

Netmums Election Survey

07/04/2015

Prepared on behalf of Netmums



Methodology

Fieldwork Dates

16th March – 1st April 2015

Data Collection Method

The survey was conducted online. Respondents were invited to take the survey online in a variety of ways; survey links were posted on the Netmums weekly e-letter, as well as over social media platforms and on netmums.com, and respondents were incentivised with the chance to enter a prize draw to win a cash prize. All responses were checked for duplicate prize draw entries before the analysis of data.

Population Sampled

Netmums users aged 18+ in the United Kingdom

Sample Size

1,831

Data Weighting

Data were weighted to the profile of 'mums' aged 18+. Data were weighted by age and region. Targets for the weighted data were derived from Office for National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,831 it is 95% certain that the 'true' value will fall within the range of 2.3% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 General Election. Final published voting intention can therefore be found in the final table of each question.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact.

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Table 1
Q1. Normal weightings
Q1. Where do you currently live?
Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
England	1539	485	859	194	357	327	247	30	376	266	404	66	103	73	528	1082	91	94	261	-	539	675	325	389	626	524	344	474	584	258	239	357	255	269	162	240	293	431	575	1539	-	-	-	
	84.1%	83.8%	83.1%	89.2%	91.9%	86.2%	90.5%	37.1%	87.0%	93.9%	90.1%	93.5%	97.3%	43.8%	89.0%	83.7%	83.0%	84.9%	85.8%	-	85.2%	84.2%	82.0%	84.5%	84.4%	83.3%	82.4%	83.5%	86.8%	84.7%	81.8%	83.7%	80.8%	86.3%	89.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	
Scotland	152	50	98	4	18	28	15	42	33	10	17	2	1	79	36	116	11	6	20	-	54	67	31	36	65	51	29	50	53	28	23	32	27	28	14	-	-	-	-	-	152	-	-	
	8.3%	8.7%	9.4%	1.8%	4.7%	7.3%	5.5%	52.7%	7.5%	3.6%	3.8%	2.6%	1.3%	47.6%	6.0%	8.9%	9.8%	5.0%	6.6%	-	8.5%	8.4%	7.9%	7.7%	8.8%	8.2%	6.9%	8.8%	7.8%	9.2%	8.0%	7.8%	8.4%	9.0%	7.5%	-	-	-	-	-	100.0%	-	-	
Wales	88	29	47	12	13	25	11	8	24	7	27	3	1	14	29	63	4	6	14	-	24	40	24	20	32	35	27	22	24	12	15	22	30	4	5	-	-	-	-	-	-	88	-	-
	4.8%	5.0%	4.6%	5.4%	3.4%	6.5%	4.0%	10.1%	5.5%	2.4%	6.1%	3.9%	1.4%	8.6%	5.0%	4.9%	3.8%	5.3%	4.7%	-	3.9%	4.9%	6.0%	4.4%	4.3%	5.6%	6.6%	3.9%	3.6%	3.8%	5.2%	5.1%	9.5%	1.3%	2.7%	-	-	-	-	-	-	100.0%	-	-
Northern Ireland	52	14	30	8	-	-	-	-	-	-	-	-	-	-	-	34	4	5	9	-	15	20	17	15	18	18	17	21	12	7	15	15	4	10	2	-	-	-	-	-	-	-	52	-
	2.8%	2.5%	2.9%	3.6%	-	-	-	-	-	-	-	-	-	-	-	2.6%	3.4%	4.8%	2.9%	-	2.4%	2.5%	4.2%	3.3%	2.6%	2.9%	4.1%	3.8%	1.8%	2.2%	5.0%	3.5%	1.2%	3.4%	0.9%	-	-	-	-	-	-	-	100.0%	-
Outside the UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 3
Q2. Normal weightings
Q2. Which county do you live in?
 Base: Lives in England

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region* + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1539	836	574	129	346	284	234	39	432	260	389	60	108	73	532	1052	102	78	307	0	585	657	297	368	604	567	389	504	527	274	238	368	246	267	148	187	235	327	730	1539	0	0	0	
Weighted Total	1539	485	859	194	367	327	247	30	378	266	404	66	103	73	528	1092	91	94	261	0	539	675	325	389	628	524	344	474	584	258	239	357	255	269	162	240	293	431	575	1539	0	0	0	
Greater Manchester	55	20	27	8	4	21	7	1	12	6	23	1	2	-	18	31	4	5	14	-	20	34	10	15	20	19	18	17	17	6	8	17	12	5	7	-	-	55	-	55	-	-	-	
Hampshire	3.5%	4.0%	3.1%	4.2%	1.2%	6.3%	2.8%	2.8%	3.3%	2.4%	5.6%	1.2%	2.3%	-	3.5%	2.8%	4.8%	5.2%	5.4%	-	3.7%	3.6%	3.1%	3.9%	3.3%	3.6%	5.3%	3.6%	2.9%	2.3%	3.4%	4.8%	4.7%	1.0%	4.3%	-	-	12.3%	-	3.5%	-	-	-	
Herefordshire	30	8	21	1	7	6	6	-	7	7	3	2	4	-	14	23	1	1	5	-	11	10	8	3	16	10	5	11	11	8	4	8	3	6	1	-	-	-	30	30	-	-	-	
Hertfordshire	1.9%	1.6%	2.4%	0.6%	1.9%	1.8%	2.5%	1.4%	1.9%	2.6%	0.6%	2.9%	4.0%	-	2.6%	2.1%	1.4%	1.2%	1.8%	-	2.1%	1.5%	2.6%	0.8%	2.8%	2.0%	1.5%	2.3%	2.0%	3.0%	1.7%	2.1%	1.2%	2.3%	0.7%	-	-	-	5.1%	1.9%	-	-	-	
Hertfordshire	4	2	2	-	2	-	1	-	1	2	-	-	1	-	1	3	-	1	-	-	-	2	2	-	2	2	1	2	1	1	-	1	1	2	-	-	4	-	4	-	-	-		
Isle of Wight	2.3%	2.1%	2.4%	2.2%	3.1%	1.4%	2.6%	7.8%	2.2%	2.7%	1.9%	5.6%	1.6%	1.7%	2.3%	2.3%	-	4.6%	2.3%	-	1.4%	2.9%	2.5%	2.4%	2.3%	2.3%	2.0%	1.2%	3.3%	2.4%	1.3%	2.0%	1.5%	2.2%	5.7%	-	-	-	6.1%	2.3%	-	-	-	
Kent	59	16	37	7	17	7	8	3	15	9	15	3	4	4	18	47	2	2	8	-	14	32	13	18	21	20	8	17	27	11	8	13	14	9	5	-	-	-	59	59	-	-	-	
Lancashire	3.8%	3.2%	4.3%	3.4%	4.7%	2.2%	3.3%	8.7%	3.9%	3.5%	3.8%	5.0%	3.6%	5.6%	3.5%	4.3%	2.6%	1.6%	3.2%	-	2.6%	4.7%	4.0%	4.7%	3.3%	3.9%	2.3%	3.6%	4.6%	4.1%	3.4%	3.6%	5.3%	3.5%	2.9%	-	-	-	10.3%	3.8%	-	-	-	
Leicestershire	72	23	41	8	11	17	9	-	27	7	16	4	5	5	27	54	5	4	9	-	27	32	13	21	24	27	16	21	28	6	18	19	6	17	7	-	-	72	-	72	-	-	-	
Lincolnshire	31	7	21	2	3	8	10	-	1	3	10	-	-	8	9	27	-	-	3	-	14	10	7	10	17	3	3	9	18	3	7	7	3	3	8	-	31	-	-	31	-	-	-	-
Lincolnshire (North or North-East)	17	7	8	2	9	1	1	-	6	3	3	-	3	1	3	14	1	3	-	-	4	9	3	3	7	7	2	3	7	4	1	1	7	3	1	-	17	-	-	17	-	-	-	-
Merseyside	12	6	6	-	2	2	1	-	4	2	5	1	2	-	2	4	-	-	9	-	6	6	1	1	1	11	8	2	1	6	3	2	-	1	-	-	12	-	12	-	-	-		
Norfolk	17	6	10	1	3	3	2	2	1	4	5	-	2	1	3	14	-	-	3	-	4	10	3	6	5	6	5	6	4	4	1	4	1	3	4	-	-	-	17	17	-	-	-	
Northamptonshire	28	9	14	4	7	14	4	-	3	7	6	4	1	2	6	24	-	2	2	-	8	13	6	9	16	3	4	7	14	2	1	11	2	11	2	-	-	28	-	28	-	-	-	
Northumberland	12	5	6	-	2	6	-	-	4	1	4	-	2	-	5	11	-	-	1	-	4	4	4	3	6	3	2	7	3	-	3	2	3	3	2	-	-	12	-	12	-	-	-	
Nottinghamshire	32	11	17	4	7	9	7	1	6	7	13	2	1	-	8	22	1	4	5	-	10	13	9	15	8	9	4	9	19	9	4	4	3	9	3	-	32	-	-	32	-	-	-	-



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Table 5
Q3. Normal weightings
Q3. What is your sex?
Base: All Respondents

Unweighted Total
 Weighted Total
 Male
 Female
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 6
Q4. Normal weightings
Q4. What age bracket do you fall under?
 Base: All Respondents

Unweighted Total
 Weighted Total
 Under 16

16-17

18-24

25-34

35-44

45-54

55+

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region* + 1								
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	186	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
62	62	-	-	3	7	6	2	36	4	16	3	4	5	22	23	7	1	32	-	40	17	6	9	20	34	44	14	3	14	13	20	6	7	2	5	11	16	21	53	6	2	1	
3.4%	10.7%	-	-	0.9%	1.9%	2.2%	2.9%	8.3%	1.4%	3.6%	3.8%	4.0%	3.1%	3.7%	1.7%	6.0%	1.2%	10.4%	-	6.3%	2.1%	1.5%	1.9%	2.7%	5.4%	10.5%	2.5%	4.5%	4.5%	4.8%	2.0%	2.1%	1.1%	2.0%	3.8%	3.6%	3.7%	3.4%	4.0%	2.5%	2.3%		
517	517	-	-	101	87	56	24	166	74	136	12	36	46	156	342	43	15	117	-	215	213	89	129	185	203	145	196	145	96	84	126	85	86	40	58	88	133	153	433	44	27	13	
28.2%	89.3%	-	-	25.9%	22.8%	20.6%	30.3%	38.5%	26.1%	30.4%	17.2%	34.0%	27.8%	26.3%	26.2%	39.4%	13.3%	38.4%	-	34.0%	26.5%	22.5%	28.0%	24.9%	32.3%	34.8%	34.8%	21.5%	31.5%	28.8%	29.6%	27.1%	27.4%	21.8%	24.1%	30.2%	30.9%	26.6%	28.1%	29.1%	30.6%	25.3%	
1034	-	1034	-	225	238	166	51	202	168	259	45	50	101	336	783	52	64	135	-	317	483	233	277	427	330	175	300	449	157	152	238	180	185	121	144	165	222	328	859	98	47	30	
56.5%	-	100.0%	-	58.1%	62.9%	60.6%	64.1%	46.6%	59.3%	57.9%	64.3%	47.4%	60.8%	56.6%	59.9%	47.3%	57.9%	44.3%	-	50.2%	60.2%	58.8%	60.2%	57.6%	52.4%	41.9%	52.8%	66.7%	51.6%	52.2%	55.9%	57.1%	59.4%	66.7%	60.2%	56.1%	51.6%	57.0%	55.8%	64.2%	53.5%	57.3%	
210	-	-	210	53	45	44	2	28	32	37	10	15	14	76	151	8	29	21	-	59	86	64	44	108	60	53	55	72	34	42	41	42	31	19	33	25	60	68	186	4	12	8	
11.5%	-	-	96.2%	13.8%	11.9%	16.1%	2.7%	6.4%	11.3%	8.2%	14.7%	14.6%	8.3%	12.9%	11.6%	7.4%	26.6%	6.9%	-	9.4%	10.8%	16.2%	9.5%	14.3%	9.6%	12.7%	9.7%	10.7%	11.1%	14.5%	9.7%	13.4%	10.0%	10.4%	13.7%	8.6%	13.9%	11.9%	12.1%	2.6%	13.4%	15.1%	
8	-	-	8	5	2	1	-	-	5	-	-	-	-	3	7	-	1	-	-	1	3	4	2	4	2	1	2	4	4	-	-	1	3	-	-	4	-	4	8	-	-	-	
-	-	-	3.8%	1.3%	0.5%	-	-	-	1.8%	-	-	-	-	0.5%	0.5%	-	1.0%	-	-	-	-	1.0%	-	0.6%	-	-	-	0.6%	1.4%	-	-	-	1.0%	-	-	-	1.3%	-	0.8%	0.5%	-	-	-
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Netmums Election Survey

Prepared on behalf of Netmums

Table 7
Q5. Normal weightings
Q5. What is your current relationship status?
Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
Married	1306	385	783	158	303	278	208	62	267	220	307	59	68	119	422	1306	-	-	-	-	383	625	298	337	515	453	178	410	583	202	217	313	215	224	135	162	211	303	417	1082	116	63	34	
	71.3%	62.9%	75.7%	72.7%	78.1%	73.4%	76.0%	77.9%	61.9%	77.7%	68.6%	84.6%	64.7%	71.5%	71.1%	100.0%	-	-	-	-	60.6%	77.9%	75.1%	73.3%	69.5%	72.0%	42.8%	72.3%	86.6%	66.4%	74.4%	73.4%	68.3%	71.7%	74.1%	67.6%	71.8%	70.4%	72.4%	71.0%	76.1%	72.2%	65.5%	
Civil partnership	110	50	52	8	25	16	7	6	32	11	23	1	11	12	37	-	110	-	-	-	50	38	22	31	47	32	31	39	31	15	14	30	18	27	6	17	20	28	26	91	11	4	4	
	6.0%	8.6%	5.0%	3.7%	6.3%	4.1%	2.7%	7.0%	7.3%	3.9%	5.2%	1.6%	10.1%	7.1%	6.3%	-	100.0%	-	-	-	7.9%	4.7%	5.6%	6.7%	6.4%	5.0%	7.3%	6.9%	4.6%	4.9%	4.6%	7.0%	5.8%	5.8%	8.8%	3.4%	7.0%	6.8%	6.5%	4.6%	5.9%	7.1%	4.8%	7.2%
Divorced / separated	99	14	56	28	18	23	25	5	14	9	30	2	4	8	38	-	-	99	-	-	32	43	25	18	57	24	48	33	10	23	13	23	19	9	13	10	15	25	34	84	6	6	4	
	5.4%	2.5%	5.5%	13.1%	4.7%	6.0%	9.0%	6.8%	3.2%	3.0%	6.7%	2.6%	3.5%	4.9%	6.4%	-	-	89.9%	-	-	5.0%	5.3%	6.3%	3.9%	7.7%	3.9%	11.6%	5.8%	1.6%	7.7%	4.4%	5.3%	5.9%	2.8%	7.3%	4.2%	5.0%	5.9%	5.9%	5.5%	3.6%	6.7%	7.2%	
Single	305	149	135	21	37	62	34	7	114	40	85	8	23	25	94	-	-	-	305	-	165	93	46	73	116	115	150	84	49	61	45	61	63	50	25	49	47	69	96	261	20	14	9	
	16.6%	25.7%	13.1%	9.6%	9.5%	16.4%	12.3%	8.3%	26.5%	14.0%	19.1%	11.2%	21.6%	15.3%	15.9%	-	-	-	100.0%	-	26.1%	11.6%	11.7%	15.9%	15.7%	18.3%	35.9%	14.9%	7.3%	20.1%	15.6%	14.3%	19.9%	16.0%	13.7%	20.6%	16.1%	16.0%	16.3%	17.0%	13.2%	18.3%	17.1%	
Widowed	11	2	8	2	5	-	-	-	5	4	2	-	-	2	2	-	-	11	-	-	2	4	5	1	5	5	10	1	-	3	3	-	-	2	3	2	1	5	2	10	-	-	2	
	0.6%	-	0.7%	0.9%	1.3%	-	-	-	1.1%	1.4%	-	-	-	1.2%	-	-	-	10.1%	-	-	-	-	1.3%	-	-	-	2.4%	-	-	1.0%	1.1%	-	-	0.7%	1.6%	0.8%	-	1.1%	-	0.6%	-	-	3.0%	
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 8
Q6. Normal weightings
Q6. Are you currently in a relationship?
Base: Divorced / Separated / Widowed

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
91	29	41	21	17	16	21	6	19	9	25	1	5	9	31	0	0	91	0	0	31	36	24	15	46	30	50	27	8	21	12	18	13	13	14	9	11	16	42	78	6	3	4	
111	16	64	31	23	23	25	5	19	12	32	2	4	10	40	0	0	111	0	0	34	46	30	19	62	29	58	34	10	26	16	23	19	11	16	12	15	30	36	94	6	6	5	
46	7	31	8	11	9	8	*	11	8	10	2	2	6	16	-	-	46	-	-	13	21	12	8	28	10	17	14	10	11	5	13	6	3	8	8	7	14	11	40	2	4	-	
41.7%	42.2%	48.8%	26.7%	49.3%	40.7%	31.8%	7.8%	57.1%	63.6%	30.1%	100.0%	59.9%	55.7%	39.9%	-	-	41.7%	-	-	37.5%	46.3%	39.6%	44.2%	44.2%	34.8%	29.6%	42.6%	100.0%	40.6%	34.1%	58.1%	30.6%	29.4%	49.3%	67.2%	47.6%	45.8%	30.9%	43.0%	33.3%	66.7%	-	
64	9	33	22	12	14	17	5	8	5	22	-	2	5	24	-	-	64	-	-	21	25	18	11	35	19	41	19	-	16	10	9	13	8	8	4	8	16	25	53	4	2	5	
58.3%	57.8%	51.2%	73.3%	50.7%	59.3%	68.2%	92.4%	42.9%	36.4%	69.9%	-	40.1%	44.3%	60.1%	-	-	58.3%	-	-	62.5%	53.7%	60.4%	55.8%	55.8%	65.2%	70.4%	57.4%	-	59.4%	65.9%	41.9%	69.4%	70.6%	50.7%	32.8%	52.4%	54.2%	69.1%	57.0%	66.7%	33.3%	100.0%	
111	16	64	31	23	23	25	5	19	12	32	2	4	10	40	-	-	111	-	-	34	46	30	19	62	29	58	34	10	26	16	23	19	11	16	12	15	30	36	94	6	6	5	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total
 Weighted Total
 Yes, I am currently in a relationship
 No, I am not currently in a relationship
 SIGMA

Netmums Election Survey

Prepared on behalf of Netmums

Table 9
Q7. Normal weightings
Q7. Are you currently living with your partner? (if you live with your partner for most of the year, please select 'Yes, I am currently living with my partner')
Base: Married / Civil Partnership / In a relationship

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children			Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1414	722	579	113	329	253	209	74	341	232	318	53	81	141	457	1257	121	36	0	0	465	654	295	344	559	511	340	465	583	241	215	349	229	246	134	140	186	257	602	1185	143	52	34	
1461	421	866	175	339	303	223	68	309	239	340	62	81	137	475	1306	110	46	0	0	446	683	333	377	590	495	226	463	624	227	236	356	239	254	149	187	238	345	454	1224	128	72	38	
1440	416	852	172	333	299	220	68	303	235	336	61	80	136	467	1302	108	30	-	-	439	670	330	376	573	491	212	459	634	221	236	353	231	253	145	178	235	343	449	1205	127	70	38	
98.5%	98.8%	98.4%	98.3%	98.4%	98.8%	98.8%	100.0%	97.9%	98.4%	98.8%	97.1%	99.1%	99.6%	98.5%	99.7%	98.5%	64.6%	-	-	98.5%	98.1%	99.3%	99.8%	97.2%	99.1%	93.6%	99.0%	99.0%	97.4%	99.7%	99.3%	96.7%	99.4%	97.8%	95.0%	98.9%	99.4%	99.0%	98.5%	99.2%	97.3%	100.0%	
22	5	13	3	6	4	3	-	7	4	4	2	1	1	7	4	2	16	-	-	6	13	2	1	17	4	14	5	1	6	1	2	8	1	3	9	3	2	5	19	1	2	-	
1.5%	1.2%	1.6%	1.7%	1.6%	1.2%	1.2%	-	2.1%	1.6%	1.2%	2.9%	0.9%	*	1.5%	*	1.6%	35.4%	-	-	1.5%	1.9%	0.7%	*	2.8%	0.9%	6.4%	1.0%	*	2.6%	*	0.7%	3.3%	0.6%	2.2%	5.0%	1.1%	0.6%	1.0%	1.5%	0.8%	2.7%	-	
1461	421	866	175	339	303	223	68	309	239	340	62	81	137	475	1306	110	46	-	-	446	683	333	377	590	495	226	463	624	227	236	356	239	254	149	187	238	345	454	1224	128	72	38	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total
 Weighted Total
 Yes, I am currently living with my partner
 No, I am not currently living with my partner
 SIGMA

Netmums Election Survey

Prepared on behalf of Netmums

Table 10
Q8. Normal weightings
Q8. How many children do you have?
 Base: All Respondents

Unweighted Total
 Weighted Total
 None
 One
 Two
 Three
 Four
 Five or more
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
632	255	317	60	135	105	98	28	162	109	157	19	32	56	207	383	50	34	165	-	632	-	-	209	242	181	149	194	230	111	114	143	99	109	56	99	102	149	189	539	54	24	15	
34.5%	44.0%	30.7%	27.6%	34.7%	27.6%	36.0%	34.6%	37.6%	38.6%	35.0%	27.0%	30.1%	33.5%	34.9%	29.3%	45.4%	30.9%	54.2%	-	100.0%	-	-	45.4%	32.7%	28.7%	35.7%	34.2%	34.2%	36.3%	39.1%	33.5%	31.5%	35.0%	30.9%	41.2%	34.7%	34.7%	32.8%	35.0%	35.4%	27.8%	29.2%	
802	230	483	89	175	174	121	41	173	113	188	42	40	71	279	625	38	46	93	-	-	802	-	197	345	260	165	232	321	125	106	187	152	144	90	98	129	188	260	675	67	40	20	
43.8%	39.6%	46.7%	40.9%	45.2%	46.0%	44.4%	50.6%	40.0%	40.0%	41.9%	60.2%	38.3%	42.8%	47.0%	47.8%	34.2%	41.8%	30.6%	-	-	100.0%	-	42.8%	46.6%	41.3%	39.5%	40.8%	47.7%	41.0%	36.1%	43.7%	48.3%	46.1%	49.2%	40.8%	43.9%	43.8%	45.2%	43.9%	44.1%	45.0%	39.1%	
280	73	166	41	55	74	37	7	67	47	81	7	21	22	70	210	18	24	28	-	-	280	-	38	124	118	69	98	93	51	45	70	40	47	27	34	43	65	89	230	24	13	13	
15.3%	12.6%	16.0%	19.0%	14.1%	19.4%	13.4%	8.5%	15.5%	16.4%	18.1%	10.2%	20.4%	13.5%	11.9%	16.1%	16.3%	21.7%	9.2%	-	-	70.5%	-	8.3%	16.8%	18.7%	16.6%	17.3%	13.9%	16.8%	15.3%	16.4%	12.6%	15.2%	15.0%	14.2%	14.6%	15.0%	15.4%	15.0%	15.8%	14.9%	24.6%	
82	16	48	18	18	13	13	4	22	12	12	2	10	10	28	56	5	5	16	-	-	82	-	14	24	45	24	31	17	11	14	24	19	8	6	6	14	17	30	67	5	8	2	
4.5%	2.7%	4.7%	8.3%	4.7%	3.5%	4.9%	4.5%	5.0%	4.2%	2.8%	2.6%	9.3%	5.9%	4.7%	4.3%	4.1%	4.5%	5.3%	-	-	20.7%	-	3.0%	3.2%	7.1%	5.7%	5.5%	2.6%	3.6%	4.7%	5.7%	6.1%	2.7%	3.2%	2.7%	4.8%	3.9%	5.2%	4.4%	3.0%	9.2%	4.2%	
35	6	20	9	5	13	4	1	8	2	10	-	2	7	9	32	-	1	2	-	-	35	-	3	6	26	10	12	11	7	14	3	5	3	3	3	6	11	8	28	3	3	2	
1.9%	1.1%	1.9%	4.1%	1.3%	3.4%	1.4%	1.7%	1.9%	0.8%	2.1%	-	2.0%	4.4%	1.6%	2.4%	-	1.0%	0.6%	-	-	8.8%	-	0.8%	0.8%	4.2%	2.5%	2.2%	1.6%	2.3%	4.8%	0.7%	1.6%	0.9%	1.7%	1.1%	2.0%	2.6%	1.4%	1.8%	1.8%	3.1%	3.0%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Netmums Election Survey
Prepared on behalf of Netmums

Table 16
Q10. Normal weightings
Q10. How old are your children?
Base: Three children
How old is your youngest child?

Table with columns: Total, Age, 2010 Vote, Voting Intention, Relationship Status, Number of Children, Employment, Salary, Visit Netmums, Region 7 + 1. Rows include age groups from 1 to 18+ and a SIGMA row.

Survation.

Netmums Election Survey

Prepared on behalf of Netmums

Table 17
Q10. Normal weightings
Q10. How old are your children?
Base: Four children
How old is your eldest child?

Unweighted Total
 Weighted Total
 Under a year old

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18+

SIGMA

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region* 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	71	25	34	12	13	11	12	4	20	8	11	2	7	8	24	46	6	4	15	0	0	0	71	11	19	41	24	26	14	11	11	18	16	9	6	6	11	10	32	59	4	6	2
Weighted Total	82	16	48	18	18	13	13	4	22	12	12	2	10	10	28	56	5	5	16	0	0	0	82	14	24	45	24	31	17	11	14	24	19	8	6	6	14	17	30	67	5	8	2
Under a year old	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	
6	1.6%	8.4%	-	-	4.0%	-	-	-	-	-	-	-	-	2.6%	2.4%	-	-	-	-	-	-	1.6%	-	-	3.0%	-	-	7.8%	6.7%	-	2.5%	-	-	-	-	5.2%	-	-	1.1%	-	-	27.6%	
7	5.6%	9.1%	6.5%	-	4.0%	-	8.3%	-	9.6%	6.3%	-	99.6%	-	7.4%	4.5%	-	-	12.7%	-	-	-	5.6%	-	8.7%	5.6%	-	10.0%	8.3%	-	-	4.5%	14.8%	-	11.9%	10.8%	5.2%	12.3%	3.8%	6.8%	-	-		
8	4.8%	5.8%	6.3%	-	-	-	-	68.2%	7.0%	9.2%	-	-	-	25.3%	5.4%	11.3%	-	2.5%	-	-	-	4.9%	14.4%	-	4.5%	3.9%	-	11.4%	4.6%	-	-	15.9%	5.0%	-	-	-	-	5.0%	2.2%	11.3%	24.1%		
9	3.6%	12.0%	2.3%	-	-	-	-	20.4%	10.4%	9.2%	3.3%	-	-	2.6%	2.7%	16.3%	-	4.5%	-	-	-	3.6%	13.4%	-	2.6%	4.8%	2.4%	6.3%	-	5.4%	-	2.2%	13.1%	12.6%	-	10.5%	-	5.0%	4.4%	-	-		
10	2.5%	-	4.3%	-	-	-	-	-	-	-	-	-	-	7.4%	3.6%	-	-	-	-	-	-	2.5%	-	-	4.6%	-	6.6%	-	-	-	8.5%	-	-	-	-	12.3%	-	3.1%	-	-			
11	4.2%	22.0%	-	-	-	14.9%	-	-	3.5%	-	15.7%	-	-	7.7%	2.8%	3.5%	16.0%	-	4.6%	-	-	4.2%	3.0%	6.6%	3.4%	4.8%	4.9%	4.6%	7.1%	5.7%	-	3.9%	-	19.8%	-	-	9.4%	1.4%	2.9%	-	18.4%		
12	3.9%	7.3%	4.3%	-	11.2%	-	5.6%	11.4%	-	-	16.6%	40.4%	-	1.5%	0.7%	16.3%	-	12.7%	-	-	-	3.9%	15.1%	3.1%	0.9%	4.8%	-	-	18.7%	-	-	-	13.8%	-	-	5.2%	12.3%	1.4%	4.8%	-	-		
13	5.4%	7.3%	4.5%	6.0%	-	-	13.9%	-	7.0%	-	-	-	11.1%	11.2%	3.9%	4.6%	-	14.6%	6.7%	-	-	5.4%	5.4%	1.7%	7.3%	4.8%	6.9%	-	-	8.0%	4.5%	11.7%	-	-	-	5.2%	-	12.2%	6.5%	-	-		
14	8	1	6	1	-	3	1	-	7	-	-	-	2	-	3	5	-	-	3	-	-	8	-	4	5	2	6	-	1	2	4	2	-	-	2	1	3	5	1	-	2		
15	10.0%	7.6%	12.3%	6.0%	-	20.5%	8.3%	-	1.9%	-	-	-	19.8%	-	10.6%	8.5%	-	-	21.2%	-	-	10.0%	-	14.8%	10.5%	6.8%	17.7%	-	7.1%	12.8%	15.5%	10.1%	-	-	-	13.7%	4.7%	8.8%	7.9%	29.6%	-	72.4%	
16	6.5%	7.0%	8.8%	-	5.9%	5.2%	8.3%	-	9.6%	-	5.6%	-	11.1%	11.1%	8.8%	3.6%	-	21.9%	13.5%	-	-	6.5%	-	4.6%	9.5%	17.8%	3.5%	-	-	3.0%	4.5%	-	46.1%	-	10.8%	-	12.3%	8.6%	7.9%	-	-		
17	10.1%	-	17.2%	-	10.7%	37.5%	-	-	6.2%	16.6%	15.7%	-	-	15.7%	14.7%	-	-	-	-	-	10.1%	-	4.6%	16.0%	12.6%	-	11.4%	9.9%	28.6%	-	17.2%	-	-	-	13.7%	-	3.6%	4.5%	29.6%	48.3%			
18+	3.5%	-	2.3%	10.1%	-	21.9%	-	-	-	-	8.8%	-	18.7%	-	-	5.2%	-	-	-	-	-	3.5%	-	-	6.5%	4.5%	-	10.6%	-	4.5%	9.5%	-	-	28.4%	-	-	3.6%	4.3%	-	-			
SIGMA	27	1	12	14	11	-	5	-	7	6	4	-	3	3	8	18	2	3	4	-	-	27	6	13	9	8	12	5	3	5	11	3	1	3	3	6	6	11	25	1	-		
	32.5%	4.4%	24.6%	78.0%	60.2%	-	41.6%	-	34.8%	49.4%	34.2%	-	32.1%	33.6%	30.2%	32.4%	39.0%	63.3%	21.6%	-	-	32.5%	40.7%	53.1%	19.1%	35.4%	38.9%	28.9%	29.6%	36.5%	46.5%	15.0%	13.1%	55.8%	39.2%	41.2%	36.9%	36.1%	37.7%	29.6%	-		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	



Netmums Election Survey

Prepared on behalf of Netmums

Table 22

Q11. Normal weightings

Q11. How old are your children? (if you have more than five children, please just list the ages of your five youngest)

Base: Five or more children

How old is your fourth youngest child?

Unweighted Total
Weighted Total
Under a year old

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18+

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKP	Other	Undecided	Married	Civil Partnershi p	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
28	10	13	5	6	10	3	1	5	3	8	0	1	5	8	24	0	1	3	0	0	0	28	3	4	21	6	11	10	7	10	4	3	2	2	2	2	2	3	8	10	23	2	2	1
35	6	20	9	5	13	4	1	8	2	10	0	2	7	9	32	0	1	2	0	0	0	35	3	6	26	10	12	11	7	14	3	5	3	3	3	3	3	6	11	8	28	3	3	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2.2%	12.8%	-	-	15.0%	-	-	-	-	-	-	-	-	-	8.4%	2.5%	-	-	-	-	-	-	2.2%	-	-	3.0%	6.4%	-	11.1%	-	-	-	-	-	-	-	-	6.9%	-	2.8%	-	-	-		
1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-		
2.1%	12.0%	-	-	5.7%	-	-	-	-	-	-	-	-	10.3%	-	-	-	-	38.4%	-	-	-	2.1%	-	-	2.9%	-	6.8%	-	24.6%	-	-	-	-	-	-	-	-	-	-	-	27.6%	-		
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1.2%	6.6%	-	-	11.2%	-	-	-	-	-	-	-	-	-	4.4%	1.3%	-	-	-	-	-	1.2%	-	-	1.6%	3.4%	-	5.9%	-	-	-	-	-	-	-	-	-	-	5.1%	1.5%	-	-	-		
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
3.1%	-	5.5%	-	20.8%	-	-	-	-	-	-	-	-	14.9%	-	3.4%	-	-	-	-	-	3.1%	-	-	4.2%	-	9.9%	-	-	-	-	-	-	-	36.0%	-	-	-	13.3%	3.9%	-	-	-		
4.3%	6.6%	5.5%	-	7.9%	8.3%	-	-	-	-	15.6%	-	-	-	-	1.3%	-	100.0%	-	-	-	4.3%	42.0%	-	1.6%	12.2%	-	-	-	49.5%	-	-	-	-	-	-	-	18.4%	5.4%	-	-	-	-		
11.0%	30.4%	9.9%	-	21.3%	8.0%	-	-	23.9%	50.5%	-	-	-	20.7%	9.6%	-	-	40.3%	-	-	-	11.0%	16.0%	-	13.1%	22.2%	10.1%	9.9%	3.0%	25.8%	-	-	-	-	64.0%	27.6%	33.3%	6.9%	5.1%	13.7%	-	-	-		
6.8%	12.8%	8.0%	-	6.0%	-	-	-	-	8.1%	-	-	-	-	7.4%	-	-	-	-	-	-	6.8%	-	-	9.0%	19.2%	-	11.1%	-	-	-	31.6%	-	-	-	-	6.9%	18.4%	2.8%	-	-	100.0%			
10.9%	6.6%	17.3%	-	19.0%	-	100.0%	-	-	4.3%	-	-	46.6%	-	10.7%	-	-	21.3%	-	-	-	10.9%	-	21.9%	9.5%	24.1%	-	19.0%	17.7%	-	-	-	-	-	-	18.1%	5.1%	8.9%	50.0%	-	-				
12.0%	12.8%	17.3%	-	15.8%	36.3%	-	-	-	-	-	100.0%	22.6%	-	13.1%	-	-	-	-	-	-	12.0%	-	12.8%	13.0%	27.7%	7.1%	-	-	-	26.9%	100.0%	-	-	-	25.0%	-	10.2%	50.0%	-	-				
3.1%	-	12.1%	-	-	-	-	13.4%	-	49.5%	-	-	-	-	3.4%	-	-	-	-	-	3.1%	42.0%	-	-	9.9%	-	7.8%	-	-	-	-	-	-	-	-	-	13.3%	3.9%	-	-	-				
5.9%	-	10.5%	-	15.8%	-	-	-	-	21.4%	-	-	-	-	6.5%	-	-	-	-	-	5.9%	-	33.6%	-	-	18.7%	-	-	-	-	41.4%	-	-	-	-	18.1%	-	7.4%	-	-					
6.2%	-	11.1%	-	8.3%	-	-	13.4%	-	11.3%	-	-	11.8%	-	6.8%	-	-	-	-	-	6.2%	-	-	8.3%	-	8.9%	9.9%	15.4%	7.8%	-	-	-	-	-	26.8%	7.8%	-	-	-						
11	-	3	8	2	2	2	-	4	-	4	-	2	3	11	-	-	-	-	-	11	-	2	9	8	-	3	2	9	-	-	-	-	-	-	2	4	2	1	9	-	2			
31.0%	-	14.9%	87.9%	35.0%	15.1%	52.5%	-	49.3%	39.3%	-	-	28.2%	32.3%	34.0%	-	-	-	-	-	31.0%	-	31.7%	34.0%	75.9%	-	27.5%	27.5%	63.7%	-	-	-	-	-	-	-	72.4%	66.7%	18.1%	13.3%	31.7%	-	72.4%		



Netmums Election Survey

Prepared on behalf of Netmums

Table 25
Q11. Normal weightings
Q11. How old are your children? (if you have more than five children, please just list the ages of your five youngest)
Base: Five or more children
How old is your youngest child?

Total	Age			2010 Vote					Voting Intention					Relationship Status					Number of Children				Employment			Salary			Visit Netmums						Region7 + 1													
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland						
Unweighted Total	28	10	13	5	6	10	3	1	5	3	8	0	1	5	8	24	0	1	3	0	0	0	28	3	4	21	6	11	10	7	10	4	3	2	2	2	2	3	8	10	23	2	2	1				
Weighted Total	35	6	20	9	5	13	4	1	8	2	10	0	2	7	9	32	0	1	2	0	0	0	35	3	6	26	10	12	11	7	14	3	5	3	3	3	3	6	11	8	28	3	3	2				
Under a year old	5	2	3	-	2	3	-	-	-	-	-	-	3	-	-	4	-	-	1	-	-	-	5	-	-	4	2	1	2	-	2	1	-	-	1	-	-	-	-	-	-	-	-	-				
1	13.7%	25.9%	16.0%	-	28.7%	21.8%	11.2%	-	-	18.8%	-	-	-	43.1%	4.4%	12.5%	-	-	40.3%	-	-	-	13.7%	16.0%	-	16.6%	20.1%	9.8%	13.7%	5.9%	17.7%	25.8%	-	-	36.0%	-	-	-	25.0%	23.4%	17.1%	-	-	-				
2	3.1%	-	5.5%	-	-	8.3%	-	-	-	-	11.3%	-	-	-	-	-	100.0%	-	-	-	-	3.1%	42.0%	-	-	-	8.9%	-	-	-	-	35.9%	-	-	-	-	-	-	-	13.3%	3.9%	-	-	-				
3	5.7%	6.6%	8.0%	-	7.9%	-	-	-	-	-	4.3%	-	-	-	-	6.2%	-	-	-	-	-	5.7%	-	-	7.6%	-	16.2%	-	-	-	13.7%	31.6%	-	-	-	-	-	-	5.1%	1.5%	-	-	100.0%					
4	9.8%	23.7%	9.9%	-	13.3%	-	-	23.9%	31.7%	-	-	-	-	29.0%	10.7%	-	-	-	-	-	-	9.8%	-	12.8%	10.1%	-	15.8%	13.5%	9.9%	-	-	-	27.6%	64.0%	-	27.6%	33.3%	6.9%	-	12.3%	-	-	-	-				
5	6.6%	19.2%	5.5%	-	-	9.2%	-	-	-	-	12.4%	-	-	11.6%	5.9%	-	-	21.3%	-	-	-	6.6%	-	-	8.7%	4.0%	6.4%	9.9%	11.1%	10.8%	-	-	-	-	-	-	-	6.9%	18.4%	8.2%	-	-	-					
6	8.2%	12.8%	10.5%	-	15.0%	15.8%	-	-	-	-	-	100.0%	-	8.4%	8.9%	-	-	-	-	-	-	8.2%	-	-	10.9%	-	23.2%	-	11.1%	-	-	-	72.4%	-	-	-	-	25.0%	-	10.2%	-	-	-	-				
7	8.4%	-	14.9%	-	35.0%	8.3%	-	-	-	-	19.0%	-	-	11.8%	9.2%	-	-	-	-	-	-	8.4%	-	-	11.2%	17.8%	8.9%	-	-	20.9%	-	-	-	-	-	-	72.4%	-	-	13.3%	10.5%	-	-	-	-			
8	3.1%	-	5.5%	-	-	-	-	13.4%	-	-	11.3%	-	-	-	3.4%	-	-	-	-	-	-	3.1%	-	-	4.2%	-	-	-	9.9%	15.4%	-	-	-	-	-	-	-	-	13.3%	3.9%	-	-	-	-				
9	3.8%	-	6.8%	-	-	36.3%	-	-	-	-	-	-	14.3%	4.2%	-	-	-	-	-	-	3.8%	-	-	5.1%	-	10.9%	-	-	-	-	-	26.9%	-	-	-	-	-	-	-	50.0%	-	-	-	-				
10	5.6%	-	-	21.6%	-	-	52.5%	-	-	-	-	-	20.7%	6.1%	-	-	-	-	-	-	5.6%	-	31.7%	-	-	-	17.6%	27.5%	-	-	-	-	-	-	-	-	-	33.3%	-	-	6.9%	-	-	-	-			
11	3	-	-	3	-	-	-	3	1	-	-	-	-	3	-	-	-	-	-	-	3	1	-	2	2	-	1	-	3	-	-	-	-	-	-	-	2	-	1	3	-	-	-	-				
12	8.7%	-	-	33.7%	-	-	-	37.3%	49.5%	-	-	-	-	-	9.5%	-	-	-	-	-	8.7%	42.0%	-	7.4%	18.9%	-	9.9%	-	21.7%	-	-	-	-	-	-	-	33.3%	-	-	13.3%	10.9%	-	-	-	-			
13	2.1%	12.0%	-	-	-	5.7%	-	-	-	-	-	-	10.3%	-	-	-	38.4%	-	-	-	2.1%	-	-	2.9%	-	6.8%	-	-	24.6%	-	-	-	-	-	-	-	-	-	-	-	-	27.6%	-	-	-			
14	5.9%	-	-	22.9%	-	-	-	25.4%	-	-	-	-	28.2%	-	6.5%	-	-	-	-	-	5.9%	-	-	7.9%	20.1%	-	-	-	14.8%	-	-	-	-	-	-	-	-	18.1%	-	7.4%	-	-	-	-				
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
18+	5	-	3	2	-	4	-	1	-	-	4	-	1	-	5	-	-	-	-	-	5	-	3	2	2	-	2	1	2	-	2	-	-	-	-	-	2	-	2	1	2	-	-	-	-			
SIGMA	15.4%	-	17.3%	21.8%	-	30.8%	-	100.0%	-	-	41.7%	-	18.4%	-	16.8%	-	-	-	-	-	15.4%	-	55.5%	7.5%	19.1%	-	18.7%	19.0%	14.1%	-	41.4%	-	-	-	-	-	-	18.1%	-	7.4%	50.0%	72.4%	-	-	-			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Netmums Election Survey

Prepared on behalf of Netmums

Table 26
Q12. Normal weightings
Q12. Are you currently pregnant?
Base: Women

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	188	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
123	64	59	-	26	26	16	4	38	21	40	3	6	6	38	99	11	1	13	-	81	24	19	34	46	43	27	48	39	34	26	33	13	12	6	26	14	31	39	110	5	6	2	
6.7%	11.1%	5.7%	-	6.8%	6.8%	5.9%	4.6%	8.4%	7.3%	9.0%	4.1%	5.4%	3.3%	6.5%	7.5%	9.9%	0.6%	4.4%	-	12.8%	3.0%	4.7%	7.5%	6.2%	6.8%	6.5%	8.5%	5.9%	11.2%	8.9%	7.7%	4.2%	3.7%	3.2%	10.6%	4.9%	7.2%	6.8%	7.2%	3.2%	7.0%	4.2%	
1708	515	974	218	361	353	257	76	395	263	408	67	100	161	555	1207	99	110	291	-	551	778	378	426	695	586	390	519	634	270	266	394	302	300	176	215	279	399	536	1429	147	82	50	
93.3%	88.9%	94.3%	100.0%	93.2%	93.2%	94.1%	95.4%	91.6%	92.7%	91.0%	95.9%	94.6%	96.7%	93.5%	92.5%	90.1%	99.4%	95.6%	-	87.2%	97.0%	95.3%	92.5%	93.8%	93.2%	93.5%	91.5%	94.1%	88.8%	91.1%	92.3%	95.8%	96.3%	96.8%	89.4%	95.1%	92.8%	93.2%	92.8%	96.8%	93.0%	95.8%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total
 Weighted Total
 Yes

No

SIGMA

Survation.

Netmums Election Survey

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Table 27
Q13. Normal weightings
Q13. Are you currently trying for a child?
Base: Female and not currently pregnant

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children			Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1684	891	650	143	348	303	234	83	454	258	388	60	103	168	542	1145	108	90	341	0	597	748	339	405	884	615	427	547	571	283	257	401	287	296	180	165	217	297	728	1407	167	64	46	
1708	515	974	218	361	353	257	76	395	263	408	67	100	161	555	1207	99	110	291	0	551	778	378	426	695	586	390	519	634	270	266	394	302	300	176	215	279	399	536	1429	147	82	50	
113	41	62	10	19	16	22	9	34	11	32	2	7	15	36	77	9	7	20	-	74	26	13	34	41	38	20	37	45	16	26	23	23	16	9	10	20	25	35	89	12	10	2	
6.6%	7.9%	6.4%	4.7%	5.4%	4.5%	8.4%	12.0%	8.6%	4.2%	7.9%	3.4%	7.1%	9.3%	6.4%	6.4%	8.7%	6.8%	6.7%	-	13.5%	3.3%	3.5%	8.0%	5.9%	6.5%	5.1%	7.1%	7.1%	5.9%	9.6%	5.9%	7.7%	5.3%	5.2%	4.6%	7.1%	6.3%	6.4%	6.3%	8.4%	12.0%	3.1%	
1584	474	912	208	342	337	236	67	361	252	375	65	93	146	519	1130	91	102	272	-	477	752	365	392	654	548	370	482	589	254	240	370	279	284	167	205	269	374	502	1339	135	72	48	
93.4%	92.1%	93.6%	95.3%	94.6%	95.5%	91.6%	88.0%	91.4%	95.8%	92.1%	96.6%	92.9%	90.7%	93.6%	93.6%	91.3%	93.2%	93.3%	-	86.5%	96.7%	96.5%	92.0%	94.1%	93.5%	94.9%	92.9%	92.9%	94.1%	90.4%	94.1%	92.3%	94.7%	94.8%	95.4%	92.9%	93.7%	93.6%	93.7%	91.6%	88.0%	96.9%	
1708	515	974	218	361	353	257	76	395	263	408	67	100	161	555	1207	99	110	291	-	551	778	378	426	695	586	390	519	634	270	266	394	302	300	176	215	279	399	536	1429	147	82	50	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total
 Weighted Total
 Yes

No

SIGMA

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Table 28
Q14. Normal weightings
Q14. Do you have any grandchildren?
 Base: Those with children

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	188	187	235	327	730	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
51	*	8	42	9	13	8	3	8	4	14	1	3	6	16	37	2	9	3	-	3	11	37	8	24	19	24	15	7	12	11	16	9	1	2	5	10	16	12	44	1	4	2		
2.8%	*	0.8%	19.2%	2.3%	3.4%	3.0%	3.5%	1.9%	1.3%	3.1%	1.6%	2.5%	3.9%	2.8%	2.9%	1.7%	8.0%	1.0%	-	*	1.4%	9.2%	1.7%	3.2%	3.1%	5.8%	2.7%	1.1%	3.8%	3.7%	3.8%	2.9%	*	1.1%	2.3%	3.3%	3.8%	2.2%	2.9%	0.9%	4.5%	3.0%		
1780	579	1025	176	379	366	265	77	424	279	434	69	103	160	577	1268	108	102	302	-	629	791	360	463	718	610	393	552	666	293	281	410	306	311	180	235	283	414	563	1495	151	84	50		
97.2%	99.9%	99.2%	80.8%	97.7%	96.6%	97.0%	96.5%	98.1%	98.7%	96.9%	98.5%	97.5%	96.1%	97.2%	97.1%	98.3%	92.0%	99.0%	-	99.5%	98.6%	90.8%	98.3%	96.8%	96.9%	94.2%	97.3%	98.0%	96.2%	96.3%	96.2%	97.1%	99.7%	98.9%	97.7%	96.7%	96.2%	97.8%	97.1%	99.1%	95.5%	97.0%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total
 Weighted Total
 Yes

No

SIGMA

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Table 29
Q15. Normal weightings
Q15. What is your employment status?
 Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1								
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
In full time employment	461	137	277	46	116	87	68	22	108	111	95	20	17	37	139	337	31	19	73	-	209	197	54	461	-	-	43	110	271	69	72	103	71	95	50	79	78	112	120	389	36	20	15
	25.2%	23.7%	26.8%	21.0%	30.0%	23.1%	24.7%	27.2%	24.9%	39.4%	21.2%	28.3%	16.1%	22.2%	23.5%	25.8%	28.1%	17.4%	24.0%	-	33.1%	24.8%	13.7%	100.0%	-	-	10.3%	19.4%	40.3%	22.8%	24.8%	24.1%	22.4%	30.8%	27.4%	33.1%	26.5%	26.0%	20.9%	25.3%	23.4%	23.2%	29.6%
In part time employment	741	204	427	110	161	163	126	34	140	102	198	37	37	65	249	515	47	62	116	-	242	345	154	-	741	-	157	251	277	125	101	176	130	130	79	84	118	174	250	626	65	32	18
	40.5%	35.3%	41.3%	50.4%	41.5%	43.0%	46.1%	42.8%	32.4%	36.2%	44.3%	52.1%	34.9%	39.1%	42.0%	39.4%	43.1%	56.4%	38.2%	-	38.3%	43.0%	38.8%	-	100.0%	-	37.8%	44.2%	41.1%	41.0%	34.5%	41.3%	41.1%	41.8%	43.7%	35.1%	40.1%	40.4%	43.4%	40.7%	42.8%	36.4%	35.2%
Student	38	23	15	1	5	10	7	-	13	3	20	1	2	4	5	22	1	1	14	-	14	14	10	-	-	38	22	9	3	5	7	8	8	5	6	5	6	11	13	34	3	1	-
	2.1%	3.9%	1.4%	-	1.4%	2.7%	2.7%	-	2.9%	1.0%	4.5%	1.0%	2.1%	2.3%	0.8%	1.7%	0.7%	1.0%	4.7%	-	2.2%	1.8%	2.6%	-	-	6.1%	5.4%	1.6%	-	1.5%	2.4%	1.9%	2.4%	1.7%	3.1%	1.9%	2.0%	2.5%	2.3%	2.2%	2.0%	0.8%	-
Unemployed	34	22	10	1	5	7	3	-	11	-	12	-	2	2	11	8	4	5	17	-	20	6	7	-	-	34	21	9	-	10	5	4	8	1	6	6	7	8	9	30	3	1	1
	1.8%	3.8%	1.0%	-	1.3%	1.7%	1.1%	0.5%	2.5%	-	2.6%	0.6%	2.2%	1.4%	1.9%	0.6%	3.5%	4.6%	5.5%	-	3.2%	0.8%	1.8%	-	-	5.3%	5.1%	1.6%	-	3.2%	1.7%	1.0%	2.5%	-	3.3%	2.6%	2.3%	1.8%	1.5%	1.9%	1.7%	0.8%	1.1%
Housewife / homemaker / carer	555	193	303	59	99	112	69	24	159	65	122	13	47	58	187	422	27	23	82	-	148	237	171	-	-	555	172	189	123	96	107	135	99	79	39	64	85	126	183	457	46	34	18
	30.3%	33.3%	29.3%	27.1%	25.5%	29.5%	25.3%	29.5%	36.9%	23.0%	27.3%	18.0%	44.6%	35.0%	31.5%	32.4%	24.6%	20.7%	27.0%	-	23.1%	29.6%	43.1%	-	-	88.1%	41.2%	33.2%	16.2%	31.4%	36.6%	31.6%	31.5%	25.3%	21.5%	26.0%	29.0%	29.2%	31.7%	29.7%	30.2%	38.6%	34.1%
Retired	3	-	2	1	1	-	-	-	2	1	-	-	-	-	2	1	-	-	2	-	1	2	-	-	-	3	2	-	-	-	-	-	-	1	2	2	-	-	1	3	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

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Table 30
Q16. Normal weightings
Q16. What best describes your household income, including all benefits, but before tax is deducted?
Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48		
Weighted Total	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
Less than £10,000	62	47	13	14	26	6	3	46	5	34	2	14	12	43	39	8	14	60	-	54	41	27	6	51	64	121	-	-	33	17	21	22	16	12	23	14	30	32	100	10	10	2		
£10,000 - £14,999	64	55	24	24	22	15	5	52	17	37	-	13	11	40	57	13	28	44	-	45	62	35	13	54	76	142	-	-	27	25	33	33	15	9	14	24	34	42	114	8	12	8		
£15,000 - £19,999	63	73	17	11	43	10	8	51	8	47	3	9	24	47	83	9	16	45	-	50	62	42	25	52	77	153	-	-	29	28	43	26	19	8	22	26	37	45	130	10	6	7		
£20,000 - £29,999	114	146	26	52	54	42	17	75	32	74	14	16	31	94	189	23	25	51	-	94	120	74	48	126	114	-	287	-	48	51	67	55	47	20	29	49	63	93	235	29	13	10		
£30,000 - £39,999	96	153	31	54	63	41	15	65	33	65	9	19	22	106	221	16	9	34	-	100	112	68	63	125	93	-	280	-	40	52	79	40	48	21	20	54	74	91	239	21	9	11		
£40,000 - £49,999	56	117	23	48	39	46	9	30	35	49	11	8	15	63	154	14	5	24	-	62	91	43	60	84	53	-	198	-	31	37	47	24	40	18	22	29	58	66	175	10	5	6		
£50,000 - £59,999	43	111	15	50	44	28	8	23	39	45	6	4	16	50	149	10	2	8	-	48	93	29	74	70	25	-	169	-	23	26	39	34	33	15	23	31	38	44	136	16	13	4		
£60,000 - £69,999	18	80	9	32	23	19	4	23	28	23	6	1	9	34	98	5	-	4	-	38	54	16	51	42	14	-	107	-	19	11	22	14	26	15	23	15	18	37	93	11	2	1		
£70,000 - £79,999	13	36	8	19	15	9	1	6	13	16	2	1	5	18	50	2	2	3	-	26	18	13	21	20	15	-	57	-	8	7	11	7	9	14	5	5	12	22	44	6	5	2		
£80,000 - £89,999	4	43	4	7	13	14	1	9	13	17	6	-	7	6	47	-	-	3	-	23	25	3	24	22	5	-	50	-	11	5	9	8	7	10	11	12	10	15	47	3	-	-		
£90,000 - £99,000	5	20	7	13	7	3	-	8	10	5	-	3	3	9	29	1	-	2	-	10	15	7	12	13	7	-	32	-	3	4	3	7	8	7	11	3	6	13	32	1	-	-		
£100,000 - £149,999	6	29	8	26	5	6	-	5	24	8	2	1	1	6	38	-	1	5	-	18	18	8	19	20	4	-	44	-	7	3	7	5	14	7	11	5	5	18	39	5	-	-		
£150,000 - £199,999	1	11	1	8	-	1	-	4	9	-	2	-	-	2	13	-	-	-	-	6	7	-	9	5	-	-	13	-	3	1	3	-	-	6	3	4	2	5	13	-	-	-		
£200,000 or more	1	1	1	2	-	-	-	0.9%	3.3%	-	3.1%	-	-	-	1.0%	-	-	-	-	0.9%	0.9%	-	1.9%	0.6%	-	-	2.0%	-	1.0%	-	0.7%	-	-	3.4%	1.1%	1.3%	-	0.8%	0.9%	-	-	-	-	
Don't know / prefer not to say	33	110	31	30	25	30	9	33	17	27	7	16	9	77	134	9	8	22	-	59	84	30	36	57	80	-	-	-	23	25	42	40	26	19	20	25	43	50	138	20	14	2		
SIGMA	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 32
Q18. Normal weightings
Q18. Which of these would you consider your plans for 2015? (tick as many as applicable)
Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1								
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	1-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
Get fit / exercise more	1013	308	576	129	228	216	156	43	230	165	251	43	47	88	322	725	66	57	165	-	349	465	199	255	421	337	209	318	399	165	158	233	177	186	94	132	145	242	325	844	93	45	32
	55.3%	53.2%	55.7%	59.3%	58.9%	57.0%	57.1%	53.6%	53.2%	58.3%	55.9%	60.8%	44.7%	52.8%	54.3%	55.5%	59.0%	51.4%	54.2%	-	55.2%	58.0%	50.1%	55.3%	56.8%	53.0%	50.0%	56.0%	59.2%	54.3%	54.2%	54.5%	56.1%	59.7%	51.9%	54.9%	49.5%	56.3%	56.4%	54.8%	61.1%	51.0%	60.6%
Lose weight	971	317	643	111	211	207	141	48	221	159	235	28	49	93	311	677	63	57	175	-	331	432	208	263	389	319	212	319	353	183	154	220	170	152	92	107	138	257	305	807	85	45	34
	53.1%	54.8%	52.5%	51.0%	54.4%	54.5%	51.5%	60.2%	51.2%	56.0%	52.6%	39.3%	46.5%	55.9%	52.4%	51.3%	57.0%	51.2%	57.3%	-	52.3%	53.9%	52.5%	57.2%	52.5%	50.7%	50.8%	56.2%	52.5%	60.0%	52.9%	51.6%	54.1%	48.9%	50.5%	44.6%	47.0%	59.8%	53.0%	52.4%	55.8%	51.6%	65.9%
Get finances in order / save	935	339	507	88	192	199	140	46	219	146	233	35	50	101	299	637	62	71	165	-	332	409	194	265	394	276	229	323	325	168	159	211	151	168	80	128	144	224	282	778	76	51	30
	51.1%	58.6%	49.1%	40.4%	49.4%	52.4%	51.4%	56.8%	50.8%	51.7%	51.9%	50.2%	47.5%	60.5%	50.4%	48.8%	56.0%	64.1%	54.2%	-	52.6%	51.0%	48.8%	57.5%	53.1%	43.9%	55.0%	56.9%	48.2%	54.5%	54.6%	49.5%	48.1%	53.9%	43.7%	53.4%	49.0%	52.1%	49.0%	50.6%	50.0%	57.7%	57.6%
Take an overseas holiday	602	156	362	84	151	105	93	23	142	116	139	26	30	41	187	447	36	33	86	-	209	286	107	195	249	158	87	166	293	94	87	124	106	109	82	89	96	137	194	516	44	21	20
	32.9%	27.0%	35.0%	38.4%	35.1%	27.8%	34.1%	28.3%	32.9%	41.1%	31.1%	36.5%	28.5%	24.7%	31.6%	34.3%	33.1%	29.4%	28.2%	-	33.0%	35.7%	27.0%	42.3%	33.6%	25.1%	20.8%	29.3%	43.5%	30.8%	29.7%	29.2%	33.6%	35.1%	45.3%	37.3%	32.7%	31.7%	33.8%	33.5%	29.1%	24.1%	39.4%
Take a UK holiday	805	232	466	107	175	167	134	42	168	125	193	39	48	78	264	592	49	46	118	-	281	348	179	201	342	262	159	267	305	145	133	192	137	139	60	91	118	214	266	689	67	35	14
	44.0%	40.1%	45.1%	49.1%	45.2%	44.1%	49.0%	52.4%	39.0%	44.3%	43.1%	56.0%	45.4%	46.6%	44.5%	45.4%	44.7%	41.8%	38.6%	-	44.4%	43.1%	45.0%	43.6%	46.2%	41.7%	38.2%	47.1%	45.3%	47.6%	45.6%	44.9%	43.5%	44.6%	32.8%	37.8%	40.3%	49.6%	46.3%	44.8%	44.2%	39.8%	26.9%
Get a new job	406	126	235	45	62	95	75	21	102	48	111	13	18	45	143	262	24	27	93	-	141	182	82	82	152	172	110	130	131	75	54	92	61	73	50	50	75	87	127	340	38	17	11
	22.2%	21.7%	22.8%	20.8%	15.9%	25.2%	27.3%	25.7%	23.6%	16.8%	24.8%	19.2%	16.8%	27.2%	24.0%	20.1%	21.7%	24.2%	30.7%	-	22.4%	22.7%	20.8%	17.8%	20.5%	27.3%	26.3%	22.9%	19.4%	24.8%	18.6%	21.6%	19.3%	23.5%	27.6%	20.8%	25.7%	20.3%	22.1%	22.1%	25.3%	19.3%	20.8%
Start a new course	284	106	151	37	38	55	45	23	91	32	69	14	16	39	93	188	17	28	61	-	104	120	70	52	101	141	94	81	81	52	48	73	45	46	30	34	41	60	105	240	22	24	7
	16.0%	18.2%	14.8%	17.1%	9.4%	14.4%	16.5%	28.5%	21.1%	11.3%	15.4%	19.5%	15.3%	23.2%	15.7%	14.4%	15.1%	25.2%	20.0%	-	16.4%	15.0%	17.5%	11.2%	13.6%	22.4%	22.8%	14.3%	12.0%	17.0%	16.3%	17.2%	14.4%	14.8%	16.4%	14.2%	13.9%	14.0%	18.2%	15.6%	14.6%	27.5%	14.4%
Spend more time with family / friends	950	322	524	104	205	204	155	34	221	155	222	48	55	89	297	698	55	52	146	-	319	423	208	276	398	277	177	317	378	163	139	228	161	170	88	114	157	238	298	806	77	38	23
	51.9%	55.6%	50.7%	47.9%	52.9%	54.0%	56.8%	43.0%	51.2%	54.7%	49.5%	68.2%	52.3%	53.5%	50.0%	53.5%	49.9%	46.7%	47.8%	-	50.5%	52.8%	52.4%	59.9%	53.7%	44.6%	42.5%	55.9%	56.2%	53.8%	47.5%	53.5%	51.2%	54.6%	48.7%	47.3%	53.5%	55.2%	51.8%	52.4%	50.8%	42.9%	56.5%
None of the above	43	12	26	6	3	8	9	1	11	4	8	2	5	4	13	31	1	4	8	-	18	11	15	7	17	20	11	13	14	3	8	9	5	10	9	5	10	9	16	39	2	-	2
	2.4%	2.0%	2.5%	2.6%	0.6%	2.2%	3.2%	1.7%	2.5%	1.3%	1.9%	2.1%	4.9%	2.4%	2.2%	2.3%	1.0%	3.6%	2.5%	-	2.8%	1.3%	3.8%	1.4%	2.3%	3.1%	2.6%	2.3%	2.1%	1.0%	2.7%	2.1%	1.9%	3.2%	4.8%	1.9%	3.4%	2.0%	2.8%	2.6%	1.2%	-	4.2%

Netmums Election Survey

Prepared on behalf of Netmums

Table 33
Q19. Normal weightings
Q19. How regularly do you visit www.netmums.com?
 Base: All Respondents

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1								
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
At least once a day	304	110	157	38	68	52	43	10	87	54	71	7	20	26	107	202	15	26	61	-	111	125	69	69	125	110	89	88	104	304	-	-	-	-	-	44	44	60	109	258	28	12	7
16.6%	18.9%	15.2%	17.3%	17.5%	13.6%	15.7%	12.7%	20.1%	19.0%	15.8%	10.5%	19.3%	15.4%	18.0%	15.5%	13.5%	24.0%	20.0%	-	17.5%	15.5%	17.4%	15.1%	16.8%	17.5%	21.4%	15.5%	15.5%	100.0%	-	-	-	-	-	18.4%	15.0%	14.0%	19.0%	16.7%	18.5%	13.2%	12.9%	
4-5 times a week	292	97	152	42	58	74	34	9	73	51	84	8	11	18	91	217	14	16	45	-	114	106	72	72	101	119	70	103	95	-	292	-	-	-	-	28	58	84	71	239	23	15	15
15.9%	16.8%	14.7%	19.4%	14.9%	19.5%	12.5%	10.8%	16.9%	17.9%	18.8%	11.7%	10.4%	11.0%	15.3%	16.8%	12.3%	14.4%	14.9%	-	18.1%	13.2%	18.2%	15.7%	13.6%	18.9%	16.7%	18.1%	14.1%	-	100.0%	-	-	-	-	10.9%	19.7%	19.6%	12.3%	15.5%	15.4%	17.3%	28.0%	
2-3 times a week	427	147	238	41	70	89	65	23	101	45	108	19	35	39	137	313	30	23	61	-	143	187	97	103	176	147	97	146	141	-	-	427	-	-	-	57	52	110	138	357	32	22	15
23.3%	25.4%	23.1%	19.0%	18.2%	23.4%	23.8%	28.4%	23.4%	16.0%	24.1%	27.8%	32.8%	23.3%	23.2%	24.0%	27.1%	20.4%	20.1%	-	22.8%	23.3%	24.4%	22.4%	23.8%	23.4%	23.4%	25.7%	21.0%	-	-	100.0%	-	-	-	23.7%	17.9%	25.7%	23.9%	23.2%	21.4%	24.9%	28.7%	
Once a week	315	92	180	43	74	77	41	15	72	54	88	8	20	27	91	215	18	19	63	-	99	152	64	71	130	115	81	95	99	-	-	-	315	-	-	41	50	71	93	255	27	30	4
17.2%	15.8%	17.4%	19.9%	19.2%	20.4%	15.1%	19.2%	16.7%	19.2%	19.7%	11.5%	19.2%	16.4%	15.3%	16.5%	16.7%	16.9%	20.5%	-	15.7%	18.9%	16.1%	15.3%	17.5%	18.2%	19.5%	16.7%	14.7%	-	-	-	100.0%	-	-	17.1%	17.0%	16.5%	16.1%	16.9%	17.5%	34.2%	7.2%	
Several times a month	312	92	185	34	70	60	56	15	69	41	59	20	13	35	111	224	27	11	50	-	109	144	59	95	130	86	50	95	141	-	-	-	-	312	-	36	58	66	109	269	28	4	10
17.0%	15.9%	17.9%	15.7%	18.0%	15.9%	20.5%	18.5%	15.9%	14.6%	13.2%	27.8%	12.8%	21.2%	18.7%	17.1%	24.9%	9.7%	16.4%	-	17.3%	17.9%	14.8%	20.7%	17.6%	13.7%	12.1%	16.7%	20.9%	-	-	-	-	100.0%	-	15.0%	19.7%	15.3%	19.0%	17.5%	18.4%	4.8%	20.1%	
A few times a year	182	42	121	19	47	28	34	8	30	38	38	8	6	21	57	135	6	16	25	-	56	90	36	50	79	53	29	41	93	-	-	-	-	182	36	32	39	56	162	14	5	2	
9.9%	7.2%	11.7%	8.7%	12.2%	7.3%	12.4%	10.4%	6.9%	13.3%	8.5%	10.7%	5.7%	12.7%	9.5%	10.3%	5.6%	14.6%	8.1%	-	8.9%	11.2%	9.1%	10.8%	10.7%	8.4%	7.0%	7.2%	13.8%	-	-	-	-	100.0%	14.9%	10.8%	9.0%	9.7%	10.5%	8.9%	5.6%	3.0%		
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 35
Q21. Normal weightings
Q21. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base: Likely to vote

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1											
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/separated/Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland			
Unweighted Total	1676	899	649	128	378	327	258	89	408	278	430	64	111	178	591	1165	108	80	323	0	637	711	328	404	672	600	409	551	580	300	261	399	252	280	154	178	225	304	735	1442	170	64	0		
Weighted Total	1689	522	972	194	388	378	272	80	354	283	448	70	105	167	593	1217	96	100	276	0	584	742	363	423	698	567	370	519	641	288	268	391	292	282	170	230	283	402	542	1458	148	83	0		
Conservative	283	78	168	37	202	11	17	-	40	283	-	-	-	-	-	220	11	12	40	-	109	113	60	111	102	69	29	64	173	54	51	45	54	41	38	57	50	52	107	268	10	7	-		
Labour	448	152	259	37	37	218	65	4	88	-	448	-	-	-	-	307	23	32	85	-	157	188	103	95	198	155	117	139	165	71	84	108	88	59	38	60	91	137	116	404	17	27	-		
Liberal Democrats	70	15	45	10	3	7	48	-	9	-	-	70	-	-	-	59	1	2	8	-	19	42	9	20	37	14	5	23	36	7	8	19	8	20	8	12	8	18	28	66	2	3	-		
UKIP	105	40	50	15	23	17	4	9	31	-	-	105	-	-	-	4.9%	1.2%	1.8%	2.9%	-	3.3%	5.7%	2.5%	4.7%	5.2%	2.4%	1.3%	4.4%	5.6%	2.6%	3.1%	5.0%	2.8%	6.9%	4.4%	5.2%	2.8%	4.4%	5.2%	4.5%	1.2%	3.3%	-		
SNP	77	28	48	1	4	12	9	34	13	-	-	-	77	-	-	62	5	1	9	-	31	31	15	19	29	29	16	30	23	16	10	18	10	16	7	-	-	-	-	77	-	-	-		
Plaid Cymru	10	2	8	-	-	1	2	7	-	-	-	-	10	-	-	9	1	-	-	-	1	7	3	4	4	2	1	3	6	-	-	4	5	-	1	-	-	-	-	-	10	-			
Another party (Net)	79	22	45	12	8	15	26	7	18	-	-	-	79	-	-	48	6	9	16	-	24	33	22	14	32	33	31	21	27	10	9	17	12	19	13	6	17	15	35	73	2	4	-		
Green	69	19	37	12	4	12	23	6	18	-	-	-	69	-	-	38	6	9	16	-	21	30	18	8	30	31	30	18	20	8	9	14	12	19	8	4	13	15	32	64	2	3	-		
British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-			
National Health Action	2	1	1	-	1	1	-	-	-	-	-	-	2	-	-	2	-	-	-	-	1	1	-	-	1	1	-	2	-	-	1	-	-	-	-	1	-	1	2	-	-	-			
Christian	2	1	1	-	1	-	-	1	-	-	-	-	2	-	-	2	-	-	-	-	1	1	-	-	1	1	-	2	-	-	1	-	-	-	-	1	-	1	1	-	1	-			
Monster Raving Loony Party	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	2	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	2	-	2	-	-	-			
Trade Unionist and Socialist Coalition (TUSC)	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	2	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-				
Other	2	1	2	-	2	-	-	1	-	-	-	-	2	-	-	2	-	-	-	-	2	-	1	2	-	1	1	-	2	-	-	1	-	-	2	-	2	1	-	1	-				
Undecided	593	178	336	79	110	93	101	19	147	-	-	-	-	593	422	37	40	94	-	207	279	108	139	249	205	129	200	187	107	91	137	91	111	57	83	96	141	208	528	36	29	-			
Refuse	22	8	13	1	-	1	1	-	9	-	-	-	-	-	-	21	1	-	-	-	4	9	10	4	9	9	5	5	6	2	4	7	3	3	3	3	1	6	10	19	2	1	-		
SIGMA	1689	522	972	194	388	378	272	80	354	283	448	70	105	167	593	1217	96	100	276	0	584	742	363	423	698	567	370	519	641	288	268	391	292	282	170	230	283	402	542	1458	148	83	-		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Netmums Election Survey

Prepared on behalf of Netmums

Table 38
Q22. Normal weightings
Q22. What is the main reason you would vote for that party?
 Base: Not NI

Unweighted Total
 Weighted Total
 They are the party whose policies I prefer
 They are the party with the best local candidate
 They are the party with the best national leader
 I am voting tactically to keep out another party or candidate who I dislike
 I am casting my vote as a protest for a party which I would not otherwise support
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1783	974	671	138	378	329	257	89	500	278	430	64	111	178	591	1226	119	87	351	0	678	757	348	423	703	657	463	595	598	317	275	425	301	300	165	167	235	327	730	1539	175	69	0	
1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	106	105	296	0	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	0	
45.9%	47.9%	46.1%	39.8%	48.4%	58.2%	46.8%	62.7%	36.9%	58.8%	69.0%	49.5%	65.2%	74.8%	17.0%	45.9%	48.3%	42.8%	46.3%	-	47.1%	45.6%	44.5%	48.9%	45.2%	44.6%	40.9%	45.7%	51.3%	38.6%	48.9%	48.3%	46.6%	44.9%	48.4%	49.0%	49.4%	44.3%	43.5%	45.8%	50.3%	41.2%	-	
146	37	87	22	42	29	34	4	23	34	42	20	9	10	25	111	5	4	26	-	41	67	37	34	69	43	27	48	58	30	27	31	19	20	18	22	30	23	52	127	14	5	-	
8.2%	6.5%	8.7%	10.5%	10.8%	7.8%	12.3%	5.3%	5.4%	12.0%	9.4%	28.6%	8.8%	6.2%	4.1%	8.7%	5.1%	3.4%	8.7%	-	6.7%	8.6%	9.8%	7.6%	9.5%	7.0%	6.6%	8.7%	8.8%	10.2%	9.8%	7.5%	6.2%	6.6%	10.0%	9.4%	10.1%	5.3%	9.0%	8.2%	9.2%	5.6%	-	
92	27	57	7	37	14	8	5	20	58	8	6	2	7	9	72	2	4	14	-	38	32	23	32	40	20	9	27	49	22	12	20	15	17	6	13	11	27	30	81	8	3	-	
5.2%	4.9%	5.7%	3.4%	9.5%	3.6%	3.1%	6.3%	4.6%	20.5%	1.7%	8.3%	2.3%	4.0%	1.6%	5.7%	1.4%	3.7%	4.8%	-	6.1%	4.1%	5.9%	7.1%	5.5%	3.3%	2.4%	4.9%	7.4%	7.2%	4.5%	4.8%	4.7%	5.8%	3.5%	5.5%	3.6%	6.3%	5.1%	5.2%	5.5%	3.1%	-	
136	35	83	18	23	28	33	6	27	18	66	7	5	18	20	91	9	11	25	-	51	51	34	33	49	53	35	38	52	28	18	31	29	15	14	18	8	43	42	111	16	8	-	
7.6%	6.2%	8.2%	6.7%	5.9%	7.4%	12.1%	7.4%	6.2%	6.3%	14.8%	9.4%	4.8%	10.8%	3.4%	7.2%	8.0%	10.0%	8.5%	-	8.3%	6.5%	8.8%	7.5%	6.8%	8.6%	8.8%	7.0%	7.9%	9.4%	6.4%	7.5%	9.3%	5.1%	8.0%	7.4%	2.9%	10.0%	7.3%	7.2%	10.6%	9.2%	-	
48	10	26	13	15	8	8	1	9	1	13	2	13	5	9	39	-	2	7	-	16	18	15	12	20	16	17	11	17	7	5	15	9	10	3	5	10	11	19	45	2	1	-	
2.7%	1.8%	2.6%	6.0%	3.8%	2.1%	2.8%	1.4%	2.1%	-	3.0%	3.1%	12.7%	3.3%	1.5%	3.1%	-	2.1%	2.4%	-	2.6%	2.3%	3.9%	2.7%	2.8%	2.7%	4.1%	2.0%	2.6%	2.2%	1.9%	3.6%	3.0%	3.2%	1.5%	1.9%	3.6%	2.6%	3.3%	2.9%	1.2%	1.7%	-	
541	185	289	67	83	79	62	14	194	6	9	1	6	2	429	375	39	40	86	-	180	258	103	116	218	207	148	172	145	96	79	116	94	104	51	63	89	136	183	471	35	34	-	
30.4%	32.8%	28.8%	31.7%	21.5%	20.9%	22.9%	16.8%	45.0%	2.1%	2.1%	1.2%	6.1%	0.9%	72.4%	29.5%	37.2%	38.0%	29.2%	-	29.2%	33.0%	27.0%	26.1%	30.1%	33.8%	37.1%	31.6%	21.9%	32.4%	28.5%	28.2%	30.2%	34.4%	28.6%	26.3%	30.4%	31.6%	31.8%	30.6%	23.2%	39.2%	-	
1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	106	105	296	0	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	0	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 39

Q23. Normal weightings

Q23. In the last General Election 65% of people voted, while 35% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?

Base: Not NI

Unweighted Total
 Weighted Total
 I voted in the 2010 General Election
 I did not vote in the 2010 General Election
 Dont remember
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children			Employment			Salary			Visit Netmums					Region7 + 1											
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1783	974	671	138	378	329	257	89	500	278	430	64	111	178	591	1226	119	87	351	0	678	757	348	423	703	657	463	585	598	317	275	425	301	300	165	187	235	327	730	1539	175	69	0	
1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	108	105	296	0	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	0	
1214	307	734	172	388	379	273	80	-	235	333	60	59	130	381	926	61	76	151	-	403	550	261	312	530	372	201	364	529	189	189	272	217	212	135	168	202	286	390	1046	110	57	-	
68.2%	54.4%	73.1%	82.0%	100.0%	100.0%	100.0%	100.0%	-	82.8%	74.4%	85.2%	55.8%	78.3%	64.3%	72.8%	57.6%	72.3%	50.9%	-	65.3%	70.4%	68.5%	70.0%	73.3%	60.9%	50.4%	66.6%	80.1%	63.6%	68.1%	66.0%	69.6%	70.5%	74.9%	70.0%	68.9%	66.5%	67.8%	68.0%	72.4%	65.2%	-	
432	202	202	28	-	-	-	-	432	40	88	9	31	31	147	267	32	19	114	-	162	173	97	108	140	185	149	140	110	87	73	101	72	69	30	54	73	111	137	378	33	24	-	
24.3%	35.8%	20.1%	13.1%	-	-	-	-	100.0%	14.3%	19.7%	12.5%	29.5%	18.5%	24.7%	21.0%	29.8%	17.7%	38.7%	-	26.3%	22.1%	25.4%	24.2%	19.3%	30.2%	37.2%	25.6%	16.7%	29.2%	26.4%	24.5%	23.2%	22.8%	16.6%	22.7%	24.9%	25.9%	23.8%	24.4%	21.4%	27.0%	-	
133	55	68	10	-	-	-	-	-	8	26	2	15	5	65	79	13	11	31	-	52	59	23	26	53	54	50	42	21	21	15	39	22	20	15	17	18	33	48	117	9	7	-	
7.5%	9.8%	6.8%	4.8%	-	-	-	-	-	2.9%	5.9%	2.3%	14.6%	3.2%	11.0%	6.2%	12.6%	10.0%	10.4%	-	8.4%	7.5%	6.1%	5.8%	7.4%	8.9%	12.4%	7.8%	3.2%	7.2%	5.5%	9.4%	7.2%	6.7%	8.5%	7.3%	6.2%	7.6%	8.4%	7.6%	6.2%	7.9%	-	
1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	108	105	296	-	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	-	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 40

Q24. Normal weightings

Q24. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?

Base: Voted in 2010

	Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
		16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1134	530	491	113	378	329	257	89	0	225	306	51	60	132	347	850	62	60	162	0	406	508	220	282	475	377	204	368	464	194	169	261	198	197	115	121	152	203	500	976	117	41	0	
Weighted Total	1214	307	734	172	388	379	273	80	0	235	333	60	59	130	381	926	61	76	151	0	403	550	261	312	530	372	201	364	529	189	189	272	217	212	135	168	202	286	390	1046	110	57	0	
Conservative	388	104	325	59	388	-	-	-	-	202	37	3	23	12	110	303	25	23	37	-	135	175	78	116	161	111	49	107	202	68	58	70	74	70	47	78	70	67	142	357	18	13	-	
Labour	379	94	238	47	-	379	-	-	-	11	218	7	17	28	33	278	16	23	62	-	105	174	100	87	163	128	91	117	146	52	74	89	77	60	28	46	61	122	97	327	28	25	-	
Liberal Democrat	273	62	166	45	-	-	273	-	-	17	65	48	4	37	101	208	7	25	34	-	98	121	53	68	128	80	32	84	128	43	34	65	41	56	34	28	45	64	110	247	15	11	-	
UK Independence Party (UKIP)	15	11	3	1	-	-	-	15	-	-	1	-	8	-	6	9	1	2	2	-	7	7	1	3	4	8	4	3	4	2	3	7	1	2	-	1	3	2	8	14	-	1	-	
Green	16	4	10	1	-	-	-	16	-	-	2	-	8	6	8	2	4	2	-	9	5	2	5	6	5	3	9	3	-	4	5	3	2	2	-	3	2	7	11	5	-	-		
British National Party (BNP)	2	-	1	-	-	-	-	2	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	2	-	-	-	-	-	-	2	2	-	-	-		
Scottish National Party (SNP)	36	10	27	-	-	-	-	36	-	-	1	-	-	31	4	34	2	-	1	-	10	20	6	11	16	9	8	16	10	7	2	7	5	10	5	-	-	-	-	-	36	-	-	
Plaid Cymru	7	1	6	-	-	-	-	7	-	-	-	-	7	-	7	-	-	-	-	-	-	5	2	2	3	2	-	2	4	-	-	2	5	-	-	-	-	-	-	-	-	7	-	
(A Northern Irish Party)	193.6%	-	193.6%	-	-	-	-	193.6%	-	-	-	-	-	-	193.6%	193.6%	-	-	-	-	193.6%	-	-	-	-	-	-	-	193.6%	-	-	-	-	-	-	-	-	193.6%	-	-	-	-	-	-
Cant Remember	71	19	39	13	-	-	-	-	-	4	9	2	5	6	44	55	7	-	9	-	30	31	10	16	32	23	12	18	25	14	11	18	6	6	15	14	18	19	16	67	4	1	-	
Refuse	23	2	14	6	-	-	-	-	-	1	-	-	-	13	20	1	-	2	-	7	8	8	3	13	6	2	7	4	3	3	7	2	5	3	-	-	11	8	20	3	-	-		
Other (Please state)	3	1	2	-	-	-	-	3	-	-	-	-	2	1	2	-	-	1	-	2	1	-	-	3	-	-	-	2	-	1	-	-	1	-	1	-	-	-	1	1	1	1	-	
SIGMA	1214	307	734	172	388	379	273	80	-	235	333	60	59	130	381	926	61	76	151	-	403	550	261	312	530	372	201	364	529	189	189	272	217	212	135	168	202	286	390	1046	110	57	0	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Netmums Election Survey

Prepared on behalf of Netmums

Table 41
Q25. Normal weightings
Q25. Have you ever voted in a General Election?
 Base: Couldn't remember/Didn't vote in 2010

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	649	444	180	25	0	0	0	0	500	53	124	13	51	46	344	376	57	27	189	0	272	249	128	141	228	280	249	217	134	123	106	164	103	103	50	66	83	124	290	563	58	28	0	
Weighted Total	565	258	270	38	0	0	0	0	432	49	115	10	47	36	212	346	45	29	145	0	214	231	120	133	193	239	198	182	132	108	88	140	95	89	45	72	91	144	185	493	42	31	0	
Yes, I have voted in a General Election	259	79	156	25	-	-	-	-	178	26	62	8	30	14	100	168	18	15	58	-	91	108	60	64	92	103	79	83	66	45	46	64	48	38	18	34	40	72	80	228	18	15	-	
	45.8%	30.5%	57.7%	65.1%	-	-	-	-	41.3%	52.5%	54.1%	78.6%	63.6%	38.2%	47.4%	48.5%	40.8%	50.7%	40.0%	-	42.4%	46.6%	50.3%	47.7%	47.7%	43.2%	40.0%	45.7%	49.8%	41.6%	52.1%	45.8%	50.7%	42.4%	39.7%	47.0%	43.5%	50.0%	43.3%	45.9%	41.7%	49.1%	-	
No, I have never voted in a General Election	244	147	86	11	-	-	-	-	234	17	39	2	12	19	85	142	21	9	72	-	95	99	50	56	78	109	97	75	57	52	38	61	35	40	18	27	42	57	86	211	21	11	-	
	43.1%	57.1%	31.7%	29.8%	-	-	-	-	54.1%	35.1%	34.4%	21.4%	25.1%	52.8%	40.2%	40.3%	45.6%	32.6%	49.8%	-	44.6%	42.6%	41.6%	42.1%	40.5%	45.8%	48.8%	41.3%	43.1%	48.1%	42.6%	43.7%	37.0%	45.5%	39.0%	37.1%	46.1%	39.6%	46.2%	42.9%	50.2%	37.2%	-	
Cant remember	63	32	29	2	-	-	-	-	20	6	13	-	5	3	26	37	6	5	15	-	28	25	10	14	23	26	22	24	9	11	5	15	12	11	10	11	9	15	19	55	3	4	-	
	11.1%	12.4%	10.6%	5.2%	-	-	-	-	4.6%	12.4%	11.5%	-	11.2%	8.9%	12.3%	10.6%	13.6%	16.8%	10.2%	-	13.0%	10.8%	8.2%	10.2%	11.8%	11.0%	11.2%	13.0%	7.1%	10.3%	5.3%	10.5%	12.3%	12.1%	21.3%	15.4%	10.4%	10.5%	10.5%	11.2%	8.0%	13.7%	-	
SIGMA	565	258	270	38	-	-	-	-	432	49	115	10	47	36	212	346	45	29	145	-	214	231	120	133	193	239	198	182	132	108	88	140	95	89	45	72	91	144	185	493	42	31	-	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 42

Q26. Normal weightings

Q26. Leaving aside your own preferences, what do you think is the most likely outcome of the upcoming General Election?

Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1											
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated	Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	167	235	327	730	1539	175	69	48			
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
A Conservative / Liberal Democrat coalition	178	49	94	36	60	32	26	7	35	52	34	11	2	13	52	140	7	14	17	-	63	76	39	52	79	48	36	56	72	38	30	40	28	26	16	35	23	41	49	148	16	9	6		
	9.7%	8.4%	9.1%	16.4%	15.4%	8.5%	9.7%	9.0%	8.0%	18.5%	7.6%	15.6%	2.1%	7.9%	8.7%	10.7%	6.2%	13.1%	5.5%	-	10.0%	9.5%	9.7%	11.2%	10.6%	7.6%	8.7%	9.9%	10.7%	12.4%	10.4%	9.4%	8.7%	8.4%	9.0%	14.4%	7.9%	9.5%	8.6%	9.6%	10.3%	9.8%	11.4%		
A Labour / SNP coalition	112	31	69	12	13	24	29	16	21	11	29	4	4	40	18	76	10	9	18	-	36	46	31	28	42	42	30	22	51	17	26	25	29	11	5	14	18	20	19	70	33	7	2		
	6.1%	5.4%	6.7%	5.4%	3.4%	6.2%	10.8%	19.8%	4.7%	4.0%	6.6%	5.4%	3.9%	24.2%	3.1%	5.8%	9.1%	7.8%	5.9%	-	5.7%	5.7%	7.7%	6.2%	5.7%	6.6%	7.2%	3.9%	7.5%	5.6%	8.7%	5.8%	9.2%	3.5%	2.8%	5.9%	6.0%	4.7%	3.2%	4.6%	21.8%	7.5%	4.2%		
A Labour / Liberal Democrat coalition	188	50	115	22	29	61	29	7	32	9	73	12	6	14	60	133	18	11	25	-	67	82	39	54	79	55	33	73	68	28	35	57	18	35	15	23	33	50	56	162	11	10	4		
	10.3%	8.7%	11.1%	10.3%	7.5%	16.1%	10.7%	9.0%	7.4%	3.1%	16.2%	17.1%	5.6%	8.4%	10.1%	10.2%	16.7%	10.3%	8.1%	-	10.6%	10.2%	9.8%	11.8%	10.6%	8.7%	7.9%	12.8%	10.1%	9.2%	11.9%	13.3%	5.7%	11.3%	8.2%	9.6%	11.4%	11.6%	9.7%	10.5%	7.5%	11.8%	7.2%		
A Conservative government	363	83	242	38	133	57	55	8	69	128	52	13	7	17	125	279	13	22	49	-	121	181	60	116	131	116	52	95	173	48	58	73	69	67	48	46	69	56	142	312	23	19	8		
	19.8%	14.3%	23.4%	17.5%	34.3%	14.9%	20.2%	9.9%	16.1%	45.2%	11.7%	18.2%	6.5%	10.4%	21.1%	21.4%	11.5%	19.8%	16.0%	-	19.2%	22.6%	15.2%	25.1%	17.7%	18.4%	12.5%	16.8%	25.7%	15.5%	20.0%	17.0%	21.9%	21.5%	26.4%	19.2%	23.5%	12.9%	24.7%	20.3%	15.0%	22.1%	15.5%		
A Conservative / UKIP coalition	141	50	67	24	29	21	24	7	42	18	24	4	31	13	42	97	8	6	29	-	43	61	37	33	59	48	35	46	42	32	18	32	26	17	16	19	23	36	44	123	8	7	3		
	7.7%	8.6%	6.5%	10.9%	7.5%	5.6%	8.7%	8.2%	9.7%	6.3%	5.3%	5.2%	29.0%	7.7%	7.1%	7.4%	7.7%	5.0%	9.7%	-	6.7%	7.6%	9.4%	7.2%	7.9%	7.7%	8.4%	8.1%	6.2%	10.7%	6.1%	7.4%	8.2%	5.5%	8.8%	8.1%	8.0%	8.3%	7.6%	8.0%	5.1%	7.9%	6.5%		
A Labour government	329	131	173	26	47	97	43	10	88	17	139	7	24	22	84	214	21	29	66	-	119	130	80	69	128	133	96	114	96	59	55	78	58	52	27	41	52	106	90	289	12	13	15		
	18.0%	22.5%	16.8%	11.7%	12.0%	25.7%	15.7%	11.9%	20.4%	6.0%	31.1%	10.3%	22.9%	13.0%	14.2%	16.4%	19.2%	25.9%	21.5%	-	18.8%	16.3%	20.1%	14.9%	17.2%	21.2%	23.0%	20.1%	14.3%	19.3%	18.9%	18.4%	18.4%	16.7%	15.0%	16.9%	17.7%	24.6%	15.7%	18.8%	8.2%	15.2%	28.0%		
Other (Please state)	23	4	13	6	4	7	3	5	3	3	4	1	2	4	6	15	-	1	6	-	6	8	9	9	6	8	4	6	13	1	2	3	4	10	3	5	-	4	7	16	3	3	1		
	1.2%	0.7%	1.2%	2.7%	0.9%	1.7%	1.2%	6.8%	0.7%	1.0%	0.9%	1.5%	1.7%	2.2%	1.1%	1.2%	-	1.0%	2.1%	-	1.0%	1.0%	2.2%	1.9%	0.8%	1.2%	1.0%	1.0%	1.9%	-	0.5%	0.6%	1.2%	3.3%	1.8%	2.3%	-	0.8%	1.2%	1.0%	2.1%	3.1%	1.1%		
Don't know	497	182	281	54	73	80	63	21	142	45	93	19	30	44	206	351	33	19	95	-	177	218	103	100	218	180	131	155	158	82	69	120	84	93	51	57	75	118	168	418	46	20	14		
	27.2%	31.4%	25.3%	24.9%	18.9%	21.1%	22.9%	25.6%	32.9%	15.8%	20.7%	26.8%	28.3%	26.2%	34.7%	26.9%	29.6%	17.1%	31.2%	-	28.0%	27.2%	25.9%	21.7%	29.4%	26.6%	31.4%	27.3%	23.5%	26.8%	23.5%	28.1%	26.6%	29.8%	28.0%	23.6%	25.7%	27.4%	29.3%	27.2%	30.1%	22.7%	26.1%		
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 43
Q27. Normal weightings
Q27. If this was the outcome of the general election, would you be...?
 Base: All Respondents

Unweighted Total
 Weighted Total
 Very concerned
 Quite concerned
 Not very concerned
 Not at all concerned
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
166	43	96	27	35	36	49	6	32	12	51	7	10	35	40	109	9	13	35	-	53	69	44	44	59	63	43	50	55	23	26	35	24	35	22	29	26	26	54	134	22	6	4	
9.1%	7.4%	9.3%	12.3%	6.3%	9.6%	17.9%	7.7%	7.5%	4.3%	11.4%	9.6%	9.9%	21.1%	6.7%	8.4%	8.1%	11.5%	11.4%	-	8.5%	8.6%	11.0%	9.5%	7.9%	10.1%	10.2%	8.9%	8.2%	7.7%	9.1%	8.3%	7.7%	11.2%	11.8%	12.0%	8.9%	6.0%	9.3%	8.7%	14.2%	7.0%	7.2%	
369	108	208	53	76	102	51	31	77	43	98	7	29	42	137	269	10	23	66	-	122	159	88	95	157	116	107	97	140	68	76	94	67	44	20	40	73	88	102	303	35	27	4	
20.1%	18.7%	20.1%	24.2%	19.7%	27.0%	18.7%	38.5%	17.3%	15.3%	22.0%	9.9%	28.0%	25.0%	23.0%	20.6%	9.6%	20.7%	21.7%	-	19.2%	19.9%	22.1%	20.7%	21.2%	18.4%	25.6%	17.1%	20.7%	22.2%	25.9%	22.0%	21.4%	14.1%	11.1%	16.8%	24.9%	20.3%	17.7%	19.7%	23.1%	30.1%	7.6%	
496	147	292	57	115	98	78	16	117	75	118	31	23	40	164	358	42	26	69	-	167	232	96	143	197	155	97	174	187	90	72	106	85	91	52	74	62	119	163	417	31	29	19	
27.1%	25.3%	28.2%	26.3%	29.6%	25.8%	28.7%	19.7%	27.0%	26.6%	26.4%	44.4%	22.2%	23.8%	27.6%	27.4%	37.8%	23.9%	22.8%	-	26.4%	29.0%	24.2%	31.0%	28.6%	24.7%	23.2%	30.7%	27.8%	29.7%	24.7%	24.8%	26.9%	29.1%	28.5%	30.9%	21.1%	27.5%	28.3%	27.1%	20.1%	32.5%	37.1%	
290	98	164	29	92	72	27	7	70	102	96	9	7	8	37	206	14	27	44	-	101	120	68	76	112	102	46	94	125	43	47	75	45	51	29	39	55	74	86	255	18	8	9	
15.8%	16.8%	15.8%	13.2%	23.8%	19.0%	10.0%	8.8%	16.2%	35.9%	21.5%	12.3%	6.3%	5.1%	6.3%	15.8%	12.4%	24.0%	14.4%	-	16.0%	15.0%	17.2%	16.5%	15.1%	16.2%	11.1%	16.6%	18.6%	14.0%	16.1%	17.5%	14.3%	16.4%	16.1%	16.4%	18.9%	17.2%	14.9%	16.6%	11.7%	9.0%	17.8%	
511	184	274	52	80	71	68	20	136	50	84	17	35	42	216	363	35	22	91	-	189	221	101	103	216	192	124	152	166	80	71	117	93	91	59	57	77	124	171	429	47	19	16	
27.9%	31.8%	26.5%	24.0%	20.5%	18.6%	24.8%	25.3%	31.6%	17.8%	18.8%	23.9%	33.7%	25.0%	36.4%	27.8%	32.1%	19.9%	29.7%	-	29.8%	27.5%	25.5%	22.3%	29.1%	30.6%	29.8%	26.8%	24.7%	28.3%	24.2%	27.3%	29.7%	29.2%	32.5%	23.8%	26.2%	28.9%	29.7%	27.9%	30.9%	21.3%	30.3%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 44

Q28. Normal weightings

Q28. If there were local elections in your area to elect members to your local council tomorrow, which party would you vote for in your area?

Base: Not NI

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1783	974	671	138	378	329	257	89	500	278	430	64	111	178	591	1226	119	87	351	0	678	757	348	423	703	657	463	585	598	317	275	425	301	300	165	187	235	327	730	1539	175	69	0
Weighted Total	1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	108	105	296	0	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	0
Conservative	294	72	187	35	193	11	21	3	46	213	9	6	5	2	51	232	10	9	42	-	108	125	63	108	109	79	34	71	166	47	45	59	57	50	36	64	80	45	112	282	7	5	-
Labour	465	159	258	48	39	221	66	2	99	12	354	3	1	15	65	323	26	36	81	-	170	187	108	98	194	172	121	152	159	77	100	99	95	61	33	62	95	143	121	421	17	27	-
Liberal Democrat	148	29	83	35	21	21	72	3	20	15	15	54	6	3	52	121	2	9	15	-	44	82	21	40	77	31	16	44	72	25	15	38	17	32	21	20	20	37	61	138	6	3	-
UKIP	83%	5.2%	8.3%	16.7%	5.3%	5.5%	26.2%	3.2%	4.7%	5.2%	3.3%	77.1%	5.9%	1.6%	8.7%	9.5%	1.9%	8.5%	5.2%	-	7.1%	10.5%	5.6%	8.9%	10.6%	5.0%	4.1%	8.1%	10.8%	8.3%	5.3%	9.2%	5.4%	10.8%	11.7%	8.3%	6.8%	8.7%	10.6%	9.0%	4.2%	3.1%	-
SNP	109	42	47	19	28	15	6	9	33	6	7	1	72	1	16	75	7	9	18	-	33	43	32	24	38	47	37	36	16	22	14	28	20	18	7	10	19	38	38	105	1	3	-
Plaid Cymru	6.1%	7.5%	4.7%	8.9%	7.3%	3.9%	2.1%	11.0%	7.6%	2.0%	1.5%	1.5%	68.8%	2.7%	5.9%	7.0%	8.1%	6.0%	-	5.3%	5.6%	8.5%	5.4%	5.2%	7.6%	5.1%	6.5%	2.4%	7.4%	5.2%	6.7%	6.4%	6.0%	3.7%	4.2%	6.3%	8.9%	6.7%	6.8%	3.1%	-	-	
Another Party (Net)	96	23	60	13	10	22	28	6	20	1	9	-	1	53	29	63	6	7	20	-	35	39	23	17	40	39	28	25	38	8	12	24	17	24	10	15	13	12	40	80	10	6	-
Green	5.4%	4.0%	6.0%	6.3%	2.7%	5.7%	10.4%	7.9%	4.7%	-	2.1%	-	1.0%	31.7%	4.8%	4.9%	5.9%	6.8%	6.8%	-	5.6%	4.9%	6.0%	3.9%	5.6%	6.4%	6.4%	4.6%	5.8%	2.8%	4.4%	5.9%	5.6%	7.8%	5.7%	6.2%	4.6%	2.8%	6.9%	5.2%	6.5%	7.0%	-
National Health Action	85	21	51	13	10	18	24	6	19	1	5	-	1	48	26	53	6	7	19	-	32	32	21	14	36	35	23	25	31	7	11	20	16	21	10	12	11	12	34	70	10	5	-
English Democrat	4.8%	3.7%	5.1%	6.3%	2.7%	4.7%	8.9%	6.9%	4.5%	-	1.2%	-	1.0%	29.0%	4.4%	4.2%	5.9%	6.8%	6.3%	-	5.2%	4.2%	5.5%	3.2%	5.0%	5.8%	5.8%	4.5%	4.6%	2.3%	4.0%	4.3%	5.2%	7.1%	5.3%	5.2%	3.9%	2.8%	5.9%	4.5%	6.5%	6.2%	-
Christian	2	1	1	-	-	-	-	1	-	-	-	-	-	2	-	1	-	-	1	-	1	1	-	-	1	1	1	-	1	-	-	-	-	1	1	-	-	1	2	-	-	-	
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	0.8%	-
Other (please state)	6	-	6	-	-	2	4	-	-	-	3	-	-	2	1	6	-	-	-	-	1	3	2	2	2	2	-	-	6	1	-	4	1	-	-	2	2	-	2	6	-	-	
Undecided	462	147	259	46	82	60	69	19	120	30	44	6	16	16	329	300	39	31	82	-	156	208	87	115	181	157	108	142	151	81	61	112	61	86	51	58	70	121	160	408	30	14	-
Would not vote	25.4%	26.1%	25.8%	21.8%	21.1%	15.9%	25.2%	23.5%	27.9%	10.7%	9.9%	8.2%	15.2%	9.5%	55.4%	23.6%	36.3%	28.5%	27.9%	-	25.3%	26.7%	23.0%	25.8%	25.0%	25.6%	27.0%	26.0%	22.8%	27.4%	22.0%	27.1%	19.7%	28.4%	28.4%	24.2%	23.8%	28.0%	27.8%	26.5%	19.6%	15.7%	-
Refused	101	51	42	8	5	8	2	-	75	5	4	-	3	-	36	73	6	4	18	-	36	48	17	18	36	47	28	38	26	19	15	20	18	16	13	7	15	30	37	90	3	8	-
SIGMA	1779	565	1004	210	388	379	273	80	432	283	448	70	105	167	593	1272	108	105	296	0	617	782	380	445	723	611	400	546	661	297	277	412	311	301	180	240	293	431	575	1539	152	88	-

Netmums Election Survey

Prepared on behalf of Netmums

Table 45

Q28. Normal weightings, with undecided and refused removed

Q28. If there were local elections in your area to elect members to your local council tomorrow, which party would you vote for in your area?

Base: Not NI

	Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
		16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1178	614	465	99	286	274	189	89	256	238	379	56	92	162	215	834	89	56	219	0	444	500	254	295	468	417	276	381	432	206	186	275	217	189	105	131	159	209	496	995	133	50	0		
Weighted Total	1208	359	695	154	300	310	202	61	232	247	399	64	86	151	223	888	60	71	190	0	419	518	271	310	498	400	258	360	481	194	198	273	230	200	114	172	207	276	372	1027	117	65	0		
Conservative	294	72	187	35	193	11	21	3	46	213	9	6	5	2	51	232	10	9	42	-	106	125	63	106	109	79	34	71	166	47	45	59	57	50	36	64	80	45	112	282	7	5	-		
Labour	465	159	268	48	39	221	66	2	99	12	354	3	1	15	65	323	26	36	81	-	170	187	108	98	194	172	121	152	159	77	100	99	95	61	33	62	95	143	121	421	17	27	-		
Liberal Democrat	148	29	83	35	21	21	72	3	20	15	15	54	6	3	52	121	2	9	15	-	44	82	21	40	77	31	16	44	72	25	15	38	17	32	21	20	20	37	61	138	6	3	-		
UKIP	109	42	47	19	28	15	6	9	33	6	7	1	72	1	16	75	7	9	18	-	33	43	32	24	38	47	37	36	16	22	14	28	20	18	7	10	19	38	38	105	1	3	-		
Plaid Cymru	22	6	14	2	2	9	2	7	1	1	4	-	1	10	5	15	3	-	3	-	5	9	7	7	8	7	6	4	9	-	-	7	14	-	1	-	-	-	-	-	22	-			
SNP	76	28	45	3	6	12	7	32	12	1	1	-	-	68	5	59	5	1	11	-	26	33	16	18	32	26	17	28	22	15	11	17	11	15	7	-	-	-	-	-	76	-	-		
Another Party (Net)	96	23	60	13	10	22	28	6	20	1	9	-	1	53	29	63	6	7	20	-	35	39	23	17	40	39	26	25	38	8	12	24	17	24	10	15	13	12	40	80	10	6	-		
Green	85	21	51	13	10	18	24	6	19	1	5	-	1	48	26	53	6	7	19	-	32	32	21	14	36	35	23	25	31	7	11	20	16	21	10	12	11	12	34	70	10	5	-		
National Health Action	2	1	1	-	-	1	-	-	1	-	-	-	-	2	-	1	-	-	1	-	1	1	-	-	1	1	1	-	1	-	1	-	1	-	1	-	1	2	-	-	-	-			
English Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	1.2%	-	-	-	-	0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5%	-	-	-	-	-	-	-	-		
Christian	2	1	1	-	-	-	-	1	-	-	-	-	-	1	1	2	-	-	-	-	1	1	-	1	1	-	1	1	-	-	-	-	-	1	1	-	-	1	1	-	1	-			
Trade Unionist and Socialist Coalition (TUSC)	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	0.5%	0.7%	-	-	-	-	-	-		
Other (please state)	6	-	6	-	-	2	4	-	-	-	3	-	-	2	1	6	-	-	-	-	1	3	2	2	2	2	-	-	6	1	-	4	1	-	-	2	2	-	2	6	-	-			
SIGMA	1208	359	695	154	300	310	202	61	232	247	399	64	86	151	223	888	60	71	190	-	419	518	271	310	498	400	258	360	481	194	198	273	230	200	114	172	207	276	372	1027	117	65	0		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Netmums Election Survey

Prepared on behalf of Netmums

Table 46

Q29. Normal weightings

Q29. Do you know the name of your local MP and other candidates standing in your constituency this May?

Base: All Respondents

Unweighted Total

Weighted Total

Yes I know the name of my local MP, but not any of the other candidates

Yes I know the name of my local MP and at least one of the other candidates

Yes I know the name of my local MP and all of the other candidates

No, I don't know the name of my local MP

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
584	149	354	82	135	126	105	32	103	101	149	37	38	57	169	430	26	44	83	-	194	258	132	134	271	179	139	164	229	91	108	119	95	109	62	78	82	149	203	512	42	18	12		
31.9%	25.7%	34.2%	37.5%	34.7%	33.2%	38.6%	39.4%	24.0%	35.5%	33.2%	52.8%	35.8%	34.2%	28.6%	33.0%	23.9%	40.1%	27.2%	-	30.6%	32.2%	33.3%	29.2%	36.6%	28.4%	33.3%	28.8%	34.0%	29.9%	37.0%	27.9%	30.1%	35.1%	34.1%	32.7%	28.0%	34.5%	35.3%	33.3%	27.7%	20.2%	22.4%		
397	90	251	56	90	108	72	24	61	72	117	19	16	58	91	298	25	27	48	-	113	187	97	107	166	124	73	122	169	59	67	95	77	54	45	70	67	68	114	319	43	19	16		
21.7%	15.6%	24.3%	25.6%	23.2%	28.5%	26.5%	29.7%	14.2%	25.6%	26.1%	26.9%	14.9%	35.0%	15.3%	22.8%	23.1%	24.1%	15.7%	-	18.0%	23.3%	24.3%	23.3%	22.4%	19.8%	17.4%	21.5%	25.2%	19.4%	23.1%	22.2%	24.6%	17.3%	24.8%	29.3%	23.0%	15.7%	19.8%	20.7%	28.5%	21.5%	30.6%		
95	31	49	14	20	27	15	4	17	14	28	4	7	10	24	70	4	1	19	-	27	39	29	24	38	33	20	31	34	19	9	18	19	20	9	8	12	35	20	75	13	3	4		
5.2%	5.4%	4.7%	6.6%	5.1%	7.1%	5.3%	4.7%	4.0%	5.1%	6.2%	5.5%	6.6%	6.2%	4.0%	5.4%	3.8%	1.0%	6.4%	-	4.3%	4.8%	7.3%	5.2%	5.1%	5.2%	4.8%	5.5%	5.1%	6.3%	3.2%	4.2%	6.0%	6.5%	4.9%	3.4%	4.0%	8.1%	3.6%	4.9%	8.3%	3.4%	7.2%		
755	309	380	66	143	118	81	21	250	96	154	10	45	41	309	508	54	39	154	-	298	318	139	195	267	293	185	251	241	135	107	195	124	128	66	83	132	179	238	632	54	48	21		
41.2%	53.4%	36.7%	30.4%	37.0%	31.2%	29.6%	26.1%	57.9%	33.9%	34.5%	14.8%	42.7%	24.7%	52.1%	38.9%	49.2%	34.8%	50.7%	-	47.1%	39.6%	35.1%	42.4%	36.0%	46.6%	44.5%	44.2%	35.8%	44.4%	36.7%	45.7%	39.3%	41.1%	36.3%	34.6%	45.0%	41.7%	41.4%	41.1%	35.5%	54.9%	39.8%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 47
Q30. Normal weightings
Q30. Does your partner vote the same way as you?
Base: Married / Civil Partnership / In a relationship

Unweighted Total
 Weighted Total
 Yes
 No
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1415	723	579	113	329	253	209	74	341	232	318	53	81	141	458	1257	122	36	0	0	465	655	295	344	560	511	340	466	563	241	215	350	229	246	134	140	186	257	603	1186	143	52	34		
1462	421	866	175	339	303	223	68	309	239	340	62	81	137	475	1306	110	46	0	0	446	684	333	377	590	495	226	464	624	227	236	356	239	254	149	187	238	345	454	1224	128	72	38		
692	214	422	56	180	161	76	46	149	142	205	19	45	72	156	635	45	12	-	-	207	311	175	172	275	246	102	227	311	107	122	172	107	127	57	79	111	171	212	573	73	29	17		
47.3%	50.9%	48.7%	31.9%	53.2%	53.2%	34.1%	67.8%	48.2%	59.3%	60.2%	30.0%	55.9%	52.9%	32.9%	48.6%	41.3%	25.1%	-	-	46.4%	45.4%	52.6%	45.5%	46.5%	49.7%	44.9%	49.0%	49.6%	46.9%	51.6%	48.3%	44.7%	50.1%	38.4%	42.1%	46.7%	49.4%	46.7%	46.8%	57.2%	39.9%	45.8%		
364	88	218	58	77	72	70	8	91	49	69	26	17	30	138	321	32	11	-	-	115	163	86	103	144	116	58	120	151	75	45	80	64	61	40	49	61	85	116	310	27	20	6		
24.9%	21.0%	25.2%	33.0%	22.8%	23.7%	31.3%	11.8%	29.3%	20.7%	20.4%	42.3%	20.6%	22.0%	29.0%	24.6%	29.5%	22.9%	-	-	25.9%	23.8%	25.8%	27.4%	24.4%	23.5%	25.8%	25.8%	24.2%	32.8%	19.1%	22.4%	26.7%	23.9%	26.7%	26.1%	25.5%	24.7%	25.5%	25.4%	21.1%	28.4%	15.6%		
406	119	226	61	81	70	77	14	70	48	66	17	19	34	181	350	32	24	-	-	124	211	72	102	172	133	66	117	163	46	69	104	68	66	52	59	66	89	126	341	28	23	15		
27.8%	28.2%	26.1%	35.1%	24.0%	23.1%	34.5%	20.4%	22.6%	20.1%	19.4%	27.7%	23.6%	25.0%	38.1%	26.8%	29.1%	52.1%	-	-	27.7%	30.8%	21.6%	27.0%	29.1%	26.8%	29.3%	25.2%	26.1%	20.3%	29.3%	29.3%	28.6%	25.9%	35.0%	31.8%	27.7%	25.9%	27.8%	27.9%	21.7%	31.7%	38.5%		
1462	421	866	175	339	303	223	68	309	239	340	62	81	137	475	1306	110	46	-	-	446	684	333	377	590	495	226	464	624	227	236	356	239	254	149	187	238	345	454	1224	128	72	38		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 48

Q31. Normal weightings

Q31. Does the difference in political views between you and your partner cause arguments or tension in your relationship?

Base: Votes differently to partner

Unweighted Total

Weighted Total

Yes

No

Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children			Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
335	153	145	37	68	56	69	11	87	44	64	24	13	26	128	295	31	9	0	0	110	152	73	91	131	113	62	115	133	71	44	77	96	53	34	36	45	60	146	297	32	11	5	
364	88	218	58	77	72	70	8	91	49	69	26	17	30	138	321	32	11	0	0	115	163	86	103	144	116	68	120	151	75	45	80	64	61	40	49	61	85	116	310	27	20	6	
21	6	13	2	3	7	2	1	6	1	13	1	-	2	3	18	3	-	-	-	6	8	7	6	9	6	3	7	7	1	4	4	4	4	4	1	5	6	5	17	1	2	2	
5.7%	6.7%	5.8%	3.9%	3.5%	10.3%	2.8%	15.0%	6.5%	2.2%	18.1%	3.0%	-	5.3%	2.3%	5.7%	7.9%	-	-	-	5.0%	5.0%	8.0%	5.6%	6.0%	5.4%	4.6%	5.6%	4.8%	1.1%	9.2%	4.5%	6.8%	6.3%	10.1%	1.4%	7.6%	7.6%	4.3%	5.4%	1.9%	9.6%	26.6%	
342	82	205	55	75	65	68	7	84	48	57	26	17	28	135	302	30	11	-	-	109	154	79	97	135	110	55	113	144	73	41	76	60	57	36	48	56	79	111	294	26	18	4	
94.2%	92.7%	94.2%	96.2%	96.5%	89.7%	97.2%	85.0%	93.0%	97.8%	81.9%	97.0%	100.0%	93.0%	97.7%	94.2%	92.1%	100.0%	-	-	94.6%	95.0%	92.0%	93.9%	94.0%	94.6%	94.5%	94.4%	95.2%	98.3%	90.8%	95.5%	93.2%	93.7%	89.9%	98.6%	92.4%	92.4%	95.7%	94.6%	96.2%	90.4%	73.4%	
1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-		
*	0.6%	-	-	-	-	-	-	0.6%	-	-	-	-	1.7%	-	*	-	-	-	-	*	-	-	*	-	-	0.9%	-	-	0.7%	-	-	-	-	-	-	-	-	-	-	1.9%	-	-	
364	88	218	58	77	72	70	8	91	49	69	26	17	30	138	321	32	11	-	-	115	163	86	103	144	116	68	120	151	75	45	80	64	61	40	49	61	85	116	310	27	20	6	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 49

Q32. Normal weightings

Q32. Thinking about how the General Election makes you feel, which of these statements is closest to your opinion?

Base: All Respondents

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
1109	321	656	131	293	277	175	53	176	225	323	46	53	108	294	794	66	72	177	-	377	491	240	290	464	355	305	331	476	176	178	341	199	201	114	160	177	246	343	928	107	45	31		
60.6%	55.5%	63.5%	60.1%	75.7%	73.2%	63.9%	66.0%	40.7%	79.4%	72.1%	65.2%	49.9%	64.7%	49.6%	60.8%	60.1%	65.4%	57.9%	-	59.7%	61.3%	60.5%	63.0%	62.6%	56.4%	49.2%	58.3%	70.8%	57.9%	60.9%	56.5%	63.2%	64.4%	62.7%	66.7%	60.3%	57.2%	59.7%	60.2%	70.1%	51.3%	59.0%		
569	211	291	67	79	67	80	24	208	42	101	21	44	56	229	408	33	34	94	-	199	242	129	135	215	220	161	198	160	104	92	150	89	85	51	55	87	150	187	480	37	36	17		
31.1%	36.3%	28.2%	30.9%	20.4%	23.0%	29.5%	30.0%	48.3%	14.8%	22.5%	29.5%	42.1%	33.9%	38.6%	31.3%	30.4%	30.6%	30.7%	-	31.5%	30.2%	32.4%	29.3%	29.0%	34.9%	38.7%	34.8%	23.7%	34.1%	31.4%	35.0%	28.2%	27.2%	28.0%	23.1%	29.8%	34.8%	32.5%	31.2%	24.2%	40.9%	32.6%		
153	47	86	20	15	15	18	3	48	16	24	4	8	2	70	103	10	4	35	-	56	68	28	35	63	55	51	39	37	24	22	36	27	26	17	25	29	34	45	133	9	7	4		
8.3%	8.1%	8.3%	9.0%	3.9%	3.9%	6.6%	3.9%	11.0%	5.8%	5.4%	5.4%	8.0%	1.3%	11.8%	7.9%	9.6%	4.1%	11.4%	-	8.8%	8.5%	7.2%	7.7%	8.5%	8.7%	12.2%	6.9%	5.5%	8.0%	7.7%	8.4%	8.6%	8.4%	9.2%	10.2%	9.9%	8.0%	7.8%	8.6%	5.7%	7.9%	8.3%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total

Weighted Total

I think voting in the election could make a big difference to the direction of the country

I don't think voting in the election can really make much difference to the direction of the country

Don't know

SIGMA

Netmums Election Survey

Prepared on behalf of Netmums

Table 50

Q32. Normal weightings

Q32. Thinking about how the General Election makes you feel, which of these statements is closest to your opinion?

Base: All Respondents

Unweighted Total
 Weighted Total
 I'm not confident that politicians understand the pressures normal, hardworking families face
 I'm confident that politicians understand the pressures normal, hardworking families face
 Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region* + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
1604	507	908	188	320	351	244	75	380	214	401	58	96	160	538	1147	100	96	260	-	562	700	342	412	650	542	369	504	592	266	258	373	279	277	154	206	249	378	503	1335	137	85	46		
87.6%	87.5%	87.9%	86.3%	82.5%	92.5%	89.2%	94.0%	88.1%	75.7%	89.5%	82.6%	91.1%	96.3%	90.7%	87.9%	91.0%	86.8%	85.4%	-	88.9%	87.3%	86.2%	89.4%	87.7%	86.2%	88.4%	88.8%	87.0%	87.3%	87.6%	87.3%	88.5%	88.9%	84.7%	85.7%	84.8%	87.8%	87.4%	86.8%	90.2%	96.6%	89.4%		
125	37	72	17	50	19	18	4	23	48	28	9	6	4	21	93	5	9	18	-	31	60	34	28	49	48	18	33	59	23	20	28	21	21	12	21	21	26	47	115	7	2	1		
6.8%	6.3%	6.9%	7.8%	12.8%	4.9%	6.6%	5.3%	5.4%	16.8%	6.3%	13.3%	5.9%	2.3%	3.6%	7.2%	4.1%	8.1%	6.0%	-	5.0%	7.5%	8.6%	6.1%	6.7%	7.6%	4.4%	5.8%	8.8%	7.7%	6.8%	6.8%	6.7%	6.6%	6.6%	8.7%	7.2%	6.0%	8.2%	7.5%	4.5%	2.5%	2.3%		
102	35	54	13	18	10	11	1	28	21	19	3	3	2	34	65	5	6	26	-	39	42	21	21	42	39	30	30	22	15	16	26	15	14	16	13	23	27	25	89	8	1	4		
5.6%	6.1%	5.2%	5.9%	4.7%	2.9%	4.2%	0.6%	6.5%	7.4%	4.2%	4.1%	3.0%	1.4%	5.7%	5.0%	4.9%	5.1%	8.6%	-	6.2%	5.2%	5.2%	4.5%	5.7%	6.2%	7.2%	5.3%	3.3%	5.0%	5.6%	6.0%	4.8%	4.5%	8.7%	5.5%	8.0%	6.2%	4.4%	5.8%	5.3%	0.8%	8.3%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 51

Q32. Normal weightings

Q32. Thinking about how the General Election makes you feel, which of these statements is closest to your opinion?

Base: All Respondents

Unweighted Total
 Weighted Total
 Negative campaigning and personal attacks are an
 unwelcome part of politics and put me off voting
 Negative campaigning and personal attacks are part of the
 cut and thrust of politics and do not put me off voting
 Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partners	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
1135	361	632	143	221	234	192	53	272	163	263	52	58	118	384	833	69	75	158	-	377	509	250	288	469	378	231	357	445	173	188	262	188	207	118	131	180	268	350	939	104	60	33	
62.0%	62.4%	61.1%	65.4%	57.0%	61.8%	70.2%	65.9%	62.9%	57.5%	58.7%	74.0%	54.9%	71.0%	64.8%	63.8%	62.8%	68.2%	51.8%	-	59.6%	63.5%	62.9%	62.6%	63.3%	60.1%	55.4%	62.9%	66.1%	56.9%	64.2%	61.3%	59.6%	66.5%	65.0%	54.8%	64.8%	62.1%	60.9%	61.0%	68.2%	68.3%	62.5%	
505	128	318	60	139	122	74	25	96	103	152	16	36	45	129	360	20	29	96	-	185	216	104	128	203	174	106	159	194	95	79	119	92	74	45	86	86	119	161	432	41	20	12	
27.6%	22.0%	30.7%	27.3%	36.0%	32.2%	27.0%	31.7%	22.2%	36.4%	33.8%	22.9%	33.8%	26.9%	21.8%	27.5%	18.2%	26.6%	31.4%	-	29.2%	27.0%	26.1%	27.8%	27.4%	27.7%	25.5%	28.1%	28.8%	31.3%	27.1%	27.9%	29.3%	23.7%	25.0%	35.7%	22.5%	27.3%	27.9%	28.0%	27.1%	22.7%	23.1%	
191	90	85	16	27	23	8	2	64	17	33	2	12	4	79	113	21	6	51	-	71	77	44	44	69	77	79	51	35	36	25	46	35	31	18	23	37	44	65	168	7	8	7	
10.4%	15.6%	8.2%	7.3%	7.0%	6.0%	2.8%	2.4%	14.9%	6.1%	7.5%	3.1%	11.4%	2.1%	13.4%	8.7%	19.0%	5.3%	16.8%	-	11.2%	9.5%	11.0%	9.7%	9.3%	12.3%	19.1%	9.0%	5.1%	11.8%	8.7%	10.8%	11.1%	9.8%	10.1%	9.5%	12.7%	10.1%	11.2%	10.9%	4.8%	9.0%	14.4%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 53

Q34. Normal weightings

Q34. What do you feel about the austerity programme and Government cuts made over the last 5 years?

Base: All Respondents

Unweighted Total
Weighted Total
The level of cuts have not gone far enough

The level of cuts have been about right

The level of cuts have gone too far

Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
174	56	95	24	47	31	12	12	45	42	30	7	13	12	56	127	7	12	28	-	58	70	47	55	69	50	38	54	65	36	27	35	37	26	13	23	20	52	51	145	13	11	6		
9.5%	9.7%	9.2%	10.9%	12.0%	8.2%	4.3%	14.5%	10.5%	14.9%	6.7%	9.5%	12.4%	7.5%	9.5%	9.7%	6.6%	11.0%	9.3%	-	9.2%	8.7%	11.8%	12.0%	9.3%	8.0%	9.0%	9.5%	9.6%	11.9%	9.3%	8.2%	11.7%	8.4%	7.4%	9.5%	6.8%	12.1%	8.8%	9.4%	8.3%	12.3%	11.4%		
548	120	346	82	214	73	83	13	97	195	64	32	28	19	178	420	34	31	63	-	195	260	93	162	233	153	61	151	274	95	98	117	88	93	57	87	91	127	173	478	36	22	12		
29.9%	20.7%	33.4%	37.7%	55.1%	19.3%	30.4%	15.9%	22.5%	68.7%	14.2%	46.0%	26.4%	11.5%	29.9%	32.1%	30.6%	28.3%	20.8%	-	30.8%	32.4%	23.5%	35.2%	31.4%	24.3%	14.7%	26.7%	40.7%	31.2%	33.5%	27.4%	27.9%	29.9%	31.4%	36.3%	30.9%	29.6%	30.0%	31.1%	23.5%	25.2%	23.4%		
826	288	448	90	85	237	148	46	199	24	309	24	46	119	232	562	47	59	157	-	280	359	187	176	337	314	250	267	247	136	138	198	141	137	76	91	144	198	243	675	80	46	26		
45.1%	49.7%	43.3%	41.4%	21.8%	62.6%	54.2%	57.5%	46.1%	8.5%	68.9%	34.3%	43.4%	71.7%	39.1%	43.1%	43.0%	53.2%	51.7%	-	44.3%	44.7%	47.2%	38.1%	45.4%	49.8%	60.0%	47.0%	36.7%	44.7%	47.3%	46.4%	44.7%	44.1%	41.7%	38.0%	49.0%	46.0%	42.2%	43.9%	52.3%	51.8%	49.3%		
283	116	145	22	43	38	30	10	90	22	46	7	19	16	127	197	22	8	56	-	99	113	70	67	103	112	68	96	87	37	29	77	50	55	35	39	39	53	109	241	24	9	8		
15.4%	20.0%	14.0%	10.0%	11.1%	10.0%	11.0%	12.0%	20.9%	7.9%	10.2%	10.2%	17.8%	9.3%	21.4%	15.1%	19.7%	7.5%	18.2%	-	15.7%	14.1%	17.6%	14.6%	13.9%	17.8%	16.3%	16.8%	12.9%	12.2%	9.9%	18.0%	15.7%	17.6%	19.4%	16.3%	13.3%	12.4%	19.0%	15.6%	15.9%	10.7%	15.9%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 54

Q35. Normal weightings

Q35. Recent changes to child benefit now means that if one parent earns over £50,000, they are not eligible for the full amount of child benefit. Which of the following is closest to your opinion about child benefit?

Base: All Respondents

- Unweighted Total
- Weighted Total
- It should be given to all families with children
- It should be given to all families with children, except for the richest families
- It should be limited to just two children per family, regardless of their financial situation
- It should be abolished for all families
- Don't know
- SIGMA

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
340	130	180	30	82	68	45	14	74	55	87	13	20	26	112	239	19	18	63	-	116	138	85	91	138	110	71	109	129	58	47	95	51	61	28	45	59	79	106	289	26	14	10	
18.6%	22.4%	17.4%	14.0%	21.2%	17.9%	16.6%	17.7%	17.1%	19.4%	19.5%	18.7%	18.9%	15.7%	19.0%	18.3%	17.3%	16.4%	20.8%	-	18.4%	17.2%	21.5%	19.8%	18.7%	17.5%	17.0%	19.1%	19.2%	19.0%	16.1%	22.3%	16.1%	19.8%	15.2%	18.9%	20.2%	18.3%	18.5%	18.8%	17.2%	16.2%	19.0%	
922	279	640	103	149	212	144	48	229	109	268	35	48	98	268	643	65	63	151	-	315	375	232	202	392	328	241	317	298	150	147	196	175	166	89	120	162	200	278	760	81	46	35	
50.4%	48.2%	52.2%	47.1%	38.3%	56.0%	52.6%	59.7%	53.1%	38.5%	59.8%	50.1%	45.6%	58.8%	45.2%	49.2%	59.3%	57.1%	49.6%	-	49.8%	46.8%	58.5%	43.9%	52.8%	52.2%	57.7%	55.8%	44.3%	49.3%	50.2%	45.9%	55.5%	53.3%	48.8%	49.9%	55.4%	46.4%	48.4%	49.4%	53.2%	52.1%	68.1%	
479	145	272	62	136	87	74	15	100	107	81	18	32	37	175	351	23	26	79	-	174	245	60	144	177	159	82	119	212	86	79	113	70	77	54	62	60	129	160	411	40	22	6	
26.2%	25.1%	26.3%	28.4%	35.0%	22.9%	27.2%	18.7%	23.1%	37.8%	18.0%	25.6%	30.0%	22.2%	29.5%	26.9%	21.1%	23.2%	25.8%	-	27.8%	30.5%	15.1%	31.2%	23.8%	25.2%	19.7%	20.9%	31.4%	28.4%	26.9%	26.4%	22.4%	24.6%	29.7%	25.7%	20.3%	30.0%	27.9%	26.7%	26.1%	25.5%	11.8%	
37	7	21	9	11	5	3	2	14	8	6	2	3	3	13	30	-	-	6	-	13	18	6	16	12	9	4	6	22	5	3	8	11	4	6	6	3	8	15	32	2	3	1	
2.0%	1.3%	2.0%	4.0%	2.8%	1.4%	1.1%	1.9%	3.3%	2.8%	1.3%	2.6%	2.8%	2.0%	2.1%	2.3%	-	-	2.1%	-	2.0%	2.2%	1.6%	3.4%	1.7%	1.4%	1.0%	1.1%	3.3%	1.6%	1.2%	1.9%	3.4%	1.3%	3.3%	2.6%	0.9%	1.9%	2.6%	2.1%	1.2%	3.1%	1.1%	
53	17	21	14	11	7	7	2	15	4	6	2	3	2	25	43	2	3	5	-	14	26	13	8	22	23	19	17	12	5	16	15	8	4	5	7	9	15	16	47	4	3	-	
2.9%	3.0%	2.0%	6.6%	2.7%	1.8%	2.6%	2.0%	3.4%	1.5%	1.4%	2.9%	2.7%	1.3%	4.2%	3.3%	1.9%	2.9%	1.6%	-	2.2%	3.2%	3.3%	1.7%	3.0%	3.6%	4.5%	3.0%	1.7%	1.6%	5.6%	3.5%	2.9%	1.1%	2.9%	3.0%	3.1%	3.4%	2.7%	3.0%	2.3%	3.1%	-	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 55
Q36. Normal weightings
Q36. What do you feel in general about the benefits system?
Base: All Respondents

Unweighted Total
 Weighted Total
 It is too generous and rewards people who don't want to work
 It is about right and is a good safety net for people having a tough time
 It isn't generous enough and doesn't do enough to support families in poverty
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums							Region7 + 1								
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
960	306	552	102	268	166	110	38	237	225	167	25	72	50	346	745	52	40	123	-	355	423	182	301	389	270	142	300	430	165	150	215	166	175	89	127	153	236	313	829	73	40	19	
52.4%	52.8%	53.4%	47.0%	69.1%	43.8%	40.4%	47.8%	54.8%	79.5%	37.2%	35.2%	68.6%	29.9%	58.4%	57.1%	47.2%	36.3%	40.3%	-	56.2%	52.7%	45.9%	65.4%	52.4%	42.9%	34.1%	52.8%	63.8%	54.3%	51.3%	50.5%	52.8%	56.1%	48.8%	52.8%	52.2%	54.8%	54.5%	53.9%	47.0%	45.4%	34.5%	
406	119	225	62	70	104	80	10	90	48	132	25	12	44	101	265	17	45	79	-	103	191	112	74	173	158	130	128	115	61	76	100	73	50	45	47	59	93	131	330	29	26	20	
22.2%	20.6%	21.7%	28.4%	18.1%	27.3%	29.3%	12.6%	20.9%	17.1%	29.5%	35.9%	11.5%	26.4%	17.1%	20.3%	15.9%	40.6%	25.8%	-	16.2%	23.9%	28.1%	16.2%	23.3%	25.1%	31.2%	22.6%	17.1%	20.0%	26.1%	23.5%	23.3%	16.0%	24.9%	19.6%	20.0%	21.7%	22.8%	21.4%	19.3%	29.9%	38.2%	
368	125	205	38	42	88	67	29	82	8	131	14	18	64	99	225	31	25	87	-	148	135	85	65	143	160	129	112	94	66	58	85	57	69	33	54	61	80	106	300	38	16	14	
20.1%	21.6%	19.9%	17.2%	10.8%	23.3%	24.5%	36.4%	18.9%	2.8%	29.2%	20.5%	17.0%	38.3%	16.7%	17.2%	28.4%	22.5%	28.6%	-	23.4%	16.9%	21.5%	14.0%	19.3%	25.0%	30.9%	19.8%	13.9%	21.7%	20.0%	19.9%	18.2%	22.0%	17.9%	22.4%	21.0%	18.5%	18.4%	19.5%	24.9%	18.5%	26.1%	
97	29	52	16	8	21	16	3	23	2	18	6	3	9	47	71	9	1	16	-	27	53	18	20	36	41	16	27	35	12	8	26	18	18	15	13	20	21	25	79	12	5	1	
5.3%	5.0%	5.0%	7.4%	2.0%	5.6%	5.9%	3.3%	5.4%	0.7%	4.1%	8.5%	2.9%	5.3%	7.9%	5.4%	8.6%	0.6%	5.3%	-	4.2%	6.6%	4.4%	4.4%	4.9%	6.5%	3.7%	4.7%	5.1%	4.0%	2.6%	6.0%	5.8%	5.9%	8.4%	5.3%	6.8%	5.0%	4.4%	5.1%	8.0%	6.2%	1.1%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 56

Q37. Normal weightings

Q37. Currently there is a maximum cap on the benefits any family can receive, of £25,000 per household. Which of the following statements is closest to your view?

Base: All Respondents

Unweighted Total
 Weighted Total
 The level of the cap is too harsh and the cap should be raised or abolished
 The level of the cap is about right
 The level of the cap is too generous and the cap should be lowered
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	186	187	235	327	730	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
212	85	108	19	15	58	31	8	60	11	80	6	11	25	54	128	21	12	51	-	83	71	57	48	76	87	66	77	55	38	39	51	33	40	10	31	31	40	67	169	18	14	11		
11.6%	14.7%	10.4%	8.9%	4.0%	15.3%	11.4%	10.4%	13.9%	3.8%	17.9%	8.8%	10.4%	15.1%	9.1%	9.8%	19.1%	10.5%	16.8%	-	13.1%	8.0%	14.4%	10.6%	10.3%	13.8%	15.7%	13.7%	8.1%	12.4%	13.3%	12.0%	10.6%	13.0%	5.6%	13.0%	10.6%	9.2%	11.8%	11.0%	11.6%	16.2%	20.8%		
872	214	362	96	146	189	117	29	139	102	195	30	38	66	195	468	36	46	121	-	222	299	151	158	273	241	187	190	237	109	118	149	124	112	60	81	100	171	209	561	51	41	19		
36.7%	37.0%	35.0%	43.9%	37.7%	44.5%	42.9%	36.2%	32.3%	35.9%	43.6%	42.3%	34.1%	39.4%	32.9%	36.0%	32.0%	41.5%	39.5%	-	35.1%	37.2%	38.1%	34.3%	36.9%	38.2%	44.8%	33.4%	35.3%	35.7%	40.3%	34.9%	39.5%	36.0%	33.1%	33.7%	34.1%	39.7%	36.4%	36.5%	33.7%	46.5%	35.6%		
765	216	466	83	201	128	98	39	180	155	138	27	54	63	266	594	34	43	94	-	271	341	152	211	331	223	114	258	314	136	115	179	122	132	80	99	132	183	234	649	67	29	20		
41.8%	37.3%	45.1%	38.0%	52.0%	33.8%	35.7%	48.0%	41.6%	54.7%	30.9%	38.2%	50.8%	37.9%	44.8%	45.5%	30.5%	39.3%	30.8%	-	42.9%	42.6%	38.3%	45.7%	44.6%	35.0%	27.4%	45.4%	46.6%	44.8%	39.5%	42.1%	38.8%	42.2%	43.9%	41.6%	45.2%	42.5%	40.7%	42.2%	43.8%	32.5%	39.4%		
183	64	99	20	25	24	27	4	53	16	34	7	5	13	78	114	20	10	39	-	56	90	37	44	61	79	60	43	68	22	20	47	35	27	32	28	30	37	65	160	17	4	2		
10.0%	11.1%	9.5%	9.4%	6.3%	6.4%	10.0%	5.4%	12.2%	5.6%	7.7%	10.7%	4.7%	7.7%	13.2%	8.8%	18.0%	8.7%	12.9%	-	8.9%	11.3%	9.2%	9.5%	8.2%	12.0%	12.0%	7.5%	10.0%	7.1%	6.9%	11.0%	11.1%	8.8%	17.4%	11.9%	10.1%	8.6%	11.3%	10.4%	10.9%	4.8%	4.2%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 57
Q38. Normal weightings
Q38. What are your feelings on the current tax system?
 Base: All Respondents

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48	
Weighted Total	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
Tax rates are too low, not enough to properly fund public services, and should be increased	32	116	31	30	65	41	7	28	13	72	12	4	28	38	128	9	21	23	-	63	80	37	43	89	48	27	61	78	17	26	47	39	33	19	28	35	34	50	147	13	13	7	
Tax rates are too high, more than enough to properly fund public services, and should be reduced	268	365	60	135	121	81	30	209	92	165	13	53	52	238	472	42	41	139	-	250	292	153	173	247	274	207	207	222	133	108	183	105	111	54	94	92	170	231	586	49	35	23	
Tax rates are about right, just enough to properly fund public services, and should be maintained	46.4%	35.3%	27.7%	34.9%	32.0%	29.7%	37.1%	48.4%	32.8%	36.8%	19.0%	50.0%	31.2%	40.2%	36.1%	38.4%	37.0%	45.7%	-	39.5%	36.4%	38.4%	37.6%	33.3%	43.6%	49.7%	36.4%	32.9%	43.9%	36.8%	42.9%	33.3%	35.7%	29.5%	39.0%	31.3%	39.5%	40.1%	38.1%	32.3%	40.1%	44.4%	
Don't know	183	395	93	186	144	114	27	123	156	163	30	27	61	191	515	34	33	89	-	228	294	149	178	301	192	104	207	295	111	130	137	106	110	77	78	123	150	208	559	61	34	18	
SIGMA	31.6%	38.2%	42.7%	47.9%	37.9%	41.6%	33.8%	28.6%	55.0%	36.5%	43.3%	25.9%	36.5%	32.3%	39.4%	30.7%	29.9%	29.3%	-	36.1%	36.6%	37.6%	38.8%	40.6%	30.5%	25.0%	36.5%	43.8%	36.5%	44.4%	32.1%	33.7%	35.5%	42.5%	32.0%	42.0%	34.8%	36.1%	36.3%	40.1%	38.3%	34.1%	
	95	158	33	47	49	37	16	74	22	48	14	22	25	126	191	25	16	53	-	92	136	58	67	104	115	78	92	79	43	29	60	65	57	32	41	43	77	87	247	29	6	4	
	16.4%	15.2%	15.3%	12.2%	12.8%	13.5%	20.1%	17.1%	7.9%	10.6%	20.2%	20.5%	15.2%	21.2%	14.6%	23.0%	14.4%	17.5%	-	14.5%	17.0%	14.6%	14.5%	14.0%	18.3%	18.7%	16.3%	11.7%	14.2%	10.0%	14.1%	20.5%	18.3%	17.5%	16.9%	14.6%	17.8%	15.1%	16.1%	19.2%	6.5%	7.2%	
	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 58
Q39. Normal weightings
Q39. Currently the UK is committed to spending 0.7% of our economy on overseas aid to support poorer countries. Which statement best describes how you feel about the overseas aid budget?
Base: All Respondents

Unweighted Total
 Weighted Total
 We should spend more in overseas aid for poorer countries
 We spend about the right amount in overseas aid for poorer countries
 We should spend less in overseas aid for poorer countries
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
152	36	98	18	30	37	31	12	33	17	55	9	2	29	22	108	13	5	25	-	52	70	30	38	71	42	24	30	84	17	14	34	27	33	27	20	18	21	56	115	16	13	7	
8.3%	6.2%	9.5%	8.2%	5.1%	9.9%	11.3%	15.3%	7.6%	6.0%	12.4%	13.4%	2.3%	17.1%	3.7%	8.3%	11.0%	4.7%	8.2%	-	8.2%	8.7%	7.6%	8.3%	9.6%	6.7%	5.8%	5.2%	12.4%	5.7%	4.9%	7.9%	8.9%	10.4%	14.9%	8.3%	6.1%	5.0%	9.7%	7.5%	10.7%	14.5%	14.4%	
734	209	434	91	160	164	143	16	147	116	205	42	9	62	241	563	35	43	93	-	227	357	150	192	307	235	130	223	318	120	113	157	138	130	76	122	119	158	212	612	60	33	30	
40.1%	36.2%	42.0%	41.5%	41.4%	43.3%	52.2%	20.5%	34.1%	40.9%	45.8%	59.5%	8.2%	37.2%	40.7%	43.1%	31.0%	38.7%	30.6%	-	35.9%	44.5%	37.8%	41.7%	41.4%	37.4%	31.1%	39.2%	47.3%	39.5%	38.7%	36.9%	43.8%	41.7%	41.8%	51.0%	40.7%	36.7%	36.9%	39.8%	39.3%	37.3%	56.8%	
794	282	414	98	188	158	82	41	210	139	165	15	86	60	265	530	55	55	154	-	304	301	190	198	299	297	217	266	233	139	145	200	130	124	56	74	128	222	260	685	59	38	12	
43.4%	48.7%	40.0%	45.1%	48.5%	41.8%	30.0%	51.0%	48.7%	49.0%	36.7%	21.3%	81.6%	36.1%	44.8%	40.6%	49.6%	50.0%	50.5%	-	48.0%	37.5%	47.8%	42.9%	40.3%	47.3%	52.2%	46.9%	34.5%	45.6%	49.6%	48.9%	41.3%	39.7%	30.9%	30.9%	43.7%	51.3%	45.2%	44.5%	38.9%	43.4%	22.4%	
151	52	88	11	19	19	18	11	41	12	23	4	8	16	64	103	8	7	33	-	50	75	27	32	65	54	46	49	39	28	20	35	20	25	22	23	28	28	47	127	17	4	3	
8.3%	9.0%	8.5%	5.2%	5.0%	5.0%	6.4%	13.2%	9.6%	4.1%	5.1%	5.9%	7.9%	9.5%	10.8%	7.9%	7.5%	6.7%	10.7%	-	7.9%	9.3%	6.8%	7.0%	8.7%	8.6%	11.0%	8.6%	5.7%	9.2%	6.8%	8.3%	6.4%	8.2%	12.3%	9.8%	9.5%	6.6%	8.2%	8.2%	11.1%	4.8%	6.5%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 59
Q40. Normal weightings
Q40. What are your feelings on immigration?
 Base: All Respondents

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
The current immigration system is too generous and we should let fewer people in	1343	457	733	153	319	253	161	58	344	232	293	37	104	91	469	936	87	87	233	-	472	580	292	339	533	471	336	437	449	234	228	313	235	218	115	163	232	335	418	1147	105	55	35
The current immigration system is about right	73.4%	78.9%	70.9%	70.3%	82.4%	66.7%	59.0%	72.1%	79.7%	81.8%	65.4%	52.8%	99.0%	54.8%	79.0%	71.7%	79.0%	78.7%	76.5%	-	74.6%	72.3%	73.5%	73.6%	71.9%	74.9%	80.5%	77.0%	66.7%	77.1%	78.0%	73.5%	74.7%	69.8%	63.0%	67.8%	79.0%	77.8%	72.7%	74.5%	69.3%	63.1%	67.1%
The current immigration system is too harsh and we should let more people in	306	79	187	40	50	88	76	14	47	38	105	24	-	48	65	235	12	17	42	-	98	129	80	78	127	101	46	92	145	45	42	67	51	62	39	46	34	55	108	243	32	20	11
Don't know	16.7%	13.7%	18.1%	18.1%	13.0%	23.3%	27.0%	18.0%	10.8%	13.3%	23.5%	34.0%	-	28.7%	11.0%	18.0%	11.0%	15.0%	13.9%	-	15.5%	16.0%	20.1%	16.9%	17.1%	16.1%	10.9%	16.3%	21.5%	14.8%	14.3%	15.8%	16.3%	19.8%	21.4%	19.1%	11.7%	12.8%	18.8%	15.8%	20.7%	22.9%	20.8%
SIGMA	64	16	40	8	6	16	9	6	19	1	23	2	1	15	15	48	4	1	12	-	25	29	10	16	27	21	15	13	29	6	12	13	18	12	3	9	5	15	18	48	7	8	2
	3.5%	2.7%	3.9%	3.7%	1.6%	4.3%	3.4%	7.8%	4.3%	-	5.1%	2.7%	1.0%	9.3%	2.4%	3.7%	3.6%	-	3.8%	-	4.0%	3.6%	2.6%	3.5%	3.7%	3.3%	3.6%	2.3%	4.3%	2.1%	4.1%	3.0%	5.8%	3.9%	1.6%	3.9%	1.8%	3.5%	3.1%	3.1%	4.5%	9.2%	3.0%
	118	27	73	17	12	22	26	2	22	13	27	7	-	12	45	86	7	7	18	-	38	64	16	28	54	36	21	25	50	18	10	33	10	20	25	22	22	25	32	101	8	4	5
	6.4%	4.7%	7.1%	7.9%	3.1%	5.7%	9.6%	2.1%	5.1%	4.5%	6.0%	10.5%	-	7.3%	7.5%	6.6%	6.6%	5.9%	5.8%	-	6.0%	8.0%	3.9%	6.0%	7.3%	5.7%	5.0%	4.4%	7.4%	6.0%	3.6%	7.8%	3.2%	6.5%	14.0%	9.2%	7.5%	5.9%	5.5%	6.5%	5.4%	4.8%	9.1%
	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 61

Q42. Normal weightings

Q42. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how do you think you would vote?

Base: Likely to vote

Unweighted Total
 Weighted Total
 Vote for the UK to leave the European Union
 Vote for the UK to remain a member of the European Union
 Undecided
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1715	913	670	132	376	321	251	86	419	275	422	63	106	173	571	1192	109	83	331	0	643	732	340	420	678	617	416	965	594	298	269	411	287	295	155	181	224	304	727	1436	168	66	45	
1738	533	1004	200	386	370	268	79	369	280	442	69	99	163	580	1248	100	104	286	0	599	762	377	443	709	586	379	540	656	283	278	407	297	299	173	234	281	402	540	1457	147	84	49	
457	138	348	71	134	65	64	28	117	91	85	13	76	30	141	324	24	26	84	-	151	183	124	116	157	165	115	159	138	84	76	109	90	63	36	54	67	98	176	396	36	17	9	
26.3%	25.9%	24.7%	35.5%	34.6%	17.7%	23.9%	36.2%	31.7%	32.4%	19.3%	18.4%	76.7%	18.7%	24.2%	25.9%	24.3%	24.7%	29.3%	-	25.2%	24.0%	32.7%	26.1%	22.2%	31.5%	30.4%	28.9%	21.1%	29.6%	27.4%	26.7%	30.3%	21.0%	20.7%	23.2%	23.9%	24.4%	32.7%	27.2%	24.2%	20.4%	17.6%	
843	256	507	80	176	222	146	37	164	135	289	41	9	95	232	615	50	51	126	-	313	369	161	224	383	236	154	255	375	134	129	192	144	159	84	118	139	195	242	693	75	49	24	
48.5%	47.9%	50.5%	39.9%	45.7%	60.1%	54.4%	46.9%	44.4%	48.1%	65.3%	59.0%	9.0%	58.1%	39.9%	49.3%	49.9%	49.1%	44.3%	-	52.2%	48.5%	42.6%	50.5%	54.1%	40.2%	40.6%	47.3%	57.2%	47.2%	46.5%	47.1%	48.6%	53.1%	48.8%	50.5%	49.4%	48.4%	44.8%	47.6%	51.3%	58.6%	49.6%	
438	140	249	49	76	82	58	13	88	55	68	16	14	38	208	309	26	27	76	-	135	209	93	104	168	165	110	126	142	66	73	106	62	77	53	62	75	110	122	368	36	18	16	
25.2%	26.2%	24.8%	24.6%	19.7%	22.2%	21.7%	16.9%	23.9%	19.5%	15.4%	22.6%	14.3%	23.2%	35.8%	24.8%	25.8%	26.1%	26.4%	-	22.6%	27.5%	24.7%	23.5%	23.8%	28.2%	29.0%	23.3%	21.7%	23.2%	26.1%	26.1%	21.0%	25.9%	30.6%	26.4%	26.7%	27.2%	22.5%	25.2%	24.5%	21.0%	32.8%	
1738	533	1004	200	386	370	268	79	369	280	442	69	99	163	580	1248	100	104	286	-	599	762	377	443	709	586	379	540	656	283	278	407	297	299	173	234	281	402	540	1457	147	84	49	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 62

Q42. Normal weightings & likelihood to vote

Q42. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how do you think you would vote?

Base: Likely to vote

Unweighted Total
 Weighted Total
 Vote for the UK to leave the European Union
 28.1%
 Vote for the UK to remain a member of the European Union
 50.9%
 Undecided
 21.0%
 SIGMA
 1738

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1715	913	670	132	376	321	251	86	419	275	422	63	106	173	571	1192	109	83	331	0	643	732	340	420	678	617	416	955	594	298	269	411	287	295	155	181	224	304	727	1436	168	66	45	
1738	504	1020	213	413	388	285	85	317	298	465	70	105	176	528	1264	99	106	269	0	602	757	379	452	712	574	350	535	687	278	289	406	296	297	173	241	276	403	532	1453	158	80	47	
28.1%	28.4%	26.1%	36.6%	36.3%	17.7%	24.3%	38.7%	37.0%	34.3%	19.1%	19.7%	82.4%	20.2%	26.7%	27.3%	25.3%	27.2%	33.3%	-	27.1%	26.0%	33.8%	28.0%	23.0%	34.5%	33.3%	31.7%	22.1%	32.5%	28.6%	28.6%	32.9%	22.7%	19.9%	24.4%	25.0%	26.2%	35.8%	29.2%	25.7%	19.8%	17.1%	
884	254	642	89	190	249	164	40	144	145	319	45	9	105	218	652	54	50	128	-	328	383	173	237	405	242	152	264	403	135	141	200	150	168	90	126	144	206	246	722	83	53	25	
50.9%	50.3%	53.1%	41.8%	46.0%	64.1%	57.5%	46.7%	45.6%	48.5%	68.5%	64.3%	8.6%	59.5%	41.4%	51.6%	55.1%	47.1%	47.4%	-	54.5%	50.6%	45.6%	52.5%	56.9%	42.1%	43.5%	49.4%	58.7%	48.7%	48.7%	49.3%	50.8%	56.6%	51.9%	52.3%	52.0%	51.1%	46.2%	49.7%	52.9%	66.8%	54.1%	
365	107	212	46	73	71	52	12	55	51	58	11	9	36	168	267	19	27	52	-	111	177	78	88	143	134	81	101	132	52	66	89	48	61	49	56	64	92	96	307	34	11	14	
21.0%	21.3%	20.8%	21.5%	17.7%	18.2%	18.1%	14.6%	17.4%	17.2%	12.5%	16.0%	9.0%	20.3%	31.9%	21.1%	19.6%	25.7%	19.3%	-	18.4%	23.3%	20.6%	19.5%	20.1%	23.3%	23.3%	18.9%	19.2%	18.7%	22.8%	22.0%	16.3%	20.6%	28.2%	23.3%	23.0%	22.7%	18.0%	21.1%	21.5%	13.4%	28.9%	
1738	504	1020	213	413	388	285	85	317	298	465	70	105	176	528	1264	99	106	269	-	602	757	379	452	712	574	350	535	687	278	289	406	296	297	173	241	276	403	532	1453	158	80	47	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 63

Q42. Normal weightings & likelihood to vote, with undecided and refused removed

Q42. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how do you think you would vote?

Base: Likely to vote

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1265	677	510	98	304	249	199	89	513	224	345	49	92	130	379	904	80	60	241	0	500	533	252	326	512	447	292	433	468	229	204	302	222	216	112	130	168	221	580	1077	125	52	31	
1372	397	808	167	340	318	233	73	261	247	407	59	95	140	359	997	79	79	217	0	491	580	301	364	569	440	269	434	555	226	224	316	247	236	124	185	213	312	437	1146	124	69	33	
468	143	267	78	150	69	69	33	117	102	89	14	86	36	141	345	25	29	90	-	163	197	128	127	164	198	116	170	152	90	83	116	97	67	34	59	69	105	191	434	40	16	8	
35.6%	36.1%	33.0%	46.7%	44.1%	21.7%	29.7%	45.3%	44.8%	41.4%	21.8%	23.4%	90.6%	25.4%	39.3%	34.6%	31.0%	36.6%	41.2%	-	33.2%	33.9%	42.5%	34.8%	28.8%	45.0%	43.3%	39.1%	27.4%	40.0%	37.0%	36.7%	39.3%	28.8%	27.7%	31.8%	32.4%	33.9%	43.8%	37.0%	32.7%	22.8%	24.0%	
884	254	642	89	190	249	164	40	144	145	319	45	9	105	218	652	54	50	128	-	328	383	173	237	405	242	152	264	403	135	141	200	150	168	90	126	144	206	246	722	83	53	25	
64.4%	63.9%	67.0%	53.3%	55.9%	78.3%	70.3%	54.7%	55.2%	58.6%	78.2%	76.6%	9.4%	74.6%	60.7%	65.4%	68.5%	63.4%	58.8%	-	66.8%	66.1%	57.5%	65.2%	71.2%	55.0%	56.7%	60.9%	72.6%	60.0%	63.0%	63.3%	60.7%	71.4%	72.3%	68.2%	67.6%	66.1%	56.4%	63.0%	67.3%	77.2%	76.0%	
1372	397	808	167	340	318	233	73	261	247	407	59	95	140	359	997	79	79	217	-	491	580	301	364	569	440	269	434	555	226	224	316	247	236	124	185	213	312	437	1146	124	69	33	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Unweighted Total

Weighted Total

Vote for the UK to leave the European Union

Vote for the UK to remain a member of the European Union

SIGMA

Netmums Election Survey

Prepared on behalf of Netmums

Table 64

Q43. Normal weightings

Q43. Do you expect VAT to be increased after the general election?

Base: All Respondents

Unweighted Total

Weighted Total

Yes

No

Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
641	226	347	68	104	151	87	41	172	49	163	20	55	69	230	423	47	46	125	-	232	246	164	141	262	239	176	219	187	119	110	159	107	98	47	56	108	157	198	520	67	33	22	
35.0%	39.1%	33.6%	31.2%	26.7%	39.8%	31.9%	50.8%	39.8%	17.3%	36.4%	28.3%	51.8%	41.6%	38.8%	32.4%	42.8%	41.6%	41.0%	-	36.7%	30.6%	41.2%	30.6%	35.3%	38.0%	42.3%	38.5%	27.7%	39.3%	37.7%	37.3%	34.1%	31.3%	26.1%	23.4%	36.9%	36.5%	34.5%	33.8%	43.8%	37.9%	41.7%	
688	204	399	85	180	129	124	22	143	165	160	35	23	54	199	512	32	34	110	-	225	330	133	207	273	209	129	198	304	109	109	151	112	129	78	111	103	156	222	592	43	31	22	
37.6%	35.3%	38.6%	39.0%	46.4%	34.1%	45.4%	27.6%	33.1%	58.3%	35.8%	49.5%	21.4%	32.6%	33.5%	39.2%	28.8%	31.0%	36.1%	-	35.6%	41.2%	33.6%	44.9%	36.9%	33.2%	30.9%	34.8%	45.1%	35.9%	37.3%	35.4%	35.4%	41.5%	43.1%	46.4%	35.2%	36.3%	38.5%	38.5%	28.4%	35.8%	41.7%	
501	149	288	65	104	99	62	17	117	69	125	16	28	43	164	370	31	30	70	-	175	226	100	113	208	182	111	151	182	75	73	116	96	85	56	73	82	117	155	427	42	23	9	
27.4%	25.6%	27.8%	29.9%	26.9%	26.1%	22.7%	21.5%	27.1%	24.3%	27.8%	22.2%	26.8%	25.8%	27.7%	28.3%	28.4%	27.4%	22.9%	-	27.7%	28.2%	25.3%	24.6%	27.8%	28.9%	26.7%	26.7%	27.1%	24.8%	25.0%	27.3%	30.5%	27.2%	30.8%	30.3%	27.9%	27.2%	27.0%	27.8%	27.8%	26.3%	16.7%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 65
Q44. Normal weightings
Q44. Do you expect tax credits to be cut after the general election?
 Base: All Respondents

Unweighted Total
 Weighted Total
 Yes
 No
 Don't know
 SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
761	230	452	79	136	164	119	49	181	93	182	22	51	99	241	561	50	31	119	-	246	322	192	180	303	278	174	233	291	133	128	184	127	132	56	84	122	161	239	606	82	39	34	
41.5%	39.7%	43.7%	36.1%	35.1%	43.4%	43.4%	60.9%	41.9%	32.8%	40.7%	31.7%	48.6%	59.6%	40.6%	43.0%	45.7%	27.7%	38.9%	-	39.0%	40.2%	48.4%	39.1%	40.8%	44.2%	41.8%	41.0%	43.2%	43.7%	44.0%	43.1%	40.2%	42.5%	31.0%	34.9%	41.5%	37.5%	41.5%	39.4%	53.9%	44.5%	65.1%	
472	185	226	62	111	97	61	15	117	86	131	19	28	33	137	319	25	29	99	-	157	209	107	111	191	170	128	161	137	90	64	119	85	77	37	66	75	110	149	400	33	26	13	
25.8%	31.9%	21.8%	28.4%	28.6%	25.6%	22.4%	19.2%	27.2%	30.2%	29.3%	27.6%	24.4%	19.6%	23.0%	24.5%	22.5%	26.1%	32.6%	-	24.8%	26.1%	26.8%	24.1%	25.8%	27.0%	30.7%	28.3%	20.4%	29.7%	21.8%	28.0%	27.1%	24.8%	20.2%	27.6%	25.6%	25.6%	25.9%	26.0%	21.9%	29.7%	24.3%	
598	164	356	77	141	118	93	16	134	105	134	29	29	35	216	425	35	51	87	-	229	270	98	169	248	181	115	174	245	81	100	123	103	102	89	90	96	159	187	533	37	23	6	
32.7%	28.4%	34.5%	35.5%	36.3%	31.0%	34.1%	19.9%	30.9%	37.0%	30.0%	40.6%	27.1%	20.8%	36.4%	32.6%	31.8%	46.2%	28.5%	-	36.3%	33.7%	24.8%	36.8%	33.4%	28.8%	27.5%	30.6%	36.3%	26.6%	34.2%	28.9%	32.7%	32.7%	48.8%	37.6%	32.9%	36.9%	32.6%	34.6%	24.2%	25.8%	10.6%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 66

Q45. Normal weightings

Q45. Would you support or oppose plans to make further cuts to Defence spending?

Base: All Respondents

Unweighted Total

Weighted Total

Strongly support

Somewhat support

Neither support nor oppose

Somewhat oppose

Strongly oppose

Don't know

SIGMA

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	167	235	327	790	1539	175	69	48		
Weighted Total	1831	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
Strongly support	107	22	69	15	9	24	16	7	34	9	31	1	4	24	16	76	5	7	18	-	34	56	17	22	48	37	32	32	36	13	14	28	17	28	6	15	8	21	32	77	14	7	8	
	5.8%	3.9%	6.7%	6.8%	2.4%	6.4%	6.0%	8.6%	7.8%	3.1%	7.0%	1.5%	3.7%	14.2%	2.6%	5.8%	4.5%	6.7%	6.0%	-	5.4%	7.0%	4.2%	4.8%	6.5%	5.8%	7.7%	5.6%	5.4%	4.2%	4.8%	6.7%	5.5%	8.0%	3.5%	6.3%	2.9%	4.9%	5.6%	5.0%	9.2%	8.4%	16.2%	
Somewhat support	247	61	158	28	31	70	48	13	53	26	84	6	3	38	67	186	9	17	35	-	79	102	66	64	103	80	44	66	120	53	38	57	34	34	32	52	22	46	77	197	28	14	7	
	13.5%	10.5%	15.3%	12.8%	8.0%	18.6%	17.5%	16.5%	12.2%	9.3%	18.8%	8.5%	3.3%	22.9%	11.3%	14.2%	8.4%	15.7%	11.4%	-	12.5%	12.7%	16.5%	13.9%	13.9%	12.7%	10.5%	11.6%	17.9%	17.3%	12.9%	13.5%	10.8%	10.8%	17.4%	21.8%	7.6%	10.6%	13.3%	12.8%	18.6%	16.2%	14.4%	
Neither support nor oppose	446	158	238	50	81	86	85	22	104	69	105	30	32	30	143	318	29	25	74	-	167	189	90	123	176	148	93	138	168	80	71	107	79	73	36	46	74	114	138	372	40	21	13	
	24.3%	27.3%	23.0%	22.9%	21.0%	22.7%	31.3%	26.8%	24.0%	24.3%	23.4%	42.1%	30.4%	18.2%	24.1%	24.3%	26.0%	23.0%	24.4%	-	26.4%	23.6%	22.6%	26.6%	23.7%	23.4%	22.3%	24.3%	25.0%	26.2%	24.4%	25.1%	25.0%	23.3%	20.9%	19.0%	25.3%	26.5%	24.0%	24.2%	26.3%	23.4%	24.7%	
Somewhat oppose	502	138	296	68	144	110	68	19	98	98	117	18	29	39	175	372	30	33	67	-	163	234	106	140	205	158	94	154	211	69	75	110	93	100	55	54	89	127	158	428	36	27	12	
	27.4%	23.9%	28.6%	31.2%	37.1%	29.2%	24.9%	24.1%	22.6%	34.5%	26.0%	25.3%	27.8%	23.2%	29.5%	28.5%	27.1%	29.7%	22.1%	-	25.8%	25.1%	26.7%	30.3%	27.7%	25.1%	22.5%	27.2%	31.3%	22.6%	25.8%	25.7%	29.6%	32.2%	30.3%	22.6%	30.3%	29.5%	27.4%	27.8%	23.4%	31.0%	22.7%	
Strongly oppose	346	117	184	45	104	57	39	15	85	68	74	12	26	24	116	240	22	22	62	-	117	142	87	80	139	126	86	124	103	57	70	81	60	50	29	45	68	79	116	308	23	8	7	
	18.9%	20.3%	17.8%	20.5%	26.9%	15.0%	14.5%	18.2%	19.7%	24.1%	16.4%	17.8%	25.0%	14.5%	19.5%	18.4%	20.4%	19.5%	20.4%	-	18.5%	17.7%	22.9%	17.4%	18.8%	20.1%	20.6%	21.9%	15.4%	18.6%	23.8%	18.9%	19.1%	16.1%	15.8%	18.6%	23.2%	18.3%	20.2%	20.0%	15.0%	9.2%	13.6%	
Don't know	183	83	88	12	18	31	16	5	58	13	37	3	10	12	77	114	15	6	48	-	73	79	32	32	70	81	68	54	34	34	24	43	31	27	24	28	31	44	54	157	11	10	4	
	10.0%	14.3%	8.5%	5.7%	4.5%	8.1%	5.9%	5.7%	13.4%	4.7%	8.4%	4.8%	9.7%	7.0%	12.9%	8.8%	13.6%	5.5%	15.8%	-	11.5%	9.8%	8.1%	7.0%	9.5%	12.9%	16.3%	9.5%	5.1%	11.1%	8.3%	10.1%	9.9%	8.8%	13.0%	11.7%	10.6%	10.2%	9.4%	10.2%	7.5%	11.8%	8.3%	
SIGMA	1831	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 67
Q46. Normal weightings
Q46. Which party leader do you think is doing the best job?
 Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
Conservative leader David Cameron	407	108	237	62	222	32	35	6	66	247	20	10	11	3	99	320	17	22	49	-	152	171	84	133	161	114	45	106	220	73	62	69	82	66	55	75	67	83	148	372	12	15	8	
	22.2%	18.7%	23.0%	28.3%	57.2%	8.5%	12.8%	7.5%	15.4%	87.2%	4.5%	13.7%	10.0%	1.6%	16.6%	24.5%	15.0%	19.5%	16.0%	-	24.1%	21.4%	21.1%	28.8%	21.7%	18.1%	10.8%	18.7%	32.6%	23.9%	21.4%	16.2%	25.9%	21.2%	30.4%	31.0%	22.8%	19.3%	25.7%	24.2%	8.2%	17.1%	14.8%	
Labour leader Ed Miliband	262	96	146	21	14	114	34	6	73	2	195	5	-	4	37	173	16	24	50	-	99	105	59	51	112	99	73	80	87	42	46	71	47	40	16	31	45	82	82	240	6	12	5	
	14.3%	16.5%	14.1%	9.6%	3.7%	30.0%	12.4%	7.5%	16.8%	0.8%	43.6%	7.6%	-	2.7%	6.2%	13.2%	14.2%	21.5%	16.6%	-	15.6%	13.1%	14.8%	11.2%	15.1%	15.7%	17.5%	14.2%	12.9%	13.8%	15.9%	16.6%	14.9%	12.7%	9.1%	12.9%	15.2%	19.1%	14.3%	15.6%	4.0%	13.2%	9.5%	
Liberal Democrat leader Nick Clegg	75	19	48	8	10	12	30	1	16	3	10	27	-	1	28	57	3	4	11	-	31	28	16	15	33	27	10	24	33	15	10	20	8	14	7	12	12	15	28	67	6	-	2	
	4.1%	3.3%	4.6%	3.5%	2.6%	3.3%	11.2%	1.0%	3.6%	1.2%	2.3%	38.6%	-	0.7%	4.7%	4.3%	2.4%	3.6%	3.7%	-	4.9%	3.4%	4.1%	3.2%	4.4%	4.3%	2.5%	4.2%	4.9%	5.0%	3.6%	4.7%	2.5%	4.4%	3.9%	5.0%	4.1%	3.5%	4.9%	4.3%	3.6%	-	4.2%	
UKIP leader Nigel Farage	111	44	46	20	21	21	11	4	35	2	15	2	62	-	26	73	12	5	21	-	31	50	31	21	42	49	38	43	19	18	15	30	21	19	7	11	19	36	40	106	-	5	1	
	6.1%	7.6%	4.5%	9.4%	5.5%	5.6%	4.2%	4.5%	8.0%	0.7%	3.3%	3.1%	58.4%	-	4.4%	5.6%	10.8%	4.4%	7.0%	-	4.9%	6.2%	7.7%	4.5%	5.6%	7.8%	5.1%	7.6%	2.8%	6.1%	5.3%	7.1%	6.8%	6.1%	3.7%	4.4%	6.3%	8.5%	7.0%	6.9%	-	5.3%	1.1%	
Green leader Natalie Bennett	86	26	50	11	11	14	22	7	21	2	16	2	2	43	15	54	5	10	17	-	24	34	29	14	33	40	37	21	22	8	10	24	20	14	10	10	19	21	24	73	4	5	4	
	4.7%	4.5%	4.8%	4.8%	2.7%	3.8%	7.9%	9.1%	4.8%	0.6%	3.5%	2.5%	1.7%	25.7%	2.5%	4.1%	4.9%	8.8%	5.6%	-	3.7%	4.2%	7.3%	3.0%	4.4%	6.3%	8.9%	3.7%	3.2%	2.6%	3.4%	5.7%	6.3%	4.7%	5.3%	4.1%	6.5%	4.8%	4.1%	4.8%	2.6%	6.2%	7.2%	
SNP leader Nicola Sturgeon	170	45	107	18	12	46	34	37	22	2	35	2	-	85	37	128	8	10	24	-	61	76	33	36	71	63	32	62	57	24	30	36	25	36	18	4	9	16	27	56	97	12	5	
	9.3%	7.7%	10.4%	8.2%	3.2%	12.1%	12.5%	46.2%	5.0%	0.9%	7.9%	2.9%	-	51.0%	6.2%	9.8%	7.7%	8.6%	7.8%	-	9.6%	9.5%	8.3%	7.7%	9.6%	10.0%	7.8%	10.9%	8.4%	7.8%	10.4%	8.4%	8.1%	11.7%	9.9%	1.6%	3.1%	3.7%	4.7%	3.7%	63.8%	13.4%	9.1%	
Plaid Cymru leader Leanne Wood	20	5	13	2	-	2	8	5	4	-	5	-	-	7	6	13	1	3	3	-	5	12	3	7	7	6	7	3	10	3	5	3	8	-	1	2	-	4	2	7	-	12	1	
	1.1%	0.9%	1.2%	0.9%	-	0.5%	2.8%	5.8%	0.8%	-	1.1%	-	-	4.4%	1.0%	1.0%	1.2%	2.4%	1.1%	-	0.7%	1.5%	0.9%	1.5%	1.0%	0.9%	1.7%	-	1.4%	1.0%	1.7%	0.8%	2.5%	-	0.8%	0.6%	-	1.0%	-	-	-	13.2%	2.3%	
Don't know	699	238	387	77	97	138	99	15	197	24	152	22	31	23	347	489	48	35	128	-	231	326	142	185	282	232	174	229	226	120	112	173	104	122	67	96	123	173	225	617	27	28	27	
	38.2%	40.7%	37.4%	35.1%	25.1%	36.4%	36.3%	18.4%	45.5%	8.6%	33.9%	31.5%	29.4%	14.0%	58.4%	37.4%	43.3%	31.2%	42.1%	-	36.6%	40.7%	35.8%	40.1%	38.1%	36.9%	41.7%	40.3%	33.6%	39.6%	38.3%	40.6%	33.1%	39.2%	37.0%	40.2%	42.0%	40.2%	39.1%	40.1%	17.8%	31.7%	51.9%	
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 68
Q47. Normal weightings
Q47. And which party leader's partner do you most identify with?
 Base: All Respondents

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partners ^a	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	186	167	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
Samantha Cameron (David Cameron)	265	73	160	32	136	31	19	4	48	122	37	12	13	4	66	201	14	15	35	-	93	114	58	79	103	83	35	74	128	51	44	59	50	31	30	46	37	55	104	240	11	13	1	
14.5%	12.7%	15.4%	14.7%	35.0%	8.1%	6.9%	4.6%	11.2%	43.0%	8.2%	16.7%	12.6%	2.5%	11.2%	15.4%	13.0%	13.7%	11.4%	-	14.7%	14.3%	14.5%	17.2%	13.9%	13.2%	8.4%	13.1%	19.0%	16.7%	15.0%	13.9%	16.0%	9.9%	16.6%	19.0%	12.5%	12.7%	18.0%	15.6%	7.0%	14.5%	2.3%		
Justine Thornton (Ed Miliband)	151	50	83	18	16	70	21	3	32	4	109	1	2	7	21	101	8	13	29	-	43	71	37	27	61	63	43	40	58	28	31	43	25	11	12	18	30	51	34	132	4	12	3	
8.2%	8.6%	8.0%	8.5%	4.0%	18.5%	7.6%	3.3%	7.5%	1.4%	24.2%	1.0%	1.7%	4.4%	3.5%	7.7%	7.2%	11.7%	9.4%	-	6.8%	8.8%	9.3%	5.9%	8.2%	10.0%	10.3%	7.0%	8.7%	9.1%	10.8%	10.2%	8.0%	3.6%	6.4%	7.5%	10.1%	11.8%	5.8%	8.6%	2.4%	13.2%	6.5%		
Miriam González Durántez (Nick Clegg)	89	19	60	10	21	16	26	3	18	16	25	9	1	5	25	68	6	4	11	-	43	35	11	32	35	21	11	19	54	12	20	17	12	15	13	20	17	17	24	78	6	2	3	
4.9%	3.3%	5.8%	4.6%	5.4%	4.2%	9.4%	3.4%	4.2%	5.6%	5.6%	13.3%	1.1%	2.9%	4.2%	5.2%	5.6%	3.8%	3.5%	-	6.8%	4.4%	2.9%	7.0%	4.8%	3.4%	2.7%	3.4%	8.1%	4.0%	6.8%	4.0%	3.7%	4.9%	7.4%	8.4%	5.8%	3.8%	4.2%	5.1%	4.2%	2.2%	6.0%		
Kirsten Farage (Nigel Farage)	40	18	16	6	10	7	2	2	12	1	2	1	24	-	5	27	1	3	9	-	13	17	10	7	18	15	16	15	3	9	4	14	11	2	-	6	2	14	16	38	-	1	2	
2.2%	3.0%	1.6%	2.8%	2.6%	1.8%	0.7%	2.4%	2.7%	-	0.5%	1.5%	22.7%	-	0.9%	2.1%	1.1%	2.4%	2.9%	-	2.1%	2.1%	2.6%	1.6%	2.4%	2.4%	3.9%	2.6%	0.5%	2.8%	1.5%	3.2%	3.5%	0.8%	-	2.5%	0.8%	3.2%	2.8%	2.5%	-	0.8%	3.0%		
Jim Jepps (Natalie Bennett)	13	4	5	4	-	3	3	1	5	-	-	-	1	7	4	6	1	2	5	-	4	5	5	4	3	6	8	4	1	-	1	5	2	3	2	2	3	1	5	11	-	2	1	
0.7%	0.7%	-	1.8%	-	0.8%	1.0%	1.4%	1.2%	-	-	-	1.0%	4.1%	0.6%	-	0.5%	1.8%	1.6%	-	0.6%	0.6%	1.3%	0.9%	-	1.0%	1.9%	0.6%	-	-	1.2%	0.6%	1.1%	1.1%	0.8%	0.9%	-	0.9%	0.7%	-	2.2%	1.1%			
Peter Murrell (Nicola Sturgeon)	34	17	14	4	2	5	3	9	12	-	1	-	2	22	7	26	4	1	3	-	9	15	10	5	14	15	13	14	3	9	6	9	6	4	-	1	-	2	1	4	28	1	2	
1.9%	2.9%	1.3%	1.7%	0.5%	1.3%	1.2%	10.7%	2.8%	-	-	-	1.7%	13.1%	1.2%	2.0%	3.2%	1.2%	1.1%	-	1.5%	1.9%	2.5%	1.1%	1.8%	2.5%	3.2%	2.4%	-	3.0%	2.1%	2.2%	1.8%	1.3%	-	-	-	0.5%	-	-	18.4%	0.8%	3.0%		
Dont know	1238	398	696	144	203	247	200	59	304	141	275	47	62	122	465	876	76	72	213	-	427	546	266	305	507	426	290	402	425	196	185	279	209	244	125	148	205	292	392	1036	103	58	41	
67.6%	68.6%	67.3%	65.9%	52.5%	65.3%	73.2%	74.2%	70.3%	49.8%	61.3%	67.5%	59.1%	73.0%	78.5%	67.1%	69.4%	65.5%	70.0%	-	67.6%	68.1%	66.9%	68.3%	68.5%	67.7%	68.6%	70.8%	63.2%	64.4%	63.5%	65.5%	66.4%	78.4%	68.6%	61.5%	70.0%	67.6%	68.1%	67.3%	68.0%	66.1%	78.0%		
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 69

Q48. Normal weightings

Q48. Whoever becomes Prime Minister after this year's General Election will represent Britain abroad at international summits and meetings with other world leaders. Who do you think would be the most respected Prime Minister for Britain on the world stage?

Base: All Respondents

Unweighted Total
Weighted Total
David Cameron

Nick Clegg

Ed Miliband

Nigel Farage

Natalie Bennett

None of the above

Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	186	187	235	327	790	1539	175	69	48	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
34.4%	29.8%	36.3%	37.8%	72.9%	20.0%	33.3%	12.3%	26.2%	93.0%	18.2%	31.9%	21.3%	11.8%	31.8%	37.3%	25.9%	34.7%	25.3%	-	34.2%	36.0%	31.5%	42.8%	34.8%	27.9%	20.7%	28.5%	47.7%	38.6%	31.7%	30.0%	36.9%	33.4%	39.6%	46.0%	35.7%	30.1%	37.2%	36.3%	19.0%	33.5%	23.1%	
59	19	26	13	8	11	16	*	15	3	15	15	4	1	19	37	9	2	10	-	32	18	9	14	26	19	11	25	19	8	14	12	5	12	7	4	12	19	20	55	4	-	-	
3.2%	3.3%	2.6%	6.1%	2.0%	3.0%	5.8%	0.5%	3.5%	1.1%	3.3%	20.7%	4.0%	0.7%	3.1%	2.8%	8.2%	2.1%	3.3%	-	5.1%	2.2%	2.2%	3.1%	3.5%	3.0%	2.7%	4.3%	2.9%	2.6%	4.8%	2.7%	1.7%	4.0%	4.0%	1.6%	4.2%	4.4%	3.4%	3.6%	2.4%	-	-	
179	64	100	15	8	73	29	2	52	1	131	3	3	5	19	118	11	16	34	-	55	78	46	31	76	71	51	67	50	36	27	52	36	23	5	25	27	60	45	157	6	8	8	
9.8%	11.0%	9.7%	7.0%	2.0%	19.4%	10.4%	2.9%	12.0%	*	29.3%	4.1%	3.0%	2.9%	3.2%	9.0%	10.3%	14.1%	11.3%	-	8.8%	9.7%	11.6%	6.8%	10.3%	11.3%	12.2%	11.8%	7.4%	11.7%	9.3%	12.3%	11.4%	7.4%	2.8%	10.5%	9.2%	14.0%	7.8%	10.2%	3.6%	9.2%	15.5%	
29	12	13	3	4	6	*	2	10	1	-	2	20	-	1	19	4	1	5	-	9	10	10	5	9	14	14	9	1	7	4	6	7	5	-	1	3	10	12	26	-	1	2	
1.6%	2.1%	1.3%	1.4%	1.1%	1.5%	*	3.0%	2.4%	*	-	3.1%	18.9%	-	*	1.4%	3.7%	1.0%	1.6%	-	1.5%	1.2%	2.4%	1.1%	1.2%	2.3%	3.4%	1.6%	*	2.4%	1.4%	1.4%	2.2%	1.0%	-	0.6%	1.0%	2.3%	2.1%	1.7%	-	0.8%	3.0%	
49	21	26	2	3	14	10	5	13	*	10	2	2	22	7	28	3	7	11	-	11	23	14	7	19	22	21	11	15	5	5	11	13	12	3	5	6	9	16	36	5	4	3	
2.7%	3.6%	2.5%	0.9%	0.9%	3.8%	3.7%	6.0%	3.0%	*	2.2%	2.5%	1.7%	13.2%	1.2%	2.2%	2.6%	6.2%	3.5%	-	1.8%	2.9%	3.5%	1.6%	2.6%	3.5%	5.1%	2.0%	2.3%	1.5%	1.6%	2.7%	4.0%	3.8%	1.9%	2.1%	1.9%	2.2%	2.9%	2.4%	3.4%	4.8%	5.3%	
498	149	298	52	36	140	89	49	114	5	133	20	24	90	179	354	29	27	88	-	186	198	114	111	190	197	119	177	153	70	90	118	70	94	56	40	74	108	150	372	76	32	18	
27.2%	25.6%	28.8%	23.7%	9.3%	37.0%	32.5%	60.7%	26.3%	1.7%	29.7%	28.6%	22.4%	54.3%	30.1%	27.1%	26.3%	24.2%	28.9%	-	29.4%	24.7%	28.8%	24.0%	25.7%	31.3%	28.5%	31.2%	22.8%	23.1%	31.0%	27.6%	22.1%	30.1%	30.9%	16.5%	25.4%	25.0%	26.1%	24.2%	49.9%	36.4%	35.2%	
388	142	195	50	46	59	39	12	115	10	78	6	30	29	180	263	35	20	80	-	122	187	79	95	163	130	114	117	113	61	59	100	68	62	38	55	66	95	118	334	31	13	9	
21.2%	24.6%	18.9%	23.0%	11.8%	15.6%	14.1%	14.6%	26.6%	3.6%	17.3%	9.1%	28.7%	17.1%	30.3%	20.1%	22.9%	17.8%	26.2%	-	19.2%	23.3%	20.0%	20.6%	21.9%	20.7%	27.4%	20.6%	16.8%	20.2%	20.2%	23.4%	21.6%	19.8%	20.9%	22.7%	22.7%	22.1%	20.4%	21.7%	20.7%	15.2%	17.8%	
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 70
Q49. Normal weightings
Q49. Who would you trust most deal with the threat of terrorism in the UK?
 Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region* + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	427	304	311	188	187	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
David Cameron	476	134	291	52	228	50	58	9	77	217	55	16	12	18	134	375	19	26	57	-	158	229	89	159	182	126	59	119	261	82	69	96	84	86	60	82	74	89	165	410	29	26	11	
	26.0%	23.1%	28.2%	23.7%	58.8%	13.1%	21.2%	11.8%	17.8%	76.7%	12.2%	23.3%	11.8%	10.7%	22.6%	28.7%	17.0%	23.4%	18.7%	-	25.0%	28.6%	22.5%	34.6%	25.9%	20.0%	14.2%	21.0%	38.8%	27.1%	23.6%	22.4%	26.6%	27.4%	33.0%	34.3%	25.2%	20.6%	28.7%	26.6%	19.2%	29.4%	22.0%	
Nick Clegg	46	9	25	12	3	10	16	1	12	-	13	10	1	5	14	36	5	-	5	-	13	22	10	14	19	13	1	14	26	10	7	9	3	7	10	5	12	13	11	41	5	-	-	
	2.5%	1.5%	2.4%	5.5%	0.7%	2.5%	6.0%	1.7%	2.9%	-	2.8%	14.2%	0.7%	3.3%	2.3%	2.7%	4.8%	-	1.5%	-	2.1%	2.8%	2.6%	3.1%	2.8%	2.0%	-	2.4%	3.9%	3.2%	2.4%	2.1%	0.9%	2.2%	5.7%	2.3%	4.2%	3.0%	1.8%	2.7%	3.0%	-	-	
Ed Miliband	156	48	90	18	7	75	24	1	35	3	120	3	4	4	13	106	10	7	33	-	53	64	40	31	71	54	46	46	54	29	25	45	32	18	6	21	23	52	44	140	5	5	6	
	8.5%	8.3%	8.8%	8.0%	1.9%	19.7%	8.8%	1.0%	8.1%	1.0%	26.8%	4.6%	3.5%	2.1%	2.2%	8.1%	8.7%	6.7%	10.7%	-	8.3%	7.9%	10.0%	6.7%	9.6%	8.6%	11.0%	8.1%	8.0%	9.5%	8.7%	10.6%	10.3%	5.8%	3.4%	8.8%	7.9%	12.1%	7.6%	9.1%	3.3%	5.3%	11.3%	
Nigel Farage	100	45	38	18	24	19	8	10	29	9	13	4	39	2	28	64	6	8	23	-	31	41	28	15	41	45	32	29	27	13	18	29	19	14	7	10	17	25	40	92	2	3	3	
	5.5%	7.7%	3.7%	8.1%	6.2%	5.0%	3.0%	12.4%	6.8%	3.2%	2.9%	6.0%	36.6%	1.1%	4.7%	4.9%	5.1%	7.2%	7.5%	-	4.9%	5.1%	7.1%	3.2%	5.6%	7.1%	7.8%	5.0%	4.0%	4.4%	6.0%	6.7%	6.1%	4.4%	4.0%	4.1%	5.8%	5.9%	6.9%	6.0%	1.5%	3.1%	5.3%	
Natalie Bennett	32	11	15	6	2	4	9	3	10	2	2	1	2	19	2	20	1	5	5	-	7	7	18	6	7	19	15	12	5	2	4	10	5	7	4	3	4	5	11	23	2	3	3	
	1.7%	1.8%	1.4%	2.8%	-	1.1%	3.3%	3.5%	2.4%	0.5%	-	1.0%	2.1%	11.4%	-	1.5%	0.7%	5.0%	1.7%	-	1.0%	0.9%	4.5%	1.3%	0.9%	3.0%	3.5%	2.1%	0.7%	0.5%	1.4%	2.3%	1.7%	2.3%	2.0%	1.3%	1.4%	1.1%	1.9%	1.5%	1.5%	3.1%	6.0%	
None of the above	486	151	290	45	43	114	89	40	123	11	125	15	20	94	170	319	37	35	94	-	175	194	117	105	181	200	125	168	139	77	84	125	70	90	41	42	73	116	136	367	79	24	16	
	26.5%	26.0%	28.1%	20.5%	11.0%	30.0%	32.4%	50.1%	28.4%	4.0%	28.0%	21.7%	19.0%	56.3%	28.6%	24.4%	33.3%	32.1%	31.0%	-	27.7%	24.2%	29.4%	22.9%	24.4%	31.7%	30.0%	29.7%	20.7%	25.2%	28.6%	29.2%	22.2%	28.9%	22.4%	17.5%	25.0%	26.9%	23.7%	23.9%	51.8%	37.2%	30.3%	
Don't know	536	183	284	69	82	108	69	16	145	41	120	21	28	25	232	386	33	28	88	-	196	245	95	130	231	174	139	179	162	91	85	114	101	90	54	76	89	131	169	465	30	28	13	
	29.3%	31.5%	27.5%	31.4%	21.0%	28.5%	25.4%	19.6%	33.6%	14.4%	26.8%	29.2%	26.2%	15.2%	39.2%	29.5%	30.4%	25.7%	28.9%	-	31.0%	30.8%	23.8%	28.3%	31.2%	27.7%	33.3%	31.6%	24.0%	29.9%	29.3%	26.7%	32.2%	29.0%	29.5%	31.7%	30.5%	30.3%	29.4%	30.2%	19.6%	32.0%	25.0%	
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 71

Q50. Normal weightings

Q50. Thinking about families and government policy, which of the following would be your top priority to change if you were in government?

Base: All Respondents

- Unweighted Total
- Weighted Total
- Subsidise childcare to make it more affordable for working parents
- Increase maternity pay so mums are able to stay home longer
- Require firms to offer more flexible jobs for working parents
- Increase the number of school places so it's simpler to get a local school
- Invest more money in schools to improve facilities
- Increase the minimum wage to the level of the living wage
- Abolish university tuition fees
- Stop the free schools programme and bring schools back into local authority control
- Open more free schools, which allow parents to set up their own schools
- Dont know
- SIGMA

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1											
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated	Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48			
Weighted Total	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52			
Subsidise childcare to make it more affordable for working parents	468	204	345	20	98	88	73	21	116	68	128	20	26	30	157	330	30	21	88	-	192	203	73	163	193	113	87	150	200	69	78	125	72	82	43	61	62	107	159	390	42	23	14		
Increase maternity pay so mums are able to stay home longer	134	58	69	7	30	29	18	3	28	21	36	4	5	16	40	97	11	7	20	-	61	44	30	45	48	41	20	59	51	28	22	27	24	23	11	17	30	35	33	115	10	4	5		
Require firms to offer more flexible jobs for working parents	259	75	159	28	56	47	29	15	69	46	45	11	18	20	86	177	17	18	47	-	83	113	63	57	91	111	64	79	90	37	34	60	49	47	32	46	44	50	76	216	18	11	14		
Increase the number of school places so it's simpler to get a local school	79	18	49	12	23	19	12	1	14	17	13	4	12	4	27	58	3	3	15	-	34	29	16	14	28	37	12	17	33	14	19	11	14	17	4	14	6	17	37	73	3	3	-		
Invest more money in schools to improve facilities	178	38	116	23	40	38	25	8	39	30	40	4	6	18	65	146	8	6	17	-	53	90	34	40	84	54	29	41	81	32	18	44	30	30	23	28	24	33	52	138	18	19	3		
Increase the minimum wage to the level of the living wage	385	129	200	57	66	94	46	21	99	41	109	9	20	52	120	256	24	35	70	-	136	146	104	68	158	160	135	128	92	61	65	100	66	65	27	34	64	103	113	314	43	20	7		
Abolish university tuition fees	183	24	112	47	45	38	39	2	37	35	43	10	13	14	56	131	12	16	24	-	38	100	45	43	82	58	46	54	62	39	36	27	35	27	19	25	38	43	54	160	9	6	8		
Stop the free schools programme and bring schools back into local authority control	85	15	50	20	22	20	27	4	9	14	29	4	3	10	20	70	2	2	11	-	18	45	23	20	35	30	11	23	45	10	11	19	17	13	15	7	12	26	36	81	4	-	-		
Open more free schools, which allow parents to set up their own schools	16	5	10	1	1	3	3	3	6	1	3	2	1	-	6	9	-	1	5	-	3	13	-	3	6	7	1	6	4	2	1	3	4	4	2	4	5	1	4	14	-	2	-		
Dont know	43	14	24	6	7	4	2	1	14	10	1	1	2	3	16	30	4	1	9	-	14	21	9	9	15	19	12	12	15	12	7	12	4	3	6	4	7	15	11	37	6	1	-		
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 72

Q51. Normal weightings

Q51. When your youngest child was born, would you have shared your parental leave with your partner had the option been available?

Base: Has children

Unweighted Total

Weighted Total

Yes

No

Not applicable - I did not have a partner when my youngest child was born

Don't know

SIGMA

Total	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	167	235	327	790	1539	175	69	48		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
471	153	251	67	92	91	69	22	132	57	115	17	23	54	149	323	35	38	75	-	168	192	111	132	156	162	139	147	136	85	72	129	76	65	44	73	74	86	145	378	44	30	19		
25.7%	26.4%	24.3%	30.9%	21.3%	23.9%	25.2%	27.6%	30.6%	20.0%	25.6%	24.9%	22.3%	32.5%	25.2%	24.7%	32.2%	34.7%	24.5%	-	26.5%	24.0%	28.0%	28.7%	21.1%	28.9%	33.4%	26.0%	20.2%	28.1%	24.5%	30.3%	24.1%	20.8%	24.1%	30.4%	25.4%	19.9%	25.2%	24.6%	28.7%	33.5%	37.1%		
1148	351	675	123	285	290	168	51	241	209	279	51	68	92	365	866	66	61	156	-	370	536	243	277	510	361	203	360	488	190	168	252	195	212	111	130	190	291	371	982	92	44	29		
62.7%	60.6%	65.3%	58.2%	73.6%	65.9%	61.6%	63.8%	55.7%	73.9%	62.3%	72.0%	64.7%	55.0%	61.5%	68.3%	59.8%	54.8%	51.1%	-	58.5%	66.8%	61.1%	60.2%	68.8%	57.4%	48.8%	63.5%	72.5%	62.5%	64.5%	59.2%	61.8%	68.1%	60.8%	54.1%	65.0%	67.6%	64.5%	63.8%	60.8%	50.4%	56.0%		
80	36	33	10	5	21	9	2	30	4	22	-	7	5	31	16	1	9	53	-	41	22	16	15	32	32	51	19	6	15	12	16	18	14	4	15	9	22	20	65	5	6	3		
4.3%	6.3%	3.2%	4.5%	1.2%	5.7%	3.4%	2.1%	6.9%	1.5%	5.0%	-	7.1%	3.2%	5.3%	1.3%	1.0%	8.2%	17.4%	-	6.4%	2.8%	4.2%	3.3%	4.3%	5.1%	12.2%	3.4%	1.0%	4.9%	4.2%	3.8%	5.8%	4.6%	1.9%	6.2%	3.1%	5.0%	3.4%	4.2%	3.2%	7.3%	5.7%		
132	39	75	19	15	17	27	5	29	13	32	2	6	15	48	101	8	3	21	-	54	51	27	36	43	53	24	40	43	14	20	29	26	20	24	22	19	32	40	113	11	8	1		
7.2%	6.7%	7.2%	8.5%	3.9%	4.5%	9.8%	6.5%	6.7%	4.6%	7.1%	3.1%	5.9%	9.3%	8.1%	7.7%	7.0%	2.3%	7.0%	-	8.6%	6.4%	6.8%	7.8%	5.8%	8.5%	5.7%	7.1%	6.4%	4.5%	6.7%	6.8%	8.3%	6.5%	13.1%	9.3%	6.5%	7.4%	6.9%	7.3%	7.3%	8.7%	1.1%		
1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	481	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 73

Q52. Normal weightings

Q52. Which of the following reasons is the main reason that you would not have shared your parental leave with your partner had the option been available?

Base: Wouldn't have shared parental leave

Unweighted Total
 Weighted Total
 My partner wouldn't have wanted to
 My partner's employer wouldn't have been happy with the idea
 I couldn't have afforded the loss of my partners' earnings
 I wanted to stay home with my baby
 I was breastfeeding so couldn't leave my baby
 Other (please state)
 SIGMA

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1159	608	451	80	274	212	194	56	285	205	268	45	69	99	366	831	75	50	183	0	406	512	221	263	495	381	225	386	448	197	178	261	190	211	102	102	151	214	506	973	105	35	26	
Weighted Total	1148	351	675	123	285	250	168	51	241	209	279	51	68	92	365	866	66	61	156	0	370	536	243	277	510	361	203	360	488	190	188	252	195	212	111	130	190	291	371	982	92	44	29	
My partner wouldn't have wanted to	89	22	47	20	39	22	6	4	15	33	17	1	8	6	23	64	3	11	12	-	33	39	17	21	39	29	21	25	36	15	14	16	15	15	14	8	11	20	30	69	12	2	6	
	7.7%	6.3%	6.9%	16.2%	10.0%	8.6%	3.5%	7.6%	6.0%	11.0%	6.1%	2.8%	11.5%	6.1%	6.2%	7.4%	3.9%	18.3%	7.4%	-	8.8%	7.3%	7.0%	7.6%	7.6%	8.0%	10.5%	6.9%	7.4%	8.0%	7.6%	6.3%	7.5%	6.0%	13.0%	6.0%	5.6%	7.0%	8.2%	7.0%	12.0%	4.4%	20.3%	
My partner's employer wouldn't have been happy with the idea	36	9	25	2	9	10	1	1	8	10	9	-	1	2	11	30	-	3	3	-	13	18	6	12	17	8	6	6	22	7	6	9	3	7	4	9	7	11	7	33	2	-	1	
	3.1%	2.5%	3.7%	1.7%	3.1%	3.9%	0.6%	1.6%	3.4%	4.9%	3.2%	-	1.8%	2.3%	3.0%	3.5%	-	4.2%	2.0%	-	3.4%	3.3%	2.4%	4.2%	3.2%	2.1%	2.8%	1.6%	4.6%	3.5%	3.4%	3.5%	1.6%	3.3%	3.5%	6.7%	3.4%	3.9%	1.8%	3.4%	2.0%	-	2.1%	
I couldn't have afforded the loss of my partners' earnings	258	104	132	23	67	43	40	12	52	46	55	10	15	18	99	207	17	8	26	-	94	122	42	49	136	72	31	104	111	42	44	51	47	48	25	24	46	77	84	231	17	3	6	
	22.4%	29.5%	19.5%	18.4%	23.5%	17.4%	24.0%	24.1%	21.4%	21.7%	19.6%	19.5%	21.9%	19.4%	27.1%	23.9%	26.2%	12.9%	16.7%	-	25.3%	22.8%	17.3%	17.7%	26.7%	20.0%	15.4%	28.9%	22.7%	22.3%	23.6%	20.1%	24.2%	22.6%	22.7%	18.4%	24.2%	26.5%	22.8%	23.6%	18.7%	6.7%	20.3%	
I wanted to stay home with my baby	484	136	299	48	130	119	65	19	93	92	123	27	32	31	144	359	30	22	73	-	148	221	115	118	198	167	93	145	194	74	78	110	88	91	43	57	81	125	149	412	35	26	10	
	42.1%	38.8%	44.4%	39.2%	45.5%	47.7%	38.6%	38.0%	38.5%	44.0%	44.2%	52.5%	46.8%	33.9%	39.3%	41.4%	45.0%	38.2%	47.1%	-	40.0%	41.2%	47.4%	42.7%	38.9%	46.2%	45.8%	40.3%	39.8%	39.0%	41.5%	43.6%	45.1%	42.9%	38.5%	44.1%	42.4%	42.9%	40.3%	42.0%	38.0%	58.3%	35.1%	
I was breastfeeding so couldn't leave my baby	242	66	150	25	42	46	46	13	66	33	65	9	10	31	73	178	14	16	33	-	71	112	59	64	101	76	41	67	109	41	40	57	36	44	24	27	42	48	86	203	21	11	7	
	21.0%	18.9%	22.2%	20.7%	14.9%	18.4%	27.4%	26.1%	27.3%	16.0%	23.3%	17.5%	14.8%	34.3%	20.1%	20.5%	22.0%	27.0%	21.1%	-	19.3%	20.8%	24.2%	23.2%	19.9%	21.0%	20.4%	18.6%	22.3%	21.7%	21.1%	22.7%	18.5%	20.6%	21.3%	20.5%	22.2%	16.5%	23.2%	20.7%	23.1%	24.4%	22.3%	
Other (please state)	40	14	22	5	9	10	10	1	8	5	10	4	2	4	15	29	2	1	9	-	12	25	4	13	18	9	10	13	15	10	5	10	6	8	1	5	4	9	14	33	5	3	-	
	3.5%	3.9%	3.2%	3.9%	3.0%	3.8%	5.9%	2.6%	3.3%	2.5%	3.7%	7.7%	3.2%	4.1%	4.1%	3.3%	2.9%	1.4%	5.6%	-	3.2%	4.6%	1.7%	4.8%	3.6%	2.6%	5.0%	3.6%	3.2%	5.5%	2.8%	3.8%	3.2%	3.7%	1.0%	4.2%	2.2%	3.2%	3.8%	3.3%	5.3%	6.1%	-	
SIGMA	1148	351	675	123	285	250	168	51	241	209	279	51	68	92	365	866	66	61	156	-	370	536	243	277	510	361	203	360	488	190	188	252	195	212	111	130	190	291	371	982	92	44	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 74

Q53. Normal weightings

Q53. What do you think is the top reason there are not more women in politics?

Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1									
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated/ Widowed	Single	None	One	Two	Three+	Fulltime	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	167	235	327	730	1539	175	69	48
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
Working hours are not family friendly	533	126	330	77	132	104	94	24	97	93	137	33	27	39	160	407	23	28	75	-	159	241	132	114	247	172	123	158	212	87	76	113	103	86	68	71	97	118	163	449	40	29	16
	29.1%	21.7%	32.0%	35.2%	34.1%	27.5%	34.4%	30.5%	22.4%	32.8%	30.6%	46.3%	26.0%	23.6%	27.0%	31.2%	21.1%	25.1%	24.5%	-	25.2%	30.1%	33.4%	24.7%	33.4%	27.3%	29.5%	27.8%	31.5%	28.6%	26.0%	26.5%	32.6%	27.6%	37.6%	29.4%	33.1%	27.4%	28.4%	29.2%	26.0%	33.0%	29.9%
Women are turned-off by the 'boys club' environment	597	155	369	72	134	143	100	24	111	100	149	21	36	61	191	448	24	28	96	-	220	256	120	161	244	191	96	177	263	85	85	140	92	130	65	80	94	139	200	514	48	21	14
	32.6%	26.8%	35.7%	33.2%	34.7%	37.1%	36.7%	29.7%	25.7%	35.2%	33.3%	30.5%	34.5%	36.6%	32.2%	34.4%	21.0%	25.4%	31.5%	-	34.8%	32.0%	30.4%	35.0%	32.9%	30.4%	22.9%	31.2%	39.1%	28.1%	29.1%	32.8%	29.1%	41.7%	35.7%	33.5%	32.0%	32.3%	34.8%	33.4%	31.6%	24.1%	26.2%
Women don't feel they can make a real difference	46	24	17	5	5	8	1	-	21	6	8	2	4	2	16	26	5	3	12	-	14	22	10	9	17	20	18	11	11	18	9	5	10	2	1	4	7	14	16	41	3	1	1
	2.5%	4.2%	1.6%	2.4%	1.4%	2.2%	-	-	4.8%	2.3%	1.7%	3.1%	3.8%	1.1%	2.7%	2.0%	5.0%	2.6%	3.8%	-	2.3%	2.8%	2.4%	2.0%	2.3%	3.2%	4.3%	1.9%	1.6%	6.1%	3.0%	1.2%	3.2%	0.8%	0.8%	1.6%	2.4%	3.3%	2.8%	2.7%	2.0%	1.7%	1.1%
Women are discriminated against by the political parties	374	163	181	29	58	67	44	20	123	35	100	7	21	46	119	241	29	25	79	-	151	154	69	99	131	144	107	120	108	60	69	95	76	55	19	49	54	83	106	293	39	25	17
	20.4%	28.2%	17.6%	13.4%	15.0%	17.7%	16.0%	24.9%	28.4%	12.3%	22.3%	9.9%	20.2%	27.6%	20.0%	18.5%	25.9%	22.3%	26.0%	-	23.9%	19.2%	17.3%	21.5%	17.6%	22.9%	25.6%	21.1%	16.0%	19.8%	23.5%	22.3%	24.2%	17.5%	10.5%	20.4%	18.6%	19.3%	18.5%	19.0%	25.4%	28.9%	32.6%
The electorate are less likely to vote for female candidates	208	92	94	22	42	41	21	10	67	30	43	4	13	17	80	124	22	23	39	-	71	96	41	62	69	77	60	77	52	43	40	54	26	27	18	25	31	56	68	180	13	9	5
	11.4%	15.9%	9.1%	10.1%	10.8%	10.9%	7.5%	12.9%	15.6%	10.8%	9.7%	5.9%	12.6%	10.2%	13.6%	9.5%	20.2%	20.6%	12.9%	-	11.2%	12.0%	10.4%	13.4%	9.3%	12.3%	14.3%	13.6%	7.7%	14.1%	13.7%	12.6%	8.3%	8.8%	9.7%	10.6%	10.6%	12.9%	11.9%	11.7%	8.7%	10.6%	10.2%
Other (please state)	74	19	42	12	16	15	14	2	13	19	11	3	3	2	27	59	7	4	4	-	17	32	25	16	33	25	14	24	28	11	14	20	8	11	10	11	10	21	21	63	10	1	-
	4.0%	3.2%	4.1%	5.7%	4.1%	4.0%	5.1%	2.0%	3.1%	6.6%	2.5%	4.2%	3.0%	1.0%	4.6%	4.5%	6.0%	3.9%	1.3%	-	2.7%	4.0%	6.2%	3.4%	4.5%	3.9%	3.4%	4.3%	4.2%	3.5%	4.2%	4.5%	2.6%	3.6%	5.7%	4.5%	3.4%	4.8%	3.7%	4.1%	6.3%	1.7%	-
SIGMA	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1306	110	111	305	-	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Netmums Election Survey

Prepared on behalf of Netmums

Table 75
Q54. Normal weightings
Q54. Which of these female politicians would make the best Prime Minister?
Base: All Respondents

	Age			2010 Vote					Voting Intention					Relationship Status				Number of Children				Employment			Salary			Visit Netmums						Region7 + 1										
	16-34	35-44	45+	Con	Lab	LD	Other	Did Not Vote	Con	Lab	LD	UKIP	Other	Undecided	Married	Civil Partnership	Divorced/ Separated	Widowed	Single	None	One	Two	Three+	Full-time	Part-time	Other	£0-19,999	£20,000-£39,999	£40,000+	At least once a day	4-5 times a week	2-3 times a week	Once a week	Several times a month	A few times a year	London	Midlands	North	South	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1831	998	690	143	378	329	257	89	500	278	430	64	111	178	591	1257	122	91	361	0	692	778	361	439	719	673	470	603	610	325	288	437	304	311	186	187	235	327	730	1539	175	69	48	
Weighted Total	1831	579	1034	218	388	379	273	80	432	283	448	70	105	167	593	1308	110	111	305	0	632	802	397	461	741	629	417	567	673	304	292	427	315	312	182	240	293	431	575	1539	152	88	52	
Stella Creasy	24	9	11	4	3	8	6	1	4	3	11		2	3	2	20	1	1	1		8	9	6	10	8	5	3	10	10	2	5	8	3	3	3	6	3	3	9	21	1	1	1	
	1.3%	1.5%	1.0%	1.9%	0.8%	2.1%	2.4%	0.6%	0.9%	1.1%	2.5%	0.6%	1.8%	1.9%		1.5%	1.3%	1.0%			1.3%	1.1%	1.6%	2.1%	1.1%	0.9%	0.8%	1.8%	1.4%	0.7%	1.6%	1.8%	1.0%	0.9%	1.8%	2.6%	1.2%	0.7%	1.5%	1.4%	0.7%	0.8%	1.1%	
Harriet Harman	113	22	71	21	18	36	26	2	20	10	54	6	4	8	26	83	3	12	15		40	46	27	28	47	39	20	24	59	17	19	21	22	19	16	19	14	33	31	98	8	5	3	
	6.2%	3.7%	6.8%	9.5%	4.6%	9.4%	9.4%	2.2%	4.7%	3.4%	12.1%	8.3%	3.8%	4.5%	4.4%	6.4%	2.9%	10.9%	4.8%		6.4%	5.7%	6.7%	6.0%	6.3%	6.2%	4.7%	4.2%	8.8%	5.5%	6.4%	5.0%	6.9%	6.0%	8.8%	8.0%	4.8%	7.6%	5.5%	6.3%	5.1%	5.6%	5.3%	
Rachel Reeves	12	4	8		1	4	2		4		6	1	1	1	3	6	3		3		4	5	3	2	1	8	3	7	2	3		3	4	2			3	1	5	9	1	2		
	0.6%	0.6%	0.8%			1.1%	0.8%		1.0%		1.4%	1.5%	1.1%		0.5%		2.6%		1.0%			0.6%	0.6%	0.8%	0.5%		1.3%	1.2%	*	1.0%		0.8%	1.2%	0.5%			1.2%	*	0.9%	0.6%	*	2.2%		
Yvette Cooper	41	4	28	9	6	20	9		6	1	29	1	1	4	3	36	3		2		18	15	8	12	25	5	4	7	26	3	7	9	10	12		9	6	5	16	37	3	2		
	2.3%	0.8%	2.7%	4.1%	1.5%	5.3%	3.3%		1.5%	*	6.6%	1.5%	1.0%	2.1%	*	2.8%	2.7%		0.6%		2.9%	1.9%	2.0%	2.5%	3.3%	0.8%	0.9%	1.3%	3.9%	1.1%	2.3%	2.1%	3.0%	4.0%		3.8%	2.0%	1.2%	2.9%	2.4%	1.8%	2.2%		
Diane Abbott	62	10	44	8	9	16	12	6	9	4	17	5	1	11	15	44	2	6	10		21	29	12	18	26	18	11	17	23	11	12	15	10	9	5	11	12	3	20	45	10	2	5	
	3.4%	1.7%	4.3%	3.8%	2.4%	4.1%	4.3%	6.9%	2.0%	1.3%	3.8%	7.6%	1.0%	6.5%	2.6%	3.5%	1.9%	5.3%	3.4%		3.1%	3.6%	3.1%	3.9%	3.6%	2.6%	2.7%	3.0%	3.5%	4.0%	3.5%	3.3%	3.0%	3.0%	3.0%	4.5%	4.0%	0.7%	3.4%	2.9%	6.5%	2.2%	10.2%	
Caroline Flint	15	4	10	1	1	12			2	2	12				1	10		1	3		3	7	5	1	10	4	2	6	8	2	2	5	3	2	*	1	2	2	10	14	1			
	0.8%	0.7%	0.9%	*	*	3.1%			*	0.5%	2.7%	0.6%			*	0.8%	*	1.0%	1.1%		0.5%	0.9%	1.2%	*	1.4%	0.6%	*	1.0%	1.1%	0.8%	0.6%	1.2%	1.0%	0.7%	*	*	0.7%	*	1.7%	0.9%	0.9%			
Sayeeda Warsi	24	6	16	2	5	6	5	1	5	6	7		3	2	6	16		3	4		7	10	7	4	5	14	6	7	8	6	3	5	4	3	3	2	3	7	7	19	4	1		
	1.3%	1.0%	1.5%	0.9%	1.2%	1.6%	1.7%	1.4%	1.2%	2.2%	1.5%		3.0%	1.0%	1.0%	1.2%		3.1%	1.4%		1.1%	1.2%	1.8%	1.4%	0.7%	2.2%	1.4%	1.3%	1.3%	1.9%	1.1%	1.1%	1.2%	1.1%	1.9%	0.8%	1.2%	1.6%	1.2%	1.3%	2.4%	0.8%		
Theresa May	152	31	89	32	59	17	26	7	24	59	15	8	10	2	50	115	7	11	18		55	68	29	39	63	50	20	51	67	24	29	21	28	32	17	29	23	33	52	138	5	7	3	
	8.3%	5.4%	8.6%	14.7%	17.7%	4.5%	9.5%	9.3%	5.5%	20.8%	3.4%	11.8%	9.2%	1.2%	8.4%	8.8%	6.6%	10.0%	6.1%		8.7%	8.4%	7.4%	8.6%	8.5%	7.9%	4.7%	8.9%	9.9%	8.0%	10.0%	5.0%	9.0%	10.1%	9.6%	12.2%	8.0%	7.7%	9.1%	9.0%	3.0%	7.5%	6.0%	
Priti Patel	16	5	11		6	3	2		5	4	8			1	3	13	1		1		4	10	3	4	6	7	5	6	5	2	8	4	*	1		4	5	2	5	16	1			
	0.9%	0.9%	1.1%		1.5%	0.8%	0.8%		1.1%	1.4%	1.9%			*	0.5%	1.0%	1.0%		*		0.6%	1.2%	0.6%	0.8%	0.8%	1.0%	1.2%	1.1%	0.7%	0.7%	2.6%	1.0%	*	*		1.5%	1.7%	*	0.9%	1.0%	*			
Nicky Morgan	4	1	2		1	2			1	1	1				2	2			2		2		1	1	1	1	1	1	1	2	1		2			1			2	4				
	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Esther McVey	47	15	21	10	18	9	3	2	10	18	5	*	6	1	15	36	1	1	8		13	23	10	20	20	7	8	13	21	8	4	20	13	1	1	6	8	18	12	43	1	1	1	
	2.5%	2.6%	2.1%	4.7%	4.8%	2.4%	1.0%	2.3%	2.3%	6.2%	1.1%	0.6%	5.8%	*	2.5%	2.8%	1.0%	1.0%	2.7%		2.1%	2.9%	2.6%	4.3%	2.6%	1.1%	2.0%	2.3%	3.2%	2.6%	1.3%	4.6%	4.2%	*	0.6%	2.4%	2.6%	4.3%	2.1%	2.8%	0.7%	1.7%	1.1%	
Lynne Featherstone	10	3	7			2	5		3	2	4	1		1	2	4	1		5		2	4	3	2	6	2	5	1	4	3	2	2	2		1	4		2	7	1	2			
	0.5%	0.5%	0.7%			0.5%	1.9%		0.6%	0.7%	0.8%	2.0%		*	*	*	1.0%		1.7%		*	0.6%	0.8%	*	0.8%	*	1.1%	*	0.8%	0.9%	0.6%	*	0.6%	*	0.8%	1.6%		*	*	*	*	2.2%		
Jo Swinson	20	11	7	2	2	2	4	3	7	3	8	3	1	2	4	11	3		6		8	9	3	5	8	7	7	6	7	5	2	9	3	1	1	3	2	10	2	16	2	3		
	1.1%	2.0%	0.7%	0.8%	*	0.6%	1.4%	3.6%	1.7%	0.9%	1.7%	4.0%	0.7%	1.5%	0.7%	0.9%	3.0%		2.0%		1.3%	1.1%	0.8%	1.1%	1.1%	1.1%	1.8%	1.1%	1.0%	1.7%	0.5%	2.2%	1.0%	*	*	1.1%	0.8%	2.2%	*	1.1%	1.0%	3.1%		
Natalie Bennett	61	26	28	7	12	18	8	5	13	6	12	1	5	26	8	33	3	11	15		21	21	19	8	26	27	28	20	12	5	7	22	12	9	7	8	8	15	22	53	2	5	1	
	3.3%	4.5%	2.7%	3.2%	3.2%	4.7%	3.0%	5.7%	2.9%	2.0%	2.8%	1.2%	4.6%	15.4%	1.4%	2.5%	2.5%	9.7%	4.9%		3.4%	2.6%	4.7%	1.7%	3.5%	4.3%	6.7%	3.5%	1.8%	1.6%	2.4%	5.1%	3.7%	3.0%	3.6%	3.3%	2.8%	3.5%	3.9%	3.5%	1.0%	6.2%	1.1%	
Other (please state)	40	9	24	7	5	13	6	12	4	2	14			21	3	24	1	2	13		15	11	15	14	15	11	12	13	9	12	3	5	6	7	7	4	5	9	6	24	14	2		
	2.2%	1.5%	2.3%	3.3%	1.3%	3.5%	2.1%	15.1%	1.0%	0.9%	3.2%			12.3%	*	1.9%	*	1.9%	4.3%		2.3%	1.4%	3.7%	3.0%	2.1%	1.7%	2.9%	2.3%	1.4%	4.1%	1.0%	1.2%	1.9%	2.2%	3.8%	1.5%	1.8%	2.1%	1.0%	1.6%	9.3%	2.2%		
Don't know	1191	419	657	115	233	211	159	42	315	164	243	42	72	87	450	852	80	62	197		409	535	246	292	474	425	282	378	409	199	191	275	195	211	120	134	198	289	374	995	102	55	39	
	65.0%	72.4%	63.5%	52.6%	60.2%	55.8%	58.4%	52.9%	72.9%	58.0%	54.3%	60.2%	68.0%	52.4%																														

