Q2/3 Published voting intention figures - including squeeze (NB: BASED ON TOTAL SAMPLE SIZE OF 1,003)

Base : All respondents saying 5-10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

		GENDER			ļ	GE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	661	323	338	201	108	135	147	60	172	165	166	97	61
Weighted Base	608	306	302	169	94	137	134	64	155	159	150	90	54
Conservative	215 <i>35%</i>	118 <i>39%</i>	96 <i>32%</i>	74 44%	38 41%	44 <i>32%</i>	38 <i>28%</i>	17 <i>2</i> 6%	59 <i>38%</i>	64 <i>41%</i>	48 <i>32%</i>	36 40%	7 14%
Labour	243 <i>40%</i>	116 <i>38%</i>	127 <i>42%</i>	60 <i>36%</i>	38 41%	57 41%	57 43%	26 41%	59 <i>38%</i>	51 <i>32%</i>	75 <i>50%</i>	28 <i>31%</i>	29 <i>53%</i>
Lib Dem	112 <i>18%</i>	48 16%	64 <i>21%</i>	27 16%	13 <i>14%</i>	23 17%	30 <i>23%</i>	18 <i>28%</i>	25 16%	32 <i>20%</i>	23 15%	22 <i>2</i> 4%	10 <i>19%</i>
UKIP	8 1%	4 1%	4 1%	4 2%	1 1%	3 <i>2%</i>	-	-	3 <i>2%</i>	2 1%	2 1%	1 1%	-
Green	12 <i>2%</i>	6 <i>2%</i>	6 <i>2%</i>	1 *	2 2%	4 <i>3%</i>	4 3%	1 2%	6 4%	4 <i>3%</i>	1 1%	1 1%	-
SNP	9 1%	5 <i>2%</i>	4 1%	3 2%	-	3 <i>2%</i>	2 1%	1 2%	-	1 1%	-	-	7 14%
Plaid Cymru	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-
Other	9 1%	8 <i>2%</i>	2 1%	2 1%	1 <i>2%</i>	2 <i>2%</i>	2 <i>2%</i>	1 1%	4 2%	4 2%	1 1%	1 <i>1%</i>	-

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Q2/3 Published voting intention figures - including squeeze (NB: BASED ON TOTAL SAMPLE SIZE OF 1,003)

Base : All respondents saying 5-10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	661	235	264	121	41
Weighted Base	608	215	243	112	39
Conservative	215 <i>35%</i>	215 <i>100%</i>	-	-	-
Labour	243 <i>40%</i>	-	243 <i>100%</i>	-	-
Lib Dem	112 <i>18%</i>	-	-	112 <i>100%</i>	-
UKIP	8 1%	-	-	-	8 20%
Green	12 <i>2%</i>	-	-	-	12 <i>32%</i>
SNP	9 1%	-	-	-	9 <i>22%</i>
Plaid Cymru	1 *	-	-	-	1 <i>3%</i>
Other	9 1%	-	-	-	9 24%

Prepared by CommunicateResearch



Q1 How likely are you to vote in the forthcoming general election?

Base : All

		GENDER				GE BREAKS	;				REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Absolutely certain to vote (10	619	296	322	203	102	132	125	45	149	170	151	96	54
) <i>62%</i>	<i>62%</i>	<i>62%</i>	77%	<i>70%</i>	<i>58%</i>	<i>60%</i>	<i>33%</i>	<i>56%</i>	<i>65%</i>	<i>61%</i>	<i>68%</i>	61%
(9) 64	32	31	8	15	19	9	14	24	12	12	8	7
	<i>6%</i>	7%	<i>6%</i>	<i>3%</i>	<i>10%</i>	<i>8%</i>	4%	10%	9%	5%	<i>5%</i>	<i>6%</i>	8%
(8) 68	31	37	9	5	25	15	13	22	14	19	5	8
	7%	<i>6%</i>	7%	4%	<i>3%</i>	11%	<i>7%</i>	<i>10%</i>	8%	5%	<i>8%</i>	4%	<i>9%</i>
(7) 38	23	15	5	5	5	11	12	13	8	8	7	2
	4%	<i>5%</i>	<i>3%</i>	2%	<i>3%</i>	<i>2%</i>	5%	<i>9%</i>	5%	<i>3%</i>	<i>3%</i>	5%	<i>2</i> %
(6) 21	9	12	3	1	5	7	4	6	7	3	3	1
	<i>2%</i>	<i>2%</i>	<i>2%</i>	1%	1%	<i>2%</i>	3%	<i>3%</i>	<i>2%</i>	3%	1%	<i>2%</i>	1%
(5) 65	21	44	13	4	15	19	11	16	20	12	10	6
	<i>6%</i>	<i>4%</i>	<i>8%</i>	<i>5%</i>	<i>3%</i>	<i>7%</i>	<i>9%</i>	<i>8%</i>	<i>6%</i>	<i>8%</i>	<i>5%</i>	<i>7%</i>	7%
(4) 10 <i>1%</i>	7 2%	3 1%	-	1 1%	2 1%	2 1%	5 4%	2 1%	2 1%	2 1%	2 1%	1 <i>2%</i>
(3) 19	14	5	3	4	6	1	4	5	3	6	2	3
	<i>2</i> %	<i>3</i> %	1%	1%	<i>3%</i>	<i>2%</i>	*	<i>3%</i>	<i>2%</i>	1%	<i>2%</i>	1%	<i>3%</i>
(2) 15	5	9	5	2	3	2	1	4	1	6	2	1
	<i>1%</i>	1%	<i>2%</i>	2%	1%	1%	1%	1%	2%	*	<i>3%</i>	1%	1%
Certain not to vote (1) 86	42	44	13	7	16	17	27	25	23	28	5	5
	<i>9</i> %	9%	8%	<i>5%</i>	5%	<i>7</i> %	<i>8%</i>	<i>2</i> 0%	<i>9%</i>	<i>9%</i>	11%	4%	6%
Mean	8.20	8.20	8.21	8.83	8.77	8.22	8.16	6.62	8.04	8.29	7.98	8.65	8.35
Standard Deviation	2.92	2.95	2.90	2.55	2.53	2.80	2.85	3.46	2.97	2.88	3.19	2.46	2.74

Prepared by CommunicateResearch



Q1 How likely are you to vote in the forthcoming general election?

Base : All

				Voting Inte	ntion	
	_	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base		1003	235	264	121	41
Weighted Base		1003	215	243	112	39
Absolutely certain to vote) (10)	619 <i>62%</i>	172 <i>80%</i>	183 <i>76%</i>	89 <i>79%</i>	28 <i>72%</i>
	(9)	64 <i>6%</i>	12 <i>6%</i>	21 <i>9</i> %	9 <i>8%</i>	3 <i>9%</i>
	(8)	68 <i>7%</i>	15 <i>7%</i>	16 <i>7%</i>	4 4%	5 14%
	(7)	38 <i>4%</i>	5 <i>2%</i>	10 <i>4%</i>	3 <i>3%</i>	1 <i>2%</i>
	(6)	21 <i>2%</i>	3 <i>2%</i>	1 *	3 <i>2%</i>	-
	(5)	65 <i>6%</i>	6 <i>3%</i>	11 <i>4%</i>	4 4%	1 <i>3%</i>
	(4)	10 <i>1%</i>	-	-	-	-
	(3)	19 <i>2%</i>	-	-	-	-
	(2)	15 <i>1%</i>	-	-	-	-
Certain not to vote	(1)	86 <i>9%</i>	-	-	-	-
Mean		8.20	9.51	9.41	9.47	9.43
Standard Deviation		2.92	1.16	1.26	1.26	1.12

Prepared by CommunicateResearch



Q2 Which party do you intend to vote for in the general election?

Base : All respondents saying 5-10 for likelihood of voting

		GENDER			ļ	AGE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	880	407	473	275	145	184	185	79	237	224	211	127	81
Weighted Base	874	413	461	242	131	202	186	99	230	232	205	129	78
Conservative	207 <i>24%</i>	114 <i>28%</i>	93 <i>20%</i>	69 <i>29%</i>	36 <i>27%</i>	43 <i>21%</i>	37 <i>20%</i>	18 <i>18%</i>	62 <i>27%</i>	60 <i>26%</i>	45 <i>22%</i>	34 <i>27%</i>	6 7%
Labour	228 <i>26%</i>	112 <i>27%</i>	117 <i>25%</i>	55 <i>23%</i>	35 <i>27%</i>	54 <i>27%</i>	52 <i>28%</i>	28 <i>28%</i>	52 <i>23%</i>	48 <i>21%</i>	67 <i>33%</i>	30 <i>23%</i>	30 <i>39%</i>
Lib Dem	99 11%	44 11%	55 1 <i>2%</i>	23 <i>9%</i>	11 <i>8</i> %	20 10%	28 15%	15 <i>16%</i>	22 9%	24 10%	23 11%	23 18%	8 10%
UKIP	5 1%	4 1%	1 *	3 1%	1 1%	1 1%	-	-	3 1%	1 *	1 *	-	-
Green	11 <i>1%</i>	5 1%	6 1%	-	2 1%	4 2%	4 2%	1 1%	5 <i>2%</i>	5 <i>2%</i>	1 1%	1 1%	-
SNP	9 1%	5 1%	3 1%	3 1%	-	3 <i>2%</i>	1 1%	1 1%	-	1 1%	-	-	7 9%
Plaid Cymru	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-
Other	8 1%	7 2%	1 *	2 1%	2 1%	1 1%	2 1%	-	3 1%	3 1%	1 1%	1 1%	-
Don't know	242 <i>28%</i>	92 <i>22%</i>	151 <i>33%</i>	59 <i>24%</i>	35 <i>27%</i>	61 <i>30%</i>	56 <i>30%</i>	31 <i>31%</i>	68 <i>29%</i>	69 <i>30%</i>	55 <i>27%</i>	30 <i>23%</i>	21 <i>27%</i>
Refused	63 <i>7%</i>	28 <i>7%</i>	35 <i>8%</i>	29 1 <i>2%</i>	10 <i>8%</i>	13 <i>7%</i>	5 <i>3%</i>	4 4%	16 <i>7%</i>	20 <i>9%</i>	12 6%	9 <i>7%</i>	6 <i>8%</i>

Prepared by CommunicateResearch



Q2 Which party do you intend to vote for in the general election?

Base : All respondents saying 5-10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

		GENDER				AGE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	880	407	473	275	145	184	185	79	237	224	211	127	81
Weighted Base	802	382	419	230	125	184	166	84	209	212	190	119	71
Conservative	195 <i>24%</i>	107 <i>28%</i>	88 21%	68 <i>29%</i>	35 <i>28%</i>	40 <i>22%</i>	33 <i>20%</i>	15 <i>18%</i>	56 <i>27%</i>	58 <i>27%</i>	43 <i>22%</i>	33 <i>27%</i>	5 7%
Labour	212 <i>27%</i>	104 <i>27%</i>	109 <i>26%</i>	54 <i>24%</i>	34 <i>27%</i>	51 <i>28%</i>	47 <i>28%</i>	24 <i>28%</i>	48 <i>23%</i>	45 <i>21%</i>	65 <i>34%</i>	27 <i>23%</i>	28 <i>39%</i>
Lib Dem	92 12%	42 11%	50 1 <i>2%</i>	22 10%	10 <i>8%</i>	19 <i>10%</i>	27 16%	13 <i>16%</i>	21 <i>10%</i>	23 11%	20 11%	20 1 <i>7%</i>	8 11%
UKIP	5 1%	4 1%	1 *	3 1%	1 1%	1 1%	-	-	3 1%	1 1%	1 *	-	-
Green	11 <i>1%</i>	5 1%	5 1%	-	2 1%	4 2%	3 <i>2%</i>	1 <i>2%</i>	4 2%	4 2%	1 1%	1 1%	-
SNP	8 1%	5 1%	3 1%	3 1%	-	3 <i>2%</i>	1 1%	1 1%	-	1 1%	-	-	7 9%
Plaid Cymru	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-
Other	7 1%	7 2%	1 *	2 1%	1 1%	1 1%	2 1%	-	3 1%	3 1%	1 1%	1 1%	-
Don't know	209 <i>26%</i>	80 <i>21%</i>	129 <i>31%</i>	50 <i>22%</i>	32 <i>26%</i>	52 28%	48 <i>29%</i>	26 31%	58 <i>28%</i>	58 <i>27%</i>	48 <i>25%</i>	26 <i>22%</i>	18 <i>26%</i>
Refused	62 <i>8%</i>	28 <i>7%</i>	34 <i>8%</i>	28 1 <i>2%</i>	10 <i>8%</i>	13 <i>7%</i>	5 <i>3%</i>	3 4%	15 <i>7%</i>	20 <i>9%</i>	12 6%	9 <i>8%</i>	6 <i>8%</i>

Prepared by CommunicateResearch



Q3 If it were a legal requirement for you to vote, which party do you think you would probably vote for?

Base : All who don't know who they would vote for at Q2

		GENDER			4	GE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	310	120	190	100	50	68	61	28	89	87	68	38	28
Weighted Base	306	120	186	88	45	74	61	35	84	90	67	39	27
Conservative	24 <i>8%</i>	13 <i>11%</i>	11 <i>6%</i>	7 8%	3 7%	4 6%	5 9%	3 <i>8%</i>	3 <i>3%</i>	8 <i>9%</i>	6 <i>9%</i>	5 12%	3 10%
Labour	37 1 <i>2%</i>	14 <i>12%</i>	23 1 <i>2%</i>	8 10%	4 10%	8 10%	12 <i>2</i> 0%	4 12%	14 <i>16%</i>	9 10%	12 <i>19%</i>	1 <i>2%</i>	1 4%
Lib Dem	23 <i>8%</i>	7 6%	16 <i>8%</i>	5 6%	4 8%	6 <i>7%</i>	4 7%	4 12%	4 4%	11 <i>13%</i>	3 4%	2 5%	3 12%
UKIP	3 1%	-	3 2%	1 1%	-	2 <i>3%</i>	-	-	-	1 1%	1 2%	1 <i>2%</i>	-
Green	2 1%	1 1%	1 *	1 1%	-	-	1 2%	-	2 2%	-	-	-	-
SNP	1 *	-	1 *	-	-	-	1 2%	-	-	-	-	-	1 <i>3%</i>
Other	2 1%	1 1%	1 1%	-	-	1 1%	-	1 4%	1 1%	1 2%	-	-	-
Don't know	155 <i>51%</i>	58 <i>48%</i>	96 <i>52%</i>	37 <i>42%</i>	25 <i>5</i> 4%	42 57%	31 <i>52%</i>	18 <i>52%</i>	47 56%	39 <i>43%</i>	34 51%	22 57%	13 <i>47%</i>
Refused	59 19%	26 <i>22%</i>	34 18%	28 <i>32%</i>	9 21%	11 <i>15%</i>	6 10%	4 11%	14 <i>17%</i>	20 <i>23%</i>	11 <i>16%</i>	8 22%	6 <i>23%</i>

Prepared by CommunicateResearch



Q3 If it were a legal requirement for you to vote, which party do you think you would probably vote for?

Base : All who don't know who they would vote for at Q2 (Excl DK/Refused)

		GENDER			A	GE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	91	36	55	26	13	19	23	9	24	28	23	8	8
Weighted Base	92	36	56	23	11	21	23	13	23	31	22	8	8
Conservative	24 <i>26%</i>	13 <i>36%</i>	11 <i>20%</i>	7 31%	3 29%	4 21%	5 23%	3 <i>22%</i>	3 12%	8 26%	6 <i>26%</i>	5 55%	3 35%
Labour	37 40%	14 <i>38%</i>	23 41%	8 <i>37%</i>	4 38%	8 36%	12 <i>52%</i>	4 33%	14 <i>59%</i>	9 <i>29%</i>	12 <i>56%</i>	1 10%	1 14%
Lib Dem	23 <i>25%</i>	7 20%	16 <i>28%</i>	5 24%	4 33%	6 <i>27%</i>	4 17%	4 33%	4 16%	11 <i>37%</i>	3 1 <i>3%</i>	2 24%	3 40%
UKIP	3 <i>3%</i>	-	3 6%	1 4%	-	2 10%	-	-	-	1 4%	1 5%	1 11%	-
Green	2 <i>2%</i>	1 <i>3%</i>	1 1%	1 <i>3%</i>	-	-	1 4%	-	2 7%	-	-	-	-
SNP	1 1%	-	1 2%	-	-	-	1 4%	-	-	-	-	-	1 12%
Other	2 <i>3%</i>	1 <i>3%</i>	1 <i>3%</i>	-	-	1 5%	-	1 11%	1 5%	1 5%	-	-	-

Prepared by CommunicateResearch



Q2/3 Published voting intention figures - including squeeze

Base : All respondents saying 5-10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

		GENDER				GE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & <u>South West</u>	Scotland
Unweighted Base	661	323	338	201	108	135	147	60	172	165	166	97	61
Weighted Base	608	306	302	169	94	137	134	64	155	159	150	90	54
Conservative	215 <i>35%</i>	118 <i>39%</i>	96 <i>32%</i>	74 44%	38 41%	44 <i>32%</i>	38 <i>28%</i>	17 <i>26%</i>	59 <i>38%</i>	64 <i>41%</i>	48 <i>32%</i>	36 40%	7 14%
Labour	243 40%	116 <i>38%</i>	127 <i>42%</i>	60 <i>36%</i>	38 41%	57 41%	57 43%	26 41%	59 <i>38%</i>	51 <i>32%</i>	75 <i>50%</i>	28 31%	29 <i>53%</i>
Lib Dem	112 <i>18%</i>	48 16%	64 <i>21%</i>	27 16%	13 14%	23 17%	30 <i>23%</i>	18 <i>28%</i>	25 16%	32 <i>20%</i>	23 15%	22 <i>2</i> 4%	10 <i>19%</i>
UKIP	8 1%	4 1%	4 1%	4 2%	1 1%	3 <i>2%</i>	-	-	3 <i>2%</i>	2 1%	2 1%	1 1%	-
Green	12 <i>2%</i>	6 <i>2%</i>	6 <i>2%</i>	1 *	2 2%	4 <i>3%</i>	4 3%	1 <i>2%</i>	6 4%	4 <i>3%</i>	1 1%	1 1%	-
SNP	9 1%	5 2%	4 1%	3 <i>2%</i>	-	3 <i>2%</i>	2 1%	1 <i>2%</i>	-	1 1%	-	-	7 14%
Plaid Cymru	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-
Other	9 1%	8 <i>2%</i>	2 1%	2 1%	1 2%	2 <i>2%</i>	2 <i>2%</i>	1 1%	4 2%	4 2%	1 1%	1 <i>1%</i>	-

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Q2/3 Published voting intention figures - including squeeze

Base : All respondents saying 5-10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	661	235	264	121	41
Weighted Base	608	215	243	112	39
Conservative	215 <i>35%</i>	215 <i>100%</i>	-	-	-
Labour	243 <i>40%</i>	-	243 <i>100%</i>	-	-
Lib Dem	112 <i>18%</i>	-	-	112 <i>100%</i>	-
UKIP	8 1%	-	-	-	8 20%
Green	12 <i>2%</i>	-	-	-	12 <i>32%</i>
SNP	9 1%	-	-	-	9 <i>22%</i>
Plaid Cymru	1 *	-	-	-	1 <i>3%</i>
Other	9 1%	-	-	-	9 24%

Prepared by CommunicateResearch



Q2/3 Published voting intention figures - including squeeze

Base : All respondents saying 10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

		GENDER				GE BREAKS					REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	483	240	243	172	85	92	101	25	115	127	126	72	43
Weighted Base	473	240	233	152	77	102	102	31	110	130	120	72	41
Conservative	172 <i>36%</i>	94 <i>39%</i>	78 <i>3</i> 4%	66 <i>43%</i>	32 <i>42%</i>	32 <i>32%</i>	29 <i>28%</i>	9 <i>30%</i>	43 <i>39%</i>	54 <i>42%</i>	40 <i>34%</i>	29 41%	6 14%
Labour	183 <i>39%</i>	86 <i>36%</i>	97 <i>42%</i>	54 <i>35%</i>	31 <i>40%</i>	42 41%	43 <i>42%</i>	11 <i>35%</i>	37 <i>34%</i>	43 <i>33%</i>	59 <i>49%</i>	23 <i>33%</i>	21 <i>52%</i>
Lib Dem	89 <i>19%</i>	41 <i>17%</i>	48 21%	24 16%	11 14%	20 <i>20%</i>	24 24%	9 <i>30%</i>	21 <i>19%</i>	25 <i>20%</i>	18 <i>15%</i>	16 <i>22%</i>	9 22%
UKIP	6 1%	4 2%	2 1%	4 2%	1 1%	1 1%	-	-	3 <i>3%</i>	1 1%	1 1%	1 1%	-
Green	9 <i>2%</i>	6 <i>2%</i>	4 2%	1 1%	1 1%	3 <i>3%</i>	3 <i>3%</i>	1 5%	4 <i>3%</i>	4 3%	1 1%	1 1%	-
SNP	5 1%	3 1%	2 1%	3 <i>2%</i>	-	1 1%	1 1%	-	-	-	-	-	5 12%
Plaid Cymru	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	1 <i>2%</i>	-
Other	7 1%	6 <i>2%</i>	1 *	2 1%	1 1%	1 1%	2 <i>2%</i>	-	3 <i>2%</i>	3 <i>2%</i>	1 1%	-	-

Prepared by CommunicateResearch



Q2/3 Published voting intention figures - including squeeze

Base : All respondents saying 10 for likelihood of voting Figures based on values allocated on basis of certainty to vote

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	483	178	187	90	28
Weighted Base	473	172	183	89	28
Conservative	172 <i>36%</i>	172 <i>100%</i>	-	-	-
Labour	183 <i>39%</i>	-	183 <i>100%</i>	-	-
Lib Dem	89 <i>19%</i>	-	-	89 1 <i>00%</i>	-
UKIP	6 1%	-	-	-	6 20%
Green	9 <i>2%</i>	-	-	-	9 <i>34%</i>
SNP	5 1%	-	-	-	5 1 <i>7%</i>
Plaid Cymru	1 *	-	-	-	1 4%
Other	7 1%	-	-	-	7 24%

Prepared by CommunicateResearch



Q4 Are you fairly sure that is what you'll do at the General Election, or do you think you may well change your mind between now and then?

Base : All indicating voting intention at Q2/Q3

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	661	323	338	201	108	135	147	60	172	165	166	97	61
Weighted Base	660	329	331	177	98	149	148	77	169	173	160	99	59
Fairly sure that's what I'll do	504 <i>76%</i>	252 77%	252 76%	151 <i>85%</i>	83 <i>85%</i>	108 <i>73%</i>	108 <i>73%</i>	44 57%	129 <i>76%</i>	122 <i>71%</i>	127 <i>80%</i>	76 77%	50 <i>84%</i>
May well change my mind	148 <i>22%</i>	71 <i>21%</i>	78 <i>23%</i>	26 15%	14 14%	38 <i>25%</i>	39 <i>26%</i>	32 <i>42%</i>	38 <i>23%</i>	49 <i>29%</i>	28 1 <i>8%</i>	23 <i>23%</i>	9 16%
Don't know	7 1%	6 <i>2%</i>	1 *	-	1 1%	3 2%	2 1%	1 <i>2%</i>	2 1%	1 1%	4 <i>3%</i>	-	-

Prepared by CommunicateResearch



Q4 Are you fairly sure that is what you'll do at the General Election, or do you think you may well change your mind between now and then?

Base : All indicating voting intention at Q2/Q3

			Voting Inte	ing Intention			
	TOTAL	Conservative	Labour	Lib Dem	Other		
Unweighted Base	661	235	264	121	41		
Weighted Base	660	215	243	112	39		
Fairly sure that's what I'll do	504 <i>76%</i>	185 <i>86%</i>	195 <i>80%</i>	74 66%	24 <i>62%</i>		
May well change my mind	148 <i>22%</i>	30 <i>14%</i>	46 <i>19%</i>	34 <i>30%</i>	15 <i>38%</i>		
Don't know	7 1%	-	2 1%	4 <i>4%</i>	-		

Prepared by CommunicateResearch



Q4B Are you fairly sure that is what you'll do at the General Election, or do you think you may well change your mind between now and then?

Base : All indicating voting intention at Q2/Q3 (Excl. DK/Refused)

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	654	317	337	201	107	132	145	59	170	164	162	97	61
Weighted Base	652	322	330	177	97	146	146	76	167	172	156	99	59
Fairly sure that's what I'll do	504 77%	252 78%	252 76%	151 <i>85%</i>	83 <i>86%</i>	108 <i>74%</i>	108 <i>74%</i>	44 58%	129 <i>77%</i>	122 <i>71%</i>	127 <i>82%</i>	76 77%	50 <i>84%</i>
May well change my mind	148 <i>23%</i>	71 <i>22%</i>	78 <i>2</i> 4%	26 15%	14 14%	38 <i>26%</i>	39 <i>26%</i>	32 <i>42%</i>	38 <i>23%</i>	49 <i>29%</i>	28 18%	23 <i>23%</i>	9 16%

Prepared by CommunicateResearch



Q4B Are you fairly sure that is what you'll do at the General Election, or do you think you may well change your mind between now and then?

Base : All indicating voting intention at Q2/Q3 (Excl. DK/Refused)

	Voting Intention								
	TOTAL	Conservative	Labour	Lib Dem	Other				
Unweighted Base	654	235	261	117	41				
Weighted Base	652	215	240	108	39				
Fairly sure that's what I'll do	504 77%	185 <i>86%</i>	195 <i>81%</i>	74 <i>68%</i>	24 <i>62%</i>				
May well change my mind	148 <i>23%</i>	30 <i>14%</i>	46 <i>19%</i>	34 <i>32%</i>	15 <i>38%</i>				

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Q5 If the ballot paper allowed you to vote for a second choice, which party do you think you would select?

Base : All indicating voting intention at Q2/Q3

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	661	323	338	201	108	135	147	60	172	165	166	97	61
Weighted Base	660	329	331	177	98	149	148	77	169	173	160	99	59
Conservative	55 <i>8%</i>	25 <i>8%</i>	30 <i>9%</i>	10 <i>5%</i>	7 7%	14 10%	13 <i>9%</i>	11 <i>14%</i>	13 <i>7%</i>	16 <i>9%</i>	15 <i>9</i> %	9 <i>9%</i>	2 3%
Labour	69 10%	35 11%	34 10%	12 <i>7%</i>	7 7%	19 <i>13%</i>	22 15%	9 1 <i>2%</i>	5 <i>3%</i>	30 <i>17%</i>	15 <i>10%</i>	14 14%	4 7%
Lib Dem	233 <i>35%</i>	118 <i>36%</i>	115 <i>35%</i>	72 41%	36 <i>37%</i>	60 <i>40%</i>	47 <i>32%</i>	16 <i>20%</i>	67 <i>40%</i>	60 <i>35%</i>	62 <i>39%</i>	30 <i>31%</i>	14 <i>23%</i>
UKIP	36 <i>5%</i>	22 7%	14 4%	11 6%	7 7%	10 <i>7%</i>	8 6%	-	13 <i>7%</i>	8 5%	6 4%	8 <i>8%</i>	-
Green	32 5%	13 <i>4%</i>	20 <i>6%</i>	3 <i>2%</i>	4 4%	8 5%	8 5%	6 <i>8%</i>	15 <i>9%</i>	3 2%	7 5%	3 <i>3%</i>	4 6%
SNP	13 <i>2%</i>	7 2%	6 <i>2%</i>	2 1%	2 <i>2%</i>	4 <i>3%</i>	4 3%	1 2%	1 1%	-	-	-	12 <i>21%</i>
Plaid Cymru	7 1%	2 1%	5 1%	3 <i>2%</i>	1 1%	2 1%	1 1%	-	-	-	-	7 7%	-
Other	37 6%	19 <i>6%</i>	18 <i>6%</i>	13 <i>7%</i>	8 <i>8%</i>	6 <i>4%</i>	7 5%	4 6%	9 <i>5%</i>	8 5%	10 <i>6%</i>	4 5%	6 <i>9%</i>
Don't know	169 <i>26%</i>	84 <i>25%</i>	85 <i>26%</i>	51 <i>29%</i>	25 <i>26%</i>	23 15%	39 <i>26%</i>	29 <i>38%</i>	43 <i>25%</i>	44 25%	43 <i>27%</i>	22 <i>22%</i>	17 <i>30%</i>
Refused	9 1%	5 1%	4 1%	2 1%	2 <i>2</i> %	3 <i>2%</i>	-	-	4 2%	3 <i>2%</i>	1 <i>1%</i>	1 1%	-

Prepared by CommunicateResearch



Q5b If the ballot paper allowed you to vote for a second choice, which party do you think you would select?

Base : All indicating voting intention at Q2/Q3 (Excl. DK/Ref)

	GENDER			AGE BREAKS			REGION						
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & <u>South West</u>	Scotland
Unweighted Base	482	235	247	142	78	111	108	37	125	120	121	74	42
Weighted Base	482	240	242	125	71	123	109	48	123	126	116	76	41
Conservative	55 11%	25 10%	30 1 <i>2%</i>	10 <i>8%</i>	7 10%	14 <i>12%</i>	13 <i>12%</i>	11 <i>23%</i>	13 <i>10%</i>	16 <i>13%</i>	15 <i>13%</i>	9 11%	2 5%
Labour	69 14%	35 <i>15%</i>	34 14%	12 <i>9</i> %	7 10%	19 <i>16%</i>	22 20%	9 <i>20%</i>	5 4%	30 <i>24%</i>	15 <i>13%</i>	14 19%	4 10%
Lib Dem	233 <i>48%</i>	118 <i>49%</i>	115 <i>48%</i>	72 58%	36 <i>51%</i>	60 <i>49%</i>	47 43%	16 <i>33%</i>	67 <i>54%</i>	60 <i>48%</i>	62 <i>53%</i>	30 <i>40%</i>	14 <i>33%</i>
UKIP	36 <i>7%</i>	22 9%	14 <i>6</i> %	11 <i>9</i> %	7 9%	10 <i>8%</i>	8 <i>8%</i>	-	13 <i>10%</i>	8 7%	6 <i>5%</i>	8 11%	-
Green	32 <i>7%</i>	13 <i>5%</i>	20 <i>8%</i>	3 <i>3%</i>	4 6%	8 6%	8 7%	6 1 <i>3%</i>	15 <i>12%</i>	3 <i>2%</i>	7 6%	3 4%	4 9%
SNP	13 <i>3%</i>	7 3%	6 <i>3%</i>	2 1%	2 <i>2%</i>	4 4%	4 4%	1 <i>3%</i>	1 1%	-	-	-	12 <i>29%</i>
Plaid Cymru	7 1%	2 1%	5 2%	3 <i>2%</i>	1 1%	2 2%	1 1%	-	-	-	-	7 9%	-
Other	37 <i>8%</i>	19 <i>8%</i>	18 <i>8%</i>	13 <i>10%</i>	8 11%	6 <i>5%</i>	7 6%	4 9%	9 <i>7%</i>	8 7%	10 <i>8%</i>	4 6%	6 1 <i>3%</i>

Prepared by CommunicateResearch



Q6 Have you asked for a postal vote, or do you intend to ask for one?

Base : All indicating voting intention at Q2/Q3

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	661	323	338	201	108	135	147	60	172	165	166	97	61
Weighted Base	660	329	331	177	98	149	148	77	169	173	160	99	59
Yes have asked for one	87 13%	46 14%	41 <i>13%</i>	21 <i>12%</i>	15 <i>15%</i>	18 <i>12%</i>	22 15%	10 <i>13%</i>	24 14%	18 <i>11%</i>	30 19%	12 <i>13%</i>	3 4%
Yes intend to ask for one	38 <i>6%</i>	20 <i>6%</i>	18 <i>5%</i>	9 5%	3 <i>3%</i>	7 4%	8 5%	12 <i>15%</i>	9 5%	14 <i>8%</i>	8 5%	6 <i>6%</i>	1 1%
No neither	534 <i>81%</i>	262 <i>80%</i>	272 <i>82%</i>	148 <i>83%</i>	80 <i>82%</i>	125 <i>84%</i>	118 <i>80%</i>	55 <i>72%</i>	136 <i>81%</i>	141 <i>81%</i>	122 76%	80 <i>81%</i>	55 94%

Prepared by CommunicateResearch



Q6 Have you asked for a postal vote, or do you intend to ask for one?

Base : All indicating voting intention at Q2/Q3

		Voting Intention						
	TOTAL	Conservative	Labour	Lib Dem	Other			
Unweighted Base	661	235	264	121	41			
Weighted Base	660	215	243	112	39			
Yes have asked for one	87 1 <i>3%</i>	21 <i>10%</i>	41 <i>17%</i>	15 <i>14%</i>	3 7%			
Yes intend to ask for one	38 <i>6%</i>	14 <i>6%</i>	13 <i>5%</i>	6 <i>5%</i>	1 <i>3%</i>			
No neither	534 <i>81%</i>	180 <i>84%</i>	188 <i>78%</i>	91 <i>81%</i>	35 <i>90%</i>			

Prepared by CommunicateResearch



Q7_1 "Most people think the fact that Michael Howard is 63 is a disadvantage for the Conservative Party"

Base : All

		GENDER			AGE BREAKS				REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Agree	147 <i>15%</i>	74 15%	73 14%	32 1 <i>2%</i>	20 14%	40 <i>17%</i>	38 1 <i>8%</i>	16 <i>12%</i>	35 1 <i>3%</i>	37 14%	33 1 <i>3%</i>	27 19%	15 <i>17</i> %
Disagree	789 <i>79%</i>	375 <i>78%</i>	414 <i>79%</i>	218 <i>82%</i>	115 <i>7</i> 9%	177 77%	155 <i>75%</i>	110 <i>80%</i>	206 <i>77%</i>	213 <i>81%</i>	197 <i>80%</i>	106 <i>76%</i>	68 77%
Don't know	67 <i>7%</i>	33 <i>7%</i>	34 <i>6%</i>	15 <i>6%</i>	11 7%	13 <i>6%</i>	14 <i>7%</i>	11 <i>8%</i>	26 10%	12 <i>4%</i>	17 7%	7 5%	5 <i>5%</i>

Prepared by CommunicateResearch



Q7_1 "Most people think the fact that Michael Howard is 63 is a disadvantage for the Conservative Party"

Base : All

		Voting Intention							
	TOTAL	Conservative	Labour	Lib Dem	Other				
Unweighted Base	1003	235	264	121	41				
Weighted Base	1003	215	243	112	39				
Agree	147 <i>15%</i>	25 11%	43 <i>18%</i>	19 <i>16%</i>	5 1 <i>2%</i>				
Disagree	789 <i>79%</i>	188 <i>88%</i>	182 <i>75%</i>	90 <i>80%</i>	31 <i>79%</i>				
Don't know	67 7%	2 1%	18 <i>7%</i>	3 <i>3%</i>	3 <i>9%</i>				

Prepared by CommunicateResearch



Q7_2 "If Labour win, Tony Blair should hand over to Gordon Brown fairly quickly after the election"

Base : All

		GENDER			AGE BREAKS				REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Agree	370 <i>37%</i>	171 <i>35%</i>	199 <i>38%</i>	105 <i>40%</i>	49 <i>34%</i>	95 41%	75 <i>36%</i>	42 30%	99 <i>37%</i>	95 <i>36%</i>	86 <i>35%</i>	51 <i>36%</i>	38 <i>43%</i>
Disagree	472 47%	244 51%	228 44%	105 <i>40%</i>	79 54%	105 <i>46%</i>	103 <i>49%</i>	75 <i>55%</i>	125 <i>47%</i>	122 47%	124 <i>50%</i>	62 44%	39 <i>45%</i>
Don't know	162 <i>16%</i>	67 14%	95 1 <i>8%</i>	55 21%	18 <i>12%</i>	31 <i>13%</i>	30 14%	20 <i>15%</i>	42 16%	44 17%	37 15%	27 19%	11 <i>12%</i>

Prepared by CommunicateResearch



Q7_2 "If Labour win, Tony Blair should hand over to Gordon Brown fairly quickly after the election"

Base : All

		Voting Intention							
	TOTAL	Conservative	Labour	Lib Dem	Other				
Unweighted Base	1003	235	264	121	41				
Weighted Base	1003	215	243	112	39				
Agree	370 <i>37%</i>	93 <i>43%</i>	73 <i>30%</i>	56 <i>50%</i>	19 <i>48%</i>				
Disagree	472 47%	87 <i>40%</i>	146 <i>60%</i>	45 40%	15 <i>38%</i>				
Don't know	162 <i>16%</i>	35 <i>16%</i>	23 10%	11 <i>10%</i>	5 14%				

Prepared by CommunicateResearch



Q7_3 "There has been too much media coverage of the election campaign"

Base : All

		GENDER				AGE BREAKS			REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Agree	462 <i>46%</i>	211 <i>44%</i>	251 <i>48%</i>	156 <i>59%</i>	69 <i>47%</i>	93 <i>40%</i>	86 <i>41%</i>	52 <i>38%</i>	124 <i>47%</i>	111 <i>43%</i>	124 <i>50%</i>	61 <i>43%</i>	42 47%
Disagree	501 <i>50%</i>	247 51%	253 <i>49%</i>	98 <i>37%</i>	67 <i>46%</i>	132 <i>58%</i>	111 <i>53%</i>	84 61%	131 <i>49%</i>	141 <i>54%</i>	110 <i>45%</i>	74 53%	45 <i>51%</i>
Don't know	40 <i>4%</i>	23 5%	16 <i>3%</i>	11 4%	10 <i>7%</i>	4 2%	11 5%	1 1%	12 4%	9 4%	12 5%	5 <i>3%</i>	2 2%

Prepared by CommunicateResearch



Q7_3 "There has been too much media coverage of the election campaign"

Base : All

			Voting Inte	oting Intention					
	TOTAL	Conservative	Labour	Lib Dem	Other				
Unweighted Base	1003	235	264	121	41				
Weighted Base	1003	215	243	112	39				
Agree	462 <i>46%</i>	96 <i>45%</i>	113 <i>46%</i>	41 <i>37%</i>	12 <i>32%</i>				
Disagree	501 <i>50%</i>	114 <i>53%</i>	120 <i>50%</i>	68 <i>60%</i>	22 58%				
Don't know	40 <i>4%</i>	4 <i>2</i> %	10 <i>4%</i>	3 <i>3%</i>	4 11%				

Prepared by CommunicateResearch



Q8a SUMMARY Which issues are important in determining which way you'll vote in the forthcoming election?

Base : All

		GENDER		AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
NHS	249	107	142	75	36	58	49	30	62	73	60	32	22
	<i>50%</i>	<i>46%</i>	<i>52%</i>	<i>53%</i>	<i>55%</i>	<i>53%</i>	47%	<i>39%</i>	<i>50%</i>	50%	<i>50%</i>	47%	49%
EDUCATION	169	65	104	33	18	45	48	23	45	52	35	20	17
	<i>34%</i>	<i>28%</i>	<i>38%</i>	<i>23%</i>	<i>28%</i>	41%	<i>46%</i>	<i>31%</i>	<i>37%</i>	<i>36%</i>	<i>29%</i>	<i>29%</i>	<i>38%</i>
IMMIGRATION & ASYLUM	123	69	54	49	19	18	16	19	40	43	23	11	5
	<i>24%</i>	<i>30%</i>	<i>20%</i>	<i>34%</i>	<i>29%</i>	<i>16%</i>	<i>16%</i>	<i>25%</i>	<i>32%</i>	<i>30%</i>	19%	<i>16%</i>	1 <i>2%</i>
LEVEL OF TAXES	116	58	58	24	13	22	30	27	29	32	28	21	7
	<i>23%</i>	<i>25%</i>	21%	17%	<i>21%</i>	20%	<i>29%</i>	36%	<i>23%</i>	<i>22%</i>	<i>23%</i>	<i>31%</i>	15%
PENSIONS & SOC SECURITY	110	43	67	61	18	21	6	3	28	28	28	13	13
	<i>22%</i>	19%	<i>25%</i>	<i>43%</i>	<i>28%</i>	<i>19%</i>	<i>6%</i>	4%	<i>23%</i>	19%	<i>24%</i>	<i>19%</i>	<i>29%</i>
CRIME	105	58	47	41	18	18	15	13	26	27	31	9	12
	<i>21%</i>	<i>25%</i>	17%	<i>2</i> 9%	<i>27%</i>	<i>16%</i>	<i>15%</i>	<i>17%</i>	21%	19%	<i>25%</i>	1 <i>3%</i>	<i>27%</i>
ECONOMY	55	34	21	10	10	20	12	3	11	16	14	9	6
	11%	<i>15%</i>	<i>8%</i>	<i>7%</i>	<i>16%</i>	18%	<i>12%</i>	4%	<i>9%</i>	<i>11%</i>	<i>12%</i>	1 <i>2%</i>	1 <i>3%</i>
IRAQ	24	15	9	7	3	4	6	3	10	5	3	4	3
	5%	<i>7%</i>	<i>3%</i>	5%	5%	4%	<i>6%</i>	4%	<i>8%</i>	<i>3%</i>	<i>2%</i>	6%	7%
TRANSPORT	10	7	3	4	1	1	3	1	2	3	2	1	2
	<i>2%</i>	3%	1%	<i>3%</i>	1%	1%	<i>3%</i>	2%	1%	<i>2%</i>	2%	1%	5%
EUROPE	10 <i>2%</i>	8 <i>3%</i>	2 1%	4 <i>3%</i>	-	6 <i>5%</i>	-	-	3 <i>2%</i>	1 1%	4 <i>3%</i>	2 <i>3%</i>	-
TERRORISM	7 1%	5 <i>2%</i>	2 1%	4 <i>3%</i>	-	1 1%	-	1 <i>2%</i>	3 <i>2%</i>	1 1%	2 <i>2%</i>	1 1%	-
INTEREST RATES	7 1%	4 2%	3 1%	1 1%	-	3 <i>3%</i>	1 1%	1 2%	1 1%	3 <i>2%</i>	-	1 <i>2%</i>	2 5%

Prepared by CommunicateResearch



Q8a SUMMARY Which issues are important in determining which way you'll vote in the forthcoming election?

Base : All

	GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & <u>South West</u>	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
ABORTION/RELATED ISSUES	3 1%	1 *	2 1%	2 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%	-
Other	142 <i>28%</i>	62 <i>27%</i>	81 <i>30%</i>	32 <i>23%</i>	15 <i>22%</i>	33 <i>30%</i>	35 <i>34%</i>	22 30%	34 <i>27%</i>	41 <i>28%</i>	28 <i>24%</i>	26 <i>38%</i>	13 <i>28%</i>
Don't know	70 14%	26 11%	44 16%	12 <i>8</i> %	7 11%	12 <i>11%</i>	20 19%	17 <i>23%</i>	14 11%	20 14%	21 <i>18%</i>	8 1 <i>2</i> %	7 15%

Prepared by CommunicateResearch



Q8a SUMMARY Which issues are important in determining which way you'll vote in the forthcoming election?

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	502	112	135	62	22
Weighted Base	502	102	124	57	21
NHS	249	53	68	32	12
	<i>50%</i>	<i>52%</i>	<i>55%</i>	<i>57%</i>	57%
EDUCATION	169	28	55	28	4
	<i>34%</i>	<i>28%</i>	<i>44%</i>	<i>50%</i>	21%
IMMIGRATION & ASYLUM	123	43	18	9	9
	<i>24%</i>	<i>43%</i>	<i>15%</i>	16%	46%
LEVEL OF TAXES	116	25	23	17	1
	<i>23%</i>	<i>24%</i>	<i>19%</i>	<i>29%</i>	4%
PENSIONS & SOC SECURITY	110	25	25	11	4
	<i>22%</i>	<i>24%</i>	<i>20%</i>	<i>20%</i>	18%
CRIME	105	28	27	9	6
	<i>21%</i>	<i>28%</i>	<i>22%</i>	16%	<i>28%</i>
ECONOMY	55	13	17	7	1
	11%	<i>13%</i>	<i>14%</i>	12%	<i>3%</i>
IRAQ	24	8	1	4	1
	<i>5%</i>	<i>8%</i>	1%	<i>8%</i>	5%
TRANSPORT	10	2	1	3	2
	<i>2%</i>	<i>2%</i>	<i>1%</i>	<i>6%</i>	10%
EUROPE	10 <i>2%</i>	3 <i>3%</i>	2 <i>2%</i>	-	3 1 <i>3%</i>
TERRORISM	7	1	1	1	1
	1%	<i>1%</i>	<i>1%</i>	<i>2%</i>	<i>4%</i>
INTEREST RATES	7 1%	1 <i>1%</i>	1 <i>1%</i>	-	2 10%

Prepared by CommunicateResearch



Q8a SUMMARY Which issues are important in determining which way you'll vote in the forthcoming election?

Base : All

		Voting Intention									
	TOTAL	Conservative	Labour	Lib Dem	Other						
Unweighted Base	502	112	135	62	22						
Weighted Base	502	102	124	57	21						
ABORTION/RELATED ISSUES	3	1	2	-	-						
	1%	1%	1%	-	-						
Other	142	23	30	22	9						
	28%	23%	25%	38%	42%						
Don't know	70	7	21	5	-						
	14%	7%	17%	8%	-						

Prepared by CommunicateResearch



Q8B SUMMARY Which issues do you think are important in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

		GENDER		AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
NHS	230	113	117	54	34	59	56	25	58	58	59	35	20
	46%	<i>45%</i>	<i>47%</i>	<i>45%</i>	<i>43%</i>	<i>49%</i>	<i>54%</i>	40%	41%	<i>50%</i>	47%	<i>49%</i>	45%
EDUCATION	161	70	91	21	22	47	44	27	36	47	36	29	14
	<i>32%</i>	<i>28%</i>	<i>36%</i>	<i>17%</i>	28%	<i>39%</i>	<i>42%</i>	43%	<i>25%</i>	40%	<i>29%</i>	40%	<i>32%</i>
IMMIGRATION & ASYLUM	129	74	55	31	15	34	23	24	45	31	37	13	3
	<i>26%</i>	<i>2</i> 9%	<i>22%</i>	<i>25%</i>	<i>19%</i>	<i>28%</i>	<i>22%</i>	<i>38%</i>	<i>31%</i>	<i>26%</i>	<i>29%</i>	<i>19%</i>	7%
LEVEL OF TAXES	129	73	56	14	24	32	36	21	37	24	33	20	14
	<i>26%</i>	<i>29%</i>	<i>22%</i>	11%	<i>30%</i>	26%	<i>35%</i>	<i>34%</i>	26%	21%	<i>26%</i>	<i>28%</i>	<i>32%</i>
CRIME	106	54	52	31	17	24	17	14	27	24	36	11	8
	<i>21%</i>	<i>22%</i>	21%	<i>26%</i>	<i>21%</i>	<i>20%</i>	<i>17%</i>	<i>2</i> 3%	19%	<i>2</i> 0%	<i>29%</i>	<i>16%</i>	18%
PENSIONS & SOC SECURITY	93	41	52	44	15	13	12	5	19	21	27	17	9
	<i>19%</i>	<i>16%</i>	21%	<i>36%</i>	<i>19%</i>	<i>11%</i>	<i>12%</i>	8%	<i>13%</i>	<i>18%</i>	<i>22%</i>	<i>24%</i>	21%
ECONOMY	58	38	20	16	10	15	13	1	22	11	8	7	9
	12%	15%	<i>8%</i>	<i>13%</i>	<i>12%</i>	<i>13%</i>	<i>12%</i>	2%	16%	<i>9%</i>	<i>6%</i>	10%	21%
IRAQ	40	22	18	8	8	9	10	6	9	15	5	6	6
	<i>8%</i>	9%	<i>7%</i>	6%	10%	7%	<i>9%</i>	10%	6%	<i>13%</i>	4%	<i>8%</i>	1 <i>3%</i>
TRANSPORT	10 <i>2%</i>	4 2%	5 2%	3 <i>2%</i>	1 1%	-	1 1%	5 <i>8%</i>	7 5%	-	2 2%	-	1 2%
EUROPE	9 2%	7 3%	2 1%	2 1%	3 <i>3%</i>	1 1%	1 1%	2 <i>3%</i>	4 2%	3 <i>3%</i>	1 1%	1 2%	-
INTEREST RATES	6 1%	4 2%	2 1%	3 <i>2%</i>	- -	2 2%	-	-	3 <i>2%</i>	1 1%	1 1%	1 1%	-
TERRORISM	4 1%	3 1%	1 1%	1 1%	-	1 1%	1 1%	1 2%	2 1%	1 1%	1 1%	-	-

Prepared by CommunicateResearch



Q8B SUMMARY Which issues do you think are important in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

	GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
INTERNATIONAL POVERTY	2 *	1 *	1 *	-	1 1%	1 1%	-	-	2 1%	-	-	-	-
ABORTION/RELATED ISSUES	1 *	1 *	-	1 1%	-	-	-	-	-	-	1 1%	-	-
Other	125 <i>25%</i>	60 <i>24%</i>	65 <i>26%</i>	24 <i>20%</i>	22 <i>28%</i>	32 26%	29 <i>28%</i>	15 <i>24%</i>	35 25%	32 <i>28%</i>	29 <i>23%</i>	23 <i>32%</i>	6 1 <i>3%</i>
Don't know	92 18%	41 <i>16%</i>	51 <i>20%</i>	27 <i>22%</i>	17 <i>21%</i>	22 18%	14 <i>13%</i>	9 14%	32 22%	19 <i>16%</i>	24 19%	10 14%	7 15%

Prepared by CommunicateResearch



Q8B SUMMARY Which issues do you think are important in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
NHS	230	53	66	23	9
	<i>46%</i>	<i>47%</i>	<i>55%</i>	41%	<i>49%</i>
EDUCATION	161	34	44	18	5
	<i>32%</i>	<i>30%</i>	<i>37%</i>	<i>33%</i>	30%
IMMIGRATION & ASYLUM	129	46	25	6	3
	<i>26%</i>	<i>41%</i>	<i>21%</i>	1 <i>2%</i>	14%
LEVEL OF TAXES	129	39	23	20	4
	<i>26%</i>	<i>34%</i>	19%	<i>37%</i>	25%
CRIME	106	29	31	7	4
	<i>21%</i>	<i>26%</i>	<i>26%</i>	12%	22%
PENSIONS & SOC SECURITY	93	26	20	5	2
	1 <i>9%</i>	<i>23%</i>	<i>17%</i>	10%	10%
ECONOMY	58	10	20	8	2
	1 <i>2%</i>	<i>9%</i>	<i>17%</i>	14%	13%
IRAQ	40	8	4	14	5
	<i>8%</i>	<i>7%</i>	<i>3</i> %	<i>25%</i>	27%
TRANSPORT	10 <i>2%</i>	2 1%	3 <i>3%</i>	2 4%	-
EUROPE	9	1	1	2	2
	<i>2%</i>	<i>1%</i>	<i>1%</i>	<i>3%</i>	10%
INTEREST RATES	6 1%	2 1%	3 <i>3%</i>	-	-
TERRORISM	4 1%	-	2 1%	1 <i>2%</i>	-

Prepared by CommunicateResearch



Q8B SUMMARY Which issues do you think are important in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
INTERNATIONAL POVERTY	2 *	1 <i>1%</i>	1 1%	-	-
ABORTION/RELATED ISSUES	1 *	-	1 <i>1%</i>	-	-
Other	125 <i>25%</i>	29 <i>26%</i>	28 <i>23%</i>	19 <i>35%</i>	8 46%
Don't know	92 18%	12 <i>10%</i>	17 <i>15%</i>	9 1 <i>6%</i>	2 10%

Prepared by CommunicateResearch



Q8a_1 Which one issue is the most important one in determining which way you'll vote in the forthcoming election?

Base : All

		GENDER		AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
NHS	84 17%	34 15%	50 18%	23 16%	12 <i>18%</i>	20 18%	15 14%	14 19%	21 <i>17%</i>	21 <i>15%</i>	23 19%	7 10%	11 <i>24%</i>
CRIME	38 <i>8%</i>	21 <i>9%</i>	17 6%	18 <i>12%</i>	7 10%	4 4%	5 <i>5%</i>	4 6%	8 <i>7%</i>	16 <i>11%</i>	11 <i>9</i> %	-	4 9%
ECONOMY	24 5%	11 5%	14 5%	4 <i>3%</i>	5 7%	11 10%	3 <i>3%</i>	1 <i>2%</i>	2 1%	8 5%	5 4%	7 10%	3 7%
EDUCATION	44 9%	13 <i>5%</i>	32 1 <i>2%</i>	10 <i>7%</i>	-	11 10%	18 <i>18%</i>	6 <i>7%</i>	11 <i>9%</i>	16 <i>11%</i>	10 <i>8%</i>	5 <i>7%</i>	3 7%
PENSIONS & SOC SECURITY	40 <i>8%</i>	18 <i>8%</i>	22 8%	24 17%	3 <i>5%</i>	9 <i>8%</i>	2 <i>2%</i>	1 2%	10 <i>8%</i>	9 6%	10 <i>9%</i>	5 <i>7%</i>	6 1 <i>3%</i>
IMMIGRATION & ASYLUM	59 12%	39 17%	20 7%	21 <i>14%</i>	12 <i>19%</i>	9 <i>8%</i>	8 <i>8%</i>	7 9%	23 18%	22 15%	10 <i>8%</i>	4 6%	1 2%
LEVEL OF TAXES	50 10%	28 12%	22 8%	9 6%	7 11%	9 <i>8%</i>	12 <i>12%</i>	13 <i>18%</i>	13 <i>10%</i>	13 <i>9%</i>	12 <i>10%</i>	9 1 <i>3%</i>	2 5%
TERRORISM	2 *	2 1%	-	1 1%	-	-	-	1 2%	1 1%	1 1%	-	-	-
EUROPE	9 2%	8 <i>3%</i>	1 *	3 <i>2%</i>	-	6 5%	-	-	3 <i>2%</i>	1 1%	3 <i>3%</i>	2 <i>3%</i>	-
TRANSPORT	2 *	1 *	1 *	1 1%	-	-	1 1%	-	-	2 1%	-	-	-
IRAQ	12 <i>2%</i>	5 <i>2%</i>	7 3%	4 2%	3 4%	2 2%	3 <i>3%</i>	1 1%	4 <i>3%</i>	2 1%	1 1%	2 <i>3%</i>	3 7%
INTEREST RATES	3 1%	1 *	1 1%	- -	-	1 1%	-	1 <i>2%</i>	-	1 1%	-	1 <i>2%</i>	- -

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Q8a_1 Which one issue is the most important one in determining which way you'll vote in the forthcoming election?

Base : All

	GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
ABORTION/RELATED ISSUES	1 *	-	1 *	1 1%	-	-	-	-	1 1%	-	-	-	-
Other	63 1 <i>3%</i>	23 10%	40 <i>15%</i>	13 <i>9</i> %	10 <i>15%</i>	15 14%	17 <i>16%</i>	7 9%	13 10%	13 <i>9%</i>	13 <i>11%</i>	20 <i>28%</i>	5 1 <i>2%</i>
Don't know	70 14%	26 11%	44 16%	12 <i>8</i> %	7 11%	12 <i>11%</i>	20 19%	17 <i>23%</i>	14 11%	20 14%	21 <i>18%</i>	8 1 <i>2%</i>	7 15%

Prepared by CommunicateResearch



Q8a_1 Which one issue is the most important one in determining which way you'll vote in the forthcoming election?

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	502	112	135	62	22
Weighted Base	502	102	124	57	21
NHS	84 17%	10 <i>10%</i>	32 <i>26%</i>	8 14%	3 14%
CRIME	38 <i>8%</i>	10 <i>10%</i>	7 6%	2 4%	2 10%
ECONOMY	24 5%	7 7%	9 7%	2 <i>3%</i>	1 <i>3%</i>
EDUCATION	44 <i>9</i> %	7 7%	15 <i>12%</i>	11 <i>20%</i>	-
PENSIONS & SOC SECURITY	40 <i>8%</i>	6 <i>6%</i>	7 5%	5 <i>9%</i>	4 18%
IMMIGRATION & ASYLUM	59 1 <i>2%</i>	25 <i>25%</i>	6 <i>5%</i>	4 7%	3 1 <i>3%</i>
LEVEL OF TAXES	50 10%	13 <i>13%</i>	10 <i>8%</i>	8 14%	-
TERRORISM	2 *	-	1 1%	1 <i>2%</i>	-
EUROPE	9 <i>2%</i>	2 <i>2</i> %	2 <i>2%</i>	-	3 1 <i>3%</i>
TRANSPORT	2 *	-	-	1 <i>2%</i>	-
IRAQ	12 <i>2%</i>	2 <i>2%</i>	-	3 <i>6%</i>	1 <i>5%</i>
INTEREST RATES	3 1%	1 <i>1%</i>	1 <i>1%</i>	-	-

Prepared by CommunicateResearch



Q8a_1 Which one issue is the most important one in determining which way you'll vote in the forthcoming election?

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	502	112	135	62	22
Weighted Base	502	102	124	57	21
ABORTION/RELATED ISSUES	1 *	1 <i>1%</i>	-	-	-
Other	63 <i>13%</i>	10 <i>9</i> %	13 <i>11%</i>	7 12%	5 <i>25%</i>
Don't know	70 14%	7 7%	21 <i>17%</i>	5 <i>8%</i>	-

Prepared by CommunicateResearch



Q8a_2 Which is next most important?

Base : All

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & <u>South West</u>	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
NHS	105 <i>21%</i>	44 19%	61 <i>22%</i>	35 <i>2</i> 4%	15 <i>23%</i>	26 <i>2</i> 4%	21 <i>20%</i>	8 11%	22 18%	34 <i>23%</i>	19 <i>16%</i>	21 <i>31%</i>	9 19%
CRIME	36 7%	20 <i>8%</i>	17 6%	14 10%	5 8%	7 6%	7 6%	4 5%	11 <i>9</i> %	7 5%	12 <i>10%</i>	3 4%	4 9%
ECONOMY	15 <i>3%</i>	14 <i>6%</i>	1 *	2 1%	3 4%	5 5%	3 <i>3%</i>	1 <i>2%</i>	6 5%	3 <i>2%</i>	5 4%	-	-
EDUCATION	67 13%	22 10%	44 16%	8 6%	9 14%	22 <i>2</i> 0%	14 <i>13%</i>	13 <i>17%</i>	19 <i>15%</i>	21 <i>14%</i>	11 <i>9</i> %	7 10%	9 21%
PENSIONS & SOC SECURITY	36 7%	15 <i>7%</i>	20 7%	19 <i>13%</i>	9 1 <i>3%</i>	5 4%	2 2%	1 <i>2%</i>	8 <i>7%</i>	12 <i>8%</i>	9 <i>7%</i>	5 <i>7%</i>	2 4%
IMMIGRATION & ASYLUM	40 <i>8%</i>	21 <i>9%</i>	19 <i>7%</i>	20 14%	3 5%	4 4%	5 <i>5%</i>	7 9%	11 <i>9</i> %	14 <i>9%</i>	12 <i>10%</i>	2 <i>3%</i>	2 4%
LEVEL OF TAXES	36 7%	15 <i>7%</i>	20 <i>8%</i>	8 6%	4 6%	7 6%	11 <i>11%</i>	6 <i>8%</i>	10 <i>8%</i>	11 <i>8%</i>	8 7%	3 4%	3 6%
TERRORISM	3 1%	1 *	2 1%	3 <i>2%</i>	-	-	-	-	2 1%	-	-	1 1%	-
EUROPE	1 *	-	1 *	1 1%	-	-	-	-	-	-	1 1%	-	-
TRANSPORT	3 1%	3 1%	-	1 1%	-	-	1 1%	1 2%	-	-	1 1%	-	2 5%
IRAQ	8 2%	7 3%	1 *	2 1%	1 1%	1 1%	2 2%	2 <i>3%</i>	4 4%	1 1%	2 <i>2%</i>	1 1%	-
INTEREST RATES	4 1%	3 1%	1 *	1 1%	-	2 <i>2</i> %	1 <i>1%</i>	-	1 1%	1 1%	-	-	2 5%

Prepared by CommunicateResearch



Q8a_2 Which is next most important?

Base : All

		GENDER		AGE BREAKS						REGION			
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
Other	42 <i>8%</i>	21 <i>9%</i>	21 <i>8%</i>	7 5%	2 <i>3%</i>	9 <i>8%</i>	12 11%	10 <i>13%</i>	8 7%	15 <i>10%</i>	10 <i>9%</i>	7 10%	2 5%
Don't know	38 <i>7%</i>	18 <i>8%</i>	20 7%	10 <i>7%</i>	8 12%	9 <i>8%</i>	6 <i>6%</i>	4 6%	7 6%	8 <i>6%</i>	9 7%	11 <i>17</i> %	2 5%

Prepared by CommunicateResearch



Q8a_2 Which is next most important?

Base : All

			Voting Intention								
	TOTAL	Conservative	Labour	Lib Dem	Other						
Unweighted Base	502	112	135	62	22						
Weighted Base	502	102	124	57	21						
NHS	105 <i>21%</i>	25 <i>25%</i>	21 <i>17%</i>	16 <i>29%</i>	6 <i>28%</i>						
CRIME	36 7%	10 <i>10%</i>	12 10%	4 6%	2 9%						
ECONOMY	15 <i>3</i> %	4 4%	3 <i>3%</i>	1 <i>2%</i>	-						
EDUCATION	67 <i>13%</i>	7 7%	27 <i>22%</i>	9 16%	3 1 <i>2%</i>						
PENSIONS & SOC SECURITY	36 <i>7%</i>	10 <i>10%</i>	11 <i>9%</i>	3 <i>5%</i>	-						
IMMIGRATION & ASYLUM	40 <i>8%</i>	14 <i>14%</i>	9 7%	1 <i>2%</i>	4 17%						
LEVEL OF TAXES	36 <i>7%</i>	5 <i>5%</i>	3 <i>3%</i>	7 11%	1 <i>4%</i>						
TERRORISM	3 1%	1 <i>1%</i>	-	-	-						
EUROPE	1 *	1 <i>1%</i>	-	-	-						
TRANSPORT	3 1%	-	1 1%	2 4%	-						
IRAQ	8 <i>2%</i>	4 4%	-	1 <i>2%</i>	-						
INTEREST RATES	4 1%	-	-	-	2 10%						

Prepared by CommunicateResearch



Q8a_2 Which is next most important?

Base : All

		Voting Intention										
	TOTAL	Conservative	Labour	Lib Dem	Other							
Unweighted Base	502	112	135	62	22							
Weighted Base	502	102	124	57	21							
Other	42	9	6	6	3							
	8%	8%	5%	11%	15%							
Don't know	38	5	8	3	1							
	7%	5%	7%	5%	5%							

Prepared by CommunicateResearch



Q8a_3 Which is next most important?

Base : All

		GENDER				GE BREAK	5		REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
NHS	61 <i>12%</i>	29 13%	32 1 <i>2%</i>	18 <i>12%</i>	9 14%	12 11%	14 14%	7 10%	18 <i>15%</i>	18 <i>13%</i>	17 14%	4 6%	2 5%
CRIME	31 <i>6%</i>	18 <i>8%</i>	13 <i>5%</i>	9 6%	6 <i>9%</i>	7 6%	3 <i>3%</i>	5 7%	7 6%	5 4%	9 <i>7%</i>	6 <i>9%</i>	4 9%
ECONOMY	17 <i>3</i> %	10 4%	7 2%	4 <i>3%</i>	3 5%	3 <i>3%</i>	6 <i>6%</i>	-	3 <i>2%</i>	5 4%	4 <i>3%</i>	2 <i>3%</i>	3 7%
EDUCATION	58 12%	30 <i>13%</i>	28 10%	15 <i>11%</i>	9 14%	12 11%	16 <i>16%</i>	5 7%	16 <i>13%</i>	15 <i>11%</i>	13 <i>11%</i>	8 1 <i>2%</i>	5 11%
PENSIONS & SOC SECURITY	35 7%	10 4%	25 <i>9%</i>	19 <i>13%</i>	6 <i>9%</i>	7 7%	2 2%	-	10 <i>8%</i>	7 5%	9 <i>8%</i>	4 5%	5 11%
IMMIGRATION & ASYLUM	23 <i>5%</i>	9 4%	15 <i>5%</i>	8 <i>6%</i>	3 5%	5 4%	3 <i>3%</i>	5 7%	7 5%	8 6%	2 1%	5 <i>7%</i>	2 5%
LEVEL OF TAXES	31 <i>6%</i>	15 <i>6%</i>	16 <i>6%</i>	7 5%	2 4%	7 6%	7 7%	8 10%	6 <i>5%</i>	7 5%	7 6%	9 1 <i>3%</i>	2 4%
TERRORISM	2 *	2 1%	-	1 1%	-	1 1%	-	-	-	-	2 2%	-	-
TRANSPORT	5 1%	3 1%	2 1%	2 1%	1 1%	1 1%	1 1%	-	2 1%	1 1%	1 1%	1 1%	-
IRAQ	4 1%	3 1%	1 *	2 1%	-	1 1%	1 1%	-	1 1%	2 1%	-	1 1%	-
ABORTION/RELATED ISSUES	2 *	1 *	1 *	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-
Other	61 <i>12%</i>	30 1 <i>3%</i>	31 <i>12%</i>	14 10%	5 <i>8%</i>	20 <i>18%</i>	11 <i>10%</i>	9 11%	19 <i>16%</i>	20 14%	11 <i>9</i> %	3 <i>5%</i>	7 16%

Prepared by CommunicateResearch



Q8a_3 Which is next most important?

Base : All

		GENDER				AGE BREAKS	5		REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & <u>South West</u>	Scotland
Unweighted Base	502	226	276	161	73	99	104	59	128	139	122	67	46
Weighted Base	502	230	272	142	65	109	104	75	123	145	120	69	45
Don't know	66 13%	28 1 <i>2%</i>	38 14%	21 <i>15%</i>	6 <i>9%</i>	12 <i>11%</i>	13 <i>13%</i>	14 <i>19%</i>	14 11%	27 18%	16 <i>13%</i>	5 7%	6 1 <i>2%</i>

Prepared by CommunicateResearch



Q8a_3 Which is next most important?

Base : All

		Voting Intention										
	TOTAL	Conservative	Labour	Lib Dem	Other							
Unweighted Base	502	112	135	62	22							
Weighted Base	502	102	124	57	21							
NHS	61 <i>12%</i>	18 <i>17%</i>	15 <i>12%</i>	8 14%	3 15%							
CRIME	31 <i>6%</i>	8 <i>8%</i>	8 <i>6%</i>	3 <i>6%</i>	2 9%							
ECONOMY	17 <i>3%</i>	3 <i>3%</i>	5 <i>4%</i>	4 7%	-							
EDUCATION	58 12%	14 <i>14%</i>	13 <i>10%</i>	8 14%	2 9%							
PENSIONS & SOC SECURITY	35 <i>7%</i>	9 <i>9%</i>	7 6%	4 7%	-							
IMMIGRATION & ASYLUM	23 5%	4 4%	3 <i>3%</i>	4 7%	3 16%							
LEVEL OF TAXES	31 <i>6%</i>	6 <i>6%</i>	10 <i>8%</i>	2 4%	-							
TERRORISM	2 *	-	-	-	1 <i>4%</i>							
TRANSPORT	5 1%	2 <i>2</i> %	-	-	2 10%							
IRAQ	4 1%	2 <i>2</i> %	1 <i>1%</i>	-	-							
ABORTION/RELATED ISSUES	2 *	-	2 1%	-	-							
Other	61 <i>12%</i>	11 <i>11%</i>	15 <i>12%</i>	10 <i>17</i> %	3 1 <i>2%</i>							

Prepared by CommunicateResearch



Q8a_3 Which is next most important?

Base : All

		Voting Intention											
	TOTAL	Conservative	Labour	Lib Dem	Other								
Unweighted Base	502	112	135	62	22								
Weighted Base	502	102	124	57	21								
Don't know	66 <i>13%</i>	13 <i>12%</i>	15 <i>12%</i>	6 11%	4 21%								

Prepared by CommunicateResearch



Q8B_1 Which one issue do you think is the most important one in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

		GENDER		AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
NHS	87 17%	44 17%	44 18%	24 19%	15 <i>19%</i>	21 <i>18%</i>	18 <i>18%</i>	8 12%	15 <i>11%</i>	25 21%	23 18%	13 <i>18%</i>	11 <i>25%</i>
CRIME	41 <i>8%</i>	20 <i>8%</i>	20 <i>8%</i>	14 <i>11%</i>	8 10%	9 7%	6 <i>6%</i>	4 7%	14 10%	8 7%	15 <i>12</i> %	2 <i>2</i> %	2 4%
ECONOMY	25 5%	16 <i>6%</i>	9 <i>3%</i>	8 7%	4 5%	6 <i>5%</i>	5 <i>5%</i>	-	11 8%	2 2%	2 <i>2%</i>	5 <i>7%</i>	5 11%
EDUCATION	43 <i>9%</i>	17 <i>7%</i>	26 10%	3 <i>2%</i>	5 6%	12 10%	14 14%	10 <i>16%</i>	9 6%	12 <i>10%</i>	9 <i>7%</i>	11 <i>15%</i>	3 <i>8%</i>
PENSIONS & SOC SECURITY	29 <i>6%</i>	12 5%	17 7%	14 <i>12%</i>	3 <i>3%</i>	4 4%	4 4%	1 <i>2%</i>	6 4%	8 7%	8 <i>6%</i>	5 <i>7%</i>	3 6%
IMMIGRATION & ASYLUM	53 11%	33 <i>13%</i>	20 <i>8%</i>	11 <i>9%</i>	8 10%	12 10%	11 11%	10 <i>16%</i>	15 <i>10%</i>	13 <i>11%</i>	16 <i>12%</i>	8 1 <i>2%</i>	1 <i>3%</i>
LEVEL OF TAXES	51 <i>10%</i>	27 11%	25 10%	4 4%	7 9%	19 <i>15%</i>	12 <i>12%</i>	8 13%	15 <i>10%</i>	8 7%	16 <i>13%</i>	5 <i>7%</i>	8 1 <i>8%</i>
INTERNATIONAL POVERTY	1 *	1 *	-	-	1 1%	-	-	-	1 1%	-	-	-	-
EUROPE	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-
TRANSPORT	1 *	-	1 *	1 1%	-	-	-	-	-	-	1 1%	-	-
IRAQ	21 4%	12 5%	9 4%	4 <i>3%</i>	3 4%	4 4%	7 7%	4 6%	7 5%	6 <i>5%</i>	2 <i>2%</i>	3 4%	3 7%
INTEREST RATES	2 *	2 1%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	-

Prepared by CommunicateResearch



Q8B_1 Which one issue do you think is the most important one in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

	GENDER				A	GE BREAKS	S		REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
ABORTION/RELATED ISSUES	1 *	1 *	-	1 1%	-	-	-	-	-	-	1 1%	-	-
Other	52 10%	24 10%	28 11%	11 <i>9</i> %	9 11%	10 <i>8%</i>	12 <i>12%</i>	9 14%	18 <i>12%</i>	14 <i>12%</i>	9 <i>7%</i>	9 1 <i>3%</i>	2 4%
Don't know	92 18%	41 <i>16%</i>	51 <i>20%</i>	27 <i>22%</i>	17 <i>21%</i>	22 18%	14 <i>13%</i>	9 14%	32 <i>22%</i>	19 <i>16%</i>	24 19%	10 <i>14%</i>	7 15%

Prepared by CommunicateResearch



Q8B_1 Which one issue do you think is the most important one in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
NHS	87	19	28	4	1
	17%	<i>17%</i>	<i>2</i> 4%	7%	6%
CRIME	41	7	12	3	2
	<i>8%</i>	7%	10%	<i>6%</i>	13%
ECONOMY	25	4	10	3	1
	<i>5%</i>	<i>3%</i>	<i>8%</i>	<i>6%</i>	5%
EDUCATION	43	10	13	5	1
	<i>9%</i>	<i>9%</i>	<i>11%</i>	<i>9%</i>	6%
PENSIONS & SOC SECURITY	29	6	8	2	1
	<i>6%</i>	<i>6%</i>	7%	4%	5%
IMMIGRATION & ASYLUM	53	20	5	4	2
	11%	<i>18%</i>	4%	7%	9%
LEVEL OF TAXES	51	17	7	11	3
	<i>10%</i>	<i>15%</i>	6%	<i>19%</i>	15%
INTERNATIONAL POVERTY	1 *	-	1 1%	-	-
EUROPE	1 *	-	-	-	-
TRANSPORT	1 *	1 <i>1%</i>	-	-	-
IRAQ	21	5	1	9	3
	<i>4%</i>	<i>5%</i>	1%	16%	16%
INTEREST RATES	2 *	1 <i>1%</i>	1 1%	-	-

Prepared by CommunicateResearch



Q8B_1 Which one issue do you think is the most important one in determining which way your friends and neighbours will vote in the forthcoming election?'

Base : All

		Voting Intention									
	TOTAL	Conservative	Labour	Lib Dem	Other						
Unweighted Base	501	123	129	59	19						
Weighted Base	501	113	119	55	18						
ABORTION/RELATED ISSUES	1	-	1	-	-						
	*	-	1%	-	-						
Other	52	11	14	6	3						
	10%	10%	12%	10%	14%						
Don't know	92	12	17	9	2						
	18%	10%	15%	16%	10%						

Prepared by CommunicateResearch



Q8B_2 And which is the next most important?

Base : All

	GENDER				AGE BREAKS					REGION			
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
NHS	92 18%	45 18%	47 19%	20 17%	12 <i>15%</i>	27 23%	23 <i>22%</i>	9 15%	26 18%	23 <i>20%</i>	23 18%	14 <i>20%</i>	5 12%
CRIME	32 6%	16 <i>6%</i>	16 <i>6%</i>	9 <i>7%</i>	5 7%	11 <i>9</i> %	3 <i>3%</i>	1 <i>2%</i>	5 4%	4 4%	14 <i>11%</i>	3 5%	5 11%
ECONOMY	20 4%	15 <i>6%</i>	5 <i>2%</i>	4 <i>3%</i>	4 4%	7 5%	5 <i>5%</i>	1 <i>2%</i>	7 5%	5 4%	5 4%	1 <i>2%</i>	2 4%
EDUCATION	58 12%	17 <i>7%</i>	41 <i>16%</i>	11 <i>9%</i>	5 6%	14 <i>12%</i>	18 <i>17</i> %	9 15%	13 <i>9%</i>	18 <i>15%</i>	13 <i>10%</i>	10 14%	5 11%
PENSIONS & SOC SECURITY	29 6%	17 <i>7%</i>	12 5%	14 <i>12%</i>	6 7%	1 1%	5 <i>5%</i>	1 <i>2%</i>	9 <i>6%</i>	10 <i>8%</i>	5 4%	3 4%	2 4%
IMMIGRATION & ASYLUM	41 <i>8%</i>	24 9%	17 <i>7%</i>	11 <i>9%</i>	3 <i>3%</i>	13 <i>11%</i>	5 <i>5%</i>	9 15%	15 <i>10%</i>	12 10%	11 <i>9</i> %	2 <i>3%</i>	1 2%
LEVEL OF TAXES	52 10%	31 <i>12%</i>	21 <i>8%</i>	5 4%	14 <i>17</i> %	7 5%	15 <i>14%</i>	12 <i>19%</i>	11 <i>8%</i>	9 <i>8%</i>	11 <i>9</i> %	15 <i>21%</i>	6 14%
TERRORISM	2 *	2 1%	-	1 1%	-	1 1%	-	-	2 1%	-	-	-	-
EUROPE	3 1%	1 *	2 1%	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	-	-
TRANSPORT	6 1%	3 1%	3 1%	1 1%	- -	-	-	5 <i>8%</i>	4 <i>3%</i>	-	1 1%	-	1 <i>2%</i>
IRAQ	10 <i>2%</i>	5 <i>2%</i>	5 <i>2%</i>	3 <i>2%</i>	3 4%	2 2%	2 <i>2%</i>	-	1 1%	3 <i>3%</i>	1 1%	3 4%	2 4%
INTEREST RATES	3 1%	1 *	2 1%	2 1%	-	-	-	-	1 1%	-	1 1%	1 1%	-

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* = Less than .5



Table 39

Q8B_2 And which is the next most important?

Base : All

		GENDER			ļ	AGE BREAKS			REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
Other	40 <i>8%</i>	22 9%	18 <i>7%</i>	9 <i>7%</i>	9 11%	10 <i>8%</i>	10 <i>10%</i>	1 2%	12 <i>9%</i>	9 <i>8%</i>	12 <i>10%</i>	4 6%	2 4%
Don't know	23 <i>5%</i>	13 <i>5%</i>	10 <i>4%</i>	6 <i>5%</i>	2 3%	5 <i>4%</i>	5 5%	3 5%	4 <i>3%</i>	4 <i>3%</i>	4 3%	4 6%	7 16%

Prepared by CommunicateResearch



Q8B_2 And which is the next most important?

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
NHS	92 18%	18 <i>16%</i>	32 <i>27%</i>	10 <i>19%</i>	6 <i>34%</i>
CRIME	32 6%	13 <i>11%</i>	8 <i>6%</i>	2 4%	-
ECONOMY	20 4%	3 <i>2%</i>	9 7%	1 <i>1%</i>	1 4%
EDUCATION	58 12%	10 <i>9%</i>	12 <i>10%</i>	7 12%	1 5%
PENSIONS & SOC SECURITY	29 <i>6%</i>	11 <i>10%</i>	4 <i>3%</i>	1 <i>3%</i>	-
IMMIGRATION & ASYLUM	41 <i>8%</i>	15 <i>13%</i>	8 <i>6%</i>	2 4%	1 5%
LEVEL OF TAXES	52 10%	14 <i>13%</i>	9 <i>7%</i>	8 14%	1 5%
TERRORISM	2 *	-	2 1%	-	-
EUROPE	3 1%	1 <i>1%</i>	-	1 <i>2%</i>	1 6%
TRANSPORT	6 1%	1 <i>1%</i>	2 <i>2%</i>	2 4%	-
IRAQ	10 <i>2%</i>	2 <i>2%</i>	-	2 <i>3</i> %	2 11%
INTEREST RATES	3 1%	1 <i>1%</i>	2 2%	-	-
Other	40 <i>8%</i>	7 6%	9 <i>7%</i>	9 16%	4 20%

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Q8B_2 And which is the next most important?

Base : All

			Voting Inte	ntion	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
Don't know	23	7	5	-	-
	5%	6%	5%	-	-

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Q8B_3 And which is the next most important?

Base : All

	GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43
NHS	51 <i>10%</i>	24 10%	27 11%	10 <i>8%</i>	7 9%	11 <i>9</i> %	15 <i>15%</i>	8 1 <i>3%</i>	17 <i>12%</i>	10 <i>9%</i>	13 <i>10%</i>	8 11%	3 <i>7%</i>
CRIME	34 7%	18 <i>7%</i>	16 <i>6%</i>	9 <i>7%</i>	4 5%	4 4%	8 <i>8%</i>	8 14%	7 5%	12 10%	8 <i>6%</i>	6 <i>9%</i>	1 <i>3%</i>
ECONOMY	13 <i>3%</i>	6 <i>2%</i>	7 3%	4 4%	3 <i>3%</i>	2 2%	2 2%	-	4 3%	4 3%	1 1%	1 <i>2%</i>	3 <i>6%</i>
EDUCATION	60 12%	36 14%	24 10%	7 6%	13 <i>16%</i>	21 <i>17</i> %	12 <i>12%</i>	8 12%	14 10%	17 <i>15%</i>	14 <i>11%</i>	8 11%	6 14%
PENSIONS & SOC SECURITY	35 <i>7%</i>	12 5%	23 <i>9%</i>	16 <i>13%</i>	7 8%	8 6%	3 <i>3%</i>	2 4%	4 <i>3%</i>	4 3%	14 <i>11%</i>	9 1 <i>3%</i>	5 11%
IMMIGRATION & ASYLUM	35 <i>7%</i>	17 <i>7%</i>	18 <i>7%</i>	9 <i>7%</i>	5 6%	9 7%	7 7%	5 8%	15 <i>11%</i>	6 <i>5%</i>	10 <i>8%</i>	3 4%	1 <i>3%</i>
LEVEL OF TAXES	25 <i>5%</i>	15 <i>6%</i>	10 4%	4 4%	3 4%	7 5%	9 <i>9%</i>	1 2%	12 <i>8%</i>	7 6%	6 5%	-	-
TERRORISM	2 *	1 *	1 1%	-	-	-	1 1%	1 2%	-	1 1%	1 1%	-	-
INTERNATIONAL POVERTY	1 *	-	1 *	-	-	1 1%	-	-	1 1%	-	-	-	-
EUROPE	5 1%	5 <i>2%</i>	-	1 1%	1 1%	-	1 1%	2 <i>3%</i>	2 1%	1 1%	1 1%	1 2%	-
TRANSPORT	3 1%	1 *	2 1%	1 1%	1 1%	-	1 1%	-	3 <i>2%</i>	-	-	-	-
IRAQ	9 <i>2%</i>	5 <i>2%</i>	4 <i>2%</i>	2 1%	2 <i>2</i> %	2 <i>2%</i>	1 1%	2 4%	1 1%	6 <i>5%</i>	2 <i>2%</i>	-	1 2%

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Q8B_3 And which is the next most important?

Base : All

		GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland	
Unweighted Base	501	246	255	139	88	110	103	50	143	113	129	71	45	
Weighted Base	501	252	249	122	81	121	104	62	143	117	126	71	43	
INTEREST RATES	1	1	-	-	-	1	-	-	1	-	-	-	-	
	*	*	-	-	-	1%	-	-	1%	-	-	-	-	
Other	58 11%	29 11%	29 1 <i>2%</i>	10 <i>8%</i>	9 11%	18 <i>15%</i>	13 <i>13%</i>	6 10%	13 <i>9%</i>	14 <i>12%</i>	14 <i>11%</i>	13 <i>19%</i>	3 6%	
Don't know	53 11%	27 11%	27 11%	17 14%	8 10%	11 <i>9</i> %	11 <i>11%</i>	6 10%	13 <i>9%</i>	13 <i>11%</i>	14 <i>11%</i>	6 <i>9%</i>	8 1 <i>8%</i>	

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Q8B_3 And which is the next most important?

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	501	123	129	59	19
Weighted Base	501	113	119	55	18
NHS	51 <i>10%</i>	16 <i>14%</i>	6 <i>5%</i>	9 16%	1 <i>8%</i>
CRIME	34 7%	9 <i>8%</i>	11 <i>9%</i>	1 <i>2%</i>	2 9%
ECONOMY	13 <i>3</i> %	4 <i>3%</i>	2 1%	4 7%	1 <i>5%</i>
EDUCATION	60 <i>12%</i>	14 <i>12%</i>	19 <i>16%</i>	6 11%	3 19%
PENSIONS & SOC SECURITY	35 <i>7%</i>	8 <i>7%</i>	8 7%	2 <i>3%</i>	1 <i>5%</i>
IMMIGRATION & ASYLUM	35 <i>7%</i>	11 <i>10%</i>	13 <i>11%</i>	* 1%	-
LEVEL OF TAXES	25 <i>5%</i>	7 7%	7 6%	2 4%	1 <i>5%</i>
TERRORISM	2 *	-	-	1 <i>2%</i>	-
INTERNATIONAL POVERTY	1 *	1 <i>1%</i>	-	-	-
EUROPE	5 1%	-	1 1%	1 <i>2%</i>	1 <i>4%</i>
TRANSPORT	3 1%	-	1 <i>1%</i>	-	-
IRAQ	9 <i>2%</i>	1 <i>1%</i>	3 <i>2%</i>	3 <i>6%</i>	-

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Q8B_3 And which is the next most important?

Base : All

		Voting Intention										
	TOTAL	Conservative	Labour	Lib Dem	Other							
Unweighted Base	501	123	129	59	19							
Weighted Base	501	113	119	55	18							
INTEREST RATES	1	-	-	-	-							
	*	-	-	-	-							
Other	58	13	11	11	2							
	11%	12%	9%	21%	12%							
Don't know	53	9	16	6	4							
	11%	8%	14%	10%	23%							

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Demographics

Base : All

	GENDER			AGE BREAKS				REGION					
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Gender													
Male	482 <i>48%</i>	482 100%	-	122 <i>46%</i>	73 50%	124 <i>54%</i>	92 <i>45%</i>	61 <i>44%</i>	134 <i>50%</i>	114 <i>43%</i>	134 <i>54%</i>	59 <i>43%</i>	40 <i>46%</i>
Female	521 <i>52%</i>	-	521 <i>100%</i>	143 <i>54%</i>	73 50%	106 <i>46%</i>	115 <i>55%</i>	77 56%	132 <i>50%</i>	148 <i>57%</i>	113 <i>46%</i>	80 <i>57%</i>	48 54%
Age													
18-24	110 <i>11%</i>	45 <i>9%</i>	65 <i>12%</i>	-	-	-	-	106 <i>77%</i>	34 1 <i>3%</i>	29 11%	30 <i>12%</i>	10 <i>7%</i>	7 8%
25-34	170 <i>17%</i>	73 15%	97 1 <i>9%</i>	-	-	-	136 <i>66%</i>	31 <i>23%</i>	36 1 <i>3%</i>	60 <i>23%</i>	39 16%	25 18%	10 <i>12%</i>
35-44	200 <i>20%</i>	93 1 <i>9%</i>	107 <i>21%</i>	-	-	125 <i>55%</i>	71 <i>34%</i>	-	54 20%	57 <i>22%</i>	39 16%	30 21%	21 <i>24%</i>
45-54	170 <i>17%</i>	104 <i>22%</i>	67 13%	-	63 <i>43%</i>	104 <i>45%</i>	-	-	54 20%	36 14%	46 <i>19%</i>	21 <i>15%</i>	13 <i>15%</i>
55-64	151 <i>15%</i>	80 1 <i>7%</i>	71 <i>14%</i>	65 <i>25%</i>	83 <i>57%</i>	-	-	-	35 1 <i>3%</i>	24 9%	47 19%	23 1 <i>7%</i>	21 <i>24%</i>
65+	201 <i>20%</i>	86 <i>18%</i>	115 <i>22%</i>	199 <i>75%</i>	-	-	-	-	54 <i>20%</i>	56 <i>22%</i>	45 18%	30 21%	16 <i>18%</i>

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Demographics

Base : All

		GENDER			AGE BREAKS					REGION				
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland	
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91	
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88	
Age breaks														
War gen	265 <i>26%</i>	122 <i>25%</i>	143 <i>27%</i>	265 100%	-	-	-	-	67 <i>25%</i>	63 <i>24%</i>	71 <i>2</i> 9%	38 <i>27%</i>	26 <i>29%</i>	
Baby boomers	146 <i>15%</i>	73 15%	73 14%	-	146 <i>100%</i>	-	-	-	36 1 <i>3%</i>	32 1 <i>2%</i>	40 16%	22 16%	17 <i>19%</i>	
Gen Jones	230 <i>23%</i>	124 <i>26%</i>	106 <i>20%</i>	-	-	230 100%	-	-	75 <i>28%</i>	54 21%	50 <i>20%</i>	31 <i>22%</i>	20 <i>22%</i>	
Gen X	208 21%	92 1 <i>9%</i>	115 <i>22%</i>	-	-	-	208 1 <i>00%</i>	-	45 1 <i>7%</i>	67 <i>26%</i>	44 18%	34 <i>24%</i>	17 <i>19%</i>	
Gen Y	137 <i>14%</i>	61 <i>13%</i>	77 15%	-	-	-	-	137 <i>100%</i>	40 <i>15%</i>	37 14%	39 16%	14 10%	8 <i>9%</i>	

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Demographics

Base : All

		GENDER				GE BREAKS	6				REGION		
	TOTAL	Male	Female	War gen	Baby boomers	Gen Jones	Gen X	Gen Y	South East	Midlands	North England	Wales & South West	Scotland
Unweighted Base	1003	472	531	300	161	209	207	109	271	252	251	138	91
Weighted Base	1003	482	521	265	146	230	208	137	267	262	247	140	88
Region													
East Anglia	89 <i>9%</i>	41 <i>9%</i>	48 <i>9%</i>	17 6%	6 4%	15 <i>6%</i>	25 1 <i>2%</i>	19 14%	-	89 <i>34%</i>	-	-	-
East Midlands	77 8%	39 <i>8%</i>	38 7%	20 7%	16 <i>11%</i>	21 <i>9</i> %	12 <i>6%</i>	9 <i>7%</i>	-	77 29%	-	-	-
North East	43 <i>4%</i>	23 5%	20 4%	13 5%	9 6%	9 4%	9 4%	4 <i>3</i> %	-	-	43 17%	-	-
North West	118 <i>12%</i>	60 <i>13%</i>	58 11%	33 <i>13%</i>	15 <i>10%</i>	24 10%	21 <i>10%</i>	24 17%	-	-	118 <i>48%</i>	-	-
Scotland	88 <i>9%</i>	40 <i>8%</i>	48 <i>9%</i>	26 10%	17 11%	20 <i>9%</i>	17 <i>8%</i>	8 6%	-	-	-	-	88 100%
South East	267 <i>27%</i>	134 <i>28%</i>	132 <i>25%</i>	67 <i>25%</i>	36 <i>25%</i>	75 <i>33%</i>	45 <i>22%</i>	40 <i>29%</i>	267 1 <i>00%</i>	-	-	-	-
South West	88 <i>9%</i>	35 <i>7%</i>	53 10%	24 9%	12 <i>8%</i>	17 7%	22 10%	12 <i>9</i> %	-	-	-	88 <i>63%</i>	-
Wales	52 5%	25 <i>5%</i>	28 5%	15 <i>6%</i>	10 <i>7%</i>	14 <i>6%</i>	13 <i>6%</i>	1 1%	-	-	-	52 <i>37%</i>	-
West Midlands	96 10%	33 <i>7%</i>	62 <i>12%</i>	27 10%	10 <i>7%</i>	19 <i>8%</i>	30 <i>15%</i>	9 <i>7%</i>	-	96 <i>37%</i>	-	-	-
Yorkshire & Humberside	86 <i>9%</i>	51 <i>11%</i>	36 <i>7%</i>	24 9%	16 <i>11%</i>	17 <i>8</i> %	15 <i>7%</i>	11 <i>8%</i>	-	-	86 <i>35%</i>	-	-

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Demographics

Base : All

			Voting Inte	ntion	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	1003	235	264	121	41
Weighted Base	1003	215	243	112	39
Gender					
Male	482	118	116	48	24
	<i>48%</i>	55%	<i>48%</i>	<i>43%</i>	61%
Female	521	96	127	64	15
	<i>52%</i>	<i>45%</i>	<i>52%</i>	<i>57%</i>	<i>39%</i>
Age					
18-24	110	12	24	15	3
	<i>11%</i>	<i>6</i> %	10%	<i>13%</i>	<i>9%</i>
25-34	170	25	39	25	7
	<i>17%</i>	1 <i>2%</i>	<i>16%</i>	<i>22%</i>	18%
35-44	200	46	55	22	9
	<i>20%</i>	<i>22%</i>	<i>23%</i>	20%	24%
45-54	170	33	44	14	8
	<i>17%</i>	<i>15%</i>	<i>18%</i>	<i>12%</i>	<i>22%</i>
55-64	151	40	38	18	5
	<i>15%</i>	<i>19%</i>	<i>16%</i>	<i>16%</i>	1 <i>2%</i>
65+	201	58	42	19	6
	<i>20%</i>	<i>27%</i>	1 <i>7%</i>	<i>16%</i>	16%

Prepared by CommunicateResearch



Demographics

Base : All

			Voting Inte	ention	
	TOTAL	Conservative	Labour	Lib Dem	Other
Unweighted Base	1003	235	264	121	41
Weighted Base	1003	215	243	112	39
Age breaks					
War gen	265	74	60	27	9
	<i>26%</i>	<i>34%</i>	<i>25%</i>	24%	<i>23%</i>
Baby boomers	146	38	38	13	4
	<i>15%</i>	<i>18%</i>	16%	<i>12%</i>	11%
Gen Jones	230	44	57	23	13
	<i>23%</i>	20%	24%	<i>21%</i>	<i>34%</i>
Gen X	208	38	57	30	8
	<i>21%</i>	<i>18%</i>	24%	<i>27%</i>	21%
Gen Y	137	17	26	18	3
	<i>14%</i>	<i>8%</i>	11%	<i>16%</i>	<i>9%</i>

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Demographics

Base : All

		Voting Intention					
	TOTAL	Conservative	Labour	Lib Dem	Other		
Unweighted Base	1003	235	264	121	41		
Weighted Base	1003	215	243	112	39		
Region							
East Anglia	89	26	9	13	5		
	<i>9%</i>	<i>12%</i>	<i>4%</i>	<i>11%</i>	1 <i>3%</i>		
East Midlands	77	21	19	10	2		
	8%	<i>10%</i>	<i>8%</i>	<i>9%</i>	6%		
North East	43 <i>4%</i>	6 <i>3%</i>	17 <i>7%</i>	-	-		
North West	118 <i>12%</i>	24 11%	34 <i>14%</i>	15 <i>13%</i>	-		
Scotland	88	7	29	10	7		
	<i>9%</i>	<i>3</i> %	<i>12%</i>	<i>9%</i>	19%		
South East	267	59	59	25	13		
	<i>27%</i>	<i>27%</i>	<i>24%</i>	<i>22%</i>	<i>33%</i>		
South West	88	25	9	18	1		
	<i>9%</i>	12%	<i>4%</i>	<i>16%</i>	<i>2%</i>		
Wales	52	11	19	4	3		
	<i>5%</i>	<i>5%</i>	<i>8%</i>	4%	7%		
West Midlands	96	17	23	9	4		
	10%	<i>8%</i>	<i>9%</i>	<i>8%</i>	9%		
Yorkshire & Humberside	86	17	24	8	4		
	<i>9%</i>	<i>8</i> %	10%	7%	10%		

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