

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 1

Q.1 As part of the government's plan to deal with Britain's deficit & debt, from January the top 15% of income-earners will have their child benefit cut. This will be done on a sliding scale so that families where at least one parent earns more than £50,000 will lose some of their child benefit, and those earning more than £60,000 (the top 10% of income-earners) will no longer get any child benefit at all. Do you agree or disagree with this change?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
NET: Agree	1701	847	854	190	264	322	291	261	373	447	488	383	382	437	444	421	262	137	207	751	444	524	130	235	471	
	82%	84%	81%	77%	80%	82%	83%	84%	86%	80%	82%	88%	80%	83%	81%	81%	88%	76%	79%	84%	87%	81%	89%	79%	83%	
Strongly agree	(4)	1004	516	489	87	142	211	195	153	216	237	273	254	241	252	272	244	162	74	110	456	278	297	78	125	257
		49%	51%	46%	35%	43%	54%	55%	49%	50%	43%	46%	59%	51%	48%	50%	47%	54%	41%	42%	51%	54%	46%	53%	42%	45%
Somewhat agree	(3)	697	332	365	103	122	111	96	108	157	210	216	129	142	185	172	177	100	63	97	295	166	228	51	110	214
		34%	33%	35%	42%	37%	28%	27%	35%	36%	38%	36%	30%	30%	35%	31%	34%	34%	35%	37%	33%	32%	35%	35%	37%	38%
Somewhat disagree	(2)	175	89	85	30	30	35	16	22	41	48	57	30	39	39	58	42	12	22	30	61	37	63	11	25	52
		8%	9%	8%	12%	9%	9%	5%	7%	9%	9%	9%	7%	8%	8%	11%	8%	4%	12%	12%	7%	7%	10%	8%	8%	9%
Strongly disagree	(1)	104	43	61	2	18	23	27	21	13	42	26	11	25	25	23	30	13	14	12	42	17	37	4	19	33
		5%	4%	6%	1%	5%	6%	8%	7%	3%	8%	4%	2%	5%	5%	4%	6%	4%	8%	5%	5%	3%	6%	3%	6%	6%
NET: Disagree		279	132	147	32	48	59	43	43	54	90	83	41	64	64	81	72	25	36	42	103	54	100	15	44	86
		13%	13%	14%	13%	14%	15%	12%	14%	13%	16%	14%	9%	13%	12%	15%	14%	8%	20%	16%	11%	11%	15%	11%	15%	15%
Don't know		86	33	53	26	19	12	18	6	6	20	27	10	29	23	20	25	11	6	13	41	13	24	1	18	11
		4%	3%	5%	10%	6%	3%	5%	2%	1%	4%	5%	2%	6%	4%	4%	5%	4%	4%	5%	5%	3%	4%	1%	6%	2%
Mean		3.31	3.35	3.28	3.24	3.25	3.34	3.37	3.29	3.35	3.20	3.29	3.48	3.34	3.32	3.32	3.29	3.43	3.14	3.22	3.36	3.42	3.25	3.40	3.22	3.25
Standard deviation		0.84	0.82	0.86	0.71	0.85	0.88	0.90	0.87	0.78	0.90	0.83	0.74	0.86	0.82	0.84	0.86	0.77	0.93	0.84	0.82	0.77	0.87	0.76	0.88	0.86
Standard error		0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.08	0.05	0.03	0.03	0.04	0.06	0.05	0.04	0.04

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Absolutes/col percents

Table 1

Q.1 As part of the government's plan to deal with Britain's deficit & debt, from January the top 15% of income-earners will have their child benefit cut. This will be done on a sliding scale so that families where at least one parent earns more than £50,000 will lose some of their child benefit, and those earning more than £60,000 (the top 10% of income-earners) will no longer get any child benefit at all. Do you agree or disagree with this change?

Base: All respondents

	Total	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
		Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Agree	1701 82%	437 78%	1247 84%	308 82%	241 89%	247 85%	334 83%	190 80%	84 82%	85 74%	48 66%	
Strongly agree	(4) 49%	283 51%	718 48%	171 46%	157 58%	160 55%	216 54%	93 39%	45 44%	50 43%	28 38%	
Somewhat agree	(3) 34%	697 28%	529 36%	136 37%	84 31%	86 30%	118 29%	98 41%	39 38%	35 30%	20 27%	
Somewhat disagree	(2) 8%	175 10%	116 8%	29 8%	10 4%	25 9%	40 10%	26 11%	8 8%	8 7%	7 10%	
Strongly disagree	(1) 5%	104 8%	57 4%	15 4%	6 2%	10 4%	21 5%	14 6%	8 8%	16 13%	16 22%	
NET: Disagree	279 13%	100 18%	173 12%	43 12%	16 6%	35 12%	60 15%	40 17%	17 16%	23 20%	23 32%	
Don't know	86 4%	21 4%	63 4%	23 6%	13 5%	9 3%	8 2%	7 3%	2 2%	7 6%	2 3%	
Mean	3.31	3.26	3.34	3.32	3.52	3.41	3.34	3.17	3.20	3.10	2.84	
Standard deviation	0.84	0.95	0.79	0.80	0.69	0.80	0.86	0.86	0.91	1.05	1.18	
Standard error	0.02	0.04	0.02	0.04	0.04	0.05	0.04	0.06	0.09	0.10	0.14	

Conservative Poll

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Absolutes/col percents

Table 2

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

a) Tax increases

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Better	381 18%	228 23%	153 15%	48 19%	53 16%	59 15%	58 17%	65 21%	97 22%	132 24%	98 16%	61 14%	90 19%	104 20%	76 14%	97 19%	58 19%	47 26%	56 21%	149 17%	80 16%	155 24%	36 24%	35 12%	109 19%
Much better (4)	98 5%	66 7%	32 3%	12 5%	12 4%	17 4%	12 4%	22 7%	22 5%	44 8%	14 2%	18 4%	21 4%	27 5%	20 4%	21 4%	12 4%	18 10%	14 5%	39 4%	10 2%	51 8%	7 4%	5 2%	23 4%
Slightly better (3)	284 14%	162 16%	122 12%	36 15%	41 12%	43 11%	46 13%	43 14%	75 17%	88 16%	84 14%	44 10%	69 15%	77 15%	57 10%	76 15%	46 15%	29 16%	42 16%	111 12%	70 14%	104 16%	29 20%	30 10%	86 15%
Slightly worse (2)	574 28%	287 28%	287 27%	70 28%	76 23%	104 26%	94 27%	88 28%	142 33%	155 28%	184 31%	125 29%	110 23%	168 32%	155 28%	142 27%	59 20%	50 28%	60 23%	244 27%	152 30%	174 27%	41 28%	79 27%	178 31%
Much worse (1)	977 47%	453 45%	524 50%	106 43%	183 55%	198 50%	169 48%	139 45%	182 42%	247 44%	284 47%	220 51%	225 47%	230 44%	281 52%	236 46%	162 55%	68 38%	135 52%	446 50%	264 52%	287 44%	58 40%	146 49%	268 47%
NET: Worse	1551 75%	741 73%	811 77%	177 71%	259 78%	302 77%	263 75%	227 73%	324 75%	403 72%	468 78%	345 80%	335 70%	398 76%	436 80%	378 73%	221 74%	117 65%	195 74%	690 77%	416 81%	460 71%	99 68%	225 76%	446 78%
Don't know	133 6%	44 4%	90 9%	23 9%	18 5%	32 8%	30 9%	18 6%	13 3%	23 4%	33 6%	28 6%	50 10%	23 4%	33 6%	43 8%	19 6%	15 8%	11 4%	56 6%	15 3%	34 5%	12 8%	37 12%	13 2%
Mean	1.74	1.84	1.65	1.79	1.62	1.66	1.69	1.82	1.85	1.87	1.70	1.65	1.73	1.80	1.64	1.75	1.67	1.99	1.74	1.69	1.65	1.87	1.88	1.60	1.75
Standard deviation	0.89	0.94	0.82	0.90	0.86	0.86	0.86	0.95	0.89	0.97	0.81	0.84	0.91	0.89	0.83	0.88	0.90	1.02	0.93	0.87	0.79	0.98	0.91	0.77	0.86
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.09	0.06	0.03	0.03	0.04	0.07	0.05	0.04

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Table 2

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

a) Tax increases

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+	Over £55k & have kids aged 18 or under	
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Better	381	100	276	72	48	49	73	60	19	30	24	
	18%	18%	19%	19%	18%	17%	18%	25%	18%	26%	32%	
Much better	(4)	98	33	62	22	11	8	19	18	2	10	4
		5%	6%	4%	6%	4%	3%	5%	8%	2%	9%	5%
Slightly better	(3)	284	68	214	50	37	42	54	42	16	20	20
		14%	12%	14%	13%	14%	14%	13%	18%	16%	17%	27%
Slightly worse	(2)	574	132	431	98	78	74	97	65	34	38	14
		28%	24%	29%	26%	29%	25%	24%	27%	33%	33%	20%
Much worse	(1)	977	286	686	164	125	153	214	101	48	43	32
		47%	51%	46%	44%	46%	52%	53%	42%	47%	37%	44%
NET: Worse		1551	418	1117	263	203	226	312	166	83	81	46
		75%	75%	75%	70%	75%	78%	77%	70%	81%	70%	63%
Don't know		133	40	91	39	19	16	19	12	1	5	3
		6%	7%	6%	10%	7%	5%	5%	5%	1%	4%	4%
Mean		1.74	1.71	1.75	1.79	1.74	1.65	1.68	1.90	1.73	1.97	1.94
Standard deviation		0.89	0.92	0.87	0.93	0.87	0.84	0.89	0.97	0.81	0.97	0.98
Standard error		0.02	0.04	0.02	0.05	0.05	0.05	0.05	0.07	0.08	0.09	0.12

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Absolutes/col percents

Table 3

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

b) More cuts to other welfare spending on lower income families

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Better	272 13%	161 16%	111 11%	51 20%	60 18%	54 14%	33 10%	27 9%	46 11%	94 17%	94 16%	42 10%	42 9%	85 16%	63 12%	72 14%	34 11%	18 10%	44 17%	145 16%	96 19%	62 10%	20 13%	31 10%	74 13%
Much better	(4) 84 4%	45 4%	39 4%	14 6%	23 7%	16 4%	8 2%	5 2%	18 4%	28 5%	30 5%	11 2%	16 3%	36 7%	13 2%	20 4%	5 2%	10 5%	13 5%	46 5%	35 7%	9 1%	3 2%	9 3%	23 4%
Slightly better	(3) 188 9%	116 11%	72 7%	36 15%	37 11%	39 10%	25 7%	22 7%	28 6%	66 12%	64 11%	32 7%	26 5%	49 9%	51 9%	52 10%	28 9%	8 4%	31 12%	99 11%	61 12%	53 8%	16 11%	22 7%	51 9%
Slightly worse	(2) 451 22%	216 21%	235 22%	64 26%	72 22%	80 20%	71 20%	55 18%	108 25%	132 24%	137 23%	98 23%	84 18%	100 19%	132 24%	117 23%	60 20%	41 23%	71 27%	205 23%	167 33%	108 17%	30 20%	62 21%	135 24%
Much worse	(1) 1185 57%	577 57%	608 58%	99 40%	178 54%	217 55%	217 62%	211 68%	264 61%	297 53%	323 54%	257 59%	307 65%	301 57%	306 56%	283 55%	185 62%	110 61%	126 48%	474 53%	222 43%	439 68%	90 61%	157 53%	337 59%
NET: Worse	1636 79%	793 78%	843 80%	163 66%	250 76%	297 76%	288 82%	266 86%	372 86%	429 77%	460 77%	355 82%	391 82%	401 76%	438 80%	401 77%	246 82%	151 84%	197 75%	679 76%	389 76%	547 84%	120 82%	219 74%	473 83%
Don't know	158 8%	59 6%	100 9%	34 14%	20 6%	41 11%	30 8%	17 5%	16 4%	35 6%	45 7%	36 8%	43 9%	39 7%	44 8%	46 9%	19 6%	10 6%	22 8%	70 8%	26 5%	40 6%	7 5%	47 16%	21 4%
Mean	1.57	1.61	1.52	1.84	1.70	1.58	1.45	1.39	1.52	1.66	1.64	1.49	1.42	1.63	1.54	1.59	1.48	1.51	1.71	1.66	1.81	1.40	1.52	1.53	1.56
Standard deviation	0.84	0.87	0.80	0.94	0.95	0.86	0.75	0.70	0.80	0.89	0.89	0.76	0.76	0.94	0.78	0.85	0.75	0.83	0.89	0.90	0.92	0.71	0.79	0.80	0.83
Standard error	0.02	0.03	0.02	0.07	0.06	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.07	0.06	0.03	0.04	0.03	0.06	0.05	0.04

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b) More cuts to other welfare spending on lower income families

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Better	272 13%	92 16%	174 12%	35 9%	25 9%	33 11%	41 10%	39 16%	36 36%	33 28%	30 41%	
Much better	(4) 84 4%	30 5%	51 3%	14 4%	3 1%	8 3%	11 3%	14 6%	14 14%	11 10%	10 13%	
Slightly better	(3) 188 9%	61 11%	123 8%	20 5%	22 8%	25 9%	30 7%	25 11%	22 22%	22 19%	20 28%	
Slightly worse	(2) 451 22%	108 19%	341 23%	56 15%	70 26%	58 20%	113 28%	45 19%	24 23%	26 22%	8 11%	
Much worse	(1) 1185 57%	314 56%	860 58%	246 66%	157 58%	185 64%	233 58%	128 54%	40 39%	48 42%	31 42%	
NET: Worse	1636 79%	422 76%	1202 81%	302 81%	226 84%	243 83%	346 86%	173 73%	64 62%	74 64%	38 53%	
Don't know	158 8%	45 8%	107 7%	37 10%	19 7%	15 5%	16 4%	26 11%	2 2%	9 8%	5 6%	
Mean	1.57	1.63	1.54	1.41	1.49	1.48	1.53	1.65	2.11	1.96	2.13	
Standard deviation	0.84	0.91	0.81	0.79	0.70	0.78	0.76	0.93	1.09	1.04	1.14	
Standard error	0.02	0.04	0.02	0.04	0.04	0.05	0.04	0.06	0.11	0.10	0.14	

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Table 4

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

c) More cuts to spending on public services

Base: All respondents

	Gender		Age					Social Grade				Region					Employment Sector		Vote Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Better	294 14%	185 18%	109 10%	48 19%	64 19%	46 12%	42 12%	29 9%	65 15%	101 18%	90 15%	50 11%	53 11%	76 14%	83 15%	74 14%	35 12%	27 15%	36 14%	134 15%	109 21%	84 13%	23 16%	20 7%	69 12%
Much better	(4) 73 4%	47 5%	26 2%	15 6%	17 5%	11 3%	6 2%	7 2%	16 4%	30 5%	24 4%	8 2%	11 2%	28 5%	14 3%	15 3%	7 2%	8 5%	4 1%	47 5%	32 6%	17 3%	6 4%	2 1%	13 2%
Slightly better	(3) 221 11%	138 14%	83 8%	33 13%	47 14%	36 9%	36 10%	21 7%	49 11%	71 13%	66 11%	42 10%	42 9%	48 9%	68 13%	59 11%	28 9%	18 10%	32 12%	87 10%	77 15%	66 10%	17 12%	18 6%	56 10%
Slightly worse	(2) 578 28%	295 29%	283 27%	81 33%	89 27%	108 27%	93 27%	80 26%	127 29%	154 28%	175 29%	117 27%	132 28%	159 30%	152 28%	149 29%	67 22%	51 28%	58 22%	275 31%	175 34%	158 24%	38 26%	93 31%	170 30%
Much worse	(1) 1059 51%	481 48%	577 55%	89 36%	162 49%	207 53%	189 54%	187 60%	225 52%	275 49%	297 50%	238 55%	249 52%	260 49%	273 50%	261 50%	178 60%	88 49%	149 57%	428 48%	203 40%	376 58%	79 54%	146 49%	316 56%
NET: Worse	1637 79%	777 77%	860 82%	170 68%	251 76%	315 80%	282 80%	268 86%	352 81%	429 77%	472 79%	355 82%	380 80%	418 80%	425 78%	411 79%	245 82%	139 77%	207 79%	703 79%	378 74%	534 82%	117 80%	239 81%	486 86%
Don't know	135 7%	51 5%	85 8%	30 12%	16 5%	32 8%	27 8%	14 4%	17 4%	27 5%	37 6%	29 7%	42 9%	31 6%	38 7%	34 7%	18 6%	14 8%	19 7%	58 6%	25 5%	31 5%	6 4%	38 13%	13 2%
Mean	1.64	1.74	1.54	1.89	1.74	1.58	1.56	1.49	1.65	1.73	1.68	1.55	1.57	1.68	1.65	1.65	1.51	1.68	1.55	1.70	1.87	1.56	1.65	1.52	1.58
Standard deviation	0.83	0.88	0.76	0.91	0.90	0.79	0.76	0.74	0.83	0.90	0.85	0.76	0.77	0.87	0.82	0.81	0.78	0.86	0.78	0.87	0.91	0.80	0.86	0.66	0.77
Standard error	0.02	0.03	0.02	0.07	0.06	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07	0.05	0.03	0.04	0.03	0.07	0.04	0.03

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 4

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

c) More cuts to spending on public services

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Better	294 14%	90 16%	197 13%	46 12%	35 13%	34 12%	58 14%	46 19%	20 20%	24 21%	21 29%	
Much better	(4) 4%	73 5%	28 3%	43 3%	10 3%	13 5%	7 2%	10 2%	17 7%	9 9%	5 4%	6 9%
Slightly better	(3) 11%	221 11%	61 11%	153 10%	36 10%	23 8%	27 9%	49 12%	29 12%	11 10%	19 17%	15 20%
Slightly worse	(2) 28%	578 28%	158 28%	414 28%	88 24%	88 33%	80 27%	114 28%	60 25%	33 32%	37 32%	21 28%
Much worse	(1) 51%	1059 48%	268 48%	783 53%	200 54%	130 48%	168 58%	214 53%	112 47%	48 47%	43 37%	28 38%
NET: Worse	1637 79%	427 76%	1197 81%	288 77%	218 81%	248 85%	327 81%	172 72%	81 79%	80 69%	49 67%	
Don't know	135 7%	42 8%	89 6%	40 11%	16 6%	10 3%	17 4%	19 8%	2 2%	11 10%	4 5%	
Mean	1.64	1.71	1.61	1.57	1.68	1.55	1.62	1.78	1.82	1.87	1.99	
Standard deviation	0.83	0.88	0.80	0.80	0.84	0.76	0.80	0.96	0.96	0.88	0.99	
Standard error	0.02	0.04	0.02	0.04	0.05	0.05	0.04	0.06	0.10	0.09	0.12	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 5

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

d) More government borrowing

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Better	238 12%	125 12%	114 11%	55 22%	47 14%	45 12%	25 7%	36 12%	31 7%	75 13%	75 13%	42 10%	46 10%	58 11%	50 9%	70 13%	26 9%	34 19%	46 18%	108 12%	35 7%	109 17%	22 15%	21 7%	54 10%
Much better	(4) 56 3%	27 3%	30 3%	16 7%	9 3%	11 3%	7 2%	4 1%	9 2%	17 3%	25 4%	2 *	12 3%	14 3%	10 2%	13 3%	10 3%	10 5%	4 2%	34 4%	12 2%	20 3%	5 3%	3 1%	14 3%
Slightly better	(3) 182 9%	98 10%	84 8%	39 16%	38 12%	34 9%	18 5%	32 10%	22 5%	58 10%	50 8%	40 9%	34 7%	44 8%	40 7%	57 11%	17 6%	24 14%	42 16%	74 8%	23 4%	89 14%	17 11%	18 6%	40 7%
Slightly worse	(2) 484 23%	240 24%	244 23%	58 23%	73 22%	105 27%	93 26%	70 23%	86 20%	130 23%	142 24%	90 21%	122 26%	140 27%	120 22%	127 24%	61 20%	37 20%	63 24%	213 24%	84 16%	194 30%	42 29%	78 26%	137 24%
Much worse	(1) 1168 57%	590 58%	577 55%	107 43%	174 52%	203 52%	198 56%	188 61%	298 69%	321 57%	330 55%	267 62%	250 53%	287 55%	329 60%	276 53%	183 62%	93 52%	135 51%	489 55%	376 73%	291 45%	76 52%	160 54%	350 62%
NET: Worse	1652 80%	830 82%	822 78%	165 66%	246 74%	307 78%	291 83%	258 83%	385 89%	450 81%	472 79%	357 82%	372 78%	427 81%	449 82%	403 78%	244 82%	129 72%	198 75%	702 78%	459 90%	485 75%	118 81%	238 80%	488 86%
Don't know	176 9%	58 6%	118 11%	28 11%	37 11%	40 10%	36 10%	16 5%	18 4%	32 6%	52 9%	34 8%	57 12%	41 8%	46 8%	46 9%	28 9%	16 9%	18 7%	85 9%	17 3%	55 9%	7 5%	38 13%	26 5%
Mean	1.54	1.54	1.54	1.84	1.60	1.59	1.47	1.50	1.38	1.57	1.58	1.44	1.54	1.56	1.46	1.59	1.45	1.70	1.66	1.57	1.33	1.73	1.64	1.48	1.48
Standard deviation	0.79	0.79	0.79	0.97	0.83	0.79	0.70	0.74	0.68	0.82	0.84	0.69	0.77	0.78	0.73	0.81	0.77	0.93	0.82	0.83	0.68	0.84	0.82	0.68	0.75
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.08	0.05	0.03	0.03	0.04	0.07	0.04	0.03

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 5

Q.2 Taking child benefit away from the highest income-earners will save around £2 billion a year. If the government was not to go ahead with this change this money would have to found elsewhere. Please say if you think each of the following would be a better or worse alternative to the government's planned change to child benefit?

d) More government borrowing

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?							
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+	Over £55k & have kids aged 18 or under
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73
NET: Better	238 12%	90 16%	145 10%	47 12%	31 11%	30 10%	37 9%	46 19%	16 15%	12 11%	12 17%
Much better	(4) 3%	56 4%	23 2%	30 3%	13 4%	11 1%	4 1%	5 5%	12 *	* 3%	3 3%
Slightly better	(3) 9%	182 12%	67 8%	115 9%	34 7%	20 9%	26 8%	32 14%	34 15%	15 8%	9 14%
Slightly worse	(2) 23%	484 25%	138 23%	338 26%	98 20%	54 21%	61 26%	104 23%	56 21%	22 30%	35 27%
Much worse	(1) 57%	1168 49%	272 60%	885 48%	178 59%	160 62%	181 58%	233 51%	122 64%	65 52%	61 52%
NET: Worse	1652 80%	410 73%	1223 83%	276 74%	215 79%	242 83%	337 84%	177 75%	87 85%	96 83%	57 79%
Don't know	176 9%	58 10%	114 8%	51 14%	25 9%	19 7%	28 7%	15 6%	- -	7 6%	3 4%
Mean	1.54	1.68	1.48	1.63	1.52	1.46	1.49	1.71	1.52	1.58	1.66
Standard deviation	0.79	0.87	0.74	0.82	0.83	0.73	0.71	0.91	0.76	0.77	0.84
Standard error	0.02	0.04	0.02	0.05	0.05	0.04	0.04	0.06	0.08	0.07	0.10

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 6

Q.3 Please say if you agree or disagree with the following statement?

Taking child benefit away from the highest-income households is the right thing to do because it is important to ensure that the best off in Britain bear their share of the spending cuts needed to deal with the deficit

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector			Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
NET: Agree	1698	836	862	187	259	332	294	250	376	442	482	385	390	424	456	432	256	130	217	743	432	532	128	224	474	
	82%	83%	82%	76%	78%	85%	84%	81%	87%	79%	80%	89%	82%	81%	84%	83%	86%	73%	83%	83%	84%	82%	88%	75%	84%	
Strongly agree	(4)	964	487	477	88	133	191	189	151	212	212	250	241	261	233	259	245	152	75	116	414	233	307	76	121	243
		47%	48%	45%	36%	40%	49%	54%	49%	49%	38%	42%	55%	55%	44%	48%	47%	51%	42%	44%	46%	46%	47%	52%	41%	43%
Somewhat agree	(3)	734	349	385	99	126	141	105	99	164	230	231	144	129	190	197	188	104	56	101	329	199	224	53	103	231
		36%	34%	37%	40%	38%	36%	30%	32%	38%	41%	39%	33%	27%	36%	36%	36%	35%	31%	38%	37%	39%	35%	36%	35%	41%
Somewhat disagree	(2)	178	93	85	22	26	30	29	33	38	57	51	23	46	49	43	40	19	26	21	66	35	70	9	32	53
		9%	9%	8%	9%	8%	8%	8%	11%	9%	10%	8%	5%	10%	9%	8%	8%	7%	15%	8%	7%	7%	11%	6%	11%	9%
Strongly disagree	(1)	88	42	46	11	19	18	12	14	14	33	29	14	12	24	26	16	10	12	13	38	29	22	4	10	30
		4%	4%	4%	4%	6%	5%	4%	4%	3%	6%	5%	3%	3%	5%	5%	3%	3%	7%	5%	4%	6%	3%	3%	3%	5%
NET: Disagree		266	135	131	33	45	48	41	47	52	90	80	37	59	73	69	56	29	39	34	104	65	92	13	42	83
		13%	13%	12%	13%	14%	12%	12%	15%	12%	16%	13%	9%	12%	14%	13%	11%	10%	22%	13%	12%	13%	14%	9%	14%	15%
Don't know		102	41	61	28	27	12	16	13	5	25	37	12	27	29	21	30	13	10	11	47	15	26	5	31	10
		5%	4%	6%	11%	8%	3%	5%	4%	1%	5%	6%	3%	6%	5%	4%	6%	4%	6%	4%	5%	3%	4%	4%	10%	2%
Mean		3.31	3.32	3.30	3.20	3.23	3.33	3.40	3.30	3.34	3.17	3.25	3.45	3.42	3.27	3.31	3.35	3.40	3.14	3.28	3.32	3.28	3.31	3.42	3.26	3.23
Standard deviation		0.82	0.82	0.81	0.81	0.85	0.81	0.80	0.85	0.78	0.85	0.83	0.74	0.79	0.83	0.82	0.77	0.76	0.93	0.82	0.80	0.84	0.81	0.73	0.81	0.83
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.03	0.04	0.08	0.05	0.03	0.04	0.03	0.06	0.05	0.04

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 6

Q.3 Please say if you agree or disagree with the following statement?

Taking child benefit away from the highest-income households is the right thing to do because it is important to ensure that the best off in Britain bear their share of the spending cuts needed to deal with the deficit

Base: All respondents

	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?									Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Agree	1698 82%	451 81%	1229 83%	300 80%	245 91%	246 84%	339 84%	197 83%	83 81%	78 67%	43 59%	
Strongly agree	(4) 964 47%	248 44%	705 48%	170 45%	159 59%	148 51%	198 49%	96 41%	43 42%	39 34%	15 21%	
Somewhat agree	(3) 734 36%	203 36%	524 35%	130 35%	87 32%	98 34%	141 35%	101 42%	40 39%	39 33%	28 38%	
Somewhat disagree	(2) 178 9%	56 10%	121 8%	25 7%	13 5%	25 8%	40 10%	25 11%	10 10%	19 16%	17 24%	
Strongly disagree	(1) 88 4%	27 5%	60 4%	16 4%	6 2%	7 2%	16 4%	9 4%	8 8%	14 12%	10 14%	
NET: Disagree	266 13%	83 15%	181 12%	41 11%	18 7%	31 11%	56 14%	35 15%	18 18%	32 28%	28 38%	
Don't know	102 5%	24 4%	73 5%	32 9%	7 3%	14 5%	8 2%	6 3%	1 1%	5 5%	2 3%	
Mean	3.31	3.26	3.33	3.33	3.51	3.40	3.32	3.23	3.16	2.94	2.68	
Standard deviation	0.82	0.84	0.81	0.81	0.69	0.75	0.82	0.80	0.90	1.01	0.98	
Standard error	0.02	0.04	0.02	0.04	0.04	0.04	0.04	0.05	0.09	0.10	0.11	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 7
Gender
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Male	1012	1012	-	114	168	183	189	129	229	312	274	235	191	231	286	270	122	103	132	497	265	344	75	93	304
	49%	100%	-	46%	51%	47%	54%	42%	53%	56%	46%	54%	40%	44%	52%	52%	41%	57%	50%	56%	52%	53%	51%	31%	54%
Female	1054	-	1054	134	162	209	162	181	205	246	325	198	285	294	259	248	176	77	130	398	246	306	71	204	264
	51%	-	100%	54%	49%	53%	46%	58%	47%	44%	54%	46%	60%	56%	48%	48%	59%	43%	50%	44%	48%	47%	49%	69%	46%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 7
Gender
Base: All respondents

	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+	Over £55k & have kids aged 18 or under
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73
Male	1012	248	747	139	123	139	214	137	63	69	39
	49%	44%	50%	37%	46%	48%	53%	57%	62%	60%	54%
Female	1054	311	736	234	147	152	188	101	39	47	34
	51%	56%	50%	63%	54%	52%	47%	43%	38%	40%	46%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 8
Age
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
18-24	248	114	134	248	-	-	-	-	-	61	111	36	40	65	56	71	23	33	31	111	44	74	21	40	74
	12%	11%	13%	100%	-	-	-	-	-	11%	19%	8%	8%	12%	10%	14%	8%	19%	12%	12%	9%	11%	14%	14%	13%
25-34	331	168	162	-	331	-	-	-	-	85	115	72	59	94	85	86	50	16	58	212	65	117	26	43	109
	16%	17%	15%	-	100%	-	-	-	-	15%	19%	17%	12%	18%	16%	17%	17%	9%	22%	24%	13%	18%	18%	15%	19%
35-44	393	183	209	-	-	393	-	-	-	99	96	98	100	92	116	101	45	39	67	226	89	135	20	66	113
	19%	18%	20%	-	-	100%	-	-	-	18%	16%	23%	21%	18%	21%	19%	15%	22%	25%	25%	17%	21%	14%	22%	20%
45-54	351	189	162	-	-	-	351	-	-	85	81	89	95	94	91	93	42	30	64	183	78	112	24	55	96
	17%	19%	15%	-	-	-	100%	-	-	15%	14%	21%	20%	18%	17%	18%	14%	17%	24%	20%	15%	17%	16%	18%	17%
55-64	310	129	181	-	-	-	-	310	-	94	90	49	77	72	74	76	62	26	39	115	83	100	17	42	83
	15%	13%	17%	-	-	-	-	100%	-	17%	15%	11%	16%	14%	14%	15%	21%	14%	15%	13%	16%	15%	11%	14%	15%
65+	434	229	205	-	-	-	-	-	434	133	107	90	104	109	123	91	75	36	4	47	152	110	40	51	93
	21%	23%	19%	-	-	-	-	-	100%	24%	18%	21%	22%	21%	23%	18%	25%	20%	1%	5%	30%	17%	27%	17%	16%
Average age	47.06	47.47	46.66	21.92	30.18	40.02	49.98	59.35	69.54	48.34	44.28	47.16	48.97	46.57	47.54	45.64	49.91	46.38	41.37	41.50	50.87	45.93	47.40	45.38	45.21

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 8
Age
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
18-24	248 12%	39 7%	200 13%	54 14%	27 10%	27 9%	33 8%	32 13%	10 9%	11 9%	3 4%	
25-34	331 16%	138 25%	188 13%	53 14%	36 13%	39 13%	84 21%	51 21%	22 22%	17 14%	18 25%	
35-44	393 19%	221 40%	170 11%	60 16%	42 16%	55 19%	85 21%	52 22%	23 22%	25 22%	29 40%	
45-54	351 17%	131 23%	215 15%	65 17%	40 15%	50 17%	68 17%	46 20%	12 11%	30 26%	16 22%	
55-64	310 15%	27 5%	280 19%	61 16%	44 16%	38 13%	61 15%	31 13%	17 17%	21 18%	7 9%	
65+	434 21%	2 *	430 29%	80 21%	81 30%	81 28%	73 18%	26 11%	19 18%	12 11%	- -	
Average age	47.06	39.46	50.13	47.32	50.54	49.68	46.46	42.98	45.95	46.04	40.48	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
AB	558	312	246	61	85	99	85	94	133	558	-	-	-	161	149	118	77	53	94	259	161	159	54	78	178
	27%	31%	23%	25%	26%	25%	24%	30%	31%	100%	-	-	-	31%	27%	23%	26%	29%	36%	29%	31%	24%	37%	26%	31%
C1	599	274	325	111	115	96	81	90	107	-	599	-	-	173	148	153	78	47	96	293	167	183	41	79	165
	29%	27%	31%	45%	35%	24%	23%	29%	25%	-	100%	-	-	33%	27%	29%	26%	26%	37%	33%	33%	28%	28%	27%	29%
C2	434	235	198	36	72	98	89	49	90	-	-	434	-	94	117	124	66	33	51	218	111	151	20	51	124
	21%	23%	19%	14%	22%	25%	25%	16%	21%	-	-	100%	-	18%	21%	24%	22%	18%	19%	24%	22%	23%	13%	17%	22%
DE	475	191	285	40	59	100	95	77	104	-	-	-	475	96	132	123	78	46	21	124	72	157	32	88	101
	23%	19%	27%	16%	18%	25%	27%	25%	24%	-	-	-	100%	18%	24%	24%	26%	26%	8%	14%	14%	24%	22%	30%	18%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
AB	558	155	399	22	37	53	113	114	62	84	47	
	27%	28%	27%	6%	14%	18%	28%	48%	60%	73%	65%	
C1	599	124	464	85	86	98	129	69	21	22	16	
	29%	22%	31%	23%	32%	34%	32%	29%	21%	19%	23%	
C2	434	152	278	48	65	83	118	42	18	8	7	
	21%	27%	19%	13%	24%	28%	29%	18%	18%	7%	10%	
DE	475	128	343	219	83	58	43	13	2	2	2	
	23%	23%	23%	59%	31%	20%	11%	5%	2%	1%	3%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Scotland	179	103	77	33	16	39	30	26	36	53	47	33	46	-	-	-	-	179	10	88	23	43	8	26	54
	9%	10%	7%	13%	5%	10%	9%	8%	8%	9%	8%	8%	10%	-	-	-	-	100%	4%	10%	4%	7%	6%	9%	10%
North East	93	48	45	15	11	14	18	11	24	17	38	18	20	-	-	93	-	-	8	39	15	36	7	17	19
	5%	5%	4%	6%	3%	4%	5%	4%	6%	3%	6%	4%	4%	-	-	18%	-	-	3%	4%	3%	6%	4%	6%	3%
North West	243	126	117	31	43	50	41	41	38	55	59	67	61	-	-	243	-	-	34	117	51	101	14	34	62
	12%	12%	11%	12%	13%	13%	12%	13%	9%	10%	10%	16%	13%	-	-	47%	-	-	13%	13%	10%	16%	10%	11%	11%
Yorkshire & Humberside	182	96	87	26	32	37	35	24	28	46	55	39	42	-	-	182	-	-	29	75	41	76	7	26	50
	9%	9%	8%	10%	10%	9%	10%	8%	7%	8%	9%	9%	9%	-	-	35%	-	-	11%	8%	8%	12%	5%	9%	9%
West Midlands	191	103	88	16	31	36	35	32	40	60	51	40	40	-	191	-	-	-	33	81	47	69	8	34	63
	9%	10%	8%	7%	9%	9%	10%	10%	9%	11%	8%	9%	8%	-	35%	-	-	-	13%	9%	9%	11%	5%	11%	11%
East Midlands	161	79	82	17	21	31	24	21	45	33	36	37	54	-	161	-	-	-	14	57	47	43	15	20	44
	8%	8%	8%	7%	6%	8%	7%	7%	10%	6%	6%	9%	11%	-	29%	-	-	-	5%	6%	9%	7%	10%	7%	8%
Wales	110	36	73	12	23	25	15	19	15	25	30	34	21	-	-	-	110	-	17	47	30	42	5	11	41
	5%	4%	7%	5%	7%	6%	4%	6%	4%	4%	5%	8%	4%	-	-	-	37%	-	6%	5%	6%	6%	3%	4%	7%
Eastern	194	104	89	22	33	48	32	21	38	56	61	39	38	-	194	-	-	-	28	82	66	40	18	24	56
	9%	10%	8%	9%	10%	12%	9%	7%	9%	10%	10%	9%	8%	-	36%	-	-	-	11%	9%	13%	6%	12%	8%	10%
London	260	119	141	50	52	54	42	25	37	80	104	30	46	260	-	-	-	-	43	120	63	89	20	39	66
	13%	12%	13%	20%	16%	14%	12%	8%	8%	14%	17%	7%	10%	50%	-	-	-	-	16%	13%	12%	14%	14%	13%	12%
South East	265	112	153	15	41	38	52	48	72	81	69	64	50	265	-	-	-	-	23	126	77	61	24	44	66
	13%	11%	15%	6%	13%	10%	15%	15%	17%	15%	12%	15%	11%	50%	-	-	-	-	9%	14%	15%	9%	17%	15%	12%
South West	188	86	102	10	28	20	27	44	60	52	48	32	57	-	-	-	188	-	23	63	50	50	21	22	47
	9%	8%	10%	4%	8%	5%	8%	14%	14%	9%	8%	7%	12%	-	-	-	63%	-	9%	7%	10%	8%	15%	7%	8%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Scotland	179	48	128	34	16	37	28	21	9	10	5	
	9%	9%	9%	9%	6%	13%	7%	9%	9%	8%	7%	
North East	93	14	78	19	10	9	21	9	-	4	1	
	5%	2%	5%	5%	4%	3%	5%	4%	-	3%	2%	
North West	243	71	170	42	40	30	59	31	11	6	4	
	12%	13%	11%	11%	15%	10%	15%	13%	11%	5%	6%	
Yorkshire & Humberside	182	66	111	20	26	29	42	16	8	10	8	
	9%	12%	8%	5%	10%	10%	10%	7%	8%	8%	12%	
West Midlands	191	50	140	36	26	24	41	19	7	16	8	
	9%	9%	9%	10%	10%	8%	10%	8%	7%	14%	11%	
East Midlands	161	47	113	42	31	20	19	22	1	5	2	
	8%	8%	8%	11%	11%	7%	5%	9%	1%	4%	3%	
Wales	110	30	80	17	22	20	16	10	7	1	1	
	5%	5%	5%	5%	8%	7%	4%	4%	7%	1%	2%	
Eastern	194	51	140	30	19	24	45	26	11	10	5	
	9%	9%	9%	8%	7%	8%	11%	11%	11%	9%	7%	
London	260	73	182	50	22	25	46	32	24	26	20	
	13%	13%	12%	13%	8%	9%	11%	13%	24%	23%	27%	
South East	265	67	194	42	31	41	44	34	13	23	14	
	13%	12%	13%	11%	11%	14%	11%	14%	13%	20%	19%	
South West	188	41	146	41	27	32	42	16	10	5	4	
	9%	7%	10%	11%	10%	11%	11%	7%	9%	4%	6%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 11

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

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Yes	1281	640	641	169	198	222	207	174	312	432	384	260	205	374	302	339	165	101	177	578	352	387	94	184	370
	62%	63%	61%	68%	60%	56%	59%	56%	72%	77%	64%	60%	43%	71%	55%	65%	56%	56%	67%	65%	69%	60%	64%	62%	65%
No	785	372	413	79	133	171	144	136	122	126	215	174	271	151	243	179	133	79	85	317	160	262	52	113	198
	38%	37%	39%	32%	40%	44%	41%	44%	28%	23%	36%	40%	57%	29%	45%	35%	44%	44%	33%	35%	31%	40%	36%	38%	35%

Conservative Poll
ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								
	Total	Yes	No	Up to £14k	£14- £21k	£21- £28k	£28- £41k	£41- £55k	£55- £69k	£69k+	Over £55k & have kids aged 18 or under
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73
Yes	1281	331	936	151	130	179	269	181	85	100	67
	62%	59%	63%	40%	48%	62%	67%	76%	83%	86%	92%
No	785	227	547	223	140	112	134	57	18	16	6
	38%	41%	37%	60%	52%	38%	33%	24%	17%	14%	8%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Gender			Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
NET: Homeowners	1405	714	691	115	191	259	251	232	356	470	403	328	204	336	390	370	203	107	177	641	413	404	99	208	424	
	68%	71%	66%	47%	58%	66%	72%	75%	82%	84%	67%	76%	43%	64%	71%	71%	68%	60%	67%	72%	81%	62%	68%	70%	75%	
Owned outright - without mortgage	682	348	334	47	50	58	89	144	294	235	179	161	107	154	180	171	124	52	47	238	238	167	51	84	202	
	33%	34%	32%	19%	15%	15%	25%	47%	68%	42%	30%	37%	22%	29%	33%	33%	42%	29%	18%	27%	47%	26%	35%	28%	35%	
Owned with a mortgage or loan	723	366	357	69	140	201	163	88	62	235	224	168	97	182	210	198	79	55	130	403	174	236	48	124	222	
	35%	36%	34%	28%	42%	51%	46%	28%	14%	42%	37%	39%	20%	35%	38%	38%	26%	30%	50%	45%	34%	36%	33%	42%	39%	
NET: Renters	635	287	348	117	140	130	97	76	75	80	192	101	262	179	152	143	95	66	84	242	95	237	48	82	138	
	31%	28%	33%	47%	42%	33%	28%	25%	17%	14%	32%	23%	55%	34%	28%	28%	32%	37%	32%	27%	19%	37%	32%	28%	24%	
Rented from the council	268	100	168	39	42	53	52	37	45	17	69	44	138	75	69	62	29	34	29	70	32	97	15	33	50	
	13%	10%	16%	16%	13%	14%	15%	12%	10%	3%	12%	10%	29%	14%	13%	12%	10%	19%	11%	8%	6%	15%	10%	11%	9%	
Rented from a housing association	109	53	56	20	14	24	20	17	15	12	22	18	58	32	31	24	14	8	8	34	16	47	9	13	18	
	5%	5%	5%	8%	4%	6%	6%	6%	3%	2%	4%	4%	12%	6%	6%	5%	5%	4%	3%	4%	3%	7%	6%	4%	3%	
Rented from someone else	257	133	124	58	84	53	25	21	15	52	101	38	66	73	51	57	52	24	47	138	47	93	23	36	69	
	12%	13%	12%	23%	25%	14%	7%	7%	3%	9%	17%	9%	14%	14%	9%	11%	17%	13%	18%	15%	9%	14%	16%	12%	12%	
Rent free	26	12	14	16	1	3	3	1	3	8	4	5	10	10	4	6	-	7	2	12	3	8	-	7	6	
	1%	1%	1%	6%	*	1%	1%	*	1%	1%	1%	1%	2%	2%	1%	1%	-	4%	1%	1%	1%	1%	-	2%	1%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Homeowners	1405	359	1031	137	154	204	313	198	90	102	64	
	68%	64%	70%	37%	57%	70%	78%	83%	88%	88%	88%	
Owned outright - without mortgage	682	77	600	86	94	105	142	76	30	41	13	
	33%	14%	40%	23%	35%	36%	35%	32%	29%	36%	18%	
Owned with a mortgage or loan	723	282	432	51	60	99	171	122	60	60	51	
	35%	51%	29%	14%	22%	34%	42%	51%	59%	52%	70%	
NET: Renters	635	198	427	230	112	84	86	40	11	13	9	
	31%	35%	29%	62%	41%	29%	21%	17%	11%	11%	12%	
Rented from the council	268	90	174	128	53	29	28	7	2	-	-	
	13%	16%	12%	34%	20%	10%	7%	3%	2%	-	-	
Rented from a housing association	109	39	70	48	23	14	9	5	2	1	2	
	5%	7%	5%	13%	8%	5%	2%	2%	2%	1%	3%	
Rented from someone else	257	69	182	54	36	41	49	28	7	13	7	
	12%	12%	12%	15%	13%	14%	12%	12%	7%	11%	9%	
Rent free	26	1	25	6	4	4	4	*	1	1	-	
	1%	*	2%	2%	1%	1%	1%	*	1%	*	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 13
At what age did you finish your full time education?
Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Under 16	656 32%	322 32%	334 32%	26 11%	38 11%	134 34%	139 40%	107 35%	211 49%	80 14%	153 26%	184 42%	239 50%	124 24%	206 38%	180 35%	89 30%	58 32%	65 25%	226 25%	165 32%	216 33%	33 22%	90 30%	131 23%
17-18	459 22%	218 22%	241 23%	44 18%	72 22%	85 22%	99 28%	74 24%	85 20%	122 22%	131 22%	103 24%	103 22%	115 22%	134 24%	112 22%	71 24%	27 15%	61 23%	224 25%	142 28%	128 20%	23 16%	67 22%	128 23%
19-24	644 31%	328 32%	316 30%	90 36%	163 49%	113 29%	87 25%	96 31%	95 22%	274 49%	197 33%	100 23%	72 15%	203 39%	139 26%	151 29%	100 33%	50 28%	107 41%	331 37%	160 31%	196 30%	61 42%	84 28%	224 39%
25-34	101 5%	56 6%	45 4%	- -	25 7%	38 10%	10 3%	15 5%	15 3%	44 8%	30 5%	13 3%	13 3%	35 7%	27 5%	16 3%	14 5%	9 5%	19 7%	50 6%	16 3%	40 6%	10 7%	15 5%	27 5%
35+	25 1%	7 1%	18 2%	- -	- -	3 1%	7 2%	6 2%	8 2%	8 1%	8 1%	4 1%	5 1%	9 2%	4 1%	5 1%	4 1%	3 2%	- -	9 1%	7 1%	7 1%	1 1%	3 1%	8 1%
Still in full time education	100 5%	37 4%	63 6%	79 32%	13 4%	5 1%	1 *	3 1%	- -	18 3%	59 10%	11 3%	12 2%	20 4%	20 4%	31 6%	8 3%	21 12%	6 2%	18 2%	21 2%	34 5%	9 6%	22 7%	30 5%
Never had any full time education	6 *	3 *	3 *	2 1%	3 1%	1 *	- -	- -	1 *	1 *	- -	2 *	3 1%	- -	2 *	3 *	2 1%	- -	- -	4 *	1 *	4 1%	1 1%	- -	2 *
Don't know	29 1%	15 1%	15 1%	- -	5 2%	7 2%	3 1%	5 2%	9 2%	6 1%	4 1%	10 2%	9 2%	3 1%	4 1%	12 2%	5 2%	5 3%	2 1%	11 1%	2 *	11 2%	8 5%	4 1%	4 1%
Prefer not to answer	45 2%	26 3%	19 2%	6 3%	12 4%	8 2%	7 2%	3 1%	8 2%	4 1%	17 3%	6 1%	18 4%	16 3%	10 2%	9 2%	5 2%	5 3%	3 1%	21 2%	8 2%	13 2%	1 1%	12 4%	12 2%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 13
At what age did you finish your full time education?
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Under 16	656	163	492	172	120	98	120	48	15	16	6	
	32%	29%	33%	46%	44%	34%	30%	20%	14%	14%	9%	
17-18	459	134	324	75	58	75	95	57	20	20	13	
	22%	24%	22%	20%	21%	26%	24%	24%	20%	17%	18%	
19-24	644	194	446	64	59	84	138	106	53	61	46	
	31%	35%	30%	17%	22%	29%	34%	45%	52%	52%	63%	
25-34	101	35	66	13	7	14	27	14	6	12	6	
	5%	6%	4%	3%	3%	5%	7%	6%	6%	10%	8%	
35+	25	1	23	5	4	2	6	-	-	3	-	
	1%	*	2%	1%	2%	1%	2%	-	-	2%	-	
Still in full time education	100	12	80	27	11	10	9	8	5	3	2	
	5%	2%	5%	7%	4%	4%	2%	4%	5%	3%	3%	
Never had any full time education	6	2	4	5	-	-	-	1	-	-	-	
	*	*	*	1%	-	-	-	1%	-	-	-	
Don't know	29	10	18	6	7	6	2	1	-	1	-	
	1%	2%	1%	2%	3%	2%	1%	1%	-	1%	-	
Prefer not to answer	45	7	29	7	4	-	6	1	3	1	-	
	2%	1%	2%	2%	2%	-	1%	*	3%	*	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 14

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

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
No formal education	18 1%	10 1%	8 1%	3 1%	3 1%	* -	- -	2 1%	10 2%	- *	2 1%	5 2%	11 2%	6 1%	6 1%	3 1%	1 *	1 1%	- -	5 1%	5 1%	4 1%	1 1%	5 2%	3 *
Primary	7 *	4 *	3 *	3 1%	3 1%	- -	- -	* *	1 *	* *	3 1%	- -	4 1%	2 *	1 *	3 1%	1 *	- -	- -	3 *	3 1%	1 *	- -	- -	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	974 47%	450 44%	523 50%	83 33%	110 33%	206 52%	197 56%	154 50%	224 52%	155 28%	246 41%	271 62%	301 63%	216 41%	300 55%	255 49%	130 44%	73 41%	98 37%	405 45%	254 50%	313 48%	55 37%	136 46%	232 41%
University degree or equivalent professional qualification, NVQ level 4, etc.	702 34%	349 35%	353 33%	80 32%	143 43%	126 32%	118 33%	91 29%	144 33%	253 45%	227 38%	115 26%	107 23%	199 38%	170 31%	156 30%	116 39%	61 34%	103 39%	334 37%	179 35%	209 32%	64 44%	90 30%	228 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	258 12%	151 15%	107 10%	24 10%	62 19%	46 12%	27 8%	56 18%	43 10%	136 24%	74 12%	25 6%	22 5%	81 15%	49 9%	57 11%	40 13%	31 17%	58 22%	117 13%	58 11%	83 13%	19 13%	41 14%	82 14%
Still in full time education	60 3%	17 2%	43 4%	50 20%	5 2%	2 1%	- -	3 1%	- -	11 2%	35 6%	5 1%	10 2%	9 2%	10 2%	25 5%	7 2%	9 5%	1 1%	10 1%	3 1%	24 4%	4 3%	16 5%	15 3%
Don't know	12 1%	7 1%	5 *	2 1%	- -	2 *	5 1%	3 1%	1 *	1 *	1 *	4 1%	6 1%	1 *	2 *	9 2%	- -	- -	1 1%	6 1%	2 *	5 1%	- -	- -	1 *
Prefer not to answer	35 2%	23 2%	12 1%	3 1%	5 2%	11 3%	5 1%	1 *	10 2%	1 *	11 2%	9 2%	14 3%	10 2%	7 1%	11 2%	3 1%	3 2%	1 *	14 2%	8 1%	11 2%	3 2%	9 3%	8 1%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 14

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

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
No formal education	18 1%	3 *	15 1%	6 2%	7 3%	2 1%	-	-	-	-	-	
Primary	7 *	3 1%	3 *	5 1%	2 1%	-	-	-	-	-	-	
Secondary school, high school, NVQ levels 1 to 3, etc.	974 47%	274 49%	695 47%	211 57%	162 60%	162 56%	190 47%	96 40%	25 25%	29 25%	18 24%	
University degree or equivalent professional qualification, NVQ level 4, etc.	702 34%	184 33%	511 34%	96 26%	71 26%	103 35%	153 38%	98 41%	36 35%	42 36%	26 35%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	258 12%	74 13%	184 12%	27 7%	18 7%	16 5%	51 13%	40 17%	37 36%	41 36%	30 40%	
Still in full time education	60 3%	7 1%	48 3%	16 4%	9 3%	5 2%	7 2%	3 1%	1 1%	3 3%	-	
Don't know	12 1%	5 1%	7 *	5 1%	3 1%	3 1%	1 *	-	-	-	-	
Prefer not to answer	35 2%	8 2%	19 1%	7 2%	-	-	1 *	-	3 3%	-	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 15

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

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Yes - responsible for half or more of the items bought	1844	829	1015	178	309	364	324	291	378	474	539	386	445	484	482	461	267	150	235	807	447	607	131	267	493
	89%	82%	96%	72%	93%	93%	92%	94%	87%	85%	90%	89%	94%	92%	88%	89%	90%	84%	90%	90%	87%	93%	89%	90%	87%
No - not responsible for most of the items bought	222	183	39	70	22	28	28	19	56	84	60	48	30	41	63	58	31	29	27	88	64	42	16	30	75
	11%	18%	4%	28%	7%	7%	8%	6%	13%	15%	10%	11%	6%	8%	12%	11%	10%	16%	10%	10%	13%	7%	11%	10%	13%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 15

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

Base: All respondents

	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+	
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73
Yes - responsible for half or more of the items bought	1844 89%	509 91%	1316 89%	359 96%	260 96%	263 90%	359 89%	200 84%	83 81%	99 85%	65 89%
No - not responsible for most of the items bought	222 11%	49 9%	167 11%	15 4%	10 4%	28 10%	44 11%	38 16%	19 19%	17 15%	8 11%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 16

How many cars are there in your household?**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
No cars in the household	417	166	252	80	85	71	60	56	65	58	145	37	178	122	86	109	46	54	48	137	54	155	28	72	95
	20%	16%	24%	32%	26%	18%	17%	18%	15%	10%	24%	8%	37%	23%	16%	21%	15%	30%	18%	15%	11%	24%	19%	24%	17%
NET: Any	1649	847	802	168	246	321	291	254	369	500	454	397	297	403	459	410	252	126	215	758	457	495	119	225	472
	80%	84%	76%	68%	74%	82%	83%	82%	85%	90%	76%	92%	63%	77%	84%	79%	85%	70%	82%	85%	89%	76%	81%	76%	83%
1	856	408	447	69	123	177	137	132	218	187	250	213	206	207	245	212	131	61	112	356	206	300	58	106	215
	41%	40%	42%	28%	37%	45%	39%	42%	50%	33%	42%	49%	43%	39%	45%	41%	44%	34%	43%	40%	40%	46%	40%	36%	38%
2	605	315	290	47	79	123	127	97	132	233	165	129	79	145	162	146	98	54	86	289	188	157	50	95	187
	29%	31%	28%	19%	24%	31%	36%	31%	30%	42%	28%	30%	17%	28%	30%	28%	33%	30%	33%	32%	37%	24%	34%	32%	33%
3+	188	123	64	52	44	21	28	25	19	81	39	56	12	50	52	52	23	11	17	113	63	38	11	24	71
	9%	12%	6%	21%	13%	5%	8%	8%	4%	14%	7%	13%	3%	10%	9%	10%	8%	6%	6%	13%	12%	6%	7%	8%	13%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 16

How many cars are there in your household?**Base: All respondents**

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
No cars in the household	417	87	326	188	64	60	33	11	5	10	5	
	20%	16%	22%	50%	24%	21%	8%	5%	5%	9%	7%	
NET: Any	1649	471	1157	186	206	231	369	227	98	106	68	
	80%	84%	78%	50%	76%	79%	92%	95%	95%	91%	93%	
1	856	245	601	154	155	148	207	67	20	18	13	
	41%	44%	41%	41%	57%	51%	51%	28%	19%	16%	18%	
2	605	193	406	31	42	71	136	119	62	54	42	
	29%	35%	27%	8%	16%	24%	34%	50%	60%	47%	57%	
3+	188	34	150	2	10	12	26	40	17	34	13	
	9%	6%	10%	*	4%	4%	6%	17%	16%	29%	18%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 17

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

Base: All respondents

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
White	1942	952	989	217	285	366	340	303	431	516	558	428	440	465	519	491	291	175	245	834	502	591	140	271	549	
	94%	94%	94%	88%	86%	93%	97%	98%	99%	92%	93%	99%	93%	89%	95%	95%	98%	98%	93%	93%	98%	91%	95%	91%	97%	
NET: Non-white	100	43	56	25	39	24	7	4	1	33	35	3	29	50	22	21	6	1	17	48	8	50	6	19	17	
	5%	4%	5%	10%	12%	6%	2%	1%	*	6%	6%	1%	6%	10%	4%	4%	2%	*	6%	5%	2%	8%	4%	6%	3%	
Mixed	24	11	13	6	8	6	3	*	1	7	12	-	5	13	6	3	2	-	3	14	3	8	2	5	8	
	1%	1%	1%	2%	2%	2%	1%	*	*	1%	2%	-	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	2%	2%	1%	
Asian	38	15	23	11	16	8	1	2	-	14	14	1	9	15	10	12	-	-	4	17	2	24	1	9	3	
	2%	1%	2%	4%	5%	2%	*	1%	-	3%	2%	*	2%	3%	2%	2%	-	-	1%	2%	*	4%	1%	3%	1%	
Black	24	9	15	4	11	6	2	-	-	6	5	1	12	15	5	3	1	-	7	8	2	14	1	2	4	
	1%	1%	1%	2%	3%	2%	1%	-	-	1%	1%	*	3%	3%	1%	*	*	-	3%	1%	*	2%	1%	1%	1%	
Chinese	6	5	1	3	2	1	-	-	-	2	1	1	2	2	-	3	1	-	2	2	2	1	1	1	*	
	*	*	*	1%	*	*	-	-	-	*	*	*	*	*	-	1%	*	-	1%	*	*	*	*	*	*	*
Other ethnic group	8	4	5	1	4	2	*	2	-	4	4	-	1	5	-	1	1	1	1	7	-	3	1	3	1	
	*	*	*	*	1%	*	*	1%	-	1%	1%	-	*	1%	-	*	*	*	*	1%	-	*	*	*	1%	*
Prefer not to answer	24	17	8	6	6	2	5	3	2	9	7	3	6	10	4	6	1	4	1	13	1	9	1	7	3	
	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	2%	*	1%	*	1%	1%	2%	*	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 17

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

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
White	1942	510	1420	341	260	281	381	228	101	103	65	
	94%	91%	96%	91%	96%	97%	95%	96%	99%	89%	89%	
NET: Non-white	100	43	54	30	10	10	19	8	1	12	8	
	5%	8%	4%	8%	4%	3%	5%	3%	1%	10%	11%	
Mixed	24	5	19	7	3	6	4	1	-	3	-	
	1%	1%	1%	2%	1%	2%	1%	*	-	3%	-	
Asian	38	18	17	10	3	3	7	4	1	5	4	
	2%	3%	1%	3%	1%	1%	2%	2%	1%	4%	6%	
Black	24	15	9	11	2	2	5	1	-	3	3	
	1%	3%	1%	3%	1%	1%	1%	*	-	3%	4%	
Chinese	6	3	3	3	1	-	1	-	-	-	-	
	*	1%	*	1%	*	-	*	-	-	-	-	
Other ethnic group	8	2	6	-	-	-	2	2	-	1	1	
	*	*	*	-	-	-	1%	1%	-	1%	1%	
Prefer not to answer	24	5	9	3	1	-	3	2	-	1	-	
	1%	1%	1%	1%	*	-	1%	1%	-	1%	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 18

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

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Christian	1154	538	616	101	118	205	224	200	305	298	317	277	261	299	321	275	163	97	158	462	350	360	82	149	312
	56%	53%	58%	41%	36%	52%	64%	65%	70%	54%	53%	64%	55%	57%	59%	53%	55%	54%	60%	52%	69%	55%	56%	50%	55%
NET: Other	112	53	60	19	41	20	6	13	14	35	35	12	30	47	24	21	11	10	10	51	14	36	9	22	32
	5%	5%	6%	8%	12%	5%	2%	4%	3%	6%	6%	3%	6%	9%	4%	4%	4%	6%	4%	6%	3%	6%	6%	7%	6%
Muslim	26	13	13	9	7	8	1	-	1	4	10	-	12	12	5	8	-	2	4	9	-	16	-	4	4
	1%	1%	1%	4%	2%	2%	*	-	*	1%	2%	-	3%	2%	1%	2%	-	1%	2%	1%	-	3%	-	1%	1%
Hindu	18	11	7	3	10	3	1	2	-	9	4	4	1	7	4	5	-	2	1	13	3	7	1	5	4
	1%	1%	1%	1%	3%	1%	*	1%	-	2%	1%	1%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%
Jewish	12	4	8	1	2	1	*	2	6	8	2	-	2	8	1	2	1	-	1	5	5	2	-	4	3
	1%	*	1%	*	*	*	*	1%	1%	1%	*	-	*	1%	*	*	*	-	*	1%	1%	*	-	1%	*
Sikh	1	-	1	1	1	-	*	-	-	1	-	-	1	1	1	-	-	-	-	1	*	1	-	1	-
	*	-	*	*	*	-	*	-	-	*	-	-	*	*	*	-	-	-	-	*	*	*	-	*	-
Buddhist	13	7	5	*	9	1	*	2	-	2	8	2	*	7	1	1	1	3	2	5	-	3	2	1	3
	1%	1%	*	*	3%	*	*	1%	-	*	1%	*	*	1%	*	*	*	2%	1%	1%	-	1%	1%	*	*
Other	43	17	26	5	12	7	4	7	7	11	12	6	14	13	13	5	8	3	2	17	6	8	6	6	19
	2%	2%	2%	2%	4%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	1%	2%	1%	1%	4%	2%	3%
None	746	390	356	119	154	158	114	90	111	205	238	128	174	160	188	210	121	67	91	348	144	230	52	109	212
	36%	38%	34%	48%	47%	40%	32%	29%	26%	37%	40%	30%	37%	30%	35%	41%	41%	37%	35%	39%	28%	35%	35%	37%	37%
Prefer not to say	53	32	22	10	17	9	7	7	3	19	9	16	9	20	12	12	3	6	3	34	3	23	4	17	11
	3%	3%	2%	4%	5%	2%	2%	2%	1%	3%	1%	4%	2%	4%	2%	2%	1%	3%	1%	4%	1%	3%	3%	6%	2%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 18

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

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Christian	1154	325	825	182	158	179	240	144	58	62	36	
	56%	58%	56%	49%	59%	62%	59%	61%	57%	53%	50%	
NET: Other	112	44	65	26	10	18	19	10	7	7	8	
	5%	8%	4%	7%	4%	6%	5%	4%	7%	6%	11%	
Muslim	26	12	11	6	3	3	3	1	2	-	2	
	1%	2%	1%	2%	1%	1%	1%	*	2%	-	3%	
Hindu	18	12	6	5	1	2	1	4	1	3	3	
	1%	2%	*	1%	*	1%	*	2%	1%	2%	4%	
Jewish	12	1	11	2	2	1	-	1	2	1	*	
	1%	*	1%	*	1%	*	-	*	2%	1%	1%	
Sikh	1	1	1	1	-	*	-	-	-	-	-	
	*	*	*	*	-	*	-	-	-	-	-	
Buddhist	13	3	10	5	*	2	3	-	1	-	1	
	1%	1%	1%	1%	*	1%	1%	-	1%	-	1%	
Other	43	15	26	7	4	9	11	4	1	4	1	
	2%	3%	2%	2%	1%	3%	3%	2%	1%	3%	2%	
None	746	176	561	158	96	91	141	80	34	44	25	
	36%	32%	38%	42%	36%	31%	35%	34%	33%	38%	34%	
Prefer not to say	53	14	33	8	5	3	4	4	3	3	4	
	3%	2%	2%	2%	2%	1%	1%	2%	3%	3%	5%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 19

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Urban	1612	790	822	214	277	316	269	232	305	420	489	334	369	462	389	423	213	125	224	702	359	546	105	238	417
	78%	78%	78%	86%	84%	80%	77%	75%	70%	75%	82%	77%	78%	88%	71%	82%	72%	70%	85%	78%	70%	84%	72%	80%	73%
Urban - Population over 10,000	832	440	393	142	163	153	136	111	127	234	285	158	156	299	173	203	76	80	121	390	172	298	56	124	219
	40%	43%	37%	57%	49%	39%	39%	36%	29%	42%	47%	36%	33%	57%	32%	39%	26%	45%	46%	44%	34%	46%	38%	42%	39%
Town and Fringe	780	351	429	72	113	163	133	120	177	186	205	176	212	162	216	220	137	44	103	312	187	248	49	114	198
	38%	35%	41%	29%	34%	42%	38%	39%	41%	33%	34%	41%	45%	31%	40%	42%	46%	25%	39%	35%	37%	38%	33%	39%	35%
NET: Rural	454	222	232	34	54	77	82	78	129	138	110	100	107	63	156	95	85	55	38	193	152	103	42	59	151
	22%	22%	22%	14%	16%	20%	23%	25%	30%	25%	18%	23%	22%	12%	29%	18%	28%	30%	15%	22%	30%	16%	28%	20%	27%
Village	395	182	214	32	44	69	71	65	114	115	95	86	99	58	139	85	68	44	37	159	132	90	38	52	120
	19%	18%	20%	13%	13%	17%	20%	21%	26%	21%	16%	20%	21%	11%	26%	16%	23%	25%	14%	18%	26%	14%	26%	18%	21%
Hamlet & Isolated Dwelling	59	41	18	2	10	8	11	13	16	23	14	13	8	5	17	9	17	11	2	34	20	13	3	7	31
	3%	4%	2%	1%	3%	2%	3%	4%	4%	4%	2%	3%	2%	1%	3%	2%	6%	6%	1%	4%	4%	2%	2%	2%	6%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 19

Which of the following best describes where you live?

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Urban	1612	445	1147	306	205	234	315	188	80	86	52	
	78%	80%	77%	82%	76%	80%	78%	79%	79%	74%	71%	
Urban - Population over 10,000	832	223	601	147	100	118	164	100	48	56	37	
	40%	40%	41%	39%	37%	41%	41%	42%	47%	48%	51%	
Town and Fringe	780	222	546	159	105	115	151	88	32	30	15	
	38%	40%	37%	43%	39%	40%	38%	37%	31%	26%	20%	
NET: Rural	454	113	336	68	65	57	88	50	22	30	21	
	22%	20%	23%	18%	24%	20%	22%	21%	21%	26%	29%	
Village	395	99	292	66	57	51	73	47	20	23	18	
	19%	18%	20%	18%	21%	17%	18%	20%	19%	20%	24%	
Hamlet & Isolated Dwelling	59	14	44	2	8	7	14	3	2	7	3	
	3%	3%	3%	1%	3%	2%	4%	1%	2%	6%	5%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
NET: Working	1157	629	528	142	271	292	247	154	51	353	389	270	146	313	296	302	150	97	262	895	286	374	80	141	348
	56%	62%	50%	57%	82%	75%	70%	50%	12%	63%	65%	62%	31%	60%	54%	58%	50%	54%	100%	100%	56%	58%	55%	47%	61%
Working full time - working 30 hours per week or more	909	563	346	109	238	241	188	105	27	301	307	210	91	242	242	245	109	71	199	710	229	296	66	104	280
	44%	56%	33%	44%	72%	61%	54%	34%	6%	54%	51%	48%	19%	46%	44%	47%	36%	40%	76%	79%	45%	46%	45%	35%	49%
Working part time - working between 8 and 29 hours per week	248	66	182	32	32	52	59	48	24	52	82	59	54	70	54	57	41	26	63	185	56	79	14	37	68
	12%	7%	17%	13%	10%	13%	17%	16%	6%	9%	14%	14%	11%	13%	10%	11%	14%	14%	24%	21%	11%	12%	10%	13%	12%
NET: Not working	909	383	526	106	60	100	104	156	382	205	210	164	330	212	250	216	148	82	-	-	226	275	67	156	220
	44%	38%	50%	43%	18%	25%	30%	50%	88%	37%	35%	38%	69%	40%	46%	42%	50%	46%	-	-	44%	42%	45%	53%	39%
Not working but seeking work or temporarily unemployed or sick	121	49	72	23	22	28	27	22	-	13	15	11	82	38	35	29	13	6	-	-	18	39	6	29	31
	6%	5%	7%	9%	7%	7%	8%	7%	-	2%	2%	3%	17%	7%	6%	6%	4%	3%	-	-	3%	6%	4%	10%	5%
Not working and not seeking work	139	67	71	69	16	14	20	19	1	12	54	19	53	24	28	37	25	24	-	-	22	49	7	30	32
	7%	7%	7%	28%	5%	4%	6%	6%	*	2%	9%	4%	11%	4%	5%	7%	9%	14%	-	-	4%	8%	5%	10%	6%
Retired on a state pension only	144	55	89	-	-	-	2	25	117	10	20	21	93	35	49	29	21	10	-	-	34	39	17	25	30
	7%	5%	8%	-	-	-	*	8%	27%	2%	3%	5%	20%	7%	9%	6%	7%	6%	-	-	7%	6%	12%	8%	5%
Retired with a private pension	344	197	147	-	-	-	12	69	263	147	98	74	25	76	91	82	63	32	-	-	131	87	28	38	87
	17%	19%	14%	-	-	-	3%	22%	61%	26%	16%	17%	5%	15%	17%	16%	21%	18%	-	-	26%	13%	19%	13%	15%
House person, housewife, househusband, etc.	162	15	146	14	23	58	43	22	2	22	24	39	77	40	48	39	25	10	-	-	21	61	8	35	40
	8%	2%	14%	6%	7%	15%	12%	7%	*	4%	4%	9%	16%	8%	9%	8%	8%	6%	-	-	4%	9%	6%	12%	7%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Total	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
		Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
NET: Working	1157	403	741	109	134	152	265	189	80	90	62	
	56%	72%	50%	29%	50%	52%	66%	80%	78%	78%	85%	
Working full time - working 30 hours per week or more	909	327	570	47	103	115	218	166	74	81	57	
	44%	59%	38%	13%	38%	40%	54%	70%	72%	70%	78%	
Working part time - working between 8 and 29 hours per week	248	76	171	61	31	37	47	24	6	9	6	
	12%	14%	12%	16%	11%	13%	12%	10%	6%	8%	8%	
NET: Not working	909	156	742	265	136	139	138	48	23	26	11	
	44%	28%	50%	71%	50%	48%	34%	20%	22%	22%	15%	
Not working but seeking work or temporarily unemployed or sick	121	24	98	67	9	7	14	7	-	3	2	
	6%	4%	7%	18%	3%	2%	4%	3%	-	2%	2%	
Not working and not seeking work	139	16	113	55	13	16	13	2	3	2	-	
	7%	3%	8%	15%	5%	5%	3%	1%	3%	2%	-	
Retired on a state pension only	144	-	143	56	24	25	13	1	-	-	-	
	7%	-	10%	15%	9%	9%	3%	*	-	-	-	
Retired with a private pension	344	8	335	38	62	67	76	27	16	14	1	
	17%	2%	23%	10%	23%	23%	19%	11%	16%	12%	2%	
House person, housewife, househusband, etc.	162	108	53	49	28	24	21	12	3	7	8	
	8%	19%	4%	13%	10%	8%	5%	5%	3%	6%	11%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	1051	492	559	106	225	272	252	148	48	458	312	144	137	292	261	272	147	79	252	799	277	309	85	142	317
Weighted base	1157	629	528	142	271	292	247	154	51	353	389	270	146	313	296	302	150	97	262	895	286	374	80	141	348
NET: Public Sector	262	132	130	31	58	67	64	39	4	94	96	51	21	66	75	71	40	10	262	-	53	106	14	30	89
	23%	21%	25%	22%	21%	23%	26%	25%	8%	27%	25%	19%	15%	21%	25%	24%	27%	10%	100%	-	19%	28%	17%	21%	26%
Central government including all administrative departments and central government agencies such as the Bank of England	19	12	7	1	2	9	5	1	-	7	6	6	-	3	7	8	1	-	19	-	4	12	1	2	6
	2%	2%	1%	1%	1%	3%	2%	1%	-	2%	2%	2%	-	1%	2%	3%	1%	-	7%	-	1%	3%	1%	1%	2%
HM Forces	7	6	1	1	5	1	-	-	-	1	4	1	-	1	3	-	2	-	7	-	4	1	-	-	4
	1%	1%	*	1%	2%	*	-	-	-	*	1%	*	-	*	1%	-	1%	-	2%	-	1%	*	-	-	1%
National Health Service	49	25	24	5	13	14	15	3	-	12	18	13	6	11	15	13	9	1	49	-	9	22	2	7	18
	4%	4%	4%	3%	5%	5%	6%	2%	-	3%	5%	5%	4%	3%	5%	4%	6%	1%	19%	-	3%	6%	3%	5%	5%
Universities and Academies funded by government	41	19	22	7	14	6	5	8	-	18	14	8	1	17	9	9	3	2	41	-	7	20	2	6	17
	4%	3%	4%	5%	5%	2%	2%	5%	-	5%	3%	3%	1%	6%	3%	3%	2%	2%	16%	-	2%	5%	2%	4%	5%
Courts service	6	-	6	-	-	3	-	3	-	3	1	2	-	-	3	3	-	-	6	-	-	1	-	2	-
	1%	-	1%	-	-	1%	-	2%	-	1%	*	1%	-	-	1%	1%	-	-	2%	-	-	*	-	1%	-
Local government administration	25	11	14	-	6	7	6	5	2	11	10	3	1	4	8	8	4	-	25	-	6	12	2	-	8
	2%	2%	3%	-	2%	2%	3%	3%	4%	3%	3%	1%	1%	1%	3%	3%	3%	-	10%	-	2%	3%	3%	-	2%
Police service	11	10	1	9	1	*	2	-	-	*	7	4	-	2	4	5	-	-	11	-	3	2	-	-	7
	1%	2%	*	6%	*	*	1%	-	-	*	2%	2%	-	1%	1%	2%	-	-	4%	-	1%	1%	-	-	2%
Public sector housing	4	2	2	-	1	1	2	-	-	3	1	-	-	-	1	1	2	-	4	-	-	1	-	2	*
	*	*	*	-	*	*	1%	-	-	1%	*	-	-	-	*	*	1%	-	1%	-	-	*	-	2%	*

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Weighted base	1157	629	528	142	271	292	247	154	51	353	389	270	146	313	296	302	150	97	262	895	286	374	80	141	348
Teaching employed by local education authority including voluntary aided schools and foundation schools	34 3%	9 1%	25 5%	1 1%	6 2%	11 4%	10 4%	6 4%	*	21 6%	12 3%	-	1 1%	14 4%	9 3%	5 2%	6 4%	-	34 13%	-	8 3%	12 3%	2 3%	5 4%	10 3%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	11 2%	1 *	1 1%	2 1%	7 2%	1 *	2 1%	-	1 *	5 1%	3 1%	2 2%	2 1%	4 1%	5 2%	-	-	12 5%	-	2 1%	4 1%	3 4%	-	5 1%
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	56 5%	28 4%	28 5%	6 4%	9 3%	8 3%	19 8%	12 8%	1	17 5%	19 5%	11 4%	9 6%	12 4%	11 4%	14 5%	12 8%	6 7%	56 21%	-	12 4%	18 5%	1 2%	6 4%	14 4%
None of the above (Private Sector)	895 77%	497 79%	398 75%	111 78%	212 79%	226 77%	183 74%	115 75%	47 92%	259 73%	293 75%	218 81%	124 85%	247 79%	220 75%	231 76%	110 73%	88 90%	-	895 100%	232 81%	268 72%	66 83%	111 79%	258 74%

Conservative Poll

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Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	1051	372	669	107	117	143	231	170	69	88	60	
Weighted base	1157	403	741	109	134	152	265	189	80	90	62	
NET: Public Sector	262	101	160	22	28	30	77	48	17	18	15	
	23%	25%	22%	20%	21%	20%	29%	25%	22%	20%	24%	
Central government including all administrative departments and central government agencies such as the Bank of England	19	9	9	-	1	1	7	6	1	2	1	
	2%	2%	1%	-	1%	1%	3%	3%	1%	2%	2%	
HM Forces	7	2	4	-	-	-	4	3	-	-	-	
	1%	1%	1%	-	-	-	1%	2%	-	-	-	
National Health Service	49	18	30	4	6	4	18	10	1	5	2	
	4%	4%	4%	4%	4%	3%	7%	5%	1%	6%	3%	
Universities and Academies funded by government	41	12	29	2	4	1	12	11	1	4	1	
	4%	3%	4%	2%	3%	1%	5%	6%	2%	5%	2%	
Courts service	6	-	6	-	-	1	3	-	-	-	-	
	1%	-	1%	-	-	1%	1%	-	-	-	-	
Local government administration	25	12	13	2	1	4	10	4	2	-	-	
	2%	3%	2%	2%	1%	2%	4%	2%	2%	-	-	
Police service	11	5	7	-	-	-	2	2	5	2	2	
	1%	1%	1%	-	-	-	1%	1%	6%	2%	3%	
Public sector housing	4	2	2	-	-	2	2	-	-	-	-	
	*	1%	*	-	-	1%	1%	-	-	-	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?							
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+	Over £55k & have kids aged 18 or under
Weighted base	1157	403	741	109	134	152	265	189	80	90	62
Teaching employed by local education authority including voluntary aided schools and foundation schools	34 3%	18 5%	15 2%	3 3%	4 3%	4 2%	5 2%	4 2%	5 7%	4 4%	8 13%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	6 1%	6 1%	1 1%	-	3 2%	5 2%	1 *	-	-	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	56 5%	16 4%	39 5%	10 9%	12 9%	10 7%	9 3%	7 4%	3 4%	2 2%	-
None of the above (Private Sector)	895 77%	301 75%	582 78%	87 80%	106 79%	123 80%	188 71%	142 75%	62 78%	72 80%	47 76%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 22

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

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
No children aged 18 or under	1483	747	736	200	188	170	215	280	430	399	464	278	343	377	393	359	225	128	160	582	404	436	101	217	410
	72%	74%	70%	81%	57%	43%	61%	90%	99%	71%	77%	64%	72%	72%	72%	69%	76%	72%	61%	65%	79%	67%	69%	73%	72%
NET: Yes	558	248	311	39	138	221	131	27	2	155	124	152	128	140	148	152	71	48	101	301	107	197	44	77	154
	27%	24%	29%	16%	42%	56%	37%	9%	1%	28%	21%	35%	27%	27%	27%	29%	24%	27%	39%	34%	21%	30%	30%	26%	27%
Yes - children aged under 5 years old	219	94	125	33	94	79	12	1	-	59	58	55	47	59	62	57	27	14	33	118	36	83	21	29	61
	11%	9%	12%	13%	28%	20%	3%	*	-	11%	10%	13%	10%	11%	11%	11%	9%	8%	12%	13%	7%	13%	15%	10%	11%
Yes - children aged 5 to 10 years old	231	105	127	15	63	112	37	5	-	61	51	61	58	43	61	75	31	21	51	123	46	95	15	28	61
	11%	10%	12%	6%	19%	28%	10%	2%	-	11%	9%	14%	12%	8%	11%	14%	10%	12%	20%	14%	9%	15%	10%	10%	11%
Yes - children aged 11 to 15 years old	226	111	115	7	24	106	75	13	1	58	45	68	55	59	53	64	32	18	47	128	45	81	18	33	57
	11%	11%	11%	3%	7%	27%	21%	4%	*	10%	8%	16%	11%	11%	10%	12%	11%	10%	18%	14%	9%	12%	12%	11%	10%
Yes - children aged 16 to 18 years old	138	56	82	-	5	51	64	16	2	42	27	40	29	34	38	37	22	8	30	63	29	49	12	16	33
	7%	6%	8%	-	1%	13%	18%	5%	1%	8%	5%	9%	6%	6%	7%	7%	7%	4%	12%	7%	6%	8%	8%	6%	6%
Refused	25	18	7	9	5	2	5	2	1	4	11	5	4	9	5	7	1	3	1	12	-	17	2	2	4
	1%	2%	1%	4%	2%	1%	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	*	2%	*	1%	-	3%	1%	1%	1%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 22

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

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
No children aged 18 or under	1483	-	1483	287	205	216	257	165	71	73	-	
	72%	-	100%	77%	76%	74%	64%	69%	69%	64%	-	
NET: Yes	558	558	-	84	65	75	144	73	32	41	73	
	27%	100%	-	22%	24%	26%	36%	31%	31%	36%	100%	
Yes - children aged under 5 years old	219	219	-	34	33	30	53	29	12	15	26	
	11%	39%	-	9%	12%	10%	13%	12%	11%	13%	36%	
Yes - children aged 5 to 10 years old	231	231	-	39	21	32	62	30	15	15	29	
	11%	41%	-	10%	8%	11%	15%	12%	15%	13%	40%	
Yes - children aged 11 to 15 years old	226	226	-	32	24	23	68	31	10	19	29	
	11%	41%	-	9%	9%	8%	17%	13%	10%	16%	40%	
Yes - children aged 16 to 18 years old	138	138	-	15	17	15	31	25	10	15	25	
	7%	25%	-	4%	6%	5%	8%	11%	9%	13%	34%	
Refused	25	-	-	3	-	-	1	-	-	1	-	
	1%	-	-	1%	-	-	*	-	-	1%	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 23

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age							Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
Anglia	203 10%	107 11%	96 9%	20 8%	37 11%	54 14%	31 9%	20 6%	42 10%	62 11%	61 10%	40 9%	41 9%	2 *	200 37%	-	-	1 *	26 10%	91 10%	71 14%	38 6%	20 14%	25 9%	61 11%	
Border	15 1%	8 1%	7 1%	1 *	2 1%	7 2%	2 1%	* *	3 1%	3 1%	1 *	3 1%	8 2%	-	-	8 2%	-	7 4%	-	7 1%	1 *	1 *	* *	4 1%	4 1%	
Central	304 15%	156 15%	148 14%	29 12%	47 14%	57 15%	53 15%	53 17%	64 15%	84 15%	77 13%	64 15%	78 16%	5 1%	289 53%	-	8 3%	2 1%	44 17%	123 14%	79 15%	105 16%	17 12%	47 16%	89 16%	
Granada	236 11%	124 12%	112 11%	29 12%	40 12%	50 13%	40 11%	40 13%	38 9%	54 10%	58 10%	67 15%	58 12%	1 *	-	232 45%	3 1%	-	33 13%	113 13%	54 11%	98 15%	13 9%	31 11%	63 11%	
London	335 16%	150 15%	185 18%	56 22%	60 18%	69 18%	59 17%	38 12%	54 12%	100 18%	125 21%	54 12%	57 12%	318 61%	15 3%	1 *	-	-	53 20%	159 18%	86 17%	105 16%	26 18%	53 18%	86 15%	
Meridian	216 10%	95 9%	121 11%	11 4%	35 11%	25 6%	41 12%	39 13%	66 15%	64 11%	56 9%	53 12%	44 9%	198 38%	-	-	18 6%	-	15 6%	93 10%	63 12%	49 7%	20 14%	32 11%	52 9%	
TyneTees	93 5%	48 5%	45 4%	15 6%	11 3%	14 4%	18 5%	11 4%	24 6%	17 3%	38 6%	18 4%	20 4%	-	-	93 18%	-	-	8 3%	39 4%	15 3%	36 6%	7 4%	17 6%	19 3%	
Wales	104 5%	32 3%	72 7%	12 5%	22 7%	22 6%	13 4%	19 6%	15 4%	25 4%	27 4%	31 7%	21 4%	-	-	-	104 35%	-	16 6%	45 5%	26 5%	42 6%	5 3%	11 4%	40 7%	
West	49 2%	18 2%	31 3%	3 1%	10 3%	4 1%	10 3%	8 2%	15 4%	13 2%	18 3%	5 1%	13 3%	1 *	4 1%	3 1%	41 14%	-	7 3%	20 2%	16 3%	12 2%	5 3%	4 1%	10 2%	
Westcountry	124 6%	62 6%	62 6%	10 4%	19 6%	15 4%	15 4%	29 9%	35 8%	34 6%	31 5%	17 4%	42 9%	-	-	-	124 42%	-	17 7%	39 4%	28 6%	38 6%	15 10%	17 6%	35 6%	
Yorkshire	217 11%	116 11%	101 10%	32 13%	34 10%	40 10%	41 12%	27 9%	43 10%	52 9%	62 10%	50 12%	53 11%	-	37 7%	180 35%	-	-	33 13%	83 9%	52 10%	84 13%	10 7%	30 10%	60 11%	
STV	170 8%	96 10%	74 7%	30 12%	15 5%	36 9%	28 8%	26 8%	35 8%	51 9%	46 8%	32 7%	41 9%	-	-	-	-	169 94%	10 4%	83 9%	21 4%	42 6%	8 6%	25 8%	49 9%	

Conservative Poll

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Absolutes/col percents

Table 23

Which of the following ITV regions do you live in?

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Anglia	203	57	143	28	26	23	47	33	11	7	4	
	10%	10%	10%	7%	10%	8%	12%	14%	10%	6%	6%	
Border	15	6	9	3	2	4	*	4	-	1	-	
	1%	1%	1%	1%	1%	1%	*	2%	-	1%	-	
Central	304	81	221	70	45	31	61	33	8	20	11	
	15%	15%	15%	19%	17%	11%	15%	14%	8%	18%	15%	
Granada	236	67	168	40	36	29	64	28	11	5	3	
	11%	12%	11%	11%	13%	10%	16%	12%	11%	4%	5%	
London	335	92	235	60	29	42	55	37	29	34	26	
	16%	16%	16%	16%	11%	14%	14%	16%	29%	30%	36%	
Meridian	216	55	161	37	30	31	41	27	10	17	7	
	10%	10%	11%	10%	11%	11%	10%	11%	10%	15%	10%	
TyneTees	93	14	78	19	10	9	21	9	-	4	1	
	5%	2%	5%	5%	4%	3%	5%	4%	-	3%	2%	
Wales	104	30	74	16	20	20	13	10	7	1	1	
	5%	5%	5%	4%	7%	7%	3%	4%	7%	1%	2%	
West	49	14	36	12	6	6	10	7	3	1	3	
	2%	2%	2%	3%	2%	2%	3%	3%	3%	1%	4%	
Westcountry	124	29	94	30	18	25	21	10	5	5	2	
	6%	5%	6%	8%	7%	9%	5%	4%	5%	4%	3%	
Yorkshire	217	71	141	29	33	37	42	21	8	11	8	
	11%	13%	10%	8%	12%	13%	10%	9%	8%	9%	12%	
STV	170	44	123	31	15	34	28	20	9	9	5	
	8%	8%	8%	8%	5%	12%	7%	8%	9%	8%	7%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 24
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Single	554	303	252	186	139	113	74	23	19	118	190	110	136	155	129	151	69	51	81	278	99	176	41	84	163
	27%	30%	24%	75%	42%	29%	21%	7%	4%	21%	32%	25%	29%	30%	24%	29%	23%	28%	31%	31%	19%	27%	28%	28%	29%
NET: Married/ Civil partnership/ co habiting	1242	616	626	58	184	242	239	215	305	393	320	297	232	294	340	306	195	108	165	531	353	386	88	174	339
	60%	61%	59%	23%	56%	62%	68%	69%	70%	70%	53%	69%	49%	56%	62%	59%	65%	60%	63%	59%	69%	59%	60%	59%	60%
Married	941	483	458	14	108	163	196	175	285	332	219	225	166	223	261	235	138	83	125	367	278	278	69	141	251
	46%	48%	43%	6%	33%	42%	56%	56%	66%	59%	37%	52%	35%	42%	48%	45%	46%	46%	48%	41%	54%	43%	47%	47%	44%
Civil Partnership	18	10	8	-	8	2	5	1	1	3	3	6	5	1	5	3	4	5	3	13	3	9	-	6	3
	1%	1%	1%	-	2%	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	1%	3%	1%	1%	1%	1%	-	2%	*
Co Habiting	283	123	160	44	68	76	38	39	19	59	98	66	61	70	74	68	52	20	37	151	72	99	19	28	85
	14%	12%	15%	18%	21%	19%	11%	13%	4%	10%	16%	15%	13%	13%	14%	13%	17%	11%	14%	17%	14%	15%	13%	9%	15%
NET: Widowed/ separated/ divorced	252	79	173	-	4	36	35	71	106	45	82	23	103	68	74	60	33	17	15	75	56	82	18	36	59
	12%	8%	16%	-	1%	9%	10%	23%	24%	8%	14%	5%	22%	13%	14%	12%	11%	9%	6%	8%	11%	13%	12%	12%	10%
Widowed	70	17	53	-	1	4	*	18	47	13	27	4	27	19	22	20	5	5	5	16	24	22	4	10	16
	3%	2%	5%	-	*	1%	*	6%	11%	2%	5%	1%	6%	4%	4%	4%	2%	3%	2%	2%	5%	3%	3%	3%	3%
Separated	27	9	18	-	1	7	6	2	11	5	12	*	10	10	6	7	2	2	3	9	6	13	1	3	6
	1%	1%	2%	-	*	2%	2%	1%	2%	1%	2%	*	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Divorced	154	52	102	-	3	25	28	50	48	26	43	19	66	39	45	34	26	10	7	49	26	47	13	24	38
	7%	5%	10%	-	1%	6%	8%	16%	11%	5%	7%	4%	14%	7%	8%	7%	9%	6%	3%	6%	5%	7%	9%	8%	7%
Prefer not to answer	17	14	3	4	3	2	3	1	4	2	7	3	5	8	3	1	2	4	1	10	4	6	-	2	6
	1%	1%	*	2%	1%	*	1%	*	1%	*	1%	1%	1%	2%	1%	*	1%	2%	*	1%	1%	1%	-	1%	1%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 24
Marital Status
Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Single	554	82	463	156	65	67	84	56	17	21	6	
	27%	15%	31%	42%	24%	23%	21%	23%	16%	18%	8%	
NET: Married/ Civil partnership/ co habiting	1242	439	801	107	159	195	298	174	82	86	66	
	60%	79%	54%	29%	59%	67%	74%	73%	80%	75%	90%	
Married	941	348	590	78	113	153	227	125	66	71	61	
	46%	62%	40%	21%	42%	52%	56%	53%	64%	62%	83%	
Civil Partnership	18	2	16	1	1	-	7	2	-	1	-	
	1%	*	1%	*	1%	-	2%	1%	-	1%	-	
Co Habiting	283	89	195	29	44	43	63	47	16	14	5	
	14%	16%	13%	8%	16%	15%	16%	20%	16%	12%	7%	
NET: Widowed/ separated/ divorced	252	36	214	110	45	29	20	8	1	8	1	
	12%	7%	14%	30%	17%	10%	5%	3%	1%	7%	2%	
Widowed	70	3	67	30	10	11	3	2	-	2	-	
	3%	1%	5%	8%	4%	4%	1%	1%	-	2%	-	
Separated	27	8	19	7	6	5	3	1	-	3	-	
	1%	2%	1%	2%	2%	2%	1%	1%	-	3%	-	
Divorced	154	25	128	73	29	12	14	5	1	3	1	
	7%	4%	9%	20%	11%	4%	3%	2%	1%	2%	2%	
Prefer not to answer	17	1	6	-	1	-	1	-	3	-	-	
	1%	*	*	-	*	-	*	-	3%	-	-	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Glasgow	84 4%	50 5%	34 3%	18 7%	5 2%	22 5%	13 4%	13 4%	12 3%	26 5%	24 4%	14 3%	20 4%	-	-	-	-	84 47%	5 2%	41 5%	8 1%	26 4%	2 1%	10 3%	28 5%
Edinburgh	65 3%	33 3%	32 3%	11 5%	5 2%	15 4%	8 2%	8 3%	17 4%	18 3%	16 3%	14 3%	18 4%	-	-	-	-	65 36%	4 2%	29 3%	7 1%	14 2%	4 3%	12 4%	18 3%
Newcastle	94 5%	50 5%	44 4%	17 7%	9 3%	13 3%	16 5%	11 4%	26 6%	18 3%	39 7%	17 4%	20 4%	-	-	93 18%	-	1 1%	7 3%	37 4%	14 3%	38 6%	7 5%	17 6%	19 3%
Leeds	104 5%	50 5%	54 5%	18 7%	14 4%	21 5%	16 5%	14 5%	20 5%	27 5%	36 6%	14 3%	27 6%	-	-	104 20%	-	18 7%	39 4%	19 4%	43 7%	5 3%	16 5%	27 5%	
Hull	28 1%	17 2%	11 1%	- -	6 2%	4 1%	7 2%	4 1%	7 2%	8 1%	6 1%	8 2%	6 1%	-	3 1%	25 5%	-	4 1%	14 2%	11 2%	9 1%	1 1%	4 1%	4 1%	11 2%
Sheffield	62 3%	30 3%	32 3%	9 4%	12 4%	13 3%	11 3%	8 2%	9 2%	12 2%	19 3%	18 4%	13 3%	-	14 3%	48 9%	-	10 4%	23 3%	17 3%	31 5%	2 1%	5 2%	15 3%	
Manchester	177 9%	93 9%	85 8%	25 10%	33 10%	41 10%	30 9%	28 9%	20 5%	42 8%	49 8%	48 11%	39 8%	-	8 1%	167 32%	2 1%	-	29 11%	96 11%	43 8%	66 10%	12 8%	25 8%	44 8%
Liverpool	78 4%	41 4%	37 4%	7 3%	15 5%	13 3%	13 4%	16 5%	14 3%	18 3%	15 3%	23 5%	23 5%	-	-	60 12%	18 6%	-	6 2%	35 4%	18 3%	36 6%	6 4%	8 3%	23 4%
Nottingham	91 4%	42 4%	49 5%	12 5%	12 4%	19 5%	13 4%	15 5%	20 5%	22 4%	21 3%	22 5%	26 5%	-	90 17%	1 *	-	-	10 4%	38 4%	31 6%	25 4%	5 4%	9 3%	26 5%
Birmingham	181 9%	104 10%	77 7%	15 6%	29 9%	37 9%	32 9%	27 9%	41 10%	51 9%	46 8%	43 10%	41 9%	-	181 33%	-	*	-	32 12%	68 8%	45 9%	66 10%	9 6%	33 11%	57 10%
Norwich	75 4%	40 4%	36 3%	6 3%	15 5%	19 5%	10 3%	9 3%	15 4%	21 4%	15 2%	21 5%	19 4%	-	75 14%	-	-	-	14 5%	28 3%	25 5%	17 3%	6 4%	8 3%	23 4%
Milton Keynes	60 3%	30 3%	31 3%	8 3%	11 3%	15 4%	10 3%	7 2%	9 2%	22 4%	20 3%	6 1%	13 3%	7 1%	54 10%	-	-	-	6 2%	32 4%	26 5%	8 1%	6 4%	9 3%	17 3%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568
Brighton	36 2%	15 1%	21 2%	5 2%	5 1%	4 1%	5 1%	4 1%	14 3%	11 2%	10 2%	6 1%	9 2%	36 7%	-	-	-	-	1 *	18 2%	7 1%	7 1%	4 3%	5 2%	9 2%
Oxford	25 1%	9 1%	16 1%	3 1%	5 2%	2 *	2 *	7 2%	7 2%	9 2%	5 1%	8 2%	3 1%	17 3%	2 *	-	6 2%	-	4 1%	10 1%	12 2%	7 1%	-	2 1%	3 1%
London	433 21%	208 21%	225 21%	63 25%	76 23%	86 22%	79 23%	54 17%	75 17%	135 24%	155 26%	72 17%	71 15%	379 72%	54 10%	-	-	-	59 22%	214 24%	117 23%	124 19%	37 25%	66 22%	118 21%
Southampton	89 4%	39 4%	50 5%	4 2%	17 5%	10 2%	16 5%	11 4%	31 7%	23 4%	25 4%	24 5%	18 4%	65 12%	-	2 *	22 7%	-	10 4%	29 3%	21 4%	24 4%	10 7%	12 4%	20 4%
Bristol	62 3%	21 2%	42 4%	1 1%	16 5%	5 1%	11 3%	13 4%	16 4%	17 3%	23 4%	6 1%	16 3%	-	2 *	-	61 20%	-	7 3%	30 3%	19 4%	14 2%	6 4%	8 3%	16 3%
Plymouth	85 4%	46 5%	39 4%	7 3%	9 3%	10 3%	11 3%	20 6%	28 6%	23 4%	18 3%	15 4%	29 6%	-	-	-	85 28%	-	12 5%	21 2%	22 4%	25 4%	10 7%	8 3%	23 4%
Cardiff	77 4%	25 2%	53 5%	12 5%	15 5%	17 4%	10 3%	11 4%	11 3%	16 3%	23 4%	26 6%	12 3%	-	-	-	77 26%	-	14 5%	32 4%	18 3%	33 5%	2 2%	10 3%	31 5%
None of these	158 8%	70 7%	88 8%	5 2%	20 6%	26 7%	37 11%	29 9%	41 9%	37 7%	36 6%	30 7%	55 12%	22 4%	62 11%	18 3%	27 9%	29 16%	11 4%	60 7%	33 7%	36 5%	12 8%	32 11%	38 7%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base	2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Glasgow	84	27	54	13	5	22	11	11	5	6	2	
	4%	5%	4%	4%	2%	7%	3%	5%	5%	6%	3%	
Edinburgh	65	18	47	16	8	9	13	7	3	1	3	
	3%	3%	3%	4%	3%	3%	3%	3%	3%	1%	4%	
Newcastle	94	12	81	19	10	10	20	9	-	4	1	
	5%	2%	5%	5%	4%	3%	5%	4%	-	3%	2%	
Leeds	104	37	64	12	14	14	26	11	7	5	7	
	5%	7%	4%	3%	5%	5%	7%	5%	7%	4%	10%	
Hull	28	9	19	2	6	6	4	3	1	-	-	
	1%	2%	1%	1%	2%	2%	1%	1%	1%	-	-	
Sheffield	62	23	38	11	10	11	13	6	-	4	*	
	3%	4%	3%	3%	4%	4%	3%	2%	-	3%	1%	
Manchester	177	61	116	26	32	21	47	22	9	6	6	
	9%	11%	8%	7%	12%	7%	12%	9%	9%	5%	9%	
Liverpool	78	17	60	15	8	16	18	9	3	2	-	
	4%	3%	4%	4%	3%	6%	4%	4%	3%	2%	-	
Nottingham	91	23	68	16	15	10	18	11	-	5	1	
	4%	4%	5%	4%	6%	3%	4%	5%	-	5%	1%	
Birmingham	181	46	135	42	25	21	37	19	7	10	4	
	9%	8%	9%	11%	9%	7%	9%	8%	7%	9%	6%	
Norwich	75	20	53	10	9	9	17	11	4	3	1	
	4%	4%	4%	3%	3%	3%	4%	5%	4%	3%	1%	
Milton Keynes	60	19	42	6	12	7	6	12	6	4	3	
	3%	3%	3%	2%	4%	2%	1%	5%	6%	3%	4%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
	Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
Brighton	36 2%	9 2%	27 2%	12 3%	4 1%	6 2%	6 1%	4 2%	2 2%	1 1%	1 2%	
Oxford	25 1%	3 *	23 2%	- -	2 1%	6 2%	6 2%	4 2%	- -	2 2%	- -	
London	433 21%	126 23%	298 20%	68 18%	32 12%	55 19%	87 22%	53 22%	34 33%	46 40%	31 42%	
Southampton	89 4%	24 4%	65 4%	17 5%	18 7%	11 4%	10 2%	15 6%	6 6%	1 1%	3 4%	
Bristol	62 3%	17 3%	44 3%	14 4%	6 2%	6 2%	18 4%	8 3%	3 3%	2 1%	3 3%	
Plymouth	85 4%	19 3%	66 4%	22 6%	14 5%	18 6%	13 3%	4 2%	4 4%	3 3%	2 2%	
Cardiff	77 4%	22 4%	55 4%	12 3%	17 6%	9 3%	11 3%	8 3%	5 5%	- -	1 2%	
None of these	158 8%	26 5%	127 9%	38 10%	25 9%	23 8%	24 6%	11 5%	4 4%	10 8%	4 6%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 26

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Unweighted base	2066	908	1158	197	286	381	387	349	466	812	517	254	483	532	550	519	309	156	252	799	552	568	164	325	574	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
Up to £7,000	(3.5)	100 5%	37 4%	63 6%	33 13%	21 6%	13 3%	12 3%	17 5%	4 1%	3 *	25 4%	5 1%	67 14%	31 6%	22 4%	24 5%	12 4%	11 6%	4 2%	18 2%	13 3%	33 5%	10 7%	24 8%	24 4%
£7,001 to £14,000	(10.5)	273 13%	102 10%	171 16%	21 9%	32 10%	47 12%	53 15%	44 14%	77 18%	20 4%	60 10%	43 10%	152 32%	61 12%	87 16%	57 11%	46 15%	23 13%	18 7%	69 8%	37 7%	102 16%	17 12%	29 10%	57 10%
£14,001 to £21,000	(17.5)	270 13%	123 12%	147 14%	27 11%	36 11%	42 11%	40 11%	44 14%	81 19%	37 7%	86 14%	65 15%	83 17%	52 10%	77 14%	76 15%	49 17%	16 9%	28 11%	106 12%	66 13%	83 13%	19 13%	37 12%	54 10%
£21,001 to £28,000	(24.5)	291 14%	139 14%	152 14%	27 11%	39 12%	55 14%	50 14%	38 12%	81 19%	53 9%	98 16%	83 19%	58 12%	67 13%	67 12%	68 13%	52 17%	37 20%	30 11%	123 14%	74 14%	91 14%	25 17%	33 11%	83 15%
£28,001 to £34,000	(31)	208 10%	109 11%	99 9%	17 7%	44 13%	38 10%	24 7%	40 13%	46 11%	50 9%	64 11%	69 16%	26 5%	46 9%	50 9%	56 11%	37 13%	18 10%	35 13%	97 11%	54 11%	68 10%	16 11%	26 9%	59 10%
£34,001 to £41,000	(37.5)	195 9%	105 10%	90 9%	16 6%	40 12%	47 12%	44 13%	20 7%	27 6%	63 11%	66 11%	49 11%	17 4%	43 8%	55 10%	66 13%	21 7%	10 6%	43 16%	91 10%	52 10%	81 13%	8 6%	19 6%	64 11%
£41,001 to £48,000	(44.5)	114 6%	63 6%	51 5%	18 7%	27 8%	26 7%	19 6%	10 3%	14 3%	57 10%	30 5%	19 4%	8 2%	29 6%	26 5%	31 6%	15 5%	13 7%	19 7%	71 8%	30 6%	36 6%	11 8%	15 5%	43 8%
£48,001 to £55,000	(51.5)	124 6%	74 7%	50 5%	14 6%	24 7%	26 7%	27 8%	21 7%	13 3%	57 10%	39 7%	23 5%	5 1%	37 7%	42 8%	25 5%	12 4%	8 4%	29 11%	71 8%	46 9%	36 6%	13 9%	10 4%	44 8%
£55,001 to £62,000	(58.5)	48 2%	28 3%	20 2%	4 1%	10 3%	12 3%	6 2%	10 3%	7 2%	29 5%	8 1%	10 2%	* *	16 3%	14 3%	5 1%	9 3%	4 2%	4 2%	32 4%	16 3%	14 2%	3 2%	7 2%	17 3%
£62,001 to £69,000	(65.5)	55 3%	35 3%	19 2%	6 2%	12 4%	11 3%	5 2%	7 2%	12 3%	33 6%	13 2%	8 2%	1 *	21 4%	5 1%	15 3%	8 3%	5 3%	13 5%	30 3%	20 4%	10 1%	5 3%	4 1%	28 5%
£69,001 to £76,000	(72.5)	30 1%	15 2%	14 1%	- -	3 1%	9 2%	10 3%	8 2%	1 *	23 4%	6 1%	1 *	- -	11 2%	5 1%	11 2%	1 *	1 1%	8 3%	17 2%	8 2%	8 1%	2 1%	7 2%	11 2%
£76,001 to £83,000	(79.5)	27 1%	19 2%	8 1%	- -	7 2%	5 1%	4 1%	5 2%	5 1%	16 3%	8 1%	2 1%	- -	8 2%	10 2%	5 1%	1 *	2 1%	3 1%	14 2%	8 1%	7 1%	2 1%	2 1%	8 1%

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 26

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

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector			Vote Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	Undec-ided	Swing voter	
Weighted base	2066	1012	1054	248	331	393	351	310	434	558	599	434	475	525	545	518	298	179	262	895	511	649	147	297	568	
£83,001 or more	(86)	59 3%	35 3%	24 2%	11 4%	7 2%	11 3%	15 4%	8 3%	6 1%	45 8%	7 1%	5 1%	2 *	30 6%	16 3%	3 1%	3 1%	7 4%	7 3%	41 5%	25 5%	13 2%	3 2%	5 2%	17 3%
Prefer not to answer	272	128	145	55	30	51	40	36	61	74	89	53	56	70	70	76	32	24	22	116	63	67	13	77	58	
	13%	13%	14%	22%	9%	13%	12%	12%	14%	13%	15%	12%	12%	13%	13%	15%	11%	14%	8%	13%	12%	10%	9%	26%	10%	
Average income (£000's)	31.23	34.17	28.38	29.10	33.18	33.59	33.04	31.12	27.19	45.78	30.34	29.94	16.70	35.18	30.70	30.06	27.72	30.70	37.44	36.64	36.36	29.60	31.10	29.26	34.97	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 26

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

Base: All respondents

		Children Under 18 in Household			What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
		Total	Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Unweighted base		2066	544	1504	380	281	296	394	233	96	117	75	
Weighted base		2066	558	1483	374	270	291	403	238	102	116	73	
Up to £7,000	(3.5)	100	16	84	100	-	-	-	-	-	-	-	
		5%	3%	6%	27%	-	-	-	-	-	-	-	
£7,001 to £14,000	(10.5)	273	68	203	273	-	-	-	-	-	-	-	
		13%	12%	14%	73%	-	-	-	-	-	-	-	
£14,001 to £21,000	(17.5)	270	65	205	-	270	-	-	-	-	-	-	
		13%	12%	14%	-	100%	-	-	-	-	-	-	
£21,001 to £28,000	(24.5)	291	75	216	-	-	291	-	-	-	-	-	
		14%	13%	15%	-	-	100%	-	-	-	-	-	
£28,001 to £34,000	(31)	208	64	143	-	-	-	208	-	-	-	-	
		10%	11%	10%	-	-	-	52%	-	-	-	-	
£34,001 to £41,000	(37.5)	195	80	114	-	-	-	195	-	-	-	-	
		9%	14%	8%	-	-	-	48%	-	-	-	-	
£41,001 to £48,000	(44.5)	114	40	74	-	-	-	-	114	-	-	-	
		6%	7%	5%	-	-	-	-	48%	-	-	-	
£48,001 to £55,000	(51.5)	124	33	91	-	-	-	-	124	-	-	-	
		6%	6%	6%	-	-	-	-	52%	-	-	-	
£55,001 to £62,000	(58.5)	48	16	32	-	-	-	-	-	48	-	16	
		2%	3%	2%	-	-	-	-	-	47%	-	22%	
£62,001 to £69,000	(65.5)	55	16	39	-	-	-	-	-	55	-	16	
		3%	3%	3%	-	-	-	-	-	53%	-	22%	
£69,001 to £76,000	(72.5)	30	16	14	-	-	-	-	-	-	30	16	
		1%	3%	1%	-	-	-	-	-	-	26%	22%	
£76,001 to £83,000	(79.5)	27	8	18	-	-	-	-	-	-	27	8	
		1%	1%	1%	-	-	-	-	-	-	23%	10%	

Conservative Poll

ONLINE Fieldwork : 24th-26th October 2012

Absolutes/col percents

Table 26

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

Base: All respondents

	Total	Children Under 18 in Household		What is the combined annual income of your household, prior to tax being deducted?								Over £55k & have kids aged 18 or under
		Yes	No	Up to £14k	£14-£21k	£21-£28k	£28-£41k	£41-£55k	£55-£69k	£69k+		
Weighted base	2066	558	1483	374	270	291	403	238	102	116	73	
£83,001 or more	(86)	59	18	41	-	-	-	-	-	-	59	18
		3%	3%	3%	-	-	-	-	-	-	51%	24%
Prefer not to answer	272	44	209	-	-	-	-	-	-	-	-	-
	13%	8%	14%	-	-	-	-	-	-	-	-	-
Average income (£000's)	31.23	33.99	30.14	8.62	17.50	24.50	34.14	48.14	62.24	81.01	71.94	