

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.

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

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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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
England	2271	1237	1034	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	537	472	112
	90.8%	90.0%	91.6%	88.9%	93.0%	90.1%	91.1%	92.1%	93.6%	72.4%	90.1%	91.5%	88.3%	90.7%	96.0%	91.0%	88.8%	92.0%	91.4%	100.0%	100.0%	100.0%	100.0%	-	-	86.4%	91.7%	91.3%	88.3%	90.3%	97.8%	91.2%	97.0%	89.0%	93.7%	89.3%	91.2%	87.2%	94.3%	91.7%	90.4%	92.8%	90.7%	90.6%	90.1%	93.2%	89.8%	89.3%
Wales	104	70	34	24	23	57	77	5	1	2	81	-	1	17	5	24	27	22	31	-	-	-	-	-	104	19	38	45	16	103	1	56	-	37	5	23	59	14	5	19	84	6	20	79	59	18	22	5
	4.1%	5.1%	3.0%	4.6%	3.0%	4.7%	4.1%	5.6%	0.8%	4.4%	4.3%	0.4%	2.3%	4.7%	2.1%	3.0%	4.4%	3.6%	6.9%	-	-	-	-	-	100.0%	6.5%	3.3%	3.7%	4.7%	4.4%	0.7%	3.8%	0.3%	5.2%	3.2%	5.0%	3.8%	6.3%	2.3%	3.1%	4.9%	3.0%	3.5%	4.5%	4.6%	3.1%	4.2%	3.9%
Scotland	128	67	61	33	31	64	88	2	10	10	98	6	2	16	5	49	42	26	10	-	-	-	-	128	20	56	60	24	125	2	75	2	43	5	26	78	14	7	33	95	8	32	87	67	21	31	8	
	5.1%	4.9%	5.4%	6.5%	4.0%	5.2%	4.7%	2.2%	5.7%	23.3%	5.4%	8.1%	9.5%	4.6%	1.9%	6.1%	6.9%	4.4%	2.1%	-	-	-	-	100.0%	-	7.1%	4.9%	5.0%	7.0%	5.3%	1.5%	5.0%	2.7%	5.9%	3.2%	5.7%	4.9%	6.5%	3.4%	5.2%	5.1%	4.3%	5.8%	5.0%	5.2%	3.6%	6.0%	6.8%
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Attitudes to Welfare Poll - "Conservatives"
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Table 2
Q2. Which English county do you currently live in?
Base : Respondents of English county

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undeclared	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
Weighted Total	2271	1237	1034	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	537	472	112				
Staffordshire	34	13	21	7	14	13	19	2	4	-	29	1	-	2	9	15	4	7	-	34	-	-	-	-	-	1	14	9	9	34	4	21	3	8	2	9	22	3	2	9	26	4	6	25	16	3	13	2				
Suffolk	38	18	21	5	13	21	30	5	4	-	27	3	1	3	5	5	14	8	11	-	-	-	38	-	-	2	24	28	1	38	1	19	1	13	5	3	27	2	4	7	32	5	10	23	20	10	7	2				
Surrey	91	43	47	19	30	42	59	4	8	2	69	4	4	9	4	30	23	24	13	-	-	-	91	-	-	12	39	42	12	79	12	51	1	21	11	15	54	10	9	26	65	4	13	74	46	14	24	8				
Tyne and Wear	33	14	19	4	10	20	24	1	5	-	21	2	-	6	4	8	11	5	10	-	-	33	-	-	-	4	15	16	4	33	-	20	-	13	-	6	21	-	5	5	28	2	11	21	14	10	6	3				
Warwickshire	26	21	7	4	8	19	22	-	3	-	21	-	-	3	4	9	5	10	4	-	28	-	-	-	-	5	14	23	1	28	-	15	-	10	3	4	22	1	2	8	21	2	16	11	17	6	4	1				
West Midlands	95	53	42	26	30	38	70	6	1	5	66	9	1	12	7	34	19	19	23	-	95	-	-	-	-	8	32	42	18	80	15	55	6	25	8	20	54	8	10	31	63	13	22	60	45	25	21	4				
West Sussex	46	29	17	7	18	21	39	-	3	-	34	1	-	7	2	18	11	8	9	-	-	-	46	-	-	7	22	17	7	45	1	31	1	13	1	8	23	12	2	13	33	3	14	29	29	10	5	2				
West Yorkshire	106	64	44	30	27	51	75	4	11	6	79	3	-	17	9	28	28	25	27	-	-	108	-	-	-	8	41	58	9	100	8	59	4	36	7	20	68	9	7	30	78	4	30	74	51	24	28	4				
Wiltshire	21	7	14	4	8	9	13	-	6	-	16	-	-	1	2	4	4	6	7	-	-	21	-	-	-	2	8	10	3	21	-	8	-	9	3	3	12	2	3	7	14	1	8	11	9	4	7	1				
Worcestershire	27	16	11	2	11	14	21	-	5	-	21	-	-	4	1	8	7	6	5	-	27	-	-	-	-	21	16	2	27	-	20	-	7	1	4	18	2	7	19	16	5	5	1	1								
Not Listed	9	5	3	-	3	6	8	-	-	-	6	-	-	2	-	1	-	6	2	-	-	-	-	-	-	1	4	2	8	-	4	-	4	-	4	-	3	5	-	-	8	-	4	4	2	2	-					
SIGMA	2271	1237	1034	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	537	472	112				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Attitudes to Welfare Poll - "Conservatives"
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Table 3
Q3. What is your sex?
Base : All Respondents

	Gender		Age			2010 Vote				GE Voting Intention					SEG					Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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	288	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
Male	1374	1374	-	204	411	758	1029	61	80	21	1025	37	14	211	87	496	307	303	268	150	215	311	556	67	70	221	532	673	217	1291	82	841	27	452	21	271	872	99	92	301	1073	81	354	939	730	299	293	51
	54.9%	100.0%	-	40.2%	53.9%	61.6%	55.6%	69.2%	45.9%	48.6%	56.8%	46.9%	53.5%	59.3%	36.5%	61.7%	50.0%	50.2%	55.7%	55.9%	55.5%	57.9%	52.0%	52.4%	67.2%	77.1%	47.1%	56.1%	62.6%	54.9%	55.2%	56.2%	48.5%	62.4%	13.0%	58.8%	57.0%	45.7%	46.2%	47.8%	57.3%	43.7%	63.4%	53.4%	57.2%	51.9%	55.8%	41.0%
Female	1128	-	1128	304	352	473	823	27	94	23	779	42	12	145	150	308	307	300	213	118	172	226	514	61	34	65	596	526	129	1062	67	654	29	272	139	190	658	118	108	328	800	104	204	820	546	277	232	74
	45.1%	-	100.0%	59.8%	46.1%	38.4%	44.4%	30.8%	54.1%	51.4%	43.2%	53.1%	46.5%	40.7%	63.5%	38.3%	50.0%	49.8%	44.3%	44.1%	44.5%	42.1%	48.0%	47.8%	32.8%	22.9%	52.9%	43.9%	37.4%	45.1%	44.8%	43.8%	51.5%	37.6%	87.0%	41.2%	43.0%	54.3%	53.8%	52.2%	42.7%	66.3%	36.6%	46.6%	42.8%	48.1%	44.2%	59.0%
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Attitudes to Welfare Poll - "Conservatives"
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3 Oct 2014

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (care)	Yes (non-care)	No	Loyalists	Defectors	Joiners	Considerers				
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	288	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			
18-24	82	14	48	62	-	-	26	-	5	-	40	5	1	4	11	9	20	27	6	14	15	5	22	3	3	5	13	7	20	49	13	28	6	-	5	39	10	13	-	15	47	5	-	57	15	11	25	11			
25-34	448	191	255	448	-	-	272	38	35	14	322	23	9	39	54	194	123	91	38	81	56	79	180	30	21	71	213	161	118	389	67	401	7	-	28	159	222	65	-	212	234	13	-	4	429	185	87	136	38		
35-44	302	172	131	-	302	-	213	14	17	6	218	14	3	39	28	122	77	67	36	48	53	64	110	15	11	42	128	119	61	267	35	257	11	2	28	78	176	35	11	172	130	5	5	293	148	65	69	20			
45-54	461	240	221	-	461	-	349	13	40	2	328	14	3	70	46	148	120	125	67	49	72	93	217	16	12	56	188	191	67	437	24	374	10	14	50	71	307	39	39	171	290	25	36	399	231	118	96	16			
55-64	708	418	289	-	708	-	546	16	49	14	512	17	5	111	82	209	160	183	159	39	102	179	316	58	31	65	315	355	61	692	18	372	20	225	42	80	457	47	92	45	682	76	233	599	374	172	107	24			
65+	523	340	183	-	523	-	446	7	28	8	385	6	4	92	36	124	115	110	175	37	89	117	226	26	27	48	272	367	20	519	4	63	2	452	6	36	358	18	58	13	510	61	280	183	323	124	61	16			
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	Full employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers		
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	
White	2353	1291	1062	438	704	1211	1770	76	163	41	1695	65	23	348	220	729	578	583	463	215	364	522	1015	125	103	273	1056	1137	324	2353	-	1380	52	716	150	426	1433	205	196	555	1798	175	544	1633	1218	551	474	109	
	94.0%	94.0%	94.1%	86.2%	92.2%	98.4%	95.6%	86.2%	94.3%	93.5%	94.0%	83.1%	90.5%	96.0%	92.7%	90.7%	94.0%	96.8%	96.1%	80.3%	94.2%	97.3%	94.8%	98.2%	99.0%	95.5%	93.6%	94.8%	93.6%	100.0%	-	92.4%	92.0%	99.0%	93.6%	92.2%	93.6%	94.4%	98.2%	88.2%	96.0%	94.6%	97.7%	92.8%	95.5%	95.8%	90.3%	87.2%	
Mixed/Multiple ethnic groups	27	13	14	12	10	5	9	2	1	-	21	1	1	2	1	11	5	6	5	5	10	4	8	-	-	6	12	11	8	-	27	17	3	2	1	7	11	8	-	9	17	3	5	19	6	3	15	2	
	1.1%	0.9%	1.2%	2.3%	1.3%	0.4%	0.5%	2.2%	0.4%	0.7%	1.2%	1.6%	2.7%	0.6%	0.3%	1.3%	0.8%	0.9%	1.0%	2.0%	2.5%	0.7%	0.7%	0.2%	-	2.0%	1.0%	0.9%	2.9%	-	17.8%	1.1%	4.7%	0.3%	0.5%	1.6%	0.7%	3.6%	-	1.5%	0.9%	1.4%	0.9%	1.1%	0.5%	0.5%	2.9%	1.7%	
Asian/ Asian British	85	46	38	47	29	8	55	6	7	-	59	10	2	5	10	47	21	10	7	35	6	5	37	1	-	4	37	35	10	-	85	67	1	3	6	17	62	4	2	49	36	4	4	76	38	17	20	10	
	3.4%	3.4%	3.4%	9.3%	3.9%	0.6%	3.0%	6.8%	4.3%	0.7%	3.2%	12.2%	6.8%	1.3%	4.3%	5.8%	3.5%	1.6%	1.4%	12.9%	1.6%	0.9%	3.5%	0.9%	-	1.3%	3.3%	2.9%	2.6%	-	56.8%	4.5%	2.6%	0.5%	4.0%	3.6%	4.1%	1.7%	1.0%	7.7%	1.9%	2.3%	0.7%	4.3%	3.0%	2.9%	3.9%	7.7%	
Black/African/ Caribbean/Black British	18	10	9	9	8	2	7	4	1	-	15	1	-	1	-	7	6	2	4	6	6	4	1	-	1	2	15	11	-	18	16	-	-	1	6	11	-	2	11	7	1	2	16	6	1	9	2		
	0.7%	0.7%	0.8%	1.7%	1.0%	0.1%	0.4%	4.1%	0.7%	-	0.8%	1.9%	-	0.1%	0.5%	0.8%	1.0%	0.3%	0.8%	2.3%	1.6%	0.7%	0.1%	-	1.0%	0.6%	1.3%	0.9%	0.1%	-	12.2%	1.1%	0.2%	-	0.7%	1.2%	0.7%	-	0.8%	1.7%	0.4%	0.4%	0.3%	0.9%	0.5%	0.2%	1.8%	1.6%	
Other Ethnic group	20	14	6	2	12	5	11	1	-	2	14	1	-	-	5	10	4	2	3	7	1	2	9	1	-	2	9	6	4	-	20	14	-	2	2	6	13	1	-	6	14	2	2	15	7	4	7	2	
	0.8%	1.0%	0.5%	0.5%	1.6%	0.4%	0.6%	0.7%	0.3%	5.2%	0.8%	1.0%	-	-	2.2%	1.3%	0.7%	0.3%	0.6%	2.5%	0.2%	0.4%	0.9%	0.7%	-	0.6%	0.8%	0.5%	1.2%	-	13.2%	1.0%	0.5%	0.2%	1.2%	1.4%	0.8%	0.3%	-	0.9%	0.7%	1.2%	0.4%	0.9%	0.6%	0.7%	1.2%	1.8%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecl	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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
No Qualifications	97	62	35	3	7	87	80	3	2	1	62	2	1	26	7	1	1	8	89	8	21	17	45	5	3	38	62	3	91	6	17	1	65	6	8	63	7	9	6	91	6	50	40	50	29	11	6	
A formal apprenticeship	96	87	9	9	19	69	78	2	3	1	72	2	3	15	5	9	14	52	22	6	13	28	40	5	3	19	31	54	19	92	4	51	2	40	3	9	75	7	5	18	78	10	34	52	58	19	13	5
NVQs/IGVOCs/RSA Diploma	298	133	165	82	86	129	203	10	24	9	214	8	1	38	36	37	64	122	75	14	71	68	117	11	16	31	131	136	53	287	11	196	16	58	22	59	172	41	18	80	218	22	68	207	139	64	75	20
GCSEs/O-Levels	910	501	409	166	309	435	691	19	61	12	648	23	8	146	84	156	157	315	282	75	133	197	425	37	39	98	393	422	117	880	30	521	24	258	75	208	524	82	76	186	724	66	196	648	473	218	174	44
Diploma (General)	132	69	63	32	40	80	100	1	7	1	100	4	2	15	12	28	27	52	26	15	19	30	60	5	3	5	74	75	9	126	6	78	4	39	10	18	86	9	11	37	95	10	26	96	74	26	25	7
AS-Levels	101	56	45	60	25	16	67	1	8	7	79	3	2	8	8	32	40	24	5	13	18	18	43	8	1	11	38	36	19	89	12	83	3	4	2	42	42	11	5	29	72	4	1	96	53	13	26	9
A-Levels	531	302	229	149	164	218	394	16	45	14	403	9	7	64	48	162	210	121	39	54	80	91	257	33	13	70	242	225	90	514	17	353	10	110	41	119	300	57	40	133	398	36	87	408	290	104	113	24
Professional Qualifications (i.e Teaching, Nursing, Accountancy)	482	279	203	66	124	262	377	10	30	11	360	18	3	52	49	281	174	28	-	38	72	110	209	35	19	46	237	251	59	463	19	270	5	180	19	52	338	27	39	101	381	41	130	312	269	108	91	15
Degree/Postgraduate Degree (i.e BA, BSc, MA, MSc, MRes, MBA, PGCE)	871	502	369	260	279	333	611	38	76	21	647	30	13	90	90	565	247	60	-	137	120	188	332	56	35	117	398	381	148	776	95	624	14	177	40	203	497	85	60	255	616	43	132	696	432	180	214	46
Other (incl Vocational training i.e. forklift licence, construction skills certification scheme (CSCS), food hygiene certificate & Foreign Qualifications)	146	95	51	18	49	79	106	1	7	4	115	3	1	14	13	30	28	53	34	8	28	32	65	6	7	21	73	70	31	141	5	83	5	43	7	21	95	10	13	24	122	8	41	97	83	22	31	9
SIGMA	3664	2086	1578	845	1101	1718	2707	101	263	79	2701	100	40	470	351	1300	960	832	572	365	574	779	1594	196	143	420	1656	1711	548	3459	205	2278	84	972	222	740	2195	336	275	871	2793	245	766	2653	1922	785	774	183
	146.4%	151.9%	139.8%	166.4%	144.3%	139.6%	146.2%	114.4%	151.3%	180.8%	149.7%	128.1%	159.0%	132.3%	148.1%	161.7%	156.3%	138.2%	118.8%	136.2%	148.3%	145.1%	148.9%	153.5%	137.6%	146.7%	146.8%	142.6%	158.5%	147.0%	137.4%	152.3%	148.2%	134.4%	138.7%	160.4%	143.4%	155.0%	137.6%	138.3%	149.2%	132.3%	137.4%	150.8%	150.6%	136.3%	147.3%	146.5%

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Table 8
Q7C1. You selected NVQs/GNVQs/RSA Diploma. At which level is your highest qualification?
Base : All Answering

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecl	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers				
Unweighted Total	150	55	95	28	59	63	81	10	18	7	64	13	5	30	38	12	28	70	40	8	37	41	53	5	5	12	76	71	26	145	5	90	6	33	17	22	88	28	9	50	100	9	38	103	44	37	19	50			
Weighted Total	134	52	81	32	38	64	87	8	13	4	89	5	1	18	20	10	26	63	35	4	37	34	49	2	6	10	72	67	16	130	4	80	7	34	11	19	83	18	12	46	88	9	39	86	53	34	36	11			
NVO Level 1 or a Foundation GNVQ	23	9	14	8	6	9	10		2		18	1		3	1			6	17	1	11	1	11				11	11	3	23		11	1	8	2	8	13	1	1	4	19		4	19	6	4	12	1			
NVO Level 2 or an Intermediate GNVQ or an RSA Diploma	45	18	28	11	16	19	29	5	3	3	27	1	1	7	10			1	30	13	1	11	11	18		4	4	26	25	2	45		28	2	7	8	7	26	7	5	20	25		8	37	15	14	12	4		
NVO Level 3 or an Advanced GNVQ or an RSA Advanced Diploma	33.6%	35.3%	32.5%	33.0%	42.1%	29.0%	33.3%	66.5%	22.5%	76.2%	30.3%	17.7%	51.7%	36.2%	48.8%			4.8%	48.5%	38.1%	31.3%	29.5%	33.6%	35.8%	6.6%	57.7%	37.9%	36.5%	37.4%	14.3%	34.5%	4.7%	34.7%	27.7%	21.0%	69.8%	34.9%	31.6%	40.3%	41.8%	43.3%	28.6%		20.6%	42.8%	28.0%	41.5%	33.9%	35.3%		
NVO Level(s)4-5 or an RSA Higher Diploma	49	14	35	13	10	26	33	2	6		30	3		7	8	1	18	25	4	2	10	17	17	2	2	5	25	19	10	45	4	32	4	11	1	4	31	8	5	19	29	6	17	25	19	15	11	4			
SIGMA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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Table 9
Q7D1. You selected GCSEs/O-Levels/Standard Grades. What is your highest level of attainment for your particular qualification?
Base : All Answering

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecl	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
Unweighted Total	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
Weighted Total	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
1 or more GCSEs (any grade) / 1-4 O-Levels (pass) / 1-4 Standard Grades	271	149	121	16	91	164	209	8	8	3	186	11	1	48	24	-	11	67	193	15	40	59	131	7	17	25	107	130	24	267	4	128	7	103	25	51	165	22	25	37	234	30	65	176	136	73	50	12
	48.2%	50.2%	45.9%	29.4%	43.6%	54.8%	47.7%	57.3%	23.9%	43.2%	48.5%	66.0%	64.8%	43.1%	50.9%	-	26.9%	26.7%	72.6%	33.7%	48.7%	47.0%	50.4%	41.9%	56.8%	39.5%	47.5%	47.5%	36.2%	48.4%	38.0%	43.3%	43.8%	56.7%	45.5%	48.1%	48.0%	49.2%	46.5%	32.1%	52.3%	52.6%	47.6%	47.7%	48.0%	47.2%	49.8%	49.8%
5+ GCSEs (grades A*-C) / 5+ O-Level (pass) / 5+ Standard Grades (pass)	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
	51.8%	49.8%	54.1%	70.6%	56.4%	45.2%	52.3%	42.7%	76.1%	56.8%	51.5%	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%	43.2%	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%	52.3%	52.0%	52.8%	50.2%	50.2%
SIGMA	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
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

	Gender		Age			2010 Vote				GE Voting Intention					SEG					Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation					
	Male	Female	18-24	25-34	35+	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 employ ment	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	Defecto rs	Joiners	Conside rers		
Unweighted 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	7	3	3	16	
Weighted 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	2	5	4	
1	2	*	1	1	1	-	1	*	-	*	1	*	-	*	*	-	-	*	1	-	1	*	*	*	-	-	2	1	-	1	1	1	*	-	1	1	-	-	1	*	-	-	2	1	-	-	1	-	19.2%
2	7.8%	4.7%	9.9%	6.7%	10.8%	-	7.0%	100.0%	-	50.0%	5.6%	27.7%	-	7.2%	11.5%	-	-	4.3%	24.7%	-	-	13.5%	5.6%	2.1%	12.9%	-	-	21.3%	13.1%	-	3.3%	21.1%	3.8%	9.8%	-	100.0%	7.5%	8.7%	-	-	12.4%	3.7%	-	-	7.9%	8.6%	-	-	19.2%
3	9	4	5	5	3	-	6	-	1	-	7	-	1	2	-	-	3	3	3	-	3	4	1	-	-	-	2	2	-	6	3	6	3	-	3	5	-	-	5	4	-	-	9	4	2	3	1		
4	42.8%	43.3%	42.1%	51.1%	37.4%	21.1%	48.9%	-	100.0%	-	46.8%	-	100.0%	85.6%	-	-	39.8%	31.3%	67.9%	64.8%	45.8%	86.6%	24.4%	-	-	-	24.4%	32.9%	37.2%	40.6%	48.7%	44.1%	90.2%	13.4%	-	35.2%	48.7%	-	100.0%	46.4%	39.3%	-	100.0%	42.3%	44.1%	70.4%	53.2%	12.6%	
2	7	3	3	2	2	2	4	-	-	-	6	-	-	1	-	-	2	4	*	-	2	-	3	2	-	1	2	3	-	6	*	5	-	2	-	4	3	*	-	2	5	-	-	7	4	-	1	1	
3	31.3%	38.0%	26.7%	24.9%	28.3%	78.9%	38.6%	-	-	-	38.7%	-	-	-	34.1%	-	36.8%	40.0%	7.9%	-	29.6%	-	45.1%	66.4%	-	100.0%	30.3%	43.0%	-	40.0%	5.5%	34.8%	-	86.6%	-	40.2%	24.8%	29.6%	-	17.3%	43.7%	-	-	31.5%	47.3%	-	23.4%	20.3%	
4+	4	1	3	2	2	-	1	-	-	*	1	1	-	*	1	-	2	2	-	*	1	*	2	1	*	-	2	1	*	3	1	2	-	-	-	1	2	*	-	2	1	-	-	4	-	1	1	2	
5	16.3%	14.0%	21.2%	17.3%	23.5%	-	5.4%	-	-	50.0%	8.9%	72.3%	-	7.2%	54.4%	-	23.6%	24.4%	-	35.2%	11.2%	7.7%	28.4%	20.7%	100.0%	-	24.0%	10.9%	62.8%	16.1%	24.8%	17.3%	-	-	-	16.2%	17.8%	70.4%	-	24.0%	13.3%	-	-	18.4%	-	29.6%	23.4%	47.8%	
SIGMA	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	2	5	4	
SIGMA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

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

	Total		Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
Unweighted Total	311	129	182	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		
Weighted Total	318	160	157	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		
1	26	15	11	5	14	7	21	*	2	*	19	*	*	2	5	-	5	12	9	1	3	3	17	2	-	3	8	7	*	25	1	17	3	2	4	4	17	3	1	7	19	*	2	24	16	5	3	2		
	8.2%	9.4%	7.1%	6.2%	13.4%	5.2%	8.8%	2.9%	7.0%	2.6%	7.9%	1.8%	6.3%	5.6%	18.3%	-	3.5%	11.7%	22.2%	1.7%	6.0%	6.6%	10.9%	12.5%	-	7.2%	5.6%	5.7%	0.6%	8.1%	16.1%	8.2%	35.1%	2.5%	13.0%	6.4%	9.5%	8.8%	3.8%	8.3%	8.2%	0.5%	3.4%	9.9%	9.1%	8.2%	4.5%	13.9%		
2	118	64	54	28	40	50	89	6	6	4	88	2	*	16	11	10	61	35	12	11	28	18	55	2	3	11	61	57	21	115	3	77	2	31	18	7	28	67	13	6	30	88	11	18	88	64	25	24	4	
	37.1%	39.7%	34.4%	32.8%	36.6%	40.1%	37.2%	40.6%	25.1%	81.7%	36.8%	33.3%	11.7%	36.1%	44.3%	31.8%	42.8%	33.6%	29.6%	33.1%	57.4%	34.2%	35.1%	11.9%	37.0%	24.8%	43.4%	44.7%	40.8%	37.1%	36.6%	38.4%	29.4%	45.4%	26.1%	40.0%	37.7%	37.3%	25.6%	33.6%	38.4%	43.2%	40.8%	35.7%	35.3%	39.8%	38.4%	29.1%		
3	118	59	58	34	36	48	89	6	12	1	89	4	*	17	8	12	56	38	12	16	12	21	59	7	3	19	47	49	18	115	2	70	*	26	13	20	67	15	12	35	83	11	20	87	66	23	23	6		
	37.1%	37.0%	37.1%	39.8%	33.3%	38.4%	37.0%	43.0%	46.5%	10.8%	37.3%	51.5%	23.4%	37.7%	30.5%	39.0%	39.4%	36.2%	29.3%	46.1%	25.4%	40.4%	37.6%	38.8%	36.4%	42.4%	33.2%	38.5%	35.3%	37.2%	31.5%	34.8%	1.7%	38.8%	47.7%	28.2%	37.6%	44.2%	45.7%	39.8%	38.0%	43.0%	44.4%	35.1%	37.4%	36.2%	37.3%	36.2%		
4+	56	22	34	18	18	20	41	2	5	*	43	1	1	9	2	9	20	19	7	6	5	10	26	7	2	11	25	14	12	55	1	37	3	9	4	18	27	3	6	16	40	3	5	48	31	10	12	3		
	17.7%	14.0%	21.4%	21.2%	16.5%	16.3%	16.9%	13.5%	21.4%	4.9%	18.0%	13.3%	58.5%	20.7%	6.9%	29.2%	14.2%	18.4%	18.9%	19.2%	11.2%	18.9%	16.4%	36.7%	26.5%	25.6%	17.8%	11.1%	23.4%	17.7%	15.8%	18.6%	33.8%	13.4%	13.3%	25.4%	15.1%	9.7%	25.0%	18.3%	17.4%	13.3%	11.4%	19.2%	17.3%	15.8%	19.8%	20.8%		
SIGMA	318	160	157	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	89	229	26	44	247	176	64	62	15		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 12
Q5. Were you born
Base : All Respondents

Total	Gender		Age			2010 Vote				GE Voting Intention					SEG					Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers				
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	288	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			
In the UK	2283	1267	1016	424	675	1185	1736	74	166	43	1637	66	22	343	213	699	557	570	458	192	354	508	1000	124	98	255	1018	1112	294	2213	70	1331	55	698	143	416	1390	202	187	541	1743	176	535	1573	1194	542	442	105			
	91.3%	92.2%	90.0%	83.5%	88.4%	96.2%	93.8%	83.5%	95.9%	98.7%	90.7%	84.3%	87.8%	96.4%	90.1%	86.9%	90.6%	94.6%	95.1%	71.5%	91.5%	94.6%	93.4%	97.0%	94.4%	89.2%	90.2%	92.7%	85.1%	94.1%	47.1%	89.1%	96.5%	96.5%	89.0%	90.0%	90.8%	93.0%	93.5%	85.9%	93.1%	95.0%	95.9%	89.4%	93.6%	94.2%	84.1%	84.0%			
Outside the UK	219	108	112	84	89	46	115	15	7	1	167	12	3	13	23	105	58	33	23	76	33	29	70	4	6	31	111	88	52	140	79	163	2	25	18	46	140	15	13	89	130	9	23	187	82	33	84	20			
	8.7%	7.8%	10.0%	16.5%	11.6%	3.8%	6.2%	16.9%	4.1%	1.3%	9.3%	15.7%	12.2%	3.6%	8.9%	13.1%	9.4%	5.4%	4.9%	28.5%	8.5%	5.4%	6.6%	3.0%	5.6%	10.8%	9.8%	7.3%	14.9%	5.9%	52.9%	10.9%	3.5%	3.5%	11.0%	9.2%	7.0%	6.5%	14.1%	6.9%	5.0%	4.1%	10.6%	6.4%	5.8%	15.9%	16.0%				
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	Employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
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				
Both of my parents were born in the UK	2122	1178	943	371	631	1119	1644	65	151	39	1516	60	20	326	198	635	529	535	423	159	335	486	923	116	94	240	946	1033	280	2102	19	1220	49	664	137	369	1307	189	170	502	1619	169	504	1449	1133	511	382	95				
At least one of my parents was born outside the UK	380	195	185	136	132	112	207	23	22	5	288	18	6	30	39	169	86	67	58	109	52	51	147	12	9	46	183	166	66	251	130	275	8	59	23	93	224	28	30	127	253	17	53	311	143	64	144	30				
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation									
		Male	Female	16-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers				
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				
All of my grandparents were born in the UK	2030	1138	892	336	611	1084	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	1397	1089	491	362	89				
At least one of my grandparents was born outside the UK	472	235	237	172	152	147	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	363	187	85	164	36				
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

3 Oct 2014

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6				Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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	288	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	1009	777	291	517	979	1438	50	141	32	1301	52	17	292	125	579	432	423	353	183	269	385	767	107	73	197	832	905	220	1706	80	1010	40	583	110	285	1138	147	141	397	1390	136	435	1215	1009	429	292	56		
	71.4%	73.4%	68.9%	57.3%	67.7%	79.5%	77.7%	56.3%	81.1%	73.0%	72.1%	65.9%	67.3%	82.1%	52.6%	72.1%	70.2%	70.2%	73.3%	68.2%	69.4%	71.7%	71.7%	83.8%	70.2%	68.9%	73.7%	75.5%	63.5%	72.5%	53.6%	67.6%	71.5%	80.6%	68.7%	61.8%	74.4%	67.7%	70.6%	63.0%	74.2%	73.5%	78.1%	69.0%	79.1%	74.5%	55.5%	45.0%		
9	258	145	113	52	89	117	196	16	17	1	194	9	2	31	22	86	74	61	37	28	39	62	111	12	4	37	100	109	49	234	24	166	6	70	15	45	167	17	19	81	177	19	60	179	146	50	48	15		
	10.3%	10.6%	10.0%	10.1%	11.7%	9.5%	10.6%	18.0%	9.7%	1.9%	10.7%	11.0%	9.5%	8.8%	9.2%	10.7%	12.1%	10.1%	7.7%	10.5%	10.1%	11.5%	10.4%	9.3%	3.4%	13.0%	8.9%	9.1%	14.1%	10.0%	15.9%	11.1%	10.6%	9.7%	9.2%	9.8%	10.9%	8.0%	9.5%	12.9%	9.4%	10.9%	10.8%	10.2%	11.5%	8.6%	9.1%	11.7%		
8	201	109	92	74	70	57	113	14	5	5	140	11	3	19	29	68	47	52	34	22	31	35	95	5	13	28	84	81	41	183	18	152	5	26	10	59	100	26	13	68	134	12	28	161	67	47	73	15		
	8.0%	7.9%	8.2%	14.5%	9.2%	4.7%	6.1%	15.6%	3.1%	12.4%	7.7%	13.7%	13.3%	5.3%	12.1%	8.5%	7.7%	8.6%	7.0%	8.2%	8.1%	6.5%	8.9%	4.1%	12.1%	9.7%	7.5%	6.8%	11.7%	7.8%	12.1%	10.2%	8.2%	3.6%	6.3%	12.9%	6.5%	12.1%	6.6%	10.7%	7.1%	6.4%	5.1%	9.1%	5.2%	8.1%	13.9%	11.7%		
7	72	32	40	20	29	23	39	2	2	*	52	2	*	2	15	19	17	21	14	12	14	11	33	*	*	6	26	23	13	60	12	42	1	18	5	22	27	13	8	22	50	7	8	57	26	13	26	7		
	2.9%	2.3%	3.5%	3.9%	3.8%	1.9%	2.1%	2.1%	1.3%	0.4%	2.9%	3.0%	1.7%	0.7%	6.3%	2.4%	2.8%	3.5%	3.0%	4.6%	3.6%	2.1%	3.1%	0.3%	0.2%	1.9%	2.3%	1.9%	3.8%	2.5%	8.2%	2.8%	2.1%	2.4%	2.8%	4.8%	1.8%	5.8%	3.9%	3.5%	2.7%	3.6%	1.5%	3.2%	2.0%	2.3%	5.0%	5.5%		
6	52	27	25	31	8	13	23	6	4	4	40	1	1	2	9	12	14	14	12	5	12	13	*	9	7	20	19	12	50	2	42	3	2	4	19	22	5	3	10	36	6	5	41	15	7	24	5			
	2.1%	2.0%	2.2%	6.1%	1.0%	1.0%	11.2%	7.0%	2.3%	9.6%	2.2%	1.4%	3.4%	0.5%	3.6%	1.5%	2.2%	2.3%	2.5%	2.0%	3.1%	2.2%	1.2%	0.3%	8.9%	2.4%	1.7%	1.6%	3.4%	2.1%	1.1%	2.8%	4.9%	0.3%	2.5%	4.1%	1.5%	2.9%	1.4%	2.6%	1.8%	3.1%	0.9%	2.3%	1.2%	1.3%	4.7%	3.7%		
5	61	23	38	24	18	18	24	*	4	1	36	1	*	6	18	19	17	9	15	6	16	14	21	1	3	5	30	27	4	55	6	35	1	10	9	14	36	4	4	23	38	3	9	49	11	13	26	11		
	2.4%	1.7%	3.4%	4.8%	2.4%	1.5%	1.3%	0.4%	2.3%	3.3%	2.0%	1.3%	1.6%	1.6%	7.4%	2.4%	2.8%	1.5%	3.2%	2.4%	4.0%	2.5%	2.0%	0.4%	2.8%	1.7%	2.7%	2.3%	1.1%	2.3%	3.7%	2.4%	1.3%	1.4%	5.5%	3.1%	2.4%	2.0%	2.2%	3.6%	2.0%	1.5%	1.6%	2.8%	0.8%	2.3%	4.9%	8.9%		
4	5	*	5	2	3	*	3	-	-	-	2	*	-	1	2	0	1	3	1	1	1	1	2	-	1	-	3	2	*	4	1	3	-	-	1	2	1	2	1	2	3	1	*	4	2	1	-	3		
	0.2%	*	0.4%	0.3%	0.5%	*	0.2%	-	-	-	0.1%	0.4%	-	0.3%	1.0%	0.1%	0.2%	0.5%	0.2%	0.2%	0.2%	0.1%	0.2%	-	1.1%	-	0.3%	0.2%	0.1%	0.2%	0.7%	0.2%	-	-	0.7%	0.5%	*	0.7%	0.3%	0.4%	0.2%	0.8%	*	*	0.1%	0.2%	-	2.0%		
3	10	1	8	3	4	2	5	-	-	-	2	*	*	7	1	1	1	4	3	1	1	2	5	-	1	3	3	3	1	8	1	5	1	2	3	3	1	2	3	6	-	1	9	-	5	2	3			
	0.4%	0.1%	0.7%	0.6%	0.6%	0.2%	0.3%	-	-	-	0.1%	0.4%	1.1%	-	2.8%	0.1%	0.2%	0.6%	0.7%	-	0.4%	0.5%	0.5%	-	0.8%	0.9%	0.2%	0.3%	0.2%	0.4%	0.9%	0.3%	0.2%	0.3%	1.2%	0.6%	0.2%	0.5%	1.2%	0.5%	0.3%	-	0.2%	0.5%	-	0.8%	0.4%	2.1%		
2	11	4	7	3	6	2	4	*	*	*	5	*	*	5	6	2	2	2	1	1	*	4	4	2	*	2	6	5	3	10	1	9	*	1	1	3	7	*	1	6	5	*	1	10	1	3	4	3		
	0.4%	0.3%	0.6%	0.6%	0.8%	0.1%	0.2%	0.3%	0.1%	-	0.3%	0.4%	1.1%	0.1%	2.1%	0.7%	0.4%	0.3%	0.2%	0.4%	0.1%	0.7%	0.4%	1.3%	0.2%	0.6%	0.5%	0.4%	0.7%	0.4%	0.8%	0.6%	0.8%	0.1%	0.5%	0.7%	0.4%	0.1%	0.3%	0.9%	0.3%	0.1%	0.1%	0.6%	0.1%	0.5%	0.8%	2.3%		
1	7	4	3	1	3	1	*	-	-	-	4	1	-	1	1	*	1	3	3	*	1	1	3	-	-	6	4	1	7	-	4	-	3	4	4	-	-	7	1	2	4	-	1	4	2					
	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.1%	0.3%	-	-	0.2%	1.0%	-	0.4%	0.6%	*	0.1%	0.5%	0.7%	0.1%	0.3%	0.1%	0.3%	-	0.2%	0.2%	0.5%	0.3%	0.3%	0.2%	0.2%	0.5%	0.4%	0.2%	0.2%	0.5%	0.4%	0.2%	-	0.1%	0.4%	0.5%	0.4%	0.2%	-	0.3%	0.7%	1.7%		
0 - Definitely wouldn't vote	39	19	19	7	15	16	6	-	-	-	29	1	*	1	5	12	8	11	7	9	3	11	15	*	*	2	19	22	4	34	4	28	*	9	4	4	25	1	8	12	27	1	7	31	-	6	26	7		
	1.5%	1.4%	1.7%	1.5%	2.0%	1.3%	0.3%	-	0.1%	-	1.6%	1.7%	0.9%	0.2%	2.2%	1.5%	1.4%	1.8%	1.6%	3.5%	0.6%	2.0%	1.4%	0.3%	0.2%	0.7%	1.7%	1.8%	1.0%	1.5%	2.9%	1.7%	0.2%	1.2%	2.2%	0.8%	1.7%	0.5%	4.0%	1.8%	1.4%	0.6%	1.2%	1.7%	-	1.0%	5.0%	5.3%		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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?
Base : Respondents likely to vote

Total	Gender		Age				2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent		Segmentation											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	Loyalists	Defectors	Joiners	Considerers						
Unweighted Total	1998	984	1014	267	800	931	1422	108	176	69	1277	169	84	468	-	612	482	498	406	202	311	425	861	113	79	220	906	959	259	1881	117	1199	47	560	147	333	1255	167	169	551	1447	153	425	1420	1015	407	262	314				
Weighted Total	2238	1280	957	417	672	1148	1707	80	159	40	1775	76	24	363	-	728	540	536	433	235	349	470	954	127	96	256	1014	1103	308	2113	125	1321	49	683	133	396	1396	185	177	543	1695	165	525	1548	1306	401	469	62				
Conservative	1775	1015	760	339	528	908	1306	63	139	30	1775	-	-	-	-	617	436	421	300	193	287	357	754	102	78	198	825	894	247	1671	103	1055	30	546	107	315	1125	133	139	432	1342	127	418	1230	1306	-	469	-				
	79.3%	79.2%	79.4%	81.2%	78.6%	79.1%	76.5%	78.8%	87.2%	74.5%	100.0%	-	-	-	-	84.7%	80.7%	78.7%	69.2%	82.0%	82.1%	76.0%	79.0%	80.3%	81.0%	77.5%	81.4%	81.0%	80.2%	79.1%	82.9%	79.9%	61.3%	79.9%	80.4%	79.6%	80.6%	71.7%	78.3%	79.6%	79.7%	79.5%	100.0%	-	100.0%	-	-	-				
Labour	78	36	40	26	28	22	52	15	3	-	78	-	-	-	-	27	16	15	16	9	12	19	28	6	-	3	38	32	9	63	13	56	1	12	6	10	51	7	4	30	45	6	6	63	-	52	-	23	-			
	3.4%	2.8%	4.2%	6.1%	4.1%	1.9%	3.1%	19.1%	1.6%	0.9%	-	100.0%	-	-	-	3.7%	3.4%	2.7%	3.7%	3.9%	3.5%	4.1%	3.0%	5.1%	0.2%	1.0%	3.7%	2.9%	2.9%	3.0%	10.3%	4.2%	1.7%	1.8%	4.5%	2.6%	3.7%	3.9%	2.2%	5.6%	2.7%	3.7%	1.2%	4.1%	-	13.1%	-	37.2%	-			
Liberal Democrat	24	13	11	9	6	9	9	1	12	-	24	-	-	-	-	11	4	6	4	3	3	13	2	-	5	11	9	7	23	2	16	1	6	1	7	13	1	3	6	19	2	1	21	-	9	-	15	-				
	1.1%	1.1%	1.1%	2.2%	1.0%	0.8%	0.6%	0.7%	7.5%	0.5%	-	100.0%	-	-	-	1.5%	0.8%	1.1%	0.8%	1.5%	0.8%	0.6%	1.4%	1.5%	0.5%	1.9%	1.1%	0.8%	2.2%	1.1%	1.4%	1.2%	3.0%	0.8%	0.6%	1.9%	0.9%	0.6%	1.5%	1.1%	1.1%	1.1%	0.2%	1.4%	-	2.4%	-	24.1%	-			
UK Independence Party (UKIP)	337	205	132	34	99	204	318	1	4	7	337	-	-	-	-	66	73	88	110	29	45	88	147	13	12	49	127	160	39	331	6	176	16	116	18	54	196	39	31	66	270	29	98	210	-	318	-	18	-			
	15.0%	16.0%	13.8%	8.1%	14.7%	17.8%	18.7%	1.4%	2.7%	18.4%	-	-	-	-	-	9.1%	10.5%	10.4%	25.3%	12.5%	12.8%	18.8%	15.4%	10.1%	12.8%	19.2%	12.5%	14.5%	12.6%	15.7%	4.7%	13.3%	32.7%	16.9%	13.3%	10.6%	14.0%	20.9%	17.5%	12.2%	16.0%	17.6%	18.6%	13.6%	-	79.4%	-	29.4%	-			
Scottish National Party (SNP)	4	-	4	2	1	1	2	-	-	-	4	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	1	4	-	3	-	1	-	2	-	2	-	2	-	2	-	4	-	2	-	1	-			
	0.2%	-	0.4%	0.5%	0.1%	0.1%	0.1%	-	0.2%	1.9%	-	-	-	-	-	0.4%	0.1%	0.1%	-	-	-	-	-	-	-	-	-	-	0.2%	0.3%	-	0.2%	-	0.1%	0.1%	0.5%	-	0.8%	-	0.4%	0.1%	-	-	-	0.6%	-	0.2%	-	2.3%	-		
Plaid Cymru	5	3	2	4	1	-	5	-	-	-	5	-	-	-	-	3	-	2	-	-	-	-	-	-	5	-	3	3	2	5	-	5	-	-	-	4	-	1	-	2	4	-	5	-	5	-	1	-				
	0.2%	0.2%	0.2%	1.0%	0.1%	-	0.3%	-	-	0.4%	-	-	-	-	-	0.6%	-	0.4%	-	-	-	-	-	-	5.5%	-	0.3%	0.2%	0.7%	0.3%	-	0.4%	-	0.2%	-	1.0%	-	0.5%	0.1%	0.3%	0.2%	0.1%	-	0.3%	-	1.1%	-	1.2%	-			
Another Party (Net)	17	9	9	3	9	5	14	-	1	3	17	-	-	-	-	4	5	6	2	-	3	2	12	-	-	1	9	6	4	16	1	10	1	3	1	3	10	3	1	5	12	1	2	14	-	14	-	4	-			
	0.8%	0.7%	0.9%	0.8%	1.4%	0.4%	0.8%	-	0.8%	3.4%	-	-	-	-	-	0.6%	0.9%	1.1%	0.5%	0.1%	0.9%	0.5%	1.2%	-	-	0.3%	0.9%	0.6%	1.2%	0.8%	0.7%	0.8%	1.4%	0.4%	0.8%	0.8%	0.7%	1.7%	0.4%	1.0%	0.7%	0.8%	0.4%	0.9%	-	3.4%	-	5.7%	-			
Green	11	5	6	3	6	2	9	-	1	1	11	-	-	-	-	4	4	3	1	-	3	1	7	-	-	1	4	2	4	11	1	6	1	2	1	1	7	2	1	4	7	-	11	-	9	-	3	-				
	0.5%	0.4%	0.6%	0.7%	0.9%	0.2%	0.5%	-	0.8%	2.7%	-	-	-	-	-	0.5%	0.8%	0.5%	0.2%	0.1%	0.8%	0.3%	0.7%	-	-	0.3%	0.4%	0.2%	1.2%	0.5%	0.5%	0.4%	1.4%	0.3%	0.8%	0.3%	0.5%	1.3%	0.4%	0.7%	0.4%	-	0.1%	0.7%	-	2.1%	-	4.6%	-			
BNP	2	1	1	-	2	1	2	-	-	-	2	-	-	-	-	1	-	1	1	-	-	2	-	-	-	-	2	1	-	2	-	2	-	1	-	1	1	1	1	1	-	1	-	2	-	-	-					
	0.1%	0.1%	0.2%	-	0.2%	0.1%	0.1%	-	-	0.7%	-	-	-	-	-	0.1%	-	0.1%	0.2%	-	-	-	0.2%	-	-	-	0.2%	0.1%	-	0.1%	-	0.1%	-	0.1%	-	0.2%	0.1%	0.4%	-	0.2%	0.1%	-	0.2%	0.1%	-	0.5%	-	0.5%	-			
English Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Monster Raving Loony Party	2	2	-	-	1	1	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	1	1	-	-	-	2	2	-	2	-	2	-	-	-	-	2	-	-	-	2	1	-	1	-	2	-	-				
	0.1%	0.2%	-	-	0.1%	0.1%	0.1%	-	-	-	0.6%	-	-	-	-	-	0.4%	-	-	-	-	0.2%	0.1%	-	-	-	0.2%	0.2%	-	0.1%	-	0.2%	-	-	-	-	0.2%	-	-	-	0.1%	-	0.8%	-	0.1%	-	0.6%	-	-			
Party not listed	1	-	1	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-				
	-	-	0.1%	0.1%	-	-	-	-	-	-	0.3%	-	-	-	-	0.1%	0.1%	-	-	-	-	-	0.1%	-	-	-	-	0.1%	0.1%	-	0.2%	-	-	-	0.2%	-	-	-	-	0.1%	-	0.1%	-	0.1%	-	0.2%	-	0.4%	-			
SIGMA	2238	1280	957	417	672	1148	1707	80	159	40	1775	76	24	363	-	728	540	536	433	235	349	470	954	127	96	256	1014	1103	308	2113	125	1321	49	683	133	396	1396	185	177	543	1695	165	525	1548	1306	401	469	62				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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?
Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent		Segmentation									
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	Loyalists	Defectors	Joiners	Considerers			
Unweighted Total	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		
Weighted Total	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		
Conservative	1942	1080	862	379	580	983	1473	63	139	30	1775	-	-	-	167	672	485	460	325	211	309	398	836	103	80	221	895	958	266	1830	112	1156	36	585	121	346	1219	154	150	478	1463	143	446	1352	1306	167	469	-		
Labour	79.9%	79.7%	80.1%	81.6%	79.2%	79.6%	78.6%	73.6%	78.7%	69.0%	100.0%	-	-	-	86.5%	85.2%	81.1%	78.1%	70.2%	82.7%	82.5%	76.7%	79.9%	79.4%	80.8%	78.9%	81.7%	81.4%	80.1%	79.7%	83.2%	80.5%	65.6%	80.3%	80.0%	80.3%	80.9%	73.7%	78.9%	80.2%	79.8%	78.3%	79.9%	80.0%	100.0%	29.4%	100.0%	-	-	
Liberal Democrat	81	37	44	27	30	24	52	21	3	-	-	76	-	-	6	27	20	17	18	10	13	21	30	7	-	3	41	34	9	68	13	58	1	14	8	11	55	8	4	33	49	6	8	67	-	52	-	29		
UK Independence Party (UKIP)	3.3%	2.8%	4.1%	5.8%	4.1%	2.0%	2.8%	24.5%	1.4%	0.9%	-	100.0%	-	-	2.9%	3.5%	3.3%	2.9%	3.8%	3.9%	3.5%	4.1%	2.9%	5.1%	0.2%	0.9%	3.7%	2.9%	2.8%	3.0%	9.8%	4.0%	1.5%	1.9%	5.2%	2.5%	3.7%	3.8%	2.3%	5.5%	2.6%	3.5%	1.4%	4.0%	-	9.2%	-	32.6%		
Scottish National Party (SNP)	42	21	21	14	12	16	9	1	29	-	-	24	-	-	17	15	11	10	6	5	4	8	21	3	1	7	17	14	11	39	2	27	2	10	3	11	23	2	4	9	33	2	4	35	-	9	-	32		
Plaid Cymru	1.7%	1.5%	2.0%	2.9%	1.6%	1.3%	0.5%	0.6%	16.5%	0.4%	-	100.0%	-	-	8.9%	1.9%	1.8%	1.7%	1.4%	1.8%	1.1%	1.5%	2.0%	2.5%	1.1%	2.4%	1.6%	1.2%	3.3%	1.7%	1.8%	1.9%	2.8%	1.4%	1.8%	2.6%	1.5%	1.1%	1.9%	1.5%	1.8%	1.2%	0.8%	2.1%	-	1.7%	-	36.6%		
Green	338	205	132	34	99	204	318	1	4	8	-	-	-	337	1	67	73	88	110	29	45	89	147	13	12	49	127	160	39	332	6	176	16	116	18	54	197	39	31	67	271	29	98	211	-	318	-	19		
BNP	13.9%	15.1%	12.3%	7.2%	13.5%	16.5%	17.0%	1.3%	2.5%	19.9%	-	-	-	92.7%	0.4%	8.5%	12.2%	15.1%	23.7%	11.5%	11.9%	17.1%	14.1%	9.9%	12.4%	17.5%	11.6%	13.6%	11.8%	14.4%	4.4%	12.3%	28.9%	15.9%	11.8%	12.5%	13.1%	18.5%	16.4%	11.2%	14.8%	15.9%	17.5%	12.5%	-	56.0%	-	21.7%		
Other Parties	4	-	4	2	1	1	2	-	-	1	-	-	-	4	-	3	1	1	-	-	-	-	-	4	-	-	3	-	1	4	-	3	-	1	-	2	-	2	-	4	-	2	-	2	-	2	-	2		
Other Parties	0.2%	-	0.4%	0.5%	0.1%	0.1%	0.1%	-	0.2%	2.2%	-	-	-	1.1%	0.1%	0.4%	0.1%	0.1%	-	-	-	-	-	3.1%	-	0.1%	0.2%	-	0.2%	-	0.1%	0.1%	0.5%	-	0.1%	-	0.8%	-	0.4%	0.1%	-	-	0.4%	-	-	0.4%	-	1.8%		
Other Parties	6	3	2	4	1	-	5	-	-	2	-	-	-	5	-	3	-	2	-	-	-	-	-	6	-	-	3	3	2	6	-	5	-	-	-	4	-	1	-	2	4	-	-	5	-	5	-	1		
Other Parties	0.2%	0.2%	0.2%	0.9%	0.2%	-	0.2%	-	0.8%	-	-	-	-	1.5%	0.1%	0.1%	0.5%	-	0.4%	-	-	-	-	5.6%	-	0.3%	0.2%	0.7%	0.2%	-	0.4%	-	0.2%	-	0.2%	-	0.9%	-	0.4%	0.1%	0.3%	0.2%	0.1%	-	0.3%	-	0.8%	-	1.1%	
Other Parties	19	9	10	4	10	8	14	-	1	3	-	-	-	17	2	5	6	6	2	-	3	3	12	-	-	1	11	7	4	18	1	12	1	3	18	3	1	6	13	2	2	15	-	14	-	6				
Other Parties	0.8%	0.7%	0.9%	0.8%	1.3%	0.5%	0.7%	-	0.7%	7.7%	-	-	-	4.7%	1.0%	0.6%	1.0%	1.1%	0.4%	0.1%	0.9%	0.6%	1.2%	0.1%	-	0.2%	1.0%	0.6%	1.2%	0.8%	0.8%	0.8%	1.2%	0.4%	0.9%	0.7%	0.8%	1.6%	0.5%	1.0%	0.7%	0.9%	0.4%	0.9%	-	2.4%	-	6.2%		
Other Parties	13	6	7	4	6	3	9	-	1	3	-	-	-	11	2	4	5	3	1	-	3	2	8	-	-	1	5	3	4	12	1	6	1	2	1	1	8	3	1	5	8	-	12	-	9	-	4			
Other Parties	0.5%	0.4%	0.7%	0.8%	0.9%	0.3%	0.5%	-	0.7%	6.2%	-	-	-	3.1%	0.8%	0.5%	0.8%	0.5%	0.2%	0.1%	0.8%	0.4%	0.7%	0.1%	-	0.2%	0.5%	0.3%	1.1%	0.5%	0.6%	0.4%	1.2%	0.3%	0.9%	0.3%	0.5%	1.3%	0.5%	0.8%	0.5%	0.2%	0.1%	0.7%	-	1.5%	-	5.0%		
Other Parties	2	1	1	-	2	1	2	-	-	-	-	-	-	2	-	1	-	1	1	-	-	-	2	-	-	2	1	-	2	-	2	-	1	-	1	1	1	-	1	1	-	1	-	2	-	-	0.3%			
Other Parties	0.1%	0.1%	0.1%	-	0.2%	0.1%	0.1%	-	0.7%	-	-	-	-	0.7%	-	0.1%	-	0.1%	0.2%	-	-	-	0.2%	-	-	-	0.2%	0.1%	-	0.2%	-	0.1%	-	0.1%	-	0.2%	0.1%	0.3%	-	0.1%	0.1%	-	0.2%	0.1%	-	0.4%	-	0.3%		
Other Parties	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other Parties	2	2	-	-	1	1	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	1	1	-	-	-	2	2	-	2	-	2	-	-	-	-	2	-	-	2	1	-	1	-	2	-	-	-		
Other Parties	0.1%	0.2%	-	-	0.1%	0.1%	0.1%	-	-	-	-	-	-	0.6%	-	-	-	0.4%	-	-	-	0.2%	0.1%	-	-	-	0.2%	0.2%	-	0.1%	-	0.2%	-	-	-	-	0.1%	-	-	-	0.7%	-	0.1%	-	0.4%	-	-	-		
Other Parties	1	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1			
Other Parties	0.1%	-	0.1%	0.1%	0.1%	-	-	-	0.9%	-	-	-	-	0.3%	0.2%	-	0.2%	0.1%	-	-	0.1%	-	0.1%	-	-	-	0.1%	0.1%	-	0.2%	-	0.1%	-	-	-	0.2%	-	-	0.1%	0.1%	-	0.2%	-	-	0.1%	-	0.7%			
SIGMA	2421	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		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

Table 20
Q14.A. Which of the following parties would you seriously consider voting for at the next general election?
Conservative
Base : All Respondents

Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	
Would seriously consider	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	1613	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%	91.7%	99.1%	67.2%	98.6%	100.0%	
Would not seriously consider	208	117	91	46	65	97	201	4	-	2	19	42	5	115	26	46	38	64	61	27	31	52	86	7	5	16	95	83	25	197	11	100	11	58	12	38	122	25	17	47	161	17	45	146	12	189	7	-	
	8.3%	8.5%	8.0%	9.0%	8.5%	7.9%	10.8%	4.1%	-	4.9%	1.1%	53.6%	18.5%	32.4%	11.0%	5.7%	6.2%	10.6%	12.6%	10.0%	8.0%	9.7%	8.1%	5.2%	5.0%	5.7%	8.4%	6.9%	7.2%	8.4%	7.3%	8.0%	19.9%	8.0%	7.4%	8.3%	7.9%	11.6%	8.6%	7.5%	8.6%	9.1%	8.1%	8.3%	0.9%	32.8%	1.4%	-	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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
Would seriously consider	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%	12.8%	31.0%	15.3%	24.0%	11.1%	21.3%	8.5%	27.1%	27.4%	57.8%
Would not seriously consider	2021	1156	865	295	617	1108	1507	31	131	28	1551	3	17	327	121	647	469	502	403	204	306	432	893	93	86	251	878	1014	265	1943	78	1134	45	669	125	347	1247	170	175	434	1507	141	485	1385	1167	420	381	53
	80.8%	84.2%	76.6%	58.1%	80.9%	90.0%	85.7%	35.6%	75.6%	65.0%	85.9%	3.3%	68.3%	92.1%	51.3%	80.4%	76.4%	83.3%	83.7%	76.1%	79.1%	80.5%	83.5%	72.6%	83.0%	87.8%	77.8%	84.5%	76.7%	82.6%	52.0%	75.9%	80.5%	92.5%	78.3%	75.2%	81.5%	78.3%	87.4%	69.0%	84.7%	76.0%	88.9%	78.7%	91.5%	72.9%	72.6%	42.2%
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Prepared on behalf of Bright Blue

Table 22
Q14.C. Which of the following parties would you seriously consider voting for at the next general election?
Liberal Democrat
Base : All Respondents

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	
Would seriously consider	538	259	279	168	187	184	301	26	98	15	378	21	25	20	94	193	143	136	67	51	85	117	241	34	9	59	265	239	89	482	56	365	14	99	43	112	324	64	27	186	353	39	77	422	212	89	166	71	
	21.5%	18.9%	24.7%	33.1%	24.5%	14.9%	16.3%	29.3%	56.6%	33.9%	21.0%	26.7%	98.9%	5.5%	39.7%	24.0%	23.2%	22.6%	13.9%	19.0%	21.9%	21.8%	22.5%	26.8%	8.6%	20.7%	23.5%	19.9%	25.8%	20.5%	37.7%	24.4%	25.3%	13.7%	26.6%	24.2%	21.2%	29.6%	13.7%	29.5%	16.8%	21.1%	13.9%	24.0%	16.8%	15.5%	31.6%	56.8%	
Would not seriously consider	1964	1114	849	340	576	1047	1550	62	75	29	1426	57	1	336	143	611	472	466	414	217	302	459	859	93	95	227	863	861	257	1871	93	1130	42	624	116	350	1206	153	172	443	1520	146	489	1337	1064	488	359	54	
	78.5%	81.1%	75.3%	66.9%	75.5%	85.1%	83.7%	70.7%	43.4%	66.1%	79.0%	73.3%	1.1%	94.5%	60.3%	76.0%	76.8%	77.4%	86.1%	81.0%	78.1%	78.2%	77.5%	73.2%	91.4%	79.3%	76.5%	80.1%	74.2%	79.5%	62.3%	75.6%	74.7%	86.3%	73.4%	75.8%	78.8%	70.4%	86.3%	70.5%	81.2%	78.9%	86.1%	76.0%	83.4%	84.5%	68.4%	43.2%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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		
Would seriously consider	1019	601	419	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		
Would not seriously consider	1483	773	710	323	456	704	1005	60	118	25	1262	51	22	21	125	549	364	332	237	184	239	309	599	79	68	144	706	688	237	1365	117	919	29	408	90	269	908	132	120	381	1101	102	309	1072	881	154	379	69		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent		Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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		
I did not vote in the 2010 General Election	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		
I voted in the 2010 General Election	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		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation									
	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 employment	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	Defecto rs	Joiners	Conside rers					
Unweighted Total	2117	992	1125	258	851	1008	1620	141	271	85	1137	138	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	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				
Conservative	85.6%	86.4%	85.1%	76.3%	85.9%	89.1%	100.0%	-	-	-	1276	52	9	330	182	587	452	443	370	183	284	402	812	88	77	209	822	921	234	1770	82	1055	45	599	111	316	1157	146	148	438	1413	146	431	1274	1276	575	-	-				
Labour	88	61	27	39	27	23	-	88	-	-	64	16	1	1	6	22	32	24	10	19	14	18	31	2	5	10	46	39	12	76	12	73	-	10	5	17	56	10	7	42	47	12	14	62	-	-	64	24				
Liberal Democrat	173	80	94	40	57	77	-	-	173	-	135	2	12	6	18	57	50	48	18	16	28	42	77	10	1	25	85	71	31	163	10	103	2	43	21	31	107	17	14	41	133	7	34	133	-	-	135	39				
UK Independence Party (UKIP)	16	12	4	5	2	10	-	-	16	-	10	-	-	6	1	5	4	2	6	-	5	6	5	-	-	1	7	6	5	16	-	7	-	8	1	-	13	1	2	5	11	4	6	6	-	-	10	7				
Green	13	3	10	6	2	5	-	-	13	-	10	-	-	1	2	7	1	5	-	-	4	9	-	-	-	-	6	7	-	11	2	11	-	2	1	-	10	3	-	5	8	1	4	9	-	-	10	3				
British National Party (BNP)	2	1	-	-	1	1	-	-	2	-	-	-	-	2	-	1	-	-	-	-	1	-	-	-	-	-	1	1	-	2	-	1	-	-	1	-	1	-	1	1	-	1	-	-	-	2	1					
Scottish National Party (SNP)	11	4	6	3	2	6	-	-	11	-	10	-	-	1	-	5	6	-	-	-	-	1	10	-	-	2	5	6	-	11	-	7	-	4	-	1	8	2	-	5	6	-	4	7	-	-	10	1				
Plaid Cymru	2	-	1	-	1	-	-	-	2	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	2	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-				
Other	0.1%	-	0.1%	-	0.2%	-	-	-	0.1%	-	0.1%	-	-	0.1%	-	0.2%	-	-	-	-	-	-	-	-	-	-	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%		
SIGMA	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				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecl ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non-white	In employ ment	Unemplo yed	Retired	Home mak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	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		
Full time employment	1017	669	349	320	463	234	706	56	66	16	754	40	13	124	85	465	248	205	99	149	163	205	410	50	36	167	396	357	228	932	85	1017	-	-	-	258	594	93	63	376	641	59	110	848	496	209	256	56		
Part time employment	40.7%	48.7%	30.9%	63.0%	60.7%	19.0%	38.1%	63.1%	38.0%	35.5%	41.8%	51.5%	53.4%	34.9%	36.0%	57.9%	40.4%	34.1%	20.5%	55.6%	42.2%	38.2%	38.3%	39.2%	35.0%	58.2%	35.1%	29.8%	65.8%	39.6%	57.2%	68.1%	-	-	-	55.9%	38.8%	42.8%	31.5%	59.8%	34.2%	31.8%	19.8%	48.2%	38.9%	36.3%	48.7%	44.6%		
Self-employed	301	70	231	76	100	125	213	12	27	4	218	13	2	32	37	80	80	93	48	35	37	59	150	11	9	18	155	149	34	283	18	301	-	-	-	34	196	40	18	111	190	21	57	224	146	67	72	17		
Unemployed	12.0%	5.1%	20.5%	15.1%	13.0%	10.3%	11.5%	13.2%	15.8%	10.0%	12.1%	16.0%	6.5%	9.0%	15.6%	10.0%	13.1%	15.4%	10.0%	12.9%	9.5%	11.0%	14.0%	8.8%	8.2%	6.3%	13.8%	12.3%	9.9%	12.0%	12.1%	20.2%	-	-	-	7.3%	12.8%	18.4%	9.2%	17.6%	10.2%	11.1%	10.2%	12.7%	11.4%	11.6%	13.6%	13.6%		
Retired	176	102	74	33	68	75	137	6	10	8	114	5	2	35	19	52	57	51	16	14	19	31	85	14	11	15	78	79	15	165	11	176	-	-	-	44	91	20	16	37	139	5	28	143	83	54	32	8		
Homemaker or Carer	7.0%	7.4%	6.6%	6.5%	8.9%	6.1%	7.4%	6.6%	5.5%	18.2%	6.3%	6.8%	8.3%	9.7%	8.2%	6.5%	9.2%	8.5%	3.4%	5.3%	5.0%	5.9%	8.0%	10.9%	11.1%	5.3%	6.9%	6.6%	4.4%	7.0%	7.2%	11.8%	-	-	-	9.5%	5.9%	9.0%	7.8%	5.9%	7.4%	2.6%	5.0%	8.1%	6.5%	9.4%	6.0%	6.0%		
Student	57	27	29	14	21	22	45	-	2	-	30	1	1	16	8	2	17	12	25	8	15	17	15	2	-	4	28	24	6	52	5	57	-	-	-	24	19	4	5	10	46	5	7	45	21	24	8	3		
Other	2.3%	2.0%	2.6%	2.7%	2.7%	1.8%	2.4%	0.3%	1.1%	-	1.7%	1.3%	5.6%	4.5%	3.5%	0.2%	2.8%	2.0%	5.3%	2.9%	3.8%	3.2%	1.4%	1.2%	0.2%	1.4%	2.5%	2.0%	1.6%	2.2%	3.0%	-	100.0%	-	-	5.1%	1.2%	1.7%	2.3%	1.8%	2.5%	2.9%	1.2%	2.5%	1.7%	4.1%	1.6%	2.5%		
SIGMA	723	452	272	-	17	707	599	10	43	14	538	12	6	116	51	171	158	166	229	40	121	181	297	43	37	71	371	478	42	716	7	-	723	-	-	82	468	30	89	21	703	50	323	320	436	163	101	23		
	28.9%	32.9%	24.1%	-	2.2%	57.4%	32.4%	10.9%	25.1%	32.0%	28.9%	15.2%	23.2%	32.5%	21.6%	21.3%	25.7%	27.5%	47.5%	14.7%	31.3%	33.8%	27.8%	33.3%	36.0%	24.8%	32.8%	39.9%	12.0%	30.4%	4.8%	-	100.0%	-	-	13.4%	31.9%	14.0%	44.5%	3.3%	37.5%	43.3%	57.9%	18.2%	34.2%	28.3%	19.3%	18.6%		
Student	31	14	17	28	2	2	13	-	4	-	19	1	-	3	8	6	5	19	1	9	2	2	12	3	2	3	8	3	8	26	5	-	-	-	23	4	4	-	3	28	2	-	29	6	7	13	5			
Homemaker or Carer	1.2%	1.0%	1.5%	5.5%	0.2%	0.1%	0.7%	-	2.3%	-	1.0%	1.1%	-	0.8%	3.6%	0.7%	0.9%	3.1%	0.3%	3.5%	0.6%	0.3%	1.2%	2.0%	2.4%	1.1%	0.7%	0.2%	2.4%	1.1%	3.2%	-	-	-	5.0%	0.3%	1.7%	0.1%	0.4%	1.5%	0.8%	-	1.7%	0.5%	1.2%	2.4%	4.4%			
Other	160	21	139	33	78	49	111	5	21	1	112	6	1	19	22	28	45	45	44	6	28	34	84	5	5	6	74	92	7	150	10	-	-	160	8	126	18	7	69	92	13	20	128	74	38	38	11			
	6.4%	1.5%	12.4%	6.6%	10.3%	4.0%	6.0%	5.5%	11.9%	3.3%	6.2%	7.9%	3.1%	5.4%	9.2%	3.2%	7.3%	7.5%	9.1%	2.3%	6.7%	6.3%	7.9%	4.0%	4.9%	2.0%	6.5%	7.6%	1.9%	6.4%	6.9%	-	100.0%	1.8%	6.2%	6.3%	3.3%	10.9%	4.9%	6.9%	3.5%	7.3%	5.8%	6.5%	7.3%	8.6%				
SIGMA	36	19	17	4	15	17	29	-	1	-	20	-	-	11	6	2	4	11	19	7	3	7	15	1	2	3	18	17	6	28	8	-	-	-	9	13	9	3	3	33	1	14	22	14	14	5	2			
	1.5%	1.4%	1.5%	0.7%	2.0%	1.4%	1.6%	0.3%	0.4%	1.1%	1.1%	0.2%	-	3.0%	2.3%	0.2%	0.7%	1.9%	3.9%	2.8%	0.9%	1.3%	1.4%	0.6%	2.2%	1.0%	1.6%	1.4%	1.9%	1.2%	5.9%	-	-	-	2.0%	0.9%	4.1%	1.3%	0.5%	1.8%	0.5%	2.4%	1.2%	1.1%	2.5%	1.0%	1.7%			
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 27
Q16. What is your family status?
Base : All Respondents

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers				
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			
Single	462	271	190	197	149	115	316	17	31	2	327	11	8	63	52	116	111	128	107	75	67	88	179	26	23	90	164	135	121	426	36	335	24	62	8	462	-	-	-	43	419	9	9	444	212	104	115	31			
	18.5%	19.8%	16.9%	38.9%	19.5%	9.4%	17.1%	19.0%	17.6%	3.6%	18.1%	14.3%	29.9%	17.7%	22.0%	14.4%	18.0%	21.2%	22.3%	27.8%	17.3%	16.5%	16.8%	20.6%	22.5%	31.5%	14.5%	11.2%	34.9%	18.1%	24.2%	22.4%	41.8%	8.6%	5.2%	100.0%	-	-	-	6.8%	22.4%	4.9%	1.5%	25.2%	16.7%	18.0%	21.8%	24.6%			
Married or Civil Partnership	1530	872	658	232	483	815	1157	55	107	33	1133	53	14	203	127	568	356	369	240	156	240	334	661	78	59	155	710	832	156	1433	97	881	19	488	126	-	1530	-	-	-	475	1055	143	412	975	826	331	305	69		
	61.2%	63.5%	58.3%	45.7%	63.3%	66.2%	62.5%	62.0%	61.9%	78.3%	62.8%	67.4%	64.0%	57.1%	53.3%	70.4%	59.0%	61.2%	49.8%	58.1%	62.1%	62.2%	61.6%	59.3%	56.7%	54.0%	62.9%	69.4%	45.1%	60.9%	65.3%	58.9%	33.8%	67.4%	78.3%	-	100.0%	-	-	75.5%	56.4%	77.4%	74.0%	55.4%	64.7%	57.5%	58.0%	55.1%			
Cohabiting	217	99	118	78	74	65	146	10	17	6	135	7	1	43	31	69	68	48	32	23	32	41	93	14	14	18	106	95	39	205	12	152	4	30	18	-	-	217	-	-	-	74	143	10	29	178	79	67	56	15	
	8.7%	7.2%	10.4%	15.4%	9.6%	5.3%	7.9%	11.2%	9.9%	14.3%	7.5%	9.6%	4.1%	12.0%	13.0%	8.6%	11.0%	8.0%	6.6%	8.6%	8.3%	7.6%	8.7%	11.0%	13.2%	6.4%	9.4%	7.9%	11.3%	8.7%	8.2%	10.2%	6.4%	4.2%	11.2%	-	-	100.0%	-	-	-	11.8%	7.6%	5.2%	5.2%	10.1%	6.2%	11.7%	10.6%	12.0%	
Separated / Divorced	200	92	108	-	50	150	148	7	14	2	147	4	3	31	15	34	55	41	70	7	32	50	99	7	5	20	95	85	25	196	4	97	5	89	7	-	-	-	200	-	-	-	29	170	13	67	120	103	46	44	8
	8.0%	6.7%	9.5%	-	6.6%	12.2%	8.0%	7.6%	7.9%	5.4%	8.2%	5.2%	10.2%	8.7%	6.3%	4.2%	9.0%	6.7%	14.6%	2.7%	8.4%	9.3%	9.2%	5.3%	4.5%	7.1%	8.4%	7.1%	7.2%	6.3%	2.4%	6.5%	8.1%	12.3%	4.1%	-	-	-	100.0%	-	-	-	4.7%	9.1%	6.9%	12.0%	6.8%	8.1%	7.9%	8.4%	6.1%
Widowed	68	39	55	-	7	66	84	-	5	1	62	3	-	16	12	19	25	17	32	8	15	23	38	5	3	3	54	54	5	80	-	25	6	55	2	-	-	-	-	8	85	10	41	42	55	28	7	3			
	3.7%	2.8%	4.8%	-	0.9%	7.0%	4.5%	0.2%	2.7%	0.4%	3.4%	3.6%	1.8%	4.5%	5.0%	2.3%	4.0%	2.9%	6.7%	2.8%	3.9%	4.3%	3.8%	3.8%	3.2%	0.9%	4.7%	4.5%	1.4%	4.0%	-	1.9%	10.0%	7.5%	1.2%	-	-	-	-	1.3%	4.5%	5.6%	7.3%	2.4%	4.3%	4.9%	1.2%	2.2%			
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 26
Q19. How many children do you have who are under the age of 18?
Base : All Respondents

	Total		Gender			Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers				
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	288	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			
0	1873	1073	800	280	420	1172	1413	47	133	27	1351	45	19	281	174	539	455	454	425	181	274	418	812	95	84	212	824	914	243	1798	75	970	46	703	92	419	1055	143	170	-	1873	145	516	1212	974	440	376	84			
	74.8%	78.1%	70.9%	55.2%	55.0%	95.2%	76.3%	53.0%	76.5%	61.0%	74.9%	58.1%	74.7%	79.0%	73.6%	67.0%	74.1%	75.4%	88.2%	67.5%	70.7%	77.9%	75.9%	74.4%	81.2%	74.1%	73.0%	76.2%	70.3%	76.4%	50.0%	64.9%	82.2%	97.2%	57.2%	90.8%	69.0%	65.8%	85.3%	-	100.0%	78.5%	92.5%	68.9%	76.3%	76.4%	71.5%	66.8%			
1	298	134	164	113	154	31	215	10	19	10	216	8	3	35	36	126	71	74	27	38	61	51	123	20	5	35	151	137	48	264	34	258	4	10	23	33	205	98	19	298	-	17	25	256	151	65	65	18			
	11.9%	9.8%	14.5%	22.3%	20.1%	2.5%	11.6%	10.9%	10.8%	22.0%	12.0%	10.2%	13.3%	10.0%	15.0%	15.6%	11.5%	12.3%	5.7%	14.3%	15.7%	9.5%	11.5%	15.5%	4.9%	12.2%	13.3%	11.4%	13.9%	11.2%	23.1%	17.3%	7.1%	1.4%	14.6%	7.3%	13.4%	16.5%	9.6%	47.4%	-	9.2%	4.4%	14.6%	11.8%	11.2%	12.3%	14.6%			
2	236	120	116	84	144	8	162	26	12	4	163	16	2	32	22	104	65	47	20	43	41	43	92	10	7	26	106	102	41	209	26	197	6	2	31	8	198	23	4	236	-	14	6	216	106	56	58	16			
	9.4%	8.7%	10.3%	16.5%	18.8%	0.7%	8.7%	29.1%	6.9%	9.2%	9.1%	20.8%	8.2%	8.9%	9.3%	12.9%	10.6%	7.9%	4.1%	15.8%	10.5%	8.1%	8.6%	8.2%	6.7%	9.2%	9.4%	8.5%	12.0%	6.9%	17.6%	13.2%	10.7%	0.2%	19.2%	1.6%	13.0%	10.7%	2.2%	37.4%	-	7.7%	1.0%	12.3%	8.3%	9.7%	11.0%	12.9%			
3	77	38	40	27	39	12	47	6	8	3	64	5	*	4	4	27	22	24	4	4	11	19	34	2	7	8	42	40	9	69	9	58	-	4	14	1	61	14	1	77	-	6	5	67	39	9	25	5			
	3.1%	2.8%	3.5%	5.2%	5.1%	1.0%	2.6%	6.2%	4.5%	7.8%	3.5%	6.5%	0.7%	1.2%	1.8%	3.4%	3.6%	4.0%	0.8%	1.6%	2.8%	3.6%	3.2%	1.4%	7.1%	2.7%	3.7%	3.3%	2.7%	2.9%	5.9%	3.9%	-	0.5%	8.7%	0.3%	4.0%	6.6%	0.6%	12.3%	-	3.1%	0.9%	3.8%	3.0%	1.5%	4.7%	4.1%			
4	13	8	8	3	7	3	10	1	2	-	7	2	1	3	-	7	1	1	3	1	1	4	6	1	-	5	4	4	3	8	5	10	-	2	-	8	1	5	13	-	1	3	8	5	4	2	1				
	0.5%	0.6%	0.5%	0.6%	0.9%	0.2%	0.5%	0.7%	1.3%	-	0.4%	2.8%	2.1%	0.7%	0.2%	0.9%	0.1%	0.2%	0.7%	0.4%	0.3%	0.8%	0.5%	0.5%	0.2%	1.8%	0.3%	0.3%	1.0%	0.3%	3.4%	-	0.6%	-	0.3%	0.3%	-	0.5%	0.3%	2.3%	2.1%	-	0.7%	0.6%	0.5%	0.4%	0.7%	0.4%	1.2%		
5 or more	5	1	4	1	-	4	4	-	-	-	2	1	*	1	*	1	-	1	3	1	-	*	3	-	-	-	2	3	*	5	-	1	-	3	-	3	*	-	-	5	-	1	3	*	2	2	-	1			
	0.2%	0.1%	0.3%	0.1%	-	0.3%	0.2%	-	-	-	0.1%	1.5%	1.1%	0.2%	0.1%	0.1%	-	0.2%	0.5%	0.4%	-	0.1%	0.3%	-	-	-	0.2%	0.3%	0.1%	0.2%	-	0.1%	-	0.4%	-	0.1%	0.2%	0.1%	-	0.8%	-	0.8%	0.5%	*	0.2%	0.4%	-	0.5%			
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

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

	Total		Gender			Age			2010 Vote				GE Voting Intention				SEG					Region6				Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
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	288	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					
0	1759	939	820	486	692	581	1274	62	133	24	1266	65	22	228	178	622	426	419	292	215	260	358	756	87	79	228	746	745	297	1633	126	1215	45	320	128	444	975	178	120	548	1212	-	-	1759	879	395	384	101					
	70.3%	68.4%	72.7%	95.7%	90.7%	47.2%	68.8%	70.5%	76.8%	54.9%	70.1%	83.2%	86.6%	64.1%	75.2%	77.4%	69.4%	69.6%	60.6%	80.2%	67.2%	66.6%	70.7%	68.5%	75.8%	79.5%	66.1%	62.2%	85.9%	69.4%	84.6%	81.3%	78.9%	44.3%	79.9%	96.2%	63.7%	82.3%	60.2%	87.0%	64.7%	-	-	100.0%	68.9%	68.6%	73.0%	81.1%					
1	175	100	75	8	33	133	124	3	12	5	130	4	-	27	13	49	41	43	43	7	34	44	79	8	1	15	72	92	20	171	4	82	4	80	6	9	126	5	26	29	145	53	122	-	-	85	38	45	7				
	7.0%	7.3%	6.6%	1.7%	4.3%	10.8%	6.7%	3.8%	6.8%	10.8%	7.2%	5.4%	1.9%	7.6%	5.9%	6.0%	6.6%	7.1%	8.9%	2.8%	8.7%	8.1%	7.4%	5.9%	1.0%	5.3%	6.4%	7.7%	5.9%	7.3%	2.4%	5.5%	6.2%	11.0%	3.5%	1.9%	8.2%	2.1%	12.9%	4.7%	7.8%	28.7%	21.8%	-	-	5.7%	6.7%	8.5%	5.2%				
2	217	129	88	9	14	194	168	16	10	5	154	2	1	39	21	58	55	59	45	22	41	53	82	10	7	19	116	135	12	203	14	88	2	110	12	1	164	13	24	25	182	58	159	-	-	111	57	43	6				
	8.7%	9.4%	7.8%	1.8%	1.9%	15.8%	9.0%	18.1%	5.6%	11.7%	6.5%	2.5%	4.9%	11.0%	8.8%	7.3%	8.9%	9.7%	9.4%	8.2%	10.6%	9.8%	7.7%	8.1%	7.1%	6.7%	10.3%	11.2%	3.5%	6.6%	9.6%	5.9%	4.1%	15.2%	7.3%	0.3%	10.7%	6.2%	12.2%	4.0%	10.3%	31.3%	28.5%	-	-	8.7%	9.9%	8.3%	4.9%				
3	137	78	58	-	13	124	117	-	5	5	101	4	-	18	13	34	35	35	32	10	16	38	55	11	6	9	77	86	6	134	3	43	1	82	8	1	104	15	8	11	126	35	102	-	-	84	33	16	4				
	5.5%	5.7%	5.2%	-	1.7%	10.1%	6.3%	-	2.7%	10.7%	5.6%	5.0%	1.8%	5.1%	5.7%	4.2%	5.7%	5.9%	6.8%	3.6%	4.1%	7.0%	5.2%	8.3%	5.8%	3.2%	6.8%	7.2%	1.8%	5.7%	2.0%	2.9%	2.1%	11.3%	5.0%	0.2%	6.8%	6.9%	4.0%	1.7%	6.7%	18.7%	18.3%	-	-	6.6%	5.7%	3.1%	2.9%				
4	75	42	33	4	3	68	60	4	5	3	57	-	1	13	2	19	23	14	19	6	14	15	32	3	4	9	45	48	5	75	-	20	3	49	2	4	56	-	7	9	67	17	58	-	-	46	14	11	4				
	3.0%	3.1%	2.9%	0.8%	0.4%	5.5%	3.2%	4.7%	3.1%	6.1%	3.2%	0.4%	3.7%	3.8%	0.9%	2.4%	3.7%	2.4%	4.0%	2.4%	3.6%	2.7%	3.0%	2.7%	4.2%	2.7%	4.0%	4.0%	1.3%	3.2%	0.3%	1.3%	5.9%	6.8%	1.5%	0.8%	3.6%	0.2%	3.5%	1.4%	3.6%	9.1%	10.5%	-	-	3.6%	2.4%	2.1%	3.4%				
5 or more	139	85	54	-	8	130	109	3	9	2	97	3	-	30	9	22	35	32	51	7	22	30	65	8	6	7	73	93	5	138	2	46	2	83	4	3	106	5	14	8	131	23	116	-	-	70	39	26	3				
	5.6%	6.2%	4.8%	0.1%	1.1%	10.6%	5.9%	2.9%	5.1%	5.7%	5.4%	3.6%	1.1%	8.3%	4.0%	2.7%	5.7%	5.3%	10.5%	2.7%	5.8%	5.6%	6.0%	6.4%	6.2%	2.5%	6.4%	7.8%	1.5%	5.8%	1.0%	3.1%	2.8%	11.4%	2.8%	0.7%	6.9%	2.3%	7.2%	1.2%	7.0%	12.2%	20.9%	-	-	5.5%	6.8%	5.0%	2.6%				
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 30
Q21. Which of these best describes your relationship with your grandchildren?
Base : Respondents having grandchildren

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers				
Unweighted Total	666	340	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				
Weighted Total	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				
I am the main carer for one or more of my grandchildren	34	13	21	18	9	7	15	7	2	4	24	3	*	5	1	11	11	4	7	7	10	3	12	1	1	6	13	7	13	26	8	24	3	2	4	7	25	1	-	26	7	34	-	-	7	7	17	2				
I spend time caring for my grandchildren but am not their main carer	152	68	84	*	21	130	131	5	5	1	101	4	2	26	19	37	33	50	32	8	26	40	66	7	5	10	77	86	9	149	2	60	3	78	9	3	118	8	13	14	138	152	-	-	86	45	15	5				
I spend time with my grandchildren but do not provide care for them	460	292	167	4	34	421	362	13	24	13	349	5	1	70	33	117	122	103	117	33	78	112	191	24	17	34	247	307	21	450	10	163	3	272	13	7	357	18	48	34	425	-	460	-	264	98	85	12				
I rarely/never see my grandchildren	98	61	37	-	6	91	69	1	10	1	64	1	-	27	7	16	22	27	34	5	13	24	45	8	3	9	45	54	6	95	3	32	3	51	6	2	56	10	19	8	90	-	98	-	39	30	25	4				
SIGMA	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				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	
With a mother and father living together in the same household	1637	1026	610	269	466	901	1247	53	92	23	1188	45	14	252	137	564	388	393	291	167	257	353	692	90	73	196	764	1118	76	1548	89	920	31	557	100	249	1101	110	113	397	1239	116	420	1100	864	383	322	68	
	65.4%	74.7%	54.1%	53.0%	61.1%	73.2%	67.4%	59.7%	52.9%	52.9%	65.8%	57.3%	55.0%	70.8%	57.9%	70.2%	63.1%	65.3%	60.5%	62.4%	66.5%	65.7%	64.6%	70.1%	70.6%	68.5%	67.7%	93.3%	21.9%	65.8%	59.4%	61.6%	54.2%	77.0%	62.5%	54.0%	71.9%	50.7%	56.3%	63.1%	66.2%	62.9%	75.4%	62.5%	67.7%	66.6%	61.2%	54.3%	
It doesn't matter who the family are as long as they are loving	820	326	494	227	282	311	576	33	77	20	587	32	11	95	94	228	214	200	177	98	120	173	357	38	31	85	357	74	266	763	57	552	23	159	53	197	409	102	84	223	597	67	135	618	395	181	191	53	
	32.8%	23.7%	43.8%	44.6%	37.0%	25.3%	31.1%	37.6%	44.6%	44.9%	32.5%	40.6%	42.8%	26.8%	39.8%	28.4%	34.8%	33.3%	36.8%	36.4%	31.0%	32.3%	33.4%	29.4%	29.4%	29.8%	31.6%	6.2%	77.0%	32.4%	38.2%	37.0%	39.8%	22.0%	33.2%	42.6%	26.8%	46.9%	42.1%	35.4%	31.9%	36.1%	24.2%	35.1%	31.0%	31.5%	36.4%	42.0%	
No opinion	45	21	24	12	15	19	28	2	4	1	29	2	1	8	5	11	12	9	13	3	10	11	22	1	-	5	8	7	4	42	4	22	3	8	7	16	20	5	3	10	36	2	2	41	17	11	12	5	
	1.8%	1.5%	2.2%	2.4%	1.9%	1.5%	1.5%	2.7%	2.5%	2.3%	1.6%	2.1%	2.3%	2.4%	2.3%	1.4%	2.0%	1.4%	2.7%	1.2%	2.5%	2.0%	2.0%	0.4%	-	1.7%	0.7%	0.6%	1.1%	1.8%	2.4%	1.5%	6.0%	1.0%	4.3%	3.4%	1.3%	2.5%	1.6%	1.5%	1.9%	1.0%	0.4%	2.4%	1.3%	2.0%	2.4%	3.8%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	
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	697	377	320	114	197	387	550	22	36	17	506	25	4	115	47	186	165	201	145	58	119	157	307	31	23	68	330	582	13	657	40	335	16	252	79	84	480	68	41	188	510	60	196	441	385	165	120	27	
	27.9%	27.5%	28.3%	22.4%	25.8%	31.4%	29.7%	25.4%	20.9%	39.7%	28.0%	31.8%	16.6%	32.4%	19.9%	23.2%	26.9%	33.4%	30.0%	21.4%	30.7%	29.3%	28.7%	24.1%	21.8%	23.6%	29.3%	48.5%	3.6%	27.9%	26.8%	22.4%	28.5%	34.9%	49.3%	18.1%	31.4%	31.2%	20.7%	29.8%	27.2%	32.6%	35.1%	25.1%	30.2%	28.7%	22.9%	21.7%	
It is generally better if men and women both work and share the task of taking care of the home and family	1438	794	644	342	441	655	1031	57	100	20	1032	47	19	192	147	517	343	323	255	167	211	301	603	80	71	167	671	488	317	1346	92	946	27	369	54	295	843	122	127	380	1058	109	291	1038	704	327	328	81	
	57.5%	57.8%	57.0%	67.4%	57.7%	53.2%	55.7%	64.7%	57.9%	46.7%	57.2%	59.8%	74.8%	54.0%	62.2%	64.3%	55.8%	53.6%	53.0%	62.3%	54.6%	56.2%	56.4%	62.4%	68.8%	58.3%	59.5%	40.7%	91.6%	57.2%	82.0%	63.3%	47.6%	51.0%	33.9%	63.8%	55.1%	56.2%	63.7%	60.4%	56.5%	58.9%	52.2%	59.0%	55.2%	56.8%	62.1%	64.7%	
No opinion	367	202	165	52	126	189	271	9	37	6	267	7	2	49	42	101	106	78	82	44	57	78	160	17	10	52	127	130	16	350	17	214	13	102	27	83	208	27	31	62	305	16	71	260	187	84	79	17	
	14.7%	14.7%	14.6%	10.2%	15.5%	15.4%	14.6%	9.9%	21.2%	13.6%	14.8%	8.4%	8.6%	13.7%	17.9%	12.5%	17.3%	13.0%	17.0%	16.3%	14.8%	14.6%	14.9%	13.5%	9.4%	18.1%	11.3%	10.8%	4.7%	14.9%	11.2%	14.3%	23.8%	14.1%	16.8%	18.1%	13.6%	12.6%	15.6%	9.6%	16.3%	8.6%	12.7%	15.9%	14.7%	14.6%	15.0%	13.6%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
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					
The government should not regulate businesses and should leave them to get on with trading	554	380	174	54	157	342	443	11	25	11	406	10	6	91	41	218	104	126	105	51	75	131	233	34	30	179	66	282	75	530	24	295	7	227	19	92	351	42	43	109	445	52	155	348	316	128	90	21					
The government should regulate businesses to prevent them exploiting their employees and customers	1716	895	821	401	538	777	1237	71	135	28	1226	67	17	243	161	533	463	409	312	199	265	353	739	88	64	95	1042	832	245	1607	109	1074	43	433	111	321	1036	151	137	465	1251	119	353	1244	839	398	386	93					
No opinion	232	99	133	53	67	112	171	7	13	5	172	2	3	21	34	53	47	67	64	19	47	53	98	5	10	18	21	86	27	216	16	125	6	63	31	38	143	24	20	56	176	14	49	168	122	49	50	11					
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	Employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers		
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		
The government should impose strict rules on landlords to protect tenants from poor quality dwellings	1992	1074	917	384	592	1016	1475	68	151	29	1431	65	23	278	193	587	503	497	404	203	303	445	853	99	81	237	891	1000	255	1890	102	1162	45	601	127	354	1229	163	169	483	1509	148	459	1384	1009	466	420	97		
	79.6%	78.2%	81.3%	75.6%	77.6%	82.5%	79.7%	76.7%	87.4%	67.0%	79.3%	82.6%	89.6%	78.2%	81.5%	73.0%	81.9%	82.6%	83.9%	75.6%	78.4%	82.9%	79.7%	77.8%	78.0%	82.8%	78.9%	83.3%	73.7%	80.3%	68.3%	77.8%	80.3%	83.1%	79.4%	76.6%	80.3%	75.3%	84.4%	76.7%	80.6%	80.0%	82.3%	78.7%	79.1%	81.0%	79.9%	77.4%		
The government should not interfere in the rental market and should leave landlords to operate freely	373	243	130	86	123	164	276	19	12	10	277	8	2	62	24	166	82	76	49	52	56	61	159	24	20	35	199	159	64	344	29	244	8	92	19	80	223	36	22	108	265	28	80	266	198	78	79	18		
	14.9%	17.7%	11.5%	16.9%	16.1%	13.3%	14.9%	21.3%	7.2%	22.9%	15.4%	10.6%	6.0%	17.5%	10.1%	20.6%	13.4%	12.7%	10.2%	19.5%	14.5%	11.4%	14.8%	19.1%	18.8%	12.3%	17.6%	13.3%	18.6%	14.6%	19.4%	16.3%	14.1%	12.7%	12.0%	17.4%	14.6%	16.8%	11.0%	17.2%	14.2%	15.0%	14.3%	15.1%	15.5%	13.6%	15.1%	14.6%		
No opinion	137	56	81	38	48	51	101	2	9	4	96	5	1	15	20	51	29	29	29	13	27	31	59	4	3	14	39	41	27	119	18	89	3	30	14	28	78	17	9	39	98	9	19	109	69	31	27	10		
	5.5%	4.1%	7.2%	7.4%	6.3%	4.2%	5.4%	2.0%	5.4%	10.1%	5.3%	6.8%	4.4%	4.2%	8.4%	6.3%	4.7%	4.8%	5.9%	4.9%	7.1%	5.7%	5.5%	3.2%	3.2%	4.8%	3.4%	3.4%	7.7%	5.0%	12.4%	5.9%	5.5%	4.2%	8.6%	6.0%	5.1%	7.9%	4.5%	6.2%	5.3%	5.0%	3.3%	6.2%	5.4%	5.4%	5.1%	8.0%		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

Table 35
Q26. To what extent do you think that commercial advertising aimed at children under 12 should be regulated?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation									
		Male	Female	16-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
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					
Should be freely allowed for all legal products	501	291	210	144	189	168	354	25	33	8	352	18	6	80	44	185	117	119	80	55	81	104	208	34	17	211	23	61	222	466	34	364	10	85	29	124	294	43	31	155	345	38	67	396	237	118	115	31					
Should be banned for harmful things like unhealthy foods	1778	988	790	310	492	976	1333	54	127	31	1305	56	18	242	155	570	435	423	349	190	279	379	762	88	74	60	1095	1097	94	1675	103	984	43	595	112	284	1116	148	148	420	1358	135	452	1190	940	393	362	82					
No opinion	224	95	129	54	82	88	164	9	14	5	147	4	2	34	39	49	62	60	52	24	27	53	100	6	12	15	11	42	30	212	12	146	4	44	20	53	120	26	21	54	170	12	38	174	89	65	48	12					
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG					Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
Unweighted Total	2501	1141	1360	371	1008	1122	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	1821	188	508	1805	1015	605	277	604		
Weighted Total	2502	1373	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	461	1530	217	200	629	1873	185	557	1759	1276	575	525	125		
There should be strict restrictions on pornography and other harmful materials to protect children and uphold social values	1727	797	930	316	488	923	1277	67	116	29	1267	58	15	218	167	497	437	429	363	176	262	392	750	79	62	35	1092	1096	84	1627	101	954	37	572	124	244	1109	152	147	441	1286	150	442	1135	900	377	365	85		
	69.0%	58.0%	82.5%	62.2%	63.9%	75.0%	69.0%	75.9%	66.7%	66.8%	70.2%	74.6%	58.4%	61.4%	70.4%	61.8%	71.2%	71.3%	75.5%	65.6%	67.8%	73.0%	70.1%	62.2%	60.2%	12.3%	96.8%	91.4%	24.2%	69.1%	67.5%	63.9%	66.1%	79.1%	77.5%	52.9%	72.5%	70.2%	73.3%	70.0%	68.7%	81.1%	79.4%	64.5%	70.5%	65.6%	69.5%	67.9%		
Not at all, free flow of information and free speech must be preserved	642	501	140	159	222	261	475	16	47	14	436	18	9	121	58	269	138	151	84	80	99	120	282	43	36	241	32	74	248	602	40	462	10	125	21	184	345	54	48	155	487	27	94	521	303	172	133	34		
	25.6%	38.5%	12.4%	31.2%	29.1%	21.2%	25.7%	18.1%	27.2%	31.0%	24.2%	23.0%	36.3%	34.0%	24.3%	33.5%	22.4%	25.1%	17.4%	29.7%	25.5%	22.3%	24.5%	33.5%	35.0%	84.2%	2.8%	6.1%	71.7%	25.6%	27.0%	30.9%	18.3%	17.3%	13.2%	39.8%	22.5%	25.0%	23.8%	24.8%	26.0%	14.6%	16.8%	29.6%	23.7%	29.9%	25.2%	27.3%		
No opinion	133	75	57	33	53	47	99	5	10	1	101	2	1	16	13	38	40	21	34	13	26	25	58	5	5	10	4	30	14	125	8	78	9	26	15	33	77	10	6	34	99	9	21	104	73	26	27	6		
	5.3%	5.5%	5.1%	6.5%	7.0%	3.8%	5.4%	6.0%	6.0%	2.2%	5.8%	2.3%	5.3%	4.6%	5.3%	4.7%	6.4%	3.6%	7.1%	4.7%	6.3%	4.7%	5.4%	4.2%	4.8%	3.9%	0.4%	2.5%	4.1%	5.3%	5.5%	5.2%	16.6%	3.6%	9.2%	7.2%	5.0%	4.8%	2.9%	5.4%	5.3%	4.3%	3.8%	5.9%	5.8%	4.5%	5.2%	4.6%		
SIGMA	2502	1373	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	461	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 37
Q26. In general, which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	482	1530	217	200	629	1873	185	557	1759	1276	575	525	125	
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	1677	936	742	305	487	885	1278	55	111	23	1185	43	15	271	162	540	418	382	337	177	267	359	715	83	69	220	718	810	252	1994	83	962	38	538	95	291	1044	144	138	372	1305	133	408	1137	862	417	322	77	
	67.0%	68.1%	65.7%	60.1%	63.9%	71.9%	69.0%	61.9%	64.1%	52.9%	65.7%	55.1%	60.2%	76.4%	68.4%	67.2%	68.1%	63.4%	70.0%	66.0%	69.1%	66.8%	66.8%	64.8%	66.2%	76.9%	63.7%	67.5%	72.9%	67.8%	55.8%	64.4%	66.9%	74.4%	59.6%	63.0%	68.2%	66.6%	68.8%	59.1%	69.7%	71.6%	73.1%	64.6%	67.5%	72.4%	61.3%	61.6%	
The government should use measures that encourage people to spend their money in responsible ways to their own long term benefit	683	391	292	165	236	282	471	28	52	17	528	28	8	68	49	238	158	183	104	64	91	151	302	43	32	61	357	345	80	627	56	453	16	147	48	144	402	64	48	225	458	41	118	523	352	119	175	37	
	27.3%	28.4%	25.9%	32.5%	30.9%	22.9%	25.5%	32.0%	29.8%	38.6%	29.3%	35.9%	30.6%	19.2%	20.9%	29.6%	25.8%	30.4%	21.6%	23.9%	23.5%	28.1%	28.3%	33.7%	30.7%	21.4%	31.6%	28.8%	23.1%	26.6%	37.8%	30.3%	28.0%	20.3%	29.9%	31.1%	26.3%	29.6%	24.0%	35.8%	24.5%	22.3%	21.2%	29.8%	27.6%	20.7%	33.3%	29.4%	
Don't know	142	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	40	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%	5.6%	4.9%	6.9%	5.4%	9.0%	
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	482	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid	AB	C1	C2	DE	London	Midland	North	South	Scotland	Wales	Conserv	Statist	Conserv	Liberal	White	Non-white	In employ	Unemploy	Retired	Homeless / Carer	Single	Married	Cohabit	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	288	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 (People not doing enough to help themselves out of poverty)	146	83	62	19	47	81	135	1	2	2	97	3	2	36	6	51	38	27	30	15	18	33	58	11	11	15	64	92	11	135	11	86	-	48	10	15	105	9	12	33	113	14	39	93	42	4	7			
9	84	59	26	14	23	38	69	-	5	-	60	6	1	13	5	30	9	34	11	11	18	18	30	7	2	13	41	44	12	76	6	52	1	22	8	18	44	9	8	23	62	4	13	67	47	22	13	2		
8	281	174	107	52	74	155	198	17	16	8	212	5	2	47	15	108	60	61	53	32	48	54	119	19	7	40	118	149	28	270	11	166	3	95	9	53	164	26	26	79	202	21	73	188	142	56	70	14		
7	420	267	153	85	114	222	303	21	28	12	322	6	2	51	38	150	112	106	51	36	60	100	179	22	23	51	177	198	68	390	30	255	5	124	22	80	247	46	32	109	311	34	91	295	221	82	100	17		
6	361	222	140	77	106	179	282	12	29	2	271	10	5	45	30	129	95	80	58	41	50	74	149	21	23	59	172	160	55	345	16	225	4	108	16	58	228	57	26	80	281	30	79	252	189	78	82	14		
5	753	339	414	142	252	359	541	21	59	9	541	20	6	102	84	214	182	178	179	89	101	161	352	27	20	72	337	355	94	702	51	428	24	219	64	127	497	47	56	194	559	50	165	537	372	169	168	44		
4	186	99	87	48	58	80	134	7	18	3	142	7	3	15	18	52	52	48	34	17	28	43	72	12	12	17	94	83	27	177	9	118	3	49	12	56	100	10	13	38	151	8	35	143	100	34	42	10		
3	142	79	63	37	46	60	101	5	9	7	80	5	3	22	24	42	34	37	29	14	37	29	53	5	5	12	65	64	29	139	3	96	6	28	6	32	78	14	17	39	104	11	33	99	57	44	32	9		
2	58	15	43	20	15	22	47	1	3	-	33	7	1	8	9	12	17	18	11	8	15	10	23	1	-	3	30	25	8	53	5	36	5	7	7	13	34	6	3	20	37	8	12	38	27	19	6	5		
1	17	10	7	5	5	8	16	-	-	-	9	1	-	4	3	4	5	2	7	1	5	3	7	2	-	-	7	9	4	14	3	10	1	6	-	3	8	4	2	6	12	1	3	14	9	6	-	2		
0 (Circumstances beyond people's control that cause them to be poor)	54	27	26	11	15	28	43	3	3	-	25	9	-	12	7	13	11	11	19	5	6	12	30	-	1	4	24	21	10	52	2	24	4	19	7	6	32	10	2	12	42	5	14	35	17	26	8	3		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

Table 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

	Total	Gender		Age			2010 Vote			GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation										
		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 employ ment	Unemplo yed	Retired	Homeown er/ Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	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	288	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	334	170	164	85	94	155	250	10	26	6	214	20	3	61	35	88	91	86	69	40	50	70	143	17	13	34	155	148	63	316	18	181	10	101	27	64	187	37	34	72	262	28	70	237	150	99	63	21		
2	263	142	122	76	83	104	181	11	17	8	179	12	3	36	33	76	62	60	65	37	51	55	103	6	9	29	108	114	36	245	18	179	11	47	18	89	138	19	29	89	175	19	49	195	113	68	95	17		
3	217	102	116	43	75	99	163	7	14	3	149	7	2	35	23	56	45	56	61	23	33	56	83	12	10	20	98	100	35	202	15	120	13	61	15	40	139	24	9	58	160	22	44	151	111	52	38	16		
4	188	91	97	40	57	91	143	5	11	6	129	9	4	26	20	49	41	54	43	24	33	46	69	10	5	14	95	93	18	171	17	114	5	50	16	27	128	12	13	47	140	12	37	139	96	48	34	11		
5	242	135	108	52	72	119	182	6	19	1	179	8	3	31	22	87	56	55	46	24	30	54	106	16	10	36	112	112	47	236	7	163	5	60	10	44	161	15	18	55	188	14	66	162	130	52	49	11		
6	239	131	108	45	73	122	167	9	16	8	179	4	1	29	26	77	52	69	41	15	29	55	115	18	5	22	110	121	22	227	12	146	1	68	14	44	151	24	11	65	174	18	60	161	118	49	61			
7	278	143	135	40	85	153	213	10	23	1	202	4	2	42	28	85	80	65	48	28	41	59	115	17	18	27	125	136	32	266	12	162	4	92	19	54	165	28	22	66	212	26	64	188	146	66	56	9		
8	246	148	97	44	67	134	186	13	19	1	189	6	1	30	20	88	70	56	32	27	42	48	109	9	10	41	111	135	31	232	14	135	5	93	12	44	161	15	17	45	201	15	62	169	138	47	50	10		
9	290	185	105	44	95	151	213	9	16	6	220	6	4	42	17	114	79	63	34	27	38	50	148	16	10	46	131	137	36	272	18	174	2	91	14	48	180	23	26	74	216	19	58	214	153	60	67	10		
10	205	127	78	39	63	103	154	8	12	5	164	3	3	22	13	94	39	40	43	23	40	43	79	7	13	18	85	103	26	186	19	122	1	61	15	30	122	23	20	60	145	14	48	144	120	33	44	9		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

3 Oct 2014

Table 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation									
		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 employ ment	Unemplo yed	Retired	Homemak er/Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	Defecto rs	Joiners	Consid ers				
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	288	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	284	150	133	75	113	96	199	10	23	9	188	16	2	46	33	64	73	69	78	37	59	60	111	7	8	26	126	121	45	268	16	201	15	39	20	67	163	28	15	92	192	21	56	207	122	78	64	21				
2	285	135	150	61	83	140	219	9	14	5	191	18	2	50	25	79	53	90	72	32	35	55	138	14	10	20	129	137	32	269	17	165	14	74	21	51	177	24	28	59	226	37	63	185	144	79	51	15				
3	203	96	108	44	61	98	157	10	9	3	122	10	4	39	28	49	51	56	48	22	31	43	95	3	7	16	107	103	23	187	17	116	7	55	19	37	112	30	13	52	151	20	44	139	91	67	31	15				
4	232	114	118	47	83	101	167	6	22	2	159	10	3	31	29	79	62	51	40	24	40	51	95	6	16	24	99	107	31	225	7	149	3	51	21	39	147	15	22	76	156	12	52	168	106	61	53	12				
5	232	117	116	64	73	95	162	12	16	6	170	7	4	29	23	85	47	59	42	32	25	71	81	14	8	27	115	113	31	206	26	143	4	66	14	50	148	16	15	61	172	15	41	175	112	50	58	13				
6	221	110	111	56	65	100	155	8	15	3	158	6	2	32	24	71	57	56	36	31	39	41	92	12	6	34	97	83	47	211	10	132	7	66	15	49	127	18	17	54	167	15	51	156	104	51	53	13				
7	256	155	101	43	79	134	174	14	20	3	206	4	2	21	23	88	69	58	42	23	37	60	109	13	13	32	113	119	40	246	10	144	1	92	13	42	167	18	21	66	190	12	69	175	137	37	69	13				
8	310	177	133	43	84	183	235	6	24	10	240	3	2	46	19	108	73	76	53	22	40	55	150	28	14	43	196	157	34	293	17	172	1	110	15	47	174	37	30	62	248	20	74	216	173	62	67	8				
9	271	184	88	42	62	167	222	11	18	2	212	3	2	31	23	101	74	64	33	27	42	61	106	16	17	42	110	152	35	258	14	143	4	102	15	49	173	20	22	50	221	22	61	188	172	50	39	10				
10	207	136	71	32	59	116	160	3	12	1	159	3	2	32	10	79	56	34	38	18	38	38	93	14	6	22	96	107	29	192	15	129	1	68	8	30	143	11	18	58	150	11	47	149	118	42	41	6				
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity			Employment Status			Family Status			Parent		Grandparent			Segmentation						
		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 employ ment	Unemplo yed	Retired	Homeown er/ Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	No (non-carer)	No	Loyalists	Defecto rs	Joiners	Consid erers
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	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	288	387	537	1070	128	104	286	1128	1199	346	1494	57	723	160	462	1530	217	200	629	1873	185	557	1759	1276	575	525	125		
1	52	25	27	13	13	26	32	5	4	*	37	3	*	5	6	19	10	15	8	3	17	6	22	*	4	7	23	27	4	48	4	28	4	13	3	6	32	5	7	17	35	6	14	32	20	12	17	3
2	80	57	33	29	32	30	57	7	10	11	68	4	2	9	8	28	21	23	21	15	16	14	40	1	3	12	39	40	22	75	15	57	2	19	9	18	57	8	4	37	53	10	18	62	40	17	28	8
3	88	43	45	36	19	33	57	2	6	3	65	3	2	13	4	31	15	26	17	15	9	18	41	3	2	9	42	47	7	79	9	58	3	19	4	26	42	7	7	37	51	11	12	65	40	17	25	6
4	101	57	44	25	32	44	80	3	3	1	61	3	1	19	16	24	37	18	22	19	14	19	42	1	6	10	40	41	13	91	10	71	4	23	2	24	55	9	7	29	72	11	14	76	47	34	15	6
5	111	63	47	29	36	46	66	3	13	4	73	5	3	17	13	39	28	24	20	14	21	17	48	5	6	11	46	64	15	97	14	63	5	25	11	19	62	14	13	36	75	5	22	83	37	30	36	9
6	158	96	62	28	50	80	127	3	6	1	108	5	1	31	12	53	34	37	34	18	17	34	75	3	10	17	64	82	20	151	7	88	3	46	14	22	102	15	12	40	118	11	38	110	84	43	24	7
7	271	161	110	65	82	124	217	12	9	199	9	2	40	22	88	68	66	49	27	34	60	132	14	4	36	123	146	46	259	12	162	9	71	19	50	164	33	15	69	202	16	57	199	156	60	43	12	
8	371	214	157	68	122	181	283	7	19	3	269	11	3	48	40	111	88	105	68	46	60	90	137	19	15	49	159	161	49	351	20	218	11	104	27	75	238	26	21	96	275	33	79	259	195	88	74	15
9	532	280	252	99	171	262	397	17	44	12	391	10	5	78	47	186	113	125	108	48	92	105	234	28	21	55	269	263	73	504	28	331	6	156	28	95	336	42	42	132	399	32	127	372	281	116	109	25
10	728	378	351	117	205	406	636	31	57	10	532	27	6	94	69	228	202	163	135	63	106	172	301	53	33	79	354	328	97	697	31	415	9	248	43	127	443	57	71	135	593	51	176	501	377	159	154	39
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	387	537	1070	128	104	286	1128	1199	346	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%	100.0%	100.0%	100.0%	100.0%	100.0%



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

Table 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

	Total	Gender		Age			2010 Vote			GE Voting Intention					SEG					Regions					Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation									
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecl ed	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non-white	In employ ment	Unemplo yed	Retired	Homeless/ Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	No (non-carer)	No	Loyalis ts	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	1823	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	288	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	166	102	64	39	49	78	109	15	8	3	123	7	4	14	19	61	39	39	27	22	26	36	59	11	12	20	82	76	28	161	5	100	*	57	6	34	93	19	16	41	125	11	30	125	74	35	49	9			
2	178	98	80	45	63	70	122	10	12	6	132	5	1	20	20	72	47	31	28	28	29	32	73	11	4	13	84	88	25	171	7	119	5	42	10	29	110	23	13	56	122	15	41	122	85	37	47	10			
3	204	98	106	34	63	107	153	4	16	1	145	6	1	29	23	65	42	43	54	21	33	41	91	9	7	16	101	100	22	195	9	123	3	58	15	43	120	14	18	50	153	17	43	144	103	50	42	10			
4	214	118	97	53	61	100	151	7	18	7	159	8	5	22	20	76	65	36	37	12	30	52	105	7	8	18	94	103	36	196	18	125	4	62	18	36	144	15	13	67	147	22	44	148	106	43	51	12			
5	300	161	139	59	84	157	225	7	24	3	223	12	1	37	26	96	69	73	62	34	44	67	132	13	11	24	129	158	25	274	26	161	4	104	21	44	185	24	26	67	233	24	75	201	162	63	60	14			
6	348	207	141	59	96	191	273	14	23	3	259	9	2	49	29	110	90	90	58	36	52	68	147	21	19	41	156	163	48	326	23	207	7	109	16	61	218	28	32	85	263	18	81	249	200	73	59	16			
7	333	171	162	67	93	173	252	10	22	8	239	5	4	55	30	98	82	86	68	36	51	75	134	18	16	42	166	157	44	307	28	205	10	81	22	56	203	30	31	89	244	26	83	224	174	78	65	17			
8	295	155	140	46	114	135	221	8	27	5	211	6	3	46	27	89	77	68	62	26	49	57	140	14	8	37	139	143	47	282	13	171	5	86	25	55	192	21	21	75	220	19	66	210	153	68	58	16			
9	285	174	111	61	90	134	208	9	15	6	190	11	2	57	24	85	66	76	58	36	41	70	112	12	13	48	98	121	48	271	14	174	10	77	19	60	170	30	16	64	221	25	55	205	125	83	64	12			
10	178	90	88	44	49	84	137	5	8	1	123	8	3	24	19	52	38	60	28	18	20	39	77	10	5	29	79	91	25	170	8	108	8	48	8	45	96	13	14	35	143	8	38	131	92	45	30	10			
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

3 Oct 2014

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions					Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation									
		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 employ ment	Unemplo yed	Retired	Homecarer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	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	288	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	150	76	74	37	41	72	108	7	10	*	97	8	3	24	17	43	29	46	32	22	18	26	68	4	7	11	72	75	29	140	10	86	9	38	12	37	87	12	9	38	112	13	28	109	63	44	34	8		
2	128	53	75	37	35	56	92	3	13	2	75	6	1	27	19	37	36	29	26	8	16	38	57	6	3	12	62	55	18	115	13	82	2	27	13	21	88	10	6	34	84	9	22	97	47	45	28	8		
3	158	82	76	41	40	78	111	10	11	3	110	7	1	26	15	52	42	26	38	23	23	39	61	8	4	25	63	58	24	142	16	82	5	47	15	24	93	18	18	36	122	9	38	112	72	39	38	9		
4	162	83	79	47	41	75	113	1	13	*	115	9	1	15	22	56	43	34	29	19	39	20	57	9	8	20	84	72	16	155	7	90	3	53	11	26	97	19	19	41	121	13	38	111	74	39	41	9		
5	197	109	88	40	62	95	146	11	16	4	153	5	5	22	12	71	44	45	36	19	39	48	77	11	2	21	99	94	33	187	10	119	6	51	21	42	128	6	11	66	131	18	43	136	111	36	43	8		
6	224	125	99	40	76	109	180	6	9	8	165	7	1	32	19	77	62	41	44	22	34	45	99	12	12	26	80	104	27	217	7	136	5	73	9	38	143	20	16	58	166	18	46	161	131	49	34	10		
7	271	152	118	48	73	149	209	8	10	5	204	9	2	35	20	89	52	75	55	26	54	57	106	14	14	26	113	129	34	255	16	172	6	78	13	53	164	18	18	54	217	21	55	195	155	55	49	13		
8	294	158	136	49	93	152	224	11	15	6	215	8	5	39	28	93	77	74	50	22	44	51	139	21	17	26	143	150	42	281	13	176	5	90	13	51	174	26	36	82	212	23	80	192	161	63	54	16		
9	312	164	148	66	100	145	224	10	27	6	228	12	4	39	30	81	86	80	65	31	40	71	140	20	10	31	140	148	42	293	19	197	6	86	14	66	177	25	27	68	244	20	74	218	159	64	68	20		
10	606	371	235	104	202	300	444	22	52	10	442	8	3	96	56	205	143	152	105	76	79	132	265	22	27	89	275	315	82	567	39	353	12	181	40	106	389	63	39	153	454	44	134	429	303	141	138	24		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 44
Q30i. How significant do you think each of the following factors are in causing poverty in the UK?
Lack of aspiration
Base : All Respondents

	Total	Gender		Age			2010 Vote					GE Voting Intention					SEG					Regions					Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midland s	North	South	Scotland	Wales	Conserv active	Statist	Conserv active	Liberal	White	Non-white	In employment	Unemplo yed	Retired	Homemaker / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defecto rs	Joiners	Conside rers			
																																																	18-34	35-54	55+
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	288	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	130	80	50	28	43	58	106	3	9	1	98	4	1	16	11	52	33	32	13	17	11	23	63	9	5	15	55	51	17	120	10	83	1	39	7	34	62	15	11	34	96	7	23	100	83	23	15	9			
2	266	161	105	45	80	141	211	6	14	8	187	8	1	35	24	94	72	65	35	30	46	53	106	17	14	40	123	131	38	248	20	158	1	94	5	51	164	20	21	67	199	14	67	196	153	58	44	11			
3	289	203	85	51	82	155	211	12	20	6	210	9	2	38	29	105	75	64	44	25	49	65	121	15	12	35	119	123	47	271	18	170	4	95	12	54	177	22	22	62	226	16	71	202	146	65	64	14			
4	339	189	170	44	107	188	262	13	24	6	237	4	3	59	36	104	76	89	70	23	42	73	166	22	12	48	148	160	59	326	13	192	6	108	22	47	213	32	35	76	263	26	86	227	175	67	62	15			
5	370	207	164	57	120	193	283	16	22	3	283	9	2	51	25	115	98	79	79	46	46	81	171	11	14	36	184	195	37	348	22	219	9	114	25	51	244	37	23	87	283	37	88	245	191	72	91	16			
6	346	172	174	77	98	171	236	14	39	4	244	13	7	47	36	111	82	71	83	42	59	73	138	18	14	45	142	153	55	324	22	213	8	85	27	62	212	23	34	90	256	18	77	252	150	86	93	17			
7	300	153	147	71	96	154	224	5	20	9	213	10	4	45	28	84	55	76	58	29	62	67	105	19	17	32	142	159	34	275	28	167	12	90	23	60	193	18	21	87	214	30	58	213	152	72	61	16			
8	215	105	110	57	66	92	163	2	15	1	143	12	2	38	19	73	41	55	45	25	32	55	89	8	5	15	103	111	26	206	9	130	4	51	21	42	126	25	16	57	157	18	39	157	102	61	41	11			
9	147	78	70	37	47	63	107	8	8	5	109	5	2	16	15	47	29	40	32	16	31	31	60	4	7	11	68	67	14	141	7	101	2	31	11	30	86	13	15	43	104	11	31	106	79	28	30	10			
10	100	46	54	41	24	35	69	5	4	2	71	4	*	11	13	20	23	32	25	15	10	16	50	4	5	9	44	48	18	98	3	61	8	19	9	30	53	11	3	26	74	10	17	72	47	22	24	7			
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

3 Oct 2014

Table 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

	Total	Gender		Age					2010 Vote					GE Voting Intention					SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent				Segmentation			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midland s	North	South	Scotland	Wales	Conserv active	Statist	Conserv active	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	Defecto rs	Joiners	Conside rers		
																																																	CON	LAB
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	288	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	444	262	182	60	126	259	333	8	31	6	333	7	3	56	45	162	114	102	66	37	72	89	189	29	27	62	197	206	60	423	21	262	*	145	29	56	308	25	31	104	340	30	113	301	238	94	95	17		
2	350	184	166	42	124	184	272	11	23	5	251	8	6	52	31	123	79	91	57	28	46	81	164	22	9	36	143	176	46	331	19	201	8	117	18	63	218	24	33	81	269	19	77	253	168	84	64	14		
3	378	225	154	68	120	190	273	15	27	12	282	11	3	52	30	120	100	81	77	39	69	75	160	16	16	43	171	184	58	360	19	230	9	107	22	58	241	31	40	86	292	23	96	259	193	80	88	17		
4	318	180	138	77	100	141	296	18	19	3	243	10	2	39	24	98	78	82	60	39	50	66	127	17	15	45	145	156	43	300	19	197	7	94	15	63	190	35	18	81	238	25	65	228	178	58	65	17		
5	248	129	119	46	71	131	197	4	21	7	159	7	1	50	30	61	61	68	58	19	37	48	119	13	11	32	94	114	37	237	11	153	8	75	21	55	138	32	17	50	198	16	50	182	122	75	37	14		
6	226	115	112	50	70	106	177	7	17	4	161	8	4	32	22	61	56	66	43	24	33	53	99	9	8	21	120	116	28	205	21	134	12	56	17	55	128	14	20	53	174	25	51	151	120	57	41	8		
7	182	84	88	56	47	78	138	4	17	3	112	12	2	31	25	62	35	47	38	28	27	38	71	11	5	19	80	77	29	172	9	107	4	54	11	35	105	19	13	53	128	10	40	131	78	60	34	10		
8	146	80	67	44	37	65	86	8	7	1	117	6	1	11	10	52	42	23	30	20	23	47	49	5	3	11	70	77	17	132	15	96	4	34	8	26	78	18	17	44	103	13	32	101	67	19	49	11		
9	120	60	60	37	37	46	83	10	5	1	84	5	2	19	10	36	31	23	29	19	16	25	50	4	6	9	63	54	23	111	9	72	2	29	11	25	72	14	8	45	75	11	22	86	56	27	28	9		
10	90	48	42	27	32	31	58	3	7	*	61	5	1	13	10	29	18	20	22	15	14	14	43	2	3	7	45	40	4	83	7	63	2	11	7	26	58	5	2	33	57	13	11	66	37	21	24	7		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

3 Oct 2014

	Total	Gender			Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation										
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midland s	North	South	Scotlan d	Wales	Conserv ative	Statist	Conserv ative	Liberal	White	Non-white	In empl oym ent	Unem plo yed	Retire d	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	Defecto rs	Joiners	Consid erers					
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	288	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	429	220	210	86	136	207	313	13	35	8	326	5	5	61	31	144	99	111	75	45	62	104	183	25	10	43	199	211	52	401	28	246	7	134	27	79	275	25	33	104	326	31	97	301	229	84	97	19					
2	408	228	180	64	112	232	400	12	30	2	299	6	3	67	33	118	123	84	73	36	68	96	178	19	20	61	191	202	57	395	14	230	3	134	32	64	265	28	35	94	314	29	111	269	229	91	99	19					
3	413	204	209	79	129	205	318	15	22	8	301	10	4	58	40	141	104	98	70	36	59	96	171	25	25	42	178	208	44	397	16	248	8	120	31	69	261	45	30	114	299	41	80	292	220	97	80	15					
4	329	197	132	49	102	179	299	5	25	8	246	11	3	45	24	103	60	90	76	39	42	63	157	21	7	34	147	166	46	312	17	195	7	98	16	81	194	16	28	60	270	16	67	226	172	67	73	17					
5	260	155	105	60	88	132	192	11	13	4	189	8	3	28	31	72	76	71	41	25	49	45	107	21	12	35	111	116	45	239	21	155	9	78	9	50	142	34	23	58	202	18	55	187	134	57	55	13					
6	212	110	102	64	74	74	141	7	21	2	147	13	2	31	20	84	52	39	38	33	38	41	80	9	12	24	104	108	26	191	22	144	6	46	13	39	123	31	13	67	145	7	41	165	89	52	58	14					
7	138	85	53	30	52	56	98	12	7	1	94	6	1	16	21	49	32	27	30	20	18	34	55	3	5	15	68	61	20	190	8	91	4	32	7	26	84	12	12	31	107	10	33	95	62	36	32	9					
8	136	83	53	32	40	64	102	6	8	6	82	8	2	30	15	48	23	28	37	17	22	32	57	2	6	12	49	45	22	123	12	89	7	30	9	25	84	10	9	44	92	17	18	100	57	45	25	9					
9	94	51	44	16	34	44	69	4	9	-	64	5	1	10	14	26	25	19	24	6	15	24	41	2	4	11	41	43	16	86	9	50	2	30	6	12	56	9	9	29	65	10	21	64	45	24	19	6					
10	81	40	41	28	16	37	61	4	3	3	56	6	2	11	6	20	20	25	16	13	13	11	41	1	3	8	41	38	17	79	3	47	3	22	9	17	46	6	9	28	53	7	14	60	39	22	17	4					
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

Table 47
Q30d. 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions						Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecid	AB	C1	C2	DE	London	Midland	s	North	South	Scotland	Wales	Conserv	Statist	Conserv	Liberal	White	Non-white	In employment	Unempoyed	Retired	Homemaker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	No (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	125	78	47	22	36	67	87	5	8	6	88	3	3	19	11	40	36	25	23	14	19	25	56	5	5	21	53	60	20	111	14	76	*	40	4	18	76	15	11	40	85	6	28	91	55	32	33	5			
2	204	130	74	39	49	116	150	8	10	4	162	7	*	19	16	82	39	51	34	25	38	33	86	9	12	25	96	108	22	200	5	115	3	74	6	33	132	18	10	38	167	14	51	140	115	35	47	9			
3	216	128	88	49	70	97	158	6	22	1	170	4	1	26	14	92	50	50	25	37	25	41	91	13	9	29	97	117	29	200	16	144	3	55	12	41	139	12	14	58	158	13	42	162	120	38	50	9			
4	294	188	106	59	89	147	219	20	22	2	222	5	3	42	22	97	70	76	52	36	32	67	121	17	17	44	127	138	45	273	21	169	11	81	24	62	160	36	22	69	225	21	64	210	155	60	69	13			
5	283	150	133	51	88	145	229	8	15	4	192	10	3	48	31	84	75	74	51	23	54	56	121	11	16	36	120	123	35	281	3	178	5	81	16	58	158	23	33	79	204	27	63	193	150	79	43	12			
6	304	188	116	51	92	161	220	14	21	7	234	7	3	38	23	93	72	76	63	16	53	71	145	10	9	35	147	153	50	288	16	173	2	109	16	48	191	27	29	70	234	35	73	196	166	54	67	16			
7	274	143	131	49	91	134	200	7	19	3	189	14	3	44	23	99	70	55	43	24	44	53	135	13	5	31	125	127	34	259	15	163	3	78	22	46	176	22	67	206	13	60	201	131	69	58	16				
8	322	160	161	82	95	144	230	12	31	6	222	8	4	49	38	88	78	85	71	41	53	70	127	14	17	35	137	145	52	296	26	207	8	76	22	73	190	30	22	77	244	19	64	239	149	81	73	19			
9	299	132	167	56	89	154	231	6	17	6	200	12	3	48	35	83	76	67	73	39	41	71	121	18	8	19	137	144	32	279	20	158	15	91	24	52	191	20	26	70	229	26	78	195	147	84	53	15			
10	181	77	104	49	65	67	135	2	10	6	124	9	2	22	23	45	50	45	41	13	29	50	68	13	7	11	88	85	27	166	14	113	6	40	14	31	118	14	11	61	120	13	35	132	91	44	33	12			
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Attitudes to Welfare Poll - "Conservatives"
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Table 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions							Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation					
		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 employ ment	Unemplo yed	Retired	Homelessk arer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defecto rs	Joiners	Consid ers		
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	288	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	388	212	177	63	113	213	315	13	20	5	302	6	1	53	27	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%	11.8%	12.4%	16.7%	8.0%	4.2%	14.8%	11.4%	16.1%	14.6%	13.2%	18.8%	11.6%	13.4%	18.2%	16.3%	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%	12.8%	11.4%	11.0%		
2	328	186	142	89	101	158	228	10	30	4	250	3	8	40	29	99	83	77	89	31	42	89	125	21	20	39	154	148	50	306	22	187	8	96	28	64	189	43	21	73	255	19	60	249	167	61	93	17		
	13.1%	13.5%	12.6%	13.7%	13.2%	12.6%	12.3%	11.3%	17.4%	8.9%	13.9%	4.4%	24.0%	11.2%	12.1%	12.3%	13.5%	12.8%	14.4%	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%	10.6%	15.8%	13.7%		
3	334	193	141	64	101	170	250	9	28	4	250	11	4	39	29	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%	10.1%	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%	12.2%	13.3%	11.4%		
4	324	177	147	70	91	163	247	11	17	6	232	9	2	57	25	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	166	79	63	14		
	13.0%	12.9%	13.0%	13.7%	11.9%	13.3%	13.4%	12.4%	10.9%	14.6%	12.9%	11.8%	6.1%	15.9%	10.3%	14.5%	13.5%	12.0%	10.8%	12.2%	16.6%	13.2%	12.1%	10.3%	10.5%	10.5%	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%	13.7%	12.0%	11.0%			
5	258	148	109	50	89	119	189	10	15	9	182	7	1	43	25	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%	10.7%	10.4%	11.8%		
6	226	118	108	37	73	116	179	6	6	5	149	9	3	38	25	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%	8.7%	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%	11.2%	6.6%	9.8%		
7	200	116	84	39	65	97	129	7	25	2	146	7	3	26	18	62	43	48	47	28	15	35	109	7	6	26	74	90	32	184	16	118	5	68	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%	8.9%	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%	11.4%	9.4%		
8	167	94	73	41	45	81	121	15	7	4	115	12	2	18	20	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%	6.9%	8.3%	6.5%	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	67	84	49	37	65	97	4	15	1	106	9	1	14	22	45	35	46	28	19	30	28	59	7	8	14	71	70	27	139	12	94	6	31	18	26	90	20	9	53	98	11	30	110	59	38	47	7		
	6.0%	4.9%	7.4%	9.6%	4.9%	5.3%	5.2%	4.9%	8.5%	0.8%	5.9%	11.3%	1.6%	3.9%	9.3%	5.5%	5.7%	7.6%	5.3%	6.9%	7.9%	5.2%	5.3%	5.2%	8.1%	5.0%	6.3%	5.8%	7.9%	5.9%	8.0%	6.3%	10.7%	4.3%	11.3%	5.7%	5.9%	9.4%	4.6%	8.4%	5.2%	5.8%	5.3%	6.3%	4.6%	6.6%	6.9%	5.9%		
10	126	62	63	27	48	51	97	2	9	5	72	5	3	28	18	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	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
Unweighted Total	1499	708	791	302	607	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	
Weighted Total	1494	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	
Take the first available job that you could find, even if it is not in the sector that you want to work in	974	494	480	252	426	296	689	51	75	21	691	33	13	143	94	354	258	252	110	103	148	209	426	51	35	122	428	401	177	914	60	974	-	-	-	188	585	111	74	340	633	56	147	770	459	230	231	54	
	65.2%	58.7%	73.4%	58.7%	67.6%	68.0%	65.3%	70.2%	72.9%	76.1%	63.6%	57.0%	75.4%	74.8%	66.5%	59.3%	66.9%	72.1%	67.3%	51.9%	67.5%	70.6%	66.0%	67.5%	63.0%	60.9%	68.0%	68.5%	63.8%	66.2%	52.2%	65.2%	-	-	-	55.9%	66.4%	72.9%	76.1%	65.0%	65.3%	66.8%	75.5%	63.4%	63.3%	69.8%	64.3%	67.0%	
Take your time to find a job that suits you, in the sector that you want to work in	521	347	174	177	204	139	366	22	28	7	395	25	4	48	48	243	127	97	53	95	71	87	220	24	21	78	202	185	100	466	55	521	-	-	-	148	296	41	23	183	337	28	48	445	266	100	128	27	
	34.8%	41.3%	26.6%	41.3%	32.4%	32.0%	34.7%	29.8%	27.1%	23.9%	36.4%	43.0%	24.6%	25.2%	33.5%	40.7%	33.1%	27.9%	32.7%	48.1%	32.5%	29.4%	34.0%	32.5%	37.0%	39.1%	32.0%	31.5%	36.2%	33.8%	47.8%	34.8%	-	-	-	44.1%	33.6%	27.1%	23.9%	35.0%	34.7%	33.2%	24.5%	36.6%	36.7%	30.2%	35.7%	33.0%	
SIGMA	1494	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	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers
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	482	1530	217	200	629	1873	185	557	1759	1276	575	525	125
I personally currently receive one or more of these benefits	443	208	235	115	160	169	343	11	26	12	290	19	4	79	49	91	103	124	125	31	96	90	187	19	17	40	212	229	68	422	20	221	26	112	55	69	268	44	41	217	226	28	93	321	219	124	71	29
	17.7%	15.1%	20.8%	22.6%	20.9%	13.7%	18.5%	12.9%	15.1%	26.4%	16.1%	23.8%	16.2%	22.3%	20.8%	11.3%	16.8%	20.6%	25.9%	11.7%	24.9%	16.7%	17.5%	15.0%	16.1%	13.9%	18.8%	19.1%	19.8%	18.0%	13.7%	14.8%	46.5%	15.5%	34.2%	14.9%	17.5%	20.3%	20.5%	34.5%	12.1%	15.2%	16.7%	18.3%	17.2%	21.6%	13.5%	23.0%
I have personally received one or more of these benefits in the past	704	402	301	138	233	332	519	28	43	8	484	28	6	113	72	202	210	171	121	62	122	151	316	27	27	79	322	320	112	666	38	470	15	168	44	136	400	76	72	172	532	56	134	514	332	187	152	33
	28.1%	29.3%	26.7%	27.2%	30.6%	27.0%	28.0%	31.5%	25.0%	18.9%	26.8%	35.9%	25.3%	31.8%	30.3%	25.1%	34.2%	28.5%	25.1%	23.0%	31.4%	28.1%	29.5%	21.2%	25.7%	27.7%	28.5%	26.7%	32.2%	28.3%	25.6%	31.4%	26.2%	23.2%	27.1%	29.4%	26.2%	35.2%	36.2%	27.3%	28.4%	30.2%	24.1%	29.2%	26.0%	32.5%	28.9%	26.3%
I have close friends or family who receive benefits	669	359	310	124	189	356	500	15	44	6	465	20	8	105	71	182	158	189	139	61	112	165	265	35	27	69	340	337	77	636	33	397	13	204	35	122	416	58	58	159	510	66	177	425	329	170	134	35
	26.7%	26.1%	27.3%	24.4%	24.8%	28.9%	27.0%	16.6%	25.1%	13.8%	25.8%	25.2%	30.9%	29.7%	30.0%	22.7%	25.8%	31.4%	28.8%	22.9%	29.0%	30.7%	24.7%	27.3%	26.0%	24.2%	30.1%	28.1%	22.2%	27.0%	22.1%	26.5%	23.6%	28.2%	21.8%	26.4%	27.2%	26.8%	28.9%	25.3%	27.2%	35.9%	31.8%	24.2%	25.8%	29.8%	25.5%	27.9%
People in my neighbourhood receive benefits	738	430	308	153	219	366	519	33	61	14	531	19	12	122	55	240	186	167	145	84	108	152	324	38	31	97	350	366	106	682	56	467	10	201	40	142	445	63	59	168	570	41	181	516	345	174	185	34
	29.5%	31.3%	27.3%	30.1%	28.7%	29.8%	28.0%	37.1%	34.9%	32.0%	29.4%	23.9%	47.2%	34.4%	23.0%	29.9%	30.2%	27.8%	30.1%	31.1%	27.9%	28.3%	30.2%	29.7%	30.1%	33.8%	31.0%	30.5%	30.7%	29.0%	37.3%	31.3%	17.5%	27.7%	25.2%	30.8%	29.1%	29.0%	29.3%	26.6%	30.5%	22.4%	32.4%	29.3%	27.0%	30.3%	35.2%	27.3%
No-one I know receives any benefits	141	90	51	13	33	95	112	1	12	1	108	1	1	16	15	59	27	26	29	13	23	38	55	8	4	21	66	84	15	136	5	66	4	64	6	18	89	14	15	28	113	10	38	93	85	27	23	6
	5.6%	6.5%	4.5%	2.7%	4.3%	7.7%	6.1%	0.7%	6.8%	2.6%	6.0%	1.6%	4.1%	4.6%	6.2%	7.3%	4.4%	4.3%	5.9%	4.8%	6.0%	7.1%	5.1%	6.1%	4.2%	7.4%	5.8%	7.0%	4.2%	5.8%	3.2%	4.4%	7.1%	8.8%	3.5%	4.0%	5.8%	6.5%	7.7%	4.5%	6.0%	5.8%	6.8%	5.3%	6.7%	4.7%	4.3%	5.0%
Don't know	486	279	217	105	156	235	368	17	35	11	390	10	3	51	42	180	124	114	78	63	63	92	228	26	22	64	186	217	73	461	35	299	5	150	29	100	321	29	29	105	391	25	97	374	284	85	106	21
	19.8%	20.3%	19.2%	20.7%	20.5%	19.1%	19.9%	19.4%	20.1%	25.1%	21.6%	12.0%	11.4%	14.5%	17.8%	22.4%	20.2%	18.9%	16.2%	23.6%	16.4%	17.1%	21.3%	20.8%	20.8%	22.4%	18.1%	21.0%	19.6%	23.3%	20.0%	9.1%	20.7%	17.8%	21.6%	21.0%	13.5%	13.8%	16.6%	20.9%	13.0%	17.4%	21.2%	22.2%	14.7%	20.2%	17.2%	
SIGMA	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
	127.5%	128.7%	126.1%	127.6%	129.7%	126.1%	127.6%	118.2%	127.1%	118.7%	125.7%	122.6%	135.2%	137.2%	127.9%	118.7%	131.7%	131.5%	132.1%	117.2%	135.6%	128.0%	128.3%	119.9%	123.1%	129.5%	130.8%	129.5%	130.2%	127.7%	125.5%	128.4%	130.0%	124.2%	129.7%	127.0%	126.8%	131.0%	136.3%	134.8%	125.1%	122.0%	129.2%	127.5%	124.9%	133.3%	127.7%	126.5%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undeclared	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers		
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	288	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		
It is reassuring to know there is a safety net of benefits to protect me from falling into severe poverty	517	275	241	107	142	268	385	18	35	10	376	21	5	61	54	159	132	117	109	53	84	120	215	22	19	62	237	240	72	488	29	288	16	159	39	101	313	43	38	119	398	34	133	350	269	115	105	27		
	20.6%	20.0%	21.4%	21.0%	18.6%	21.8%	20.8%	20.2%	20.5%	22.8%	20.8%	26.2%	21.3%	17.0%	23.0%	19.8%	21.4%	19.3%	22.7%	19.7%	21.6%	22.4%	20.1%	17.1%	18.5%	21.6%	21.0%	20.0%	20.9%	20.7%	19.1%	19.3%	27.8%	22.0%	24.5%	21.9%	20.5%	19.6%	19.2%	18.9%	21.2%	18.2%	23.8%	19.9%	21.1%	20.1%	20.0%	21.3%		
My family have been helped by benefits payments we have received	211	114	97	47	66	98	146	13	12	7	133	10	5	37	26	50	32	64	64	15	30	51	95	9	12	17	85	88	30	192	19	104	11	61	23	39	131	17	18	74	137	25	45	141	85	61	48	17		
	8.4%	8.3%	8.6%	9.3%	8.6%	7.9%	7.9%	14.6%	6.9%	15.6%	7.4%	12.3%	18.7%	10.3%	11.0%	6.2%	5.3%	10.7%	13.4%	5.4%	7.8%	9.5%	8.8%	6.7%	11.8%	5.8%	7.6%	7.4%	8.7%	8.2%	12.6%	7.0%	19.4%	8.4%	14.1%	8.5%	8.6%	8.0%	9.1%	11.7%	7.3%	13.2%	8.1%	8.0%	6.7%	10.6%	9.1%	13.7%		
I have contributed into the system so I feel entitled to support in case of unpredictable circumstances in the future	793	430	363	142	265	386	609	31	52	7	554	29	8	125	76	215	217	195	166	75	136	168	333	39	41	92	362	359	119	755	38	490	14	217	45	167	472	60	68	187	606	57	157	578	407	203	147	36		
	31.7%	31.3%	32.1%	27.9%	34.7%	31.4%	32.9%	34.9%	30.1%	15.6%	30.7%	36.7%	31.3%	35.3%	32.2%	28.7%	35.2%	32.4%	34.6%	28.0%	35.1%	31.2%	31.1%	30.4%	39.7%	32.1%	32.1%	30.0%	34.5%	32.1%	25.5%	32.8%	25.4%	29.9%	28.4%	36.2%	30.8%	27.8%	33.9%	29.7%	32.3%	31.0%	28.2%	32.9%	31.9%	35.2%	28.1%	28.7%		
I do not think benefits are relevant to me and my family	359	207	152	76	95	188	258	11	27	11	281	9	3	38	29	139	89	78	53	56	54	70	143	21	15	38	155	179	37	336	23	202	10	124	20	47	236	35	24	92	287	28	85	246	197	61	83	17		
	14.3%	15.1%	13.4%	15.0%	12.5%	15.2%	14.0%	12.1%	15.5%	25.8%	15.8%	11.1%	11.2%	10.6%	12.1%	17.3%	14.4%	13.0%	10.9%	20.7%	13.8%	13.0%	13.4%	16.1%	14.8%	13.4%	13.8%	14.9%	10.7%	14.3%	15.7%	13.5%	17.2%	17.1%	12.7%	10.2%	15.4%	15.9%	12.1%	14.8%	14.2%	15.1%	15.2%	14.0%	15.4%	10.7%	15.9%	13.8%		
I feel like I am paying too much through my taxes for people to live on benefits	623	347	276	136	195	292	453	16	47	9	460	11	4	95	51	241	145	146	88	70	83	128	285	38	16	78	290	333	87	582	40	410	6	163	33	107	379	62	51	157	465	42	138	443	318	135	142	28		
	24.9%	25.2%	24.5%	26.8%	25.5%	23.7%	24.5%	18.2%	27.0%	20.4%	25.5%	13.6%	17.5%	26.7%	21.7%	30.0%	23.6%	24.8%	18.3%	26.1%	21.5%	23.9%	26.6%	29.7%	15.4%	27.1%	25.7%	27.8%	25.1%	24.8%	27.0%	27.4%	10.1%	22.6%	20.4%	23.2%	24.7%	28.6%	25.6%	25.0%	24.8%	22.5%	24.7%	25.2%	24.9%	23.4%	27.0%	22.6%		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
	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 employ ment	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	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	288	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	
Making society more equal, with a smaller gap between rich and poor	593	327	266	164	179	250	415	34	35	13	385	29	6	115	57	148	138	141	166	82	84	144	234	25	24	47	287	279	82	548	45	372	29	138	41	109	355	62	52	187	407	48	120	425	245	170	138	40	
	23.7%	23.8%	23.6%	32.2%	23.5%	20.3%	22.4%	38.6%	19.9%	30.7%	21.3%	37.5%	24.0%	32.4%	24.1%	18.4%	22.5%	23.4%	34.4%	30.6%	21.8%	26.8%	21.8%	19.3%	22.7%	16.5%	25.4%	23.3%	23.7%	23.3%	30.2%	24.9%	52.0%	19.1%	25.9%	23.7%	23.2%	28.6%	26.1%	29.7%	21.7%	26.2%	21.6%	24.1%	19.2%	29.5%	26.4%	32.0%	
Ensuring that all individuals, regardless of background, have the same opportunities to flourish	1728	965	761	294	514	918	1294	46	127	29	1298	46	18	208	155	617	432	407	271	164	280	353	753	94	74	221	786	859	241	1629	97	1003	24	553	97	306	1066	139	142	392	1334	128	409	1188	941	354	356	76	
	69.0%	70.2%	67.5%	58.0%	67.3%	74.5%	69.9%	52.2%	73.4%	66.8%	71.9%	58.8%	70.5%	58.6%	65.4%	76.7%	70.2%	67.5%	56.2%	61.2%	72.4%	65.9%	70.4%	73.8%	71.3%	77.3%	69.7%	71.6%	69.7%	69.2%	65.0%	67.1%	41.9%	76.5%	60.7%	66.3%	69.6%	64.0%	70.8%	62.3%	71.2%	69.2%	73.5%	67.5%	73.7%	61.5%	67.7%	60.5%	
Don't know	183	82	101	50	70	63	142	8	12	1	122	3	1	32	25	39	45	54	45	22	22	39	83	9	6	18	55	61	23	176	7	120	3	32	21	46	109	16	6	51	132	9	28	147	90	52	31	9	
	7.3%	5.9%	9.0%	9.8%	9.2%	5.1%	7.7%	9.2%	6.7%	2.6%	6.7%	3.7%	5.5%	9.0%	10.5%	4.8%	7.3%	9.0%	9.3%	8.1%	5.8%	7.3%	7.8%	6.9%	6.0%	6.2%	4.9%	5.1%	6.6%	7.5%	4.9%	8.0%	6.1%	4.5%	13.4%	10.0%	7.1%	7.4%	3.1%	8.0%	7.1%	4.6%	5.0%	8.3%	7.1%	9.0%	5.9%	7.5%	
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation									
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers					
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					
A system that is too expensive	299	193	106	59	109	131	209	11	17	7	229	8	3	44	15	141	55	74	30	35	53	60	124	13	15	56	118	137	56	283	16	198	-	79	12	65	189	19	20	80	219	19	47	233	153	56	75	15					
A system full of fraud and abuse	1071	568	505	216	326	530	817	33	74	19	764	15	6	176	108	350	249	267	206	105	168	229	477	57	34	106	518	544	121	1012	59	640	23	315	75	183	642	113	91	278	794	69	252	750	354	263	210	44					
A system that we should be proud of, but needs reform	694	376	319	105	186	403	509	21	58	11	523	18	9	81	63	194	209	155	138	75	108	160	276	45	27	74	329	340	89	661	34	385	15	243	33	111	436	54	64	136	559	66	194	434	371	138	151	35					
An effective system for getting people into work	127	88	39	43	34	51	75	14	5	2	109	6	1	7	4	52	25	26	24	21	15	29	43	4	15	15	54	65	22	113	14	90	2	29	4	24	85	6	8	49	78	10	12	98	65	10	44	8					
A system that does not provide enough support for vulnerable	215	106	108	48	72	95	167	6	15	2	110	27	5	40	33	54	50	48	62	23	28	43	104	7	7	22	96	93	38	195	20	119	12	44	25	55	118	17	14	55	160	13	42	160	79	88	30	17					
Don't know	95	44	52	37	37	21	74	3	4	3	69	3	2	7	14	13	27	33	23	10	15	16	46	2	6	13	14	20	19	89	6	62	4	14	11	23	60	9	2	33	63	3	10	83	53	20	16	6					
SIOMA	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation								
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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			
An insurance system that people contribute to and which protects them if they fall on hard times	842	456	386	141	256	446	659	22	64	10	590	25	10	139	78	258	205	209	170	87	131	175	362	49	37	98	383	423	114	805	38	474	19	275	53	146	513	76	73	184	658	66	184	593	443	217	146	37			
	33.7%	33.2%	34.2%	27.7%	33.5%	36.2%	35.6%	24.5%	36.8%	23.7%	32.7%	31.8%	38.6%	39.1%	32.9%	32.1%	33.4%	34.7%	35.3%	32.2%	33.8%	32.6%	33.8%	38.3%	36.0%	34.3%	34.0%	35.2%	32.9%	34.2%	25.3%	31.7%	33.3%	38.0%	33.0%	31.5%	33.5%	35.1%	36.6%	29.3%	35.1%	35.4%	33.0%	33.7%	34.7%	37.6%	27.8%	29.5%			
Providing opportunities for struggling people to improve their own circumstances	394	203	191	118	100	176	271	24	24	7	296	17	3	36	42	132	101	97	64	43	57	89	170	18	17	47	195	182	55	358	37	243	11	104	20	75	229	45	33	113	281	29	94	271	194	77	102	22			
	15.8%	14.8%	17.0%	23.3%	13.0%	14.3%	14.6%	26.9%	13.7%	15.7%	16.4%	21.4%	13.0%	10.0%	17.7%	16.4%	16.5%	16.1%	13.2%	16.1%	14.8%	16.7%	15.9%	14.2%	15.9%	16.3%	17.3%	15.2%	15.9%	15.2%	24.6%	16.3%	18.8%	14.3%	12.4%	16.3%	15.0%	20.9%	16.3%	18.0%	15.0%	15.6%	16.9%	15.4%	15.2%	13.4%	19.4%	17.2%			
A system of redistribution to reduce inequalities in our society	91	53	37	39	28	24	58	6	7	2	64	5	2	10	10	27	17	33	13	14	15	29	27	4	2	8	48	47	8	80	10	69	2	14	3	22	57	8	3	45	46	4	18	70	38	19	26	7			
	3.6%	3.9%	3.3%	7.6%	3.7%	1.9%	3.1%	6.5%	3.6%	5.3%	3.6%	5.9%	6.5%	2.9%	4.2%	3.4%	2.8%	5.4%	2.8%	5.2%	3.9%	5.4%	2.5%	3.3%	1.8%	2.7%	4.2%	4.0%	2.3%	3.4%	6.8%	4.6%	3.0%	1.9%	2.1%	4.8%	3.7%	3.7%	1.5%	7.1%	2.4%	2.3%	2.9%	4.0%	3.0%	3.4%	4.3%	5.6%			
To provide additional support to ease current financial pressures	153	84	69	35	68	50	106	11	4	1	113	7	2	20	11	39	30	44	39	18	25	24	70	6	7	17	83	86	19	147	6	108	*	28	12	38	81	13	5	42	111	16	27	111	76	30	37	10			
	6.1%	6.8%	5.3%	6.8%	9.0%	4.1%	5.7%	12.4%	2.1%	2.4%	6.2%	9.5%	9.4%	5.6%	4.6%	4.9%	4.9%	7.4%	8.1%	7.0%	6.4%	4.5%	6.6%	4.9%	6.7%	5.9%	7.3%	7.2%	5.4%	6.3%	4.0%	7.3%	0.2%	3.9%	7.6%	8.3%	5.9%	5.9%	2.4%	6.7%	5.9%	8.4%	4.6%	6.3%	5.9%	5.2%	7.0%	8.4%			
A safety net to prevent anyone in society from falling into severe poverty	914	527	387	134	272	508	683	23	71	20	666	21	7	140	80	329	232	188	165	90	141	199	398	48	34	109	395	431	134	865	49	528	20	288	60	160	575	62	81	205	709	64	228	623	475	208	190	41			
	36.5%	38.4%	34.3%	26.3%	35.7%	41.3%	36.9%	26.5%	41.0%	45.2%	36.9%	27.4%	28.3%	39.3%	33.7%	40.9%	37.8%	31.1%	34.4%	33.5%	36.4%	37.1%	37.2%	37.6%	32.8%	38.1%	35.0%	35.9%	38.8%	36.8%	32.7%	35.3%	36.0%	39.8%	37.5%	34.6%	37.6%	28.8%	40.3%	32.6%	37.8%	34.3%	40.8%	35.4%	37.2%	36.1%	36.1%	33.2%			
Don't know	108	40	67	42	39	27	75	3	5	3	76	3	1	11	16	18	28	32	30	16	18	20	43	2	7	8	24	30	16	98	10	71	5	15	12	21	66	12	6	40	68	7	9	92	51	34	25	8			
	4.3%	2.9%	6.0%	8.3%	5.1%	2.2%	4.0%	3.2%	2.8%	7.7%	4.2%	4.0%	4.2%	3.1%	6.9%	2.3%	4.5%	5.3%	6.2%	5.9%	4.7%	3.8%	4.0%	1.8%	6.8%	2.7%	2.1%	2.5%	4.7%	4.2%	6.6%	4.8%	8.8%	2.0%	7.3%	4.5%	4.3%	5.6%	2.8%	6.4%	3.6%	3.9%	1.6%	5.2%	4.0%	4.2%	4.8%	6.1%			
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent			Grandparent				Segmentation				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	
Ideally I would like a welfare state where government spends a lot less on benefits	994	562	432	213	299	481	752	47	61	18	741	15	10	165	62	340	253	245	156	116	171	202	410	58	33	136	435	513	131	942	52	601	17	295	64	168	623	86	76	291	703	77	231	686	539	213	202	40	
	39.7%	40.9%	38.3%	42.0%	39.2%	39.1%	40.6%	53.2%	35.3%	41.7%	41.1%	19.5%	38.8%	46.3%	26.0%	42.2%	41.2%	40.8%	32.3%	43.2%	44.2%	37.7%	38.3%	45.2%	32.0%	47.6%	38.6%	42.8%	37.8%	40.0%	34.6%	40.2%	30.0%	40.8%	39.6%	36.4%	40.7%	39.6%	38.1%	46.2%	37.5%	41.8%	41.4%	39.0%	42.2%	37.0%	38.5%	31.8%	
Ideally I would like a welfare state which invests effectively in people and enables them to contribute to society in the future	1364	752	612	246	413	704	960	37	107	22	970	57	14	168	153	435	323	322	284	132	184	306	601	66	58	142	651	643	197	1276	87	796	38	407	81	254	823	116	122	299	1064	100	313	951	668	322	300	74	
	54.5%	54.7%	54.2%	48.5%	54.1%	57.2%	53.5%	41.7%	61.9%	49.7%	53.8%	73.2%	56.9%	47.4%	64.8%	54.1%	52.5%	53.5%	59.0%	49.1%	50.1%	57.4%	56.1%	51.6%	56.0%	49.5%	57.6%	53.6%	57.0%	54.2%	58.5%	53.3%	67.1%	56.2%	50.5%	55.0%	53.9%	53.3%	60.8%	47.5%	59.8%	53.7%	56.1%	54.1%	52.3%	56.0%	57.0%	59.1%	
Don't know	145	60	85	48	51	45	109	4	5	4	93	6	1	23	22	30	38	35	42	21	22	26	59	4	13	8	43	43	18	134	10	97	2	22	16	40	65	15	2	39	105	8	14	122	69	40	24	11	
	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%	8.7%	7.7%	5.7%	4.8%	5.5%	3.2%	12.1%	2.9%	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%	7.0%	5.4%	7.0%	4.5%	9.1%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 56
Q36. Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age			2010 Vote				GE Voting Intention					SEG					Regions					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	
Benefits should be prioritised to people who have already contributed to the system, even if they are not the ones most in need	1133	642	491	217	326	591	867	37	69	20	795	23	9	220	84	332	269	283	248	131	172	225	499	55	47	143	523	590	136	1070	63	690	23	346	60	189	709	95	105	278	856	87	265	781	573	294	221	45	
	45.3%	46.8%	43.5%	42.7%	42.7%	48.0%	46.8%	41.9%	40.0%	45.9%	44.1%	29.6%	37.4%	61.8%	35.4%	41.3%	43.8%	47.0%	51.6%	48.7%	44.3%	41.9%	46.7%	43.1%	45.7%	50.0%	46.4%	49.2%	39.2%	45.5%	42.2%	46.2%	40.5%	47.8%	37.3%	40.9%	46.3%	44.0%	52.5%	44.1%	45.7%	47.1%	47.6%	44.4%	44.9%	51.1%	42.1%	35.8%	
Benefits should be prioritised to those people who are most in need, even if they have not contributed to the system	1045	602	443	233	331	480	735	41	83	19	780	46	11	103	105	386	255	241	162	109	159	227	439	68	40	113	482	476	168	978	67	625	29	280	67	223	620	90	69	272	773	69	213	762	530	205	247	62	
	41.8%	43.8%	39.3%	45.9%	43.4%	39.0%	39.7%	46.8%	47.8%	42.7%	43.2%	59.3%	43.6%	28.9%	44.3%	48.1%	41.5%	40.0%	33.7%	40.8%	41.1%	42.3%	41.0%	53.6%	38.4%	39.5%	42.7%	39.7%	48.5%	41.6%	44.7%	41.8%	52.0%	38.7%	41.9%	48.3%	40.5%	41.6%	34.5%	43.2%	41.3%	37.3%	38.2%	43.3%	41.6%	35.6%	47.1%	49.8%	
Don't know	304	130	194	58	106	160	249	10	21	5	229	9	5	33	48	85	90	78	71	29	56	85	152	4	17	30	154	134	42	304	20	180	4	88	33	50	202	31	26	80	244	29	79	216	173	77	57	18	
	12.9%	9.4%	17.2%	11.4%	13.9%	13.0%	13.5%	11.3%	12.2%	11.4%	12.7%	11.1%	19.0%	9.3%	20.3%	10.6%	14.7%	12.9%	14.7%	10.7%	14.6%	15.8%	12.3%	3.3%	16.0%	10.5%	11.0%	11.1%	12.3%	12.9%	13.2%	12.0%	7.5%	13.5%	20.8%	10.8%	13.2%	14.4%	13.0%	12.7%	13.0%	15.6%	14.2%	12.3%	13.5%	13.3%	10.8%	14.4%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	
Counts as a contributor	2423	1333	1090	464	738	1221	1805	75	171	43	1742	75	24	348	233	785	591	577	470	255	377	528	1036	122	99	275	1090	1164	332	2284	140	1434	55	720	148	433	1494	210	197	589	1835	179	546	1699	1238	566	501	118	
Does not count as a contributor	79	40	39	43	25	10	47	13	3	1	63	3	1	8	4	19	23	26	11	13	10	9	34	6	5	11	39	36	14	69	9	60	2	4	12	29	36	6	3	44	38	6	12	61	38	9	25	7	
	3.1%	2.9%	3.4%	8.5%	3.3%	0.8%	2.5%	14.8%	1.6%	2.1%	3.5%	3.6%	5.7%	2.2%	1.7%	2.3%	3.8%	4.2%	2.4%	5.0%	2.6%	1.7%	3.2%	4.5%	4.7%	3.9%	3.4%	3.0%	4.0%	2.9%	6.4%	4.0%	3.0%	0.5%	7.6%	6.3%	2.4%	2.9%	1.5%	6.5%	2.0%	3.3%	2.1%	3.5%	3.0%	1.6%	4.7%	5.4%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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		
Counts as a contributor	1284	677	607	295	402	588	926	55	101	15	922	43	14	162	143	432	321	310	222	154	205	283	520	64	53	119	612	599	179	1199	85	791	33	338	88	249	783	117	93	373	911	96	255	934	639	287	282	76		
Does not count as a contributor	1218	696	521	213	362	643	926	33	72	29	882	35	12	193	94	372	294	292	259	114	182	254	550	64	51	169	516	601	167	1154	64	704	24	386	72	212	748	100	107	256	961	90	303	825	637	289	343	49		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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		
Counts as a contributor	1941	1050	891	348	570	1022	1452	70	134	28	1383	61	23	278	193	601	489	476	375	191	302	434	826	99	82	209	894	941	251	1841	99	1122	43	603	128	340	1199	159	168	470	1471	153	463	1325	993	460	389	100		
Does not count as a contributor	561	324	238	160	193	209	399	19	39	16	421	17	3	77	44	233	126	126	107	77	85	103	245	29	22	77	234	258	94	512	50	372	14	120	34	122	332	58	32	159	402	33	95	434	284	116	137	25		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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		
Counts as a contributor	788	417	369	231	226	330	548	31	59	14	582	34	11	80	79	296	189	178	123	101	129	160	318	48	30	77	370	364	105	722	64	522	18	185	44	160	491	67	42	258	528	56	138	593	394	154	187	51		
Does not count as a contributor	1716	867	759	277	537	901	1304	57	114	29	1222	44	15	275	158	508	426	424	358	167	257	376	752	79	74	209	758	835	241	1631	85	973	38	539	116	301	1039	150	157	371	1344	130	420	1166	882	422	338	74		
	68.6%	69.6%	67.3%	54.6%	70.4%	73.2%	70.4%	64.5%	65.7%	67.1%	67.7%	56.5%	58.3%	77.5%	66.6%	63.1%	69.3%	70.5%	74.4%	62.4%	66.5%	70.2%	70.3%	62.3%	71.4%	73.2%	67.2%	69.6%	69.7%	69.3%	56.9%	65.1%	68.0%	74.5%	72.2%	65.3%	67.9%	69.0%	78.8%	59.0%	71.8%	69.9%	75.3%	66.3%	69.1%	73.2%	64.3%	59.2%		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 61
Q39.E. 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

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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		
Counts as a contributor	1553	843	710	305	465	783	1160	61	102	25	1115	52	19	206	160	474	394	387	298	171	244	329	655	87	61	155	740	759	205	1467	86	918	34	457	111	280	975	115	124	423	1130	134	375	1044	802	358	312	81		
Does not count as a contributor	949	530	419	203	298	448	691	27	71	19	689	27	6	150	77	330	221	215	183	98	143	208	415	41	43	131	389	440	141	896	63	576	22	267	50	182	555	102	78	206	743	51	183	715	474	218	214	44		
		37.9%	37.1%	40.0%	39.1%	36.4%	37.3%	30.6%	41.1%	43.8%	38.2%	34.1%	25.3%	42.2%	32.6%	41.1%	35.9%	35.7%	38.0%	36.4%	36.8%	38.7%	38.8%	32.0%	41.0%	45.8%	34.5%	36.7%	40.8%	37.7%	42.0%	38.6%	39.6%	36.9%	30.9%	39.4%	36.3%	47.1%	38.2%	32.7%	39.7%	27.6%	32.8%	40.6%	37.1%	37.8%	40.7%	35.1%		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	
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.	749	436	313	180	225	344	535	34	51	16	544	31	9	94	71	254	194	154	148	90	126	163	291	43	34	79	343	343	126	697	52	442	21	210	45	165	439	66	56	183	566	60	171	518	371	164	171	42	
Unemployed people seeking work who have contributed more into the system in the past should be entitled to higher benefits than those who have contributed less	1512	841	671	275	469	768	1136	50	99	25	1089	40	14	235	132	501	339	394	278	153	232	335	661	72	53	190	702	758	190	1429	83	921	33	442	90	252	946	131	125	395	1117	111	325	1077	780	356	308	68	
Don't know	241	97	144	53	69	119	180	4	23	3	171	7	2	27	33	49	82	54	56	24	29	39	118	12	16	18	84	98	30	226	15	131	3	72	26	45	145	19	19	51	189	14	62	165	125	55	46	14	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		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 employ ment	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	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	288	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	
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	721	396	324	138	229	354	543	38	37	5	490	38	12	112	68	214	165	160	182	88	114	155	300	34	25	98	299	312	132	678	42	427	26	186	57	163	422	50	59	199	522	68	158	495	352	190	138	40	
28.8%	28.9%	28.7%	27.2%	30.0%	28.7%	29.3%	43.3%	21.4%	12.1%	27.2%	47.9%	47.6%	31.6%	28.7%	28.6%	26.8%	26.6%	37.7%	33.0%	29.4%	28.8%	28.0%	26.5%	23.9%	34.2%	26.5%	26.1%	38.1%	28.8%	28.2%	28.5%	46.1%	25.8%	35.8%	35.3%	27.6%	23.1%	29.7%	31.6%	27.9%	36.6%	28.3%	28.1%	27.6%	33.1%	26.2%	32.4%		
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 spend it	1385	796	589	288	412	685	1010	48	105	28	1033	30	9	202	110	474	350	338	222	136	202	295	610	81	59	142	671	726	163	1305	80	842	22	422	71	215	877	133	102	357	1027	91	313	981	720	290	311	63	
55.3%	57.9%	52.2%	56.7%	53.9%	55.6%	54.5%	54.6%	60.6%	64.9%	57.2%	38.8%	35.0%	56.8%	46.3%	59.0%	56.9%	56.2%	46.2%	50.7%	52.2%	55.0%	57.0%	63.1%	56.4%	49.8%	59.5%	60.5%	47.2%	55.5%	53.5%	56.4%	38.2%	58.4%	44.4%	46.6%	57.3%	61.3%	50.8%	56.8%	54.8%	48.9%	56.1%	55.8%	56.4%	50.4%	59.2%	50.8%		
Don't know	397	182	215	82	122	193	299	2	31	10	281	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	
15.9%	13.2%	19.1%	16.1%	16.0%	15.6%	16.2%	2.1%	17.9%	23.1%	15.6%	13.2%	17.5%	11.6%	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%	15.7%	18.3%	15.1%	15.7%	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%	14.6%	16.9%		
SIGMA	2502	1374	1128	508	763	1231	1851	88	173	44	1804	78	25	355	237	804	615	602	481	288	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 64
Q42.A. 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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	271	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	1806	1015	604	277	605		
Weighted Total	2501	1374	1128	508	763	1230	1851	88	173	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	1759	1276	575	525	125		
1	1041	578	463	163	344	534	761	36	79	21	733	34	9	157	107	300	246	247	249	102	175	238	431	49	43	97	495	478	134	989	52	614	29	300	65	185	654	85	71	213	828	81	242	718	500	261	232	48		
	41.6%	42.1%	41.1%	32.1%	45.1%	42.4%	41.1%	40.9%	45.6%	47.5%	40.6%	43.4%	35.0%	44.3%	45.0%	37.3%	40.1%	41.0%	51.6%	38.0%	45.3%	44.3%	40.3%	38.1%	41.1%	33.7%	43.9%	39.9%	38.8%	42.0%	34.9%	41.1%	51.4%	41.5%	40.7%	40.1%	42.7%	38.1%	35.5%	33.8%	44.2%	43.8%	43.4%	40.8%	35.2%	45.4%	44.1%	38.5%		
2	790	445	345	156	216	418	620	21	53	17	578	22	8	106	75	287	212	169	122	87	120	175	339	39	27	89	364	380	105	756	34	452	17	255	52	125	497	67	73	197	593	48	188	554	445	174	132	38		
	31.6%	32.4%	30.6%	30.7%	28.3%	34.0%	33.5%	24.2%	30.3%	38.0%	32.1%	28.5%	32.1%	29.8%	31.7%	35.7%	34.5%	28.1%	25.3%	32.5%	31.0%	32.5%	31.7%	30.9%	26.4%	31.1%	32.2%	31.7%	30.4%	32.2%	22.5%	30.2%	29.3%	35.2%	30.2%	29.3%	35.2%	27.1%	32.5%	31.1%	36.7%	31.4%	31.7%	25.9%	33.8%	31.5%	34.9%	30.4%	25.1%	30.5%
3	262	146	116	69	85	108	177	9	20	2	201	7	3	31	19	79	66	72	46	25	33	64	106	17	17	46	120	133	50	242	21	167	4	66	16	58	151	27	17	75	187	19	53	191	130	47	71	14		
	10.5%	10.6%	10.3%	13.7%	11.2%	8.8%	9.6%	10.3%	11.5%	3.5%	11.2%	9.3%	13.5%	8.7%	8.2%	9.8%	10.7%	12.0%	9.5%	9.4%	8.5%	11.9%	9.9%	13.5%	16.2%	16.2%	10.6%	11.1%	14.5%	10.3%	13.8%	11.2%	7.6%	9.1%	10.2%	12.6%	9.9%	12.5%	8.5%	12.0%	10.0%	10.0%	9.5%	10.8%	10.2%	8.1%	13.5%	11.3%		
4	164	87	78	44	49	71	123	12	7	1	115	10	1	25	13	47	45	40	32	26	25	26	73	8	5	19	59	79	20	148	17	101	4	45	9	34	95	17	15	60	104	21	31	113	84	39	31	10		
	6.6%	6.3%	6.9%	8.8%	6.4%	5.8%	6.7%	13.6%	3.9%	1.7%	6.4%	13.4%	5.7%	7.0%	5.4%	5.9%	7.4%	6.7%	6.6%	9.6%	6.6%	4.8%	6.8%	6.3%	4.5%	6.7%	5.3%	6.6%	5.7%	6.3%	11.2%	6.8%	7.3%	6.4%	5.3%	7.4%	6.2%	7.8%	7.3%	9.6%	5.6%	11.3%	5.5%	6.4%	6.6%	6.8%	5.8%	8.1%		
5	244	118	126	75	69	99	169	9	15	4	177	4	3	36	23	92	45	73	34	29	34	35	120	14	12	35	91	128	37	217	26	160	2	56	18	59	133	21	24	84	160	16	43	184	116	53	60	14		
	9.7%	8.6%	11.2%	14.7%	9.1%	8.1%	9.1%	10.7%	8.6%	9.3%	9.8%	5.4%	13.8%	10.2%	9.7%	11.4%	7.3%	12.2%	7.0%	10.7%	8.7%	6.5%	11.2%	11.3%	11.8%	12.3%	8.0%	10.7%	10.6%	9.2%	17.7%	10.7%	4.4%	7.7%	11.4%	12.8%	8.7%	9.5%	11.9%	13.3%	8.5%	8.9%	7.7%	10.5%	9.1%	9.2%	11.4%	11.5%		
SIGMA	2501	1374	1128	508	763	1230	1851	88	173	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	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

3 Oct 2014

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 those with the greatest responsibility at the top and the smallest responsibility at the bottom.

Family
Base : All Answering

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	271	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	1526	228	210	680	1821	188	507	1806	1015	604	277	605		
Weighted Total	2501	1374	1128	508	763	1230	1851	88	173	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	1759	1276	575	525	125		
1	1332	731	602	284	377	671	1012	41	88	21	979	35	11	185	120	466	304	316	216	148	193	280	578	72	55	179	567	668	191	1259	74	782	24	407	86	237	798	125	128	342	990	91	298	944	719	263	258	62		
	53.3%	53.2%	53.3%	56.0%	48.3%	54.6%	54.7%	45.9%	54.6%	50.6%	54.3%	45.3%	45.4%	52.2%	50.9%	57.9%	54.4%	52.5%	44.9%	55.2%	50.0%	50.3%	54.1%	56.7%	53.2%	62.8%	50.3%	54.9%	55.2%	53.5%	45.4%	52.3%	43.2%	56.4%	53.8%	51.4%	52.1%	57.8%	64.0%	54.3%	52.8%	48.0%	53.5%	53.6%	56.4%	51.0%	48.1%	49.2%		
2	785	451	334	102	275	409	573	31	56	13	567	23	9	107	80	234	175	191	186	76	135	183	313	41	36	75	377	369	100	749	37	463	15	239	48	145	498	60	52	155	630	60	192	533	392	181	175	38		
	31.4%	32.8%	29.7%	20.1%	36.0%	33.2%	30.9%	35.0%	32.1%	29.3%	31.4%	29.0%	35.8%	30.2%	33.6%	29.1%	28.4%	31.7%	38.6%	28.2%	34.8%	34.1%	29.2%	32.3%	34.2%	26.0%	33.4%	30.8%	28.8%	31.8%	24.5%	31.0%	26.5%	33.1%	29.9%	31.4%	32.6%	27.5%	26.2%	24.6%	33.7%	32.2%	34.6%	30.3%	30.7%	31.5%	33.3%	30.3%		
3	162	80	83	60	41	62	113	9	10	7	105	10	2	27	18	47	43	39	34	20	35	30	67	6	4	15	82	69	23	149	14	103	8	35	10	39	99	10	8	52	111	18	29	115	66	47	39	11		
	6.5%	5.8%	7.3%	11.7%	5.3%	5.1%	6.1%	9.7%	5.9%	15.2%	5.8%	12.8%	7.3%	7.7%	7.4%	5.8%	7.0%	6.3%	7.0%	7.5%	9.1%	5.6%	6.2%	5.0%	3.7%	5.4%	7.3%	5.8%	6.8%	6.3%	9.2%	6.9%	14.1%	4.8%	6.0%	8.4%	6.5%	4.7%	4.1%	8.2%	5.9%	9.7%	5.3%	6.5%	5.2%	8.2%	7.4%	8.5%		
4	169	89	81	46	53	74	117	4	19	3	117	4	2	29	16	48	47	39	35	18	19	33	85	7	7	11	81	73	23	152	17	111	6	37	10	32	106	14	10	53	117	13	32	124	75	42	42	10		
	6.8%	6.5%	7.2%	9.0%	6.5%	6.0%	6.3%	5.1%	10.7%	6.7%	6.5%	4.6%	7.6%	8.2%	7.0%	6.0%	7.6%	6.5%	7.4%	6.6%	4.9%	6.1%	7.9%	5.5%	7.0%	3.7%	7.1%	6.0%	6.7%	6.5%	11.7%	7.4%	10.1%	5.1%	6.2%	6.9%	6.9%	6.5%	5.2%	8.4%	6.2%	6.9%	5.8%	7.1%	5.9%	7.4%	8.1%	7.9%		
5	52	24	28	16	22	14	36	4	1	1	36	6	1	6	3	9	16	17	10	7	5	11	27	1	2	6	22	30	9	44	8	36	3	5	7	9	30	7	1	28	24	4	5	43	24	11	11	5		
	2.1%	1.7%	2.5%	3.2%	2.8%	1.1%	1.9%	4.2%	0.7%	0.4%	2.0%	8.3%	3.9%	1.7%	1.1%	1.1%	2.6%	2.8%	2.2%	2.5%	1.2%	2.0%	2.5%	0.5%	1.9%	2.2%	2.0%	2.5%	2.5%	1.9%	5.2%	2.4%	6.1%	0.6%	4.2%	2.0%	1.9%	3.4%	0.5%	4.5%	1.3%	2.2%	0.9%	2.4%	1.9%	1.9%	2.1%	4.1%		
SIGMA	2501	1374	1128	508	763	1230	1851	88	173	44	1804	78	25	355	237	804	615	601	481	288	387	537	1069	128	104	286	1128	1199	346	2352	149	1494	57	723	160	462	1530	217	200	629	1872	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 66
Q42.C. 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	271	85	1307	171	85	469	466	728	628	630	515	252	386	562	1070	130	93	264	1136	1150	341	2340	161	1499	252	62	664	203	441	1528	228	210	680	1821	188	507	1806	1015	604	277	605
Weighted Total	2501	1374	1128	508	763	1230	1851	88	173	44	1804	78	25	355	237	804	615	601	481	288	387	537	1069	128	104	286	1128	1199	346	2352	149	1494	57	723	160	462	1530	217	200	629	1872	185	557	1759	1276	575	525	125	
1	39	18	21	16	16	7	25	1	1	1	26	2	1	8	5	13	7	14	8	4	5	4	22	4	1	6	23	18	7	39	6	33	1	5	1	20	19	5	3	32	17	8	8	6					
	1.6%	1.3%	1.9%	3.2%	2.1%	0.5%	11.4%	1.2%	0.3%	2.4%	1.4%	2.9%	1.6%	1.6%	2.1%	1.6%	1.1%	2.3%	1.3%	1.4%	1.4%	0.8%	2.9%	2.9%	0.3%	2.2%	2.0%	1.5%	1.9%	1.4%	4.1%	2.2%	0.7%	0.6%	0.1%	2.6%	1.6%	0.5%	0.4%	3.2%	1.0%	2.4%	0.5%	1.8%	1.4%	1.3%	1.6%	4.7%	
2	323	153	170	91	91	142	245	11	22	3	225	13	3	53	28	82	90	89	62	36	50	58	146	23	9	39	137	151	48	299	24	191	15	75	30	72	183	33	19	79	244	23	56	244	161	84	63	15	
	12.9%	11.1%	15.1%	17.8%	11.9%	11.5%	13.2%	11.9%	12.8%	6.0%	12.5%	16.1%	13.9%	14.9%	11.9%	10.2%	14.7%	14.7%	12.9%	13.5%	13.0%	10.7%	13.6%	17.7%	9.0%	13.6%	12.1%	12.6%	13.8%	12.7%	16.4%	12.8%	26.4%	10.3%	18.6%	15.7%	12.0%	15.3%	9.7%	12.5%	13.1%	12.6%	10.1%	13.8%	12.7%	14.5%	12.0%	12.2%	
3	875	485	391	142	271	462	657	30	59	13	628	27	10	125	85	307	206	200	162	94	147	182	374	36	41	90	409	409	105	826	49	517	20	265	50	137	552	71	75	215	661	60	206	610	445	212	181	37	
	35.0%	35.3%	34.7%	28.1%	35.5%	37.5%	35.5%	33.6%	33.8%	30.6%	34.8%	34.4%	38.4%	35.4%	36.0%	38.2%	33.5%	33.3%	33.8%	34.9%	37.9%	33.9%	34.9%	28.5%	39.5%	31.3%	36.2%	34.1%	30.4%	35.1%	32.7%	34.6%	35.2%	36.6%	31.3%	29.6%	36.1%	32.7%	37.4%	34.1%	35.3%	32.2%	37.0%	34.7%	34.9%	36.9%	34.5%	29.3%	
4	700	380	310	131	228	342	536	31	59	12	559	13	6	101	70	221	166	172	141	76	101	152	305	32	33	84	394	344	91	660	40	422	13	204	47	132	425	66	58	175	525	54	149	497	380	156	129	35	
	28.0%	28.4%	27.5%	25.8%	29.8%	27.6%	29.0%	35.3%	22.5%	28.3%	28.2%	16.8%	23.7%	28.4%	29.7%	27.5%	27.1%	28.6%	29.3%	28.3%	26.1%	28.3%	28.5%	25.4%	31.5%	29.5%	26.9%	28.7%	28.2%	28.0%	27.1%	28.3%	23.3%	28.2%	29.2%	28.5%	27.8%	30.4%	29.0%	27.8%	28.0%	29.2%	28.7%	28.3%	29.8%	27.2%	24.6%	27.9%	
5	563	328	235	128	157	278	387	16	53	14	416	23	6	70	48	181	146	127	110	59	84	141	224	33	20	67	256	276	96	534	29	331	8	175	33	108	345	46	47	140	423	44	143	377	272	115	144	32	
	22.5%	23.9%	20.9%	25.1%	20.6%	22.6%	20.9%	17.9%	30.6%	32.8%	23.1%	29.8%	22.5%	19.7%	20.3%	22.5%	23.7%	21.1%	22.8%	21.9%	21.7%	26.3%	20.9%	25.5%	19.7%	23.4%	22.7%	23.1%	27.7%	22.7%	19.7%	22.2%	14.3%	24.2%	20.7%	23.4%	22.5%	21.1%	23.4%	22.3%	22.6%	23.6%	25.6%	21.4%	21.3%	20.0%	27.4%	25.8%	
SIGMA	2501	1374	1128	508	763	1230	1851	88	173	44	1804	78	25	355	237	804	615	601	481	288	387	537	1069	128	104	286	1128	1199	346	2352	149	1494	57	723	160	462	1530	217	200	629	1872	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions							Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	271	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	1806	1015	604	277	605	
Weighted Total	2501	1374	1128	508	763	1230	1851	88	173	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	1759	1276	575	525	125	
1	26	17	9	15	6	6	12	6	1	-	22	1	-	1	2	7	10	6	4	9	2	5	5	1	5	-	16	12	7	26	-	17	-	4	4	10	10	5	-	15	11	2	7	17	10	2	12	2	
	1.0%	1.3%	0.8%	2.9%	0.7%	0.5%	0.7%	8.9%	0.3%	-	1.2%	1.7%	0.9%	0.3%	0.6%	0.8%	1.6%	0.8%	0.8%	3.3%	0.4%	0.9%	0.5%	0.4%	4.3%	-	1.4%	1.0%	2.0%	1.1%	0.2%	1.2%	-	0.6%	2.4%	2.3%	0.7%	2.2%	-	2.4%	0.6%	1.0%	1.2%	1.0%	0.8%	0.4%	2.2%	1.8%	
2	335	174	162	108	102	126	213	19	29	10	245	10	4	44	32	103	77	82	64	39	45	64	149	13	23	57	131	161	55	295	40	222	4	78	21	71	190	40	27	116	220	23	56	256	143	70	102	21	
	13.4%	12.6%	14.3%	21.2%	13.3%	10.2%	11.5%	21.2%	16.5%	23.7%	13.6%	12.9%	14.4%	12.4%	13.7%	12.8%	12.5%	15.3%	13.3%	14.4%	11.6%	12.0%	13.9%	10.5%	22.2%	20.0%	11.6%	13.4%	15.8%	12.6%	26.8%	14.9%	6.3%	10.8%	13.0%	15.3%	12.4%	18.5%	13.3%	18.4%	11.7%	12.3%	10.1%	14.6%	11.2%	12.1%	19.4%	16.7%	
3	502	298	204	108	160	234	371	17	32	9	374	16	5	65	42	150	137	123	92	60	65	108	224	25	16	60	221	234	87	470	32	313	9	140	32	97	291	55	41	127	375	44	107	351	270	100	103	28	
	20.1%	21.7%	18.1%	21.2%	21.0%	19.0%	20.0%	19.3%	18.4%	21.3%	20.7%	20.8%	19.7%	18.2%	17.8%	18.7%	22.3%	20.3%	19.1%	22.5%	16.9%	20.1%	21.0%	19.9%	15.9%	20.8%	19.5%	19.5%	25.0%	20.0%	21.2%	21.0%	16.4%	19.4%	20.0%	21.1%	19.0%	25.4%	20.7%	20.2%	20.0%	23.6%	19.3%	19.9%	21.2%	17.5%	19.6%	22.4%	
4	525	281	244	115	147	262	403	14	41	10	370	24	4	90	47	191	126	124	93	45	91	130	214	36	18	53	247	252	70	525	20	312	18	155	30	109	316	31	42	125	400	38	124	363	273	130	97	24	
	21.0%	20.4%	21.6%	22.7%	19.3%	21.3%	21.8%	15.9%	23.5%	22.9%	20.5%	30.6%	15.4%	22.9%	19.7%	22.6%	20.5%	20.7%	19.3%	18.8%	20.9%	24.2%	20.0%	28.3%	17.8%	18.6%	21.9%	21.1%	20.4%	21.5%	13.1%	20.9%	31.3%	21.4%	18.8%	23.6%	20.6%	14.4%	21.2%	19.8%	21.4%	20.3%	22.3%	20.6%	21.4%	22.7%	18.5%	19.3%	
5	1114	604	509	163	348	602	852	31	71	14	793	27	13	165	114	363	265	256	229	115	194	229	478	52	41	116	513	539	127	1056	58	630	26	345	73	175	723	86	89	247	867	79	262	773	579	272	212	50	
	44.5%	44.0%	45.2%	32.1%	45.6%	49.0%	46.0%	35.1%	41.2%	32.1%	44.0%	33.9%	49.7%	46.6%	48.2%	45.2%	43.2%	42.6%	47.5%	43.0%	50.1%	42.7%	44.7%	41.0%	39.8%	40.6%	45.5%	44.9%	36.8%	44.9%	38.6%	42.1%	45.9%	47.8%	45.7%	37.8%	47.3%	39.6%	44.7%	39.2%	46.3%	42.9%	47.0%	43.9%	45.4%	47.4%	40.4%	39.7%	
SIGMA	2501	1374	1128	508	763	1230	1851	88	173	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	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 68
Q42.E. 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
Unweighted Total	2501	1142	1359	371	1009	1121	1619	141	271	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	1526	228	210	680	1821	188	507	1806	1015	604	277	605	
Weighted Total	2501	1374	1128	508	763	1230	1851	88	173	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	1759	1276	575	525	125	
1	62	30	32	29	20	13	39	3	5	1	45	5	4	5	3	19	17	19	7	6	11	9	33	2	1	4	27	33	7	45	17	48	3	6	5	17	43	1	39	24	7	8	48	29	10	16	7		
	2.5%	2.2%	2.9%	5.8%	2.6%	1.1%	2.1%	3.4%	3.1%	17%	2.5%	6.6%	17.2%	1.3%	1.4%	2.4%	2.7%	3.2%	1.4%	2.2%	2.8%	1.8%	3.1%	1.9%	11%	1.4%	2.4%	2.7%	2.1%	1.9%	11.4%	3.2%	4.7%	0.8%	3.0%	3.7%	2.9%	0.4%	0.1%	6.1%	1.3%	3.8%	1.4%	2.7%	2.3%	1.8%	3.0%	5.8%	
2	268	151	117	52	81	136	201	7	14	1	189	11	1	46	21	98	61	61	48	31	38	57	123	11	8	27	121	137	39	253	15	167	6	76	10	49	163	16	28	83	185	32	63	173	135	67	54	13	
	10.7%	11.0%	10.4%	10.2%	10.6%	11.0%	10.9%	7.6%	8.1%	3.1%	10.5%	13.5%	3.9%	13.0%	9.1%	12.1%	10.0%	10.2%	9.9%	11.4%	9.8%	10.7%	11.5%	8.7%	8.1%	9.3%	10.7%	11.5%	11.2%	10.8%	9.8%	11.2%	11.4%	10.6%	6.2%	10.6%	10.6%	7.6%	14.0%	13.2%	9.9%	17.0%	11.4%	9.8%	10.5%	11.6%	10.3%	10.2%	
3	701	366	335	129	207	364	534	24	53	13	496	18	5	108	72	222	164	167	148	69	108	153	299	42	26	75	298	353	81	666	34	395	15	217	52	130	437	54	58	162	539	45	161	494	364	170	131	36	
	28.0%	28.6%	29.7%	25.4%	27.2%	29.6%	28.9%	27.0%	30.4%	29.5%	27.5%	22.7%	21.2%	30.4%	30.5%	27.6%	26.7%	27.7%	30.8%	25.8%	28.0%	28.4%	27.9%	33.2%	24.8%	26.3%	28.4%	29.4%	23.3%	28.3%	23.1%	26.4%	26.6%	30.1%	32.4%	28.2%	28.6%	24.8%	24.8%	23.2%	25.8%	26.8%	24.5%	28.9%	28.1%	28.6%	29.5%	24.9%	28.5%
4	942	527	415	171	289	481	670	26	68	18	692	27	12	120	91	336	230	226	180	104	150	196	384	44	41	119	437	450	142	887	55	547	16	281	65	155	588	89	75	216	726	60	220	662	464	206	226	46	
	37.7%	38.4%	36.8%	33.8%	37.9%	39.1%	36.2%	29.9%	39.4%	40.4%	38.4%	34.6%	47.5%	33.8%	38.4%	38.1%	37.4%	37.6%	37.5%	38.7%	41.3%	36.6%	38.6%	34.5%	39.2%	41.6%	38.8%	37.6%	41.0%	37.7%	36.9%	36.6%	28.0%	38.9%	40.5%	33.6%	38.4%	40.9%	37.3%	34.3%	38.8%	32.3%	39.6%	37.6%	36.4%	35.8%	43.0%	36.7%	
5	528	300	228	126	166	236	406	28	33	11	382	18	3	76	49	159	142	128	98	59	70	121	221	28	28	61	245	226	77	500	28	337	17	142	29	110	299	57	39	130	398	42	104	382	284	122	98	24	
	21.1%	21.8%	20.2%	24.9%	21.7%	19.2%	21.9%	32.0%	18.9%	25.3%	21.2%	22.6%	10.1%	21.5%	20.7%	19.8%	23.2%	21.3%	20.4%	21.9%	18.2%	22.6%	20.7%	21.8%	26.8%	21.4%	21.7%	18.8%	22.3%	21.3%	18.8%	22.5%	29.3%	19.6%	17.9%	23.9%	19.6%	26.4%	19.4%	20.6%	21.3%	22.4%	18.7%	21.7%	22.2%	21.3%	18.7%	18.8%	
SIGMA	2501	1374	1128	508	763	1230	1851	88	173	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	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation									
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers				
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	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%	43.9%	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			
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			
4	218	100	118	62	83	94	150	7	15	2	157	7	4	31	20	68	60	52	39	24	42	40	84	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			
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			
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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	1057	577	479	211	308	538	798	35	57	21	746	29	7	157	117	359	248	246	204	127	172	227	428	56	41	124	446	469	144	1000	56	627	29	302	66	206	647	89	74	249	808	89	247	721	536	262	209	50	
	42.2%	42.0%	42.5%	41.4%	40.4%	43.7%	43.1%	39.4%	33.0%	47.7%	41.4%	37.5%	29.3%	44.1%	49.3%	44.7%	40.4%	40.8%	42.3%	47.2%	44.4%	42.3%	40.0%	43.7%	39.6%	43.3%	39.5%	41.6%	41.7%	42.5%	37.8%	41.9%	51.2%	41.7%	41.1%	44.7%	42.3%	41.0%	37.1%	39.5%	43.2%	48.0%	44.2%	41.0%	42.0%	45.5%	39.7%	40.1%	
2	678	366	312	88	237	353	505	21	54	12	512	14	6	88	57	185	181	165	147	63	102	153	284	37	39	79	305	334	93	638	40	381	7	222	45	114	417	60	62	157	521	53	167	458	370	136	142	31	
	27.1%	26.6%	27.7%	17.3%	31.0%	28.7%	27.3%	24.3%	31.2%	27.1%	28.4%	18.2%	24.4%	24.9%	23.9%	23.0%	29.4%	27.5%	30.6%	23.4%	26.2%	28.6%	28.9%	38.0%	27.6%	27.0%	27.9%	26.8%	27.1%	27.1%	25.5%	12.4%	30.7%	27.9%	24.6%	27.3%	27.6%	31.0%	24.9%	27.8%	28.9%	29.9%	26.0%	29.0%	23.6%	27.1%	24.5%		
3	320	173	146	103	89	127	234	13	22	1	234	14	5	37	29	127	73	76	43	34	53	68	144	10	11	29	157	142	56	293	26	215	7	72	24	64	191	27	23	92	228	15	55	249	165	69	69	16	
	12.8%	12.8%	13.0%	20.3%	11.7%	10.4%	12.6%	14.4%	13.0%	2.5%	13.0%	17.4%	21.3%	10.4%	12.3%	15.9%	11.8%	12.7%	9.0%	12.6%	13.7%	12.7%	13.5%	7.6%	10.7%	10.2%	13.9%	11.9%	16.1%	12.5%	17.5%	14.4%	11.8%	9.9%	15.1%	13.9%	12.5%	12.3%	11.7%	14.6%	12.2%	8.2%	9.9%	14.2%	12.9%	12.9%	12.0%	13.2%	12.9%
4	336	196	140	81	98	158	239	15	32	8	232	15	3	59	26	102	87	83	65	34	44	77	154	14	11	41	169	162	99	318	18	202	12	94	21	58	205	32	33	93	243	27	66	243	154	85	77	20	
	13.4%	14.2%	12.4%	15.9%	12.8%	12.8%	12.9%	18.4%	18.5%	19.2%	12.8%	19.7%	13.3%	16.4%	11.0%	12.7%	14.1%	13.8%	13.4%	12.6%	11.3%	14.3%	14.4%	11.3%	10.2%	14.3%	14.8%	13.5%	11.4%	13.5%	12.9%	13.5%	20.6%	13.0%	12.9%	12.6%	13.4%	15.0%	16.4%	14.8%	13.0%	14.8%	11.8%	13.8%	12.0%	14.8%	14.7%	15.9%	
5	111	61	50	26	31	55	75	3	7	2	80	6	3	15	8	30	26	32	23	11	17	11	59	11	2	13	54	62	14	103	8	70	2	34	5	19	69	9	8	39	73	23	88	52	23	28	8		
	4.4%	4.5%	4.4%	5.0%	4.1%	4.4%	4.1%	3.4%	4.3%	3.5%	4.4%	7.2%	11.7%	4.1%	3.5%	3.8%	4.3%	5.3%	4.8%	4.3%	4.5%	2.1%	5.5%	8.4%	1.5%	4.6%	4.7%	5.2%	4.1%	4.4%	5.2%	4.7%	4.0%	4.7%	3.0%	4.1%	4.5%	4.1%	3.8%	6.1%	3.9%	0.1%	4.2%	5.0%	4.1%	4.1%	5.2%	6.6%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 71
Q43.C. 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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG					Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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	195	101	95	61	58	77	136	14	20	3	142	11	3	22	17	58	56	50	31	19	36	36	90	6	8	13	104	95	28	168	27	139	3	42	8	42	114	18	16	58	139	7	35	153	95	41	47	13	
	7.8%	7.3%	8.4%	12.0%	7.6%	6.2%	7.2%	15.8%	11.5%	7.9%	7.2%	13.6%	13.5%	6.3%	7.2%	7.2%	9.1%	8.3%	6.5%	6.9%	9.4%	6.7%	8.4%	4.6%	7.6%	4.5%	9.2%	7.9%	8.2%	7.1%	16.4%	9.3%	5.8%	5.8%	4.8%	9.2%	7.4%	7.3%	7.8%	9.0%	7.4%	3.7%	6.3%	8.7%	7.4%	7.1%	8.9%	10.4%	
2	544	297	246	124	170	249	413	19	34	8	367	23	8	90	55	202	119	135	87	53	77	123	245	28	15	86	266	250	83	519	24	311	22	150	45	95	328	47	49	156	387	37	109	397	263	150	104	27	
	21.7%	21.7%	21.6%	24.3%	22.3%	20.3%	22.3%	21.2%	19.8%	19.1%	20.3%	28.9%	30.2%	25.2%	23.4%	25.1%	19.4%	22.4%	18.1%	19.9%	20.0%	23.0%	22.9%	21.9%	14.4%	30.0%	23.6%	20.8%	23.9%	22.1%	16.3%	20.8%	38.8%	20.7%	28.0%	20.6%	21.5%	21.7%	24.4%	24.8%	20.7%	20.2%	19.6%	22.6%	20.6%	26.0%	19.7%	21.9%	
3	783	443	341	128	242	413	589	21	57	11	566	19	5	118	75	258	192	182	151	89	132	162	330	36	32	83	319	358	102	743	40	462	13	240	47	134	496	68	58	174	609	60	184	540	405	184	161	33	
	31.3%	32.2%	30.2%	25.2%	31.7%	33.6%	31.8%	23.9%	33.0%	26.1%	31.4%	24.1%	19.6%	33.1%	31.8%	32.1%	31.2%	30.2%	31.4%	33.1%	34.1%	30.3%	30.6%	28.1%	31.1%	29.0%	28.3%	29.8%	29.5%	31.6%	26.8%	30.9%	22.8%	33.1%	29.6%	29.1%	32.4%	31.6%	29.1%	27.7%	32.5%	32.4%	33.0%	30.7%	31.7%	32.1%	30.5%	28.7%	
4	570	316	255	110	171	289	438	17	27	7	418	15	6	72	59	154	146	147	123	56	93	121	233	36	29	62	250	282	79	540	30	333	10	177	28	110	347	41	50	135	436	46	136	388	315	123	102	30	
	22.8%	23.0%	22.6%	21.6%	22.5%	23.5%	23.7%	18.6%	15.7%	16.8%	23.2%	18.5%	22.7%	20.1%	25.0%	19.2%	23.8%	24.4%	25.5%	21.0%	24.0%	22.5%	21.8%	28.4%	27.7%	21.7%	22.1%	23.5%	22.9%	22.9%	20.4%	22.3%	17.1%	24.5%	17.5%	23.9%	22.7%	19.1%	24.8%	21.4%	23.3%	24.7%	24.4%	22.1%	24.7%	21.3%	19.5%	23.6%	
5	410	217	193	86	122	202	276	18	35	13	311	12	4	54	30	132	101	88	89	51	49	94	172	22	20	42	189	215	53	383	27	249	9	116	32	80	246	44	28	108	302	35	94	281	198	78	112	22	
	16.4%	15.8%	17.1%	16.9%	15.9%	16.4%	14.9%	20.3%	20.0%	30.2%	17.2%	14.8%	14.0%	15.2%	12.6%	16.4%	16.4%	14.6%	18.5%	19.1%	12.5%	17.6%	16.1%	17.0%	19.0%	14.8%	16.8%	17.9%	15.4%	16.3%	18.2%	16.7%	15.5%	16.0%	20.1%	17.3%	16.1%	20.4%	13.9%	17.1%	16.1%	19.0%	16.8%	16.0%	15.5%	13.5%	21.4%	17.3%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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	1526	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	33	25	27	17	13	36	2	4	4	44	4	4	5	24	10	16	8	8	7	13	25	2	2	9	18	23	14	54	4	44	3	8	2	17	32	7	2	27	31	8	6	43	27	9	17	3	
	2.3%	2.4%	2.2%	5.4%	2.2%	1.1%	11.9%	1.8%	2.2%	9.0%	2.4%	5.0%	1.8%	1.3%	2.1%	3.0%	1.7%	2.6%	1.6%	2.9%	1.9%	2.4%	2.4%	1.9%	1.8%	3.0%	1.6%	2.0%	4.0%	2.3%	2.7%	2.9%	4.5%	1.0%	1.2%	3.7%	2.1%	3.1%	1.0%	4.2%	1.7%	4.5%	1.1%	2.5%	2.1%	1.6%	3.3%	3.7%
2	336	165	171	99	100	138	229	14	33	3	241	13	4	46	33	95	76	93	73	43	51	64	141	13	20	40	196	144	50	302	34	228	7	72	23	83	177	38	29	93	243	18	58	261	154	76	86	21
	13.4%	12.0%	15.2%	19.4%	13.1%	11.2%	12.4%	16.2%	18.8%	7.2%	13.3%	16.1%	17.8%	12.8%	14.0%	11.8%	12.3%	15.4%	15.1%	16.2%	13.2%	12.0%	13.2%	10.3%	19.7%	14.1%	12.1%	12.0%	14.3%	12.8%	23.0%	15.2%	13.0%	9.9%	14.5%	17.9%	11.5%	17.4%	14.6%	14.8%	13.0%	9.7%	10.3%	14.8%	12.0%	13.2%	16.4%	16.6%
3	447	255	192	89	128	229	321	18	26	14	329	12	5	62	39	123	120	110	93	51	60	102	182	30	22	49	206	221	65	421	26	252	11	141	28	75	273	38	45	118	328	42	107	297	229	93	101	25
	17.8%	18.0%	17.0%	17.6%	16.8%	18.6%	17.4%	20.7%	15.1%	30.9%	18.3%	15.3%	19.2%	17.3%	16.4%	15.4%	19.5%	18.3%	19.3%	16.9%	15.4%	16.9%	17.0%	23.8%	20.7%	17.0%	18.2%	18.4%	18.9%	17.9%	17.3%	16.9%	18.8%	19.5%	17.3%	16.3%	17.9%	17.5%	22.5%	18.8%	17.5%	22.8%	19.2%	16.9%	17.9%	16.1%	19.2%	19.6%
4	526	287	239	118	161	248	384	15	35	11	386	20	4	73	44	182	125	122	97	56	76	102	236	34	19	62	236	255	82	496	30	327	18	140	31	101	323	45	29	144	382	32	100	394	269	115	117	25
	21.0%	20.9%	21.2%	23.1%	21.1%	20.1%	20.7%	16.6%	20.2%	25.6%	22.6%	20.3%	20.3%	20.2%	20.9%	19.7%	19.1%	22.2%	26.5%	18.8%	21.6%	21.0%	21.3%	23.6%	21.1%	20.0%	21.9%	31.8%	19.3%	19.4%	21.8%	21.1%	20.7%	14.7%	22.9%	20.4%	17.1%	18.0%	22.4%	17.1%	18.0%	22.4%	21.0%	20.0%	22.3%	20.0%		
5	1135	633	502	175	358	603	881	39	76	12	804	30	12	171	116	380	284	261	210	110	193	255	484	48	40	127	532	556	135	1080	55	644	18	363	76	186	725	89	94	247	888	65	286	764	598	283	204	50
	45.4%	46.1%	44.5%	34.4%	46.9%	49.0%	47.6%	44.7%	43.7%	27.3%	44.6%	38.5%	47.0%	48.2%	49.0%	47.2%	46.2%	43.4%	43.7%	41.1%	49.8%	47.6%	45.3%	37.6%	39.0%	44.3%	47.1%	46.4%	39.1%	45.9%	36.9%	43.1%	31.9%	50.2%	47.6%	40.3%	47.4%	41.3%	47.2%	39.2%	47.4%	45.9%	51.4%	43.4%	46.9%	49.1%	38.9%	40.1%
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

3 Oct 2014

Table 73
Q43.E. 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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status			Family Status				Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	145	80	65	39	48	58	101	5	11	2	108	7	5	18	7	54	35	37	19	17	29	31	62	5	2	21	82	70	19	135	10	93	4	37	7	31	96	6	6	58	87	17	28	101	72	28	36	9	
	5.8%	5.8%	5.8%	7.7%	6.3%	4.7%	3.4%	5.8%	6.2%	4.9%	6.0%	9.0%	18.8%	5.0%	3.1%	6.7%	5.7%	6.2%	4.0%	6.4%	7.6%	5.7%	5.8%	3.7%	1.9%	7.3%	5.5%	5.8%	5.4%	5.7%	6.9%	6.2%	6.6%	5.1%	4.5%	6.7%	6.3%	3.0%	2.9%	9.2%	4.7%	8.8%	5.0%	5.7%	5.7%	4.8%	6.9%	6.8%	
2	331	181	150	86	88	157	234	12	22	2	238	10	2	54	27	95	88	74	74	39	46	48	166	17	12	29	147	163	48	305	25	217	9	82	17	69	199	28	23	88	243	27	70	233	158	76	80	17	
	13.2%	13.1%	13.3%	16.9%	11.5%	12.8%	12.6%	13.1%	12.4%	5.5%	13.2%	13.2%	7.5%	15.1%	11.2%	11.8%	14.4%	12.2%	15.4%	14.4%	11.9%	9.0%	15.5%	13.2%	11.7%	10.1%	13.0%	13.6%	13.9%	13.0%	17.0%	14.5%	16.1%	11.4%	10.9%	14.8%	13.0%	12.8%	11.7%	13.9%	13.0%	14.5%	12.6%	13.3%	12.4%	13.2%	15.2%	13.6%	
3	631	332	299	118	192	321	476	21	45	11	448	21	6	98	56	201	162	148	119	63	94	139	272	37	22	84	298	312	84	599	32	370	14	190	39	119	375	56	56	156	475	43	136	452	324	152	123	32	
	25.2%	24.2%	26.5%	23.2%	25.2%	26.1%	25.7%	23.4%	25.9%	25.0%	24.8%	27.4%	24.1%	27.7%	23.6%	25.0%	26.4%	24.6%	24.8%	23.4%	24.2%	25.9%	25.4%	29.2%	21.2%	29.4%	26.4%	26.0%	24.4%	23.5%	21.6%	24.8%	24.2%	26.3%	24.1%	25.7%	24.5%	25.8%	28.2%	24.7%	25.4%	23.3%	24.4%	25.7%	25.4%	26.4%	23.4%	29.7%	
4	852	475	377	136	270	443	640	34	64	15	611	21	9	122	88	298	197	188	158	96	132	196	351	39	36	91	378	406	106	793	59	492	12	257	65	138	539	81	66	190	662	64	206	581	435	205	175	36	
	34.0%	34.5%	33.4%	27.2%	35.4%	36.0%	34.6%	38.1%	36.6%	34.1%	33.9%	27.4%	35.3%	34.4%	37.0%	37.1%	32.1%	32.9%	32.9%	36.6%	34.1%	36.6%	32.6%	30.7%	34.2%	31.9%	33.5%	33.8%	30.5%	33.7%	39.2%	32.9%	21.2%	35.6%	40.9%	29.8%	35.2%	37.6%	33.0%	30.2%	35.3%	34.5%	37.0%	33.0%	34.1%	35.6%	33.3%	29.1%	
5	543	306	237	126	165	252	401	17	33	13	399	18	4	63	60	156	132	145	111	52	86	122	221	30	32	61	244	248	89	521	23	322	18	157	32	106	322	45	48	138	406	35	117	391	287	114	112	31	
	21.7%	22.3%	21.0%	24.9%	21.6%	20.5%	21.6%	19.6%	18.8%	30.6%	22.1%	22.9%	14.3%	17.8%	25.1%	19.4%	21.4%	24.1%	23.0%	19.3%	22.2%	22.8%	20.6%	23.3%	30.9%	21.3%	21.6%	20.7%	25.8%	22.1%	15.2%	21.5%	31.8%	21.7%	19.7%	23.0%	21.0%	20.9%	24.2%	21.9%	21.7%	18.8%	21.0%	22.3%	22.5%	19.8%	21.3%	24.7%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention					SEG					Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	Full employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers	
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	
People in their early 20s are responsible adults who should be financially self-reliant from their families	1363	777	586	232	406	725	1001	55	86	29	987	41	11	210	112	409	317	342	295	102	213	317	600	65	60	140	622	696	173	1308	55	781	21	442	91	233	841	120	113	309	1054	98	357	907	686	315	299	62	
	54.5%	56.5%	51.9%	45.7%	53.2%	58.9%	54.1%	62.7%	49.5%	65.1%	54.7%	52.2%	45.4%	59.1%	47.1%	50.8%	51.6%	56.8%	61.2%	38.1%	54.9%	59.0%	56.0%	51.0%	57.5%	49.1%	55.1%	58.0%	50.0%	55.6%	36.9%	52.3%	36.7%	61.1%	56.9%	50.5%	55.0%	55.6%	56.7%	49.0%	56.3%	53.1%	64.0%	51.6%	53.8%	54.8%	56.9%	49.9%	
People in their early 20s are in a transition stage and should be financially supported by their families e.g. with housing	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	616	73	147	648	458	184	181	46	
	34.7%	33.2%	36.6%	40.7%	35.3%	31.9%	34.6%	27.8%	43.0%	20.5%	35.5%	38.9%	40.2%	28.9%	36.0%	42.1%	35.8%	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%	39.7%	26.5%	36.8%	35.9%	31.9%	34.5%	36.8%	
Don't know	271	141	129	69	88	113	209	8	13	6	177	7	4	43	40	57	78	61	74	36	38	54	114	6	21	29	98	104	36	256	14	157	12	66	26	65	158	24	16	66	203	13	53	204	132	77	45	17	
	10.8%	10.3%	11.5%	13.6%	11.6%	9.2%	11.3%	9.6%	7.6%	14.5%	9.8%	8.8%	14.5%	12.0%	16.9%	7.1%	12.8%	10.1%	15.4%	13.6%	9.8%	10.0%	10.7%	5.0%	20.1%	10.0%	8.7%	8.7%	10.5%	10.9%	9.4%	10.5%	22.0%	9.1%	15.9%	14.1%	10.3%	10.9%	8.1%	10.8%	10.8%	7.3%	9.5%	11.6%	10.3%	13.3%	8.6%	13.4%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

	Total		Gender			Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner / Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers			
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		
Younger children (under 5)	774	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		
All children (under 18) equally	30.9%	36.7%	23.9%	29.1%	28.5%	33.2%	30.7%	38.3%	31.7%	37.5%	31.3%	17.6%	27.4%	38.7%	21.1%	32.1%	29.0%	31.7%	30.5%	25.7%	31.8%	29.2%	31.6%	35.8%	35.0%	32.3%	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%	30.4%	32.7%	27.1%		
Don't know	1391	701	690	280	446	665	1043	50	89	19	997	57	15	176	146	455	347	337	252	167	206	312	587	66	51	161	661	667	207	1315	77	848	29	379	97	223	890	115	111	425	966	131	310	951	721	322	274	74		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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 most in need?
Base : All Respondents

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Regions						Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent				Segmentation						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
Unweighted Total	2502	1142	1360	371	1009	1122	1820	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	
Better as universal benefits because it ensures everyone feels they are getting something from the welfare state	11.4%	11.6%	11.2%	19.0%	11.0%	8.6%	10.2%	18.3%	13.0%	8.9%	11.8%	14.5%	18.7%	9.2%	9.9%	12.4%	10.7%	11.1%	11.1%	16.6%	9.0%	12.2%	10.5%	9.2%	14.9%	10.9%	12.9%	11.6%	12.9%	11.2%	15.2%	13.9%	5.4%	7.9%	10.2%	11.7%	11.3%	15.8%	7.2%	14.2%	10.5%	8.8%	8.4%	12.7%	10.5%	9.6%	15.0%	14.0%	
Better as universal benefits because it is easier to administer and makes it less likely that people in need miss out on receiving it	546	262	264	107	140	299	417	18	58	5	383	17	6	81	58	184	144	123	94	55	87	110	249	27	18	68	251	263	72	509	37	304	14	171	43	83	345	50	51	107	408	55	131	259	278	138	105	24	
Better as means tested benefits because we cannot afford everyone receiving benefits	648	350	298	111	225	312	502	21	31	12	467	17	5	102	56	196	173	163	116	58	109	134	281	36	27	81	295	321	98	623	24	388	16	185	39	118	393	55	54	178	470	46	144	458	352	150	114	31	
Better as means tested benefits because we should focus money on the poorest and those most in need	767	451	316	127	231	410	566	31	40	18	547	26	8	111	73	266	173	178	150	80	114	169	325	47	30	83	353	372	101	720	47	442	16	246	40	149	465	58	62	157	611	58	173	536	383	183	163	38	
Don't know	255	132	123	67	83	106	177	3	22	5	193	6	2	28	26	58	59	72	67	31	43	59	103	6	14	24	84	104	30	237	18	153	8	65	22	57	154	20	18	68	187	10	62	183	128	49	65	14	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

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

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6						Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent				Segmentation					
		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 employ ment	Unemplo yed	Retired	Homemak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	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		
A good thing: state should provide free childcare widely to help parents into work	696	352	344	197	227	272	499	33	53	13	510	29	9	75	74	280	157	146	113	90	109	145	298	28	24	77	369	324	104	650	46	462	18	157	41	126	403	78	62	226	470	50	132	515	352	147	157	39		
	27.8%	25.6%	30.5%	38.8%	29.7%	22.1%	27.0%	37.5%	30.7%	30.4%	28.3%	36.8%	34.2%	21.0%	31.2%	34.9%	25.5%	24.2%	23.6%	33.5%	28.1%	26.9%	27.9%	22.3%	23.1%	26.9%	32.7%	27.0%	30.1%	27.6%	31.0%	30.9%	31.2%	21.7%	25.6%	27.2%	26.3%	36.2%	31.2%	35.9%	25.1%	26.8%	23.6%	29.3%	27.6%	25.6%	30.0%	31.5%		
A good thing: childcare is good for children's development, especially poorer children	499	268	232	100	152	247	354	20	36	4	360	22	7	57	53	156	113	124	106	53	74	117	211	24	21	52	233	225	79	467	32	253	8	149	39	88	310	45	33	150	349	53	116	331	244	110	115	30		
	20.0%	19.5%	20.5%	19.8%	19.9%	20.1%	19.1%	22.7%	20.8%	9.5%	19.9%	27.7%	26.0%	16.0%	22.4%	19.4%	18.3%	20.7%	22.0%	19.8%	19.1%	21.8%	19.7%	18.7%	19.9%	18.0%	20.6%	18.8%	22.8%	19.9%	21.4%	19.6%	13.3%	20.6%	24.1%	19.0%	20.3%	21.0%	16.6%	23.9%	18.6%	28.4%	20.7%	18.8%	19.1%	19.2%	21.9%	24.2%		
A bad thing: children are almost always better looked after by parents themselves	385	240	144	51	101	233	309	7	28	4	267	9	3	74	31	103	103	100	79	38	57	86	159	20	21	45	177	242	29	362	23	209	11	132	26	64	252	28	28	78	307	25	103	257	206	103	60	16		
	15.4%	17.5%	12.8%	10.0%	13.3%	18.9%	16.7%	8.1%	16.1%	9.5%	14.8%	12.1%	13.4%	20.9%	13.0%	12.8%	16.7%	16.6%	16.5%	14.2%	14.8%	16.1%	14.9%	15.8%	20.0%	15.7%	15.7%	20.2%	8.4%	15.4%	15.5%	14.0%	19.4%	18.3%	16.3%	13.8%	16.5%	12.7%	14.1%	12.3%	16.4%	13.6%	18.4%	14.6%	16.2%	17.8%	11.5%	12.6%		
A bad thing: it is too expensive for the state to be providing childcare support to nearly all families	628	354	274	86	190	352	475	25	40	14	452	12	3	119	42	201	151	161	115	59	95	128	282	39	22	85	255	305	92	602	26	356	11	214	32	114	994	39	54	120	507	49	137	442	323	152	129	24		
	25.1%	25.8%	24.3%	17.0%	24.9%	28.6%	25.6%	28.1%	23.1%	32.6%	25.1%	15.5%	11.1%	33.5%	17.6%	24.9%	24.6%	26.7%	24.0%	21.9%	24.5%	23.9%	26.4%	30.8%	20.8%	29.7%	22.6%	25.5%	26.5%	25.6%	17.5%	23.8%	18.7%	29.5%	20.0%	24.7%	25.7%	18.0%	27.2%	19.1%	27.1%	26.4%	24.5%	25.1%	25.3%	26.4%	24.6%	19.1%		
Don't know	294	160	134	73	93	127	215	3	16	8	215	6	4	30	38	64	91	71	67	29	52	61	120	16	17	27	94	103	42	272	22	173	10	72	22	70	172	26	22	55	239	9	71	214	152	63	63	16		
	11.7%	11.6%	11.9%	14.5%	12.2%	10.3%	11.6%	3.6%	9.3%	17.9%	11.9%	7.9%	15.4%	8.6%	15.9%	8.0%	14.9%	11.8%	14.0%	10.6%	13.5%	11.3%	11.2%	12.5%	16.1%	9.6%	8.4%	8.6%	12.2%	11.6%	14.6%	11.6%	17.2%	9.9%	13.9%	15.2%	11.2%	12.1%	11.0%	8.7%	12.8%	4.8%	12.7%	12.2%	11.9%	11.0%	12.0%	12.6%		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation							
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	Full employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers		
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	
The government should do more to encourage more stable families	1492	826	665	275	456	761	1083	61	107	28	1099	46	11	206	127	502	361	351	278	149	207	325	663	73	70	125	786	812	136	1400	92	880	33	452	86	225	974	123	112	396	1096	125	348	1019	758	326	339	70	
	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%	57.7%	55.4%	53.6%	60.6%	61.9%	57.0%	67.1%	43.6%	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%	58.5%	67.3%	62.4%	57.9%	59.4%	56.6%	64.5%	55.7%	
The state has no business interfering in people's families	706	431	275	157	209	340	539	21	51	9	488	22	8	122	66	238	169	166	133	89	126	138	284	42	26	124	247	287	156	663	43	423	18	205	40	159	394	66	61	164	541	47	154	505	356	182	131	36	
	28.2%	31.4%	24.4%	30.9%	27.3%	27.6%	29.1%	24.0%	29.4%	19.6%	27.0%	26.7%	30.5%	34.3%	27.8%	29.6%	27.5%	27.6%	27.6%	33.1%	32.6%	25.7%	26.5%	32.7%	25.2%	43.4%	21.9%	23.9%	45.2%	28.2%	28.9%	28.3%	31.1%	28.3%	24.7%	34.5%	25.8%	30.4%	30.6%	26.1%	26.9%	25.5%	27.5%	28.7%	27.9%	31.7%	24.9%	29.1%	
Don't know	305	116	188	76	99	130	230	7	15	7	218	9	6	27	44	64	85	84	71	31	53	74	124	13	8	37	95	101	53	290	14	191	6	66	35	78	162	28	27	69	235	13	56	236	162	68	56	19	
	12.2%	8.5%	16.7%	15.0%	12.9%	10.6%	12.4%	7.4%	8.9%	16.6%	12.1%	11.9%	24.2%	7.7%	18.4%	8.0%	13.8%	14.0%	14.8%	11.6%	13.7%	13.7%	11.6%	10.3%	7.7%	13.0%	8.5%	8.4%	15.4%	12.3%	9.6%	12.7%	10.9%	9.2%	21.6%	16.8%	10.6%	12.9%	13.4%	11.0%	12.6%	7.3%	10.0%	13.4%	12.7%	11.7%	10.6%	15.2%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

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

	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status			Parent		Grandparent			Segmentation							
	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 employ ment	Unemplo yed	Retired	Home mak er / Carer	Single	Married	Cohabit ing	Separat ed	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalis ts	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	288	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
Raising the minimum wage	983	508	474	215	302	466	717	43	67	20	675	42	13	146	106	274	258	242	209	108	147	214	398	64	48	105	461	454	145	941	41	585	26	265	66	200	583	87	79	225	757	79	218	686	462	255	212	54
Providing more in-work benefits such as tax credits to top up low wages	714	376	339	143	231	340	519	21	52	8	524	17	9	90	75	220	166	171	157	62	117	151	318	34	30	78	344	349	99	677	38	449	18	190	43	144	414	58	64	193	522	51	167	497	365	154	158	37
Targeting tax cuts at these low earners	870	578	388	136	278	568	741	27	77	14	706	24	8	153	78	308	256	235	232	82	167	217	404	48	38	120	447	507	123	923	47	518	30	345	57	168	610	68	88	185	765	70	340	661	517	225	188	40
Providing more opportunities for people to obtain skills / training	782	444	338	135	218	428	589	24	47	17	561	24	6	112	77	268	193	166	154	82	126	165	336	43	29	95	347	378	112	743	38	421	17	279	43	140	483	68	53	171	611	57	177	547	401	187	158	34
Government funding to help parents with the cost of childcare and raising children	367	147	219	112	126	129	255	16	40	6	270	12	6	40	39	150	103	80	34	41	50	71	184	9	11	28	196	178	49	339	28	239	2	81	33	47	242	36	29	160	207	30	72	265	183	72	87	26
Strengthening trade unions	55	26	29	28	20	4	36	3	3	1	37	6	1	9	3	13	17	17	8	9	7	5	28	2	4	5	25	17	6	37	18	46	4	2	2	14	34	6	-	31	25	9	1	45	34	12	13	7
It is not the government's job to do this	164	103	61	27	46	90	138	-	8	4	122	1	-	32	9	76	33	30	25	24	22	41	58	7	10	33	53	79	19	151	13	102	2	51	5	27	100	17	13	32	132	7	44	113	99	39	23	3
Don't know	111	56	55	51	29	30	82	2	8	1	76	6	1	14	14	23	32	32	23	15	14	25	47	7	3	7	26	30	20	98	13	72	3	15	16	26	64	13	5	39	72	7	9	95	54	28	22	6
SIGMA	4145	2235	1910	837	1254	2054	3076	137	301	69	2971	131	42	598	400	1330	1028	974	813	432	650	889	1773	214	174	471	1898	1991	574	3909	236	2433	102	1229	267	765	2531	354	333	1035	3110	310	927	2908	2104	973	882	207
	165.7%	162.7%	169.3%	164.8%	164.3%	166.9%	166.2%	155.6%	173.3%	157.0%	164.6%	167.7%	166.7%	168.2%	168.8%	165.5%	167.3%	161.8%	168.9%	161.0%	168.0%	165.7%	165.7%	167.8%	167.8%	164.4%	168.2%	166.0%	165.9%	166.2%	158.3%	162.8%	181.1%	169.8%	166.3%	165.7%	165.4%	163.4%	166.6%	164.5%	166.1%	167.3%	166.4%	165.3%	164.9%	169.0%	164.0%	165.5%

Survation.

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

Table 80
Q50. With regard to working-age benefits claimants, which of the following statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Home-maker/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers	
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	
Benefits claimants are typically people who are ill or disabled	220	145	75	53	54	114	162	7	14	1	155	10	4	32	18	67	43	54	57	27	32	36	95	14	15	24	113	109	32	206	15	127	5	62	16	42	142	21	8	70	150	14	49	157	111	51	44	14	
	8.8%	10.5%	6.7%	10.4%	7.1%	9.2%	8.7%	8.5%	8.0%	2.8%	8.6%	13.2%	17.2%	9.0%	7.7%	8.3%	7.0%	8.9%	11.8%	10.2%	8.3%	6.8%	8.9%	10.6%	14.3%	8.3%	10.0%	9.1%	9.2%	8.7%	9.8%	8.5%	9.2%	8.6%	10.0%	9.0%	9.3%	9.7%	4.1%	11.1%	8.0%	7.6%	8.9%	8.9%	8.7%	8.9%	8.5%	11.0%	
Benefits claimants are typically people who are temporarily unemployed	251	149	102	48	77	125	197	14	9	5	166	12	6	40	28	75	63	60	53	20	46	53	109	7	16	30	110	119	40	230	20	143	10	71	18	49	157	20	16	65	186	19	59	172	127	70	39	15	
	10.0%	10.9%	9.0%	9.5%	10.1%	10.2%	10.6%	16.0%	5.3%	10.8%	9.2%	14.7%	22.7%	11.2%	11.7%	9.3%	10.3%	9.9%	10.9%	7.3%	11.9%	9.9%	10.2%	5.1%	15.9%	10.4%	9.7%	9.9%	11.6%	9.8%	13.5%	9.6%	18.3%	9.9%	11.3%	10.6%	10.2%	9.0%	8.0%	10.3%	9.9%	10.5%	10.6%	9.8%	9.9%	12.2%	7.5%	11.7%	
Benefits claimants are typically people who are in work on low incomes	296	164	131	70	102	124	195	16	26	8	208	16	4	45	21	100	66	78	51	28	47	73	122	13	11	32	125	139	45	275	20	198	10	63	20	62	170	27	25	90	205	28	64	203	125	70	83	18	
	11.8%	12.0%	11.6%	13.7%	13.4%	10.1%	10.5%	18.5%	14.8%	18.3%	11.6%	20.7%	17.7%	12.6%	8.9%	12.5%	10.8%	13.0%	10.6%	10.3%	12.2%	13.6%	11.4%	10.4%	10.7%	11.2%	11.1%	11.6%	13.1%	11.7%	13.7%	13.2%	17.0%	8.8%	12.2%	13.4%	11.1%	12.5%	12.8%	14.3%	11.0%	15.2%	11.5%	11.6%	9.8%	12.1%	15.8%	14.1%	
Benefits claimants are typically people who are unemployed and dependent on the system in the long term	1303	704	599	254	412	637	970	44	91	25	971	28	8	189	105	439	317	323	224	138	201	267	564	80	47	140	624	658	173	1230	73	805	22	377	72	215	814	117	110	324	979	100	274	929	691	278	279	54	
	52.1%	51.2%	53.1%	50.1%	53.9%	51.7%	52.4%	49.7%	52.7%	55.1%	53.8%	35.7%	31.3%	53.2%	44.2%	54.6%	51.5%	53.6%	46.5%	51.5%	52.0%	49.7%	52.7%	63.0%	45.0%	48.6%	55.3%	54.9%	50.1%	52.3%	49.5%	53.9%	38.4%	52.1%	45.1%	48.5%	53.2%	54.0%	55.3%	51.4%	52.3%	53.8%	49.2%	52.6%	54.2%	48.4%	53.1%	43.0%	
Don't know	433	211	222	83	118	232	328	6	34	4	303	12	3	50	65	123	125	88	97	55	61	107	181	14	15	61	156	174	55	412	21	222	10	149	34	95	248	32	40	81	352	24	110	299	222	106	80	25	
	17.3%	15.4%	19.6%	16.4%	15.5%	18.8%	17.7%	7.3%	19.3%	10.0%	16.8%	15.7%	11.0%	14.0%	27.4%	15.3%	20.4%	14.5%	20.1%	20.7%	15.6%	19.9%	16.9%	10.9%	14.1%	21.3%	13.9%	14.5%	16.0%	17.5%	14.0%	14.9%	17.1%	20.7%	21.3%	20.5%	16.2%	14.8%	20.3%	12.9%	18.8%	13.0%	19.8%	17.0%	17.4%	18.4%	15.2%	20.2%	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

Table 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

	Gender		Age			2010 Vote				GE Voting Intention					SEG				Regions					Economic		Social		Ethnicity		Employment Status			Family Status			Parent		Grandparent			Segmentation								
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homeowner/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considerers		
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	
Benefits claimants have suffered as a result of these reductions	689	385	304	138	207	343	497	25	51	10	450	41	13	108	78	244	153	144	149	71	110	151	299	30	24	75	322	325	91	648	41	400	25	184	52	135	398	70	54	177	511	53	172	463	301	197	148	43	
These reductions have been good for benefits claimants	716	411	306	129	214	374	559	29	49	10	558	13	3	96	45	256	162	180	119	76	106	158	302	50	26	75	372	393	76	676	40	420	6	242	42	112	450	61	64	176	541	43	168	505	427	131	130	28	
These reductions have had no significant impact on benefits claimants	582	347	235	132	177	272	411	26	36	16	427	13	4	92	46	167	162	154	99	57	95	117	257	24	28	86	243	267	106	547	35	375	13	150	26	102	385	39	38	167	414	52	120	410	278	132	147	24	
Don't know	515	231	284	109	165	242	385	9	37	9	370	12	6	60	68	138	138	125	114	64	77	111	213	23	26	51	191	214	73	482	33	301	12	147	41	113	296	47	44	109	406	37	98	381	269	116	100	30	
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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

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

3 Oct 2014

	Total	Gender		Age			2010 Vote				GE Voting Intention				SEG				Region6					Economic		Social		Ethnicity		Employment Status				Family Status				Parent		Grandparent			Segmentation							
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	OTHER	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	Conservative	Statist	Conservative	Liberal	White	Non-white	In employment	Unemployed	Retired	Homebased/Carer	Single	Married	Cohabiting	Separated	Yes	No	Yes (carer)	Yes (non-carer)	No	Loyalists	Defectors	Joiners	Considers		
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	254	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		
On average, benefits claimants today have a very easy life	398	194	204	97	153	147	302	6	32	5	277	11	2	74	33	133	85	109	72	41	59	71	186	23	16	46	187	189	61	369	29	264	9	84	30	69	239	43	36	123	275	17	77	303	197	104	79	17		
	15.9%	14.1%	18.1%	19.1%	20.1%	12.0%	16.3%	6.9%	18.6%	11.3%	15.3%	13.7%	7.9%	20.8%	14.0%	16.5%	13.8%	18.1%	14.9%	15.2%	15.2%	13.2%	17.4%	18.3%	15.0%	16.2%	16.6%	15.8%	17.5%	15.7%	19.5%	17.7%	15.8%	11.6%	18.7%	14.9%	15.6%	19.6%	18.1%	19.5%	14.7%	9.4%	13.9%	17.2%	15.5%	18.1%	15.0%	13.6%		
On average, benefits claimants today have quite an easy life	972	535	437	197	294	481	711	47	65	22	734	23	6	138	70	308	245	235	184	104	138	238	399	55	37	116	458	510	125	918	54	575	11	314	56	182	622	83	68	265	707	91	204	676	516	195	216	45		
	38.8%	38.9%	38.8%	38.8%	38.6%	39.0%	38.4%	53.1%	37.5%	50.4%	40.7%	29.5%	25.2%	38.8%	29.7%	38.3%	39.8%	39.1%	38.2%	38.6%	35.6%	44.4%	37.3%	43.2%	36.1%	40.7%	40.6%	42.5%	36.2%	39.0%	36.4%	38.5%	18.7%	43.4%	34.7%	35.1%	40.6%	38.1%	34.1%	42.1%	37.8%	49.4%	36.7%	38.4%	40.4%	33.9%	41.2%	35.7%		
On average, benefits claimants today have quite a difficult life	683	411	272	121	170	391	496	23	48	13	596	24	11	77	65	249	157	154	124	68	120	144	277	37	34	64	329	336	96	651	32	398	20	226	32	123	423	54	59	138	544	46	187	450	354	142	151	36		
	27.3%	29.9%	24.1%	23.9%	22.3%	31.7%	26.8%	25.8%	28.5%	29.4%	28.0%	31.1%	42.9%	21.6%	27.3%	30.9%	25.5%	25.6%	25.7%	25.2%	31.1%	26.8%	25.9%	29.2%	32.3%	22.4%	29.1%	28.0%	24.9%	27.7%	21.2%	29.9%	34.8%	31.2%	26.7%	27.7%	25.1%	29.4%	22.0%	29.1%	24.8%	33.5%	25.6%	27.7%	24.6%	28.8%	28.5%			
On average, benefits claimants today have a very difficult life	147	86	61	27	48	71	110	8	8	2	82	14	1	28	21	36	37	41	34	25	18	27	68	5	4	20	51	63	27	139	8	82	11	27	14	34	71	13	18	43	103	12	32	104	52	58	30	7		
	5.9%	6.3%	5.4%	5.4%	6.3%	5.8%	5.9%	9.2%	4.8%	4.2%	4.5%	18.0%	5.8%	7.9%	9.1%	4.4%	6.0%	6.7%	7.1%	9.5%	4.6%	4.9%	6.4%	4.0%	3.9%	6.8%	4.5%	5.2%	7.8%	5.9%	5.2%	5.5%	19.0%	3.7%	8.7%	7.3%	4.7%	6.2%	8.9%	6.9%	5.5%	6.3%	5.7%	5.9%	4.1%	10.1%	5.6%	5.7%		
Don't know	303	148	155	65	97	141	233	4	18	2	209	6	5	38	47	79	92	64	68	31	52	57	140	7	13	40	105	102	47	276	26	197	7	72	28	74	175	24	19	60	243	19	57	227	157	78	49	21		
	12.1%	10.8%	13.7%	12.8%	12.7%	11.5%	12.6%	4.9%	10.5%	4.7%	11.4%	7.6%	18.1%	10.8%	20.9%	9.9%	14.9%	10.6%	14.2%	11.5%	13.6%	10.7%	13.1%	5.3%	12.7%	13.9%	9.3%	8.5%	13.6%	11.7%	17.7%	12.5%	11.7%	10.0%	17.7%	16.1%	11.4%	11.0%	9.5%	9.5%	13.0%	10.1%	10.3%	12.9%	12.3%	13.2%	9.4%	16.4%		
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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