

Opinion Poll

ONLINE Fieldwork : 4th - 22nd March 2015

Absolutes/col percents

Table 1
Waterfall Chart
Base: All respondents expressing an intention to vote (Turnout Weighted)

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	UKIP	Con	Lab	LibDem
Unweighted base	6653	3727	2926	599	842	961	1276	1195	1781	2040	1968	1049	1596	1739	1741	1604	928	641	801	2499	2024	2186	449	1237	2180	1560	1244
Weighted base	6086	3351	2736	530	904	929	1139	1004	1580	1750	1626	1314	1397	1612	1597	1464	817	597	804	2495	1897	2015	511	985	1981	1431	1231
NET: Any mention	1086	669	418	83	106	140	229	186	344	349	267	243	228	265	302	229	157	134	132	458	-	26	282	603	378	78	326
	17.9%	20.0%	15.3%	15.6%	11.7%	15.1%	20.1%	18.5%	21.7%	19.9%	16.4%	18.5%	16.3%	16.4%	18.9%	15.7%	19.2%	22.4%	16.4%	18.4%	-	1.3%	55.2%	61.2%	19.1%	5.4%	26.5%
Voters who don't like DC enough to vote Tory, could never vote Tory anyway or who think country needs a change	559	351	208	43	58	84	119	90	166	192	134	117	115	135	153	117	88	66	68	253	-	10	111	341	168	35	178
	9.2%	10.5%	7.6%	8.0%	6.4%	9.0%	10.4%	9.0%	10.5%	11.0%	8.2%	8.9%	8.3%	8.3%	9.6%	8.0%	10.8%	11.0%	8.4%	10.1%	-	0.5%	21.7%	34.6%	8.5%	2.4%	14.4%
Voters who will decide on local issues	122	84	38	10	14	11	19	22	46	38	32	24	28	34	22	19	15	32	10	40	-	3	54	42	40	14	41
	2.0%	2.5%	1.4%	1.9%	1.5%	1.2%	1.7%	2.2%	2.9%	2.2%	2.0%	1.8%	2.0%	2.1%	1.4%	1.3%	1.8%	5.4%	1.3%	1.6%	-	0.2%	10.6%	4.2%	2.0%	1.0%	3.4%
Voters who say the economy is not the most important issue & don't trust Tories on their main issue	217	137	80	9	9	13	48	46	91	65	57	46	49	55	67	54	26	16	21	75	-	4	45	146	105	13	54
	3.6%	4.1%	2.9%	1.8%	1.0%	1.4%	4.3%	4.5%	5.8%	3.7%	3.5%	3.5%	3.5%	3.4%	4.2%	3.7%	3.1%	2.7%	2.7%	3.0%	-	0.2%	8.7%	14.8%	5.3%	0.9%	4.4%
- NHS	18	7	11	4	2	2	2	3	6	8	8	*	1	4	6	6	2	1	2	3	-	2	9	3	3	4	9
	0.3%	0.2%	0.4%	0.7%	0.2%	0.3%	0.2%	0.2%	0.4%	0.5%	0.5%	*	0.1%	0.2%	0.3%	0.4%	0.2%	0.1%	0.3%	0.1%	-	0.1%	1.8%	0.4%	0.1%	0.2%	0.8%
- Immigration	98	69	29	1	2	8	25	18	44	18	24	24	31	25	30	25	14	4	7	35	-	1	4	85	59	6	10
	1.6%	2.1%	1.1%	0.1%	0.2%	0.9%	2.2%	1.8%	2.8%	1.0%	1.5%	1.9%	2.2%	1.5%	1.9%	1.7%	1.7%	0.7%	0.9%	1.4%	-	0.1%	0.7%	8.7%	3.0%	0.4%	0.8%
- Crime	2	1	1	-	1	-	1	1	-	1	-	-	1	-	-	-	1	1	1	1	-	-	1	1	-	-	1
	*	*	0.1%	-	0.1%	-	0.1%	0.1%	-	0.1%	-	-	*	-	-	-	0.2%	0.1%	0.1%	0.1%	-	-	0.1%	0.1%	-	-	0.1%
- Spending cuts	11	7	4	1	1	*	4	3	2	4	1	4	2	1	4	2	*	3	1	6	-	-	6	4	6	-	2
	0.2%	0.2%	0.1%	0.1%	0.2%	*	0.3%	0.3%	0.1%	0.3%	0.1%	0.3%	0.1%	0.1%	0.2%	0.2%	0.1%	0.5%	0.2%	0.2%	-	-	1.1%	0.4%	0.3%	-	0.2%
- The benefits system	13	7	7	3	2	-	4	*	4	6	3	3	*	4	3	4	-	3	3	4	-	1	10	1	1	2	10
	0.2%	0.2%	0.2%	0.5%	0.2%	-	0.3%	*	0.3%	0.4%	0.2%	0.2%	*	0.2%	0.2%	0.3%	-	0.5%	0.4%	0.2%	-	*	1.9%	0.1%	*	0.1%	0.8%
- Education	1	1	*	*	-	-	-	-	1	1	*	-	-	-	1	*	-	-	-	-	-	-	1	-	-	-	1
	*	*	*	*	-	-	-	-	0.1%	0.1%	*	-	-	-	0.1%	*	-	-	-	-	-	-	0.2%	-	-	-	0.1%
- Europe	62	36	25	-	2	1	11	17	30	22	17	10	12	20	19	14	6	3	4	24	-	-	9	49	33	1	15
	1.0%	1.1%	0.9%	-	0.2%	0.1%	1.0%	1.7%	1.9%	1.2%	1.1%	0.8%	0.9%	1.2%	1.2%	1.0%	0.7%	0.4%	0.5%	0.9%	-	-	1.8%	4.9%	1.7%	0.1%	1.2%
- Other	13	10	3	1	-	1	2	3	4	4	3	5	1	2	4	2	2	2	2	2	-	-	6	3	5	1	6
	0.2%	0.3%	0.1%	0.3%	-	0.1%	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%	0.1%	0.1%	0.3%	0.1%	0.2%	0.4%	0.3%	0.1%	-	-	1.1%	0.3%	0.2%	*	0.5%

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Voters who like DC but dislike the Tories	46	26	20	12	8	12	4	6	5	13	9	13	11	13	13	10	7	4	6	29	-	3	18	12	11	6	10
	0.8%	0.8%	0.7%	2.2%	0.9%	1.3%	0.3%	0.6%	0.3%	0.7%	0.5%	1.0%	0.8%	0.8%	0.8%	0.7%	0.8%	0.7%	0.8%	1.1%	-	0.1%	3.6%	1.2%	0.6%	0.4%	0.8%
Tories best on economy but not benefiting from it	52	25	27	2	8	8	19	7	7	9	10	21	12	6	16	13	11	6	11	26	-	3	18	21	18	6	17
	0.9%	0.7%	1.0%	0.4%	0.9%	0.9%	1.7%	0.7%	0.5%	0.5%	0.6%	1.6%	0.8%	0.4%	1.0%	0.9%	1.4%	1.0%	1.3%	1.0%	-	0.2%	3.6%	2.2%	0.9%	0.4%	1.4%
May well end up voting Tory	91	47	44	7	8	12	20	16	28	31	25	21	13	23	31	17	10	10	15	36	-	2	36	42	36	3	25
	1.5%	1.4%	1.6%	1.3%	0.9%	1.3%	1.8%	1.6%	1.8%	1.8%	1.6%	1.6%	0.9%	1.4%	1.9%	1.2%	1.2%	1.6%	1.9%	1.4%	-	0.1%	7.0%	4.2%	1.8%	0.2%	2.1%
NET: Potential uplift	143	72	71	9	17	20	39	23	35	40	35	43	25	29	47	30	22	16	26	62	-	6	54	63	54	9	43
	2.4%	2.1%	2.6%	1.7%	1.9%	2.2%	3.4%	2.3%	2.2%	2.3%	2.2%	3.2%	1.8%	1.8%	2.9%	2.0%	2.6%	2.6%	3.2%	2.5%	-	0.3%	10.6%	6.4%	2.7%	0.6%	3.5%
Current Conservative vote share	1897	1014	882	147	220	218	309	349	653	675	535	355	332	567	558	427	259	86	181	778	1897	-	-	-	1405	70	178
	31.2%	30.3%	32.2%	27.7%	24.4%	23.4%	27.2%	34.8%	41.3%	38.6%	32.9%	27.0%	23.8%	35.2%	34.9%	29.2%	31.6%	14.4%	22.5%	31.2%	100.0%	-	-	-	70.9%	4.9%	14.5%
NET: Current Conservative vote share plus potential uplift	2040	1086	954	156	237	238	348	372	688	715	570	397	357	596	605	457	280	102	207	840	1897	6	54	63	1459	79	221
	33.5%	32.4%	34.9%	29.4%	26.2%	25.6%	30.6%	37.1%	43.6%	40.9%	35.1%	30.2%	25.5%	37.0%	37.9%	31.2%	34.3%	17.1%	25.8%	33.7%	100.0%	0.3%	10.6%	6.4%	73.6%	5.5%	18.0%

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Absolutes/col percents

Table 2

Q.1 There are many different political parties contesting the 2015 general election, but it is generally accepted that after the election the Prime Minister will be either the Labour Party leader Ed Miliband or the Conservative Party leader David Cameron. Which of the two would you prefer to see as Britain's Prime Minister after the general election?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	UKIP	Con	Lab	LibDem
Unweighted base	10172	5225	4947	1157	1436	1592	1913	1701	2373	2967	3092	1610	2503	2699	2654	2437	1466	916	1236	3948	2467	2709	577	1517	2806	2043	1786
Weighted base	10172	4985	5187	1209	1713	1712	1813	1510	2215	2719	2820	2216	2418	2746	2645	2441	1424	916	1356	4341	2325	2507	666	1209	2616	1941	1840
David Cameron	5556	2760	2795	620	864	819	938	856	1460	1722	1555	1177	1103	1562	1523	1224	829	419	668	2430	2310	211	411	808	2389	367	858
	54.6%	55.4%	53.9%	51.3%	50.4%	47.9%	51.7%	56.7%	65.9%	63.3%	55.1%	53.1%	45.6%	56.9%	57.6%	50.1%	58.2%	45.7%	49.3%	56.0%	99.4%	8.4%	61.6%	66.8%	91.3%	18.9%	46.6%
Ed Miliband	4616	2225	2392	589	849	893	875	655	755	997	1265	1039	1315	1185	1122	1218	595	497	687	1911	15	2296	256	401	227	1573	982
	45.4%	44.6%	46.1%	48.7%	49.6%	52.1%	48.3%	43.3%	34.1%	36.7%	44.9%	46.9%	54.4%	43.1%	42.4%	49.9%	41.8%	54.3%	50.7%	44.0%	0.6%	91.6%	38.4%	33.2%	8.7%	81.1%	53.4%

Opinion Poll

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Absolutes/col percents

Table 3

Q.2 Even if the general election on May 7th produces a hung Parliament, where no party has an overall majority of MPs and some form of coalition government is formed, the next government will be led by either the Conservative Party or the Labour Party. Which of the two would do the best job of managing Britain's economy?

Base: All respondents

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	UKIP	Con	Lab	LibDem
Unweighted base	10172	5225	4947	1157	1436	1592	1913	1701	2373	2967	3092	1610	2503	2699	2654	2437	1466	916	1236	3948	2467	2709	577	1517	2806	2043	1786
Weighted base	10172	4985	5187	1209	1713	1712	1813	1510	2215	2719	2820	2216	2418	2746	2645	2441	1424	916	1356	4341	2325	2507	666	1209	2616	1941	1840
Conservative	5318	2699	2620	541	734	776	914	876	1477	1673	1514	1063	1068	1523	1473	1163	771	387	617	2276	2321	97	413	823	2400	289	883
	52.3%	54.1%	50.5%	44.7%	42.9%	45.3%	50.4%	58.0%	66.7%	61.5%	53.7%	48.0%	44.2%	55.5%	55.7%	47.6%	54.2%	42.3%	45.5%	52.4%	99.8%	3.9%	62.0%	68.0%	91.7%	14.9%	48.0%
Labour	4854	2286	2567	668	979	936	899	634	738	1046	1306	1152	1350	1223	1171	1279	653	528	739	2064	4	2410	253	386	216	1651	956
	47.7%	45.9%	49.5%	55.3%	57.1%	54.7%	49.6%	42.0%	33.3%	38.5%	46.3%	52.0%	55.8%	44.5%	44.3%	52.4%	45.8%	57.7%	54.5%	47.6%	0.2%	96.1%	38.0%	32.0%	8.3%	85.1%	52.0%

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Table 4

Q.3 You've said that you would prefer to see David Cameron as Prime Minister than Ed Miliband, and that you think the Conservative Party would do a better job of managing the economy than Labour, so we're interested that earlier, when asked which party you would vote for if there was an election tomorrow, you said you would vote for <...>, not the Conservative Party. Please say which of the following statements apply to you.

Base: All respondents who would prefer David Cameron and think the Conservative Party would do a better job of managing the economy but intend to vote for another party

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	UKIP	Con	Lab	LibDem
Unweighted base	1605	993	612	130	149	213	315	304	494	529	453	259	364	398	448	341	241	177	179	609	-	47	328	981	552	93	406
Weighted base	1427	850	577	129	161	184	292	232	429	453	351	320	303	352	400	296	211	169	171	604	-	43	368	779	467	100	412
Though I think that Cameron would be a better Prime Minister than Miliband, and that the Conservatives would be better than Labour on the economy, there are other issues that are more important in determining who I vote for - and on which I don't trust Cameron or the Conservatives	605 42.4%	398 46.8%	207 35.8%	40 30.6%	36 22.5%	69 37.4%	131 44.8%	118 50.6%	212 49.5%	210 46.5%	149 42.4%	111 34.6%	135 44.5%	159 45.1%	183 45.8%	134 45.4%	69 32.9%	59 35.2%	55 32.2%	250 41.3%	-	12 26.9%	115 31.3%	384 49.3%	239 51.2%	40 39.8%	154 37.5%
We need real change & I'm not going to be swayed into voting on the basis of which of the two main parties or leaders is the least bad	514 36.0%	329 38.8%	185 32.0%	38 29.2%	57 35.7%	75 40.8%	105 36.0%	79 34.1%	160 37.3%	188 41.5%	118 33.6%	105 32.7%	104 34.2%	127 36.1%	153 38.2%	108 36.5%	81 38.2%	46 27.1%	52 30.4%	240 39.7%	-	7 17.2%	88 23.9%	339 43.5%	173 37.1%	26 26.5%	147 35.7%
I don't want to vote Conservative, but in the end I may well end up doing so because Labour would be (even) worse on the economy and it's unthinkable that Ed Miliband could end up as Prime Minister	293 20.5%	170 20.0%	123 21.3%	33 25.9%	33 20.5%	35 18.9%	64 21.8%	41 17.6%	87 20.3%	97 21.5%	77 21.9%	55 17.1%	64 21.0%	84 23.9%	87 21.8%	55 18.8%	41 19.6%	24 14.5%	39 22.6%	117 19.4%	-	6 14.1%	97 26.3%	147 18.8%	102 21.8%	22 22.1%	83 20.1%

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	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	UKIP	Con	Lab	LibDem
Weighted base	1427	850	577	129	161	184	292	232	429	453	351	320	303	352	400	296	211	169	171	604	-	43	368	779	467	100	412
Though the Conservatives are likely to do a better job than Labour of managing Britain's economy overall, I don't think people like me are likely to benefit from a recovering economy under the Conservatives	267 18.7%	165 19.4%	102 17.7%	22 17.4%	32 19.9%	37 20.2%	77 26.3%	41 17.8%	57 13.3%	80 17.6%	54 15.5%	75 23.5%	57 18.9%	62 17.6%	60 15.1%	66 22.4%	42 20.0%	36 21.5%	37 21.5%	131 21.6%	-	11 26.5%	71 19.2%	127 16.3%	77 16.4%	20 20.5%	87 21.2%
Though I think that Ed Miliband would be a worse Prime Minister, I don't like Cameron enough to make me actively want him to be Prime Minister	256 17.9%	153 18.0%	103 17.9%	29 22.5%	35 21.7%	39 21.3%	63 21.7%	33 14.0%	57 13.3%	73 16.2%	68 19.3%	50 15.6%	65 21.4%	64 18.1%	69 17.3%	51 17.3%	39 18.5%	33 19.5%	26 15.2%	135 22.3%	-	7 15.7%	54 14.8%	141 18.1%	61 13.1%	15 15.4%	86 20.8%
I'm going to vote based on local factors & the position of the parties and candidates in the constituency where I live, not on the basis of who I'd prefer as Prime Minister or which party would do the best job of managing the economy	247 17.3%	164 19.3%	83 14.3%	22 17.0%	25 15.6%	26 14.0%	47 16.1%	46 19.9%	81 18.9%	88 19.5%	64 18.2%	46 14.4%	48 16.0%	58 16.4%	58 14.5%	42 14.3%	27 12.6%	63 37.1%	24 14.0%	94 15.6%	-	6 12.7%	87 23.7%	87 11.2%	65 14.0%	20 19.8%	88 21.3%
Regardless of my views about who would be best Prime Minister or best on the economy, I could just never bring myself to vote Conservative	146 10.3%	98 11.5%	48 8.4%	14 10.8%	10 6.1%	30 16.4%	27 9.4%	24 10.2%	41 9.6%	49 10.8%	33 9.3%	35 10.8%	30 10.0%	34 9.5%	38 9.5%	26 8.7%	20 9.6%	28 16.9%	24 14.1%	70 11.6%	-	6 13.3%	44 12.0%	55 7.1%	17 3.6%	18 18.2%	64 15.5%

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Weighted base	1427	850	577	129	161	184	292	232	429	453	351	320	303	352	400	296	211	169	171	604	-	43	368	779	467	100	412
I like Cameron, but not his party	127	69	57	31	24	17	13	19	22	50	25	30	21	32	40	21	20	14	24	58	-	9	51	34	25	14	45
	8.9%	8.2%	9.9%	23.7%	15.2%	9.3%	4.6%	8.1%	5.2%	11.1%	7.1%	9.5%	6.9%	9.1%	9.9%	7.1%	9.5%	8.2%	13.9%	9.6%	-	21.5%	13.9%	4.3%	5.3%	13.8%	10.9%
None of these	87	47	41	7	16	7	14	12	32	20	24	21	22	25	24	15	14	9	9	25	-	2	19	53	24	2	19
	6.1%	5.5%	7.0%	5.2%	9.9%	4.0%	4.8%	5.0%	7.4%	4.4%	6.8%	6.7%	7.3%	7.2%	5.9%	5.1%	6.5%	5.6%	5.4%	4.1%	-	5.6%	5.3%	6.8%	5.2%	1.5%	4.6%

Opinion Poll

ONLINE Fieldwork : 4th - 22nd March 2015

Absolutes/col percents

Table 5

Q.3 You've said that you would prefer to see David Cameron as Prime Minister than Ed Miliband, and that you think the Conservative Party would do a better job of managing the economy than Labour, so we're interested that earlier, when asked which party you would vote for if there was an election tomorrow, you said you would vote for <...>, not the Conservative Party. Please say which of the following statements apply to you.

Base: All respondents who would prefer David Cameron and think the Conservative Party would do a better job of managing the economy but intend to vote for another party (Turnout Weighted)

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	UKIP	Con	Lab	LibDem
Unweighted base	1298	821	477	89	107	167	256	254	426	426	367	209	295	323	356	276	194	149	143	478	-	29	265	808	467	74	336
Weighted base	1150	707	443	87	112	145	241	195	369	365	284	259	242	285	317	238	168	142	138	476	-	27	295	644	399	79	340
Though I think that Cameron would be a better Prime Minister than Miliband, and that the Conservatives would be better than Labour on the economy, there are other issues that are more important in determining who I vote for - and on which I don't trust Cameron or the Conservatives	503 43.7%	335 47.5%	167 37.8%	28 32.7%	27 24.0%	53 36.8%	112 46.4%	100 51.0%	183 49.5%	172 47.2%	125 44.1%	92 35.7%	113 46.6%	133 46.6%	152 47.8%	113 47.6%	56 33.3%	49 34.8%	46 33.6%	204 42.9%	-	9 35.1%	94 32.0%	325 50.5%	207 51.9%	34 43.6%	128 37.6%
We need real change & I'm not going to be swayed into voting on the basis of which of the two main parties or leaders is the least bad	425 37.0%	276 39.1%	149 33.7%	27 31.3%	45 40.0%	61 42.0%	86 35.9%	67 34.3%	139 37.6%	156 42.7%	99 34.7%	86 33.3%	85 35.0%	106 37.1%	126 39.7%	91 38.3%	63 37.8%	39 27.7%	44 32.0%	194 40.8%	-	4 16.3%	72 24.5%	287 44.5%	148 37.2%	21 26.3%	124 36.4%
I don't want to vote Conservative, but in the end I may well end up doing so because Labour would be (even) worse on the economy and it's unthinkable that Ed Miliband could end up as Prime Minister	234 20.4%	139 19.7%	95 21.4%	21 24.1%	25 22.3%	28 19.3%	51 21.2%	34 17.5%	75 20.3%	76 20.8%	64 22.5%	44 17.1%	50 20.7%	67 23.5%	68 21.6%	44 18.7%	34 20.3%	20 14.3%	30 21.9%	94 19.7%	-	3 11.6%	76 25.8%	122 18.9%	86 21.5%	18 22.8%	67 19.8%

Opinion Poll

ONLINE Fieldwork : 4th - 22nd March 2015

Absolutes/col percents

Table 5

Q.3 You've said that you would prefer to see David Cameron as Prime Minister than Ed Miliband, and that you think the Conservative Party would do a better job of managing the economy than Labour, so we're interested that earlier, when asked which party you would vote for if there was an election tomorrow, you said you would vote for <...>, not the Conservative Party. Please say which of the following statements apply to you.

Base: All respondents who would prefer David Cameron and think the Conservative Party would do a better job of managing the economy but intend to vote for another party (Turnout Weighted)

	Gender		Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	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	UKIP	Con	Lab	LibDem
Weighted base	1150	707	443	87	112	145	241	195	369	365	284	259	242	285	317	238	168	142	138	476	-	27	295	644	399	79	340
Though the Conservatives are likely to do a better job than Labour of managing Britain's economy overall, I don't think people like me are likely to benefit from a recovering economy under the Conservatives	221	138	82	17	25	31	65	34	49	63	45	64	48	51	50	54	35	30	31	105	-	9	59	106	65	17	72
	19.2%	19.6%	18.6%	20.1%	22.0%	21.2%	27.0%	17.2%	13.2%	17.3%	15.9%	24.9%	19.8%	17.9%	15.8%	22.7%	20.8%	21.4%	22.8%	22.0%	-	33.6%	20.0%	16.5%	16.4%	21.8%	21.3%
Though I think that Ed Miliband would be a worse Prime Minister, I don't like Cameron enough to make me actively want him to be Prime Minister	206	125	81	21	25	31	54	26	49	59	56	40	52	50	58	40	31	27	23	106	-	5	45	116	52	11	71
	17.9%	17.7%	18.3%	24.1%	22.3%	21.4%	22.5%	13.2%	13.3%	16.1%	19.7%	15.5%	21.3%	17.5%	18.3%	16.9%	18.5%	19.2%	16.4%	22.3%	-	17.0%	15.2%	18.0%	12.9%	14.5%	20.9%
I'm going to vote based on local factors & the position of the parties and candidates in the constituency where I live, not on the basis of who I'd prefer as Prime Minister or which party would do the best job of managing the economy	204	140	65	16	19	23	39	38	70	72	53	39	40	46	47	34	22	55	21	74	-	5	74	71	57	17	74
	17.8%	19.7%	14.6%	18.6%	17.1%	15.7%	16.0%	19.2%	19.0%	19.7%	18.8%	15.2%	16.4%	16.0%	15.0%	14.4%	13.3%	38.4%	15.2%	15.6%	-	18.6%	25.2%	11.1%	14.2%	21.3%	21.8%
Regardless of my views about who would be best Prime Minister or best on the economy, I could just never bring myself to vote Conservative	120	81	39	11	7	25	22	19	36	40	26	28	26	26	30	21	18	24	20	57	-	3	36	47	14	15	54
	10.4%	11.4%	8.7%	12.7%	5.9%	17.1%	9.1%	9.9%	9.7%	10.9%	9.2%	10.9%	10.5%	9.2%	9.5%	8.8%	10.6%	17.2%	14.5%	11.9%	-	9.9%	12.3%	7.3%	3.5%	18.8%	15.9%

Opinion Poll

ONLINE Fieldwork : 4th - 22nd March 2015

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Table 5

Q.3 You've said that you would prefer to see David Cameron as Prime Minister than Ed Miliband, and that you think the Conservative Party would do a better job of managing the economy than Labour, so we're interested that earlier, when asked which party you would vote for if there was an election tomorrow, you said you would vote for <...>, not the Conservative Party. Please say which of the following statements apply to you.

Base: All respondents who would prefer David Cameron and think the Conservative Party would do a better job of managing the economy but intend to vote for another party (Turnout Weighted)

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	UKIP	Con	Lab	LibDem
Weighted base	1150	707	443	87	112	145	241	195	369	365	284	259	242	285	317	238	168	142	138	476	-	27	295	644	399	79	340
I like Cameron, but not his party	100	57	43	20	18	14	11	16	19	40	21	24	15	27	29	17	14	12	19	45	-	7	41	27	21	10	36
	8.7%	8.1%	9.6%	23.6%	16.2%	9.9%	4.6%	8.4%	5.2%	11.0%	7.4%	9.3%	6.0%	9.3%	9.2%	7.3%	8.6%	8.6%	13.6%	9.5%	-	27.2%	13.8%	4.2%	5.4%	12.7%	10.7%
None of these	63	38	25	4	6	5	12	10	25	16	17	16	14	20	16	8	11	8	6	17	-	1	12	41	21	1	14
	5.5%	5.4%	5.7%	4.8%	5.6%	3.6%	5.0%	5.1%	6.9%	4.4%	5.9%	6.2%	5.9%	6.9%	4.9%	3.5%	6.6%	5.9%	4.5%	3.6%	-	3.1%	4.2%	6.4%	5.2%	1.4%	4.2%

Opinion Poll

ONLINE Fieldwork : 4th - 22nd March 2015

Absolutes/col percents

Table 6

Q.4 What are the specific issues on which you don't trust the Conservatives & put you off voting for them even though you prefer Cameron to Miliband as Prime Minister and think the Conservatives would do a better job than Labour on the economy?

Base: All respondents who think there are other other issues that are more important and they do not trust David Cameron or the Conservatives

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	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	Scotland	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	700	460	240	42	43	80	130	156	249	252	196	98	154	179	210	156	89	66	63	247	-	15	109	476	289	33	160
Weighted base	605	398	207	40	36	69	131	118	212	210	149	111	135	159	183	134	69	59	55	250	-	12	115	384	239	40	154
Immigration	252	179	73	5	5	36	59	42	105	67	55	56	74	66	80	61	34	12	20	107	-	2	11	226	127	21	34
	41.7%	45.1%	35.1%	13.0%	14.0%	52.3%	45.3%	35.7%	49.3%	31.6%	37.2%	50.9%	54.7%	41.3%	43.5%	45.5%	49.2%	19.5%	36.3%	43.0%	-	13.8%	9.5%	58.8%	53.3%	53.8%	22.2%
Europe	150	107	43	6	5	7	32	38	62	66	39	23	23	45	50	34	15	6	7	60	-	-	25	115	73	6	30
	24.8%	26.9%	20.9%	14.0%	14.4%	10.2%	24.2%	32.5%	29.4%	31.5%	25.9%	20.5%	16.7%	28.2%	27.3%	24.9%	22.1%	10.9%	12.5%	23.9%	-	-	21.5%	29.9%	30.4%	14.6%	19.1%
NHS	63	28	36	12	8	5	11	13	14	27	24	1	11	14	17	19	5	9	4	25	-	5	27	14	13	7	26
	10.5%	7.0%	17.2%	31.3%	21.6%	7.9%	8.5%	11.1%	6.4%	13.0%	15.9%	1.2%	8.1%	8.5%	9.5%	13.8%	6.6%	15.8%	8.1%	9.9%	-	46.5%	23.4%	3.7%	5.3%	16.7%	17.2%
Spending cuts	41	31	11	3	7	10	11	6	5	12	10	11	8	6	14	8	4	10	11	22	-	1	15	8	10	-	13
	6.8%	7.7%	5.1%	6.5%	18.7%	14.2%	8.6%	5.1%	2.3%	5.9%	6.9%	10.0%	5.6%	4.0%	7.4%	5.7%	5.1%	17.2%	19.4%	8.8%	-	9.1%	13.0%	2.1%	4.0%	-	8.7%
The benefits system	39	19	21	5	6	2	9	5	13	10	11	9	9	10	10	7	*	12	6	14	-	1	22	4	3	5	25
	6.5%	4.7%	10.1%	11.9%	16.2%	2.3%	7.0%	4.5%	6.0%	5.0%	7.3%	8.1%	6.8%	6.5%	5.3%	5.2%	0.5%	20.4%	10.3%	5.5%	-	9.8%	18.9%	1.1%	1.1%	13.5%	16.0%
Education	11	4	7	3	1	1	2	4	1	7	2	3	-	2	5	1	2	*	4	4	-	2	4	1	2	-	6
	1.8%	1.1%	3.2%	7.0%	2.7%	0.8%	1.5%	3.2%	0.5%	3.2%	1.1%	2.6%	-	1.5%	2.7%	0.8%	3.3%	0.7%	6.4%	1.7%	-	20.8%	3.7%	0.3%	1.0%	-	3.6%
Crime	5	2	3	-	1	2	1	1	1	3	-	-	2	1	-	*	3	1	1	2	-	-	1	4	1	-	1
	0.9%	0.6%	1.5%	-	2.8%	2.3%	0.5%	0.7%	0.6%	1.5%	-	-	1.7%	0.6%	-	0.3%	4.7%	1.4%	1.3%	0.7%	-	-	0.7%	0.9%	0.4%	-	0.5%
Other	42	28	14	6	3	7	6	8	11	18	9	8	9	15	8	5	6	8	3	16	-	-	11	12	11	1	19
	7.0%	7.0%	6.9%	16.3%	9.6%	10.0%	4.3%	7.1%	5.4%	8.3%	5.8%	6.8%	6.3%	9.4%	4.3%	3.8%	8.5%	14.2%	5.7%	6.5%	-	-	9.2%	3.1%	4.5%	1.4%	12.6%