

Sample Size: 1728 GB Adults
Fieldwork: 4th - 5th January 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1728	443	479	102	191	508	421	371	838	890	206	437	591	494	985	743	221	562	370	425	150	
Unweighted Sample	1728	430	447	98	208	510	389	378	869	859	170	269	694	595	1217	511	210	549	379	421	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some statements about the Conservative party. For each one please say how strongly you agree or disagree.
The Conservatives care more about the rich and affluent than ordinary people

Agree strongly	41	3	73	26	44	12	71	47	44	38	29	41	46	38	37	45	41	31	44	44	61
Tend to agree	28	24	21	56	34	27	22	36	28	29	26	32	25	30	31	25	30	31	26	29	23
TOTAL AGREE	69	27	94	82	78	39	93	83	72	67	55	73	71	68	68	70	71	62	70	73	84
Tend to disagree	19	54	1	10	17	43	2	11	18	19	16	13	19	24	19	18	19	22	19	18	5
Disagree strongly	3	11	1	1	1	9	1	1	4	2	2	1	4	5	4	2	5	4	3	1	4
TOTAL DISAGREE	22	65	2	11	18	52	3	12	22	21	18	14	23	29	23	20	24	26	22	19	9
Don't know	9	8	4	7	6	9	4	5	7	12	27	13	6	3	9	10	6	13	8	8	8

Underneath the surface the Conservative party contains many people with bigoted and intolerant views

Agree strongly	31	3	56	23	36	9	53	36	34	28	25	27	36	32	30	33	29	25	33	35	41
Tend to agree	32	24	33	46	33	27	35	39	32	33	29	33	30	36	32	33	37	30	35	30	36
TOTAL AGREE	63	27	89	69	69	36	88	75	66	61	54	60	66	68	62	66	66	55	68	65	77
Tend to disagree	17	45	5	15	14	36	4	11	18	15	14	18	16	17	18	15	13	21	17	16	7
Disagree strongly	4	13	1	1	6	12	1	1	6	3	3	3	5	6	6	3	9	5	3	3	3
TOTAL DISAGREE	21	58	6	16	20	48	5	12	24	18	17	21	21	23	24	18	22	26	20	19	10
Don't know	15	15	6	16	11	17	7	13	10	21	29	20	13	9	15	16	11	18	13	16	13

The Conservatives are too close to big business and the banks

Agree strongly	39	5	69	33	47	13	66	45	43	36	27	39	43	40	36	44	40	33	41	40	55
Tend to agree	28	28	20	41	30	27	23	34	26	29	23	26	29	30	30	24	24	29	25	31	27
TOTAL AGREE	67	33	89	74	77	40	89	79	69	65	50	65	72	70	66	68	64	62	66	71	82
Tend to disagree	17	47	4	7	16	40	4	10	19	16	13	19	14	20	18	15	25	19	17	14	6
Disagree strongly	3	11	0	3	1	8	1	1	4	2	4	0	4	4	4	2	3	4	3	3	2
TOTAL DISAGREE	20	58	4	10	17	48	5	11	23	18	17	19	18	24	22	17	28	23	20	17	8
Don't know	13	9	7	15	6	12	6	10	8	17	34	15	10	6	11	15	9	15	14	11	10

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	Preferable government?		Conservative Voters		
	Total	Con government led by Cameron	Lab government led by Miliband	Con Loyalists	Con Defectors
Weighted Sample	1728	715	617	321	187
Unweighted Sample	1728	722	625	328	182
	%	%	%	%	%

Below are some statements about the Conservative party. For each one please say how strongly you agree or disagree.

The Conservatives care more about the rich and affluent than ordinary people

Agree strongly	41	7	78	3	26
Tend to agree	28	36	19	20	38
TOTAL AGREE	69	43	97	23	64
Tend to disagree	19	42	1	56	21
Disagree strongly	3	7	0	13	1
TOTAL DISAGREE	22	49	1	69	22
Don't know	9	8	2	8	13

Underneath the surface the Conservative party contains many people with bigoted and intolerant views

Agree strongly	31	6	59	3	19
Tend to agree	32	33	31	22	36
TOTAL AGREE	63	39	90	25	55
Tend to disagree	17	35	4	47	18
Disagree strongly	4	10	0	15	6
TOTAL DISAGREE	21	45	4	62	24
Don't know	15	16	5	14	21

The Conservatives are too close to big business and the banks

Agree strongly	39	10	72	5	28
Tend to agree	28	36	19	23	33
TOTAL AGREE	67	46	91	28	61
Tend to disagree	17	36	4	52	20
Disagree strongly	3	7	0	13	1
TOTAL DISAGREE	20	43	4	65	21
Don't know	13	11	5	8	19

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	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1728	443	479	102	191	508	421	371	838	890	206	437	591	494	985	743	221	562	370	425	150	
Unweighted Sample	1728	430	447	98	208	510	389	378	869	859	170	269	694	595	1217	511	210	549	379	421	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservatives are prepared to make the tough but necessary decisions the country needs

Agree strongly	16	46	3	11	13	36	4	9	17	14	8	15	16	19	19	12	19	17	17	14	8
Tend to agree	32	45	22	43	34	44	20	35	33	30	28	34	29	34	33	29	30	36	29	31	24
TOTAL AGREE	48	91	25	54	47	80	24	44	50	44	36	49	45	53	52	41	49	53	46	45	32
Tend to disagree	22	5	34	23	24	9	29	27	23	21	23	23	22	21	23	21	19	20	21	25	28
Disagree strongly	17	0	31	6	21	3	34	17	18	15	12	15	19	17	14	20	16	12	21	16	27
TOTAL DISAGREE	39	5	65	29	45	12	63	44	41	36	35	38	41	38	37	41	35	32	42	41	55
Don't know	14	4	11	17	8	7	13	12	8	19	29	13	14	8	11	17	15	15	12	14	12

The Conservative party have changed for the better since their time in opposition

Agree strongly	8	24	1	3	7	18	2	5	9	7	3	6	8	12	9	7	10	8	10	6	4
Tend to agree	26	53	9	42	20	44	10	26	27	24	28	29	22	26	29	20	29	31	24	21	18
TOTAL AGREE	34	77	10	45	27	62	12	31	36	31	31	35	30	38	38	27	39	39	34	27	22
Tend to disagree	23	9	30	17	28	15	30	26	24	22	21	19	24	27	21	26	23	23	22	25	24
Disagree strongly	25	1	48	13	30	7	49	28	28	23	12	24	30	27	22	30	21	19	28	28	41
TOTAL DISAGREE	48	10	78	30	58	22	79	54	52	45	33	43	54	54	43	56	44	42	50	53	65
Don't know	18	13	12	26	15	15	9	16	12	23	36	22	16	8	18	18	18	19	16	20	12

The Conservative party cares about helping all groups in society, not just the few

Agree strongly	6	19	1	0	3	16	1	3	6	6	3	4	6	9	7	5	8	7	6	4	3
Tend to agree	19	55	3	14	17	42	3	10	21	18	20	18	18	22	20	18	23	24	20	15	7
TOTAL AGREE	25	74	4	14	20	58	4	13	27	24	23	22	24	31	27	23	31	31	26	19	10
Tend to disagree	24	13	21	48	26	18	22	32	24	23	25	26	21	23	26	20	22	24	24	23	24
Disagree strongly	36	2	67	24	42	9	68	42	40	33	22	34	43	36	33	41	34	28	39	42	53
TOTAL DISAGREE	60	15	88	72	68	27	90	74	64	56	47	60	64	59	59	61	56	52	63	65	77
Don't know	15	11	8	14	11	15	6	13	9	20	29	18	12	9	13	17	12	17	11	16	13

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Weighted Sample	1728	715	617	321	187
Unweighted Sample	1728	722	625	328	182
	%	%	%	%	%

The Conservatives are prepared to make the tough but necessary decisions the country needs

Agree strongly	16	35	3	49	15
Tend to agree	32	50	18	43	46
TOTAL AGREE	48	85	21	92	61
Tend to disagree	22	8	36	4	19
Disagree strongly	17	1	34	1	8
TOTAL DISAGREE	39	9	70	5	27
Don't know	14	6	9	4	13

The Conservative party have changed for the better since their time in opposition

Agree strongly	8	18	1	26	5
Tend to agree	26	50	7	53	30
TOTAL AGREE	34	68	8	79	35
Tend to disagree	23	15	30	8	28
Disagree strongly	25	2	53	1	16
TOTAL DISAGREE	48	17	83	9	44
Don't know	18	15	9	12	22

The Conservative party cares about helping all groups in society, not just the few

Agree strongly	6	12	2	23	4
Tend to agree	19	43	2	56	19
TOTAL AGREE	25	55	4	79	23
Tend to disagree	24	25	19	9	33
Disagree strongly	36	5	72	1	22
TOTAL DISAGREE	60	30	91	10	55
Don't know	15	15	4	11	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people used to describe the Conservatives as the 'nasty party'.

Do you think this used to be true ten or more years ago?

Yes, definitely	27	5	50	19	24	7	49	32	31	23	20	25	34	24	27	28	27	22	27	29	41
Yes, on balance	22	15	25	35	21	13	29	27	21	23	22	23	21	22	24	19	20	21	20	24	28
TOTAL YES	49	20	75	54	45	20	78	59	52	46	42	48	55	46	51	47	47	43	47	53	69
No, on balance	20	41	9	18	22	40	9	18	23	18	12	16	19	29	21	19	22	24	19	19	12
No, definitely	8	20	1	2	13	20	1	3	8	9	4	3	10	12	8	8	8	10	9	7	3
TOTAL NO	28	61	10	20	35	60	10	21	31	27	16	19	29	41	29	27	30	34	28	26	15
Not sure	23	19	16	25	19	20	13	19	17	28	42	34	16	12	20	26	23	23	25	22	15

Do you think it is true today?

Yes, definitely	23	1	48	6	24	5	48	25	27	20	14	20	29	23	19	29	21	17	27	24	38
Yes, on balance	19	4	27	23	19	9	28	23	20	19	21	20	18	19	21	17	24	16	17	21	26
TOTAL YES	42	5	75	29	43	14	76	48	47	39	35	40	47	42	40	46	45	33	44	45	64
No, on balance	27	45	13	39	28	37	13	33	26	27	28	29	24	27	29	24	27	30	26	26	17
No, definitely	15	43	2	6	16	36	2	6	16	14	7	11	15	20	17	11	16	18	17	11	6
TOTAL NO	42	88	15	45	44	73	15	39	42	41	35	40	39	47	46	35	43	48	43	37	23
Not sure	16	7	9	26	14	13	9	13	12	20	30	20	14	10	13	20	11	18	13	19	13

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Weighted Sample	1728	715	617	321	187
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	%	%	%	%	%

Some people used to describe the Conservatives as the 'nasty party'.

Do you think this used to be true ten or more years ago?

Yes, definitely	27	6	55	4	11
Yes, on balance	22	19	25	10	18
TOTAL YES	49	25	80	14	29
No, on balance	20	39	6	47	29
No, definitely	8	17	1	23	14
TOTAL NO	28	56	7	70	43
Not sure	23	19	13	16	27

Do you think it is true today?

Yes, definitely	23	1	52	1	11
Yes, on balance	19	9	28	3	18
TOTAL YES	42	10	80	4	29
No, on balance	27	47	10	40	33
No, definitely	15	33	1	47	17
TOTAL NO	42	80	11	87	50
Not sure	16	9	9	9	21