11.9%	134 9.8	164 % 14.5°	113 % 22.3	154 % 20.1	31 % 2.59	21 % 11	15 .6% 10	10 0.9%	19 10.8%	10 22.0%	216 12.0%	8 10.2%	3 13.3%	35 10.0%	36 15.0%	126 15.6%	71 11.5%	74 12.3%	27 5.7%	38 14.3%	61 15.7%	51 9.5%	123 6 11.5%	20 15.5%	5 4.9%	35 12.2%	151 13.3%	137 11.4%	48 13.9%	264 11.2%	34 23.1%	258 17.3%	4 7.1%	10 1.4%	23 14.6%	33 7.3%	205 13.4%	36 16.5%	19 9.6%	298 47.4%	- :	17 9.2%	25 4.4%	256 14.6%	151 11.8% 1	65 11.2% 1	65 12.3%	18 14.6%
2	236 9.4%	120 8.7		84 % 16.5	144	8 % 0.79	16	52 : .7% 29	26 9.1%	12 6.9%	4 9.2%	163 9.1%	16 20.8%	2 8.2%	32 8.9%	22 9.3%	104 12.9%	65 10.6%	47 7.9%	20 4.1%	43 15.8%	41 10.5%	43 8.1%	92 6 8.6%	10 8.2%	7 6.7%	26 9.2%	106 9.4%	102 8.5%	41 12.0%	209 8.9%	26 17.6%	197 13.2%	6 10.7%	2 0.2%	31 19.2%	8 1.6%	198 13.0%	23 10.7%	4 2.2%	236 37.4%	- :	14 7.7%	6 1.0%	216 12.3%	106 8.3%	56 9.7% 1	58 11.0%	16 12.9%
3	77 3.1%	38 2.8	40 % 3.5°	27 % 5.2	39 % 5.1	12 % 1.09	% 2	47 1.6% 6	6 5.2%	8 4.5%	3 7.8%	64 3.5%	5 6.5%	0.7%	4 1.2%	4 1.8%	27 3.4%	22 3.6%	24 4.0%	4 0.8%	4 1.6%	11 2.8%	19 3.6%	34 5 3.2%	2 1.4%	7 7.1%	8 2.7%	42 3.7%	40 3.3%	9 2.7%	69 2.9%	9 5.9%	58 3.9%	-	4 0.5%	14 8.7%	1 0.3%	61 4.0%	14 6.6%	1 0.6%	77 12.3%	- :	6 3.1%	5 0.9%	67 3.8%	39 3.0%	9 1.5%	25 4.7%	5 4.1%
4	13 0.5%	8 0.6	6 % 0.5°	3 % 0.6	7 96 0.9	3 % 0.29	% 0	10 .5% C	1	2 1.3%	-	7 0.4%	2 2.8%	1 2.1%	3 0.7%	0.2%	7 0.9%	1 0.1%	1 0.2%	3 0.7%	1 0.4%	1 0.3%	4 0.8%	6 6 0.5%	1 0.5%	0.2%	5 1.8%	4 0.3%	4 0.3%	3 1.0%	8 0.3%	5 3.4%	10 0.6%	-	2 0.3%	0.3%	:	8 0.5%	1 0.3%	5 2.3%	13 2.1%	- :	1 0.7%	3 0.6%	8 0.5%	5 0.4%	4 0.7%	2 0.4%	1
5 or more	5 0.2%	1 0.1	4 % 0.3°	6 0.1	% .	0.3	% 0	.2%	:	-	-	2 0.1%	1 1.5%	1.1%	1 0.2%	0.1%	0.1%	-	1 0.2%	3 0.5%	1 0.4%	:	0.1%	3 6 0.3%		- :	-	2 0.2%	3 0.3%	0.1%	5 0.2%		1 0.1%	-	3 0.4%	-	0.1%	3 0.2%	0.1%	-	5 0.8%	- :	1 0.8%	3 0.5%		2 0.2%	2 0.4%	:	1 0.5%
SIGMA	2502 100.0%	1374	1128 % 100.0°	508	763 96 100.0	1231 % 100.09	185	51 :	88 0.0% 1	173 100.0% 1	44	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070	128	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217	200 100.0%	629 100.0%	1873 100.0%	185	557 1 100.0% 1	759	1276	575 £	525 00.0% 1'	125



Table 29
Q20. How many grandchildren do you have who are under the age of 18?
Base: All Respondents

	_																																															_
	Total	G	ender		Age			201	0 Vote			GE	Voting I	ntention			SI	G				Regi	on6			Econon	nic	Socia	ıl	Ethnic	ity	E	mployme	nt Status			Family 5	Status		Pare	nt	Gra	andparent		:	Segment	ation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHE	CON	LAB	LD	ОТНЕ	Undecid	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d V	Vales	Conserv ative		Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	omemak er / Carer	Single I	Married	Cohabit S	Separat ed	Yes		Yes	Yes (non- carer)	No L	oyalis De		Cor oiners r	onside rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	605	277	605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575	525	125
0	1759 70.3%	939 68.4		486 95.79	692 90.7%	581 47.2%	1274 68.89	62 % 70.59	133 % 76.8	24 1% 54.99	1266	65 6 83.29	22 6 86.6	228 % 64.1	178 % 75.2%	622 77.4%	426 69.4%	419 69.6%	292 60.6%	215 80.2%	260 67.2%	358 66.6%	756 70.7%	87 68.5%	79 75.8%	228 79.5%	746 66.1%	745 62.2%	297 85.9%	1633 69.4%	126 84.6%	1215 81.3%	45 78.9%	320 44.3%	128 79.9%	444 96.2%	975 63.7%	178 82.3%	120 60.2%	548 87.0%	1212 64.7%	:	- 1 - 1	1759 00.0%	879 68.9%	395 68.6%	384 73.0% i	101 81.1%
1	175 7.0%	100 7.3		1.79	33 4.3%	133 10.8%	124 6.79	3 % 3.89	12 % 6.8	5 1% 10.89	130	4 6 5.49	6 1.9	27 % 7.6	13 % 5.5%	49 6.0%	41 6.6%	43 7.1%	43 8.9%	7 2.8%	34 8.7%	44 8.1%	79 7.4%	8 5.9%	1	15 5.3%	72 6.4%	92 7.7%	20 5.9%	171 7.3%	4 2.4%	82 5.5%	4 6.2%	80 11.0%	6 3.5%	9 1.9%	126 8.2%	5 2.1%	26 12.9%	29 4.7%	145 7.8%	53 28.7%	122 21.8%		85 6.7%	38 6.7%	45 8.5%	7 5.2%
2	217 8.7%	129 9.4	88 % 7.89	9 1.89	14	194 15.8%	168 9.09	16 % 18.19	10 % 5.6	5 1% 11.79	154	2 6 2.59	1 6 4.9	39 % 11.0	21 % 8.8%	58 7.3%	55 8.9%	59 9.7%	45 9.4%	22 8.2%	41 10.6%	53 9.8%	82 7.7%	10 8.1%	7 7.1%	19 6.7%	116 10.3%	135 11.2%	12 3.5%	203 8.6%	14 9.6%	88 5.9%	2 4.1%	110 15.2%	12 7.3%	1 0.3%	164 10.7%	13 6.2%	24 12.2%	25 4.0%	192 10.3%	58 31.3%	159 28.5%		111 8.7%	57 9.9%	43 8.3%	6 4.9%
3	137 5.5%	78 5.7	58 % 5.29		13 1.7%	124 10.1%	117 6.39	% -	2.7	5 % 10.79	101 5.6	4 6 5.09	6 1.8	18 % 5.1	13 % 5.7%	34 4.2%	35 5.7%	35 5.9%	32 6.6%	10 3.6%	16 4.1%	38 7.0%	55 5.2%	11 8.3%	6 5.8%	9 3.2%	77 6.8%	86 7.2%	6 1.8%	134 5.7%	3 2.0%	43 2.9%	1 2.1%	82 11.3%	8 5.0%	1 0.2%	104 6.8%	15 6.9%	8 4.0%	11 1.7%	126 6.7%	35 18.7%	102 18.3%		84 6.6%	33 5.7%	16 3.1%	4 2.9%
4	75 3.0%	42 3.1	33 % 2.99	0.89	3 0.4%	68 5.5%	60 3.29	4 % 4.79	5 % 3.1	3 % 6.19	57 6 3.2	6 0.49	1 6 3.7	13 % 3.8	2 % 0.9%	19 2.4%	23 3.7%	14 2.4%	19 4.0%	6 2.4%	14 3.6%	15 2.7%	32 3.0%	3 2.7%	4 4.2%	8 2.7%	45 4.0%	48 4.0%	5 1.3%	75 3.2%	0.3%	20 1.3%	3 5.9%	49 6.8%	2 1.5%	4 0.8%	56 3.6%	0.2%	7 3.5%	9 1.4%	67 3.6%	17 9.1%	58 10.5%		46 3.6%	14 2.4%	11 2.1%	4 3.4%
5 or more	139 5.6%	85 6.2	54 % 4.89	0.19	8 1.1%	130 10.6%	109 5.99	3 % 2.99	9 % 5.1	2 % 5.79	97 6 5.4	3 6 3.69	6 1.1	30 % 8.3	9 % 4.0%	22 2.7%	35 5.7%	32 5.3%	51 10.5%	7 2.7%	22 5.8%	30 5.6%	65 6.0%	8 6.4%	6 6.2%	7 2.5%	73 6.4%	93 7.8%	5 1.5%	138 5.8%	2 1.0%	46 3.1%	2 2.8%	83 11.4%	4 2.8%	3 0.7%	106 6.9%	5 2.3%	14 7.2%	8 1.2%	131 7.0%	23 12.2%	116 20.9%	-	70 5.5%	39 6.8%	26 5.0%	3 2.6%
SIGMA	2502 100.0%	1374 100.0	1128 %_100.09	508 100.09	763 100.0%	1231 100.0%	1851 100.09	88 % 100.09	173 6 100.0	44 1% 100.09	1804 6 100.0	78 6 100.09	25 6_100.0	355 % 100.0	237 %100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0% 1	104 00.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 1 100.0% 1	1759 00.0%	1276 100.0% 1	575 00.0% 1	525 .00.0% 1	125 .00.0%



Table 30 021. Which of these best describes your relationship with your grandchildren? Base: Respondents having grandchildren

Unweighted Total
Weighted Total
I am the main carer for one or more of my grandchildren
I spend time caring for my grandchildrer but am not their main carer
I spend time with my grandchildren but do not provide care for them
I rarely/never see my grandchildren
SIGMA

Г	otal	Gende	,		Age			2010	Vote			GE V	oting Inte	ention			SEG	1				Regio	n6			Econo	omic	Soc	ial	Ethr	icity		Employm	ent Status			Family	Status		Par	ent	Gra	andparen	t	-	Segmer	ntation	\neg
		Male Fe	male	18-34	35-54	55+	CON	LAB	ь	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	London	fidland s	North	South	Scotlan	Wales	Conserv	Statist	Conserv		White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single		Cohabit	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis ts		Joiners	Conside
Г	_		356	12	102	582	501	31	61	29	387	27	16	154	111	151	169	190	186	45	112	180	296	36	24	53	350	401	45	679	17	272	9	360	42	14	509	37	85	77	619	188	508	-	312	189	73	122
	743	434	308	22	71	650	577	26	40	20	539	13	3	127	59	182	188	183	190	53	127	179	314	40	25	59	382	454	49	720	23	279	12	403	32	18	556	38	80	82	661	185	557	-	397	181	142	24
	34 4.5%	13 2.9%	21 6.7%	18 81.4%	9 12.5%	7 1.1%	15 2.6%	7 27.1%	2 4.2%	4 19.3%	24 4.5%	3 26.0%	12.2%	5 3.5%	1 1.4%	11 6.3%	11 6.1%	4 2.2%	7 3.5%	7 13.1%	10 7.7%	3 1.7%	12 3.8%	1 2.7%	1 3.3%	6 11.1%	13 3.3%	7 1.4%	13 26.2%	26 3.6%	8 33.0%	24 8.7%	3 22.2%	2 0.5%	4 11.3%	7 37.0%	25 4.5%	1 3.0%	-	26 32.1%	7 1.1%	34 18.1%	-	-	7 1.9%	7 4.1%	17 12.0%	2 7.3%
n	152 0.4%	68 15.7% 2	84 27.1%	1.8%	21 30.0%	130 20.0%	131 22.8%	5 18.5%	5 12.2%	1 6.4%	101 18.8%	4 29.1%	2 44.4%	26 20.6%	19 31.8%	37 20.4%	33 17.5%	50 27.1%	32 17.0%	8 14.8%	26 20.7%	40 22.5%	66 21.0%	7 16.9%	5 18.7%	10 16.9%	77 20.3%	86 19.0%	9 18.8%	149 20.8%	2 10.3%	60 21.5%	3 22.9%	78 19.4%	9 28.1%	3 14.5%	118 21.3%	8 22.0%	13 16.1%	14 16.7%	138 20.9%	152 81.9%	Ī	-	86 21.8%	45 24.9%	15 10.7%	5 22.1%
ly lo	160 1.9%	292 67.3% 5	167 54.2%	4 16.8%	34 48.4%	421 64.9%	362 62.7%	13 50.9%	24 59.6%	13 66.9%	349 64.8%	5 40.5%	1 43.3%	70 54.9%	33 55.3%	117 64.5%	122 64.9%	103 56.3%	117 61.7%	33 62.7%	78 61.5%	112 62.5%	191 60.7%	24 59.9%	17 68.0%	34 57.3%	247 64.6%	307 67.7%	21 42.4%	450 62.5%	10 43.6%	163 58.4%	3 28.2%	272 67.5%	13 41.2%	7 39.9%	357 64.2%	18 47.8%	48 60.6%	34 42.0%	425 64.3%	-	460 82.4%	-	264 66.5%	98 54.5%	85 60.0%	12 52.5%
	98 3.2%	61 14.1% 1	37 1.9%	:	6 9.0%	91 14.1%	69 12.0%	1 3.5%	10 24.0%	7.3%	64 11.9%	1 4.4%	:	27 21.0%	7 11.4%	16 8.8%	22 11.5%	27 14.5%	34 17.7%	5 9.5%	13 10.1%	24 13.4%	45 14.5%	8 20.4%	3 10.0%	9 14.7%	45 11.8%	54 11.9%	6 12.6%	95 13.2%	3 13.1%	32 11.4%	3 26.7%	51 12.6%	6 19.4%	2 8.5%	56 10.0%	10 27.3%	19 23.3%	8 9.2%	90 13.7%	:	98 17.6%		39 9.9%	30 16.5%	25 17.3%	4 18.1%
	743	434	308	22	71	650	577	26	40	20	539	13	3	127	59	182	188	183	190	53	127	179	314	40	25	59	382	454	49	720	23	279	12	403	32	18	556	38	80	82	661	185	557	:	397	181	142	24



Table 31 Q22. What do you think is the best family environment for children to grow up in? Base : All Respondents

Unweighted Total
Weighted Total
With a mother and father living together in the same household
It doesn't matter who the family are as long as they are loving
No opinion
SIGMA

- [Total	Gend	ler	Age				2010 Vote				GE Voting Intention				SEG				Region6					Economic Socia				Ethni	icity	Employment Status				Family Status				Parent		Grandparent			Se	tion			
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE L	ondon M	dland s N	lorth S		otlan d Wa		nserv ative St		onserv ative L	iberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	Lo lo	yalis Defe		Consi	
Г	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562 1	1071	130	93	264 1	136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	06 1	015 60	05 27	77 60	5
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537 1	1070	128 1	04	286 1	128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 1:	276 57	5 52	25 12	5
	1637 65.4%	1026 74.7%	610 54.1%	269 53.0%	466 61.1%	901 73.2%	1247 67.4%	53 59.7%	92 52.9%	23 52.9%	1188 65.8%	45 57.3%	14 55.0%	252 70.8%	137 57.9%	564 70.2%	388 63.1%	393 65.3%	291 60.5%	167 62.4%	257 66.5%	353 65.7% (692 64.6%	90 70.1% 70	73 0.6%	196 68.5% 6	764 7.7%	1118 93.3%	76 21.9%	1548 65.8%	89 59.4%	920 61.6%	31 54.2%	557 77.0%	100 62.5%	249 54.0%	1101 71.9%	110 50.7%	113 56.3%	397 63.1%	1239 66.2%	116 62.9%	420 11 75.4% 6	00 a 2.5% 6	864 38 37.7% 66.	33 32 .6% 61	22 6 .2% 54.	8 .3%
ne l	820 32.8%	326 23.7%	494 43.8%	227 44.6%	282 37.0%	311 25.3%	576 31.1%	33 37.6%	77 44.6%	20 44.9%	587 32.5%	32 40.6%	11 42.8%	95 26.8%	94 39.8%	228 28.4%	214 34.8%	200 33.3%	177 36.8%	98 36.4%	120 31.0%	173 32.3% :	357 33.4% :	38 29.4% 29	31 9.4% :	85 29.8% 3	357 1.6%	74 6.2%	266 77.0%	763 32.4%	57 38.2%	552 37.0%	23 39.8%	159 22.0%	53 33.2%	197 42.6%	409 26.8%	102 46.9%	84 42.1%	223 35.4%	597 31.9%	67 36.1%	135 6 24.2% 3	i18 :	395 18 11.0% 31.	31 19 .5% 36	91 5 i.4% 42.	3
l	45 1.8%	21 1.5%	24 2.2%	12 2.4%	15 1.9%	19 1.5%	28 1.5%	2 2.7%	4 2.5%	1 2.3%	29 1.6%	2 2.1%	1 2.3%	8 2.4%	5 2.3%	11 1.4%	12 2.0%	9 1.4%	13 2.7%	3 1.2%	10 2.5%	11 2.0%	22 2.0%	1 0.4%	:	5 1.7%	8 0.7%	7 0.6%	4 1.1%	42 1.8%	4 2.4%	22 1.5%	3 6.0%	8 1.0%	7 4.3%	16 3.4%	20 1.3%	5 2.5%	3 1.6%	10 1.5%	36 1.9%	2 1.0%	2 0.4% 2	41 2.4%	17 1 1.3% 2.	11 1	12 1.4% 3	5 .8%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537 1	1070	128 1	04	286 1	128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 1:	276 57	75 52	25 12	.5



Table 32 Q23. Which of the following statements is closest to your opinion? Base : All Respondents 3 Oct 2014

Unweighted Total
Weighted Total
It is generally better for everyone if the man is the main income earner outside the home and the woman takes care of the home and family
It is generally better if men and women both work and share the task of taking care of the home and family
No opinion

SIGMA

	Total	Gend	ier		Age			2010	Vote			GE V	oting Int	ention			SEG				Re	gion6			Econ	omic	Soci	al	Ethni	icity		Employm	ent Status			Family	Status		Parent		Gran	dparent		Se	mentation	1
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2 D	E Lond	Midla on s	nd North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes I		fes (Yes non- arer) No		yalis Defe		Conside s rers
al	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631 5	15 25	38	5 562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 1	122	188	508 180	06 1	015 60	5 277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602 4	81 26	38	7 537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 1	173	185	557 175	59 1:	276 57	5 525	125
one e arner ne and es care d	697 27.9%	377 27.5%	320 28.3%	114 22.4%	197 25.8%	387 31.4%	550 29.7%	22 25.4%	36 20.9%	17 5 39.7%	506 28.09	25 % 31.8%	4 16.6%	115 32.4%	47 19.9%	186 23.2%	165 26.9%	201 1 33.4% 30	45 5 .0% 21.	8 11 196 30.	9 157 7% 29.3	307 % 28.79	31 24.1%	23 21.8%	68 23.6%	330 29.3%	582 48.5%	13 3.6%	657 27.9%	40 26.8%	335 22.4%	16 28.5%	252 34.9%	79 49.3%	84 18.1%	480 31.4%	68 31.2%	41 20.7%	188 ! 29.8% 2	i10 7.2% 3	60 32.6% :	196 44 35.1% 25	41 : i.1% 3	385 16 0.2% 28.	5 120 7% 22.9°	27 % 21.7%
nd ork and of he y	1438 57.5%	794 57.8%	644 57.0%	342 67.4%	441 57.7%	655 53.2%	1031 55.7%	57 64.7%	100 57.9%	20 6 46.7%	1032 57.29	47 % 59.8%	19 74.8%	192 54.0%	147 62.2%	517 64.3%	343 55.8%	323 2 53.6% 53	55 16 .0% 62.	7 21 1% 54.	1 301 5% 56.2	603 % 56.49	80 62.4%	71 68.8%	167 58.3%	671 59.5%	488 40.7%	317 91.6%	1346 57.2%	92 62.0%	946 63.3%	27 47.6%	369 51.0%	54 33.9%	295 63.8%	843 55.1%	122 56.2%	127 63.7%	380 11 60.4% 5	158 3.5% 5	109 58.9%	291 103 52.2% 59	38 : 0.0% 5	704 32 5.2% 56.	7 326 3% 62.1°	81 % 64.7%
	367 14.7%	202 14.7%	165 14.6%	52 10.2%	126 16.5%	189 15.4%	271 14.6%	9 9.9%	37 21.2%	6 13.6%	267 14.89	7 % 8.4%	2 8.6%	49 13.7%	42 17.9%	101 12.5%	106 17.3%	78 13.0% 17	32 4 .0% 16.	1 5 1% 14.	7 78 8% 14.6	160 % 14.99	17 13.5%	10 9.4%	52 18.1%	127 11.3%	130 10.8%	16 4.7%	350 14.9%	17 11.2%	214 14.3%	13 23.8%	102 14.1%	27 16.8%	83 18.1%	208 13.6%	27 12.6%	31 15.6%	62 : 9.8% 1	105 5.3%	16 8.6%	71 28 12.7% 15	80 i.9% 1	187 8 4.7% 14.	4 79 3% 15.0°	17 % 13.6%
	2502 100.0%	1374	1128	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44	1804	78 6 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 4 00.0% 100	81 26 .0% 100.	38 1% 100.	7 537 0% 100.0	1070	128	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 11 100.0% 10	73 0.0% 10	185	557 175 00.0% 100	59 1:	276 57 0.0% 100.	5 525 3% 100.09	125 % 100.0%



Table 33
Q24. Which of the following statements is closest to your opinion?
Base : All Respondents

Unweighted Total
Weighted Total
The government should not regulate businesses and should leave them to get on with trading
The government should regulate businesses to prevent them exploiting their employees and customers
No opinion
SIGMA

	otal	Gend	ler		Age			2010	Vote			GE	Votino	Intention	,	\neg		SEG		-			Regio	n6		-	Econo	mic	Soi	cial	Eth	nicity		Employm	ent Status			Family	Status		Pan	ent	Gra	ndparent	-		Segment	ntation	\neg
- 1										_	-		1	1	_	_	_			-						-				T		T	In	I		Homemak		· · · · · · · · · · · · · · · · · · ·		_					-				-
- 1	- 1	- 1	- 1							1	1	1	1		Unde	cid	- 1	- 1		- 1	l n	lidland	- 1	- 1:	Scotlan		Conserv		Conserv		1		employm	Unemplo	1 1	er /	1 1		Cohabit	Separat	1		Yes ((non-	L	oyalis D	Jefecto	c	onside
⊢		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LE	OTHE	ER ed	I AI	В	C1 (2 [DE L	ondon	s	North	South	d	Wales	ative	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No ((carer) c	carer)	No	ts	rs J	Joiners	rers
1 2	502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	٤	5 470	0 46	6 7	28	628 E	31 5	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	605	277	605
2	502	1374	1128	508	763	1231	1851	88	173	44	1804	78	2	5 355	5 23	17 81	04	615 6	02 4	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575	525	125
	554	380 27.7%	174	54	157	342	443	11	25	11	406	10	a/ 22	6 9	1 4	11 2	18	104 1	26 :	105	51	75	131	233	34	30	179	66	282 23.5%	75	530 22.59	24 5 15.8%	295 19.8%	7	227 31.4%	19	92	351	42	43	109	445	52	155	348	316	128	90	21
n to	2.170	21.176	13.476	10.776	20.076	27.0%	24.076	12.4/0	14.0	. 24.07	22.0	/6 12.5	/6 Z3	.0 /0 20.0	0.6 17.	.476 27	1.176	17.0% 2	1.0% 2	1.5%	10.5%	15.576	24.476	21.076	20.076	20.5 /6	02.076	3.5 /6	23.576	21.0%	22.07	0 10.070	15.0%	12.5%	31.4%	11.770	20.0%	22.5%	15.476	21.5%	17.076	23.0 %	27.0%	27.070	18.076	24.776	22.276	17.176	10.476
1	716 8.6%	895 65.1%	821 72.8%	401 78.9%	538 70.5%	777 63.1%	1237 66.8%	71 79.8%	135 78.19	28 % 64.0%	1226 68.0°	67 % 85.3°	% 66	7 243 .3% 68.4	3 16 4% 68.	51 53 .1% 66	33 3.3% 7	463 4 5.3% 6	109 : 7.9% 6	312 4.7%	199 74.1%	265 68.6%	353 65.8%	739 69.1%	88 69.2%	64 61.5%	90 31.3%	1042 92.3%	832 69.4%	245 70.8%	1607 68.39	109 5 73.2%	1074 71.8%	43 76.5%	433 59.9%	111 69.2%	331 71.8%	1036 67.7%	151 69.5%	137 68.3%	465 73.9%	1251 66.8%	119 64.4%	353 1: 63.3% 7	1244 70.7%	839 65.7%	398 69.2%	386 73.4%	93 74.7%
	232 9.3%	99 7.2%	133 11.8%	53 10.4%	67 8.8%	112 9.1%	171 9.2%	7 7.8%	13 7.49	5 % 11.4%	172 9.5	2 % 2.2	% 10	3 2: .1% 6.0	1 3 0% 14.	14 5 .5% 6	53 3.6%	47 7.7% 1	67 1.1% 1	64 3.4%	19 7.0%	47 12.1%	53 9.9%	98 9.1%	5 4.0%	10 9.5%	18 6.1%	21 1.8%	86 7.1%	27 7.7%	216 9.29	16 5 10.9%	125 8.4%	6 10.6%	63 8.8%	31 19.2%	38 8.2%	143 9.4%	24 11.2%	20 10.2%	56 8.8%	176 9.4%	14 7.8%	49 8.8%	168 9.6%	122 9.6%	49 8.5%	50 9.5%	11 8.9%
1	502 0.0% 1	1374 100.0%	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.09	44 % 100.0%	1804 100.0	78 % 100.09	% 100	5 358 .0% 100.0	5 23 0% 100.	7 81 .0% 100	04 0.0% 10	615 6 00.0% 10	0.0% 10	481 10.0% 1	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.09	149 5 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 1 100.0% 10	1759 00.0%	1276 100.0%	575 100.0%	525 100.0%	125 100.0%



Table 34 Q25. Which of the following statements is closest to your opinion? Base : All Respondents

Unweighted Total
Weighted Total
The government should impose strict rules on landlords to protect tenants from poor quality dwellings
The government should not interfere in the rental market and should leave landlords to operate freely
No opinion
SIGMA

	otal	Gend	ier		Age			2010	Vote			GE \	oting Int	ention			SEC	3				Regio	16		-	Econo	mic	Soc	ial	Ethr	icity		Employm	ent Status			Family	Status		Pare	ent	Gre	ndparent	-		Segment	tation	\neg
- 1			-							_	-		1	1 1	_			_							-						,	ln.	p.c.y		Homemak						-			-+			1	-
- 1	- 1	- 1	- 1				- 1			1	ı	1	l	1 1	Undecid	1	- 1	1	1	- 1	Midland		s	cotlan	lo	Conserv	1	Conserv			Non-	emplovm	Unemplo	1 1	er /		1 1	Cohabit	Separat	- 1		Yes	Yes non-	L	Loyalis De	efecto	lo	onside
- 1	- 1	Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ed	AB	C1	C2	DE I	ondon	s	North	South	d I	Vales	ative	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No (carer)	arer)	No	ts	rs J	loiners	rers
- [502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	806	1015	605	277	605
	502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	759	1276	575	525	125
ict	992 79.6%	1074 78.2%	917 81.3%	384 75.6%	592 77.6%	1016 82.5%	1475 79.7%	68 76.7%	151 87.49	29 6 67.0%	1431 79.39	65 6 82.6%	23 89.6%	278 78.2%	193 81.5%	587 73.0%	503 81.9%	497 82.6%	404 83.9%	203 75.6%	303 78.4%	445 82.9%	853 79.7%	99 77.8%	81 78.0%	237 82.8%	891 78.9%	1000 83.3%	255 73.7%	1890 80.3%	102 68.3%	1162 77.8%	45 80.3%	601 83.1%	127 79.4%	354 76.6%	1229 80.3%	163 75.3%	169 84.4%	483 76.7%	1509 80.6%	148 80.0%	459 1: 82.3% 7	78.7%	1009 79.1%	466 81.0%	420 79.9%	97 77.4%
e et	373 14.9%	243 17.7%	130 11.5%	86 16.9%	123 16.1%	164 13.3%	276 14.9%	19 21.3%	12 7.29	10 6 22.9%	277 15.49	8 6 10.6%	6.0%	62 17.5%	24 10.1%	166 20.6%	82 13.4%	76 12.7%	49 10.2%	52 19.5%	56 14.5%	61 11.4%	159 14.8%	24 19.1%	20 18.8%	35 12.3%	199 17.6%	159 13.3%	64 18.6%	344 14.6%	29 19.4%	244 16.3%	8 14.1%	92 12.7%	19 12.0%	80 17.4%	223 14.6%	36 16.8%	22 11.0%	108 17.2%	265 14.2%	28 15.0%	80 : 14.3% 1	266 15.1%	198 15.5%	78 13.6%	79 15.1%	18 14.6%
te																																									l							
	137 5.5%	56 4.1%	81 7.2%	38 7.4%	48 6.3%	51 4.2%	101 5.4%	2 2.0%	9 5.49	4 6 10.1%	96 5.39	5 6 6.8%	1 4.4%	15 4.2%	20 8.4%	51 6.3%	29 4.7%	29 4.8%	29 5.9%	13 4.9%	27 7.1%	31 5.7%	59 5.5%	4 3.2%	3 3.2%	14 4.8%	39 3.4%	41 3.4%	27 7.7%	119 5.0%	18 12.4%	89 5.9%	3 5.5%	30 4.2%	14 8.6%	28 6.0%	78 5.1%	17 7.9%	9 4.5%	39 6.2%	98 5.3%	9 5.0%	19 3.3%	109 6.2%	69 5.4%	31 5.4%	27 5.1%	10 8.0%
Į.	502 00.0%	1374 100.0%	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.09	44 6 100.0%	1804 100.09	78 6 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0% 1	104 00.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0% 1	185 100.0%	557 1 00.0% 10	759 00.0% 1	1276 100.0% 1	575 100.0% 1	525 100.0%	125 100.0%



Table 35
Q25. To what extent do you think that commercial advertising aimed at children under 12 should be regulated?
Base : All Respondents

3 Oct 2014

Unweighted Total
Weighted Total
Should be freely
allowed for all
legal products
Should be banned for
harmful things like
unhealthy foods
No opinion
SIGMA

Γ.	ital	Gende	er		Age			2010	Vote			GE V	oting Inter	ition			SEG					Regio	n6			Econo	omic	Soc	ial	Ethi	nicity		Employr	ent Statu	3		Family	Status		Par	ent	Gra	andparen	ıt		Segmen	itation	\neg
	١,	Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (OTHER	ndecid ed	AB	C1	C2	DE L	ondon	fidland s	North	South	Scotlan	Wales	Conserv ative		Conserv ative		White			Unemple yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis ts)efecto	Joiners C	conside rers
- [02 1	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
- 1:	02 1	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	01	291 21.2%	210 18.6%	144 28.3%	189 24.8%	168 13.6%	354 19.1%	25 28.1%	33 18.9%	8 18.8%	352 19.5%	18 23.5%	6 23.3%	80 22.4%	44 18.8%	185 23.0%	117 19.1%	119 19.8%	80 16.6%	55 20.3%	81 20.9%	104 19.4%	208 19.4%	34 26.6%	17 16.7%	211 73.7%	23 2.0%	61 5.1%	222 64.2%	466 19.8%	34 23.0%	364 24.49	10 6 17.29	85 11.8%	29 18.1%	124 26.9%	294 19.2%	43 19.8%	31 15.6%	155 24.7%	345 18.4%	38 20.6%	67 12.0%	396 22.5%	237 18.5%	118 20.4%	115 21.9%	31 24.9%
or .	78 1.0%	988 71.9%	790 70.0%	310 61.1%	492 64.4%	976 79.2%	1333 72.0%	54 61.1%	127 73.0%	31 70.5%	1305 72.3%	56 71.6%	18 70.2%	242 68.1%	155 65.3%	570 70.9%	435 70.8%	423 70.3%	349 72.5%	190 70.8%	279 72.2%	379 70.6%	762 71.2%	88 68.6%	74 71.4%	60 21.0%	1095 97.0%	1097 91.4%	94 27.2%	1675 71.2%	103 68.8%	984 65.99	43 6 76.59	595 82.2%	112 69.6%	284 61.5%	1116 72.9%	148 68.2%	148 74.2%	420 66.7%	1358 72.5%	135 72.9%	452 81.2%	1190 67.6%	940 73.7%	393 68.3%	362 69.0%	82 65.4%
	24 3.9%	95 6.9%	129 11.4%	54 10.6%	82 10.8%	88 7.1%	164 8.9%	9 10.8%	14 8.0%	5 10.7%	147 8.1%	4 5.0%	2 6.5%	34 9.5%	38 15.9%	49 6.2%	62 10.1%	60 9.9%	52 10.9%	24 8.9%	27 7.0%	53 10.0%	100 9.4%	6 4.7%	12 11.9%	15 5.3%	11 1.0%	42 3.5%	30 8.6%	212 9.0%	12 8.2%	146 9.89	4 6 6.39	44 6.1%	20 12.2%	53 11.6%	120 7.9%	26 12.0%	21 10.3%	54 8.6%	170 9.1%	12 6.4%	38 6.8%	174 9.9%	99 7.7%	65 11.3%	48 9.1%	12 9.6%
	02 1	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 36
Q27. Which of these statements is closest to your view of how internet should be regulated?
Base : All Answering

Unweighted Total
Weighted Total
There should be strict restrictions on pornography and other harmful materials to protect children and uphold social values
Not at all, free flow of information and free speech must be preserved
No opinion
SIGMA

	Total	Gender		A	ge			2010 V	/ote			GE 1	oting Int	ention			SE	G				Regio	n6			Econo	mic	Soci	ial	Ethi	nicity		Employm	ent Status	1		Famil	y Status		Paren	t	Gra	andparent			Segment	tation	\neg
		Male Fem	nale 18	8-34 35-	-54 5	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv ative		Conserv ative		White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit	Separat ed	Yes	No (c	Yes arer)	Yes (non- carer)	No I	Loyalis D	efecto rs J	Coiners	onside rers
otal	2501	1141 136	60 :	371 10	108 1	122	1620	141	270	85	1307	171	85	470	465	728	628	630	515	252	386	562	1070	130	93	264	1136	1151	341	2341	160	1499	62	665	203	440	1528	228	210	680	821	188	508 1	1805	1015	605	277	604
al	2502	1373 112	28	508 7	63 1:	231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	461	1530	217	200	629	873	185	557 1	1759	1276	575	525	125
be ons hy and	1727 69.0%	797 93 58.0% 82.	30 : 1.5% 6	316 4 52.2% 63	188 ! 3.9% 7	923 75.0%	1277 69.0%	67 75.9%	116 66.7%	29 66.8%	1267 70.29	58 5 74.6%	15 58.4%	218 61.4%	167 70.4%	497 61.8%	437 71.2%	429 71.3%	363 75.5%	176 65.6%	262 67.8%	392 73.0%	750 70.1%	79 62.2%	62 60.2%	35 12.3%	1092 96.8%	1096 91.4%	84 24.2%	1627 69.1%	101 67.5%	954 63.9%	37 66.1%	572 79.1%	124 77.5%	244 52.9%	1109 72.5%	152 70.2%	147 73.3%	441 70.0%	286 58.7%	150 B1.1%	442 1 79.4% 6	1135 64.5%	900 70.5%	377 65.6%	365 69.5%	85 67.9%
rotect uphold																																																
e ation ech must	642 25.6%	501 14 36.5% 12.	40 1.4% 3	159 2 31.2% 29	9.1% 2	261 21.2%	475 25.7%	16 18.1%	47 27.2%	14 31.0%	436 24.29	18 23.0%	9 36.3%	121 34.0%	58 24.3%	269 33.5%	138 22.4%	151 25.1%	84 17.4%	80 29.7%	99 25.5%	120 22.3%	262 24.5%	43 33.5%	36 35.0%	241 84.2%	32 2.8%	74 6.1%	248 71.7%	602 25.6%	40 5 27.0%	462 30.9%	10 18.3%	125 17.3%	21 13.2%	184 39.8%	345 22.5%	54 25.0%	48 23.8%	155 24.6%	487 26.0%	27 14.6%	94 16.8% 2	521 29.6%	303 23.7%	172 29.9%	133 25.2%	34 27.3%
	133 5.3%	75 5 5.5% 5.	57 i.1%	33 6.5% 7	53 7.0%	47 3.8%	99 5.4%	5 6.0%	10 6.0%	1 2.2%	101 5.69	2 2.3%	5.3%	16 4.6%	13 5.3%	38 4.7%	40 6.4%	21 3.6%	34 7.1%	13 4.7%	26 6.7%	25 4.7%	58 5.4%	5 4.2%	5 4.8%	10 3.5%	4 0.4%	30 2.5%	14 4.1%	125 5.3%	8 5.5%	78 5.2%	9 15.6%	26 3.6%	15 9.2%	33 7.2%	77 5.0%	10 4.8%	6 2.9%	34 5.4%	99 5.3%	8 4.3%	21 3.8%	104 5.9%	73 5.8%	26 4.5%	27 5.2%	6 4.8%
	2502 100.0%	1373 112 100.0% 100.	28 :	508 7 00.0% 100	63 1: 0.0% 10	231 00.0% 1	1851 100.0% 1	88	173 100.0%	44 100.0%	1804	78 5 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353	149	1494	57 100.0%	723 100.0%	160 100.0%	461 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 1 100.0% 1	873 00.0% 1	185 00.0%	557 1 100.0% 10	1759 00.0%	1276 100.0% 1	575 00.0% 1	525 100.0%	125 100.0%



Table 37

Q28. In general, which of the following statements is closest to your opinion?

Base: All Respondents

Unweighted Total
Weighted Total
Individuals are almost always best placed to decide how to spend their own money and the government should not interfere by trying to influence their decisions
The government should use measures that encourage people to spend their money in responsible ways to their own long term benefit
Don't know
SIGMA

- 17	Total	Gende	er		Age			2010	Vote			GE V	oting Inte	ntion			SEC					Regio	n6		-	Econ	omic	Soc	ial	Ethn	icity		Employn	nent Status			Family	Status		Parer	1	Gran	dparent	\neg	Sec	mentation	
-	otui	dena		_	- T				•010	_	_		oting into		_			_	_			negre			-	Loom					iii,	-	T					- I	_	- uici				_		1	-
		Male E	-omala	10 24	35-54		CON	LAB		OTHER	CON	LAB	LD		Jndecid ed	AB	C1	C2	DE I	ondon	Midland	North		Scotlan		Conserv		Conserv ative	Liberel	White	Non-	employm ent	Unemplo	Retired	Homemak er / Carer	Single		Cohabit	Separat	Yes		Yes (i	non- arer) N	Lo	yalis Defe	Joiner	Conside rs rers
- 1								LAB		OTHER		LAB	LU			Ab					•	North	Jouth	٠,	wates		_		Liberal			ent	yeu	nettieu	Carei	Siligle	marrieu		eu								
	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	106	015 60	5 277	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 12	276 57	5 525	125
	1677 67.0%	936 68.1%	742 65.7%	305 60.1%	487 63.9%	885 71.9%	1278 69.0%	55 61.9%	111 64.1%	23 52.9%	1185 65.7%	43 55.1%	15 60.2%	271 76.4%	162 68.4%	540 67.2%	418 68.1%	382 63.4%	337 70.0%	177 66.0%	267 69.1%	359 66.8%	715 66.8%	83 64.8%	69 66.2%	220 76.9%	718 63.7%	810 67.5%	252 72.9%	1594 67.8%	83 55.8%	962 64.4%	38 66.9%	538 74.4%	95 59.6%	291 63.0%	1044 68.2%	144 66.6%	138 68.8%	372 59.1%	1305 69.7%	133 71.6%	408 11 73.1% 64	37 E	362 41 7.5% 72.	7 322 4% 61.3	77 % 61.6%
																																									- 1						
																																									- 1						
	683 27.3%	391 28.4%	292	165	236	282	471	28	52	17	528	28	8 20 69/	68	49	238	158	183	104	64	91	151	302	43	32	61	357 31.6%	345	80 23 1%	627 26.6%	56 37.8%	453	16	147	48	144	402	64	48	225 35.8%	458 24.5%	41 22.3%	118 5	23 3	352 11	9 175	37
	27.376	20.476	20.070	32.376	30.576	22.570	20.076	32.076	25.076	30.076	20.37	33.576	30.076	10.270	20.5%	25.076	20.076	30.476	21.076	23.570	20.070	20.176	20.370	33.776	30.7 /6	21.476	31.078	20.076	23.176	20.076	37.0%	30.3 /6	20.07	20.370	25.5%	31.176	20.376	25.076	24.076	30.076	24.5 /6	22.3/6	21.2/0 20	2.0 /0	7.0% 20.	176 33.3	10 25.470
	142 5.7%	47	95	37	40	64	102	5	11	4	91	7	2	16	25	26	38	38	40	27	29	27	52	2	3	5	53	45	14	132	10	79	3	38	17	27	85	. 8	14	32	109	11	32	99	62 4	0 28	11
	5.7%	3.4%	8.4%	7.4%	5.2%	5.2%	5.5%	6.1%	6.2%	8.5%	5.0%	9.1%	9.2%	4.5%	10.7%	3.2%	6.1%	6.3%	8.4%	10.2%	7.4%	5.1%	4.9%	1.6%	3.1%	1.6%	4.7%	3.7%	4.0%	5.6%	6.4%	5.3%	5.2%	5.3%	10.5%	5.9%	5.6%	3.8%	7.2%	5.1%	5.8%	6.1%	5.7% 5	5.6%	4.9% 6.	9% 5.4	% 9.0%
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 12	276 57	5 525	125
- 11	00.0% 1	00.0% 1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	00.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0% 1	00.0%	100.0% 1	00.0% 100	0.0% 10	0.0% 100.	0% 100.0	% 100.0%



Table 38

C29. On a scale of 0 to 10, how much of an impact would you say the following factors have on causing poverty in the UK today, where 0 means poverty is entirely caused by circumstances beyond people's control, 10 means poverty is entirely caused by people not doing enough to help themselves and 5 is an even mix of both factors.

Base : All Respondents

3 Oct 2014

	ı
Unweighted Total	
Weighted Total	ı
10 (People not doing enough to help themselves out of poverty)	
9	ı
8	
7	
6	
5	
4	
3	

0 (Circumstances beyond people's control that cause them to be poor)

- 1	otai	Gena	er		Age	- 1		2010	vote			GE V	oting inte	ntion			SEG					Hegio	16			Econo	nic	Socia	31	Ethn	icity		Employn	nent Status			Family	Status		Parer	nt	Gran	naparent	- 1		segmentatio	.n
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Indecid ed	AB	C1	C2	DE L	ondon	lidland s	North	South	cotlan	Vales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemple yed		lomemak er / Carer	Single N	tarried	Cohabit ing	Separat ed	Yes	No (Yes (carer)	Yes (non- carer)	No L	oyalis De	fecto rs Joine	Conside ers rers
- 1:	502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	805 277	7 605
- :	502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575 525	5 125
		83 6.1%	62 5.5%	19 3.7%	47 6.1%	81 6.6%	135 7.3%	1 1.3%	2 1.2%	2 5.2%	97 5.4%	3 4.3%	2 8.0%	36 10.2%	6 2.4%	51 6.3%	38 6.2%	27 4.5%	30 6.2%	15 5.6%	18 4.8%	33 6.2%	58 5.4%	11 8.8%	11 10.4%	15 5.2%	64 5.6%	92 7.7%	11 3.2%	135 5.7%	11 7.5%	86 5.8%	-	48 6.6%	10 6.5%	15 3.3%	105 6.8%	9 4.1%	12 6.0%	33 5.2%	113 6.0%	14 7.3%	39 7.1%	93 5.3%	93 7.3%	42 4 7.3% 0.8	1 7 3% 5.3%
- 1	3.4%	59 4.3%	26 2.3%	14 2.7%	33 4.3%	38 3.1%	69 3.7%	0.1%	5 2.7%	1.1%	60 3.3%	6 7.5%	1 3.3%	13 3.7%	5 1.9%		9 1.5%	34 5.6%	11 2.4%	11 3.9%	18 4.6%	18 3.3%	30 2.8%	7 5.5%	2 1.6%		41 3.6%	44 3.7%	12 3.4%		8 5.4%		1 1.59	22 3.0%	8 5.3%	18 3.9%	44 2.9%	9 4.1%	8 4.2%	23 3.6%		4 2.4%		67 3.8%	47 3.7%	22 13 3.8% 2.5	3 2 5% 1.7%
		174 12.7%	107 9.5%	52 10.2%	74 9.7%	155 12.6%	198 10.7%	17 19.3%	16 9.5%	8 18.7%	212 11.8%	5 6.0%	2 9.3%	47 13.2%	15 6.3%	108 13.4%	60 9.7%	61 10.1%	53 10.9%	32 11.9%	48 12.3%	54 10.0%	119 11.1%	19 15.2%	7 7.2%	40 14.1%	118 10.4%	149 12.4%	28 8.0%	270 11.5%	11 7.4%	166 11.1%	3 4.69	95 13.1%	9 5.5%	53 11.4%	164 10.7%	26 12.0%	26 12.8%	79 12.5%	202 10.8%	21 11.3%	73 13.0%	188 10.7%	142 11.1%	56 70 9.7% 13.7) 14 2% 11.1%
		267 19.4%	153 13.6%	85 16.7%	114 14.9%	222 18.0%	303 16.3%	21 23.5%	28 16.3%	12 26.5%	322 17.8%	6 8.2%	2 8.9%	51 14.5%	38 16.1%	150 18.6%	112 18.3%	106 17.7%	51 10.7%	36 13.4%	60 15.6%	100 18.6%	179 16.7%	22 17.6%	23 21.7%	51 17.9%	177 15.7%	198 16.5%	68 19.6%	390 16.6%	30 20.1%	255 17.0%	5 8.39	124 17.2%	22 13.6%	80 17.4%	247 16.1%	46 21.0%	32 16.0%	109 17.4%	311 16.6%	34 18.1%	91 16.4%	295 16.8%	221 17.3% 1	82 100 4.2% 19.	0 17 1% 13.4%
	361 14.4%	222 16.1%	140 12.4%	77 15.1%	106 13.8%	179 14.5%	265 14.3%	12 13.0%	29 16.8%	2 4.3%	271 15.0%	10 12.5%	5 20.2%	45 12.7%	30 12.5%	129 16.0%	95 15.5%	80 13.3%	56 11.7%	41 15.3%	50 12.9%	74 13.8%	149 13.9%	21 16.6%	23 22.6%	59 20.7%	172 15.3%	160 13.3%	55 16.0%	345 14.6%	16 11.1%	225 15.0%	4 7.79	108 14.9%	16 9.8%	58 12.5%	226 14.7%	37 16.9%	28 14.0%	80 12.8%	281 15.0%	30 16.3%	79 14.2%	252 14.3%	189 14.8% 1	76 82 3.3% 15.0	2 14 6% 11.1%
		339 24.6%	414 36.7%	142 27.9%	252 33.1%	359 29.1%	541 29.2%	21 23.6%	59 34.3%	9 5 19.6%	541 30.0%	20 25.0%	6 24.8%	102 28.6%	84 35.3%	214 26.6%	182 29.6%	178 29.6%	179 37.1%	89 33.1%	101 26.0%	161 29.9%	352 32.9%	27 21.1%	20 19.4%	72 25.2%	337 29.9%	355 29.6%	94 27.3%	702 29.8%	51 34.1%	428 28.6%	24 43.09	219 30.2%	64 39.8%	127 27.6%	497 32.5%	47 21.8%	56 28.1%	194 30.8%	559 29.8%	50 27.2%	165 29.6%	537 30.6%	372 29.2% 2	169 168 19.3% 31.5	3 44 9% 35.3%
	186 7.4%	99 7.2%	87 7.7%	48 9.4%	58 7.6%	80 6.5%	134 7.3%	7 8.1%	18 10.3%	3 6.6%	142 7.9%	7 9.3%	3 12.5%	15 4.3%	18 7.6%	52 6.5%	52 8.4%	48 8.1%	34 7.1%	17 6.5%	28 7.3%	43 8.0%	72 6.7%	12 9.3%	12 11.7%	17 5.9%	94 8.3%	83 6.9%	27 7.9%	177 7.5%	9 5.9%	118 7.9%	3 5.29	49 6.8%	12 7.3%	56 12.2%	100 6.5%	10 4.4%	13 6.6%	36 5.7%	151 8.0%	8 4.3%	35 6.2%	143 8.1%	100 7.9%	34 42 5.9% 8.0	2 10 0% 7.8%
		79 5.8%	63 5.6%	37 7.2%	46 6.0%	60 4.8%	101 5.5%	5 6.0%	9 5.3%	7 5 15.9%	90 5.0%	5 5.8%	3 10.1%	22 6.1%	24 10.0%	42 5.2%	34 5.5%	37 6.1%	29 6.1%	14 5.1%	37 9.6%	29 5.4%	53 5.0%	5 3.7%	5 4.4%	12 4.2%	65 5.7%	0.0.0	29 8.4%	139 5.9%	3 1.9%	96 6.4%	6 10.89	28 3.9%	6 3.6%	32 6.9%	76 4.9%	14 6.3%	17 8.7%	39 6.1%	104 5.5%	11 5.9%	33 5.9%	99 5.6%	57 4.5%	44 32 7.6% 6.1	2 9 2% 7.0%
	58 2.3%	15 1.1%	43 3.8%	20 4.0%	15 2.0%	22 1.8%	47 2.5%	1 1.6%	3 1.9%	0.7%	33 1.8%	7 8.6%	1 2.3%	8 2.2%	9 3.6%	12 1.4%	17 2.7%	18 3.0%	11 2.3%	8 3.1%	15 4.0%	10 1.9%	23 2.1%	1 0.6%	0.2%	3 1.0%	30 2.6%	25 2.1%	8 2.3%	53 2.2%	5 3.2%	36 2.4%	5 9.69	7 0.9%	7 4.4%	13 2.8%	34 2.2%	6 2.9%	3 1.4%	20 3.2%	37 2.0%	8 4.2%	12 2.2%	38 2.1%	27 2.1%	19 6 3.4% 1.1	6 5 1% 3.8%
	17 0.7%	10 0.7%	7 0.6%	5 1.0%	5 0.6%	8 0.6%	16 0.8%	0.5%	-	0.8%	9 0.5%	1.5%	-	4 1.2%	3 1.1%	4 0.5%	5 0.8%	2 0.3%	7 1.5%	1 0.3%	5 1.4%	3 0.5%	7 0.6%	2 1.4%	- :	0.1%	7 0.6%	9 0.8%	4 1.1%	14 0.6%	3 2.2%	10 0.7%	1 2.39	6 0.8%		3 0.6%	8 0.5%	4 1.7%	2 1.0%	6 0.9%	12 0.6%	1 0.6%	3 0.5%	14 0.8%	9 0.7%	6 ·	· 2 - 1.5%
		27 2.0%	26 2.3%	11 2.3%	15 1.9%	28 2.2%	43 2.3%	3 3.1%	3 1.8%	0.7%	25 1.4%	9 11.3%	0.7%	12 3.4%	7 3.1%	13 1.6%	11 1.8%	11 1.9%	19 3.9%	5 1.7%	6 1.6%	12 2.3%	30 2.8%	0.1%	1 0.8%	4 1.4%	24 2.1%	21 1.8%	10 2.9%	52 2.2%	2 1.3%	24 1.6%	4 6.99	19 2.6%	7 4.3%	6 1.2%	32 2.1%	10 4.8%	2 1.1%	12 1.9%	42 2.2%	5 2.5%	14 2.6%	35 2.0%	17 1.4%	26 8 4.5% 1.5	5 3 5% 2.1%
1	502 00.0% 1	1374 00.0% 1	1128	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44 5 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0% 1	602 100.0% 1	481 00.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0% 1	128 00.0% 1	104 00.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.09	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0% 1	1873 100.0%	185 100.0%	557 1 100.0% 1	1759 00.0%	1276 5 100.0% 10	575 525 JO.0% 100./	5 125 0% 100.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 39
G30a. How significant do you think each of the following factors are in causing poverty in the UK?
Lack of available jobs
Base : All Respondents

Г	Fotal	tal Gender Ag						2010	Vote		Т	G	E Voting	Intention			SE	G	Т			Regio	on6			Econo	nic	Socia	1	Ethnic	ity		mployme	nt Status			Family Sta	tus		Parent		Grandpa	ent	T	Segm	entation	$\overline{}$
		Male I	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	N LAE	3 LE	OTHE	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative L	iberal	White	Non- white	In employm ent	Unemplo yed	- 1	lomemak er / Carer	Single	Col Married i	habit Sep	arat d Yes	s No	Yes (carer		No	Loyalis ts	Defecto rs		Conside rers
4 F	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	7 17	1 8	5 470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528 2	228 2	10 68	0 182	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	173	3 44	1804	4 78	В 2	5 355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530 2	217 2	00 62	9 187	185	557	1759	1276	575	525	125
	334 13.3%	170 12.4%	164 14.5%	85 16.8%	94 12.3%	155 12.6%	250 13.5%	10 11.0%	26 15.0	6 0% 13.09	214 6 11.9	4 20 9% 25.0	0 0% 13.	3 61 .0% 17.2	35 6 15.0%	88 10.9%	91 14.9%	86 14.3%	69 14.2%	40 14.9%	50 13.0%	70 13.0%	143 13.4%	17 13.6%	13 12.3%	34 11.8%	155 13.7%	148 12.4%	63 18.1%	316 13.4%	18 12.0%	181 12.1%	10 17.0%	101 14.0%	27 16.8%	64 13.9%	187 12.2% 1	37 7.2% 17	34 7 .0% 11.	2 26: 4% 14.	26 1% 14.2°	70 % 12.6°	237 6 13.59	150 % 11.8%	99 17.3%	63 12.0%	21 16.7%
	263 10.5%	142 10.3%	122 10.8%	76 14.9%	83 10.9%	104 8.5%	181 9.8%	11 12.8%	17 9.9	7 8 9% 17.99	179 6 9.9	9 12 9% 15.3	2 3% 11.	3 36 .6% 10.3	33 % 13.9%	76 9.5%	62 10.1%	60 9.9%	65 13.5%	37 13.6%	51 13.2%	55 10.2%	103 9.7%	6 4.7%	9 8.7%	29 10.0%	108 9.5%	114 9.5%	36 10.4%	245 10.4%	18 12.1%	179 12.0%	11 20.0%	47 6.5%	18 11.1%	69 14.9%	136 8.9%	19 : 8.8% 14	29 8 .6% 14.		5 19 1% 10.5	49 % 8.8°	195 6 11.19	113 8.9%	68 11.8%	65 12.4%	17 13.9%
-	217 8.7%	102 7.4%	116 10.2%	43 8.4%	75 9.9%	99 8.1%	163 8.8%	7 7.5%	14 8.2	1 3 2% 6.99	149 6 8.3	9 : 3% 8.9	7 9% 8.	2 35 .8% 9.9	23 % 9.9%	56 6.9%	45 7.4%	56 9.3%	61 12.6%	23 8.5%	33 8.4%	56 10.5%	83 7.8%	12 9.7%	10 9.6%	20 6.9%	98 8.7%	100 8.4%	35 10.0%	202 8.6%	15 10.2%	120 8.0%	13 23.6%	61 8.5%	15 9.5%	40 8.6%	139 9.1% 1	24 0.8% 4	9 5 .7% 9.	8 16 2% 8.) 22 i% 11.9	44 % 7.9°	151 6 8.69	111 8.7%	52 5 9.1%	38 7.3%	16 13.0%
-	188 7.5%	91 6.6%	97 8.6%	40 7.8%	57 7.4%	91 7.4%	143 7.7%	5 5.5%	11 6.1	l 6 l% 14.89	129 6 7.2	9 9 2% 11.4	9 4% 14.	4 26 .8% 7.2	20 % 8.4%	49 6.1%	41 6.6%	54 9.0%	43 9.0%	24 9.0%	33 8.5%	46 8.6%	69 6.4%	10 7.4%	5 5.3%	14 4.7%	95 8.4%	93 7.8%	18 5.3%	171 7.2%	17 11.4%	114 7.6%	5 9.2%	50 6.9%	16 10.2%	27 5.8%	128 8.3%	12 5.3% 6	13 4 .6% 7.	7 14 5% 7.) 12 i% 6.3	37 % 6.7°	139 6 7.99	96 % 7.5%	48 8.3%	34 6.4%	11 8.4%
	242 9.7%	135 9.8%	108 9.5%	52 10.3%	72 9.4%	119 9.6%	182 9.9%	6 7.2%	19	9 1 3% 2.29	179 6 9.9	9 8 9% 10.:	B 1% 10.	3 31 .7% 8.6	22 % 9.3%	87 10.8%	56 9.0%	55 9.1%	46 9.5%	24 9.0%	30 7.8%	54 10.0%	106 9.9%	16 12.2%	10 10.1%	36 12.7%	112 9.9%	112 9.3%	47 13.6%	236 10.0%	7 4.6%	163 10.9%	5 8.6%	60 8.3%	10 6.5%	44 9.5%	161 10.5%	15 6.9% 9	18 5 .1% 8.	5 18 7% 10.	14 1% 7.8	66 6 11.8°	162 % 9.29	130 10.2%	52 9.0%	49 9.3%	11 9.0%
-	239 9.6%	131 9.6%	108 9.6%	45 8.8%	73 9.5%	122 9.9%	167 9.0%	9 10.4%	16 9.5	8 5% 17.39	179 6 9.9	9 4 9% 5.0	4 0% 3.	1 29 .5% 8.3	26 % 10.9%	77 9.6%	52 8.4%	69 11.5%	41 8.4%	15 5.6%	29 7.4%	55 10.3%	115 10.7%	18 14.2%	5 4.8%	22 7.8%	110 9.7%	121 10.1%	22 6.5%	227 9.6%	12 8.2%	146 9.8%	1 1.9%	68 9.4%	14 8.7%	44 9.5%	151 9.9% 1	24 1.0% 5	11 6 .5% 10.		18 1% 9.7°	60 6 10.8°	161 % 9.29	118	49 8.5%	61	12 9.3%
-	278 11.1%	143 10.4%	135 12.0%	40 7.9%	85 11.1%	153 12.4%	213 11.5%	10 10.8%	23 13.1	3 1 1% 1.29	202	2 4 2% 5.1	4 1% 8.	2 42 .1% 11.9	28 6 11.6%	85 10.5%	80 13.1%	65 10.8%	48 10.0%	28 10.4%	41 10.7%	59 10.9%	115 10.8%	17 12.9%	18 17.8%	27 9.3%	125 11.1%	136 11.3%	32 9.3%	266 11.3%	12 7.8%	162 10.9%	4 6.2%	92 12.6%	19 11.5%	54 11.6%	165 10.8% 1	26 : 2.1% 10	22 6 .9% 10.	6 21: 5% 11:	26 1% 14.0°	64 6 11.5°	188 6 10.79	146 11.5%	66 11.5%	56 10.6%	9 7.5%
-	246 9.8%	148 10.8%	97 8.6%	44 8.7%	67 8.8%	134 10.9%	186 10.0%	13 15.0%	19 11.1	9 1 1% 2.09	189	9 6 5% 7.2	6 2% 4.	1 30 .9% 8.5	20 % 8.5%	88 11.0%	70 11.4%	56 9.2%	32 6.7%	27 10.1%	42 11.0%	48 9.0%	109 10.1%	9 7.1%	10 9.8%	41 14.3%	111 9.9%	135 11.2%	31 9.0%	232 9.9%	14 9.3%	135 9.0%	5 8.4%	93 12.8%	12 7.8%	44 9.5%	161 10.5%	15 6.7% 8	17 4 .7% 7.	5 20 2% 10.		62 6 11.19	169 % 9.69	138 6 10.8%	47 8.3%	50 9.5%	10 7.8%
	290 11.6%	185 13.5%	105 9.3%	44 8.7%	95 12.4%	151 12.3%	213 11.5%	9 10.7%	16 9.3	6 3% 12.59	220	0 6 2% 8.0	6 0% 14.	4 42 .0% 11.8	17 % 7.0%	114 14.2%	79 12.9%	63 10.4%	34 7.1%	27 10.2%	38 9.9%	50 9.4%	148 13.8%	16 12.9%	10 9.4%	46 16.2%	131 11.6%	137 11.4%	36 10.3%	272 11.6%	18 11.8%	174 11.6%	2 2.9%	91 12.6%	14 8.6%	48 10.3%	180 11.7% 1	23 0.7% 13	26 7 .0% 11.	4 21 7% 11.	19 196 10.1	58 6 10.3°	214 6 12.19	153 12.0%	60 10.4%	67 12.7%	10 8.2%
	205 8.2%	127 9.2%	78 6.9%	39 7.7%	63 8.2%	103 8.4%	154 8.3%	8 9.2%	7.0	2 5 0% 12.29	164	4 3 1% 4.0	3 0% 10.	3 22 .7% 6.3	13 6 5.4%	84 10.5%	39 6.3%	40 6.6%	43 8.9%	23 8.7%	40 10.2%	43 8.0%	79 7.4%	7 5.1%	13 12.3%	18 6.4%	85 7.5%	103 8.6%	26 7.4%	186 7.9%	19 12.7%	122 8.2%	1 2.1%	61 8.4%	15 9.3%	30 6.4%	122 8.0% 1	23 0.5% 9	20 6 .9% 9.	0 14 5% 7.	5 14 1% 7.5	48 % 8.6°	144	120 % 9.4%	33 5.8%	44 8.3%	8 6.2%
	2502	1374	1128	508	763	1231	1851	88	173	3 44	1804	4 78	B 2	5 355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530 2	217 2	00 62	9 187	185	557	1759	1276	575	525	125



Table 40
G30b. How significant do you think each of the following factors are in causing poverty in the UK?
Low wages paid by employers
Base : All Respondents

	Total		nder		4		_	0046	21/-4-			05.1	/ I		_		05	_				Deele				F		0		Fabruit							Familia			D							
	Total	Ge	nder		Age			2010	Vote			GE V	oting Inte	ntion			SE					Regio	nь			Econo	mic	Socia	31	Ethnie	city		Employm	ent Status			Family	Status		Pare	nt		ndparent		s	egmentat	on
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	ondon I	Aidland S	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes	Yes (non- carer)	No L	oyalis Def	lecto rs Joir	Conside ers rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	806	1015 6	305 2	7 605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	759	1276 5	575 5	5 125
1	284 11.3%	150 10.99	133 11.8%	75 14.8%	113 14.8%	96 7.8%	199 10.89	10 5 11.2%	23 13.49	9 6 19.69	186 10.39	16 20.3%	2 8.1%	46 13.0%	33 13.9%	64 8.0%	73 11.9%	69 11.4%	78 16.2%	37 13.6%	59 15.3%	60 11.2%	111 10.4%	7 5.8%	8 7.8%	26 9.2%	126 11.2%	121 10.1%	45 12.9%	268 11.4%	16 10.9%	201 13.5%	15 26.1%	39 5.4%	20 12.7%	67 14.5%	163 10.7%	28 13.1%	15 7.6%	92 14.7%	192 10.2%	21 11.2%	56 10.1%	207 11.8%	122 9.5% 1	78 3.5% 12	4 21 1% 16.7%
2	285 11.4%	135 9.89	150 13.3%	61 12.1%	83 10.9%	140 11.4%	219 11.99	9 6 10.1%	14 8.29	5 11.59	191	18 22.7%	2 6.3%	50 13.9%	25 10.4%	79 9.8%	53 8.7%	80 13.3%	72 15.0%	32 11.9%	35 9.1%	55 10.3%	138 12.9%	14 10.6%	10 9.7%	20 6.8%	129 11.4%	137 11.4%	32 9.2%	268 11.4%	17 11.2%	165 11.0%	14 24.2%	74 10.2%	21 12.8%	51 11.0%	177 11.6%	24 11.0%	28 13.8%	59 9.4%	226 12.1%	37 20.1%	63 11.2%	185 10.5%	141 11.0% 1	79 3.7% 9	1 15 6% 11.8%
3	203 8.1%	96 7.09		44 8.7%	61 8.1%	98 7.9%	157 8.59	10 5 10.9%	9 5.19	3 5 7.59	122	10 13.0%	4 16.1%	39 11.0%	28 11.8%	49 6.0%	51 8.3%	56 9.3%	48 9.9%	22 8.1%	31 8.0%	43 8.1%	95 8.9%	3 2.6%	7 6.4%	16 5.4%	107 9.5%	103 8.6%	23 6.7%	187 7.9%	17 11.2%	116 7.8%	7 11.9%	55 7.6%	19 11.6%	37 7.9%	112 7.3%	30 13.8%	13 6.6%	52 8.3%	151 8.1%	20 11.0%	44 7.8%	139 7.9%	91 7.1% 1	67 1.6% 5	1 15 9% 11.8%
4	232 9.3%	114 8.39		47 9.3%	83 10.9%	101 8.2%	167 9.09	6 6.4%	12.89	5.29	159	10 12.5%	3 12.6%	31 8.6%	29 12.3%	79 9.8%	62 10.1%	51 8.5%	40 8.3%	24 9.1%	40 10.3%	51 9.5%	95 8.8%	6 5.0%	16 15.4%	24 8.5%	99 8.8%	107 8.9%	31 8.8%	225 9.6%	7 4.8%	149 10.0%	3 5.7%	51 7.0%	21 12.8%	39 8.5%	147 9.6%	15 7.1%	22 10.8%	76 12.0%	156 8.4%	12 6.6%	52 9.3%	168 9.6%	106 8.3% 1	61 0.5% 10	3 12 0% 9.7%
5	232 9.3%	117 8.59	116 10.3%	64 12.7%	73 9.6%	95 7.7%	162 8.79	12 5 14.1%	16 9.59	6 14.79	170 9.49	7 8.6%	4 15.8%	29 8.1%	23 9.5%	85 10.6%	47 7.6%	59 9.8%	42 8.7%	32 11.8%	25 6.6%	71 13.2%	81 7.6%	14 11.2%	8 7.3%	27 9.3%	115 10.2%	113 9.4%	31 9.1%	206 8.8%	26 17.4%	143 9.5%	4 6.9%	66 9.1%	14 8.5%	50 10.9%	148 9.7%	16 7.5%	15 7.6%	61 9.7%	172 9.2%	15 8.3%	7.4%	175 10.0%	112 8.8%	50 8.7% 11	8 13 0% 10.1%
6	221 8.8%	110 8.09		56 11.0%	65 8.5%	100 8.1%	155 8.49	8 5 9.0%	15 8.69	5.79	158	7.1%	2 6.6%	32 8.9%	24 10.3%	71 8.8%	57 9.3%	56 9.4%	36 7.5%	31 11.7%	39 10.1%	41 7.6%	92 8.6%	12 9.1%	6 5.8%	34 12.0%	97 8.6%	83 6.9%	47 13.5%	211 9.0%	10 6.9%	132 8.8%	7 12.3%	66 9.1%	15 9.6%	49 10.6%	127 8.3%	18 8.3%	17 8.3%	54 8.5%	167 8.9%	15 7.9%	51 9.1%	156 8.8%	104 8.2%	51 8.8% 10	3 13 1% 10.1%
7	256 10.2%	155		43 8.5%	79 10.4%	134 10.9%	174 9.49	14 5 15.7%	11.69	3 5 7.99	206	4.6%	9.5%	21 5.8%	23 9.8%	88 11.0%	69 11.1%	58 9.6%	42 8.6%	23 8.8%	37 9.5%	60 11.3%	109 10.2%	13 10.3%	13 12.2%	32 11.3%	113 10.0%	119 9.9%	40 11.6%	246 10.4%	10 7.0%	144 9.6%	1 2.5%	92 12.7%	13 8.4%	42 9.1%	167 10.9%	18 8.2%	21 10.4%	66 10.5%	190 10.1%	12 6.4%	69 12.3%	175 10.0%	137 10.7%	37 6.4% 13	9 13 2% 10.4%
8	310 12.4%	177 12.99	133 11.8%	43 8.5%	84 11.0%	183 14.9%	235 12.79	6 6.9%	13.89	10 6 21.89	240 13.39	3.3%	2 9.7%	46 12.9%	19 8.1%	108 13.5%	73 11.9%	76 12.6%	53 11.0%	22 8.1%	40 10.3%	55 10.3%	150 14.0%	28 21.7%	14 13.3%	43 15.1%	136 12.0%	157 13.1%	34 9.8%	293 12.5%	17 11.4%	172 11.5%	1 2.1%	110 15.3%	15 9.1%	47 10.2%	174 11.3%	37 16.9%	30 14.8%	62 9.9%	248 13.3%	20 10.9%	74 13.3%	216 12.3%	173 13.6% 1	62 0.8% 12	7 8 8% 6.5%
9	271 10.8%	184 13.49	88 7.8%	42 8.2%	62 8.1%	167 13.6%	222 12.09	11 12.7%	18 10.29	4.09	212	3 4.3%	2 8.5%	31 8.8%	23 9.7%	101 12.6%	74 12.0%	64 10.6%	33 6.8%	27 10.1%	42 10.9%	61 11.4%	106 9.9%	16 12.9%	17 16.6%	42 14.5%	110 9.8%	152 12.7%	35 10.1%	258 10.9%	14 9.2%	143 9.6%	4 6.9%	102 14.1%	15 9.5%	49 10.6%	173 11.3%	20 9.1%	22 11.2%	50 8.0%	221 11.8%	22 11.6%	61 11.0%	188 10.7%	172 13.5%	50 8.7% 7	9 10 5% 7.8%
10	207 8.3%	136 9.99	71 6.3%	32 6.3%	59 7.7%	116 9.5%	160 8.69	3 3.0%	12	1 6 2.09	159 8.89	3.6%	2 6.8%	32 9.0%	10 4.2%	79 9.9%	56 9.1%	34 5.6%	38 8.0%	18 6.8%	38 9.9%	38 7.0%	93 8.7%	14 10.7%	6 5.7%	22 7.8%	96 8.5%	107 8.9%	29 8.3%	192 8.2%	15 10.1%	129 8.7%	1 1.4%	68 9.4%	8 4.9%	30 6.6%	143 9.3%	11 5.0%	18 9.0%	58 9.1%	150 8.0%	11 5.8%	47 8.4%	149 8.5%	118 9.3%	42 7.3% 7	1 6 8% 5.0%
SIGMA	2502 100.0%	1374 100.09	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851	88 100.0%	173	44	1804	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0% 1	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 1 100.0% 1	759 00.0%	1276 5 100.0% 10	575 5 0.0% 100	5 125 0% 100.0%



Attitudes to Welfare Poll - "Conservatives"

Table 41 Q30c. How significant do you think each of the following factors are in causing poverty in the UK?

Lack of good schools Base : All Respondents

6.8% 4.2% 3.49 3.4% 3.2% 5.9% 3.2% 3.79 3.9% 3.3% 6.29 5.8% 4.2% 4.3% 3.0% 6.0% 3.3% 3.6% 3.4% 3.9% 3.2% 5.2% 4.3% 4.6% 4.8% 4.6% 4.09 5.3% 4.1% 5.8% 4.0% 6.1% 5.79 6.8% 6.7% 7.0% 6.4% 12.6% 10.99 12.2% 11.0% 11.0% 14.19 14.9% 13.7% 14.3% 17.0% 13.4% 14.0% 13.7 26 21 12.1% 10.3% 15.3% 19.99 23.1% 18.4% 19.6% 19.4% 23.89 21.9% 21.4% 20.5% 21.0% 20.2% 27.5% 23.1% 26.8% 29.0% 31 57 10 34.9% 33.0% 23.3% 532 27 6 94 29.5% 34.2% 25.0% 26.5% 28.4% 32.8% 23.3% 27.5% 172 301 32.1% 28.1% 27.7% 27.4% 29.6% 34.2% 26.9% 127 443 57 71 27.6% 28.9% 26.4% 35.79 21.5% 51 176 27.6% 31.6% 377 159 154 29.6% 27.6% 29.4% 29.09 28.79 20.5% 16.2%

Survation.

Table 42
G30d. How significant do you think each of the following factors are in causing poverty in the UK?
Difficult family environments
Base : All Respondents

3 Oct 2014

Unweighted Total	
Weighted Total	
1	

10

	Total	Gen	ider		Age			2010 V	ote			GE Vot	ting Inter	tion			SE	G				Regio	on6			Econo	mic	Socia	al	Ethni	city		Employn	ent Status			Family 9	Status		Parer	nt		andparent	t		Segmenta	ation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD O	THER	CON	LAB	LD C	Un THER	ndecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d		Conserv ative	Statist	Conserv	Liberal	White	Non- white	In employm ent	Unempl yed		Homemak er / Carer	Single	Married	Cohabit S		Yes	No (Yes (Yes (non- carer)	No	Loyalis D	Defecto rs Jo	Cons	
nted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277 6	s05
ed Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525 1	25
	166 6.6%	102 7.4%	64 5.7%	39 7.6%	49 6.4%	78 6.4%	109 5.9%	15 16.9%	8 4.7%	3 6.0%	123 6.8%	7 8.3%	4 15.4%	14 4.0%	19 8.0%	61 7.6%	39 6.3%	39 6.4%	27 5.7%	22 8.3%	26 6.7%	36 6.7%	59 5.5%	11 8.8%	12 11.5%	20 6.9%	82 7.3%	76 6.3%	28 8.1%	161 6.8%	5 3.3%	100 6.7%	0.59	57 5 7.9%	6 3.6%	34 7.3%	93 6.1%	19 8.8%	16 8.0%	41 6.5%	125 6.7%	11 5.8%	30 5.4%	125 7.1%	74 5.8%	35 6.1%	49 9.3% €	9 6.9%
	178 7.1%	98 7.1%	80 7.1%	45 8.9%	63 8.2%	70 5.7%	122 6.6%	10 11.7%	12 6.9%	6 13.4%	132 7.3%	5 7.0%	1 4.9%	20 5.6%	20 8.3%	72 9.0%	47 7.6%	31 5.2%	28 5.9%	28 10.3%	29 7.4%	32 6.0%	73 6.8%	11 9.0%	4 4.3%	13 4.6%	84 7.4%	88 7.3%	25 7.1%	171 7.3%	7 4.8%	119 7.9%	5 9.09	42 5.7%	10 6.4%	29 6.3%	110 7.2%	23 10.6%	13 6.7%	56 9.0%	122 6.5%	15 8.2%	41 7.3%	122 7.0%	85 6.6%	37 6.4%	47 · 7	10 7.9%
	204 8.2%	98 7.2%	106 9.4%	34 6.6%	63 8.3%	107 8.7%	153 8.2%	4 4.0%	16 9.5%	1 1.8%	145 8.0%	6 8.1%	1 3.0%	29 8.2%	23 9.7%	65 8.0%	42 6.9%	43 7.1%	54 11.2%	21 7.9%	33 8.6%	41 7.6%	91 8.5%	9 7.3%	7 6.8%	16 5.6%	101 9.0%	100 8.3%	22 6.3%	195 8.3%	9 6.3%	123 8.2%	3 5.19	58 8.0%	15 9.5%	43 9.3%	120 7.8%	14 6.3%	18 9.1%	50 8.0%	153 8.2%	17 9.3%	43 7.8%	144 8.2%	103 8.1%	50 8.7%	42 8.0% 7	10 7.7%
	214 8.6%	118 8.6%	97 8.6%	53 10.5%	61 8.0%	100 8.1%	151 8.2%	7 8.0%	18 10.4%	7 17.0%	159 8.8%	8 10.5%	5 18.8%	22 6.3%	20 8.3%	76 9.5%	65 10.6%	36 6.0%	37 7.7%	12 4.5%	30 7.7%	52 9.6%	105 9.8%	7 5.7%	8 7.9%	18 6.1%	94 8.3%	103 8.6%	36 10.3%	196 8.3%	18 11.9%	125 8.4%	4 7.69	62 8.5%	18 10.9%	36 7.7%	144 9.4%	15 7.0%	13 6.7%	67 10.7%	147 7.8%	22 12.0%	44 8.0%	148 8.4%	108 8.5%	43 7.5%	51 °	12 9.8%
	300 12.0%	161 11.7%	139 12.3%	59 11.6%	84 11.0%	157 12.8%	225 12.2%	7 7.9%	24 13.7%	3 6.1%	223 12.4%	12 15.9%	1 3.2%	37 10.4%	26 11.0%	96 11.9%	69 11.2%	73 12.2%	62 12.9%	34 12.5%	44 11.3%	67 12.5%	132 12.3%	13 10.2%	11 10.5%	24 8.2%	129 11.4%	158 13.2%	25 7.2%	274 11.6%	26 17.6%	161 10.8%	4 7.49	104 5 14.4%	21 13.3%	44 9.6%	185 12.1%	24 11.1%	26 13.0%	67 10.6%	233 12.5%	24 12.7%	75 13.5%	201 11.4%	162 12.7%	63 11.0%	60 : 11.5% 11	14 1.2%
	348 13.9%	207 15.1%	141 12.5%	59 11.7%	98 12.8%	191 15.5%	273 14.8%	14 15.7%	23 13.3%	3 7.8%	259 14.3%	9 11.2%	2 8.9%	49 13.9%	29 12.2%	110 13.7%	90 14.6%	90 15.0%	58 12.0%	36 13.5%	52 13.4%	68 12.7%	147 13.7%	21 16.5%	19 18.6%	41 14.3%	156 13.8%	163 13.6%	48 13.9%	326 13.8%	23 15.1%	207 13.9%	7 11.69	109 5 15.1%	16 9.9%	61 13.2%	218 14.2%	28 12.8%	32 16.1%	85 13.5%	263 14.1%	18 9.6%	81 14.6%	249 14.2%	200 15.7%	73 12.7%	59 11.2% 12	16 2.9%
	333 13.3%	171 12.5%	162 14.4%	67 13.2%	93 12.2%	173 14.1%	252 13.6%	10 11.7%	22 12.5%	8 19.2%	239 13.3%	5 6.2%	4 15.4%	55 15.6%	30 12.6%	98 12.2%	82 13.3%	86 14.3%	68 14.0%	36 13.3%	55 14.2%	75 14.0%	134 12.5%	18 13.9%	16 15.6%	42 14.8%	166 14.7%	157 13.1%	44 12.7%	307 13.0%	26 17.8%	205 13.7%	10 17.39	81 5 11.1%	22 13.5%	56 12.0%	203 13.2%	30 13.7%	31 15.3%	89 14.2%	244 13.0%	26 14.0%	83 14.9%	224 12.8%	174 13.6%	78 13.6%	65 1 12.3% 18	17 3.2%
	295 11.8%	155 11.3%	140 12.4%	46 9.2%	114 14.9%	135 11.0%	221 12.0%	8 8.8%	27 15.6%	5 12.5%	211 11.7%	6 8.2%	3 10.2%	46 13.0%	27 11.5%	89 11.1%	77 12.5%	68 11.3%	62 12.8%	26 9.8%	49 12.7%	57 10.6%	140 13.1%	14 11.2%	8 7.5%	37 12.8%	139 12.3%	143 12.0%	47 13.6%	282 12.0%	13 8.6%	171 11.5%	5 8.99	86 11.9%	25 15.6%	55 11.9%	192 12.6%	21 9.5%	21 10.4%	75 11.9%	220 11.8%	19 10.3%	66 11.9%	210 11.9%	153 12.0%	68 11.9%	58 1 11.1% 12	16 2.5%
	285 11.4%	174 12.7%	111 9.8%	61 12.0%	90 11.8%	134 10.9%	208 11.3%	9 10.0%	15 8.7%	6 14.3%	190 10.5%	11 14.6%	2 6.7%	57 16.0%	24 10.3%	85 10.5%	66 10.8%	76 12.6%	58 12.0%	36 13.3%	41 10.6%	70 13.1%	112 10.4%	12 9.4%	13 12.9%	48 16.6%	98 8.7%	121 10.1%	48 13.8%	271 11.5%	14 9.3%	174 11.7%	10 17.79	77 10.7%	19 12.0%	60 13.0%	170 11.1%	30 14.0%	16 7.9%	64 10.1%	221 11.8%	25 13.7%	55 9.8%	205 11.6%	125 9.8%	83 14.4%	64 : 12.3% :	12 9.6%
	178 7.1%	90 6.5%	88 7.8%	44 8.8%	49 6.4%	84 6.9%	137 7.4%	5 5.3%	8 4.7%	1	123 6.8%	8 9.9%	3 13.6%	24 6.9%	19 8.1%	52 6.5%	38 6.2%	60 9.9%	28 5.7%	18 6.7%	28 7.3%	39 7.3%	77 7.2%	10 8.0%	5 4.4%	29 10.0%	79 7.0%	91 7.6%	25 7.1%	170 7.2%	8 5.2%	108 7.3%	8 14.89	48 6.6%	8 5.2%	45 9.7%	96 6.3%	13 6.2%	14 6.9%	35 5.5%	143 7.6%	8 4.4%	38 6.8%	131 7.5%	92 7.2%	45 7.8%	30 : 5.8% ε	10 B.3%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525 1	25



Attitudes to Welfare Poll - "Conservatives"

Table 43 Q30e. How significant do you think each of the following factors are in causing poverty in the UK?

Illness / disability
Base : All Respondents

4.2% 5.59 4.6% 4.9% 5.5% 8.6% 5.69 4.9% 6.1% 5.7% 9.2% 5.3% 4.3% 7.0% 7.0% 7.4% 6.0% 6.6% 6.0% 7.3% 6.3% 8.8% 6.5% 7.9% 8.8% 7.2% 8.89 7.8% 8.4% 9.2% 9.1% 9.1% 7.19 8.7% 9.3% 9.2% 9.2% 10.09 10.7% 10.8% 8.6% 8.6% 12.0% 12.2% 8.4% 8.9% 12.79 12.5% 8.59 11.8% 26 36 12.0% 18.2% 13.0% 11.9% 11.8% 12.6% 10.1% 13.9% 13.3% 13.5% 10.4% 13.2% 10.8% 12.4% 12.4% 12.5% 11.2% 14.2% 11.7% 13.6% 10.8% 12.5% 371 235 27.0% 20.9% 444 22 52 10 24.0% 24.9% 29.9% 23.3% 24.5% 205 143 152 105 25.5% 23.3% 25.3% 21.9% 28.2% 24.8% 26.2% 24.1% 23.6% 106 380 63 23.0% 24.9% 29.1% 19.3% 24.2% 44 134 23.5% 24.1% 303 141 138 23.7% 24.5% 26.2% 23.69 20.5% 24.39 26.29 21.0% 25.0% 24.8%



Table 44
Q30f. How significant do you think each of the following factors are in causing poverty in the UK?
Lack of aspiration
Base : All Respondents

Unweighted Total
Weighted Total
1

Г	Total	Gen	nder		Age			2010	Vote			GE	Voting In	tention			SE	3				Regio	n6			Econor	mic	Social		Ethnicit	ty	E	mployme	ent Status			Family 9	Status		Pare	nt	Gra	ndparent			Segment	tation	\neg
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I		idland s	North	South	Scotlan d \	Wales	Conserv	Statist	Conserv ative Li	iberal	White w	Non- white	In employm t ent	Jnemplo yed	Retired	lomemak er / Carer	Single I	Married	Cohabit S	Separat ed	Yes	No (Yes carer)	Yes (non- carer)	No	Loyalis I	Defecto rs J	oiners Co	onside rers
otal	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
al	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	130 5.2%	80 5.8%	50 4.4%	28 5.6%	43 5.6%	58 4.7%	106 5.7%	3 3.1%	5.09	1 % 1.7%	98 5.4°	4 % 5.0%	3.29	16 4.5%	11 4.7%	52 6.5%	33 5.4%	32 5.3%	13 2.6%	17 6.3%	11 2.9%	23 4.3%	63 5.9%	9 7.1%	5 4.8%	15 5.4%	55 4.9%	51 4.3%	17 4.9%	120 5.1%	10 6.6%	83 5.6%	1 1.1%	39 5.3%	7 4.4%	34 7.3%	62 4.1%	15 7.1%	11 5.3%	34 5.4%	96 5.1%	7 3.5%	23 4.1%	100 5.7%	83 6.5%	23 4.0%	15 2.9%	9 7.1%
	266 10.6%	161 11.7%	105 9.3%	45 8.8%	80 10.5%	141 11.5%	211 11.4%	6 7.3%	14 8.15	8 % 17.5%	197 10.9	8 % 10.1%	5.39	35 6 9.9%	24 10.2%	94 11.6%	72 11.7%	65 10.8%	35 7.3%	30 11.1%	46 11.9%	53 9.8%	106 9.9%	17 13.7%	14 13.2%	40 13.9%	123 10.9%	131 11.0%	38 11.0%	246 10.5%	20 13.5%	158 10.6%	1 1.4%	94 13.0%	5 2.9%	51 11.0%	164 10.7%	20 9.3%	21 10.4%	67 10.6%	199 10.6%	14 7.4%	67 12.0%	186 10.6%	153 12.0%	58 10.2%	44 8.4%	11 8.7%
	289 11.5%	203 14.8%	85 7.6%	51 10.0%	82 10.8%	155 12.6%	211 11.4%	12 13.5%	20 11.3	6 % 13.6%	210 11.6	9 % 11.7%	6.89	38 6 10.8%	29 12.4%	105 13.1%	75 12.3%	64 10.7%	44 9.1%	25 9.3%	49 12.7%	65 12.1%	121 11.3%	15 12.1%	12 11.4%	35 12.4%	119 10.6%	123 10.3%	47 13.7%	271 11.5%	18 12.0%	170 11.4%	4 7.3%	95 13.1%	12 7.2%	54 11.8%	177 11.5%	22 10.0%	22 10.8%	62 9.9%	226 12.1%	16 8.4%	71 12.8%	202 11.5%	146 11.4%	65 11.3%	64 12.1%	14 11.0%
	339 13.5%	169 12.3%	170 15.1%	44 8.6%	107 14.0%	188 15.3%	262 14.1%	13 14.2%	13.79	6 % 14.4%	237 13.19	4 % 5.7%	10.59	59 6 16.7%	36 15.1%	104 13.0%	76 12.4%	89 14.7%	70 14.5%	23 8.5%	42 10.8%	73 13.6%	168 15.7%	22 17.1%	12 11.6%	48 16.7%	148 13.1%	160 13.3%	59 17.0%	326 13.9%	13 8.5%	192 12.9%	8 14.2%	108 14.9%	22 13.7%	47 10.3%	213 13.9%	32 14.6%	35 17.4%	76 12.1%	263 14.0%	26 14.0%	86 15.4%	227 12.9%	175 13.7%	87 15.1%	62 11.8%	15 12.2%
	370 14.8%	207 15.0%	164 14.5%	57 11.3%	120 15.7%	193 15.7%	263 14.2%	16 17.8%	12.5	3 % 7.2%	283 15.7	9 % 11.0%	8.99	51 6 14.2%	25 10.6%	115 14.3%	98 15.9%	79 13.0%	79 16.5%	46 17.3%	46 12.0%	81 15.0%	171 16.0%	11 8.6%	14 13.1%	36 12.5%	184 16.3%	195 16.3%	37 10.8%	348 14.8%	22 14.8%	219 14.6%	9 15.2%	114 15.7%	25 15.8%	51 11.0%	244 16.0%	37 17.2%	23 11.7%	87 13.9%	283 15.1%	37 19.9%	88 15.8%	245 13.9%	191 14.9%	72 12.6%	91 17.4%	16 12.9%
	346 13.8%	172 12.5%	174 15.4%	77 15.2%	98 12.8%	171 13.9%	236 12.7%	14 16.1%	39 22.6	4 % 8.3%	244 13.5	13 % 16.4%	7 28.99	47 6 13.1%	36 15.0%	111 13.8%	82 13.4%	71 11.7%	83 17.2%	42 15.8%	59 15.2%	73 13.7%	138 12.9%	18 14.2%	14 13.7%	45 15.8%	142 12.6%	153 12.8%	55 16.0%	324 13.8%	22 14.6%	213 14.2%	8 14.6%	85 11.7%	27 16.6%	62 13.4%	212 13.9%	23 10.7%	34 17.1%	90 14.3%	256 13.7%	18 9.6%	77 13.7%	252 14.3%	150 11.7%	86 14.9%	93 17.8%	17 13.7%
			147 13.0%	71 13.9%	96 12.6%	134 10.9%	224 12.1%	5 6.1%	20 11.39	9 % 19.9%	213 11.8	10 % 13.4%	17.49	45 6 12.6%	28 11.9%	84 10.4%	85 13.8%	76 12.6%	56 11.6%	29 10.7%	62 15.9%	67 12.4%	105 9.9%	19 14.8%	17 16.3%	32 11.3%	142 12.6%	159 13.3%	34 9.9%	275 11.7%	26 17.1%	167 11.2%	12 20.7%	90 12.4%	23 14.1%	60 13.0%	193 12.6%	18 8.2%	21 10.6%	87 13.8%	214 11.4%	30 16.1%	58 10.4%	213 12.1%	152 11.9%	72 12.5%	61 11.6%	16 12.5%
	215 8.6%	105 7.6%	110 9.7%	57 11.3%	66 8.6%	92 7.5%	163 8.8%	2.2%	15 8.89	1 % 2.3%	143 8.0	12 % 15.2%	9.49	38 6 10.6%	19 8.2%	73 9.1%	41 6.7%	55 9.2%	45 9.3%	25 9.3%	32 8.2%	55 10.3%	89 8.3%	8 6.5%	5 5.2%	15 5.1%	103 9.1%	111 9.3%	26 7.5%	206 8.7%	9 6.0%	130 8.7%	4 7.7%	51 7.0%	21 12.9%	42 9.2%	126 8.2%	25 11.7%	16 8.2%	57 9.1%	157 8.4%	18 9.8%	39 7.1%	157 8.9%	102 8.0%	61 10.6%	41 7.8%	11 8.5%
	147 5.9%	78 5.7%	70 6.2%	37 7.4%	47 6.2%	63 5.1%	107 5.8%	8 9.4%	4.79	5 % 11.2%	109 6.0°	5 % 6.5%	8.89	16 4.5%	15 6.5%	47 5.8%	29 4.7%	40 6.6%	32 6.6%	16 6.0%	31 7.9%	31 5.8%	60 5.6%	4 3.0%	7 6.3%	11 3.9%	68 6.0%	67 5.6%	14 3.9%	141 6.0%	7 4.6%	101 6.8%	2 4.1%	31 4.2%	11 6.7%	30 6.5%	86 5.6%	13 6.1%	15 7.3%	43 6.9%	104 5.6%	11 5.7%	31 5.6%	106 6.0%	79 6.2%	28 4.9%	30 5.7%	10 8.3%
	100 4.0%	46 3.3%	54 4.8%	41 8.0%	24 3.1%	35 2.8%	69 3.7%	9 10.3%	2.0	2 % 4.0%	71 3.9	4 % 5.2%	0.79	11 6 3.1%	13 5.5%	20 2.4%	23 3.7%	32 5.3%	25 5.2%	15 5.6%	10 2.6%	16 3.0%	50 4.7%	4 3.0%	5 4.3%	9 3.0%	44 3.9%	48 4.0%	18 5.3%	96 4.1%	3 2.2%	61 4.1%	8 13.7%	19 2.6%	9 5.6%	30 6.4%	53 3.5%	11 5.2%	3 1.3%	26 4.1%	74 3.9%	10 5.5%	17 3.1%	72 4.1%	47 3.7%	22 3.9%	24 4.6%	7 5.2%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 45
G30g. How significant do you think each of the following factors are in causing poverty in the UK?
Lack of work ethos
Base : All Respondents

3 Oct 2014

Unweighted Total
Weighted Total
1

10

	Total	Gend	er		Age			2010	Vote			GE V	oting Inter	ition			SEC	3				Regio	n6			Econo	mic	Socia	al	Ethnici	ity		mployme	ent Status			Family S	tatus		Paren	ıt	Gran	ndparent		Si	egmentatio	'n	7
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (Ur OTHER	ndecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d		Conserv ative	Statist	Conserv ative	Liberal	White v	Non- white	In employm ent	Unemplo yed	1	lomemak er / Carer	Single I	Married	ohabit Se	eparat ed	Yes		Yes (Yes (non- carer) N	Lo lo	yalis Defe	ecto s Joine	Considers rers	
ed Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	106 1	015 6	05 27	7 605	Л.
Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 1	276 5	75 52	5 125	- 1
	444 17.7%	262 19.0%	182 16.2%	60 11.8%	126 16.5%	259 21.0%	333 18.0%	8 9.3%	31 18.0%	6 12.9%	333 18.5%	7 8.4%	3 12.0%	56 15.7%	45 19.1%	162 20.2%	114 18.6%	102 16.9%	66 13.7%	37 13.9%	72 18.6%	89 16.5%	189 17.7%	29 23.0%	27 25.7%	62 21.8%	197 17.4%	206 17.2%	60 17.3%	423 18.0%	21 14.1%	262 17.5%	0.3%	145 20.0%	29 18.2%	56 12.2%	308 20.2%	25 11.6%	31 15.7%	104 16.6%	340 18.1%	30 16.1%	113 3 20.3% 17	101 7.1%	238 18.7% 16	94 9 5.4% 18.	5 17 0% 13.3	1%
	350 14.0%	184 13.4%	166 14.7%	42 8.3%	124 16.2%	184 14.9%	272 14.7%	11 12.3%	23 13.2%	5 12.2%	251 13.9%	8 10.5%	6 23.5%	52 14.7%	31 13.0%	123 15.2%	79 12.8%	91 15.1%	57 11.9%	28 10.4%	46 11.8%	81 15.2%	164 15.3%	22 17.2%	9 8.9%	36 12.7%	143 12.7%	176 14.7%	46 13.2%	331 14.1%	19 12.5%	201 13.4%	8 13.3%	117 16.2%	18 11.5%	63 13.6%	218 14.2%	24 10.9%	33 16.5%	81 12.9%	269 14.3%	19 10.2%	77 2 13.9% 1	53 4.4%	188 14.7% 14	84 6 4.6% 12.	4 14 .1% 11.4°	196
	378 15.1%	225 16.4%	154 13.6%	68 13.4%	120 15.8%	190 15.4%	273 14.7%	15 17.3%	27 15.7%	12 27.7%	282 15.6%	11 14.3%	3 12.1%	52 14.5%	30 12.8%	120 15.0%	100 16.3%	81 13.4%	77 16.0%	39 14.7%	69 17.9%	75 14.0%	160 15.0%	16 12.6%	16 15.9%	43 15.1%	171 15.1%	184 15.3%	58 16.8%	360 15.3%	19 12.5%	230 15.4%	9 16.1%	107 14.8%	22 13.4%	58 12.5%	241 15.7%	31 14.5%	40 19.8%	86 13.7%	292 15.6%	23 12.3%	96 2 17.2% 1	159 4.7% :	193 15.1% 13	80 8 3.9% 16.	18 17 .8% 13.6°	1%
	318 12.7%	180 13.1%	138 12.3%	77 15.1%	100 13.1%	141 11.5%	236 12.7%	18 19.8%	19 10.8%	3 7.8%	243 13.5%	10 12.8%	2 6.6%	39 11.0%	24 10.2%	98 12.2%	78 12.6%	82 13.6%	60 12.6%	39 14.5%	50 13.0%	66 12.3%	127 11.9%	17 13.4%	15 14.2%	45 15.9%	145 12.8%	156 13.0%	43 12.5%	300 12.7%	19 12.4%	197 13.2%	7 11.8%	94 13.0%	15 9.5%	63 13.6%	190 12.4%	35 16.0%	18 9.2%	81 12.8%	238 12.7%	25 13.6%	65 2 11.6% 13	28 3.0%	178 13.9% 10	58 6 0.1% 12.	5 17 4% 13.5	196
	248 9.9%	129 9.4%	119 10.5%	46 9.0%	71 9.3%	131 10.6%	197 10.6%	4 4.6%	21 12.1%	7 16.1%	159 8.8%	7 9.1%	1 5.8%	50 14.1%	30 12.6%	61 7.5%	61 10.0%	68 11.3%	58 12.0%	19 7.0%	37 9.7%	48 9.0%	119 11.1%	13 10.1%	11 11.0%	32 11.1%	94 8.3%	114 9.5%	37 10.6%	237 10.1%	11 7.5%	133 8.9%	8 14.0%	75 10.3%	21 13.3%	55 12.0%	136 8.9%	32 14.8%	17 8.3%	50 7.9%	198 10.6%	16 8.6%	50 1 9.0% 10	82 0.3%	122 9.6% 13	75 3 3.0% 7.	7 14 0% 11.5	1%
	226 9.1%	115 8.4%	112 9.9%	50 9.9%	70 9.1%	106 8.6%	177 9.5%	7 7.5%	17 9.7%	4 9.7%	161 8.9%	8 9.8%	4 15.6%	32 9.0%	22 9.2%	61 7.5%	56 9.2%	66 11.0%	43 9.0%	24 9.0%	33 8.5%	53 10.0%	99 9.2%	9 7.1%	8 7.7%	21 7.4%	120 10.7%	116 9.7%	28 8.2%	205 8.7%	21 14.3%	134 9.0%	12 21.4%	56 7.8%	17 10.5%	55 11.9%	128 8.4%	14 6.3%	20 10.1%	53 8.4%	174 9.3%	25 13.5%	51 1 9.1% 8	51 8.6%	120 9.4% 9	57 4 9.9% 7.	1 8 9% 6.7	%
	182 7.3%	94 6.8%	88 7.8%	56 11.1%	47 6.2%	78 6.3%	138 7.4%	4 4.7%	17 9.8%	3 6.8%	112 6.2%	12 14.9%	2 6.6%	31 8.8%	25 10.6%	62 7.7%	35 5.7%	47 7.7%	38 7.9%	28 10.3%	27 7.1%	38 7.0%	71 6.6%	11 8.3%	5 5.1%	19 6.6%	80 7.1%	77 6.4%	29 8.5%	172 7.3%	9 6.2%	107 7.2%	4 6.9%	54 7.5%	11 7.2%	35 7.6%	105 6.8%	19 8.8%	13 6.7%	53 8.5%	128 6.9%	10 5.5%	40 1 7.2%	31 7.5%	78 6.1% 10	60 3 0.4% 6.	4 10 5% 8.0	196
	146 5.9%	80 5.8%	67 5.9%	44 8.7%	37 4.8%	65 5.3%	86 4.6%	8 9.6%	7 3.9%	1 3.3%	117 6.5%	6 7.5%	1 5.8%	11 3.2%	10 4.4%	52 6.4%	42 6.8%	23 3.8%	30 6.2%	20 7.4%	23 5.9%	47 8.8%	49 4.5%	5 3.8%	3 3.2%	11 3.8%	70 6.2%	77 6.4%	17 5.0%	132 5.6%	15 9.9%	96 6.4%	4 7.7%	34 4.8%	8 5.1%	26 5.6%	78 5.1%	18 8.4%	17 8.3%	44 7.0%	103 5.5%	13 7.1%	32 1 5.8% 5	01 5.7%	67 5.3% 3	19 4 3.2% 9.	9 11 4% 9.0	196
	120 4.8%	60 4.3%	60 5.3%	37 7.3%	37 4.8%	46 3.7%	83 4.5%	10 11.5%	5 2.7%	1 2.6%	84 4.6%	5 6.3%	2 7.8%	19 5.4%	10 4.0%	36 4.5%	31 5.1%	23 3.8%	29 6.1%	19 7.2%	16 4.0%	25 4.6%	50 4.7%	4 2.8%	6 5.8%	9 3.1%	63 5.6%	54 4.5%	23 6.6%	111 4.7%	9 6.1%	72 4.8%	2 4.2%	29 4.0%	11 6.8%	25 5.4%	72 4.7%	14 6.3%	8 4.2%	45 7.1%	75 4.0%	11 6.0%	22 4.0%	86 4.9%	56 4.4% 4	27 2 4.7% 5.	3 9 3% 7.2	:%
	90 3.6%	48 3.5%	42 3.8%	27 5.2%	32 4.2%	31 2.5%	58 3.2%	3 3.5%	7 4.2%	0.8%	61 3.4%	5 6.4%	1 4.3%	13 3.6%	10 4.1%	29 3.7%	18 2.9%	20 3.4%	22 4.7%	15 5.5%	14 3.5%	14 2.7%	43 4.0%	2 1.7%	3 2.5%	7 2.4%	45 4.0%	40 3.3%	4 1.3%	83 3.5%	7 4.4%	63 4.2%	2 4.3%	11 1.6%	7 4.5%	26 5.6%	56 3.6%	5 2.4%	2 1.1%	33 5.2%	57 3.1%	13 7.2%	11 2.0%	66 3.7%	37 2.9% 3	21 2 3.7% 4.	4 7 6% 5.8	1%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	59 1	276 5	75 52	5 125	ا



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 46
G30h. How significant do you think each of the following factors are in causing poverty in the UK?
People not being willing to accept boring / menial jobs
Base : All Respondents

Weighted Total

Γ	Total	Gend	ler		Age			2010	Vote			GE	Voting In	tention			SEC	3				Region	n6			Econo	mic	Social		Ethnic	ity	E	mployme	nt Status			Family S	tatus		Parer	nt	Gre	ndparent	t I		Segment	ation	\neg
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE L	ondon	idland s I	North	South	cotlan	Wales	Conserv	Statist	Conserv ative L	iberal	White	Non- white	In employm ent	Unemplo yed	- 1	lomemak er / Carer	Single	Married	ohabit Se	eparat ed	Yes		Yes	Yes (non- carer)	No	Loyalis ts	efecto rs Jo	Co	onside rers
ital	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
4	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	429 17.2%	220 16.0%	210 18.6%	86 17.0%	136 17.8%	207 16.8%	313 16.9%	13 14.2%	35 20.15	8 6 19.4%	326 18.19	5 6.3%	5 18.6%	61 17.0%	31 13.3%	144 17.9%	99 16.1%	111 18.4%	75 15.7%	45 16.8%	62 15.9%	104 19.4%	183 17.1%	25 19.6%	10 9.9%	43 14.9%	199 17.6%	211 17.6%	52 15.2%	401 17.1%	28 18.6%	246 16.5%	7 12.0%	134 18.5%	27 16.7%	79 17.2%	275 18.0%	25 11.5%	33 16.5%	104 16.4%	326 17.4%	31 16.6%	97 17.4%	301 17.1%	229 18.0%	84 14.6%	97 18.4%	19 15.4%
	408 16.3%	228 16.6%	180 15.9%	64 12.5%	112 14.7%	232 18.9%	320 17.3%	12 14.1%	30 17.5	2 % 4.2%	299 16.59	6 8.2%	3 10.8%	67 18.9%	33 14.1%	118 14.6%	123 20.1%	94 15.6%	73 15.2%	36 13.2%	68 17.5%	86 15.9%	178 16.6%	19 15.2%	20 19.5%	61 21.3%	191 16.9%	202 16.8%	57 16.6%	395 16.8%	14 9.2%	230 15.4%	3 5.9%	134 18.5%	32 20.2%	64 13.9%	265 17.3%	28 13.1%	35 17.3%	94 14.9%	314 16.8%	29 15.5%	111 19.8%	269 15.3%	229 17.9%	91 15.8%	69 13.2%	19 15.4%
	413 16.5%	204 14.8%	209 18.5%	79 15.6%	129 16.9%	205 16.6%	318 17.2%	15 16.6%	22 12.49	8 % 19.1%	301 16.75	10 6 12.7%	17.6%	58 16.3%	40 17.0%	141 17.6%	104 16.9%	98 16.3%	70 14.5%	36 13.3%	59 15.3%	96 17.9%	171 16.0%	25 19.3%	25 23.9%	42 14.7%	178 15.8%	208 17.4%	44 12.7%	397 16.9%	16 10.8%	248 16.6%	8 13.9%	120 16.5%	31 19.5%	69 14.9%	261 17.1%	45 20.6%	30 15.1%	114 18.1%	299 16.0%	41 22.3%	80 14.3%	292 16.6%	220 17.3%	97 16.9%	80 15.2%	15 12.4%
	329 13.2%	197 14.3%	132 11.7%	48 9.4%	102 13.4%	179 14.6%	239 12.9%	5 6.0%	25 14.5	8 % 18.5%	246 13.75	11 6 14.4%	3 10.5%	45 12.6%	24 10.1%	103 12.8%	60 9.7%	90 15.0%	76 15.9%	39 14.5%	42 10.9%	63 11.8%	157 14.7%	21 16.5%	7 6.5%	34 12.0%	147 13.0%	166 13.8%	46 13.4%	312 13.3%	17 11.6%	195 13.1%	7 12.9%	98 13.5%	16 10.3%	81 17.5%	194 12.7%	16 7.4%	28 13.8%	60 9.5%	270 14.4%	16 8.5%	87 15.7%	226 12.8%	172 13.5%	67 11.6%	73 13.9%	17 13.7%
	260 10.4%	155 11.3%	105 9.3%	60 11.8%	68 8.9%	132 10.7%	192 10.4%	11 12.0%	13 7.59	4 % 9.1%	189 10.59	8 6 10.4%	3 11.6%	28 7.9%	31 13.2%	72 8.9%	76 12.3%	71 11.8%	41 8.6%	25 9.2%	49 12.7%	45 8.4%	107 10.0%	21 16.8%	12 11.9%	35 12.3%	111 9.8%	116 9.7%	45 13.0%	239 10.2%	21 13.8%	155 10.3%	9 15.1%	78 10.8%	9 5.4%	50 10.9%	142 9.3%	34 15.7%	23 11.5%	58 9.2%	202 10.8%	18 9.5%	55 9.9%	187 10.6%	134 10.5%	57 10.0%	55 10.4%	13 10.5%
	212 8.5%	110 8.0%	102 9.0%	64 12.7%	74 9.6%	74 6.1%	141 7.6%	7 8.2%	21 12.49	2 % 4.9%	147 8.19	13 6 16.2%	2 8.1%	31 8.6%	20 8.5%	84 10.4%	52 8.4%	39 6.5%	38 7.8%	33 12.2%	38 9.8%	41 7.7%	80 7.5%	9 6.8%	12 11.7%	24 8.5%	104 9.3%	108 9.0%	26 7.4%	191 8.1%	22 14.7%	144 9.6%	6 10.6%	46 6.3%	13 8.0%	39 8.4%	123 8.0%	31 14.5%	13 6.4%	67 10.7%	145 7.7%	7 3.7%	41 7.3%	165 9.4%	89 7.0%	52 9.0%	58 11.0%	14 10.9%
	138 5.5%	85 6.2%	53 4.7%	30 5.9%	52 6.9%	56 4.5%	98 5.3%	12 13.4%	7 3.99	1 % 2.7%	94 5.29	6 6 7.6%	3.7%	16 4.4%	21 9.0%	49 6.1%	32 5.3%	27 4.5%	30 6.2%	20 7.5%	18 4.8%	34 6.3%	55 5.2%	3 2.3%	5 5.0%	15 5.3%	68 6.0%	61 5.1%	20 5.8%	130 5.5%	8 5.2%	91 6.1%	4 7.8%	32 4.5%	7 4.7%	26 5.5%	84 5.5%	12 5.4%	12 6.1%	31 4.9%	107 5.7%	10 5.5%	33 5.9%	95 5.4%	62 4.8%	36 6.2%	32 6.0%	9 6.9%
	136 5.4%	83 6.1%	53 4.7%	32 6.3%	40 5.2%	64 5.2%	102 5.5%	6 7.0%	8 4.89	6 6 14.0%	82 4.59	8 % 9.9%	7.0%	30 8.4%	15 6.2%	48 5.9%	23 3.7%	28 4.6%	37 7.7%	17 6.3%	22 5.7%	32 6.0%	57 5.3%	2 1.5%	6 5.5%	12 4.3%	49 4.3%	45 3.8%	22 6.3%	123 5.2%	12 8.3%	89 5.9%	7 12.3%	30 4.2%	9 5.7%	25 5.3%	84 5.5%	10 4.8%	9 4.5%	44 7.0%	92 4.9%	17 9.3%	18 3.3%	100 5.7%	57 4.4%	45 7.9%	25 4.8%	9 6.9%
	94 3.8%	51 3.7%	44 3.9%	16 3.2%	34 4.5%	44 3.6%	69 3.7%	4 4.0%	9 5.29	6 0.7%	64 3.69	5 6.4%	3.4%	10 2.9%	14 5.9%	26 3.3%	25 4.1%	19 3.1%	24 5.0%	6 2.3%	15 4.0%	24 4.4%	41 3.9%	2 1.4%	4 3.5%	11 3.9%	41 3.6%	43 3.6%	16 4.8%	86 3.6%	9 6.0%	50 3.3%	2 4.1%	30 4.2%	6 4.0%	12 2.5%	56 3.6%	9 4.4%	9 4.4%	29 4.7%	65 3.5%	10 5.3%	21 3.8%	64 3.6%	45 3.5%	24 4.2%	19 3.7%	6 4.7%
	81 3.3%	40 2.9%	41 3.7%	28 5.6%	16 2.1%	37 3.0%	61 3.3%	4 4.4%	1.59	3 % 7.5%	56 3.19	6 6 7.7%	2 8.7%	11 3.1%	6 2.7%	20 2.5%	20 3.3%	25 4.2%	16 3.4%	13 4.7%	13 3.4%	11 2.1%	41 3.8%	1 0.6%	3 2.6%	8 2.9%	41 3.6%	38 3.2%	17 4.9%	79 3.4%	3 1.7%	47 3.2%	3 5.3%	22 3.0%	9 5.4%	17 3.8%	46 3.0%	6 2.9%	9 4.6%	28 4.5%	53 2.8%	7 3.8%	14 2.6%	60 3.4%	39 3.0%	22 3.8%	17 3.2%	4 3.2%
1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387 100.0% 1	537	1070	128	104	286	1128	1199	346	2353	149	1494	57 100.0%	723	160	462 100.0%	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 47
G30I. How significant do you think each of the following factors are in causing poverty in the UK?
Children not working hard at school to get necessary skills
Base : All Respondents

Unweighted Total
Weighted Total
1

- 1	Total	Ger	ıder		Age			2010 V	/ote			GE V	oting Inte	ntion			SEC	1	T			Regio	on6			Econo	mic	Socia	al	Ethnic	ity		Employme	nt Status			Family S	tatus		Parent		Grand	Iparent		Seg	mentation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ndecid ed	AB	C1	C2	DE L	ondon h	Midland s	North	South	Scotlan d		Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed		lomemak er / Carer	Single			eparat ed	Yes N	lo (ca	res (no	res ion- irer) No	Loy	ralis Defec	to Joiners	Conside rers
ed Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 18	22	188 5	j08 180 ⁴	6 10	15 605	277	605
Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 18	73	185 5	i57 175°	9 12	76 575	525	125
	125 5.0%	78 5.7%	47 4.2%	22 4.4%	36 4.7%	67 5.5%	87 4.7%	5 5.9%	8 4.4%	6 13.2%	88 4.9%	3 4.1%	3 11.3%	19 5.4%	11 4.8%	40 5.0%	36 5.9%	25 4.2%	23 4.9%	14 5.4%	19 4.8%	25 4.7%	56 5.2%	5 4.1%	5 4.7%	21 7.4%	53 4.7%	60 5.0%	20 5.6%	111 4.7%	14 9.4%	76 5.1%	0.4%	40 5.6%	4 2.7%	18 4.0%	76 5.0%	15 7.0%	11 5.4%	40 6.4% 4	85 1.5%	6 : 3.3% !	28 91 5.0% 5.:	1 2% 4	55 32 4.3% 5.5	. 33 1% 6.2%	5 4.2%
	204 8.2%	130 9.5%	74 6.6%	39 7.8%	49 6.5%	116 9.4%	150 8.1%	8 9.4%	10 5.6%	4 9.0%	162 9.0%	7 8.9%	1.4%	19 5.4%	16 6.6%	82 10.2%	39 6.3%	51 8.4%	34 7.0%	25 9.5%	38 9.9%	33 6.2%	86 8.1%	9 7.0%	12 11.6%	25 8.9%	96 8.5%	108 9.0%	22 6.5%	200 8.5%	5 3.1%	115 7.7%	3 6.2%	74 10.2%	6 3.9%	33 7.1%	132 8.6%	18 8.4%	10 5.0%	38 1 6.0% 8	67 3.9%	14 ! 7.5% 9	51 140 9.1% 8.0	0 1	15 35 3.0% 6.0	47 1% 8.9%	, 6.0%
	216 8.6%	128 9.3%	88 7.8%	49 9.7%	70 9.2%	97 7.9%	158 8.5%	6 6.9%	22 12.5%	1 1.7%	170 9.4%	4 4.8%	1 5.7%	26 7.4%	14 6.0%	92 11.5%	50 8.1%	50 8.2%	25 5.1%	37 13.7%	25 6.4%	41 7.7%	91 8.5%	13 10.5%	9 8.6%	29 10.3%	97 8.6%	117 9.7%	29 8.4%	200 8.5%	16 10.6%	144 9.6%	3 5.4%	55 7.5%	12 7.3%	41 8.9%	139 9.1%	12 5.5%	14 6.9%	58 1 9.3% 8	58 3.4%	13 6.9% T	42 162 7.5% 9.1	2 1 2% 9	20 38 3.4% 6.6	50 1% 9.5%	9 6.9%
	294 11.8%	188 13.7%	106 9.4%	59 11.6%	89 11.6%	147 11.9%	213 11.5%	20 22.5%	22 12.5%	2 5.5%	222 12.3%	5 5.8%	3 12.9%	42 11.7%	22 9.3%	97 12.1%	70 11.3%	76 12.6%	52 10.7%	36 13.5%	32 8.3%	67 12.4%	121 11.3%	21 16.5%	17 16.0%	44 15.3%	127 11.2%	138 11.5%	45 13.0%	273 11.6%	21 14.0%	169 11.3%	11 20.0%	81 11.2%	24 14.9%	62 13.4%	160 10.5%	36 16.5%	22 11.1%	69 2 11.0% 12	25 2.0% 1	21 1 1.3% 1	64 210 1.5% 11.7	0 1 9% 12	53 60 2.0% 10.4	69 % 13.1%	13
	283 11.3%	150 10.9%	133 11.8%	51 9.9%	88 11.5%	145 11.8%	229 12.3%	8 8.9%	15 8.7%	4 8.0%	192 10.7%	10 12.5%	3 10.8%	48 13.5%	31 13.0%	84 10.4%	75 12.1%	74 12.3%	51 10.6%	23 8.7%	54 13.9%	56 10.5%	121 11.3%	11 8.3%	16 15.3%	36 12.5%	120 10.6%	123 10.3%	35 10.2%	281 11.9%	3 1.8%	176 11.8%	5 8.4%	81 11.2%	16 9.9%	58 12.5%	158 10.3%	23 10.7%	33 16.5%	79 2 12.5% 10	04 0.9% 1	27 4.5% 1	63 193 1.3% 11.7	3 1 .0% 1	50 79 1.7% 13.7	43 % 8.1%	12 9.7%
	304 12.1%	188 13.7%	116 10.2%	51 10.1%	92 12.0%	161 13.1%	220 11.9%	14 16.3%	21 12.0%	7 16.0%	234 12.9%	7 8.6%	3 10.0%	38 10.6%	23 9.9%	93 11.6%	72 11.7%	76 12.6%	63 13.0%	16 5.9%	53 13.7%	71 13.2%	145 13.6%	10 8.1%	9 8.6%	35 12.4%	147 13.1%	153 12.8%	50 14.4%	288 12.2%	16 10.7%	173 11.6%	2 3.6%	109 15.1%	16 9.9%	48 10.4%	191 12.5%	27 12.7%	29 14.3%	70 2 11.1% 12	34 2.5% 1	35 10 8.8% 10	73 196 3.0% 11.7	6 1 2% 13	56 54 3.0% 9.4	67 % 12.8%	16 13.2%
	274 10.9%	143 10.4%	131 11.6%	49 9.6%	91 11.9%	134 10.9%	200 10.8%	7 7.8%	19 10.9%	3 5.9%	189 10.5%	14 18.5%	3 10.2%	44 12.5%	23 9.6%	99 12.4%	70 11.4%	55 9.1%	49 10.2%	24 9.0%	44 11.4%	53 9.8%	135 12.6%	13 10.2%	5 4.6%	31 10.7%	125 11.1%	127 10.6%	34 9.8%	259 11.0%	15 9.8%	163 10.9%	3 4.9%	76 10.5%	22 13.8%	46 10.0%	176 11.5%	22 10.1%	23 11.4%	67 2 10.7% 11	06 1.0%	13 (6.8% 10	60 201 0.7% 11.	1 1 4% 10	31 69 J.3% 12.0	58 1% 10.9%	16 12.7%
	322 12.9%	160 11.7%	161 14.3%	82 16.2%	95 12.4%	144 11.7%	230 12.4%	12 13.6%	31 18.1%	6 14.1%	222 12.3%	8 10.0%	4 15.6%	49 13.7%	38 16.2%	88 10.9%	78 12.7%	85 14.1%	71 14.7%	41 15.2%	53 13.8%	70 13.0%	127 11.9%	14 10.6%	17 16.1%	35 12.1%	137 12.1%	145 12.1%	52 15.0%	296 12.6%	26 17.4%	207 13.8%	8 13.9%	76 10.5%	22 13.9%	73 15.7%	190 12.4%	30 13.9%	22 11.1%	77 2 12.3% 13	44 3.0% 1	19 (0.0% 1	64 239 1.5% 13.6	9 1 6% 1	49 81 1.7% 14.1	73 % 13.9%	19 15.2%
	299 12.0%	132 9.6%	167 14.8%	56 11.1%	89 11.6%	154 12.5%	231 12.5%	6 6.6%	17 9.8%	6 13.4%	200 11.1%	12 14.9%	3 13.8%	48 13.6%	35 15.0%	83 10.4%	76 12.3%	67 11.1%	73 15.2%	39 14.5%	41 10.5%	71 13.2%	121 11.3%	18 14.5%	8 7.8%	19 6.5%	137 12.2%	144 12.0%	32 9.3%	279 11.8%	20 13.7%	158 10.6%	15 27.3%	91 12.5%	24 14.8%	52 11.2%	191 12.5%	20 9.1%	26 12.8%	70 2 11.2% 12	29 2.2% 1	26 14 4.0% 14	78 195 4.0% 11.	5 1 1% 1	47 84 1.5% 14.6	53 % 10.2%	15 12.1%
	181 7.2%	77 5.6%	104 9.2%	49 9.7%	65 8.5%	67 5.4%	135 7.3%	2 2.0%	10 5.6%	6 13.1%	124 6.9%	9 11.8%	2 8.2%	22 6.3%	23 9.7%	45 5.6%	50 8.1%	45 7.4%	41 8.5%	13 4.7%	29 7.4%	50 9.3%	68 6.4%	13 10.2%	7 6.7%	11 3.9%	88 7.8%	85 7.1%	27 7.8%	166 7.1%	14 9.5%	113 7.6%	6 9.8%	40 5.5%	14 8.9%	31 6.8%	118 7.7%	14 6.2%	11 5.5%	61 1 9.6% 6	20 3.4%	13 : 6.9% (35 132 6.3% 7.	2 .5% 7	91 44 7.1% 7.7	33 % 6.3%	12 9.9%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 18	73	185 5	557 1759	9 12	76 575	525	125



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 48
G30J, How significant do you think each of the following factors are in causing poverty in the UK?
People wasting their money / falling to manage household budgets
Base : All Respondents

	Total	Gen	4		Age			2010	/			OF V	oting Inter		_		050					Deele				Econor		Soci	-1	Ethnic	-14			nt Status		_	Family 5	Ct-t		Parer			andparent		—,	Segmentat		_
	I Otal	Gen	aer		Age	_		2010	vote			GE V	oting inter	ition	_		SEG		_			Regio	110			Econor	mic	5001	aı	Ethnic	city		mpioyme				ramily	Status		Parei	at _			\rightarrow		egmentat	tion	_
		Male	Female	18-34 3	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	Unde		АВ	C1	C2 E	E L		idland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	lomemak er / Carer	Single	Married	Cohabit S ing	Separat ed	Yes		Yes	Yes (non- carer)	No Le	oyalis Def	lecto rs Joi	iners r	nside ers
Unweighted Total	2502	1142	1360	371	1009 1	122	1620	141	271	85	1307	171	85	470 46	6	728	628	631 5	15	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	806	1015 €	305 2	277	605
Weighted Total	2502	1374	1128	508	763 1	231	1851	88	173	44	1804	78	25	355 23	7	804	615	602 4	81	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	759	1276 5	575 £	525	125
1	388	212	177	63	113	213	315	13	20	5	302	6	1	53 2	7	130	90	80	90	31	52	97	177	19	13	47	166	223	29	365	24	230	12	116	25	66	246	34	33	87	301	35	97	256	242	73	60	14
	15.5%	15.4%	15.7%	12.4%	14.8%	17.3%	17.0%	15.1%	11.6%	12.4%	16.7%	8.0%	4.2%	14.8% 11.	4%	16.1%	14.6%	13.2% 1	3.6%	11.6%	13.4%	18.2%	16.5%	14.6%	12.4%	16.3%	14.7%	18.6%	8.4%	15.5%	15.9%	15.4%	20.5%	16.1%	15.9%	14.2%	16.1%	15.9%	16.5%	13.9%	16.1%	19.1%	17.5%	14.5%	18.9% 1	2.8% 1	1.4%	11.0%
2	328	186	142	69	101	158	228	10	30	4	250	3	6	40 2	9	99	83	77	69	31	42	89	125	21	20	39	154	148	50	306	22	187	8	96	28	64	186	43	21	73	255	19	60	249	167	61	83	17
	13.1%	13.5%	12.6%	13.7%	13.2%	12.8%	12.3%	11.3%	17.4%	8.9%	13.9%	4.4%	24.0%	11.2% 12.	1%	12.3%	13.5%	12.8% 1	4.4%	11.4%	10.9%	16.6%	11.7%	16.4%	18.8%	13.5%	13.7%	12.4%	14.5%	13.0%	15.0%	12.5%	14.1%	13.3%	17.3%	13.9%	12.1%	19.7%	10.5%	11.7%	13.6%	10.4%	10.7%	14.2%	13.1% 1	0.6% 1	5.8%	13.7%
3	334	193	141	64	101	170	250	9	28	4	250	11	4	39 2	9	94	89	103	49	27	56	61	156	22	12	51	152	159	57	320	14	202	1	107	16	71	206	15	29	75	260	13	88	233	180	70	70	14
	13.4%	14.1%	12.5%	12.5%	13.2%	13.8%	13.5%	10.3%	15.9%	8.3%	13.9%	13.7%	17.2%	11.0% 12.	3%	11.7%	14.4%	17.2% 1	0.1%	10.2%	14.4%	11.4%	14.6%	17.2%	11.8%	17.7%	13.4%	13.3%	16.6%	13.6%	9.5%	13.5%	2.0%	14.8%	10.0%	15.4%	13.4%	7.0%	14.6%	11.9%	13.9%	7.3%	15.8%	13.2%	14.1% 1	2.2% 1	3.3% ·	11.4%
4	324	177	147	70	91	163	247	11	17	6	232	9	2	57 2	5	117	83	72	52	33	64	71	130	13	11	30	149	164	39	303	21	191	4	104	15	58	202	28	23	84	240	28	70	226	168	79	63	14
	13.0%	12.9%	13.0%	13.7%	11.9%	13.3%	13.4%	12.4%	10.0%	14.6%	12.9%	11.8%	6.1%	15.9% 10.	3%	14.5%	13.5%	12.0% 1	0.8%	12.2%	16.6%	13.2%	12.1%	10.3%	10.3%	10.5%	13.2%	13.7%	11.2%	12.9%	14.0%	12.8%	6.6%	14.4%	9.5%	12.5%	13.2%	13.0%	11.5%	13.3%	12.8%	14.9%	12.6%	12.9%	13.2% 1	3.7% 1	2.0% ·	11.0%
5	258	148	109	50	89	119	189	10	15	9	182	7	1	43 2	5	96	62	53	47	32	41	50	108	13	13	29	120	110	40	249	9	164	3	70	12	49	165	15	20	71	187	11	53	194	127	61	54	15
	10.3%	10.8%	9.7%	9.8%	11.7%	9.6%	10.2%	11.5%	8.8%	19.5%	10.1%	9.3%	4.4%	12.0% 10.	5%	12.0%	10.1%	8.8%	9.7%	12.0%	10.6%	9.4%	10.0%	10.4%	12.8%	10.3%	10.6%	9.1%	11.7%	10.6%	6.0%	11.0%	5.3%	9.7%	7.6%	10.6%	10.8%	6.9%	9.9%	11.2%	10.0%	6.1%	9.5%	11.0%	10.0% 1	0.7% 1	10.4%	11.8%
6	226	118	108	37	73	116	179	6	6	5	149	9	3	38 2	5	67	60	56	42	30	37	54	81	15	8	19	111	116	23	217	9	125	5	65	20	45	139	17	17	52	174	22	41	163	115	65	35	12
	9.0%	8.6%	9.6%	7.3%	9.5%	9.4%	9.7%	6.9%	3.7%	11.2%	8.3%	11.5%	12.5%	10.8% 10.	7%	8.4%	9.8%	9.3%	3.7%	11.1%	9.6%	10.1%	7.6%	11.9%	7.9%	6.6%	9.9%	9.7%	6.7%	9.2%	6.0%	8.4%	9.3%	9.0%	12.4%	9.6%	9.1%	7.7%	8.3%	8.2%	9.3%	12.0%	7.3%	9.3%	9.0% 1	1.2%	6.6%	9.8%
7	200	116	84	39	65	97	129	7	25	2	146	7	3	26 1	8	62	43	48	47	28	15	35	109	7	6	26	74	90	32	184	16	118	5	58	11	40	110	22	24	47	153	22	40	138	85	43	60	12
	8.0%	8.5%	7.4%	7.6%	8.5%	7.9%	6.9%	8.2%	14.6%	4.3%	8.1%	8.7%	13.4%	7.4% 7.	4%	7.7%	7.1%	8.0%	9.7%	10.5%	3.8%	6.5%	10.1%	5.2%	6.1%	9.0%	6.6%	7.5%	9.2%	7.8%	10.9%	7.9%	8.5%	8.1%	7.0%	8.7%	7.2%	10.2%	11.9%	7.5%	8.2%	11.9%	7.2%	7.8%	6.7%	7.5% 1	1.4%	9.4%
8	167	94	73	41	45	81	121	15	7	4	115	12	2	18 2	0	54	45	34	33	22	21	30	74	9	9	19	81	74	27	156	10	100	7	49	7	25	114	9	11	46	121	9	42	116	82	40	34	11
	6.7%	6.8%	6.5%	8.0%	5.9%	6.5%	6.6%	16.9%	4.3%	8.0%	6.4%	14.9%	6.0%	5.0% 8.	5%	6.8%	7.3%	5.7%	5.9%	8.3%	5.4%	5.7%	6.9%	6.9%	8.3%	6.5%	7.2%	6.2%	7.7%	6.6%	7.0%	6.7%	11.7%	6.8%	4.7%	5.3%	7.5%	4.1%	5.6%	7.3%	6.4%	4.7%	7.6%	6.6%	6.4%	6.9%	6.4%	9.1%
9	151 6.0%	67 4.9%	84 7.4%	49 9.6%	37 4.9%	65 5.3%	97 5.2%	4 4.9%	15 8.5%	0.8%	106 5.9%	9 11.3%	1.6%	14 2 3.9% 9.	2 3%	45 5.5%	35 5.7%	46 7.6%	26 5.3%	19 6.9%	30 7.9%	28 5.2%	59 5.5%	7 5.2%	8 8.1%	14 5.0%	71 6.3%	70 5.8%	27 7.9%	139 5.9%	12 8.0%	94 6.3%	6 10.7%	31 4.3%	18 11.3%	26 5.7%	90 5.9%	20 9.4%	9 4.6%	53 8.4%	98 5.2%	11 5.8%	30 5.3%	110 6.3%	59 4.6%	38 6.6%	47 8.9%	7 5.9%
10	126	62	63	27	48	51	97	2	9	5	72	5	3	28 1	8	41	25	33	27	15	29	20	53	2	4	14	51	44	22	114	11	83	6	26	7	19	73	13	14	41	84	15	36	75	52	45	20	9
	5.0%	4.5%	5.6%	5.3%	6.2%	4.1%	5.2%	2.5%	5.2%	12.1%	4.0%	6.5%	10.6%	7.9% 7.	5%	5.1%	4.1%	5.4%	5.6%	5.7%	7.5%	3.7%	5.0%	1.8%	3.5%	4.7%	4.5%	3.7%	6.3%	4.9%	7.6%	5.5%	11.4%	3.7%	4.4%	4.1%	4.8%	6.1%	6.8%	6.6%	4.5%	7.8%	6.5%	4.2%	4.1%	7.8%	3.8%	7.0%
SIGMA	2502	1374	1128	508	763 1	231	1851	88	173	44	1804	78	25	355 23	7	804	615	602 4	81	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276 F	575 5	525	125



Table 49
Q31. If you were to lose your job tomorrow and become reliant on benefits, which of the following do you think you ought to do?
Base: All Answering

Unweighted Total
Weighted Total
Take the first available job that you could find, even if it is not in the sector that you want to work in
Take your time to find a job that suits you, in the sector that you want to work in
SIGMA

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- 1 '	otal	Gene	der		Age			2010	Vote			GE 1	Voting Ir	tention		l	SE	G	- 1			Regio	n6			Econo	omic	So	cial	Ethi	nicity		Employn	nent Status	8	1	Family	Status	- 1	Par	ent	Gr	andparen	ıt		Segmen	ntation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv	Liberal	White	Non- white		Unemplo	Retired	Homemak er / Carer	Single		Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis ts	Defecto rs J	Joiners	onside rers
	499	708	791	302	807	390	931	103	164	54	777	130	54	262	275	546	408	358	187	179	225	309	647	84	51	179	649	575	262	1381	118	1499	-	-	-	312	887	160	110	549	950	88	184	1227	580	351	186	382
- 1	494	841	654	429	630	435	1055	73	103	28	1086	58	17	191	142	597	385	349	163	198	220	296	646	75	56	200	630	586	277	1380	114	1494	-	-	-	335	881	152	97	524	970	84	195	1215	725	330	359	80
	974 35.2%	494 58.7%	480 73.4%	252 58.7%	426 67.6%	296 68.0%	689 65.3%	51 70.2%	75 72.9%	21 5 76.1%	691 63.69	33 % 57.0%	13 75.49	143 6 74.8%	94 66.5%	354 59.3%	258 66.9%	252 72.1%	110 67.3%	103 51.9%	148 67.5%	209 70.6%	426 66.0%	51 67.5%	35 63.0%	122 60.9%	428 68.0%	401 68.5%	177 63.8%	914 66.2%	60 52.2%	974 65.2%	. :	÷	Ī	188 55.9%	585 66.4%	111 72.9%	74 76.1%	340 65.0%	633 65.3%	56 66.8%	147 75.5%	770 63.4%	459 63.3%	230 69.8%	231 64.3%	54 67.0%
	521 34.8%	347 41.3%	174 26.6%	177 41.3%	204 32.4%	139 32.0%	366 34.7%	22 29.8%	28 27.1%	7 6 23.9%	395 36.49	25 % 43.0%	24.69	48 6 25.2%	48 33.5%	243 40.7%	127 33.1%	97 27.9%	53 32.7%	95 48.1%	71 32.5%	87 29.4%	220 34.0%	24 32.5%	21 37.0%	78 39.1%	202 32.0%	185 31.5%	100 36.2%	466 33.8%	55 47.8%	521 34.8%		-	-	148 44.1%	296 33.6%	41 27.1%	23 23.9%	183 35.0%	337 34.7%	28 33.2%	48 24.5%	445 36.6%	266 36.7%	100 30.2%	128 35.7%	27 33.0%
-1.	494	841	654	429	630	435	1055	73	103	28	1086	58	17	191	142	597	385	349	163	198	220	296	646	75	56	200	630	586	277	1380	114	1494	-	-	-	335	881	152	97	524	970	84	195	1215	725	330	359	80



Table 50
Q32. What is your personal experience of people who receive benefits or tax credits such as these?
Base : All Respondents

3 Oct 2014

Unweighted Total
Weighted Total
I personally currently receive one or more of these benefits
I have personally received one or more of these benefits in the past
I have close friends or family who receive benefits
People in my neighbourhood receive benefits
No-one I know receives any benefits
Don't know

SIGMA

-	Total	Gend	lor I		Ann		_	2010	Vote		_	OE V	oting Inte	ontion			e E		_			Pogle	ne .		_	Econ	omio		cial	E ==	nicity		Employe	ent Status		_	Family	Ctatus		Parent	1 /	Grandpare	ant		Segmer	ntotion	
-	Otal	Genu	iei		Aye		_	2010	vote			GE V	roung me	ention			36	u .				negic	110		-	ECOII	OIIIIC	30	Ciai		incity		Employii				railing	Status	-	ratent					Jeginei	itation	
		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan	Wales	Conserv ative	Statist	Conserv		White	Non- white	employm ent	Unemplo	Retired	Homemak er / Carer	Single I	Married	Cohabit	Separat ed	Yes No	Yes (carer)	Yes (non- carer)	No	Loyalis ts	Defecto rs		conside rers
	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 1822	188	508	1806	1015	605	277	605
- 1:	2502	1374			763	1231	1851	88	173	44	1804	78		355		804	615	602	481	268	387	537	1070	128	104		1128	1199	346	2353			57	723	160	462	1530	217	200	629 1873	185	557	1759	1276	575	525	125
	443 17.7%	208 15.1%	235 20.8%	115 22.6%	160 20.9%	169 13.7%	343 18.5%	11 12.9%	26 15.1%	12 5 26.4%	290 16.1%	19 5 23.8%	4 16.2%	79 22.3%	49 20.8%	91 11.3%	103 16.8%	124 20.6%	125 25.9%	31 11.7%	96 24.9%	90 16.7%	187 17.5%	19 15.0%	17 16.1%	40 13.9%	212 18.8%	229 19.1%	68	422 18.09	20 6 13.7%	221 14.8%	26 46.5%	112 15.5%	55 34.2%	69 14.9%	268 17.5%	44 20.3%	41 20.5%	217 226 34.5% 12.1	28 6 15.29	93 16.7%	321 18.3%	219 17.2%	124 21.6%	71 13.5%	29 23.0%
.	704 28.1%	402 29.3%	301 26.7%	138 27.2%	233 30.6%	332 27.0%	519 28.0%	28 31.5%	43 25.0%	8 6 18.9%	484 26.8%	28 5 35.9%	6 25.3%	113 31.8%	72 30.3%	202 25.1%	210 34.2%	171 28.5%	121 25.1%	62 23.0%	122 31.4%	151 28.1%	316 29.5%	27 21.2%	27 25.7%	79 27.7%	322 28.5%	320 26.7%	112 32.2%	666 28.3	38 6 25.6%	470 31.4%	15 26.2%	168 23.2%	44 27.1%	136 29.4%	400 26.2%	76 35.2%	72 36.2%	172 532 27.3% 28.4	56 30.29	134 24.1%	514 29.2%	332 26.0%	187 32.5%	152 28.9%	33 26.3%
	669 26.7%	359 26.1%	310 27.5%	124 24.4%	189 24.8%	356 28.9%	500 27.0%	15 16.6%	44 25.1%	6 5 13.8%	465 25.8%	20 5 25.2%	8 30.9%	105 29.7%	71 30.0%	182 22.7%	158 25.8%	189 31.4%	139 28.8%	61 22.9%	112 29.0%	165 30.7%	265 24.7%	35 27.3%	27 26.0%	69 24.2%	340 30.1%	337 28.1%	77 22.2%	636 27.0°	33 6 22.1%	397 26.5%	13 23.6%	204 28.2%	35 21.8%	122 26.4%	416 27.2%	58 26.6%	58 28.9%	159 510 25.3% 27.2	66 35.99	177 31.8%	425 24.2%	329 25.8%	170 29.6%	134 25.5%	35 27.9%
	738 29.5%	430 31.3%	308 27.3%	153 30.1%	219 28.7%	366 29.8%	519 28.0%	33 37.1%	61 34.9%	14 5 32.0%	531 29.4%	19 5 23.9%	12 47.2%	122 34.4%	55 23.0%	240 29.9%	186 30.2%	167 27.8%	145 30.1%	84 31.1%	108 27.9%	152 28.3%	324 30.2%	38 29.7%	31 30.1%	97 33.8%	350 31.0%	366 30.5%	106 30.7%	682 29.0°	56 6 37.7%	467 31.3%	10 17.5%	201 27.7%	40 25.2%	142 30.8%	445 29.1%	63 29.0%	59 29.3%	168 570 26.6% 30.5	41 6 22.49	181 32.4%	516 29.3%	345 27.0%	174 30.3%	185 35.2%	34 27.3%
	141 5.6%	90 6.5%	51 4.5%	13 2.7%	33 4.3%	95 7.7%	112 6.1%	1 0.7%	12 6.8%	1 5 2.6%	108	1 1.6%	1 4.1%	16 4.6%	15 6.2%	59 7.3%	27 4.4%	26 4.3%	29 5.9%	13 4.8%	23 6.0%	38 7.1%	55 5.1%	8 6.1%	4 4.2%	21 7.4%	66 5.8%	84 7.0%	15 4.2%	136 5.89	5 6 3.2%	66 4.4%	4 7.1%	64 8.8%	6 3.5%	18 4.0%	89 5.8%	14 6.5%	15 7.7%	28 113 4.5% 6.0	10 5.69	38 6.8%	93 5.3%	85 6.7%	27 4.7%	23 4.3%	6 5.0%
	496 19.8%	279 20.3%	217 19.2%	105 20.7%	156 20.5%	235 19.1%	368 19.9%	17 19.4%	35 20.1%	11 5 25.1%	390 21.6%	10 12.3%	3 11.4%	51 14.5%	42 17.6%	180 22.4%	124 20.2%	114 18.9%	78 16.2%	63 23.6%	63 16.4%	92 17.1%	228 21.3%	26 20.8%	22 20.8%	64 22.4%	186 16.4%	217 18.1%	73 21.0%	461 19.69	35 6 23.2%	299 20.0%	5 9.1%	150 20.7%	29 17.8%	100 21.6%	321 21.0%	29 13.5%	28 13.8%	105 391 16.6% 20.9	25 6 13.69	97 17.4%	374 21.2%	284 22.2%	85 14.7%	106 20.2%	21 17.2%
- 1:	3191	1768	1423	648	990	1552	2362	104	220	52	2268	96	34	487	303	954	809	792	636	314	524	687	1373	153	128	371	1476	1554	450	3004	187	1919	74	898	208	586	1940	284	273	848 2343	228	720	2243	1594	767	671	158



Table 51
Q33. Thinking about you and your family, how do you feel that benefits are most relevant to you, if at all?
Base : All Respondents

Unweighted Total
Weighted Total
It is reassuring to know there is a safety net of benefits to protect me from falling into severe poverty
My family have been helped by benefits payments we have received
I have contributed into the system so I feel entitled to support in case of unpredictable circumstances in the future
I do not think benefits are relevant to me and my family
I feel like I am paying too much through my taxes for people to live on benefits
SIGMA

Г	otal	Gende	er		Age			2010	Vote			GE V	oting Int	ention			SEC	3				Region	16			Econor	nic	Soci	al	Ethni	city		Employm	ent Status			Family 9	Status		Pare	nt	Gra	indparent	-		Segmental	ation	\neg
	١.	Male Fe	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE L	ondon	idland s I	North S	South	cotlan d V		Conserv		Conserv	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single M	farried C	Cohabit s	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No L	Loyalis Di			onside rers
2	502 1	1142 1	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605 2	277	605
2	502 1	1374 1	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 5	525	125
	517 90.6%	275 20.0%	241 21.4%	107 21.0%	142 18.6%	268 21.8%	385 20.8%	18 20.2%	35 20.5%	10 5 22.8%	376 20.8%	21 5 26.2%	5 21.3%	61 17.0%	54 23.0%	159 19.8%	132 21.4%	117 19.3%	109 22.7%	53 19.7%	84 21.6%	120 22.4%	215 20.1%	22 17.1%	19 18.5%	62 21.6%	237 21.0%	240 20.0%	72 20.9%	488 20.7%	29 19.1%	288 19.3%	16 27.8%	159 22.0%	39 24.5%	101 21.9%	313 20.5%	43 19.6%	38 19.2%	119 18.9%	398 21.2%	34 18.2%	133 23.8%	350 19.9%	269 21.1%	115 1 20.1% 2	105 20.0%	27 21.3%
																																									,							
	211 8.4%	114 8.3%	97 8.6%	47 9.3%	66 8.6%	98 7.9%	146 7.9%	13 14.6%	12 6.9%	7 5 15.6%	133 7.4%	10 6 12.3%	5 18.7%	37 10.3%	26 11.0%	50 6.2%	32 5.3%	64 10.7%	64 13.4%	15 5.4%	30 7.8%	51 9.5%	95 8.8%	9 6.7%	12 11.8%	17 5.8%	85 7.6%	88 7.4%	30 8.7%	192 8.2%	19 12.6%	104 7.0%	11 19.4%	61 8.4%	23 14.1%	39 8.5%	131 8.6%	17 8.0%	18 9.1%	74 11.7%	137 7.3%	25 13.2%	45 8.1%	141 8.0%	85 6.7%	61 10.6%	48 9.1%	17 13.7%
	793 11.7%	430 31.3%	363 32.1%	142 27.9%	265 34.7%	386 31.4%	609 32.9%	31 34.9%	52 30.1%	7 5 15.6%	554 30.7%	29 6 36.7%	8 31.3%	125 35.3%	76 32.2%	215 26.7%	217 35.2%	195 32.4%	166 34.6%	75 28.0%	136 35.1%	168 31.2%	333 31.1%	39 30.4%	41 39.7%	92 32.1%	362 32.1%	359 30.0%	119 34.5%	755 32.1%	38 25.5%	490 32.8%	14 25.4%	217 29.9%	45 28.4%	167 36.2%	472 30.8%	60 27.8%	68 33.9%	187 29.7%	606 32.3%	57 31.0%	157 28.2%	578 32.9%	407 31.9%	203 1 35.2% 2	147 28.1%	36 28.7%
																																									,							
		207 15.1%	152 13.4%	76 15.0%	95 12.5%	188 15.2%	258 14.0%	11 12.1%	27 15.5%	11 5 25.6%	281 15.6%	9 6 11.1%	3 11.2%	38 10.6%	29 12.1%	139 17.3%	89 14.4%	78 13.0%	53 10.9%	56 20.7%	54 13.8%	70 13.0%	143 13.4%	21 16.1%	15 14.6%	38 13.4%	155 13.8%	179 14.9%	37 10.7%	336 14.3%	23 15.7%	202 13.5%	10 17.2%	124 17.1%	20 12.7%	47 10.2%	236 15.4%	35 15.9%	24 12.1%	92 14.6%	267 14.2%	28 15.1%	85 15.2%	246 14.0%	197 15.4%	61 10.7% 1	83 15.9%	17 13.8%
	623 94.9%	347 25.2%	276 24.5%	136 26.8%	195 25.5%	292 23.7%	453 24.5%	16 18.2%	47 27.0%	9 5 20.4%	460 25.5%	11 6 13.6%	4 17.5%	95 26.7%	51 21.7%	241 30.0%	145 23.6%	148 24.6%	88 18.3%	70 26.1%	83 21.5%	128 23.9%	285 26.6%	38 29.7%	16 15.4%	78 27.1%	290 25.7%	333 27.8%	87 25.1%	582 24.8%	40 27.0%	410 27.4%	6 10.1%	163 22.6%	33 20.4%	107 23.2%	379 24.7%	62 28.6%	51 25.6%	157 25.0%	465 24.8%	42 22.5%	138 24.7%	443 25.2%	318 24.9%	135 1 23.4% 2	142 27.0% :	28 22.6%
2	502 1	1374 1 00.0% 1	1128 00.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44 5 100.0%	1804	78 6 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0% 1	481 00.0%	268 100.0%	387 100.0% 1	537 00.0% 1	1070	128 00.0% 1	104	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 · 100.0% 1	1759	1276 100.0% 1	575 £	525 30.0% 1	125 100.0%



Table 52
G34. Which of the following do you feel is the most important goal for the government to focus on when designing the welfare system?
Base : All Respondents

Unweighted Total
Weighted Total
Making society more equal, with a smaller gap between rich and poor
Ensuring that all individuals, regardless of background, have the same opportunities to flourish
Don't know
SIGMA

Г	Total	Gend	er		Age			2010	Vote			GE V	oting Inte	ention			SE	G				Regi	on6			Econ	omic	So	cial	Eth	nicity		Employn	nent Status	3		Family 5	Status		Par	ent	Gr	andparent	t		Segmen	tation	\neg
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	Ш	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv	Liberal	White		In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis ts	Defecto rs J	Con loiners re	nside ers
Γ	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277 6	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525 1	125
	593 23.7%	327 23.8%	266 23.6%	164 32.2%	179 23.5%	250 20.3%	415 22.4%	34 38.6%	35 19.9%	13 6 30.7%	385 21.3%	29 37.5%	6 24.0%	115 32.4%	57 24.1%	148 18.4%	138 22.5%	141 23.4%	166 34.4%	82 30.6%	84 21.8%	144 26.8%	234 21.8%	25 19.3%	24 22.7%	47 16.5%	287 25.4%	279 23.3%	82 23.7%	548 23.3%	45 30.2%	372 24.9%	29 52.0%	138 19.1%	41 25.9%	109 23.7%	355 23.2%	62 28.6%	52 26.1%	187 29.7%	407 21.7%	48 26.2%	120 21.6%	425 24.1%	245 19.2%	170 29.5%	138 26.4% 3	40 2.0%
e	1726 69.0%	965 70.2%	761 67.5%	294 58.0%	514 67.3%	918 74.5%	1294 69.9%	46 52.2%	127 73.4%	29 6 66.8%	1298 71.9%	46 58.8%	18 70.5%	208 58.6%	155 65.4%	617 76.7%	432 70.2%	407 67.5%	271 56.2%	164 61.2%	280 72.4%	353 65.9%	753 70.4%	94 73.8%	74 71.3%	221 77.3%	786 69.7%	859 71.6%	241 69.7%	1629 69.2%	97 65.0%	1003 67.1%	24 41.9%	553 76.5%	97 60.7%	306 66.3%	1066 69.6%	139 64.0%	142 70.8%	392 62.3%	1334 71.2%	128 69.2%	409 73.5%	1188 67.5%	941 73.7%	354 61.5%	356 67.7% 6	76 0.5%
	183 7.3% 2502 00.0% 1	82 5.9% 1374 100.0%	101 9.0% 1128 100.0%	50 9.8% 508 100.0%	70 9.2% 763 100.0%	63 5.1% 1231 100.0%	142 7.7% 1851 100.0%	8 9.2% 88 100.0%	12 6.7% 173 100.0%	1 6 2.6% 44 6 100.0%	122 6.7% 1804 100.0%	3 3.7% 78 100.0%	1 5.5% 25 100.0%	32 9.0% 355 100.0%	25 10.5% 237 100.0%	39 4.8% 804 100.0%	45 7.3% 615 100.0%	54 9.0% 602 100.0%	45 9.3% 481 100.0%	22 8.1% 268 100.0%	22 5.8% 387 100.0%	39 7.3% 537 100.0%	83 7.8% 1070 100.0%	9 6.9% 128 100.0%	6 6.0% 104 100.0%	18 6.2% 286 100.0%	55 4.9% 1128 100.0%	61 5.1% 1199 100.0%	23 6.6% 346 100.0%	176 7.5% 2353 100.0%	7 4.9% 149 5 100.0%	120 8.0% 1494 100.0%	3 6.1% 57 100.0%	32 4.5% 723 100.0%	21 13.4% 160 100.0%	46 10.0% 462 100.0%	109 7.1% 1530 100.0%	16 7.4% 217 100.0%	6 3.1% 200 100.0%	51 8.0% 629 100.0%	132 7.1% 1873 100.0%	9 4.6% 185 100.0%	28 5.0% 557 100.0%	147 8.3% 1759 100.0%	90 7.1% 1276 100.0%	52 9.0% 575 100.0% 1	31 5.9% 525 100.0% 10	9 7.5% 125 10.0%



Table 53
Q35. What do you think is the best description of the condition of the welfare state in the UK today?
Base : All Respondents

Unweighted Total
Weighted Total
A system that is too expensive
A system full of fraud and abuse
A system that we should be proud of, but needs reform
An effective system for getting people into work
A system that does not provide enough support for vulnerable
Don't know

Γ.	Total	Gende	er		Age			201	0 Vote	,	Т		GE Vot	ing Inter	ntion			SEC	1				Regio	n6			Econ	omic	So	cial	Eti	nicity		Employn	ent Status	3		Family	/ Status		Par	ent	Gra	ndparent	t		Segmen	ntation	\neg
		Male F	emale	18-34	35-54	55+	CON	LAB		р отне	ER (CON	LAB	LD (Indecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv	Liberal	White		In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)		No	Loyalis [onside rers
	2502	1142	1360	371	1009	1122	1620	141	27	71 85	5 1	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	17	73 44	4 1	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
١ '	299 12.0%	193 14.1%	106 9.4%	59 11.5%	109 14.3%	131 10.7%	209 11.3%	11	s 9	17 7 9.6% 16.4	7 4%	229 12.7%	8 10.1%	3 10.0%	44 12.5%	15 6.5%	141 17.5%	55 8.9%	74 12.3%	30 6.2%	35 12.9%	53 13.7%	60 11.1%	124 11.6%	13 10.0%	15 14.6%	56 19.6%	118 10.4%	137 11.4%	56 6 16.3%	283 12.09	16 6 10.9%	198 13.3%	:	79 11.0%	12 7.6%	65 14.1%	189 12.4%	19 8.7%	20 9.9%	80 12.7%	219 11.7%	19 10.2%	47 8.4%	233 13.3%	153 12.0%	56 9.7%	75 14.3%	15 12.0%
	1071 42.8%	566 41.2%	505 44.8%	216 42.5%	326 42.7%	530 43.0%	817 44.1%	33 37.89	5 42	74 19 2.7% 43.5	9 5%	764 42.4%	15 19.4%	6 24.4%	176 49.6%	108 45.6%	350 43.5%	249 40.5%	267 44.3%	206 42.9%	105 39.1%	168 43.3%	229 42.6%	477 44.6%	57 44.5%	34 32.8%	106 37.0%	518 45.9%	544 45.4%	121 5 35.1%	1012 43.0	59 6 39.5%	640 42.8%	23 41.4%	315 43.5%	75 46.8%	183 39.7%	642 42.0%	113 51.9%	91 45.8%	278 44.1%	794 42.4%	69 37.4%	252 45.2%	750 42.6%	554 43.4%	263 45.8%	210 39.9%	44 35.3%
	694 27.8%	376 27.4%	319 28.2%	105 20.7%	186 24.3%	403 32.8%	509 27.5%	21 24.39	% 33	58 11 3.4% 25.0	1	523 29.0%	18 23.0%	9 33.9%	81 22.9%	63 26.6%	194 24.2%	209 34.0%	155 25.7%	136 28.4%	75 28.0%	108 27.9%	160 29.7%	276 25.8%	45 35.0%	27 26.1%	74 25.8%	329 29.2%	340 28.3%	89 6 25.7%	661 28.19	34 6 22.7%	385 25.8%	15 27.1%	243 33.5%	33 20.8%	111 24.0%	436 28.5%	54 24.7%	64 32.1%	136 21.5%	559 29.8%	66 35.6%	194 34.8%	434 24.7%	371 29.1%	138 24.0%	151 28.7%	35 27.8%
	127 5.1%	88 6.4%	39 3.4%	43 8.4%	34 4.4%	51 4.1%	75 4.0%	14 15.69	% 3	5 2 3.1% 4.1	2 1%	109 6.0%	6 8.1%	1 4.1%	7 1.9%	4 1.6%	52 6.5%	25 4.1%	26 4.3%	24 5.0%	21 7.8%	15 3.9%	29 5.5%	43 4.0%	4 3.2%	15 14.0%	16 5.5%	54 4.8%	65 5.4%	22 6 6.2%	113 4.89	14 6 9.4%	90 6.1%	2 3.4%	28 3.9%	4 2.2%	24 5.2%	85 5.5%	6 2.7%	8 4.1%	49 7.8%	78 4.2%	16 8.4%	12 2.2%	99 5.6%	65 5.1%	10 1.7%	44 8.4%	8 6.3%
	215 8.6%	106 7.7%	108 9.6%	48 9.5%	72 9.4%	95 7.7%	167 9.0%	6.49	16 8	15 2 3.9% 4.6	2 8%	110 6.1%	27 35.0%	5 19.4%	40 11.1%	33 13.7%	54 6.8%	50 8.1%	48 8.0%	62 12.9%	23 8.7%	28 7.3%	43 8.0%	104 9.7%	7 5.6%	7 6.5%	22 7.6%	96 8.5%	93 7.8%	38 6 11.1%	195 8.3°		119 8.0%	12 21.0%	44 6.1%	25 15.7%	55 12.0%	118 7.7%	17 7.9%	14 7.1%	55 8.7%	160 8.5%	13 6.8%	42 7.6%	160 9.1%	79 6.2%	88 15.3%	30 5.8%	17 13.6%
	95 3.8%	44 3.2%	52 4.6%	37 7.4%	37 4.8%	21 1.7%	74 4.0%	3.19	% 2	4 3	3 4%	69 3.8%	3 4.4%	2 8.0%	7 1.9%	14 6.0%	13 1.6%	27 4.4%	33 5.4%	23 4.7%	10 3.6%	15 3.9%	16 3.0%	46 4.3%	2 1.7%	6 5.9%	13 4.5%	14 1.3%	20 1.7%	19 5.5%	89	6 4.2%	62 4.1%	4 7.2%	14 2.0%	11 6.8%	23 5.0%	60 3.9%	9 4.0%	2 1.0%	33 5.2%	63 3.4%	3 1.6%	10 1.7%	83 4.7%	53 4.2%	20 3.5%	16 3.0%	6 5.0%
- 1	2502	1374	1128	508	763 100.0%	1231	1851	88	17 6 100	73 44	4 1	1804	78	25	355	237	804 100.0%	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57 100 0%	723	160 100.0%	462 100.0%	1530	217	200	629	1873	185	557	1759	1276	575	525 100.0%	125



Table 54 Q36. What should the primary purpose of the welfare state be? Base : All Respondents 3 Oct 2014

Unweighte	d Total
Weighted '	Total
An insuran that people contribute which prote if they fall of times	to and ects them
Providing opportuniti struggling i improve the circumstan	people to eir own
A system o redistribution reduce ine in our socie	on to qualities
To provide additional s to ease cu financial pr	rrent
A safety ne prevent an society from into severe	yone in m falling
Don't know	

SIGMA

1	Total	Gend	der		Age			2010	Vote			GE V	oting Inte	ention			SEG		-			Region	16			Econo	mic	Soci	al	Ethnic	ity		Employme	ent Status			Family	Status		Pare	nt	Gra	ndparent			Segmenta	tion	\neg
		Male I	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE L		lidland s	North		Scotlan d		Conserv		Conserv	Liberal	White		In employm ent	Unemplo yed	1 1	Homemak er / Carer	Single I		Cohabit S	Separat ed	Yes		Yes carer)		No		efecto rs Joi	Con	
al	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728				252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605 2	277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 5	525	125
rstem d	842 33.7%	456 33.2%	386 34.2%	141 27.7%	256 33.5%	446 36.2%	659 35.6%	22 24.5%	64 36.8%	10 23.7%	590 32.7%	25 31.8%	10 38.6%	139 39.1%	78 32.9%	258 32.1%	205 33.4%	209 34.7%	170 35.3%	87 32.2%	131 33.8%	175 32.6%	362 33.8%	49 38.3%	37 36.0%	98 34.3%	383 34.0%	423 35.2%	114 32.9%	805 34.2%	38 25.3%	474 31.7%	19 33.3%	275 38.0%	53 33.0%	146 31.5%	513 33.5%	76 35.1%	73 36.6%	184 29.3%	658 35.1%	66 35.4%	184 33.0%	593 33.7%	443 34.7%	217 1 37.6% 2	146 7.8% 2	37 .9.5%
nem rd	304	203	101	118	100	176	271	24	24	7	296	17	3	36	42	192	101	97	E4	43	57	89	170	18	17	47	195	182	55	358	37	243	11	104	20	75	220	45	99	113	281	29	94	271	194	77 1	102	22
r le to vn	15.8%	203 14.8%	17.0%	23.3%	13.0%	14.3%	14.6%	26.9%	13.7%	15.7%				36 10.0%						16.1%	14.8%	16.7%	15.9%	14.2%	15.9%	16.3%				358 15.2%	24.6%	16.3%	18.8%	104 14.3%	20 12.4%	16.3%	15.0%	45 20.9%	33 16.3%	18.0%	15.0%	15.6%	16.9%	15.4%	194 15.2%	13.4% 1	9.4% 1	7.2%
ies	91 3.6%	53 3.9%	37 3.3%	39 7.6%	28 3.7%	24 1.9%	58 3.1%	6 6.5%	7 3.8%	2 5.3%	64 3.6%	5 5.9%	2 6.5%	10 2.9%	10 4.2%	27 3.4%	17 2.8%	33 5.4%	13 2.8%	14 5.2%	15 3.9%	29 5.4%	27 2.5%	4 3.3%	2 1.8%	8 2.7%	48 4.2%	47 4.0%	8 2.3%	80 3.4%	10 6.8%	69 4.6%	2 3.0%	14 1.9%	3 2.1%	22 4.8%	57 3.7%	8 3.7%	3 1.5%	45 7.1%	46 2.4%	4 2.3%	16 2.9%	70 4.0%	38 3.0%	19 3.4%	26 4.9%	7 5.6%
ort	153 6.1%	94 6.8%	59 5.3%	35 6.8%	68 9.0%	50 4.1%	106 5.7%	11 12.4%	4 2.1%	1 2.4%	113 6.2%	7 9.5%	2 9.4%	20 5.6%	11 4.6%	39 4.9%	30 4.9%	44 7.4%	39 8.1%	19 7.0%	25 6.4%	24 4.5%	70 6.6%	6 4.9%	7 6.7%	17 5.9%	83 7.3%	86 7.2%	19 5.4%	147 6.3%	6 4.0%	108 7.3%	0.2%	28 3.9%	12 7.6%	38 8.3%	91 5.9%	13 5.9%	5 2.4%	42 6.7%	111 5.9%	16 8.4%	27 4.8%	111 6.3%	76 5.9%	30 5.2%	37 7.0%	10 8.4%
res			- 1			- 1																					- 1				- 1													- 1				
in ing erty	914 36.5%	527 38.4%	387 34.3%	134 26.3%	272 35.7%	508 41.3%	683 36.9%	23 26.5%	71 41.0%	20 45.2%	666 36.9%	21 27.4%	7 28.3%	140 39.3%	80 33.7%	329 40.9%	232 37.8%	188 31.1% 3	165 34.4%	90 33.5%	141 36.4%	199 37.1%	398 37.2%	48 37.6%	34 32.8%	109 38.1%	395 35.0%	431 35.9%	134 38.8%	865 36.8%	49 32.7%	528 35.3%	20 36.0%	288 39.8%	60 37.5%	160 34.6%	575 37.6%	62 28.8%	81 40.3%	205 32.6%	709 37.8%	64 34.3%	228 40.8%	623 35.4%	475 37.2%	208 1 36.1% 3	190 6.1% 3	41 3.2%
	108 4.3%		67 6.0%	42 8.3%	39 5.1%	27 2.2%	75 4.0%	3 3.2%	5 2.8%	3 7.7%	76 4.2%	3 4.0%	1 4.2%	11 3.1%	16 6.9%	18 2.3%	28 4.5%	32 5.3%	30 6.2%	16 5.9%	18 4.7%	20 3.8%	43 4.0%	2 1.8%	7 6.8%	8 2.7%	24 2.1%	30 2.5%	16 4.7%	98 4.2%	10 6.6%	71 4.8%	5 8.8%	15 2.0%	12 7.3%	21 4.5%	66 4.3%	12 5.6%	6 2.8%	40 6.4%	68 3.6%	7 3.9%	9	92 5.2%	51 4.0%	24 4.2%	25 4.8%	8
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 5	525	125



Table 55 Q37. Which of the following statements is closest to your opinion? Base : All Respondents 3 Oct 2014

SIGMA

1	Total	Gen	der		Age			2010	Vote			GE V	oting Inter	ntion			SEG					Region6			Eco	nomic	Soc	ial	Ethn	icity		Employme	nt Status			Family	Status		Parent		Grand	Iparent		Se	gmentatio	n
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (Undecid ed	AB	C1	C2 E	E Lor	don	iland s No	rth Sou	Scoti	lan Wales	Conserv	Statist	Conserv	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single		Cohabit	Separat ed	Yes		res (no	es on- rer) N	Lo lo	yalis Defe	ecto s Joine	Conside rers rers
tal		1142			1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631 5	15 2	52	386 5	62 107	1 13	0 93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 1	822	188 5	08 18	806 1	015 6	05 277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602 4	81 2	68	387 5	37 107	0 12	8 104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 1	873	185 5	57 17	759 1	276 5	/5 52E	125
like nent ss on	994 39.7%	562 40.9%	432 38.3%	213 42.0%	299 39.2%	481 39.1%	752 40.6%	47 53.2%	61 35.3%	18 41.7%	741 41.1%	15 19.5%	10 38.8%	165 46.3%	62 26.0%	340 42.2%	253 41.2%	245 1 40.8% 3	56 1 2.3% 4	16 3.2% 4	171 2 14.2% 3	02 41 7.7% 38	0 5 .3% 45.	8 33 2% 32.0%	136 47.69	435 38.6%	513 42.8%	131 37.8%	942 40.0%	52 34.6%	601 40.2%	17 30.0%	295 40.8%	64 39.6%	168 36.4%	623 40.7%	86 39.6%	76 38.1%	291 46.2%	703 17.5% 4	77 2 1.8% 4	131 6 1.4% 39	886 9.0% 4	539 2 12.2% 37	.0% 38.5	40 % 31.8%
like	1364 54.5%	752 54.7%	612 54.2%	246 48.5%	413 54.1%	704 57.2%	990 53.5%	37 41.7%	107 61.9%	22 49.7%	970 53.8%	57 73.2%	14 56.9%	168 47.4%	153 64.8%	435 54.1%	323 52.5%	322 2 53.5% 5	84 1 9.0% 4	32 9.1% !	194 3 50.1% 5	08 60 7.4% 56	11 6 .1% 51.	6 58 6% 56.0%	142 49.59	651 57.6%	643 53.6%	197 57.0%	1276 54.2%	87 58.5%	796 53.3%	38 67.1%	407 56.2%	81 50.5%	254 55.0%	823 53.8%	116 53.3%	122 60.8%	299 1 47.5% 5	064 i6.8% 5	100 3 3.7% 5	113 9: 6.1% 54	951 4.1% 5	668 3. 52.3% 56	22 300 i.0% 57.0	74 % 59.1%
ables ute e	145	60	85	48	51	45	109	4	5	4	93	6	1	23	22	30	38	35	42	21	22	26 5	iq .	4 13	8	43	43	18	134	10	97	2	22	16	40	85	15	2	39	105	8	14 1:	122	69	40 2¢	
	5.8%	4.4%	7.5%	9.5%	6.7%	3.7%	5.9%	5.1%	2.8%	8.6%	5.1%	7.3%	4.3%	6.3%	9.2%	3.7%	6.2%	5.8%	3.7%	7.7%	5.7%	1.8% 5	.5% 3.	2% 12.1%	2.99	3.8%	3.6%	5.2%	5.7%	6.8%	6.5%	2.9%	3.0%	9.9%	8.6%	5.6%	7.1%	1.1%	6.3%	5.6%	4.5%	2.5% 7	7.0%	5.4% 7	.0% 4.5	<i>/</i> % 9.1%
	2502 100.0%	1374 100.0%	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0% 1	602 4 00.0% 10	81 2 0.0% 10	68 0.0% 10	387 5 00.0% 10	37 107 0.0% 100	0 12	8 104 0% 100.0%	286 100.09	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 1 100.0% 10	873 10.0% 10	185 5 0.0% 10	57 17 0.0% 100	759 1 0.0% 10	276 5 00.0% 100	75 525 .0% 100.0	125 /% 100.0%



Table 56 Q38. Which of the following statements is closest to your opinion? Base : All Respondents

Unweighted Total
Weighted Total
Benefits should be prioritised to people who have already contributed to the system, even if they are not the ones most in need
Benefits should be prioritised to those people who are most in need, even if they have not contributed to the system
Don't know
SIGMA

	Total	Gender		Age			2010	Vote			GE V	oting Int	ention			SEG				Re	gion6			Econ	nomic	Si	ocial	Ethr	nicity		Employm	ent Status			Family	Status		Pare	nt	Gra	ndparent			Segment	ation	\neg
		Male Fema	ale 18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2 D	E Lone	Midlar don s		n South	Scotlar	Wales	Conserv		Conser	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single	Married	Cohabit	Separat ed	Yes	No (Yes carer)	Yes non- arer)	No I	Loyalis E	efecto rs J	Co oiners r	nside rers
otal	2502	1142 1360	0 371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631 5	15 25	52 386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	605	277	605
al	2502	1374 1128	8 508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602 4	81 21	38 387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575	525	125
ild be	1133 45.3%	642 491 46.8% 43.5	1 217 5% 42.7	326 % 42.79	591 6 48.0%	867 46.8%	37 41.9%	69 40.09	20 6 45.9%	795 44.19	23 % 29.6%	9 37.4%	220 61.8%	84 35.4%	332 41.3%	269 43.8%	283 2 47.0% 51	48 13 .6% 48	31 172 .7% 44.3	225 % 41.9	499 % 46.79	55 % 43.19	47 6 45.7%	143 50.0%	523 46.4%	590 49.29	136 % 39.2%	1070 45.5%	63 42.2%	690 46.2%	23 40.5%	346 47.8%	60 37.3%	189 40.9%	709 46.3%	95 44.0%	105 52.5%	278 44.1%	856 45.7%	87 47.1%	265 47.6%	781 44.4%	573 44.9%	294 51.1%	221 42.1% :	45 35.8%
ave ibuted i, even t the need																																														
those re most if the	1045 41.8%	602 443 43.8% 39.3	3 233 3% 45.9	331 % 43.49	480 6 39.0%	735 39.7%	41 46.8%	83 47.89	19 6 42.7%	780 43.25	46 6 59.3%	11 43.6%	103 28.9%	105 44.3%	386 48.1%	255 41.5%	241 1 40.0% 33	52 10 1.7% 40	09 159 .6% 41.1) 227 % 42.3	439 % 41.09	68 % 53.69	40 6 38.4%	113 39.5%	482 42.7%	476 39.75	168 % 48.5%	978 41.6%	67 6 44.7%	625 41.8%	29 52.0%	280 38.7%	67 41.9%	223 48.3%	620 40.5%	90 41.6%	69 34.5%	272 43.2%	773 41.3%	69 37.3%	213 38.2%	762 43.3%	530 41.6%	205 35.6%	247 47.1%	62 19.8%
	324 12.9% 2502	130 194 9.4% 17.2		106 % 13.99	160 6 13.0%	249 13.5%	10 11.3%	21 12.29	5 6 11.4%	229 12.79	9 % 11.1%	5 19.0%	33 9.3%	48 20.3%	85 10.6%	90 14.7%	78 12.9% 14	71 :	29 56 .7% 14.6	i 85 1% 15.8	132 % 12.39	4 % 3.39	17 6 16.0%	30 10.5%	124	134 11.15	42 % 12.3%	304 12.9%	20 13.2%	180 12.0%	4 7.5%	98 13.5%	33 20.8%	50 10.8%	202 13.2%	31 14.4%	26 13.0%	80 12.7%	244 13.0%	29 15.6%	79 14.2%	216 12.3%	173 13.5%	77 13.3%	57 10.8%	18 14.4%
		100.0% 100.0		% 100.09	5 100 0%	100 0%	100.0%	100.09	6 100 0%	100 00	6 100 0%	100.0%	100.0%	100.0%	100 0%	100 0% 1	00.2 4	10% 100	0% 100 0	96 100 O	% 100.09	36 100 09	5 100 0%	100.0%	100.0%	100.09	% 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100 0%	100.0%	100.0%	100.0%	100 0%	100.0%	100.0%	100 0% 1	00.0% 10	00.0%	100.0%	100.0% 1	00.0% 1	00.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 57
G394. In regard to benefits, which of the following would you consider to count as a contributor to the system?
Someone who pays income tax / National Insurance
Base : All Respondents

Г	otal	Gend	der		Age	_		2010	Vote			GE V	oting Inte	ention			SI	EG		ı —		Regio	n6			Econo	mic	Soc	ial	Ethr	icity		Employm	ent Status			Family	Status		Par	ent	G	randparent	- 1		Segment	tation	
		Male I	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan		Conserv ative		Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis De	efecto rs Jo	Joiners	onside rers
Ī	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	96.9%	1333 97.1%	1090 96.6%	464 91.5%	738 96.7%	1221 99.2%	1805 97.5%	75 85.2%	171 98.4%	43 97.9%	1742 96.5%	75 96.4%	24 94.3%	348 97.8%	233 98.3%	785 97.7%	591 96.2%	577 95.8%	470 97.6%	255 95.0%	377 97.4%	528 98.3%	1036 96.8%	122 95.5%	99 95.3%	275 96.1%	1090 96.6%	1164 97.0%	332 96.0%	2284 97.1%	140 93.6%	1434 96.0%	55 97.0%	720 99.5%	148 92.4%	433 93.7%	1494 97.6%	210 97.1%	197 98.5%	589 93.5%	1835 98.0%	179 96.7%	546 1 97.9%	1699 96.5%	1238 97.0%	566 98.4%	501 95.3%	118 94.6%
s a	79 3.1%	40 2.9%	39 3.4%	43 8.5%	25 3.3%	10 0.8%	47 2.5%	13 14.8%	3 1.6%	1 2.1%	63 3.5%	3 3.6%	1 5.7%	8 2.2%	4 1.7%	19 2.3%	23 3.8%	26 4.2%	11 2.4%	13 5.0%	10 2.6%	9 1.7%	34 3.2%	6 4.5%	5 4.7%	11 3.9%	39 3.4%	36 3.0%	14 4.0%	69 2.9%	9 6.4%	60 4.0%	2 3.0%	4 0.5%	12 7.6%	29 6.3%	36 2.4%	6 2.9%	3 1.5%	41 6.5%	38 2.0%	6 3.3%	12 2.1%	61 3.5%	38 3.0%	9 1.6%	25 4.7%	7 5.4%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575	525	125



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 58
G39B. In regard to benefits, which of the following would you consider to count as a contributor to the system?
Someone who does voluntary work
Base : All Respondents

	Total	Gend	ier		Age			2010 V	/ote			GE V	oting Inter	ntion			SI	EG				Regi	on6			Econ	omic	Soc	ial	Ethi	nicity		Employm	ent Status			Family	Status	\neg	Pare	ent	Gr	andparent		Se	egmentat	ion	\neg
		Male I	Female	18-34	5-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD (OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No L	oyalis Defe		Cons	
al	2502	1142	1360	371	009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 18	806	1015 6	05 2	.77 6	J05
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 17	759	1276 5	75 5	.25 1	.25
	1284 51.3%	677 49.3%	607 53.8%	295 58.1%	402 52.6%	588 47.8%	926 50.0%	55 62.7%	101 58.2%	15 33.3%	922 51.1%	43 54.8%	14 54.1%	162 45.6%	143 60.3%	432 53.7%	321 52.2%	310 51.4%	222 46.2%	154 57.6%	205 53.0%	283 52.7%	520 48.6%	64 50.0%	53 51.2%	119 41.5%	612 54.3%	599 49.9%	179 51.6%	1199 51.0%	85 57.0%	791 52.9%	33 58.1%	338 46.7%	88 55.0%	249 54.0%	783 51.1%	117 54.0%	93 46.6%	373 59.3%	911 48.7%	96 51.7%	255 9 45.7% 5	934 53.1%	639 2 50.1% 40	87 2°	82 °	76 1.1%
as a	1218 48.7%	696 50.7%	521 46.2%	213 41.9%	362 47.4%	643 52.2%	926 50.0%	33 37.3%	72 41.8%	29 66.7%	882 48.9%	35 45.2%	12 45.9%	193 54.4%	94 39.7%	372 46.3%	294 47.8%	292 48.6%	259 53.8%	114 42.4%	182 47.0%	254 47.3%	550 51.4%	64 50.0%	51 48.8%	168 58.5%	516 45.7%	601 50.1%	167 48.4%	1154 49.0%	64 43.0%	704 47.1%	24 41.9%	386 53.3%	72 45.0%	212 46.0%	748 48.9%	100 46.0%	107 53.4%	256 40.7%	961 51.3%	90 48.3%	303 E 54.3% 4	825 46.9%	637 2 49.9% 50	89 2).2% 46	43 5.3% 38	49 8.9%
	2502 100.0%	1374 100.0%	1128 100.0%	508 100.0% 1	763 00.0% 1	1231	1851 100.0%	88 100.0%	173 100.0%	44 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353	149	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629	1873 100.0%	185 100.0%	557 17 100.0% 10	759 30.0%	1276 5 100.0% 100	75 5°	25 1: 0.0% 10f	25 0.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 59
G39C. In regard to benefits, which of the following would you consider to count as a contributor to the system?
Someone who cares for elderly / disabled relative
Base : All Respondents

Γ	otal	Gene	der		Age			2010	Vote			GE V	oting Inte	ention			SE	G				Regio	n6			Econo	mic	Soci	al	Ethn	icity		Employm	ent Status			Family	/ Status		Par	ent	Gı	andparent	t		Segmen	ntation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		cotlan d V	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D	Defecto rs	Joiners	Conside rers
I	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	1941 77.6%	1050 76.4%	891 78.9%	348 68.4%	570 74.8%	1022 83.1%	1452 78.4%	70 79.8%	134 77.3%	28 64.5%	1383 76.7%	61 78.3%	23 90.1%	278 78.3%	193 81.4%	601 74.8%	489 79.5%	476 79.0%	375 77.8%	191 71.2%	302 78.0%	434 80.8%	826 77.1%	99 77.6%	82 79.2%	209 73.0%	894 79.2%	941 78.5%	251 72.7%	1841 78.3%	99 66.6%	1122 75.1%	43 75.9%	603 83.4%	126 78.7%	340 73.6%	1199 78.3%	159 73.5%	168 84.2%	470 74.7%	1471 78.5%	153 82.3%	463 83.0%	1325 75.3%	993 77.8%	460 79.9%	389 74.0%	100 79.6%
a l	561 22.4%	324 23.6%	238 21.1%	160 31.6%	193 25.2%	209 16.9%	399 21.6%	18 20.2%	39 22.7%	16 35.5%	421 23.3%	17 21.7%	3 9.9%	77 21.7%	44 18.6%	203 25.2%	126 20.5%	126 21.0%	107 22.2%	77 28.8%	85 22.0%	103 19.2%	245 22.9%	29 22.4%	22 20.8%	77 27.0%	234 20.8%	258 21.5%	94 27.3%	512 21.7%	50 33.4%	372 24.9%	14 24.1%	120 16.6%	34 21.3%	122 26.4%	332 21.7%	58 26.5%	32 15.8%	159 25.3%	402 21.5%	33 17.7%	95 17.0%	434 24.7%	284 22.2%	116 20.1%	137 26.0%	25 20.4%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 60
G39D. In regard to benefits, which of the following would you consider to count as a contributor to the system?
Someone who makes charitable donations
Base : All Respondents

Γ	otal	Gen	der		Age			2010	Vote			GE \	oting Int	ention			SE	G				Regio	n6			Econo	mic	Soc	al	Ethr	icity		Employm	ent Status			Family	y Status		Pai	rent	Gı	Grandparen	nt		Segmer	tation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed		Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis I		Joiners	Conside rers
. [2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	786 31.4%	417 30.4%	369 32.7%	231 45.4%	226 29.6%	330 26.8%	548 29.6%	31 35.5%	59 34.3%	14 32.9%	582 32.3%	34 43.5%	11 41.7%	80 22.5%	79 33.4%	296 36.9%	189 30.7%	178 29.5%	123 25.6%	101 37.6%	129 33.5%	160 29.8%	318 29.7%	48 37.7%	30 28.6%	77 26.8%	370 32.8%	364 30.4%	105 30.3%	722 30.7%	64 43.1%	522 34.9%	18 32.0%	185 25.5%	44 27.8%	160 34.7%	491 32.1%	67 31.0%	42 21.2%	258 41.0%	528 28.2%	56 30.1%	138 24.7%	593 33.7%	394 30.9%	154 26.8%	187 35.7%	51 40.8%
s a	716 68.6%	957 69.6%	759 67.3%	277 54.6%	537 70.4%	901 73.2%	1304 70.4%	57 64.5%	114 65.7%	29 67.1%	1222 67.7%	44 56.5%	15 58.3%	275 77.5%	158 66.6%	508 63.1%	426 69.3%	424 70.5%	358 74.4%	167 62.4%	257 66.5%	376 70.2%	752 70.3%	79 62.3%	74 71.4%	209 73.2%	758 67.2%	835 69.6%	241 69.7%	1631 69.3%	85 56.9%	973 65.1%	38 68.0%	539 74.5%	116 72.2%	301 65.3%	1039 67.9%	150 69.0%	157 78.8%	371 59.0%	1344 71.8%	130 69.9%	420 75.3%	1166 66.3%	882 69.1%	422 73.2%	338 64.3%	74 59.2%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 61
G39E. In regard to benefits, which of the following would you consider to count as a contributor to the system?
Someone who cares for children
Base : All Respondents

ſ	Total	Gende	er		Age			2010	Vote			GE \	oting Int	ention			SI	EG				Regi	on6			Econo	mic	Soc	ial	Ethn	icity		Employme	ent Status			Famil	y Status		Pai	rent	G	irandparent	A		Segmen	itation	
		Male Fe	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North		Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis D		Joiners	Conside rers
4	2502	1142 1	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374 1	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	1553 62.1%	843 61.4%	710 62.9%	305 60.0%	465 60.9%	783 63.6%	1160 62.7%	61 69.4%	102 58.9%	25 56.2%	1115 61.8%	52 65.9%	19 74.7%	206 57.8%	160 67.4%	474 58.9%	394 64.1%	387 64.3%	298 62.0%	171 63.6%	244 63.2%	329 61.3%	655 61.2%	87 68.0%	61 59.0%	155 54.2%	740 65.5%	759 63.3%	205 59.2%	1467 62.3%	86 58.0%	918 61.4%	34 60.4%	457 63.1%	111 69.1%	280 60.6%	975 63.7%	115 52.9%	124 61.8%	423 67.3%	1130 60.3%	134 72.4%	375 67.2%	1044 59.4%	802 62.9%	358 62.2%	312 59.3%	81 64.9%
ıs a	949 37.9%	530 38.6%	419 37.1%	203 40.0%	298 39.1%	448 36.4%	691 37.3%	27 30.6%	71 41.1%	19 43.8%	689 38.2%	27 34.1%	6 25.3%	150 42.2%	77 32.6%	330 41.1%	221 35.9%	215 35.7%	183 38.0%	98 36.4%	143 36.8%	208 38.7%	415 38.8%	41 32.0%	43 41.0%	131 45.8%	389 34.5%	440 36.7%	141 40.8%	886 37.7%	63 42.0%	576 38.6%	22 39.6%	267 36.9%	50 30.9%	182 39.4%	555 36.3%	102 47.1%	76 38.2%	206 32.7%	743 39.7%	51 27.6%	183 32.8%	715 40.6%	474 37.1%	218 37.8%	214 40.7%	44 35.1%
	2502	1374 1	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 62 Q40. Which of the following statements is closest to your opinion? Base : All Respondents

Unweighted Total
Weighted Total
Unemployed people seeking work should all receive the same level of benefits, regardless of how much they have contributed into the system in the past or not
Unemployed people

	otal	Gende	ler		Age				2010 Vo	ote			GE 1	Voting I	Intentior	1			SEG					Regi	on6			Econ	nomic	So	ocial	Eth	nicity		Employ	ment Stat	us		Famil	y Status		Pa	rent	Gr	andparer	nt		Segmen	ntation	
		Male F	Female	18-34	35-54	55+	CON	N LA	в	LD	OTHER	CON	LAB	LD	отн	Unde ER ed		AB	C1	C2	DE I	ondon	Midland s	North	South	Scotlan d	Wales	Conserv	Statist	Conserv	v Liberal	White		In employr ent	n Unemp yed	lo Retire	Homema er / d Carer	1	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis ts			onside rers
Γ	502 1	142	1360	371	1009	1122	1620	0 1	41	271	85	1307	171	85	47	0 46	36	728	628	531	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	502 1	374	1128	508	763	1231	1851	1 :	88	173	44	1804	78	25	35	5 23	37	804	615	302	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	749 9.9% 3	436 31.7%	313 27.7%	180 35.4%	225 29.5%	344 27.99	535 28.9	5 : 9% 38	34 1.5%	51 29.4%	16 35.3%	544 30.1%	31 39.2%	9 34.8	9 % 26.	4 7 5% 30.	71 : .2% 3	254 31.5%	194 31.6% 2	154 5.5%	148 30.7%	90 33.7%	126 32.5%	163 30.4%	291 27.1%	43 33.6%	34 33.0%	79 27.4%	343 30.4%	343 28.6%	126 % 36.3%	697 29.69	52 6 34.6%	442 29.6°	21 6 37.1	210 % 29.0°	45 % 28.09	165 35.7%	439 28.7%	66 30.6%	56 28.0%	183 29.0%	566 30.2%	60 32.5%	171 30.6%	518 29.4%	371 29.1%	164 28.5%	171 32.6%	42 34.0%
n	512 0.4% 6	841 51.2%	671 59.5%	275 54.2%	469 61.4%	768 62.49	1136 6 61.3	6 : 3% 57	50 '.2%	99 57.2%	25 57.7%	1089 60.4%	40 51.5%	14 56.9	23 % 66.	5 13 0% 55.	32 : .7% 6	501 52.4%	339 55.1% 6	394 5.5%	278 57.7%	153 57.2%	232 59.9%	335 62.4%	661 61.8%	72 56.6%	53 51.5%	190 66.4%	702 62.2%	758 63.2%	190 % 55.0%	1429 60.89	83 6 55.6%	921 61.75	33 6 58.1	442 % 61.0°	90 % 56.09	252 54.5%	946 61.8%	131 60.5%	125 62.7%	395 62.8%	1117 59.6%	111 59.7%	325 58.3%	1077 61.2%	780 61.1%	356 61.9%	308 58.6%	68 54.7%
	241 9.6%	97 7.0%	144 12.8%	53 10.4%	69 9.1%	119 5 9.79	180	D 7% 4	4	23 13.5%	3 6.9%	171 9.5%	7 5 9.3%	2 8.3	: 2 % 7:	7 3 5% 14.	33 .1%	49 6.1%	82 13.3%	54 9.0%	56 11.6%	24 9.1%	29 7.6%	39 7.2%	118 11.1%	12 9.8%	16 15.5%	18 6.1%	84 7.4%	98 8.2%	30 % 8.6%	226 9.69	15 6 9.8%	131 8.89	3 6 4.7	72 % 10.0°	26 % 16.09	45 9.8%	145 5 9.5%	19 8.9%	19 9.3%	51 8.1%	189 10.1%	14 7.8%	62 11.1%	165 9.4%	125 9.8%	55 9.6%	46 8.8%	14 11.3%
	502 1: 0.0% 10	374 00.0% 1	1128	508	763 100 0%	1231	1851	1 :	88	173	44 100.0%	1804	78	25	35	5 23	096 10	804	615	302 0.0% 1	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 100.0%	1759 100.0%	1276	575	525 100 0%	125



Table 63
Q41. Which of the following is closest to your view?
Base : All Respondents

	1
Unweighted Total	25
Weighted Total	25
People who receive benefits can be trusted to spend the money they receive in sensible ways and the government should allow them to do what they think best with it	2
People who receive benefits can't be trusted to spend the money they receive in sensible ways and the government should try and control how they	1:

_																																																	
Ľ	Total	Gende	er		Age			2010	Vote			GE '	Voting I	tention			SE	G				Regi	on6			Econo	omic	So	cial	Eth	inicity		Employ	nent Status			Family	y Status		Pare	ent	Gra	ndparent			tion			
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	N LAB	LD	OTHER	Undecid	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv	Liberal	White	Non- white	In employr ent	n Unempl	o Retired	Homemak er / Carer	Single		Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No L	Loyalis De		Conside iners rers		
- [2502	1142	1360	371	1009	1122	1620	141	271	85	1307	7 171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508 1	1806	1015	605	277 605		
- 1:	2502	1374	1128	508	763	1231	1851	88	173	44	1804	4 78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557 1	1759	1276	575	525 125		
	721 28.8%	396 28.9%	324 28.7%	138 27.2%	229 30.0%	354 28.7%	543 29.3%	38 43.3%	37 21.49	5 % 12.1%	490 27.2	0 38 2% 47.9%	12 47.6°	112 6 31.6%	68 6 28.7%	214 26.6%	165 26.8%	160 26.6%	182 37.7%	88 33.0%	114 29.4%	155 28.8%	300 28.0%	34 26.5%	25 23.9%	98 34.2%	299 26.5%	312 26.1%	132 38.1%	678 28.89	42 6 28.2%	427 28.59	26 6 46.19	186 6 25.8%	57 35.8%	163 35.3%	422 27.6%	50 23.1%	59 29.7%	199 31.6%	522 27.9%	68 36.6%	158 28.3% 2	495 28.1%	352 27.6%	190 33.1% 2	138 40 6.2% 32.4%		
١																																																	
1																																																	
-	1385 55.3%	796 57.9%	589	288 56.7%	412 53.9%	685 55.6%	1010 54.5%	48	105	28	1033	3 30	25.00	202	110	474	350	338	222	136	202	295	610	81	59	142 49.8%	671 59.5%	726 60.5%	163 47.2%	1305 55.5°	80 6 53.5%	842 56.49	22	422	71	215	877	133	102 50.8%	357 56.8%	1027 54.8%	91 48 9%		981 55.8%	720 56.4%	290 : 50.4% 5	311 63 9.2% 50.8%		
	33.376	31.5%	52.2%	30.776	33.576	33.0 /8	34.376	34.076	00.0	04.570	37.2	2/6 30.0 //	33.0	6 30.07	6 40.37	35.0%	30.576	30.276	40.276	30.776	32.276	33.076	37.076	03.176	30.476	45.076	35.376	00.57	47.270	30.5	6 53.576	30.4	30.2	0 30.470	44.470	40.0%	37.376	01.376	30.076	30.676	34.070	40.570	30.176	33.6 /8	30.4%	30.4%	7.2 % JU.B %		
		182	215	82	122	193	299	2	31	10	281	1 10	4	41	59	116	100	104	77	44	71	87	160	13	20	46	159	161	51	370	27	225	9	115	32	84	231	34	39	73	324	27	87	283	204	95	77 21		
- 1	15.9%	13.2%	19.1%	16.1%	16.0%	15.6%	16.2%	2.1%	17.99	% 23.1%	15.6	6% 13.2%	17.5	6 11.6%	6 25.0%	14.4%	16.3%	17.2%	16.1%	16.3%	18.4%	16.2%	15.0%	10.4%	19.7%	16.1%	14.1%	13.4%	14.7%	15.79	6 18.3%	15.19	6 15.79	6 15.8%	19.9%	18.1%	15.1%	15.6%	19.5%	11.6%	17.3%	14.5%	15.6%	16.1%	16.0%	16.5% 1	4.6% 16.9%		
	2502 1 00.0% 1	1374 00.0% 1	1128	508 100.0%	763	1231	1851	100.0%	173	44	1804	4 78 0% 100 0%	25	355	237	100.0%	615	602 100.0%	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57 6 100.09	723 6 100.0%	160	462 100.0%	1530	217	200	629 100.0%	1873	185	557 1	1759	1276	575 5	.25 125 0.0% 100.0%		



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 64
Q42A. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom.
State
Base: All Answering

	Total	G	ender	1	Age		2010 Vote					GE Voting Intention						SE	G	_			Regio	n6			Econon	nic	Soci	al	Ethnic	itv		mplovme	nt Status		Family Status P					ent I	Gr	andparent	_	s	eamenta	entation		
					ΤĪ						\top	П				Undecid						Midland			cotlan		onserv		Conserv			-	In employm			Homemak er /		Ť	Cohabit	Separat			Yes	Yes (non-	Le	oyalis Def	Ť	Consid		
		Male	Female	18-34	35-54	55+	CON	LAB	LI	D OTI	HER (CON	LAB	LD	OTHER	ed	AB	C1	C2	DE	London	s	North	South	d W	ales	ative 5	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No	(carer)	carer) I	No	ts i	rs Joi	iners rers		
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	27	71	85	1307	171	85	469	466	728	628	630	515	252	386	562	1070	130	93	264	1136	1150	341	2340	161	1499	62	664	203	441	1528	228	210	680	1821	188	507 1	806	1015 6	04 :	277 605		
Weighted Total	2501	1374	1128	508	763	1230	1851	88	17	73	44	1804	78	25	355	237	804	615	601	481	268	387	537	1069	128	104	286	1128	1199	346	2352	149	1494	57	723	160	462	1530	217	200	629	1872	185	557 1	759	1276 5	75	525 125		
1	1041 41.6%	578 42.19	463 6 41.19	163 6 32.1%	344 45.19	534 6 43.4%	761 41.1°	36 % 40.99	% 45	79 5.6% 47	21 7.5%	733 40.6%	34 43.4%	9 35.0%	157 44.3%	107 45.0%	300 37.3%	246 40.1%	247 41.0%	249 51.6%	102 38.0%	175 45.3%	238 44.3%	431 40.3%	49 38.1% 4	43 11.1%	97 33.7%	495 43.9%	478 39.9%	134 38.8%	989 42.0%	52 34.9%	614 41.1%	29 51.4%	300 41.5%	65 40.7%	185 40.1%	654 42.7%	85 39.1%	71 35.5%	213 33.8%	828 44.2%	81 43.8%	242 1 43.4% 4	718 10.8%	500 2 39.2% 4	961 : 5.4% 4	232 48 14.1% 38.5		
2	790 31.6%	445 32.49	345 % 30.69	156 6 30.7%	216 28.39	418 % 34.0%	620 33.5	21 % 24.29	% 30	53 0.3% 38	17 3.0%	578 32.1%	22 28.5%	8 32.1%	106 29.8%	75 31.7%	287 35.7%	212 34.5%	169 28.1%	122 25.3%	87 32.5%	120 31.0%	175 32.5%	339 31.7%	39 30.9% 2	27 26.4%	89 31.1%	364 32.2%	380 31.7%	105 30.4%	756 32.2%	34 22.5%	452 30.2%	17 29.3%	255 35.2%	52 32.3%	125 27.1%	497 32.5%	67 31.1%	73 36.7%	197 31.4%	593 31.7%	48 25.9%	188 : 33.8% 3	554 1.5%	445 1 34.9% 3	74 0.4% 2	132 38 25.1% 30.5		
3	262 10.5%	146 10.69	116 6 10.39	69 6 13.7%	85 11.29	108 6 8.8%	177 9.6	9 % 10.59	% 11	20 1.5% 3	2 3.5%	201 11.2%	7 9.3%	3 13.5%	31 8.7%	19 8.2%	79 9.8%	66 10.7%	72 12.0%	46 9.5%	25 9.4%	33 8.5%	64 11.9%	106 9.9%	17 13.5% 1	17 16.2%	46 16.2%	120 10.6%	133 11.1%	50 14.5%	242 10.3%	21 13.8%	167 11.2%	4 7.6%	66 9.1%	16 10.2%	58 12.6%	151 9.9%	27 12.5%	17 8.5%	75 12.0%	187 10.0%	19 10.0%	53 9.5% 1	191 0.8%	130 10.2%	47 8.1% 1	71 14 3.5% 11.3		
4	164 6.6%	87 6.39	78 6.99	44 6 8.8%	49 6.49	71 6 5.8%	123	12 % 13.89	: % 3	7 3.9% 1	1	115 6.4%	10 13.4%	1 5.7%	25 7.0%	13 5.4%	47 5.9%	45 7.4%	40 6.7%	32 6.6%	26 9.6%	25 6.6%	26 4.8%	73 6.8%	8 6.3%	5 4.5%	19 6.7%	59 5.3%	79 6.6%	20 5.7%	148 6.3%	17 11.2%	101 6.8%	4 7.3%	46 6.4%	8 5.3%	34 7.4%	95 6.2%	17 7.8%	15 7.3%	60 9.6%	104 5.6%	21 11.3%	31 5.5%	113 6.4%	84 6.6%	39 6.8%	31 10 5.8% 8.1		
5	244 9.7%	118 8.69	126 % 11.29	75 6 14.7%	69	99 6 8.1%	169	9 % 10.7	% 8	15 3.6% 9	4 9.3%	177 9.8%	4 5.4%	3 13.8%	36 10.2%	23 9.7%	92 11.4%	45 7.3%	73 12.2%	34 7.0%	29 10.7%	34 8.7%	35 6.5%	120 11.2%	14 11.3% 1	12 11.8%	35 12.3%	91 8.0%	128 10.7%	37 10.6%	217 9.2%	26 17.7%	160 10.7%	2 4.4%	56 7.7%	18 11.4%	59 12.8%	133 8.7%	21 9.5%	24 11.9%	84 13.3%	160 8.5%	16 8.9%	43 7.7% 1	184 0.5%	116 9.1%	53 9.2% 1	60 14 11.4% 11.5		
SIGMA	2501 100.0%	1374 100.09	1128	508 6 100.0%	763 100.09	1230 6_100.0%	1851 100.0°	88 % 100.09	17 % 100	73 0.0% 100	44 1	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	601 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1069 100.0%	128 100.0%_10	104	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2352 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1872 100.0%	185 100.0%	557 1 100.0% 10	759 1 10.0% 1	1276 5 00.0% 10	75 : 0.0% 10	525 125 10.0% 100.0		



Attitudes to Welfare Poll - "Conservatives"

Table 65
Q42B. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with these with the greatest responsibility at the top and the smallest responsibility at the bottom.

Base : All Answering

18-34 78 264 1136 286 1128 441 1528 228 210 462 1530 217 200 188 507 185 557 Unweighted Total 1142 1359 371 1009 508 763 1619 141 271 355 237 804 615 601 387 562 1070 160 680 1821 575 Weighted Total 53.5% 5.4% 5.8% 6.5% 8.2% 5.9% 5.8% 12.8% 7.3% 5.8% 7.0% 7.5% 7.39 4.7% 6.0% 9 1.1% 8.4% 28 4.5% 6.5% 7.6% 3.7% 7.19 6.0% 6.9% 1.9% 1.7% 3.2% 2.8% 36 4 1.9% 4.2% 2.0% 3.9% 2.6% 2.5% 1.2% 2.2% 2.09 2.5% 1.9% 2.0% 1.9% 7 1 3.4% 0.5% 1.3% 2.2% 1.9% 5.29 4.2% SIGMA

Survation.

Attitudes to Welfare Poll - "Conservatives"

Table 66
Q42C. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with the greatest responsibility at the bottom.

Charities Base : All Answering

18-34 141 271 171 78 264 1136 286 1128 Unweighted Total 1142 1359 371 1009 508 763 1121 1619 469 355 466 237 728 804 628 630 601 252 386 387 562 1070 130 1150 2340 161 203 160 1528 228 210 1530 217 200 680 1821 188 507 185 557 604 1374 173 615 1199 2352 149 1872 1276 575 Weighted Total 2501 1128 6 2.2% 18 1.5% 33 1.4% 20 3.2% 137 12.19 271 35.5% 200 33.3% 90 31.3% 409 36.29 84 304 29.5% 26.9% 67 256 23.4% 22.7% 344 28.7% 276 23.1% 44 143 377 23.6% 25.6% 21.4% 157 278 20.6% 22.6% 416 23 6 70 23.1% 29.8% 22.5% 19.7% 181 146 127 110 22.5% 23.7% 21.1% 22.8% 59 21.9% 534 22.7% 108 345 46 47 23.4% 22.5% 21.1% 23.4% 140 423 22.3% 22.6% 272 115 144 21.3% 20.0% 27.4% 328 235 23.9% 20.9% 387 16 53 14 20.9% 17.9% 30.6% 32.8% 48 20.3 141 224 26.3% 20.9% 29 19.79 331 22.2% 33 20.7% SIGMA



Attitudes to Welfare Poll - "Conservatives"

Table 67
Q42D. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom.

Neighbours and friends

Base : All Answering

18-34 Unweighted Total 1142 1359 371 1009 508 763 141 271 25 355 237 804 601 387 562 1070 286 160 462 1528 228 210 1530 217 200 680 1821 188 507 185 557 Weighted Total 1.3% 1.2% 1.0% 1.1% 2.4% 190 40 27 12.4% 18.5% 13.3% 11.69 374 16 20.7% 20.8% 20.8% 19.5% 19.0% 20.2% 19.69 21.29 125 400 19.8% 21.4% 247 867 39.2% 46.3% 181 126 124 93 22.6% 20.5% 20.7% 19.3% 363 265 256 229 45.2% 43.2% 42.6% 47.5% 53 247 18.6% 21.9% 116 513 40.6% 45.5% 22.3% 147 262 19.3% 21.3% 21.5% 579 272 45.4% 47.4% 604 509 44.0% 45.2% 793 27 13 165 44.0% 33.9% 49.7% 46.6% 43.0% 44.9% 175 723 86 89 37.8% 47.3% 39.6% 44.7% 79 262 42.9% 47.0% 45.6% 49.0% 852 31 71 14 46.0% 35.1% 41.2% 32.1% 48.29 52 41 41.0% 39.8% 44.9% 38.69 42.1% 26 345 45.9% 47.8% 45.7% SIGMA



Attitudes to Welfare Poll - "Conservatives"

Table 68
Q42E. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom.
Local community (e.g. churches, Wi groups)
Base : All Answering

18-34 141 271 78 264 1136 286 1128 Unweighted Total 1142 1359 371 1009 508 763 25 355 237 804 601 387 562 1070 160 462 1528 228 210 1530 217 200 680 1821 188 507 185 557 Weighted Total 2.2% 1.4% 2.7% 1.9% 6.1% 10.6% 10.79 27.2% 496 18 5 27.5% 22.7% 21.2% 26.3% 29.4% 28.3% 29.2% 25.8% 26.49 23.19 24.8% 119 437 41.6% 38.8% 61 245 21.4% 21.7% 37.6% 41.0% 37.7% 159 142 128 98 19.8% 23.2% 21.3% 20.4% 284 122 22.2% 21.3% 300 228 21.8% 20.2% 19.2% 406 28 33 11 21.9% 32.0% 18.9% 25.3% 382 18 21.2% 22.6% 21.9% 18.8% 22.3% 21.3% 110 299 57 39 23.9% 19.6% 26.4% 19.4% 130 398 20.6% 21.3% 22.4% 20.79 18.2% 121 221 22.6% 20.7% 28 28 21.8% 26.8% 18.89 22.5% 29.3% 19.6% 17.9% SIGMA



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 69
Q43A. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom.

State
Base : All Respondents

	Total	Ge	nder		Age			2010	Vote			GE V	oting Inte	ntion			SE	G				Regi	on6			Econor	nic	Socia	al	Ethnic	ity	E	mployme				Family	Status		Par	ent	Gr	randparent	t		Segment	tation	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Vales	Conserv ative	Statist	Conserv ative	Liberal		Non- white	In employm ent	Unemplo yed	Retired	lomemak er / Carer	Single		Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis ts	efecto rs J		conside rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
1	1046	582	464	170	331	545	781	33	82	13	764	27	9	153	91	308	265	253	220	98	141	230	465	59	51	120	497	512	141	995	51	591	18	335	78	165	641	99	102	239	807	65	242	740	546	235	217	49
	41.8%	42.4%	41.1%	33.5%	43.4%	44.3%	42.2%	37.3%	47.0%	30.6%	42.3%	34.9%	36.6%	43.2%	38.3%	38.4%	43.1%	42.1%	45.6%	36.7%	36.5%	42.9%	43.5%	46.2%	49.1%	41.9%	44.1%	42.7%	40.8%	42.3%	34.2%	39.5%	31.9%	46.4%	48.4%	35.8%	41.9%	45.6%	51.1%	38.0%	43.1%	34.8%	43.4%	42.0%	42.8%	40.8%	41.2%	39.0%
2	613	364	248	112	168	333	470	22	31	18	446	18	5	78	65	227	150	136	100	70	111	147	234	33	17	52	274	309	73	588	25	358	11	198	30	102	409	45	37	135	478	50	154	410	332	138	114	29
	24.5%	26.5%	22.0%	22.0%	22.0%	27.1%	25.4%	25.1%	17.8%	41.1%	24.7%	23.6%	20.1%	21.8%	27.5%	28.3%	24.4%	22.5%	20.8%	26.2%	28.6%	27.5%	21.9%	25.6%	16.1%	18.2%	24.3%	25.7%	21.0%	25.0%	16.5%	23.9%	19.7%	27.4%	18.7%	22.0%	26.7%	20.5%	18.4%	21.4%	25.5%	26.8%	27.5%	23.3%	26.0%	23.9%	21.6%	23.3%
3	323	170	153	69	114	140	233	15	23	7	226	12	4	42	38	94	70	86	74	32	51	66	142	15	17	41	151	167	38	298	25	197	13	81	22	69	197	28	17	91	232	25	76	223	154	79	72	19
	12.9%	12.4%	13.5%	13.6%	14.9%	11.4%	12.6%	17.5%	13.0%	15.5%	12.6%	15.8%	15.8%	12.0%	16.0%	11.7%	11.3%	14.2%	15.5%	12.0%	13.2%	12.2%	13.3%	11.4%	16.3%	14.4%	13.4%	13.9%	11.1%	12.7%	16.8%	13.2%	22.4%	11.2%	14.0%	15.0%	12.9%	12.8%	8.5%	14.4%	12.4%	13.3%	13.6%	12.7%	12.1%	13.7%	13.7%	15.0%
4	218	100	118	62	63	94	150	7	15	2	157	7	4	31	20	68	60	52	39	24	42	40	94	4	9	30	96	94	40	206	12	140	5	55	15	55	116	17	22	67	151	16	49	153	103	47	54	14
	8.7%	7.3%	10.4%	12.2%	8.2%	7.6%	8.1%	8.2%	8.9%	4.3%	8.7%	9.2%	14.4%	8.6%	8.4%	8.5%	9.7%	8.6%	8.0%	8.9%	10.9%	7.5%	8.8%	3.1%	9.0%	10.5%	8.5%	7.9%	11.6%	8.8%	8.1%	9.4%	9.2%	7.6%	9.3%	11.8%	7.6%	7.7%	11.1%	10.7%	8.1%	8.8%	8.8%	8.7%	8.1%	8.2%	10.2%	11.3%
5	302	156	146	95	87	119	218	11	23	4	211	13	3	51	23	107	71	76	49	44	42	53	134	18	10	43	110	118	54	265	36	209	9	54	16	71	168	29	22	98	204	30	37	235	141	77	69	14
	12.1%	11.3%	12.9%	18.8%	11.5%	9.6%	11.8%	11.9%	13.3%	8.4%	11.7%	16.6%	13.1%	14.5%	9.7%	13.3%	11.5%	12.6%	10.1%	16.2%	10.8%	9.9%	12.5%	13.8%	9.5%	15.0%	9.7%	9.8%	15.5%	11.3%	24.4%	14.0%	16.8%	7.4%	9.7%	15.4%	11.0%	13.3%	10.9%	15.5%	10.9%	16.3%	6.6%	13.3%	11.1%	13.4%	13.2%	11.3%
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	00.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%1	100.0%	100.0%



Attitudes to Welfare Poll - "Conservatives"

Table 70
Q43B. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties with the most effective at the top and the least effective at the bottom.

Family Base : All Respondents

18-34 35-54 78 355 264 1136 286 1128 441 1528 228 210 462 1530 217 200 188 508 185 557 Unweighted Total 1142 1360 371 1009 508 763 141 271 25 237 804 615 602 387 562 1071 57 160 680 1822 575 Weighted Total 43.3% 41.6% 42.5% 27.09 234 14 5 13.0% 17.4% 21.3% 10.2% 11.9% 12.5% 12.5% 12.3% 11.7% 14.6% 8.2% 13 22 14.4% 13.0% 13.99 12.2% 14.3% 14.89 13.5% 3.8% 4.6% 5.2% 4.4% 6.1% 4.1% 4.5% 4.3% 4.3% 4.5% 4.7% 4.7% 4.1% 4.5% 3.8% 3.9% 0.1% 5.29 SIGMA



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 71

Q43C. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom.

Charities
Base: All Respondents

	Male Female 18-34 35- 2502 1142 1360 371 100 2502 1374 1128 508 1205 17- 195 101 95 61 1205 7- 7.8% 7.3% 8.4% 12.0% 7- 544 297 246 124 17- 21.7% 21.7% 24.8% 24.3% 22 27.7% 21.7% 24.8% 24.3% 22 27.7% 27.7% 27.8% 24.3% 22 27.7% 27.7% 27.8% 24.3% 22 27.7% 27.7% 27.8% 24.3% 23.8%			Age			2010	Vote			GE V	oting Inte	ntion			SE	G				Regi	on6			Econor	nic	Socia	le	Ethnic	city	E	mployme	nt Status			Family	Status		Par	rent	G	randparent	ıt		Segmen	ntation		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Jndecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d V	Vales	Conserv ative	Statist	Conserv	Liberal	White	Non- white	In employm ent	Unemplo yed		lomemak er / Carer	Single		Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis D	Defecto rs	Joiners	Conside rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
1		101 7.39	95 6 8.4%	61 12.0%	58 7.6%	77 6.2%	136 7.3%	14 15.8%	20 11.5%	3 7.9%	142 7.9%	11 13.6%	3 13.5%	22 6.3%	17 7.2%	58 7.2%	56 9.1%	50 8.3%	31 6.5%	19 6.9%	36 9.4%	36 6.7%	90 8.4%	6 4.6%	8 7.6%	13 4.5%	104 9.2%	95 7.9%	28 8.2%	168 7.1%	27 18.4%	139 9.3%	3 5.8%	42 5.8%	8 4.8%	42 9.2%	114 7.4%	16 7.3%	16 7.8%	56 9.0%	139 7.4%	7 3.7%	35 6.3%	153 8.7%	95 7.4%	41 7.1%	47 8.9%	13 10.4%
2				124 24.3%	170 22.3%	249 20.3%	413 22.3%	19 21.2%	34 19.8%	8 19.1%	367 20.3%	23 28.9%	8 30.2%	90 25.2%	55 23.4%	202 25.1%	119 19.4%	135 22.4%	87 18.1%	53 19.9%	77 20.0%	123 23.0%	245 22.9%	28 21.9%	15 14.4%	86 30.0%	266 23.6%	250 20.8%	83 23.9%	519 22.1%	24 16.3%	311 20.8%	22 38.8%	150 20.7%	45 28.0%	95 20.6%	328 21.5%	47 21.7%	49 24.4%	156 24.8%	387 20.7%	37 20.2%	109 19.6%	397 22.6%	263 20.6%	150 26.0%	104 19.7%	27 21.9%
3	783 31.3%	443 32.29	341 5 30.2%	128 25.2%	242 31.7%	413 33.6%	589 31.8%	21 23.9%	57 33.0%	11 26.1%	566 31.4%	19 24.1%	5 19.6%	118 33.1%	75 31.8%	258 32.1%	192 31.2%	182 30.2%	151 31.4%	89 33.1%	132 34.1%	162 30.3%	330 30.8%	36 28.1%	32 31.1%	83 29.0%	319 28.3%	358 29.8%	102 29.5%	743 31.6%	40 26.8%	462 30.9%	13 22.8%	240 33.1%	47 29.6%	134 29.1%	496 32.4%	68 31.6%	58 29.1%	174 27.7%	609 32.5%	60 32.4%	184 33.0%	540 30.7%	405 31.7%	184 32.1%	161 30.5%	33 26.7%
4	570 22.8%	316 23.09	255 22.6%	110 21.6%	171 22.5%	289 23.5%	438 23.7%	17 18.8%	27 15.7%	7 16.8%	418 23.2%	15 18.5%	6 22.7%	72 20.1%	59 25.0%	154 19.2%	146 23.8%	147 24.4%	123 25.5%	56 21.0%	93 24.0%	121 22.5%	233 21.8%	36 28.4%	29 27.7%	62 21.7%	250 22.1%	282 23.5%	79 22.9%	540 22.9%	30 20.4%	333 22.3%	10 17.1%	177 24.5%	28 17.5%	110 23.9%	347 22.7%	41 19.1%	50 24.8%	135 21.4%	436 23.3%	46 24.7%	136 24.4%	388 22.1%	315 24.7%	123 21.3%	102 19.5%	30 23.6%
5	410 16.4%	217 15.89	193 6 17.1%	86 16.9%	122 15.9%	202 16.4%	276 14.9%	18 20.3%	35 20.0%	13 30.2%	311 17.2%	12 14.8%	4 14.0%	54 15.2%	30 12.6%	132 16.4%	101 16.4%	88 14.6%	89 18.5%	51 19.1%	49 12.5%	94 17.6%	172 16.1%	22 17.0%	20 19.0%	42 14.8%	189 16.8%	215 17.9%	53 15.4%	383 16.3%	27 18.2%	249 16.7%	9 15.5%	116 16.0%	32 20.1%	80 17.3%	246 16.1%	44 20.4%	28 13.9%	108 17.1%	302 16.1%	35 19.0%	94 16.8%	281 16.0%	198 15.5%	78 13.5%	112 21.4%	22 17.3%
SIGMA	2502 100.0%	1374 100.09	1128 5_100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0% 1	104 00.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 100.0%	1759 100.0%	1276 100.0%	575 100.0%	525 100.0%	125 100.0%



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 72

Q45D. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom.

Neighbours and friends

Base: All Respondents

					2010	Vote			GE \	oting Inte	ention			SE	G				Regi	on6			Econo	mic	Soci	al	Ethni	city		Employme	ent Status			Family	Status		Pai	rent	Gr	randparent	í		Segmen	ntation				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d \	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis D	lefecto rs J	Joiners	Conside rers
Unweighted Total	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
Weighted Total	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
1	58 2.3%	33 2.49	25 6 2.2%	27 5.4%	17 2.2%	13 1.1%	36 1.9%	2 5 1.8%	2.29	4 5 9.0%	44 2.4%	4 5.0%	1.8%	4 1.3%	5 2.1%	24 3.0%	10 1.7%	16 2.6%	8 1.6%	8 2.9%	7 1.9%	13 2.4%	25 2.4%	2 1.9%	2 1.8%	9 3.0%	18 1.6%	23 2.0%	14 4.0%	54 2.3%	4 2.7%	44 2.9%	3 4.5%	8 1.0%	2 1.2%	17 3.7%	32 2.1%	7 3.1%	1.0%	27 4.2%	31 1.7%	8 4.5%	6 1.1%	43 2.5%	27 2.1%	9 1.6%	17 3.3%	5 3.7%
2	336 13.4%	165 12.09	171 6 15.2%	99 19.4%	100 13.1%	138 11.2%	229 12.4%	14 5 16.2%	33 18.89	3 5 7.2%	241	13 16.1%	4 17.8%	46 12.8%	33 14.0%	95 11.8%	76 12.3%	93 15.4%	73 15.1%	43 16.2%	51 13.2%	64 12.0%	141 13.2%	13 10.3%	20 19.7%	40 14.1%	136 12.1%	144 12.0%	50 14.3%	302 12.8%	34 23.0%	228 15.2%	7 13.0%	72 9.9%	23 14.5%	83 17.9%	177 11.5%	38 17.4%	29 14.6%	93 14.8%	243 13.0%	18 9.7%	58 10.3%	261 14.8%	154 12.0%	76 13.2%	86 16.4%	21 16.6%
3	447 17.8%	255 18.69	192 6 17.0%	89 17.6%	128 16.8%	229 18.6%	321 17.4%	18 5 20.7%	26 15.19	14 5 30.9%	329 18.3%	12 15.3%	5 19.2%	62 17.3%	39 16.4%	123 15.4%	120 19.5%	110 18.3%	93 19.3%	51 18.9%	60 15.4%	102 18.9%	182 17.0%	30 23.8%	22 20.7%	49 17.0%	206 18.2%	221 18.4%	65 18.9%	421 17.9%	26 17.3%	252 16.9%	11 18.8%	141 19.5%	28 17.3%	75 16.3%	273 17.9%	38 17.5%	45 22.5%	118 18.8%	328 17.5%	42 22.8%	107 19.2%	297 16.9%	229 17.9%	93 16.1%	101 19.2%	25 19.6%
4	526 21.0%	287 20.99	239 6 21.2%	118 23.1%	161 21.1%	248 20.1%	384 20.7%	15 6 16.6%	35 20.29	11 5 25.6%	386 21.4%	20 25.2%	4 14.3%	73 20.4%	44 18.6%	182 22.6%	125 20.3%	122 20.3%	97 20.2%	56 20.9%	76 19.7%	102 19.1%	238 22.2%	34 26.5%	19 18.8%	62 21.6%	236 21.0%	255 21.3%	82 23.6%	496 21.1%	30 20.0%	327 21.9%	18 31.8%	140 19.3%	31 19.4%	101 21.8%	323 21.1%	45 20.7%	29 14.7%	144 22.9%	382 20.4%	32 17.1%	100 18.0%	394 22.4%	269 21.0%	115 20.0%	117 22.3%	25 20.0%
5	1135 45.4%	633 46.19	502 6 44.5%	175 34.4%	358 46.9%	603 49.0%	881 47.6%	39 44.7%	76 43.79	12 5 27.3%	804 44.6%	30 38.5%	12 47.0%	171 48.2%	116 49.0%	380 47.2%	284 46.2%	261 43.4%	210 43.7%	110 41.1%	193 49.8%	255 47.6%	484 45.3%	48 37.6%	40 39.0%	127 44.3%	532 47.1%	556 46.4%	135 39.1%	1080 45.9%	55 36.9%	644 43.1%	18 31.9%	363 50.2%	76 47.6%	186 40.3%	725 47.4%	89 41.3%	94 47.2%	247 39.2%	888 47.4%	85 45.9%	286 51.4%	764 43.4%	598 46.9%	283 49.1%	204 38.9%	50 40.1%
SIGMA	2502 100.0%	1374 100.09	1128 6_100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 5_100.0%	173 100.09	44 5 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0% 1	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 100.0%	1759 100.0%	1276 100.0% 1	575 100.0%	525 100.0%	125 100.0%



Attitudes to Welfare Poll - "Conservatives"

Table 73
Q43E. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties with the most effective at the top and the least effective at the bottom.
Local community (e.g. churches, Wi groups)

18-34 35-54 141 271 355 264 1136 286 1128 Unweighted Total 1142 1360 371 1009 508 763 25 237 804 602 481 387 562 1071 160 462 1528 228 210 1530 217 200 680 1822 188 508 185 557 575 Weighted Total 5.8% 7.3% 5.8% 5.7% 9.2% 2 54 7.5% 15.1% 13.09 25.2% 448 21 6 24.8% 27.4% 24.1% 56 56 25.8% 28.2% 26.49 24.5% 190 662 30.2% 35.3% 138 406 21.9% 21.7% 91 378 31.9% 33.5% 61 244 21.3% 21.6% 33.8% 270 443 35.4% 36.0% 33.7% 106 322 45 48 23.0% 21.0% 20.9% 24.2% 462 1530 217 200 35 117 391 18.8% 21.0% 22.3% 22.5% 306 237 22.3% 21.09 399 18 4 63 22.1% 22.9% 14.3% 17.8% 156 132 145 111 19.4% 21.4% 24.1% 23.0% 19.3% 20.7% 22.1% 114 112 19.8% 21.3% 126 165 252 24.9% 21.6% 20.5% 401 17 33 13 21.6% 19.6% 18.8% 30.6% 25.19 86 122 221 30 32 22.2% 22.8% 20.6% 23.3% 30.9% 15.29 21.5% 19.7% SIGMA



Table 74
Q44. Which of the following statements is closest to your view?
Base : All Respondents

Unweighted Total
Weighted Total
People in their early 20s are responsible adults who should be financially self- reliant from their families
People in their early 20s are in a transition stage and should be financially supported by their families e.g. with housing
Don't know
SIGMA

- [Total	Gende	er		Age			2010	Vote			GE V	oting Inte	ention			SEC	1				Regio	n6			Econo	mic	Socia	al	Ethnic	city		Employn	nent Status			Family	Status		Parent		Grand	Iparent		Segn	nentation	
		Male F	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD.	OTHER	Undecid ed	AB	C1	C2	DE I	ondon	Midland s	North		Scotlan		Conserv		Conserv	Liberal	White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes N		es (n rer) ca			is Defecti	Joiners	Conside rers
ital	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 18	22 1	88 5	i08 1806	1015	605	277	605
4	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 18	73 1	85 5	57 1759	1276	575	525	125
lults	1363 54.5%	777 56.5%	586 51.9%	232 45.7%	406 53.2%	725 58.9%	1001 54.1%	55 62.7%	86 49.5%	29 65.1%	987 54.79	41 6 52.2%	11 45.4%	210 59.1%	112 47.1%	409 50.8%	317 51.6%	342 56.8%	295 61.2%	102 38.1%	213 54.9%	317 59.0%	600 56.0%	65 51.0%	60 57.5%	140 49.1%	622 55.1%	696 58.0%	173 50.0%	1308 55.6%	55 36.9%	781 52.3%	21 36.7%	442 61.1%	91 56.9%	233 50.5%	841 55.0%	120 55.6%	113 56.7%	309 10 49.0% 56	54 .3% 5	98 3 3.1% 6	157 907 4.0% 51.6	686 % 53.8	315 1% 54.89	299 6 56.9%	62 49.9%
eir	869	456	413	207	269	393	641	25	74	9	640	30	10	103	85	338	219	199	113	130	136	166	356	56	23	117	408	400	137	789	80	557	23	216	44	163	531	73	70	253 6	16	73 1	47 648	458	184	181	46
n a e and	34.7%	33.2%	36.6%	40.7%	35.3%	31.9%	34.6%	27.8%	43.0%	20.5%	35.59	6 38.9%	40.2%	28.9%	36.0%	42.1%	35.6%	33.0%	23.4%	48.3%	35.3%	30.9%	33.3%	43.9%	22.3%	40.9%	36.2%	33.3%	39.5%	33.5%	53.7%	37.2%	41.3%	29.8%	27.2%	35.3%	34.7%	33.5%	35.1%	40.2% 32	.9% 3	9.7% 2	6.5% 36.8	1% 35.9	l% 31.99	6 34.5%	36.8%
heir ith																																															
	271 10.8%	141 10.3%	129 11.5%	69 13.6%	88 11.6%	113 9.2%	209 11.3%	8 9.6%	13 7.6%	6 14.5%	177 9.89	7 6 8.8%	4 14.5%	43 12.0%	40 16.9%	57 7.1%	78 12.8%	61 10.1%	74 15.4%	36 13.6%	38 9.8%	54 10.0%	114 10.7%	6 5.0%	21 20.1%	29 10.0%	98 8.7%	104 8.7%	36 10.5%	256 10.9%	14 9.4%	157 10.5%	12 22.0%	66 9.1%	26 15.9%	65 14.1%	158 10.3%	24 10.9%	16 8.1%	68 2 10.8% 10	.8%	13 7.3%	53 204 9.5% 11.6	133	9 77 1% 13.39	45 6 8.6%	17 13.4%
	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 18	73 1	85 5	1759 1096 100 0	1276	575	525	125



Attitudes to Welfare Poll - "Conservatives" Prepared on behalf of Bright Blue

Table 75
Q45. Should benefits and tax credits for children be focussed on all children (under 18) equally or mainly on young children (under 5)?
Base : All Respondents

Unweighted Total Weighted Total Younger children (under 5) All children (under 18) equally Don't know

Γ	ital	Gend	er		Age			2010	Vote			GE \	oting Inte	ention			SEC	3				Region	5		Eco	nomic	Soc	ial	Ethn	icity		Employme	nt Status			Family	Status		Pare	ent	Gr	randparent	t		Segment	tation	
	Π,	Male F	emale	18-34	35.54	554	CON	LAR	I.D.	OTHER	CON	LAR	5	OTHER	Undecid	AR	~	2	DE LO	Mi	dland	lorth S	Sco	tlan Wale	Conser	/ Statiet	Conserv	Liberal	White	Non-	In employm	Unemplo	Retired	Homemak er / Carer	Single	Marriad	Cohabit	Separat	Vac	No	Yes (carer)	Yes (non-	No	Loyalis De	fecto		Conside rers
ı		1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562 1	071 1	30 93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
- 1	1	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537 1	070 1	28 104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	74	504	270	148	218	408	568	34	55	16	566	14	7	138	50	258	178	191	147	69	123	157	339	46 36	93	353	398	100	721	53	458	15	248	39	150	454	79	58	149	625	41	182	550	393	175	172	34
-	0.9%	36.7%	23.9%	29.1%	28.5%	33.2%	30.7%	38.3%	31.7%	37.5%	31.39	6 17.6%	27.4%	38.7%	21.1%	32.1%	29.0%	31.7%	30.5% 2	25.7%	31.8%	29.2% 3	31.6% 3	.8% 35.0	% 32.39	5 31.3%	33.2%	28.9%	30.6%	35.5%	30.6%	25.8%	34.3%	24.3%	32.4%	29.6%	36.4%	28.9%	23.6%	33.4%	22.3%	32.7%	31.3%	30.8% 3	10.4%	32.7%	27.1%
r	91 5.6%	701 51.0%	690 61.2%	280 55.2%	446 58.4%	665 54.0%	1043 56.4%	50 56.2%	89 51.1%	19 43.2%	997 55.39	57 5 72.4%	15 57.9%	176 49.6%	146 61.6%	455 56.6%	347 56.5%	337 56.0%	252 52.4% 6	167 32.1%	206 53.2%	312 58.2% 5	587 54.8% 5	.5% 49.5	161 % 56.19	661 58.6%	667 55.6%	207 59.9%	1315 55.9%	77 51.4%	848 56.8%	29 51.4%	379 52.4%	97 60.4%	223 48.4%	890 58.2%	115 52.9%	111 55.7%	425 67.6%	966 51.6%	131 70.7%	310 55.5%	951 54.0%	721 : 56.5% 5	322 6.0%	274 52.2%	74 58.9%
	37	168	169	80	99	158	240	5	30	8	242	8	4	42	41	91	89	74	82	33	58	68	145	16 16	33	114	134	39	317	20	188	13	96	25	89	187	23	31	55	282	13	66	258	162	78	79	18
	3.5%	12.2%	14.9%	15.7%	13.0%	12.8%	13.0%	5.5%	17.1%	6 19.3%	13.49	6 9.9%	14.7%	11.7%	17.3%	11.3%	14.5%	12.3%	17.1% 1	2.2%	15.0%	12.6% 1	13.6% 12	.7% 15.6	% 11.59	6 10.1%	11.2%	11.2%	13.5%	13.1%	12.6%	22.8%	13.3%	15.3%	19.2%	12.2%	10.7%	15.4%	8.8%	15.0%	7.0%	11.8%	14.7%	12.7% 1	3.5%	15.1%	14.1%
	02 1	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537 1	070 1	28 104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Attitudes to Welfare Poll - "Conservatives"

Table 76

Q46. The government has cut child benefit for high earners. At the same time, it is introducing as a universal benefit free school meals for all infant schoolchildren. In general do you think welfare benefits such as these are better as universal benefits available to everyone in society, or as means tested benefits that focus on helping only those mos Base: All Respondents

228 680 1822 629 1873 Unweighted Total 728 804 Weighted Total 763 1231 1851 1804 355 237 615 602 481 268 387 537 1070 128 104 286 1128 1199 346 2353 149 723 160 1530 200 185 557 1759 1276 125 Better as universal benefits because it ensures everyone feels they are getting something from the welfare state Better as universal benefits because it is easier to administer and makes it less likely that people in need miss out on receiving it 263 72 509 37 304 14 171 43 21.9% 20.9% 21.6% 24.6% 20.4% 24.3% 23.6% 27.0% Better as means tested benefits because we cannot afford everyone receiving benefits 321 98 623 24 26.8% 28.3% 26.5% 16.4% Better as means tested benefits because we should focus money on the poorest and those most in need Don't know 58 59 72 67 7.2% 9.5% 11.9% 13.9% 104 30 8.7% 8.6% 31 43 59 103 6 14 11.5% 11.0% 11.0% 9.6% 4.9% 13.2% 24 84 8.5% 7.4% 237 18 10.1% 12.2% 153 8 65 10.2% 14.4% 9.0% 22 13.8% 57 154 20 12.4% 10.1% 9.0% SIGMA



Table 77
Q47. What is your view of the government's expansion of free state-funded childcare e.g. giving parents childcare vouchers equal to 20% of weekly costs?
Base : All Respondents

3 Oct 2014

Unweighted Total
Weighted Total
A good thing; state should provide free childcare widely to help parents into work
A good thing; childcare is good for children's development, especially poorer children
A bad thing; children are almost always better looked after by parents themselves
A bad thing; it is

SIGMA

Г	otal	Gender	r		Age			2010	Vote			GE '	Voting In	tention			SE	G				Regio	on6			Econo	omic	Soc	ial	Ethn	icity		Employm	ent Status			Family 9	Status		Pare	nt	Gra	andparent	t		Segmentati	ion	П
	١,	tale Fer	male	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d		Conserv ative		Conserv ative	Liberal	White	Non- white	In employm ent	Unemplo	Retired	Homemak er / Carer	Single		Cohabit ing	Separat ed	Yes		Yes (carer)		No	Loyalis D	efecto rs Join	Con ners re	nside ers
- 1	502 1	142 13	360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605 27	77 E	305
- 1:	502 1	374 11	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104		1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 52	25 1	25
	696 7.8%	352 3 25.6% 3	344 30.5%	197 38.8%	227 29.7%	272 22.1%	499 27.0%	33 37.5%	53 30.7%	13 6 30.4%	510 28.3°	29 % 36.8%	9 34.29	75 6 21.0%	74 31.2%	280 34.9%	157 25.5%	146 24.2%	113 23.6%	90 33.5%	109 28.1%	145 26.9%	298 27.9%	28 22.3%	24 23.1%	77 26.9%	369 32.7%	324 27.0%	104 30.1%	650 27.6%	46 31.0%	462 30.9%	18 31.2%	157 21.7%	41 25.6%	126 27.2%	403 26.3%	78 36.2%	62 31.2%	226 35.9%	470 25.1%	50 26.8%	132 23.6%	515 29.3%	352 27.6%	147 15 25.6% 30	57 1.0% 3	39 1.5%
	499 10.0%	268 2 19.5% 2	232 20.5%	100 19.8%	152 19.9%	247 20.1%	354 19.1%	20 22.7%	36 20.8%	4 6 9.5%	360 19.9	22 % 27.7%	7 26.09	57 6 16.0%	53 22.4%	156 19.4%	113 18.3%	124 20.7%	106 22.0%	53 19.8%	74 19.1%	117 21.8%	211 19.7%	24 18.7%	21 19.9%	52 18.0%	233 20.6%	225 18.8%	79 22.8%	467 19.9%	32 21.4%	293 19.6%	8 13.3%	149 20.6%	39 24.1%	88 19.0%	310 20.3%	45 21.0%	33 16.6%	150 23.9%	349 18.6%	53 28.4%	116 20.7%	331 18.8%	244 19.1%	110 11 19.2% 21	15 .9% 2	30 4.2%
	385 5.4%	240 1 17.5% 1	144 12.8%	51 10.0%	101 13.3%	233 18.9%	309 16.7%	7 8.1%	28 16.1%	4 6 9.5%	267 14.8	9 % 12.1%	3 13.49	74 5 20.9%	31 13.0%	103 12.8%	103 16.7%	100 16.6%	79 16.5%	38 14.2%	57 14.8%	86 16.1%	159 14.9%	20 15.6%	21 20.0%	45 15.7%	177 15.7%	242 20.2%	29 8.4%	362 15.4%	23 15.5%	209 14.0%	11 19.4%	132 18.3%	26 16.3%	64 13.8%	252 16.5%	28 12.7%	28 14.1%	78 12.3%	307 16.4%	25 13.6%	103 18.4%	257 14.6%	206 16.2%	103 € 17.8% 11	60 .5% 12	16 2.6%
		354 2 25.8% 2	274 24.3%	86 17.0%	190 24.9%	352 28.6%	475 25.6%	25 28.1%	40 23.1%	14 6 32.6%	452 25.1°	12 % 15.5%	3 5 11.19	119 6 33.5%	42 17.6%	201 24.9%	151 24.6%	161 26.7%	115 24.0%	59 21.9%	95 24.5%	128 23.9%	282 26.4%	39 30.8%	22 20.8%	85 29.7%	255 22.6%	305 25.5%	92 26.5%	602 25.6%	26 17.5%	356 23.8%	11 18.7%	214 29.5%	32 20.0%	114 24.7%	394 25.7%	39 18.0%	54 27.2%	120 19.1%	507 27.1%	49 26.4%	137 24.5%	442 25.1%	323 25.3%	152 12 26.4% 24	29 i.6% 1!	24 9.1%
	294 1.7%	160 1 1.6% 1	134 11.9%	73 14.5%	93 12.2%	127 10.3%	215 11.6%	3 3.6%	16	8 6 17.9%	215 11.9	6 % 7.9%	4 15.49	30 6 8.6%	38 15.9%	64 8.0%	91 14.9%	71 11.8%	67 14.0%	29 10.6%	52 13.5%	61 11.3%	120 11.2%	16 12.5%	17 16.1%	27 9.6%	94 8.4%	103 8.6%	42 12.2%	272 11.6%	22 14.6%	173 11.6%	10 17.2%	72 9.9%	22 13.9%	70 15.2%	172 11.2%	26 12.1%	22 11.0%	55 8.7%	239 12.8%	9 4.8%	71 12.7%	214 12.2%	152 11.9%	63 6 11.0% 12	63 !.0% 1:	16 2.6%
- 13	502 1	374 11	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575 52	25 1	.25



Table 78

Q48. The government is trying to encourage stronger families, for example by providing vouchers for parenting classes. Which of the following statements is closest to your view?
Base : All Respondents

3 Oct 2014

Unweighted Total
Weighted Total
The government
should do more to
encourage more
stable families
The state has no
business interfering
in people's families
Don't know

SIGMA

	Total	Gender Age 2010				0040.1	/	_	_	05.4	oting Inte				050					Dania ac			F		0	-1	Ethnic	-te		For a layer				Familia O			Parent		O		_	0		$\overline{}$		
L	rotai	Gena	der		Age			2010 1	rote			GEV	oting inte	ntion			SEG					Region6			Eco	nomic	Soci	aı	Ethnic	city		Employme				Family S	iatus		Parent		Grandpa			Segmen	ntation	
														OTHER	Indecid					Mi	dland		Sco	tlan	Consen		Conserv			Non-	In employm	Unemplo	1 1	Homemak er /		C	ohabit	Separat		Yes	Yes (non		Loyalis	Defecto		onside
- 1		Male F	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	ed	AB	C1	C2	DE Loi	don	s N	orth So	uth	1 Wales	ative	Statist	ative	Liberal	White	white	ent	yed	Retired	Carer	Single	Married	ing	ed	Yes	No (care	r) carer) No	ts	rs .	Joiners	rers
al	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	52	386	562 10	71 1	30 93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680 1	322 18	508	1806	1015	605	277	605
- 1	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	68	387	537 10	70 1	28 104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629 1	873 18	5 557	1759	1276	575	525	125
.	1492 59.6%	826	665	275	456	761	1083	61	107	28	1099	46	- 11	206	127	502	361	351	278	49	207 :	325 6	63	73 70	125	786	812	136	1400	92	880 58 9%	33	452 62 5%	86	225	974	123	112	396 1	096 12	348	1019	758	326	339	70
to	59.6%	60.2%	58.9%	54.1%	59.7%	61.8%	58.5%	68.6%	61.7%	63.8%	60.9%	59.4%	45.4%	57.9%	53.7%	62.4%	58.7%	58.3% 5	57.7% 5	5.4%	53.6% E	0.6% 61	1.9% 5	.0% 67.1	% 43.67	6 69.7%	67.7%	39.4%	59.5%	61.5%	58.9%	58.1%	62.5%	53.7%	48.7%	63.6%	56.7%	56.0%	62.8% :	8.5% 67.	5% 62.4	% 57.99	6 59.4%	56.6%	64.5%	55.7%
o ring ies	706 28.2%	431 31.4%	275 24.4%	157 30.9%	209 27.3%	340 27.6%	539 29.1%	21 24.0%	51 29.4%	9 19.6%	488 27.0%	22 28.7%	8 30.5%	122 34.3%	66 27.8%	238 29.6%	169 27.5%	166 27.6% 2	133 27.6% 3	89 3.1% :	126 32.6% 2	138 2 5.7% 26	84 3.5% 32	42 26 2.7% 25.2°	124 % 43.49	247 5 21.9%	287 23.9%	156 45.2%	663 28.2%	43 28.9%	423 28.3%	18 31.1%	205 28.3%	40 24.7%	159 34.5%	394 25.8%	66 30.4%	61 30.6%	164 26.1% 2	541 4 8.9% 25.	7 154 5% 27.5	505 % 28.79	356 27.9%	182 31.7%	131 24.9%	36 29.1%
-	305 12.2%	116 8.5%	188 16.7%	76 15.0%	99 12.9%	130 10.6%	230 12.4%	7 7.4%	15 8.9%	7 16.6%	218 12.1%	9 11.9%	6 24.2%	27 7.7%	44 18.4%	64 8.0%	85 13.8%	84 14.0% 1	71 14.8% 1	31 1.6%	53 13.7% 1	74 1 3.7% 1	24 1.6% 10	13 8 0.3% 7.7°	37 13.09	95 8.5%	101 8.4%	53 15.4%	290 12.3%	14 9.6%	191 12.7%	6 10.9%	66 9.2%	35 21.6%	78 16.8%	162 10.6%	28 12.9%	27 13.4%	69 11.0%	235 1 2.6% 7.	3 56 3% 10.0	236 % 13.49	162 6 12.7%	68 11.7%	56 10.6%	19 15.2%
L	2502 100.0%	1374 100.0%	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173 100.0%	44 100.0%	1804 100.0%	78 100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0% 1	602 00.0% 10	481 :	68 0.0% 1	387 00.0% 10	537 10 0.0% 100	70 1 0.0% 100	28 104 1.0% 100.0°	286 100.09	1128 5 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0% 1	217 100.0%	200 100.0%	629 1 100.0% 10	873 18 0.0% 100.	5 557 0% 100.0	1759 % 100.09	1276 6 100.0%	575 100.0%	525 100.0%	125 100.0%



Table 79
Q49. What are the best ways for the government to ensure that people already in work are not in poverty?
Base : All Respondents

Unweighted Total
Weighted Total
Raising the minimum wage
Providing more in- work benefits such as tax credits to top up low wages
Targeting tax cuts at these low earners
Providing more opportunities for people to obtain skills / training
Government funding to help parents with the cost of childcare and raising children
Strengthening trade unions
It is not the government's job to

- 1	Total	Gender		Age		1	2010	Vote			GE V	oting Inte	ntion			SEG					Region6			Eco	nomic	Se	cial	Ethr	icity		Employm	ent Status			amily Star	tus		arent	Gi	andparer	nt		Segmenta	ation	\neg
		Male Fema	ale 18-	34 35-5	55+	CON	LAB	LD	OTHER	CON	LAB	LD		Indecid ed	AB	C1	C2 D	E Lone	Midi on s		rth Soi	Scot uth d		Conser		Conser	Liberal	White	Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single Ma	Coh	nabit Sepa		No	Yes (carer)	Yes (non- carer)	No	Loyalis E		Co iners r	
al	2502	1142 1360	0 37	71 1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631 5	15 25	2 3	186 5	62 10	71 13	0 93	264	1136	1151	341	2341	161	1499	62	665	203	441 1	i28 2	28 21	0 680	1822	188	508	1806	1015	605	277	605
	2502	1374 1128	8 50	08 763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602 4	81 26	3	87 5	37 10	70 12	8 104	286	1128	1199	346	2353	149	1494	57	723	160	462 1	i30 2	217 20	0 629	1873	185	557	1759	1276	575	525	125
mum	983 39.3%	508 474 37.0% 42.0	4 21 .0% 42	15 302 1.3% 39.6	466 % 37.89	717 6 38.7%	43 49.1%	67 38.4%	20 45.0%	675 37.4%	42 54.0%	13 49.7%	146 41.2%	106 44.6%	274 34.1%	258 42.0%	242 2 40.3% 43	09 10 1.3% 40	B 1 4% 38	47 2 8.0% 40	14 3! 0.0% 37	98 6 '.1% 50.	4 48 4% 46.39	105 % 36.6°	461 % 40.8%	454 37.89	145 6 41.9%	941 40.0%	41 27.8%	585 39.2%	26 46.3%	265 36.7%	66 41.2%	200 : 43.3% 3	i83 8.1% 40	87 7 0.3% 39	9 225 7% 35.8	757 % 40.49	79 42.5%	218 39.1%	686 39.0%	462 36.2%	255 : 44.3% 4	212 40.4%	54 42.9%
in- uch es		376 339 27.3% 30.0		43 231 1.2% 30.3		519 6 28.0%	21 24.0%	52 29.9%	8 6 17.4%	524 29.0%	17 21.1%	9 34.5%	90 25.5%	75 31.6%	220 27.4%	166 27.0%	171 1 28.3% 32	57 6 2.7% 23	2 1 2% 30	17 1: 0.3% 28	51 3 3.2% 29	18 3).7% 26.	4 30 6% 29.39	78 27.2°	344 % 30.4%	349 29.19	99 6 28.7%	677 28.8%	38 25.3%	449 30.1%	18 31.7%	190 26.2%	43 27.1%	144 4 31.2% 2	114 7.0% 26	58 6 6.8% 32	4 193 1% 30.6	522 % 27.9°	51 27.4%	167 30.0%	497 28.2%	365 28.6%	154 26.7% 3	158 30.0% 3	37 10.0%
its mers	970 38.8%	576 394 41.9% 34.9	14 12 .9% 24	26 278 1.8% 36.4	566 % 46.05	741 6 40.0%	27 30.4%	77 44.1%	14 5 31.9%	706 39.2%	24 30.5%	8 29.8%	153 43.2%	78 32.9%	308 38.3%	226 36.8%	235 2 39.1% 4	02 S	2 1 2% 43	67 2 3.3% 40	17 41 0.4% 37	04 4 7.7% 37.	8 38 9% 36.69	120 6 42.0°	447 % 39.6%	507 42.29	123 6 35.6%	923 39.2%	47 31.6%	518 34.7%	30 53.4%	345 47.7%	57 35.8%	168 (36.4% 3	i10 9.9% 31	68 8 1.5% 44	8 185 1% 29.5	785 % 41.95	70 37.8%	240 43.0%	661 37.6%	517 40.5%	225 39.1% 3	189 35.9% 3	40 32.1%
	782 31.2%	444 338 32.3% 29.9		35 218 i.5% 28.6		589 6 31.8%	24 27.1%	47 27.0%	17 6 37.8%	561 31.1%	24 30.3%	6 22.8%	112 31.6%	77 32.5%	268 33.3%	193 31.4%	166 1 27.6% 3	54 £ 2.1% 30	2 1 4% 32	26 1 2.5% 30	65 3: 1.7% 31	36 4 1.4% 33.	3 29 3% 27.89	95 % 33.3°	347 % 30.7%	378 31.59	112 5 32.5%	743 31.6%	38 25.8%	421 28.2%	17 30.8%	279 38.6%	43 26.7%	140 4 30.4% 3	183 1.6% 31	68 5 1.5% 26	3 171 5% 27.1		57 6 31.0%	177 31.7%	547 31.1%	401 31.5%	187 32.6% 3	158 30.1% 2	34 !7.5%
iding with	367 14.7%	147 219 10.7% 19.4		12 126 !.1% 16.5	129 % 10.59	255 6 13.7%	16 17.8%	40 22.9%	6 6 13.9%	270 15.0%	12 15.5%	6 22.9%	40 11.3%	39 16.5%	150 18.6%	103 16.8%	80 13.3% 7	34 4 '.2% 15	1 2% 13	50 3.0% 13	71 11 1.3% 17	84 '.2% 6.	9 11 9% 10.69	28 6 9.7	196 % 17.4%	178 14.89	49 6 14.2%	339 14.4%	28 18.5%	239 16.0%	2 3.4%	81 11.2%	33 20.8%	47 : 10.1% 1	142 5.8% 16	36 2 6.4% 14	9 160 8% 25.3	207 % 11.15	30 16.2%	72 12.9%	265 15.0%	183 14.3%	72 12.5% 1	87 16.5% 2	26 10.5%
rade	55 2.2%	26 29 1.9% 2.6		28 23 i.5% 3.0	4 % 0.49	36 6 1.9%	3 4.0%	3 1.6%	1 6 1.5%	37 2.0%	6 7.7%	1 2.8%	9 2.6%	3 1.1%	13 1.6%	17 2.8%	17 2.9%	8	9	7 1.8% 1	5 :	28 2.6% 1.	2 4 6% 3.89	5 6 1.9	25 % 2.2%	17 1.59	6 6 1.8%	37 1.6%	18 12.3%	46 3.1%	4 7.7%	2 0.3%	2 1.2%	14 3.0%	34 2.2% 3	6 3.0%	- 31 - 4.9		9 6 4.9%	1 0.2%	45 2.6%	24 1.9%	12 2.1%	13 2.4%	7 5.2%
b to	164 6.5%	103 61 7.5% 5.4	i1 2 .4% 5	27 46 i.4% 6.1	90 % 7.35	138 6 7.4%	0.5%	8 4.6%	4 6 8.0%	122 6.7%	1 1.4%	0.5%	32 8.9%	9 3.9%	76 9.4%	33 5.4%	30 4.9% 5	25 2 i.3% 8	4 B% 5	22 · 5.6% 7	41 5 7.6% 5	58 i.4% 5.	7 10 7% 10.09	33 6 11.4°		79 6.59	19 5.5%	151 6.4%	13 8.6%	102 6.8%	2 2.8%	51 7.0%	5 3.2%	27 5.8%	00 6.5% 7	17 1 7.8% 6	3 32 7% 5.1	132 % 7.09	7 3.7%	44 7.9%	113 6.4%	99 7.7%	39 6.8%	23 4.4%	3 2.3%
	111 4.4%	56 55 4.1% 4.9	i5 5 .9% 10	51 29 1.1% 3.9	30 % 2.59	82 6 4.4%	2 2.6%	8 4.8%	1 6 1.5%	76 4.2%	6 7.2%	1 3.8%	14 4.0%	14 5.9%	23 2.8%	32 5.3%	32 5.4%	23 1 1.8% 5	5 4% 3	14 : 3.5% 4	25 i	47 l.4% 5.	7 3 4% 3.49	7 6 2.4°	26 % 2.3%	30 2.59	20 6 5.7%	98 4.2%	13 8.4%	72 4.8%	3 5.0%	15 2.1%	16 10.2%	26 5.6%	64 4.2% 6	13 6.1% 2	5 39 8% 6.2	72 % 3.89	7 3.8%	9 1.6%	95 5.4%	54 4.2%	28 5.0%	22 4.3%	6 5.1%
	4145 165.7%	2235 1910 162.7% 169.3	0 83 3% 164	37 1254 1.8% 164.3	2054 % 166.99	3076	137	301 173.3%	69 5 157.0%	2971 164.6%	131	42 166.7%	598 168.2%	400 168.8%	1330 165.5% 1	1028 167.3% 1	974 8 61.8% 168	13 43 8.9% 161	2 6 0% 168	50 8 3.0% 165	89 17 5.7% 165	73 21 5.7% 167.	4 174 8% 167.89	471 6 164.4	1898 % 168.2%	1991	574 6 165.9%	3909 166.2%	236 158.3%	2433 162.8%	102 181.1%	1229 169.8%	267 166.3%	765 21 165.7% 16	31 3 5.4% 163	854 33 3.4% 166	3 1035 6% 164.5	3110 % 166.19	310 6 167.3%	927 166.4%	2908 165.3%	2104 164.9%	973 (862 34.0% 16	207 35.5%



Attitudes to Welfare Poll - "Conservatives" Prenared on behalf of Bright Blue

Table 80
G50. With regard to working-age benefits claimants, which of the following statements is closest to your opinion.

1151 341 1199 346 109 32 9.1% 9.2% 466 237 18 7.79 203 160 16 10.0% Unweighted Total 386 387 562 1071 537 1070 130 128 264 1136 286 1128 665 723 680 1822 629 1873 508 557 2353 Weighted Total 200 Benefits claimants are typically people who are ill or disabled 24 113 8.3% 10.0% Benefits claimants are typically people who are temporarily unemployed Benefits claimants are typically people who are in work on low incomes 32 125 11.2% 11.1% 208 16 4 45 21 11.6% 20.7% 17.7% 12.6% 8.9% Benefits claimants are typically people who are unemployer and dependent on the system in the long-term 658 173 1230 73 54.9% 50.1% 52.3% 48.9% Don't know 61 156 21.3% 13.9% 174 55 412 21 14.5% 16.0% 17.5% 14.0% 95 248 32 40 20.5% 16.2% 14.8% 20.3%

Survation.

3 Oct 2014

Table 81

O51. Over the last four years, the government has reduced the level of benefits and tax credits people receive. Regardless of whether you agree or disagree with the need for government to reduce spending, which of the following statements is closest to your view?

Base : All Respondents

Unweighted Total Weighted Total Benefits claimants have suffered as a result of these reductions These reductions

These reductions have been good for benefits claimants These reduction have had no significant impact on benefits claimants Don't know

SIGMA

-					_	_													_						_	_											-					_					_	
L	Fotal	Gender	r		Age			2010	Vote			GE \	oting In	tention			SE	G				Regio	n6			Econo	mic	Soci	al	Ethni	city		Employm	ent Status			Family	/ Status		Par	ent	Gi	randparen	nt		Segmen	ntation	
		Male Fe	emale	18-34	35-54	55+	CON	LAB	LD	ОТНЕ	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE I	ondon I	Aidland s	North	South	Scotlan	Wales	Conserv ative		Conserv ative	Liberal		Non- white	In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No		Yes (non- carer)	No	Loyalis I		Joiners	Conside rers
Γ	2502	1142 1	360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
	2502	1374 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
	689 27.5%	385 : 28.0% 2	304 26.9%	138 27.2%	207 27.1%	343 27.9%	497 26.9%	25 27.8%	51 29.59	10 % 21.89	450 24.9	41 % 51.8%	13 50.39	108 6 30.3%	78 32.7%	244 30.3%	153 24.9%	144 23.8%	149 30.9%	71 26.6%	110 28.3%	151 28.2%	299 27.9%	30 23.6%	24 23.4%	75 26.3%	322 28.5%	325 27.1%	91 26.4%	648 27.5%	41 27.3%	400 26.7%	25 44.7%	184 25.4%	52 32.4%	135 29.3%	398 26.0%	70 32.1%	54 27.0%	177 28.2%	511 27.3%	53 28.8%	172 30.9%	463 26.3%	301 23.6%	197 34.2%	148 28.2%	43 34.5%
	716 28.6%	411 : 29.9% 2	306 27.1%	129 25.4%	214 28.0%	374 30.4%	559 30.2%	29 32.3%	49 28.59	10 % 22.3°	558 30.9	13 % 17.1%	3 12.49	96 6 26.9%	45 19.2%	256 31.8%	162 26.3%	180 29.8%	119 24.7%	76 28.3%	106 27.3%	158 29.4%	302 28.2%	50 39.1%	26 24.8%	75 26.1%	372 33.0%	393 32.8%	76 21.8%	676 28.7%	40 26.8%	420 28.1%	6 11.3%	242 33.5%	42 26.1%	112 24.3%	450 29.4%	61 28.2%	64 32.1%	176 27.9%	541 28.9%	43 23.4%	168 30.1%	505 28.7%	427 33.5%	131 22.8%	130 24.8%	28 22.2%
ve	582 23.2%	347 : 25.3% 2	235 20.8%	132 26.0%	177 23.2%	272 22.1%	411 22.2%	26 29.5%	36 20.5	16 % 36.09	427 6 23.7	13 % 16.0%	14.79	92 6 25.9%	46 19.5%	167 20.7%	162 26.3%	154 25.6%	99 20.6%	57 21.4%	95 24.5%	117 21.8%	257 24.0%	24 19.1%	28 26.9%	86 29.9%	243 21.5%	267 22.3%	106 30.7%	547 23.2%	35 23.6%	375 25.1%	13 22.8%	150 20.8%	26 16.2%	102 22.0%	385 25.2%	39 17.8%	38 18.9%	167 26.6%	414 22.1%	52 28.1%	120 21.4%	410 23.3%	278 21.8%	132 23.0%	147 28.0%	24 19.2%
	515 20.6%	231 : 16.8% 2	284 25.2%	109 21.4%	165 21.6%	242 19.6%	385 20.8%	9 10.4%	37 21.49	9 % 19.99	370 20.5	12 % 15.1%	22.69	60 6 16.8%	68 28.6%	138 17.1%	138 22.5%	125 20.7%	114 23.8%	64 23.8%	77 19.8%	111 20.6%	213 19.9%	23 18.3%	26 24.9%	51 17.7%	191 16.9%	214 17.9%	73 21.1%	482 20.5%	33 22.3%	301 20.1%	12 21.2%	147 20.3%	41 25.3%	113 24.4%	296 19.4%	47 21.9%	44 22.0%	109 17.3%	406 21.7%	37 19.7%	98 17.5%	381 21.6%	269 21.1%	116 20.1%	100 19.1%	30 24.1%
	2502	1374 1	128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125



Table 82 Q52. What is life like for benefits claimants today? Base : All Respondents

Unweighted Total
Weighted Total
On average, benefits claimants today have a very easy life
On average, benefits claimants today have quite an easy life
On average, benefits claimants today have quite a difficult
On average, benefits claimants today have a very difficult life
Don't know

Г	otal	Geno	der		Age			2010	Vote			GE V	oting Int	ention			SE	G				Regio	n6			Econ	omic	So	ial	Eth	nicity		Employm	ent Status	3		Family	Status		Pare	ent	Gra	indparent	1		Segmen	tation	\neg
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative		Conserv	Liberal	White		In employm ent	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)		No	Loyalis E		Con:	
- 2	2502	1142	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277 6	.05
2	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525 1	25
,	398 15.9%	194 14.1%	204 18.1%	97 19.1%	153 20.1%	147 12.0%	302 16.3%	6 6.9%	32 18.6%	5 11.3%	277 15.39	11 % 13.7%	2 7.9%	74 20.8%	33 14.0%	133 16.5%	85 13.8%	109 18.1%	72 14.9%	41 15.2%	59 15.2%	71 13.2%	186 17.4%	23 18.3%	16 15.0%	46 16.2%	187 16.6%	189 15.8%	61 17.5%	369 15.7%	29 19.5%	264 17.7%	9 15.8%	84 11.6%	30 18.7%	69 14.9%	239 15.6%	43 19.6%	36 18.1%	123 19.5%	275 14.7%	17 9.4%	77 13.9%	303 17.2%	197 15.5%	104 18.1%	79 15.0% 13	17 3.6%
	972 38.8%	535 38.9%	437 38.8%	197 38.8%	294 38.6%	481 39.0%	711 38.4%	47 53.1%	65 37.5%	22 50.4%	734 40.79	23 % 29.5%	6 25.2%	138 38.8%	70 29.7%	308 38.3%	245 39.8%	235 39.1%	184 38.2%	104 38.6%	138 35.6%	238 44.4%	399 37.3%	55 43.2%	37 36.1%	116 40.7%	458 40.6%	510 42.5%	125 36.2%	918 39.0%	54 36.4%	575 38.5%	11 18.7%	314 43.4%	56 34.7%	162 35.1%	622 40.6%	83 38.1%	68 34.1%	265 42.1%	707 37.8%	91 49.4%	204 36.7%	676 38.4%	516 40.4%	195 33.9%	216 41.2% 35	45 5.7%
	683 27.3%	411 29.9%	272 24.1%	121 23.9%	170 22.3%	391 31.7%	496 26.8%	23 25.8%	49 28.5%	13 5 29.4%	506 28.09	24 % 31.1%	11 42.9%	77 21.6%	65 27.3%	249 30.9%	157 25.5%	154 25.6%	124 25.7%	68 25.2%	120 31.1%	144 26.8%	277 25.9%	37 29.2%	34 32.3%	64 22.4%	329 29.1%	336 28.0%	86 24.9%	651 27.7%	32 21.2%	386 25.8%	20 34.8%	226 31.2%	32 20.2%	123 26.7%	423 27.7%	54 25.1%	59 29.4%	138 22.0%	544 29.1%	46 24.8%	187 33.5%	450 25.6%	354 27.7%	142 24.6%	151 : 28.8% 28	36 8.5%
	147 5.9%	86 6.3%	61 5.4%	27 5.4%	48 6.3%	71 5.8%	110 5.9%	8 9.2%	4.8%	2 4.2%	82 4.59	14 % 18.0%	1 5.8%	28 7.9%	21 9.1%	36 4.4%	37 6.0%	41 6.7%	34 7.1%	25 9.5%	18 4.6%	27 4.9%	68 6.4%	5 4.0%	4 3.9%	20 6.8%	51 4.5%	63 5.2%	27 7.8%	139 5.9%	8 5.2%	82 5.5%	11 19.0%	27 3.7%	14 8.7%	34 7.3%	71 4.7%	13 6.2%	18 8.9%	43 6.9%	103 5.5%	12 6.3%	32 5.7%	104 5.9%	52 4.1%	58 10.1%	30 5.6% 5	7 5.7%
	303 12.1%	148 10.8%	155 13.7%	65 12.8%	97 12.7%	141 11.5%	233 12.6%	4 4.9%	18	2 4.7%	206 11.49	6 % 7.6%	5 18.1%	38 10.8%	47 20.0%	79 9.9%	92 14.9%	64 10.6%	68 14.2%	31 11.5%	52 13.6%	57 10.7%	140 13.1%	7 5.3%	13 12.7%	40 13.9%	105 9.3%	102 8.5%	47 13.6%	276 11.7%	26 17.7%	187 12.5%	7 11.7%	72 10.0%	28 17.7%	74 16.1%	175 11.4%	24 11.0%	19 9.5%	60 9.5%	243 13.0%	19 10.1%	57 10.3%	227 12.9%	157 12.3%	76 13.2%	49 9.4% 1f	21 5.4%
1	2502 00.0%	1374 100.0%	1128 100.0%	508 100.0%	763 100.0%	1231 100.0%	1851 100.0%	88 100.0%	173	44 100.0%	1804 100.09	78 6_100.0%	25 100.0%	355 100.0%	237 100.0%	804 100.0%	615 100.0%	602 100.0%	481 100.0%	268 100.0%	387 100.0%	537 100.0%	1070 100.0%	128 100.0%	104 100.0%	286 100.0%	1128 100.0%	1199 100.0%	346 100.0%	2353 100.0%	149 100.0%	1494 100.0%	57 100.0%	723 100.0%	160 100.0%	462 100.0%	1530 100.0%	217 100.0%	200 100.0%	629 100.0%	1873 100.0%	185 100.0%	557 100.0%	1759 100.0%	1276 100.0%	575 100.0%	525 1: 100.0% 100	25).0%



Table 83 QS3. Which of the following statements is closest to your opinions? Base : All Respondents

Unweighted Total
Weighted Total
New mothers should all receive the same level of Maternity Pay from government, regardless of how much they have contributed into the system in the past or not
New mothers who have contributed more into the system in the past should be entitled to higher Maternity Pay from government than those who have contributed less
Don't know

_																																																$\overline{}$
To	tal	Gende	er		Age	- 1		2010	Vote		1	GE '	Voting I	ntention			SE	G				Regio	on6			Econ	omic	Sc	ocial	Eth	nicity		Employn	ent Status	3		Family	Status		Par	ent	Gra	ndparen	nt		Segment	itation	
	м	ale Fe	emale	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	ОТНЕ	Undecid ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv	Statist	Consen	v Liberal	White	Non- white	In employn ent	Unemplo	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non- carer)	No	Loyalis I			onside rers
25	02 11	42 1	1360	371	1009	1122	1620	141	271	85	1307	171	85	470	466	728	628	631	515	252	386	562	1071	130	93	264	1136	1151	341	2341	161	1499	62	665	203	441	1528	228	210	680	1822	188	508	1806	1015	605	277	605
25	02 13	374 1	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	268	387	537	1070	128	104	286	1128	1199	346	2353	149	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125
3	39 5 7.5% 4	550 0.0% :	389 34.4%	214 42.2%	280 36.7%	444 36.1%	677 36.5%	36 41.3%	72 41.39	17 % 38.7%	687 38.19	33 % 42.49	13 6 51.0	114 % 32.05	91 6 38.6%	316 39.3%	257 41.7%	196 32.5%	171 35.5%	111 41.2%	147 38.0%	209 38.9%	378 35.3%	53 41.5%	36 35.0%	91 31.8%	417 37.0%	453 37.89	147 % 42.5%	876 37.2%	63 42.4%	549 36.79	24 42.7%	261 36.1%	66 41.0%	176 38.2%	575 37.6%	81 37.4%	71 35.4%	239 37.9%	700 37.4%	68 36.5%	229 41.1%	642 36.5%	473 37.0%	204 35.4%	213 40.5%	49 39.4%
			612 54.2%	231 45.5%	402 52.6%	682 55.4%	993 53.6%	46 51.8%	88 50.79	21 % 48.4%	946 52.49	34 43.39	11 6 42.0	209 % 58.7°	114 6 48.0% 32	435 54.1%	291 47.3%	341 56.7%	247 51.4%	127 47.3%	196 50.6%	282 52.6%	592 55.3%	66 51.9%	51 48.7%	170 59.5%	630 55.8%	659 54.99	170 49.3%	1250 53.1%	64 42.8%	786 52.69	24 42.5%	407 56.2%	77 47.8%	222 48.2%	811 53.0%	119 54.8%	114 57.2%	332 52.8%	982 52.4%	101 54.4%	284 51.0%	929 52.8%	684 53.6%	308 53.6%	260 49.5%	61 48.9%
		8.8%	11.4%	12.4%	10.6%	8.5%	9.8%	6.9%	7.99	6 12.9%	9.59	6 14.39	6 7.0	% 9.29	6 13.5%	6.7%	11.0%	10.8%	13.1%	11.5%	11.4%	8.6%	9.4%	6.7%	16.3%	8.7%	7.2%	7.39	% 8.2%	9.6%	14.8%	10.69	14.8%	7.7%	11.2%	13.7%	9.4%	7.8%	7.3%	9.2%	10.2%	9.0%	7.9%	10.7%	9.3%	11.0%	9.9%	11.7%
25	02 13	874 1 0.0% 1	1128	508 100.0%	763 100.0%	1231	1851 100.0%	88 100.0%	173	44 6 100.09	1804	78 6 100 09	25 6 100 0	355	237	804 100.0%	615	602 100.0%	481 100.0%	268	387	537	1070	128	104	286 100.0%	1128	1199	346 6 100.0%	2353	149 100.0%	1494	57	723	160 100 0%	462 100.0%	1530	217	200	629	1873	185	557 100.0%	1759	1276	575	525 100.0%	125



Page	Table	Title	Base Description	Base
4	1	Q1. Where do you currently live?	Base : All Respondents	2502
5	2	Q2. Which English county do you currently live in?	Base : Respondents of English county	2279
6	2	Q2. Which English county do you currently live in?	Base : Respondents of English county	2271
7	2	Q2. Which English county do you currently live in?	Base : Respondents of English county	2271
8	3	Q3. What is your sex?	Base : All Respondents	2502
9	4	Q4. What is your age?	Base : All Respondents	2502
10	5	Q5. What is your ethnic group?	Base : All Respondents	2502
11	6	Q6. What best describes your household income, including all benefits, but before tax is deducted?	Base : All Respondents	2502
12	7	Q7 Which of these qualifications do you have?	Base : All Respondents	2502
13	8	Q7C1. You selected NVQs/GNVQs/RSA Diploma. At which level is your highest qualification?	Base : All Answering	150
14	9	Q7D1. You selected GCSEs/O-Levels/Standard Grades. What is your highest level of attainment for your particular qualification?	Base : All Answering	600
15	10	Q7F1. You selected AS-Levels / Scottish Highers. How many do you have?	Base : All Answering	29
16	11	Q7G1. You selected A-Levels / Advanced Highers. How many do you have?	Base : All Answering	311
17	12	Q8. Were you born	Base : All Respondents	2502
18	13	Q9. Which of these statements is correct?	Base : All Respondents	2502
19	14	Q10. Which of these statements is correct?	Base : All Respondents	2502
20	15	Q11. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?	Base : All Respondents	2502
21	16	Q12. Weighted by normal weighting Q12. 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? / Another Party (Net)	Base : All Respondents	2502

Page	Table	Title	Base Description	Base
22	17	Q12. Weighted by normal weighting and likelihood to vote Q12. 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? / Another Party (Net)	Base : Respondents likely to vote	2446
23	18	Q12. Weighted by normal weighting,likelihood to vote and with undecided / refused removed Q12. 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? / Another Party (Net)	Base : Respondents likely to vote	1998
24	19	Q12. Weighted by normal weighting,likelihood to vote, with undecided / refused removed and replaced with a 0.3 factor of 2010 vote Q12. 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? / Another Party (Net)	Base : Respondents likely to vote	2333
25	20	Q14A. Which of the following parties would you seriously consider voting for at the next general election? Conservative	Base : All Respondents	2502
26	21	Q14B. Which of the following parties would you seriously consider voting for at the next general election? Labour	Base : All Respondents	2502
27	22	Q14C. Which of the following parties would you seriously consider voting for at the next general election? Liberal Democrat	Base : All Respondents	2502
28	23	Q14D. Which of the following parties would you seriously consider voting for at the next general election? UK Independence Party (UKIP)	Base : All Respondents	2502
29	24	Q15. 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 : All Respondents	2502
30	25	Q16. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : Respondent Voted in General Election in May 2010	2117
31	26	Q17. What is your current employment status?	Base : All Respondents	2502
32	27	Q18. What is your family status?	Base : All Respondents	2502
33	28	Q19. How many children do you have who are under the age of 18?	Base : All Respondents	2502
34	29	Q20. How many grandchildren do you have who are under the age of 18?	Base : All Respondents	2502

Page	Table	Title	Base Description	Base
35	30	Q21. Which of these best describes your relationship with your grandchildren?	Base : Respondents having grandchildren	696
36	31	Q22. What do you think is the best family environment for children to grow up in?	Base : All Respondents	2502
37	32	Q23. Which of the following statements is closest to your opinion?	Base : All Respondents	2502
38	33	Q24. Which of the following statements is closest to your opinion?	Base : All Respondents	2502
39	34	Q25. Which of the following statements is closest to your opinion?	Base : All Respondents	2502
40	35	Q26. To what extent do you think that commercial advertising aimed at children under 12 should be regulated?	Base : All Respondents	2502
41	36	Q27. Which of these statements is closest to your view of how internet should be regulated?	Base : All Answering	2501
42	37	Q28. In general, which of the following statements is closest to your opinion?	Base : All Respondents	2502
43	38	Q29. On a scale of 0 to 10, how much of an impact would you say the following factors have on causing poverty in the UK today, where 0 means poverty is entirely caused by circumstances beyond people's control, 10 means poverty is entirely caused by people not doing enough to help themselves and 5 is an even mix of both factors.	Base : All Respondents	2502
44	39	Q30a. How significant do you think each of the following factors are in causing poverty in the UK? Lack of available jobs	Base : All Respondents	2502
45	40	Q30b. How significant do you think each of the following factors are in causing poverty in the UK? Low wages paid by employers	Base : All Respondents	2502
46	41	Q30c. How significant do you think each of the following factors are in causing poverty in the UK? Lack of good schools	Base : All Respondents	2502
47	42	Q30d. How significant do you think each of the following factors are in causing poverty in the UK? Difficult family environments	Base : All Respondents	2502
48	43	Q30e. How significant do you think each of the following factors are in causing poverty in the UK? Illness / disability	Base : All Respondents	2502
49	44	Q30f. How significant do you think each of the following factors are in causing poverty in the UK? Lack of aspiration	Base : All Respondents	2502
50	45	Q30g. How significant do you think each of the following factors are in causing poverty in the UK? Lack of work ethos	Base : All Respondents	2502
51	46	Q30h. How significant do you think each of the following factors are in causing poverty in the UK? People not being willing to accept boring / menial jobs	Base : All Respondents	2502

Page	Table	Title	Base Description	Base
52	47	Q30i. How significant do you think each of the following factors are in causing poverty in the UK? Children not working hard at school to get necessary skills	Base : All Respondents	2502
53	48	Q30j. How significant do you think each of the following factors are in causing poverty in the UK? People wasting their money / failing to manage household budgets	Base : All Respondents	2502
54	49	Q31. If you were to lose your job tomorrow and become reliant on benefits, which of the following do you think you ought to do?	Base : All Answering	1499
55	50	Q32. What is your personal experience of people who receive benefits or tax credits such as these?	Base : All Respondents	2502
56	51	Q33. Thinking about you and your family, how do you feel that benefits are most relevant to you, if at all?	Base : All Respondents	2502
57	52	Q34. Which of the following do you feel is the most important goal for the government to focus on when designing the welfare system?	Base : All Respondents	2502
58	53	Q35. What do you think is the best description of the condition of the welfare state in the UK today?	Base : All Respondents	2502
59	54	Q36. What should the primary purpose of the welfare state be?	Base : All Respondents	2502
60	55	Q37. Which of the following statements is closest to your opinion?	Base : All Respondents	2502
61	56	Q38. Which of the following statements is closest to your opinion?	Base : All Respondents	2502
62	57	Q39A. In regard to benefits, which of the following would you consider to count as a contributor to the system? Someone who pays income tax / National Insurance	Base : All Respondents	2502
63	58	Q39B. In regard to benefits, which of the following would you consider to count as a contributor to the system? Someone who does voluntary work	Base : All Respondents	2502
64	59	Q39C. In regard to benefits, which of the following would you consider to count as a contributor to the system? Someone who cares for elderly / disabled relative	Base : All Respondents	2502
65	60	Q39D. In regard to benefits, which of the following would you consider to count as a contributor to the system? Someone who makes charitable donations	Base : All Respondents	2502
66	61	Q39E. In regard to benefits, which of the following would you consider to count as a contributor to the system? Someone who cares for children	Base : All Respondents	2502
67	62	Q40. Which of the following statements is closest to your opinion?	Base : All Respondents	2502

Page	Table	Title	Base Description	Base
68	63	Q41. Which of the following is closest to your view?	Base : All Respondents	2502
69	64	Q42A. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom. State	Base : All Answering	2501
70	65	Q42B. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom. Family	Base : All Answering	2501
71	66	Q42C. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom. Charities	Base : All Answering	2501
72	67	Q42D. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom. Neighbours and friends	Base : All Answering	2501
73	68	Q42E. Please rank the following in order of how much of a responsibility you think they have to support people who are having financial difficulties, with those with the greatest responsibility at the top and the smallest responsibility at the bottom. Local community (e.g. churches, WI groups)	Base : All Answering	2501
74	69	Q43A. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom. State	Base : All Respondents	2502
75	70	Q43B. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom. Family	Base : All Respondents	2502
76	71	Q43C. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom. Charities	Base : All Respondents	2502
77	72	Q43D. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom. Neighbours and friends	Base : All Respondents	2502

Page	Table	Title	Base Description	Base
78	73	Q43E. Please rank the following in order of how effective you think they are at supporting people who are having financial difficulties, with the most effective at the top and the least effective at the bottom. Local community (e.g. churches, WI groups)	Base : All Respondents	2502
79	74	Q44. Which of the following statements is closest to your view?	Base : All Respondents	2502
80	75	Q45. Should benefits and tax credits for children be focussed on all children (under 18) equally or mainly on young children (under 5)?	Base : All Respondents	2502
81	76	Q46. The government has cut child benefit for high earners. At the same time, it is introducing as a universal benefit free school meals for all infant schoolchildren. In general do you think welfare benefits such as these are better as universal benefits available to everyone in society, or as means tested benefits that focus on helping only those most in need?	Base : All Respondents	2502
82	77	Q47. What is your view of the government's expansion of free state-funded childcare e.g. giving parents childcare vouchers equal to 20% of weekly costs?	Base : All Respondents	2502
83	78	Q48. The government is trying to encourage stronger families, for example by providing vouchers for parenting classes. Which of the following statements is closest to your view?	Base : All Respondents	2502
84	79	Q49. What are the best ways for the government to ensure that people already in work are not in poverty?	Base : All Respondents	2502
85	80	Q50. With regard to working-age benefits claimants, which of the following statements is closest to your opinion?	Base : All Respondents	2502
86	81	Q51. Over the last four years, the government has reduced the level of benefits and tax credits people receive. Regardless of whether you agree or disagree with the need for government to reduce spending, which of the following statements is closest to your view?	Base : All Respondents	2502
87	82	Q52. What is life like for benefits claimants today?	Base : All Respondents	2502
88	83	Q53. Which of the following statements is closest to your opinions?	Base : All Respondents	2502