



# ITV News - Conservative Party Chairmen Survey

## METHODOLOGY NOTE

ComRes interviewed 88 Local Conservative Association Chairmen online and by telephone from 3<sup>rd</sup> – 26<sup>th</sup> September 2013. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## ITV Conservative Party Chairmen Survey

## Q1. In your view, which one of the following do you feel is probably the most likely outcome of the next General Election in 2015?

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Conservative Party will win an overall majority	46	38	8	4	5	9	-	1	13	4	3	5	1	1	46	-	-	-
	52%	55%	42%	57%	71%	75%	-	33%	45%	33%	100%	56%	20%	100%	100%	-	-	-
						hil					hil				OPQ			
The Conservative Party will win the most seats, but not an overall majority	32	24	8	2	1	2	-	1	13	6	-	4	3	-	-	32	-	-
	36%	35%	42%	29%	14%	17%	-	33%	45%	50%	-	44%	60%	-	-	100%	-	-
								e	e				e		NPQ			
The Labour Party will win the most seats, but not an overall majority	6	4	2	1	1	-	-	-	1	2	-	-	1	-	-	-	6	-
	7%	6%	11%	14%	14%	-	-	-	3%	17%	-	-	20%	-	-	-	100%	-
																	NOQ	
The Labour Party will win an overall majority	3	3	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	3
	3%	4%	-	-	-	-	-	33%	7%	-	-	-	-	-	-	-	-	100%
								ei										NOP
Don't know	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	5%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	-
			a															

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q2. Over the past three months, who if anyone do you think is the most responsible for any positive changes in the Conservative Party's electoral prospects?

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
George Osborne's economic policies	38	33	5	3	4	3	-	1	12	5	2	4	3	1	18	14	5	-
	43%	48%	26%	43%	57%	25%	-	33%	41%	42%	67%	44%	60%	100%	39%	44%	83%	-
		b														NoQ		
David Cameron	18	11	7	1	-	4	-	1	7	2	1	2	-	-	15	3	-	-
	20%	16%	37%	14%	-	33%	-	33%	24%	17%	33%	22%	-	-	33%	9%	-	-
		A													O			
Advisors, such as Lynton Crosby	18	15	3	-	2	4	-	1	8	1	-	2	-	-	8	8	-	2
	20%	22%	16%	-	29%	33%	-	33%	28%	8%	-	22%	-	-	17%	25%	-	67%
																	Np	
Backbench Conservative MPs	7	5	2	-	1	-	-	-	1	3	-	1	1	-	2	4	-	1
	8%	7%	11%	-	14%	-	-	-	3%	25%	-	11%	20%	-	4%	13%	-	33%
									eH								N	
Conservative electoral prospects have not changed	5	4	1	3	-	-	-	-	-	1	-	-	1	-	2	2	1	-
	6%	6%	5%	43%	-	-	-	-	-	8%	-	-	20%	-	4%	6%	17%	-
				dEHik									H					
Don't know	2	1	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-
	2%	1%	5%	-	-	8%	-	-	3%	-	-	-	-	2%	3%	-	-	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

#### Q3 Under whose leadership do you believe the Conservative Party would stand the best chance of winning an overall majority at the next election?

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
David Cameron	69	52	17	5	6	10	-	2	23	8	3	8	4	-	43	23	1	1
	78%	75%	89%	71%	86%	83%	-	67%	79%	67%	100%	89%	80%	-	93%	72%	17%	33%
															OPQ	P		
Boris Johnson	10	10	-	2	1	2	-	-	4	-	-	1	-	-	2	4	3	1
	11%	14%	-	29%	14%	17%	-	-	14%	-	-	11%	-	-	4%	13%	50%	33%
		b		i													NO	N
Michael Gove	2	2	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	1
	2%	3%	-	-	-	-	-	33%	-	-	-	-	-	100%	2%	-	-	33%
								eHi										NO
Theresa May	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-
	2%	3%	-	-	-	-	-	-	7%	-	-	-	-	-	-	6%	-	-
																n		
George Osborne	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	1	1	-
	2%	3%	-	-	-	-	-	-	-	17%	-	-	-	-	-	3%	17%	-
										H							N	
Other	3	1	2	-	-	-	-	-	-	2	-	-	1	-	-	2	1	-
	3%	1%	11%	-	-	-	-	-	-	17%	-	-	20%	-	-	6%	17%	-
			a							H			H		n	N		

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q4. If the Conservatives were to lose the next election and David Cameron stood down, who would you most like to see take over as leader?

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
Boris Johnson	22 25%	21 30%	1 5%	2 29%	2 29%	2 17%	- -	1 33%	12 41%	1 8%	- -	1 11%	1 20%	- -	7 15%	11 34%	2 33%	2 67%
		B						I								n		N
Theresa May	21 24%	13 19%	8 42%	- -	1 14%	4 33%	- -	2 67%	6 21%	2 17%	2 67%	3 33%	1 20%	- -	15 33%	4 13%	1 17%	- -
		A						Ch			Ch				O			
Michael Gove	16 18%	13 19%	3 16%	- -	2 29%	3 25%	- -	- -	4 14%	3 25%	1 33%	1 11%	1 20%	1 100%	14 30%	2 6%	- -	- -
															O			
George Osborne	12 14%	10 14%	2 11%	4 57%	2 29%	1 8%	- -	- -	2 7%	2 17%	- -	- -	1 20%	- -	7 15%	4 13%	1 17%	- -
				EHiK														
Philip Hammond	6 7%	4 6%	2 11%	- -	- -	- -	- -	- -	3 10%	2 17%	- -	1 11%	- -	- -	- -	5 16%	- -	1 33%
																N		N
William Hague	2 2%	- -	2 11%	- -	- -	- -	- -	- -	1 3%	1 8%	- -	- -	- -	- -	- -	1 3%	1 17%	- -
			A														N	
Other	8 9%	7 10%	1 5%	1 14%	- -	2 17%	- -	- -	1 3%	1 8%	- -	2 22%	1 20%	- -	3 7%	4 13%	1 17%	- -
												h						
Not Stated	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 11%	- -	- -	- -	1 3%	- -	- -
												h						

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Nick Clegg

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The individual/group that David Cameron listens to the most	(1.0)	10	9	1	2	2	1	-	-	2	3	-	-	-	3	6	1	-
		11%	13%	5%	29%	29%	8%	-	-	7%	25%	-	-	-	7%	19%	17%	-
	(2.0)	12	10	2	-	-	2	-	-	5	-	1	3	-	5	5	1	1
		14%	14%	11%	-	-	17%	-	-	17%	-	33%	11%	60%	11%	16%	17%	33%
													CDeHlk					
	(3.0)	10	8	2	-	1	-	-	-	5	2	-	1	1	3	5	2	-
		11%	12%	11%	-	14%	-	-	-	17%	17%	-	-	20%	7%	16%	33%	-
																N		
	(4.0)	10	9	1	1	-	2	-	-	6	-	-	1	-	6	3	-	1
		11%	13%	5%	14%	-	17%	-	-	21%	-	-	11%	-	13%	9%	-	33%
										i								
	(5.0)	17	12	5	2	2	1	-	1	5	4	-	2	-	11	5	1	-
		19%	17%	26%	29%	29%	8%	-	33%	17%	33%	-	22%	-	24%	16%	17%	-
	(6.0)	15	12	3	2	-	2	-	-	3	2	2	3	1	8	6	1	-
		17%	17%	16%	29%	-	17%	-	-	10%	17%	67%	33%	20%	17%	19%	17%	-
											DH							
The individual/group that David Cameron listens to the least	(7.0)	3	2	1	-	-	1	-	1	-	1	-	-	-	2	1	-	-
		3%	3%	5%	-	-	8%	-	33%	-	8%	-	-	-	4%	3%	-	-
									H									
Not Stated		11	7	4	-	2	3	-	1	3	-	-	2	-	8	1	-	1
		13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	17%	3%	-	33%
						i	i		i						o			
															O			
Mean Score	3.90	3.79	4.33	4.00	3.00	4.11	-	6.00	3.62	4.00	4.67	4.86	3.00	3.00	4.29	3.58	3.33	3.00
								HI				dhl						

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Nick Clegg

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Std Deviation	1.82	1.83	1.76	2.16	2.00	2.09	-	1.41	1.50	2.13	2.31	1.46	1.73	-	1.71	1.93	1.86	1.41
Std Error	.207	.232	.454	.816	.894	.696	-	1.000	.294	.615	1.333	.553	.775	-	.277	.346	.760	1.000

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

### The Liberal Democrats

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
The individual/group that David Cameron listens to the most	(1.0)	4 5%	4 6%	- -	1 14%	- -	- -	- -	1 3%	- -	- -	1 11%	1 20%	- -	2 4%	1 3%	- -	1 33% NO
	(2.0)	5 6%	4 6%	1 5%	1 14%	1 14%	- -	- -	1 3%	1 8%	- -	- -	1 100%	1 2%	3 9%	1 17%	- n	
	(3.0)	7 8%	3 4%	4 21% A	1 14%	- -	- -	1 33% e	2 7%	2 17%	- -	- -	1 20%	1 2%	4 13% n	2 33% N	- -	
	(4.0)	9 10%	8 12%	1 5%	1 14%	- -	2 17%	- -	2 7%	3 25%	- -	- -	1 20%	3 7%	4 13%	2 33% N	- -	
	(5.0)	4 5%	3 4%	1 5%	- -	- -	2 17%	- -	1 3%	1 8%	- -	- -	- -	2 4%	1 3%	1 17%	- -	
	(6.0)	14 16%	12 17%	2 11%	1 14%	1 14%	2 17%	- -	1 33%	4 14%	1 8%	1 33%	3 33%	9 20%	5 16%	- -	- -	
The individual/group that David Cameron listens to the least	(7.0)	34 39%	28 41%	6 32%	2 29%	3 43%	3 25%	- -	- -	15 52% g	4 33%	2 67%	3 33%	2 40%	20 43% P	13 41% p	- -	1 33%
Not Stated		11 13%	7 10%	4 21%	- -	2 29% i	3 25% i	- -	1 33% i	3 10%	- -	- -	2 22%	- -	8 17% o	1 3% i	- -	1 33% O
Mean Score	5.36	5.42	5.13	4.29	5.80	5.67	-	4.50	5.81 c	4.92	6.67	5.71	4.40	2.00	5.87 P	5.19 p	3.50	4.00
Std Deviation	1.94	1.95	1.92	2.43	2.17	1.22	-	2.12	1.81	1.83	.58	2.14	2.61	-	1.71	1.99	1.05	4.24
Std Error	.221	.248	.496	.918	.970	.408	-	1.500	.355	.529	.333	.808	1.166	-	.278	.357	.428	3.000

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

ComRes  
Fieldwork 3rd - 25th September 2013

## ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

### The media

Base: All respondents

	Gender			Region										Most likely outcome of next election					
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%	
The individual/group that David Cameron listens to the most	(1.0)	7 8%	6 9%	1 5%	- -	- -	3 25% i	- -	- -	2 7%	- -	1 33% i	1 11%	- -	3 7%	4 13%	- -	- -	
	(2.0)	16 18%	12 17%	4 21%	- -	1 14%	3 25%	- -	1 33%	3 10%	5 42% cH	2 22%	1 20%	- -	5 11%	8 25%	3 50% N	- -	
	(3.0)	12 14%	10 14%	2 11%	1 14%	1 14%	1 8%	- -	- -	5 17%	2 17%	1 33%	1 11%	- -	6 13%	3 9%	1 17%	2 67% NO	
	(4.0)	13 15%	13 19%	- -	2 29%	1 14%	- -	- -	- -	4 14%	2 17%	- -	1 11%	2 40% E	1 100%	7 15%	6 19%	- -	- -
	(5.0)	13 15%	8 12%	5 26%	2 29%	- -	1 8%	- -	- -	5 17%	2 17%	1 33%	- -	2 40% dk	4 9%	7 22%	2 33% n	- -	
	(6.0)	8 9%	6 9%	2 11%	1 14%	1 14%	- -	- -	- -	5 17%	1 8%	- -	- -	- -	6 13%	2 6%	- -	- -	
The individual/group that David Cameron listens to the least	(7.0)	8 9%	7 10%	1 5%	1 14%	1 14%	1 8%	- -	1 33% i	2 7%	- -	- -	2 22%	- -	7 15%	1 3%	- -	- -	
Not Stated		11 13%	7 10%	4 21%	- -	2 29% i	3 25% i	- -	1 33% i	3 10%	- -	- -	2 22%	- -	8 17% o	1 3%	- -	1 33% O	
Mean Score		3.84	3.82	3.93	4.86 EI	4.40	2.67	-	4.50	4.15 E	3.33	3.00	3.71	4.00	4.32 o	3.45	3.17	3.00	
Std Deviation		1.83	1.83	1.87	1.35	2.07	2.06	-	3.54	1.76	1.44	2.00	2.43	1.22	1.95	1.69	1.47	-	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

ComRes  
Fieldwork 3rd - 25th September 2013

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### The media

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Total

Std Error

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

Total	Gender		Region											Most likely outcome of next election			
	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
.208	.233	.483	.508	.927	.687	-	2.500	.345	.414	1.155	.918	.548	-	.316	.304	.601	-

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Grassroot members of the Conservative party

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The individual/group that David Cameron listens to the most	(1.0)	3	2	1	-	-	1	-	-	1	-	-	1	-	2	1	-	-
		3%	3%	5%	-	-	8%	-	-	3%	-	-	20%	-	4%	3%	-	-
	(2.0)	9	5	4	2	1	-	-	3	1	1	1	-	7	2	-	-	
		10%	7%	21%	29%	14%	-	-	10%	8%	33%	11%	-	15%	6%	-	-	
			a	e						e								
	(3.0)	6	6	-	1	-	-	1	2	1	-	1	-	6	-	-	-	
		7%	9%	-	14%	-	-	33%	7%	8%	-	11%	-	13%	-	-	-	
								e						O				
	(4.0)	8	7	1	-	1	1	-	4	1	-	1	-	5	3	-	-	
		9%	10%	5%	-	14%	8%	-	14%	8%	-	11%	-	11%	9%	-	-	
	(5.0)	8	7	1	-	-	2	-	2	1	1	2	-	4	4	-	-	
		9%	10%	5%	-	-	17%	-	7%	8%	33%	22%	-	9%	13%	-	-	
	(6.0)	16	14	2	1	2	2	-	1	7	2	-	1	6	7	1	2	
		18%	20%	11%	14%	29%	17%	-	33%	24%	17%	-	20%	13%	22%	17%	67%	
																	No	
The individual/group that David Cameron listens to the least	(7.0)	27	21	6	3	1	3	-	-	7	6	1	2	3	14	5	-	
		31%	30%	32%	43%	14%	25%	-	-	24%	50%	33%	22%	60%	44%	83%	-	
														N	NoQ			
Not Stated		11	7	4	-	2	3	-	1	3	-	2	-	8	1	-	1	
		13%	10%	21%	-	29%	25%	-	33%	10%	-	22%	-	17%	3%	-	33%	
						i	i		i					o			O	
Mean Score	5.14	5.23	4.80	4.86	5.00	5.33	-	4.50	5.00	5.67	4.67	4.71	5.60	4.37	5.71	6.83	6.00	
Std Deviation	1.93	1.82	2.37	2.41	2.00	1.94	-	2.12	1.90	1.78	2.52	1.89	2.61	1.99	1.68	.41	-	
Std Error	.220	.232	.611	.911	.894	.645	-	1.500	.372	.512	1.453	.714	1.166	.323	.301	.167	-	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Backbench Conservative MPs

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
The individual/group that David Cameron listens to the most	(1.0)	13 15%	10 14%	3 16%	1 14%	1 14%	- -	- -	6 21%	2 17%	- -	2 22%	- -	1 100%	10 22%	3 9%	- -	- -
	(2.0)	17 19%	16 23%	1 5%	3 43%	1 14%	2 17%	- -	1 33%	5 17%	3 25%	1 33%	1 11%	- -	12 26%	5 16%	- -	- -
	(3.0)	15 17%	13 19%	2 11%	2 29%	1 14%	2 17%	- -	- -	3 10%	1 8%	1 33%	3 33%	2 40%	7 15%	7 22%	1 17%	- -
	(4.0)	8 9%	5 7%	3 16%	- -	1 14%	1 8%	- -	- -	2 7%	2 17%	1 33%	- -	1 20%	2 4%	4 13%	2 33%	- -
	(5.0)	13 15%	11 16%	2 11%	1 14%	1 14%	1 8%	- -	1 33%	6 21%	1 8%	- -	1 11%	1 20%	2 4%	7 22%	2 33%	2 67%
	(6.0)	11 13%	7 10%	4 21%	- -	- -	3 25%	- -	- -	4 14%	3 25%	- -	- -	1 20%	5 11%	5 16%	1 17%	- -
The individual/group that David Cameron listens to the least	(7.0)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not Stated	11 13%	7 10%	4 21%	- -	2 29%	3 25%	- -	1 33%	3 10%	- -	- -	2 22%	- -	- -	8 17%	1 3%	- -	1 33%
Mean Score	3.31	3.19	3.80	2.57	3.00	4.11 ck	-	3.50	3.35	3.50	3.00	2.57	4.20 ck	1.00	2.71	3.71 N	4.50 N	5.00
Std Deviation	1.70	1.65	1.90	1.27	1.58	1.69	-	2.12	1.87	1.93	1.00	1.40	1.30	-	1.68	1.62	1.05	-

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Backbench Conservative MPs

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Total

Std Error

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

	Gender		Region											Most likely outcome of next election				
	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Std Error	.194	.209	.490	.481	.707	.564	-	1.500	.368	.557	.577	.528	.583	-	.272	.290	.428	-

## ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

**The public**

Base: All respondents

	Gender			Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Significance Level: 90%																			
Significance Level: 95%																			
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%	
The individual/group that David Cameron listens to the most	(1.0)	23 26%	18 26%	5 26%	3 43%	1 14%	4 33%	- -	1 33%	8 28%	1 8%	2 67%	1 11%	2 40%	- -	14 30%	7 22%	2 33%	- -
	(2.0)	4 5%	4 6%	- -	- -	- -	- -	- -	2 7%	1 8%	- -	1 11%	- -	- -	1 2%	2 6%	- -	1 33%	N
	(3.0)	8 9%	7 10%	1 5%	- -	1 14%	1 8%	- -	- -	3 10%	2 17%	- -	1 11%	- -	4 9%	4 13%	- -	- -	- -
	(4.0)	11 13%	6 9%	5 26%	1 14%	1 14%	1 8%	- -	1 33%	3 10%	2 17%	- -	2 22%	- -	4 9%	6 19%	1 17%	- -	- -
	(5.0)	16 18%	15 22%	1 5%	- -	2 29%	2 17%	- -	- -	6 21%	2 17%	1 33%	1 11%	1 20%	1 100%	12 26%	4 13%	- -	- -
	(6.0)	10 11%	8 12%	2 11%	2 29%	- -	- -	- -	- -	2 7%	3 25%	- -	1 11%	2 40%	- -	2 4%	6 19%	2 33%	- -
The individual/group that David Cameron listens to the least	(7.0)	5 6%	4 6%	1 5%	1 14%	- -	1 8%	- -	- -	2 7%	1 8%	- -	- -	- -	1 2%	2 6%	1 17%	1 33%	n N
Not Stated		11 13%	7 10%	4 21%	- -	2 29%	3 25%	- -	1 33%	3 10%	- -	- -	2 22%	- -	8 17%	1 3%	- -	1 33%	O
Mean Score	3.56	3.58	3.47	3.71	3.60	3.11	-	2.50	3.42	4.33	2.33	3.57	3.80	5.00	3.24	3.77	4.17	4.50	
Std Deviation	2.04	2.05	2.07	2.69	1.67	2.26	-	2.12	2.06	1.83	2.31	1.72	2.59	-	1.95	2.00	2.64	3.54	
Std Error	.233	.261	.533	1.017	.748	.754	-	1.500	.404	.527	1.333	.649	1.158	-	.317	.358	1.078	2.500	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

**Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?**

**Please rank from 1-7 with 1 being the individual/group that David Cameron listens to the most and 7 being the individual/group that David Cameron listens to the least.**

#### Business leaders

Base: All respondents

	Gender			Region										Most likely outcome of next election					
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3	
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
The individual/group that David Cameron listens to the most	(1.0)	17	13	4	-	1	-	-	1	6	6	-	2	1	-	4	9	3	1
		19%	19%	21%	-	14%	-	-	33%	21%	50%	-	22%	20%	-	9%	28%	50%	33%
									e	e	CEh					N	N		
	(2.0)	14	11	3	1	1	2	-	-	7	1	-	1	1	-	7	6	1	-
		16%	16%	16%	14%	14%	17%	-	-	24%	8%	-	11%	20%	-	15%	19%	17%	-
	(3.0)	19	15	4	2	1	5	-	-	6	2	1	1	1	-	11	8	-	-
		22%	22%	21%	29%	14%	42%	-	-	21%	17%	33%	11%	20%	-	24%	25%	-	-
	(4.0)	18	14	4	2	1	2	-	1	5	2	2	2	1	-	11	5	1	1
		20%	20%	21%	29%	14%	17%	-	33%	17%	17%	67%	22%	20%	-	24%	16%	17%	33%
											h								
	(5.0)	6	6	-	2	-	-	-	-	1	1	-	1	1	-	3	3	-	-
		7%	9%	-	29%	-	-	-	-	3%	8%	-	11%	20%	-	7%	9%	-	-
					eH														
	(6.0)	3	3	-	-	1	-	-	-	1	-	-	-	-	2	-	1	-	
		3%	4%	-	-	14%	-	-	-	3%	-	-	-	-	4%	-	17%	-	
																O			
The individual/group that David Cameron listens to the least	(7.0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated		11	7	4	-	2	3	-	1	3	-	2	-	-	8	1	-	1	
		13%	10%	21%	-	29%	25%	-	33%	10%	-	22%	-	-	17%	3%	-	33%	
						i	i		i						o		O		
Mean Score	2.88	2.97	2.53	3.71	3.20	3.00	-	2.50	2.65	2.25	3.67	2.86	3.00	6.00	3.21	2.58	2.50	2.50	
				hl											o				
Std Deviation	1.40	1.45	1.19	1.11	1.92	.71	-	2.12	1.35	1.48	.58	1.57	1.58	-	1.30	1.34	2.07	2.12	
Std Error	.160	.184	.307	.421	.860	.236	-	1.500	.266	.429	.333	.595	.707	-	.211	.240	.847	1.500	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

#### Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?

##### Summary table

Base: All respondents

	Total	The individual/group that David Cameron listens to the most 1	2	3	4	5	6	The individual/group that David Cameron listens to the least 7	Not Stated	Mean score
		a	b	c	d	e	f	g	h	i
		A	B	C	D	E	F	G	H	I
The Liberal Democrats	88 100%	4 5%	5 6%	7 8%	9 10%	4 5%	14 16%	34 39%	11 13%	5.36
Grassroot members of the Conservative party	88 100%	3 3%	9 10%	6 7%	8 9%	8 9%	16 18%	27 31%	11 13%	5.14
Nick Clegg	88 100%	10 11%	12 14%	10 11%	10 11%	17 19%	15 17%	3 3%	11 13%	3.90
The media	88 100%	7 8%	16 18%	12 14%	13 15%	13 15%	8 9%	8 9%	11 13%	3.84
The public	88 100%	23 26%	4 5%	8 9%	11 13%	16 18%	10 11%	5 6%	11 13%	3.56
Backbench Conservative MPs	88 100%	13 15%	17 19%	15 17%	8 9%	13 15%	11 13%	- -	11 13%	3.31
Business leaders	88 100%	17 19%	14 16%	19 22%	18 20%	6 7%	3 3%	- -	11 13%	2.88

Columns Tested: A,B,C,D,E,F,G,H,I

## ITV Conservative Party Chairmen Survey

## Q5. Which of the following groups or individuals do you believe David Cameron listens to the most and which the least?

## Listens to the most

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
The public	23 26%	18 26%	5 26%	3 43%	1 14%	4 33%	- -	1 33%	8 28%	1 8%	2 67%	1 11%	2 40%	- -	14 30%	7 22%	2 33%	- -
Business leaders	17 19%	13 19%	4 21%	- -	1 14%	- -	- -	1 33%	6 21%	6 50%	- -	2 22%	1 20%	- -	4 9%	9 28%	3 50%	1 33%
Backbench Conservative MPs	13 15%	10 14%	3 16%	1 14%	1 14%	- -	- -	- -	6 21%	2 17%	- -	2 22%	- -	1 100%	10 22%	3 9%	- -	- -
Nick Clegg	10 11%	9 13%	1 5%	2 29%	2 29%	1 8%	- -	- -	2 7%	3 25%	- -	- -	- -	- -	3 7%	6 19%	1 17%	- -
The media	7 8%	6 9%	1 5%	- -	- -	3 25%	- -	- -	2 7%	- -	1 33%	1 11%	- -	- -	3 7%	4 13%	- -	- -
The Liberal Democrats	4 5%	4 6%	- -	1 14%	- -	- -	- -	- -	1 3%	- -	- -	1 11%	1 20%	- -	2 4%	1 3%	- -	1 33%
Grassroot members of the Conservative party	3 3%	2 3%	1 5%	- -	- -	1 8%	- -	- -	1 3%	- -	- -	- -	1 20%	- -	2 4%	1 3%	- -	- -

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

### Q6. To what extent, if any, do you agree or disagree with the following statements?

#### The Conservative Party is going in the right direction

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	61	47	14	6	3	6	-	2	23	9	3	6	3	-	33	25	3	-
	69%	68%	74%	86%	43%	50%	-	67%	79%	75%	100%	67%	60%	-	72%	78%	50%	-
									de						Q	Q		
Disagree	11	10	1	1	1	1	-	-	3	3	-	1	1	-	1	5	3	2
	13%	14%	5%	14%	14%	8%	-	-	10%	25%	-	11%	20%	-	2%	16%	50%	67%
															N	No	NO	
Don't know	5	5	-	-	1	2	-	-	-	-	-	-	1	1	4	1	-	-
	6%	7%	-	-	14%	17%	-	-	-	-	-	-	20%	100%	9%	3%	-	-
					H	H							H					
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
					i	i		i							o			O

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## David Cameron has good political judgment

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	46	36	10	4	2	5	-	2	17	5	3	5	3	-	27	17	1	1
	52%	52%	53%	57%	29%	42%	-	67%	59%	42%	100%	56%	60%	-	59%	53%	17%	33%
											dei				p			
Disagree	23	20	3	3	1	2	-	-	8	6	-	2	1	-	6	11	5	1
	26%	29%	16%	43%	14%	17%	-	-	28%	50%	-	22%	20%	-	13%	34%	83%	33%
										e					N	NO		
Don't know	8	6	2	-	2	2	-	-	1	1	-	-	1	1	5	3	-	-
	9%	9%	11%	-	29%	17%	-	-	3%	8%	-	-	20%	100%	11%	9%	-	-
					H													
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
					i	i		i							o		O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## David Cameron is the right person to lead the Conservative Party

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	57	45	12	5	3	7	-	2	23	6	3	4	4	-	33	20	3	1
	65%	65%	63%	71%	43%	58%	-	67%	79%	50%	100%	44%	80%	-	72%	63%	50%	33%
Disagree	13	11	2	1	-	1	-	-	3	5	-	2	1	-	2	8	2	1
	15%	16%	11%	14%	-	8%	-	-	10%	42%	-	22%	20%	-	4%	25%	33%	33%
Don't know	6	5	1	1	2	1	-	-	-	1	-	-	-	1	3	2	1	-
	7%	7%	5%	14%	29%	8%	-	-	-	8%	-	-	-	100%	7%	6%	17%	-
Not Stated	12	8	4	-	2	3	-	1	3	-	-	3	-	-	8	2	-	1
	14%	12%	21%	-	29%	25%	-	33%	10%	-	-	33%	-	-	17%	6%	-	33%

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## David Cameron is more interested in what looks popular, than what actually makes good policy

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	22	16	6	2	2	2	-	-	4	8	-	1	2	1	8	11	3	-
	25%	23%	32%	29%	29%	17%	-	-	14%	67%	-	11%	40%	100%	17%	34%	50%	-
									EgHJK						n	n		
Disagree	52	44	8	5	3	7	-	2	21	3	3	5	3	-	29	18	3	2
	59%	64%	42%	71%	43%	58%	-	67%	72%	25%	100%	56%	60%	-	63%	56%	50%	67%
		b	i						l		l							
Don't know	3	2	1	-	-	-	-	-	1	1	-	1	-	-	1	2	-	-
	3%	3%	5%	-	-	-	-	-	3%	8%	-	11%	-	-	2%	6%	-	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
				i	i			i						o			O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## David Cameron understands the issues that concern ordinary voters

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	44	37	7	3	4	5	-	2	17	5	3	4	1	-	26	16	1	1
	50%	54%	37%	43%	57%	42%	-	67%	59%	42%	100%	44%	20%	-	57%	50%	17%	33%
Disagree	22	16	6	4	-	2	-	-	6	5	-	2	3	-	6	11	4	1
	25%	23%	32%	57%	-	17%	-	-	21%	42%	-	22%	60%	-	13%	34%	67%	33%
				Deh					d				Deh		N	N		
Don't know	11	9	2	-	1	2	-	-	3	2	-	1	1	1	6	4	1	-
	13%	13%	11%	-	14%	17%	-	-	10%	17%	-	11%	20%	100%	13%	13%	17%	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
				i	i			i							o			O

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## I expect the Conservative Party to win more votes in my local constituency in the next General Election than it did in 2010

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	40	30	10	4	3	6	-	1	11	6	2	5	2	-	26	13	1	-
	45%	43%	53%	57%	43%	50%	-	33%	38%	50%	67%	56%	40%	-	57%	41%	17%	-
Disagree	28	24	4	3	1	1	-	1	10	6	1	2	2	1	8	13	5	2
	32%	35%	21%	43%	14%	8%	-	33%	34%	50%	33%	22%	40%	100%	17%	41%	83%	67%
Don't know	9	8	1	-	1	2	-	-	5	-	-	-	1	-	4	5	-	-
	10%	12%	5%	-	14%	17%	-	-	17%	-	-	-	20%	-	9%	16%	-	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
				i	i			i						o			O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## My local association has lost members over the issue of gay marriage

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	59	49	10	6	4	6	-	1	18	11	1	6	5	1	27	25	5	2
	67%	71%	53%	86%	57%	50%	-	33%	62%	92%	33%	67%	100%	100%	59%	78%	83%	67%
									dEGhJ				egj		n			
Disagree	17	12	5	1	1	3	-	1	7	1	2	1	-	-	11	5	1	-
	19%	17%	26%	14%	14%	25%	-	33%	24%	8%	67%	11%	-	-	24%	16%	17%	-
											lkl							
Don't know	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	1%	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	3%	-	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
					i	i		i						o			O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## Gay marriage is likely to lose the Conservative party votes in my local constituency at the next election

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	33	28	5	3	2	4	-	-	10	7	-	3	4	-	9	20	3	1
	38%	41%	26%	43%	29%	33%	-	-	34%	58%	-	33%	80%	-	20%	63%	50%	33%
									9j				eghj			N		
Disagree	35	26	9	2	3	4	-	2	13	5	2	4	-	-	23	9	2	1
	40%	38%	47%	29%	43%	33%	-	67%	45%	42%	67%	44%	-	-	50%	28%	33%	33%
								l	l		l				o			
Don't know	9	8	1	2	-	1	-	-	3	-	1	-	1	1	6	2	1	-
	10%	12%	5%	29%	-	8%	-	-	10%	-	33%	-	20%	100%	13%	6%	17%	-
				i							i							
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
					i	i		i							o			O

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

**Q6. To what extent, if any, do you agree or disagree with the following statements?**

**Gay marriage has enhanced David Cameron's standing within the Party**

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	19	15	4	1	-	1	-	2	6	4	2	2	-	1	11	7	-	1
	22%	22%	21%	14%	-	8%	-	67%	21%	33%	67%	22%	-	100%	24%	22%	-	33%
								DEHl			DEHl							
Disagree	46	38	8	5	4	5	-	-	14	7	1	5	5	-	19	21	5	1
	52%	55%	42%	71%	57%	42%	-	-	48%	58%	33%	56%	100%	-	41%	66%	83%	33%
				g					g			EGHj			N	n		
Don't know	12	9	3	1	1	3	-	-	6	1	-	-	-	-	8	3	1	-
	14%	13%	16%	14%	14%	25%	-	-	21%	8%	-	-	-	-	17%	9%	17%	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
				i	i			i						o			O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

### ITV Conservative Party Chairmen Survey

#### Q6. To what extent, if any, do you agree or disagree with the following statements?

The view, expressed by one of the Prime Minister's inner circle, that Conservative Party members are "swivel-eyed loons", is not one that David Cameron personally holds

Base: All respondents

	Gender			Region										Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	53	43	10	6	5	8	-	2	17	5	2	5	3	-	28	21	3	1
	60%	62%	53%	86%	71%	67%	-	67%	59%	42%	67%	56%	60%	-	61%	66%	50%	33%
Disagree	15	11	4	-	-	1	-	-	6	4	-	2	2	-	5	8	1	1
	17%	16%	21%	-	-	8%	-	-	21%	33%	-	22%	40%	-	11%	25%	17%	33%
Don't know	9	8	1	1	-	-	-	-	3	3	1	-	-	1	5	2	2	-
	10%	12%	5%	14%	-	-	-	-	10%	25%	33%	-	-	100%	11%	6%	33%	-
Not Stated	11	7	4	-	2	3	-	1	3	-	-	2	-	-	8	1	-	1
	13%	10%	21%	-	29%	25%	-	33%	10%	-	-	22%	-	-	17%	3%	-	33%
				i	i	i		i						o			O	

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## Summary - AGREE

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
Significance Level: 90%																		
Significance Level: 95%																		
Total	88	69	19	7	7	12	-	3	29	12	3	9	5	1	46	32	6	3
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Conservative Party is going in the right direction	61	47	14	6	3	6	-	2	23	9	3	6	3	-	33	25	3	-
	69%	68%	74%	86%	43%	50%	-	67%	79%	75%	100%	67%	60%	-	72%	78%	50%	-
								de							Q	Q		
My local association has lost members over the issue of gay marriage	59	49	10	6	4	6	-	1	18	11	1	6	5	1	27	25	5	2
	67%	71%	53%	86%	57%	50%	-	33%	62%	92%	33%	67%	100%	100%	59%	78%	83%	67%
									dEGhJ			egj			n			
David Cameron is the right person to lead the Conservative Party	57	45	12	5	3	7	-	2	23	6	3	4	4	-	33	20	3	1
	65%	65%	63%	71%	43%	58%	-	67%	79%	50%	100%	44%	80%	-	72%	63%	50%	33%
								dik										
The view, expressed by one of the Prime Minister's inner circle, that Conservative Party members are "swivel-eyed loons", is not one that David Cameron personally holds	53	43	10	6	5	8	-	2	17	5	2	5	3	-	28	21	3	1
	60%	62%	53%	86%	71%	67%	-	67%	59%	42%	67%	56%	60%	-	61%	66%	50%	33%
				i														
David Cameron has good political judgment	46	36	10	4	2	5	-	2	17	5	3	5	3	-	27	17	1	1
	52%	52%	53%	57%	29%	42%	-	67%	59%	42%	100%	56%	60%	-	59%	53%	17%	33%
											dei				p			
David Cameron understands the issues that concern ordinary voters	44	37	7	3	4	5	-	2	17	5	3	4	1	-	26	16	1	1
	50%	54%	37%	43%	57%	42%	-	67%	59%	42%	100%	44%	20%	-	57%	50%	17%	33%
											eil				p			

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q6. To what extent, if any, do you agree or disagree with the following statements?

## Summary - AGREE

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Significance Level: 90%																		
Significance Level: 95%																		
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
I expect the Conservative Party to win more votes in my local constituency in the next General Election than it did in 2010	40 45%	30 43%	10 53%	4 57%	3 43%	6 50%	- -	1 33%	11 38%	6 50%	2 67%	5 56%	2 40%	- -	26 57%	13 41%	1 17%	- -
Gay marriage is likely to lose the Conservative party votes in my local constituency at the next election	33 38%	28 41%	5 26%	3 43%	2 29%	4 33%	- -	- -	10 34%	7 58%	- -	3 33%	4 80%	- -	9 20%	20 63%	3 50%	1 33%
David Cameron is more interested in what looks popular, than what actually makes good policy	22 25%	16 23%	6 32%	2 29%	2 29%	2 17%	- -	- -	4 14%	8 67%	- -	1 11%	2 40%	1 100%	8 17%	11 34%	3 50%	- -
Gay marriage has enhanced David Cameron's standing within the Party	19 22%	15 22%	4 21%	1 14%	- -	1 8%	- -	2 67%	6 21%	4 33%	2 67%	2 22%	- -	1 100%	11 24%	7 22%	- -	1 33%

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q

## ITV Conservative Party Chairmen Survey

## Q7. In principle, would you support or oppose an electoral pact with UKIP at the next General Election in 2015?

Base: All respondents

	Gender		Region											Most likely outcome of next election				
	Total	Male	Female	East Midlands	Eastern	London	North East	North West	South East	South West	Wales	West Midlands	Yorkshire & Humber	Northern Ireland	Cons overall majority	Cons no overall majority	Lab no overall majority	Lab overall majority
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Total	88 100%	69 100%	19 100%	7 100%	7 100%	12 100%	- -	3 100%	29 100%	12 100%	3 100%	9 100%	5 100%	1 100%	46 100%	32 100%	6 100%	3 100%
Strongly support	5 6%	5 7%	- -	- -	1 14%	- -	- -	- -	3 10%	- -	- -	- -	1 20%	- -	3 7%	2 6%	- -	- -
Tend to support	17 19%	14 20%	3 16%	1 14%	1 14%	3 25%	- -	1 33%	2 7%	5 42% HK	- -	- -	3 60% HK	1 100%	6 13%	9 28%	2 33%	- -
Tend to oppose	18 20%	15 22%	3 16%	2 29%	1 14%	3 25%	- -	- -	8 28%	1 8%	- -	2 22%	1 20%	- -	6 13%	9 28%	3 50% N	- -
Strongly oppose	35 40%	26 38%	9 47%	4 57% I	2 29%	3 25%	- -	- -	13 45% I	6 50% I	2 67% I	5 56% I	- -	- -	21 46%	11 34%	1 17%	2 67%
Don't know	2 2%	2 3%	- -	- -	- -	- -	- -	1 33% eHi	- -	- -	1 33% eHi	- -	- -	- -	2 4%	- -	- -	- -
Not Stated	11 13%	7 10%	4 21%	- -	2 29% i	3 25% i	- -	1 33% i	3 10%	- -	- -	2 22%	- -	- -	8 17% o	1 3%	- -	1 33% O
<b>Nets</b>																		
Support	22 25%	19 28%	3 16%	1 14%	2 29%	3 25%	- -	1 33%	5 17%	5 42% K	- -	- -	4 80% CeHjK	1 100%	9 20%	11 34%	2 33%	- -
Oppose	53 60%	41 59%	12 63%	6 86% GL	3 43%	6 50%	- -	- -	21 72% GL	7 58% g	2 67%	7 78% GI	1 20%	- -	27 59%	20 63%	4 67%	2 67%

Columns Tested: A,B - C,D,E,F,G,H,I,J,K,L,M - N,O,P,Q