

Fieldwork: 22nd - 23rd September 2013

	Voting intention				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	1763	X	X	X	X	517	452	378	855	908	210	446	603	504	1005	758	226	573	377	434	153
Unweighted Sample	1763	433	539	118	211	546	448	385	812	951	105	477	640	541	1141	622	311	603	326	383	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sept 30-1
Oct 2012

Sept 22-23

Below are some of the things the Conservatives said they would try to do in government, in each case, please say how much progress they have made in delivering them.

Reducing net immigration from the hundreds of thousands to the tens of thousands

Have gone a long way towards delivering this	2	3	7	2	2	1	5	2	3	4	3	5	3	4	2	4	3	4	4	1	3	5
Have made some progress towards delivering this	19	25	49	16	31	13	39	17	25	27	23	19	25	27	26	30	19	31	25	23	25	21
Have not made any progress at all towards delivering this	62	53	35	64	39	80	46	66	56	53	54	33	45	58	65	47	62	46	54	58	51	56
Don't know	17	18	9	17	28	7	11	15	17	17	20	43	28	12	7	20	17	18	18	18	21	17

Reducing the government deficit

Have gone a long way towards delivering this	3	8	24	2	5	10	22	1	3	11	7	10	4	8	12	9	7	11	11	7	6	6
Have made some progress towards delivering this	40	44	64	32	53	52	60	35	50	45	44	33	42	49	46	46	42	45	45	46	45	35
Have not made any progress at all towards delivering this	44	32	8	55	28	30	12	53	36	32	32	26	30	34	35	31	35	28	29	33	34	44
Don't know	13	15	5	11	15	8	6	11	10	12	17	31	24	9	6	14	16	16	15	14	15	15

Taking power from government and giving it to local communities

Have gone a long way towards delivering this	3	4	10	1	2	3	8	2	1	4	3	5	3	4	4	3	4	4	5	4	2	1
Have made some progress towards delivering this	30	29	50	21	34	34	46	21	28	30	28	17	25	32	34	31	26	27	33	28	30	17
Have not made any progress at all towards delivering this	47	44	21	63	39	44	26	64	48	48	41	41	39	46	46	42	47	43	38	46	44	60
Don't know	20	24	18	15	25	18	19	13	22	19	28	36	33	18	16	24	23	25	25	22	24	21

Cleaning up politics

Have gone a long way towards delivering this	2	4	12	1	2	1	9	1	3	4	4	4	3	4	5	3	5	7	4	4	3	2
Have made some progress towards delivering this	22	24	52	11	29	19	45	12	21	22	27	21	22	26	26	28	20	21	28	25	24	17
Have not made any progress at all towards delivering this	64	56	27	77	51	74	35	78	66	61	51	46	50	59	62	53	60	56	51	57	57	69
Don't know	12	16	10	11	17	6	11	10	10	13	18	29	25	11	7	16	15	16	16	15	16	12

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

	Sept 30-1 Oct 2012	Sept 22-23																				
Being the greenest government ever																						
Have gone a long way towards delivering this	2	3	5	2	1	2	4	2	2	2	3	2	2	3	3	3	3	5	3	2	2	1
Have made some progress towards delivering this	18	18	37	9	21	17	32	10	15	19	17	18	16	17	21	18	18	18	22	18	14	13
Have not made any progress at all towards delivering this	54	52	31	71	57	58	34	71	60	55	50	38	51	56	54	51	53	51	48	54	54	60
Don't know	25	27	27	19	22	24	30	17	23	24	30	41	31	24	22	28	26	26	27	26	30	26
Getting the country out of recession																						
Have gone a long way towards delivering this	2	11	34	1	3	12	30	2	5	13	9	10	6	12	16	12	9	12	14	12	7	12
Have made some progress towards delivering this	32	47	62	35	59	60	59	40	54	49	46	34	48	49	51	51	42	49	51	49	45	34
Have not made any progress at all towards delivering this	57	31	2	55	27	23	7	53	33	28	33	26	27	34	32	26	37	28	24	30	37	43
Don't know	9	11	2	9	11	6	5	6	8	10	12	30	19	5	2	11	11	12	11	10	11	11
Modernising schools and education																						
Have gone a long way towards delivering this	5	4	12	2	3	3	10	1	3	5	4	5	3	4	6	5	3	9	5	3	3	1
Have made some progress towards delivering this	31	32	62	16	28	35	57	18	27	31	32	25	25	30	42	33	30	29	36	31	30	24
Have not made any progress at all towards delivering this	48	46	14	72	50	50	19	70	57	47	46	39	45	52	43	44	50	44	38	51	52	55
Don't know	16	18	13	10	20	13	14	10	13	17	19	31	27	14	9	18	17	18	21	15	15	19
Ensuring people are better off working than on benefits																						
Have gone a long way towards delivering this	4	8	21	2	3	4	17	2	4	9	6	7	6	9	8	9	6	8	10	6	5	10
Have made some progress towards delivering this	33	39	61	25	41	50	58	29	40	40	38	22	36	41	47	43	34	36	41	43	40	25
Have not made any progress at all towards delivering this	52	41	15	64	40	41	19	61	47	40	42	40	38	44	41	36	48	41	38	41	41	54
Don't know	11	12	3	9	16	6	5	9	9	11	13	31	20	7	4	12	12	14	12	10	13	12

Fieldwork: 22nd - 23rd September 2013

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

Sep
30 - 1
Oct
2012
Sept 22-
23

People often see political parties as being close, or not close, to various sections of society. How close do you see the Conservatives being to each of these kinds of people?

Working-class people

Very close	1	2	5	1	0	1	4	0	0	1	2	4	2	1	0	2	1	3	2	1	1	0
Fairly close	13	15	45	3	9	13	36	5	10	17	14	15	12	15	19	15	15	17	18	19	9	13
TOTAL CLOSE	14	17	50	4	9	14	40	5	10	18	16	19	14	16	19	17	16	20	20	20	10	13
Not very close	31	29	35	20	40	34	39	20	31	30	28	29	30	30	28	30	28	28	31	31	29	24
Not at all close	47	43	5	70	43	49	13	70	53	42	43	28	35	47	50	41	45	43	37	40	49	55
TOTAL NOT CLOSE	78	72	40	90	83	83	52	90	84	72	71	57	65	77	78	71	73	71	68	71	78	79
Don't know	7	11	9	7	8	3	9	5	6	9	13	24	21	6	2	11	11	10	13	9	12	7

Women

Very close	2	2	7	1	1	3	6	0	1	3	2	4	2	2	2	3	2	5	3	2	1	1
Fairly close	24	28	64	14	27	25	52	14	23	31	25	30	20	31	31	30	26	28	30	34	24	23
TOTAL CLOSE	26	30	71	15	28	28	58	14	24	34	27	34	22	33	33	33	28	33	33	36	25	24
Not very close	37	32	17	38	43	41	24	38	39	35	29	23	32	33	34	32	32	33	31	30	34	35
Not at all close	22	21	3	36	19	22	5	36	24	16	25	16	18	21	25	19	24	22	17	21	23	28
TOTAL NOT CLOSE	59	53	20	74	62	63	29	74	63	51	54	39	50	54	59	51	56	55	48	51	57	63
Don't know	15	17	9	11	10	9	13	12	12	15	18	26	27	13	8	16	17	14	19	13	19	13

The rich

Very close	62	66	48	84	66	77	51	84	75	71	62	53	59	70	74	65	68	65	63	68	69	70
Fairly close	26	20	43	7	20	18	39	7	16	18	22	18	18	21	21	21	17	22	20	22	15	18
TOTAL CLOSE	88	86	91	91	86	95	90	91	91	89	84	71	77	91	95	86	85	87	83	90	84	88
Not very close	4	2	3	2	2	3	2	1	2	2	2	3	3	2	2	2	3	2	4	2	2	2
Not at all close	2	2	1	2	4	0	1	3	1	2	2	1	2	2	1	1	2	2	1	1	2	3
TOTAL NOT CLOSE	6	4	4	4	6	3	3	4	3	4	4	4	5	4	3	3	5	4	5	3	4	5
Don't know	7	10	6	5	8	2	7	5	4	7	12	24	19	5	2	10	10	9	12	7	12	7

City-dwellers

Very close	14	17	23	15	14	22	24	16	16	16	18	8	17	18	20	17	18	18	17	19	16	16
Fairly close	44	44	62	38	49	47	55	38	45	46	42	44	38	44	49	46	41	40	47	43	43	42
TOTAL CLOSE	58	61	85	53	63	69	79	54	61	62	60	52	55	62	69	63	59	58	64	62	59	58
Not very close	22	16	6	20	19	22	9	21	19	18	14	14	15	17	16	15	17	21	13	17	14	23
Not at all close	7	7	2	13	8	5	2	12	8	7	8	7	6	9	7	6	9	8	6	6	9	9
TOTAL NOT CLOSE	29	23	8	33	27	27	11	33	27	25	22	21	21	26	23	21	26	29	19	23	23	32
Don't know	13	16	7	14	10	5	10	13	12	13	19	27	24	13	8	16	16	14	18	15	18	10

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

	Sep 30 - 1 Oct 2012	Sept 22-23																				
Gay people																						
Very close	4	8	12	6	3	16	14	7	3	8	7	4	3	6	15	7	8	7	9	8	6	5
Fairly close	21	27	51	15	23	34	47	16	25	27	27	17	22	29	33	27	27	27	29	27	27	21
TOTAL CLOSE	25	35	63	21	26	50	61	23	28	35	34	21	25	35	48	34	35	34	38	35	33	26
Not very close	31	27	20	36	34	21	18	36	32	26	27	26	26	28	26	27	26	28	26	30	24	31
Not at all close	20	17	3	29	24	14	3	29	22	19	16	19	19	19	12	16	19	20	14	16	21	22
TOTAL NOT CLOSE	51	44	23	65	58	35	21	65	54	45	43	45	45	47	38	43	45	48	40	46	45	53
Don't know	23	21	15	15	16	16	18	12	18	19	23	33	30	17	14	22	20	18	22	19	23	21
The poor																						
Very close	1	1	4	1	0	0	3	0	0	1	1	3	1	1	0	2	1	3	2	0	1	0
Fairly close	8	11	34	2	2	7	28	3	5	12	10	8	10	10	13	11	11	12	15	11	7	5
TOTAL CLOSE	9	12	38	3	2	7	31	3	5	13	11	11	11	13	13	12	15	17	11	8	5	
Not very close	30	25	42	11	35	32	40	15	25	25	25	20	23	28	27	28	22	26	26	29	23	21
Not at all close	53	52	12	80	53	58	21	75	65	53	50	45	46	55	56	48	56	50	44	53	57	63
TOTAL NOT CLOSE	83	77	54	91	88	90	61	90	90	78	75	65	69	83	83	76	78	76	70	82	80	84
Don't know	8	11	8	6	10	3	8	7	5	8	13	25	20	6	3	12	10	9	14	7	12	10
Members of ethnic minorities																						
Very close	4	5	8	3	1	17	10	3	1	6	5	5	3	6	6	4	6	3	6	6	5	5
Fairly close	21	21	43	11	15	27	40	11	17	21	21	17	17	24	25	21	22	22	21	21	21	22
TOTAL CLOSE	25	26	51	14	16	44	50	14	18	27	26	22	20	30	31	25	28	25	27	27	26	27
Not very close	36	30	30	28	41	31	30	30	38	32	28	23	30	29	34	32	27	31	29	34	28	25
Not at all close	25	26	7	46	30	16	7	44	33	28	25	27	23	30	25	26	26	30	24	25	25	36
TOTAL NOT CLOSE	61	56	37	74	71	47	37	74	71	60	53	50	53	59	59	58	53	61	53	59	53	61
Don't know	14	17	12	12	13	9	14	13	10	13	21	29	27	12	10	16	19	15	20	14	20	12
Trade union members																						
Very close	1	1	3	0	0	1	2	1	0	1	1	3	1	1	1	2	1	2	2	0	0	2
Fairly close	8	7	13	5	3	7	10	6	4	7	8	15	9	7	3	7	7	8	7	7	5	13
TOTAL CLOSE	9	8	16	5	3	8	12	7	4	8	9	18	10	8	4	9	8	10	9	7	5	15
Not very close	28	26	41	14	34	33	40	16	28	23	28	17	23	27	31	26	26	25	26	31	22	24
Not at all close	51	51	36	70	52	52	38	70	57	58	45	37	41	57	60	52	50	52	49	50	56	51
TOTAL NOT CLOSE	79	77	77	84	86	85	78	86	85	81	73	54	64	84	91	78	76	77	75	81	78	75
Don't know	11	14	8	10	11	7	9	8	10	11	18	29	27	8	6	13	16	14	16	12	16	11

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

	Sep 30 - 1 Oct 2012	Sept 22-23																				
People who live in the country																						
Very close	9	13	19	10	12	10	16	9	15	16	10	16	13	12	11	14	11	15	12	11	13	16
Fairly close	35	34	54	28	44	27	49	28	34	35	32	20	33	37	37	39	27	38	36	35	33	23
TOTAL CLOSE	44	47	73	38	56	37	65	37	49	51	42	36	46	49	48	53	38	53	48	46	46	39
Not very close	27	22	15	26	20	29	18	29	23	22	22	21	15	24	26	20	24	21	20	26	19	28
Not at all close	17	17	4	25	11	24	7	24	14	16	18	14	15	17	19	12	23	12	15	16	20	22
TOTAL NOT CLOSE	44	39	19	51	31	53	25	53	37	38	40	35	30	41	45	32	47	33	35	42	39	50
Don't know	12	15	8	10	12	11	10	10	13	11	19	29	24	10	6	15	15	14	17	13	16	12
Old people																						
Very close	2	5	10	4	6	5	9	3	4	8	3	10	8	4	3	6	4	9	5	6	5	2
Fairly close	18	24	48	17	28	8	38	14	25	26	22	21	24	28	21	28	19	28	26	23	21	20
TOTAL CLOSE	20	29	58	21	34	13	47	17	29	34	25	31	32	32	24	34	23	37	31	29	26	22
Not very close	36	28	28	25	38	37	32	26	32	28	28	23	26	29	32	27	29	25	30	30	25	29
Not at all close	34	30	6	47	21	44	12	49	32	28	32	16	21	31	42	26	36	25	26	31	34	40
TOTAL NOT CLOSE	70	58	34	72	59	81	44	75	64	56	60	39	47	60	74	53	65	50	56	61	59	69
Don't know	9	13	8	8	8	6	9	8	7	10	15	30	21	9	2	13	12	12	13	10	16	9
Professional and business people																						
Very close	33	39	38	43	35	49	38	44	43	40	38	35	30	39	47	38	40	40	35	40	39	45
Fairly close	46	41	53	36	48	37	51	35	43	43	39	31	38	45	43	43	38	38	46	40	40	34
TOTAL CLOSE	79	80	91	79	83	86	89	79	86	83	77	66	68	84	90	81	78	78	81	80	79	79
Not very close	10	7	3	9	4	10	3	9	6	6	7	7	8	7	5	7	6	9	4	8	5	11
Not at all close	3	3	1	4	3	1	1	5	2	2	3	2	2	4	2	2	4	3	3	2	4	3
TOTAL NOT CLOSE	13	10	4	13	7	11	4	14	8	8	10	9	10	11	7	9	10	12	7	10	9	14
Don't know	8	11	5	7	10	3	7	7	6	8	13	25	22	5	2	10	11	10	12	9	12	8
People like yourself																						
Very close	3	4	15	1	0	1	11	0	2	5	3	4	4	4	4	5	3	9	5	3	2	3
Fairly close	20	20	58	4	18	11	45	5	16	21	20	16	16	22	24	24	16	21	22	23	17	20
TOTAL CLOSE	23	24	73	5	18	12	56	5	18	26	23	20	20	26	28	29	19	30	27	26	19	23
Not very close	33	26	17	25	45	39	24	25	37	27	26	21	28	26	28	27	25	23	28	30	24	24
Not at all close	37	38	5	64	28	46	13	63	41	39	38	33	32	42	42	33	46	39	32	37	45	47
TOTAL NOT CLOSE	70	64	22	89	73	85	37	88	78	66	64	54	60	68	70	60	71	62	60	67	69	71
Don't know	8	11	5	6	9	3	7	7	5	8	13	26	20	6	2	11	10	9	13	8	12	7

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

Sept
23-24
2012

Sept 22-
23

Thinking about David Cameron, which animal do you think he is most similar too?

Snake	20	19	2	35	13	22	5	34	17	19	18	17	17	22	18	16	23	16	14	22	21	23
Labrador	14	15	31	6	7	14	29	6	12	13	16	10	12	17	17	17	13	13	17	17	13	10
Lizard	7	7	1	11	8	9	3	11	10	7	7	5	8	8	6	8	7	8	7	9	6	7
Poodle	8	7	4	8	9	12	6	8	10	8	7	5	5	8	10	7	8	5	8	6	8	10
Parrot	4	5	4	7	3	4	2	8	5	7	4	8	6	5	4	4	7	5	5	5	7	4
Sheep	5	5	2	6	11	8	3	6	7	4	6	4	8	4	6	5	6	4	5	5	7	5
Bulldog	3	4	11	1	2	0	8	1	2	4	4	2	2	4	6	4	4	5	4	3	3	3
Frog	3	3	1	3	1	4	3	3	2	2	3	4	5	2	2	3	2	5	3	2	2	1
Mouse	4	3	1	4	6	3	2	4	4	3	4	3	2	2	5	3	3	4	3	1	4	9
Tortoise	2	3	2	3	6	7	2	3	5	3	4	8	4	2	3	3	4	3	3	5	3	0
Wolf	3	3	3	2	6	3	3	2	3	4	1	4	3	2	3	3	3	1	3	3	3	2
Bear	2	2	7	1	1	1	5	1	1	2	3	2	2	2	3	3	2	2	3	3	2	0
Lion	2	2	6	1	3	0	3	1	3	3	2	2	2	3	2	2	2	3	2	1	2	3
Elephant	2	1	3	1	0	0	2	0	1	2	1	2	2	1	1	1	1	1	2	1	1	1
Don't know	21	20	23	12	24	10	23	12	18	19	21	24	24	18	17	22	17	24	21	18	17	19