

Attitudes towards the Government Poll

Prepared on behalf of the Mail on Sunday



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Fieldwork Dates: 5-6th April 2012

Data Collection Method: The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled: All adults aged 18+ in England, Scotland and Wales.

Sample Size: 1037

Data Weighting: Data were weighted to the profile of all adults aged 18+. Data were weighted by gender, age, socio-economic group, region, past vote and likelihood to vote. Targets for the weighted data were derived from the National Readership Survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

Data were analysed and weighted by Mark Lovelace and presented by Damian Lyons Lowe, Patrick Brione and Charlotte Jee of Survation.

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Some people vote in General Elections whereas others do not On a scale of 0 to 10, with 10 meaning certainly would vote and 0 meaning certainly would NOT vote, how likely would you be to vote in a General Election?

	Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
		Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	1039	526	513	229	411	399	234	285	83	212	319	248	202	116	345	218	476	315	275	247	202
	1039	513	526	283	375	381	233	290	84	203	320	257	204	105	351	232	456	283	301	217	238
Dont Know	21	3	18	9	11	1	4	3	0	4	5	2	1	1	6	3	12	6	8	4	3
	2%	1%	3%	3%	3%	0%	2%	1%	0%	2%	1%	1%	0%	1%	2%	1%	3%	2%	3%	2%	1%
Refused	2	1	2	2	0	1	0	0	0	0	1	0	0	0	0	1	2	1	0	0	2
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
0 (Would Not Vote)	48	16	32	22	17	9	0	0	0	0	2	4	0	2	13	16	19	10	16	10	12
	5%	3%	6%	8%	4%	2%	0%	0%	0%	0%	1%	2%	0%	1%	4%	7%	4%	4%	5%	5%	5%
1	9	5	4	5	3	1	0	0	0	2	2	1	2	1	4	1	4	3	2	1	3
	1%	1%	1%	2%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
2	9	4	5	4	4	2	2	2	1	1	0	2	2	0	1	3	5	1	3	3	1
	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%
3	10	4	6	6	3	1	0	0	1	2	0	2	1	1	5	0	5	1	5	1	3
	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	0%	1%
4	8	3	4	5	2	1	0	1	0	3	1	0	1	0	1	1	5	1	5	1	1
	1%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	2%	1%	0%
5	33	10	24	16	10	7	5	8	0	7	6	3	6	4	14	4	15	5	8	11	9
	3%	2%	4%	6%	3%	2%	2%	3%	0%	4%	2%	1%	3%	3%	4%	2%	3%	2%	3%	5%	4%
6	20	6	14	7	10	2	3	4	4	1	2	2	6	0	5	9	6	8	2	5	4
	2%	1%	3%	2%	3%	1%	1%	1%	5%	0%	1%	1%	3%	0%	2%	4%	1%	3%	1%	2%	2%
7	40	22	18	23	15	2	3	6	9	6	10	4	10	5	15	6	19	10	18	7	6
	4%	4%	3%	8%	4%	0%	1%	2%	11%	3%	3%	1%	5%	4%	4%	3%	4%	4%	6%	3%	2%
8	73	35	38	39	19	15	10	22	6	19	17	19	12	8	22	15	36	27	18	10	18
	7%	7%	7%	14%	5%	4%	4%	8%	7%	9%	5%	7%	6%	7%	6%	6%	8%	10%	6%	5%	7%
9	104	53	50	34	41	28	27	29	13	13	31	26	34	9	34	22	47	31	32	23	18
	10%	10%	10%	12%	11%	7%	12%	10%	15%	6%	10%	10%	17%	9%	10%	10%	10%	11%	11%	11%	7%
10	662	350	312	111	241	311	177	213	50	146	243	192	129	76	231	150	281	179	184	140	159
	64%	68%	59%	39%	64%	81%	76%	74%	60%	72%	76%	75%	63%	72%	66%	65%	62%	63%	61%	64%	67%

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?

	Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
		Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	1039	526	513	229	411	399	234	285	83	212	319	248	202	116	345	218	476	315	275	247	202
	1039	513	526	283	375	381	233	290	84	203	320	257	204	105	351	232	456	283	301	217	238
Undecided	164	62	102	52	61	51	0	0	0	0	49	21	42	6	52	47	64	44	48	32	40
	16%	12%	19%	18%	16%	13%	0%	0%	0%	0%	15%	8%	21%	6%	15%	20%	14%	15%	16%	15%	17%
Refused	17	6	11	5	5	8	0	0	0	0	2	1	1	0	6	2	9	3	5	1	8
	2%	1%	2%	2%	1%	2%	0%	0%	0%	0%	1%	1%	0%	0%	2%	1%	2%	1%	2%	0%	3%
Will not vote	48	16	32	22	17	9	0	0	0	0	2	4	0	2	13	16	19	10	16	10	12
	5%	3%	6%	8%	4%	2%	0%	0%	0%	0%	1%	2%	0%	1%	4%	7%	4%	4%	5%	5%	5%
Conservative	233	111	122	48	77	108	233	0	0	0	196	10	16	2	66	50	116	64	77	52	39
	22%	22%	23%	17%	20%	28%	100%	0%	0%	0%	61%	4%	8%	2%	19%	22%	25%	23%	26%	24%	16%
Labour	290	147	143	82	117	91	0	290	0	0	19	191	55	5	101	59	129	88	68	62	71
	28%	29%	27%	29%	31%	24%	0%	100%	0%	0%	6%	75%	27%	5%	29%	26%	28%	31%	23%	29%	30%
Liberal Democrats	84	49	35	24	34	26	0	0	84	0	5	4	69	0	21	17	46	22	30	13	19
	8%	10%	7%	9%	9%	7%	0%	0%	100%	0%	1%	1%	34%	0%	6%	8%	10%	8%	10%	6%	8%
UKIP	97	59	38	24	25	48	0	0	0	97	42	11	9	25	30	26	41	17	22	25	32
	9%	12%	7%	8%	7%	13%	0%	0%	0%	48%	13%	4%	4%	24%	9%	11%	9%	6%	7%	12%	14%
Another Party	106	63	43	25	40	41	0	0	0	106	5	14	12	65	61	13	31	34	35	21	16
	10%	12%	8%	9%	11%	11%	0%	0%	0%	52%	2%	5%	6%	62%	17%	6%	7%	12%	11%	10%	7%

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?
 Excluding undecided refused and will not vote, adjusted for likelihood to vote

	Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE	
Total	Unweighted Base Weighted Base	814 810	440 436	374 374	164 183	320 292	330 334	234 239	285 293	83 82	212 197	267 281	224 242	160 163	107 100	274 282	156 170	384 358	252 229	213 231	199 172	150 177
Conservative		239 29%	115 26%	124 33%	46 25%	76 26%	117 35%	239 100%	0 0%	0 0%	0 0%	206 73%	11 4%	15 9%	3 3%	67 24%	54 31%	118 33%	66 29%	79 34%	52 30%	41 23%
Labour		293 36%	151 35%	142 38%	76 42%	120 41%	97 29%	0 0%	293 100%	0 0%	0 0%	20 7%	202 83%	57 35%	5 5%	101 36%	60 35%	132 37%	89 39%	68 30%	63 37%	72 41%
Lib Dem		82 10%	49 11%	33 9%	21 11%	33 11%	28 8%	0 0%	0 0%	82 100%	0 0%	5 2%	3 1%	70 43%	0 0%	21 8%	15 9%	45 13%	22 9%	29 13%	13 7%	18 10%
UKIP		92 11%	56 13%	36 10%	17 9%	26 9%	50 15%	0 0%	0 0%	0 0%	92 47%	44 16%	12 5%	7 4%	24 24%	27 10%	27 16%	38 10%	16 7%	21 9%	23 14%	31 18%
Other		105 13%	65 15%	40 11%	23 13%	39 13%	43 13%	0 0%	0 0%	0 0%	105 53%	6 2%	14 6%	13 8%	68 68%	65 23%	14 8%	26 7%	36 16%	33 14%	21 12%	15 8%

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?
 Excluding undecided refused and will not vote, adjusted for likelihood to vote, and adjusted by past vote for undecided and refused

	05-Apr	24-Mar	Change			
Conservative	256	30.1%	31.30%	-1.2	Scottish National Party	44 5%
Labour	300	35.3%	39.20%	-3.9	Plaid Cymru	6 1%
Liberal Democrats	96	11.3%	10.90%	0.4	Greens	30 3%
UKIP	93	10.9%	8.30%	2.6	British National Party	10 1%
Other	105	12.4%	10.30%	2.1	Not listed	15 2%
Total	851				Others Total	105 12.4%

Which other party would you vote for if there was a General Election tomorrow?

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	Unweighted Base	108	65	43	20	44	44	0	0	0	108	5	14	13	66	62	13	33	38	32	25	13
	Weighted Base	106	63	43	25	40	41	0	0	0	106	5	14	12	65	61	13	31	34	35	21	16
Scottish National Party (SNP)		41	26	15	7	19	16	0	0	0	41	0	4	3	33	41	0	0	15	13	6	7
Plaid Cymru		6	2	4	1	2	3	0	0	0	6	0	0	1	5	0	5	1	1	2	3	0
		6%	3%	9%	5%	5%	7%	0%	0%	0%	6%	0%	0%	7%	8%	0%	36%	4%	3%	7%	13%	0%
Greens		32	13	19	9	11	12	0	0	0	32	2	5	8	14	11	4	17	12	10	5	5
		30%	21%	43%	34%	29%	29%	0%	0%	0%	30%	36%	36%	65%	21%	18%	32%	53%	35%	28%	25%	30%
British National Party (BNP)		10	8	3	3	2	5	0	0	0	10	1	0	0	7	4	3	3	0	3	5	3
		10%	12%	6%	10%	6%	13%	0%	0%	0%	10%	23%	0%	0%	11%	7%	22%	10%	0%	9%	22%	17%
If not listed please state in this box		16	13	3	6	5	5	0	0	0	16	2	5	1	5	5	1	10	6	7	2	1
		15%	21%	7%	24%	13%	13%	0%	0%	0%	15%	41%	32%	7%	8%	8%	9%	33%	18%	19%	12%	7%

Which other party would you vote for if there was a General Election tomorrow? Another party - Percentages of base for survey responses

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	Unweighted Base	1039	526	513	229	411	399	234	285	83	212	319	248	202	116	345	218	476	315	275	247	202
	Weighted Base	1039	513	526	283	375	381	233	290	84	203	320	257	204	105	351	232	456	283	301	217	238
Scottish National Party (SNP)		41	26	15	7	19	16	0	0	0	41	0	4	3	33	41	0	0	15	13	6	7
		4%	5%	3%	2%	5%	4%	0%	0%	0%	20%	0%	2%	1%	32%	12%	0%	0%	5%	4%	3%	3%
Plaid Cymru		6	2	4	1	2	3	0	0	0	6	0	0	1	5	0	5	1	1	2	3	0
		1%	0%	1%	0%	1%	1%	0%	0%	0%	3%	0%	0%	0%	5%	0%	2%	0%	0%	1%	1%	0%
Greens		32	13	19	9	11	12	0	0	0	32	2	5	8	14	11	4	17	12	10	5	5
		3%	3%	4%	3%	3%	3%	0%	0%	0%	16%	1%	2%	4%	13%	3%	2%	4%	4%	3%	2%	2%
British National Party (BNP)		10	8	3	3	2	5	0	0	0	10	1	0	0	7	4	3	3	0	3	5	3
		1%	2%	0%	1%	1%	1%	0%	0%	0%	5%	0%	0%	0%	7%	1%	1%	1%	0%	1%	2%	1%
If not listed please state in this box		16	13	3	6	5	5	0	0	0	16	2	5	1	5	5	1	10	6	7	2	1
		2%	3%	1%	2%	1%	1%	0%	0%	0%	8%	1%	2%	0%	5%	1%	1%	2%	2%	2%	1%	0%

Which other party would you vote for if there was a General Election tomorrow? Excluding undecided refused and will not vote, adjusted for likelihood to vote

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	Unweighted Base	108	65	43	20	44	44	0	0	0	108	5	14	13	66	62	13	33	38	32	25	13
	Weighted Base	105	65	40	23	39	43	0	0	0	105	6	14	13	68	65	14	26	36	33	21	15
Scottish National Party (SNP)		44	28	15	7	20	17	0	0	0	44	0	5	3	36	44	0	0	16	14	7	7
Plaid Cymru		6	2	4	1	2	3	0	0	0	6	0	0	1	5	0	5	1	1	2	3	0
		6%	3%	11%	3%	6%	7%	0%	0%	0%	6%	0%	0%	8%	7%	0%	37%	3%	3%	6%	15%	0%
Greens		29	13	16	8	10	12	0	0	0	29	2	5	8	13	11	5	14	13	8	5	3
		28%	20%	41%	33%	25%	27%	0%	0%	0%	28%	34%	32%	64%	19%	17%	32%	54%	36%	25%	23%	21%
British National Party (BNP)		10	8	2	2	3	5	0	0	0	10	1	0	0	8	5	3	2	0	3	4	3
		10%	12%	6%	9%	7%	13%	0%	0%	0%	10%	24%	0%	0%	12%	7%	22%	9%	0%	8%	21%	21%
If not listed please state in this box		15	14	1	5	4	6	0	0	0	15	2	5	1	6	5	1	9	6	6	2	1
		15%	22%	4%	23%	11%	14%	0%	0%	0%	15%	42%	33%	7%	9%	8%	9%	35%	17%	18%	10%	8%

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? Excluding undecided refused and will not vote, adjusted for likelihood to vote -Other parties, percentages based on all intending to vote

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		Total	Male	Female	18-34	35-54	55+	Con	Lab	Lib	Other	Con	Lab	Lib	Other	North and Scotland	Midlands and Wales	South	AB	C1	C2	DE
Total	Unweighted Base	814	440	374	164	320	330	234	285	83	212	267	224	160	107	274	156	384	252	213	199	150
	Weighted Base	810	436	374	183	292	334	239	293	82	197	281	242	163	100	282	170	358	229	231	172	177
Scottish National Party (SNP)		44	28	15	7	20	17	0	0	0	44	0	5	3	36	44	0	0	16	14	7	7
		5%	7%	4%	4%	7%	5%	0%	0%	0%	22%	0%	2%	2%	36%	16%	0%	0%	7%	6%	4%	4%
Plaid Cymru		6	2	4	1	2	3	0	0	0	6	0	0	1	5	0	5	1	1	2	3	0
		1%	0%	1%	0%	1%	1%	0%	0%	0%	3%	0%	0%	1%	5%	0%	3%	0%	0%	1%	2%	0%
Greens		29	13	16	8	10	12	0	0	0	29	2	5	8	13	11	5	14	13	8	5	3
		4%	3%	4%	4%	3%	3%	0%	0%	0%	15%	1%	2%	5%	13%	4%	3%	4%	6%	4%	3%	2%
British National Party (BNP)		10	8	2	2	3	5	0	0	0	10	1	0	0	8	5	3	2	0	3	4	3
		1%	2%	1%	1%	1%	2%	0%	0%	0%	5%	0%	0%	0%	8%	2%	2%	1%	0%	1%	3%	2%
If not listed please state in this box		15	14	1	5	4	6	0	0	0	15	2	5	1	6	5	1	9	6	6	2	1
		2%	3%	0%	3%	2%	2%	0%	0%	0%	8%	1%	2%	1%	6%	2%	1%	2%	3%	3%	1%	1%

Q1: Over the last two weeks there have been a number of high profile political issues, including: the removal of higher tax allowances for pensioners (the so-called "granny tax"), the extension of VAT to pasties and hot baked goods, the revelation that wealthy Conservative Party donors were offered the chance to dine with the Prime Minister, the threatened fuel hauliers strike and subsequent fuel shortages, new powers proposed by the Government to extend current powers on communication surveillance. Overall, how well do you think the Government has handled these issues?*

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1037	525	512	227	411	399	233	285	82	212	318	248	201	116	345	217	475	315	273	247	202
	Weighted Base	1036	512	524	280	375	381	231	290	83	203	318	257	202	105	351	230	455	283	298	217	238
Very well		33	25	8	18	7	8	15	6	1	9	13	10	3	6	12	0	21	7	11	5	9
		3%	5%	2%	7%	2%	2%	6%	2%	1%	5%	4%	4%	2%	6%	3%	0%	5%	3%	4%	2%	4%
Well	Well total	100	48	52	40	30	30	66	5	16	4	58	13	20	1	30	23	47	31	36	17	15
	13%	10%	9%	10%	14%	8%	8%	28%	2%	20%	2%	18%	5%	10%	1%	8%	10%	10%	11%	12%	8%	6%
Neither well nor badly		172	80	92	52	55	65	72	30	12	24	77	29	21	20	49	46	77	44	54	40	33
		17%	16%	18%	19%	15%	17%	31%	10%	15%	12%	24%	11%	10%	19%	14%	20%	17%	16%	18%	19%	14%
Badly		300	141	159	89	112	100	64	74	28	50	96	66	63	22	99	64	137	80	83	59	79
		29%	28%	30%	32%	30%	26%	28%	26%	34%	25%	30%	26%	31%	21%	28%	28%	30%	28%	28%	27%	33%
Very badly	Badly total	398	211	187	59	162	177	11	172	23	113	68	134	90	56	153	91	154	113	99	86	99
	67%	38%	41%	36%	21%	43%	46%	5%	59%	28%	56%	21%	52%	44%	54%	43%	40%	34%	40%	33%	40%	42%
Dont know		33	7	26	21	10	2	4	2	2	2	6	5	5	0	9	6	19	7	15	10	2
		3%	1%	5%	8%	3%	1%	2%	1%	3%	1%	2%	2%	3%	0%	2%	3%	4%	2%	5%	4%	1%

Q2: Which of these statements is closest to your opinion?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1034	525	509	227	408	399	232	284	82	212	317	247	201	116	344	216	474	315	270	247	202
	Weighted Base	1033	512	521	280	372	381	230	289	83	203	317	256	202	105	350	229	454	283	295	217	238
"The Conservative Party is out of touch with ordinary voters"		752	388	364	187	277	287	70	276	65	178	161	227	170	91	267	173	311	204	197	154	197
		73%	76%	70%	67%	74%	75%	30%	96%	79%	88%	51%	89%	84%	87%	76%	76%	69%	72%	67%	71%	83%
"The Conservative Party is in touch with ordinary voters"		172	80	92	48	57	67	127	6	12	18	112	17	19	13	56	34	82	54	57	34	27
		17%	16%	18%	17%	15%	18%	55%	2%	14%	9%	35%	7%	9%	12%	16%	15%	18%	19%	19%	16%	11%
Dont know		110	43	66	44	38	27	34	7	6	7	44	11	13	1	27	21	61	25	42	29	14
		11%	8%	13%	16%	10%	7%	15%	2%	7%	3%	14%	4%	7%	1%	8%	9%	13%	9%	14%	13%	6%

Q3: Which of these statements is closest to your opinion?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1033	524	509	226	408	399	232	284	81	212	317	247	200	116	344	216	473	315	269	247	202
	Weighted Base	1032	511	521	278	372	381	230	289	82	203	317	256	201	105	350	229	453	283	294	217	238
"David Cameron is more concerned by image than substance"		628	341	286	161	235	231	51	236	48	161	127	196	138	77	227	145	255	177	165	139	146
		61%	67%	55%	58%	63%	61%	22%	82%	58%	79%	40%	77%	68%	74%	65%	63%	56%	62%	56%	64%	61%
"David Cameron is more concerned by substance than image"		248	120	129	66	81	101	154	26	21	23	145	33	36	21	85	48	116	70	73	47	59
		24%	23%	25%	24%	22%	27%	67%	9%	26%	11%	46%	13%	18%	20%	24%	21%	26%	25%	25%	22%	25%
Dont know		156	50	106	51	55	49	25	27	13	19	45	26	27	6	38	36	81	36	56	31	33
		15%	10%	20%	18%	15%	13%	11%	9%	16%	9%	14%	10%	14%	6%	11%	16%	18%	13%	19%	14%	14%

Q4: Which of these statements is closest to your opinion?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1032	523	509	226	407	399	232	284	81	211	316	247	200	116	344	216	472	315	268	247	202
	Weighted Base	1031	510	521	278	371	381	230	289	82	202	316	256	201	105	350	229	452	283	293	217	238
"The Rich have a disproportionate influence over the Conservative party"		537	289	248	121	208	208	81	177	49	126	125	153	129	66	184	123	230	174	152	103	107
		52%	57%	48%	43%	56%	55%	35%	61%	60%	62%	39%	60%	64%	63%	53%	54%	51%	62%	52%	48%	45%
"The Rich have a proportionate influence over the Conservative party"		370	181	189	108	124	138	118	97	23	67	143	85	53	37	129	77	165	82	94	89	104
		36%	35%	36%	39%	33%	36%	51%	34%	28%	33%	45%	33%	26%	35%	37%	34%	36%	29%	32%	41%	44%
Dont know		124	40	84	50	39	35	31	14	10	9	49	17	18	2	38	29	58	26	47	25	27
		12%	8%	16%	18%	11%	9%	14%	5%	12%	5%	15%	7%	9%	2%	11%	13%	13%	9%	16%	11%	11%

Q5: Which of these statements is closest to your opinion?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1030	522	508	225	406	399	231	283	81	211	315	246	200	116	344	215	471	315	266	247	202
	Weighted Base	1028	508	520	277	370	381	229	287	82	202	315	254	201	105	350	228	451	283	291	217	238
"The trade unions have a disproportionate influence over the Labour party"		450	248	202	105	136	209	149	72	45	103	191	67	79	59	162	92	196	134	131	89	96
		44%	49%	39%	38%	37%	55%	65%	25%	55%	51%	61%	26%	40%	56%	46%	40%	44%	47%	45%	41%	40%
"The trade unions have a proportionate influence over the Labour party"		394	203	191	98	162	134	63	164	28	74	88	143	86	40	131	86	177	109	105	88	92
		38%	40%	37%	35%	44%	35%	28%	57%	34%	37%	28%	56%	43%	38%	37%	38%	39%	38%	36%	41%	39%
Dont know		185	57	127	74	72	38	16	51	9	25	36	44	36	6	58	50	77	40	54	40	50
		18%	11%	24%	27%	19%	10%	7%	18%	11%	12%	12%	17%	18%	6%	17%	22%	17%	14%	19%	18%	21%

Q6: Relative to this time of austerity and the need to tighten our belts to what extent do you believe that Government members personally are committed to their statement that we're all in this together?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1026	522	504	224	406	396	229	283	81	210	312	246	200	115	342	214	470	315	262	247	202
	Weighted Base	1024	508	515	276	370	378	227	287	82	201	312	254	201	104	348	226	450	283	286	217	238
Believe strongly		46	27	19	20	12	14	27	10	1	7	26	9	5	4	17	5	24	18	9	9	10
		4%	5%	4%	7%	3%	4%	12%	3%	1%	4%	8%	3%	3%	4%	5%	2%	5%	6%	3%	4%	4%
Believe somewhat	Believe Total	133	69	64	47	38	48	76	11	16	14	69	21	22	10	41	30	62	40	44	22	26
	17%	13%	14%	12%	17%	10%	13%	33%	4%	19%	7%	22%	8%	11%	10%	12%	13%	14%	14%	15%	10%	11%
Neither believe nor disbelieve		122	65	58	44	42	35	38	26	15	13	42	33	18	11	45	23	54	29	35	24	33
		12%	13%	11%	16%	11%	9%	17%	9%	19%	7%	14%	13%	9%	10%	13%	10%	12%	10%	12%	11%	14%
Disbelieve somewhat		244	110	134	60	80	103	70	52	20	36	94	42	54	15	72	52	120	70	69	51	54
		24%	22%	26%	22%	22%	27%	31%	18%	24%	18%	30%	16%	27%	14%	21%	23%	27%	25%	24%	23%	23%
Disbelieve strongly	Disbelieve Total	450	227	223	90	185	174	11	185	29	126	73	145	99	63	163	110	177	120	115	105	109
	68%	44%	45%	43%	33%	50%	46%	5%	64%	36%	62%	24%	57%	49%	61%	47%	48%	39%	42%	40%	48%	46%
Dont know		29	11	18	14	11	4	5	3	1	5	6	5	3	1	10	7	13	5	13	6	5
		3%	2%	4%	5%	3%	1%	2%	1%	1%	2%	2%	2%	1%	1%	3%	3%	3%	2%	4%	3%	2%

Q7: David Cameron: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	
																							224
Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315	261	247	202	
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238	
Unchecked		939	459	480	236	340	363	187	266	74	197	276	230	189	99	317	209	414	259	261	198	221	
		92%	90%	93%	86%	92%	96%	82%	93%	92%	98%	89%	90%	95%	95%	91%	92%	92%	92%	91%	91%	91%	93%
Checked		83	48	35	40	29	15	40	21	6	5	36	24	10	5	30	18	36	24	24	19	17	
		8%	10%	7%	14%	8%	4%	18%	7%	8%	2%	11%	10%	5%	5%	9%	8%	8%	8%	9%	9%	7%	

Q8: Ed Miliband: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315	261	247	202
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238
Unchecked		965	465	500	250	351	364	223	253	78	193	302	231	187	99	324	218	423	267	270	205	223
		94%	92%	97%	91%	95%	96%	99%	88%	97%	96%	97%	91%	94%	96%	93%	96%	94%	95%	95%	94%	94%
Checked		57	42	15	25	18	14	3	34	3	8	10	23	13	5	23	8	26	15	15	13	15
		6%	8%	3%	9%	5%	4%	1%	12%	3%	4%	3%	9%	6%	4%	7%	4%	6%	5%	5%	6%	6%

Q9: George Osborne: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315	261	247	202
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238
Unchecked		984	488	496	259	355	370	213	277	76	198	301	243	192	102	331	222	431	271	279	210	224
		96%	96%	96%	94%	96%	98%	94%	97%	95%	99%	96%	96%	96%	99%	96%	98%	96%	96%	98%	97%	94%
Checked		38	19	19	16	14	8	14	10	4	3	11	11	8	1	15	4	19	11	6	7	14
		4%	4%	4%	6%	4%	2%	6%	3%	5%	1%	4%	4%	4%	1%	4%	2%	4%	4%	2%	3%	6%

Q10: Ed Balls: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238
Unchecked		970	476	493	262	345	363	221	254	79	194	301	232	188	99	333	215	421	267	271	208	224
		95%	94%	96%	95%	93%	96%	97%	89%	98%	96%	97%	91%	94%	95%	96%	95%	94%	94%	95%	96%	94%
Checked		53	31	22	13	24	15	6	33	2	7	11	22	12	5	13	11	29	16	14	9	14
		5%	6%	4%	5%	7%	4%	3%	11%	2%	4%	3%	9%	6%	5%	4%	5%	6%	6%	5%	4%	6%

Q11: Nick Clegg: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238
Unchecked		961	471	491	250	346	365	203	269	71	197	288	239	184	102	323	215	424	268	268	203	222
		94%	93%	95%	91%	94%	96%	90%	94%	88%	98%	93%	94%	92%	99%	93%	95%	94%	95%	94%	94%	93%
Checked		61	37	25	25	23	13	23	18	10	4	23	15	16	2	24	12	26	15	17	14	16
		6%	7%	5%	9%	6%	4%	10%	6%	12%	2%	7%	6%	8%	1%	7%	5%	6%	5%	6%	6%	7%

Q12: None of these: Which of the following do you think have personal experience of having to tighten their belts due to financial constraints? (tick all you feel apply)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1025	521	504	224	405	396	229	283	80	210	312	246	199	115	341	214	470	315
	Weighted Base	1023	507	515	276	369	378	227	287	81	201	312	254	200	104	347	226	450	283	285	217	238
Unchecked		186	114	72	80	64	41	51	71	15	20	52	67	33	15	67	32	87	48	53	43	42
		18%	22%	14%	29%	17%	11%	23%	25%	19%	10%	17%	26%	17%	14%	19%	14%	19%	17%	19%	20%	18%
Checked		837	393	443	195	305	337	175	216	65	181	259	187	167	89	279	195	362	234	232	174	196
		82%	78%	86%	71%	83%	89%	77%	75%	81%	90%	83%	74%	83%	86%	81%	86%	81%	83%	81%	80%	82%

Q13: Who do you trust most on the economy?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1024	521	503	224	405	395	229	283	80	210	311	246	199	115	341	214	469	315
	Weighted Base	1022	507	514	276	369	377	227	287	81	201	311	254	200	104	347	226	449	283	284	217	238
David Cameron		343	178	166	78	117	149	204	14	29	49	226	24	43	26	97	81	165	97	107	72	66
		34%	35%	32%	28%	32%	39%	90%	5%	36%	25%	73%	9%	22%	25%	28%	36%	37%	34%	38%	33%	28%
Ed Miliband		267	155	113	88	103	76	4	185	11	39	12	140	61	25	112	51	104	75	62	59	72
		26%	30%	22%	32%	28%	20%	2%	64%	13%	19%	4%	55%	31%	24%	32%	23%	23%	26%	22%	27%	30%
Dont know		411	175	236	110	149	152	19	88	41	113	72	90	95	52	138	94	180	111	114	86	100
		40%	35%	46%	40%	40%	40%	8%	31%	50%	56%	23%	36%	48%	51%	40%	41%	40%	39%	40%	40%	42%

Q14: Who do you trust more on the economy?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1024	521	503	224	405	395	229	283	80	210	311	246	199	115	341	214	469	315
	Weighted Base	1022	507	514	276	369	377	227	287	81	201	311	254	200	104	347	226	449	283	284	217	238
Ed Balls		279	161	118	87	109	83	14	176	14	53	23	140	71	28	104	50	125	92	70	57	60
		27%	32%	23%	32%	30%	22%	6%	61%	17%	27%	8%	55%	35%	27%	30%	22%	28%	33%	25%	26%	25%
George Osborne		282	151	131	54	94	133	167	12	26	40	186	18	38	22	81	71	130	80	90	65	46
		28%	30%	25%	20%	26%	35%	74%	4%	32%	20%	60%	7%	19%	22%	24%	31%	29%	28%	32%	30%	20%
Dont know		461	195	266	134	166	161	46	100	40	107	102	96	91	54	161	106	194	110	125	94	132
		45%	38%	52%	49%	45%	43%	20%	35%	50%	53%	33%	38%	46%	52%	46%	47%	43%	39%	44%	43%	55%

Q15: In touch: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315	253	247	202
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		907	452	455	245	329	333	143	278	75	194	229	243	189	98	318	200	389	252	244	194	218
		89%	89%	90%	90%	90%	89%	64%	97%	93%	97%	75%	96%	94%	95%	93%	89%	87%	89%	88%	89%	92%
Checked		107	54	53	28	36	43	80	7	6	6	77	11	11	5	24	25	58	31	33	24	20
		11%	11%	10%	10%	10%	11%	36%	3%	7%	3%	25%	4%	6%	5%	7%	11%	13%	11%	12%	11%	8%

Q16: Competent: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315	253	247	202
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		775	383	392	218	289	267	69	267	63	176	154	228	168	88	279	168	327	207	208	165	195
		76%	76%	77%	80%	79%	71%	31%	93%	78%	88%	50%	90%	84%	85%	82%	75%	73%	73%	75%	76%	82%
Checked		239	123	116	54	76	109	155	19	17	24	152	26	32	16	63	56	121	76	69	52	43
		24%	24%	23%	20%	21%	29%	69%	7%	22%	12%	50%	10%	16%	15%	18%	25%	27%	27%	25%	24%	18%

Q17: Caring: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315	253	247	202
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		900	449	451	243	333	324	153	279	73	189	229	242	186	97	312	197	392	251	247	194	209
		89%	89%	89%	89%	91%	86%	69%	98%	91%	94%	75%	95%	93%	94%	91%	88%	88%	89%	89%	89%	88%
Checked		114	57	57	30	32	52	70	7	7	11	78	12	14	6	31	28	56	32	30	23	29
		11%	11%	11%	11%	9%	14%	31%	2%	9%	6%	25%	5%	7%	6%	9%	12%	12%	11%	11%	11%	12%

Q18: Charismatic: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		839	425	414	217	307	314	150	263	58	176	219	225	169	93	285	193	361	233	224	179	203
		83%	84%	81%	80%	84%	84%	67%	92%	71%	88%	71%	89%	84%	90%	83%	86%	81%	82%	81%	82%	85%
Checked		175	81	94	55	58	61	73	23	23	25	87	29	31	10	57	32	87	50	52	38	35
		17%	16%	19%	20%	16%	16%	33%	8%	29%	12%	29%	11%	16%	10%	17%	14%	19%	18%	19%	18%	15%

Q19: Trustworthy: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		893	448	445	249	328	316	136	278	72	189	217	244	189	93	305	202	385	244	242	194	212
		88%	89%	88%	91%	90%	84%	61%	97%	89%	95%	71%	96%	95%	91%	89%	90%	86%	86%	88%	89%	89%
Checked		121	58	63	24	38	60	88	7	9	11	89	10	11	10	37	22	62	38	34	23	26
		12%	11%	12%	9%	10%	16%	39%	3%	11%	5%	29%	4%	5%	9%	11%	10%	14%	14%	12%	11%	11%

Q20: Sincere: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		867	440	428	249	320	299	127	278	69	186	206	243	178	93	308	189	371	236	235	188	210
		86%	87%	84%	91%	87%	80%	57%	97%	85%	93%	67%	96%	89%	90%	90%	84%	83%	83%	85%	86%	88%
Checked		147	66	81	24	46	77	96	8	12	14	100	11	22	10	34	35	77	47	42	30	28
		14%	13%	16%	9%	13%	20%	43%	3%	15%	7%	33%	4%	11%	10%	10%	16%	17%	17%	15%	14%	12%

Q21: Snobbish: David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315	253	247	202
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		609	271	338	161	206	242	209	95	51	102	258	101	102	51	177	140	292	166	173	124	146
		60%	54%	67%	59%	56%	64%	94%	33%	63%	51%	84%	40%	51%	50%	52%	62%	65%	59%	63%	57%	61%
Checked		405	235	170	111	159	134	14	191	30	98	48	153	98	52	165	85	155	116	103	93	92
		40%	46%	33%	41%	44%	36%	6%	67%	37%	49%	16%	60%	49%	50%	48%	38%	35%	41%	37%	43%	39%

Q22: (None): David Cameron: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1017	520	497	222	401	394	226	282	80	209	307	246	199	114	337	212	468	315	253	247	202
	Weighted Base	1014	506	508	273	365	376	223	286	81	200	306	254	200	103	342	224	448	283	276	217	238
Unchecked		747	393	354	207	266	274	204	213	62	138	251	195	149	72	261	157	329	215	203	170	159
		74%	78%	70%	76%	73%	73%	92%	74%	77%	69%	82%	77%	75%	69%	76%	70%	74%	76%	73%	78%	67%
Checked		267	112	154	66	99	102	19	73	19	63	55	59	51	32	81	68	118	68	74	47	79
		26%	22%	30%	24%	27%	27%	8%	26%	23%	31%	18%	23%	25%	31%	24%	30%	26%	24%	27%	22%	33%

Q23: In touch: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315	251	247	202
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		947	473	474	253	345	350	188	277	75	190	269	241	190	99	324	208	416	265	258	204	220
		94%	94%	94%	93%	95%	93%	84%	97%	94%	95%	88%	96%	95%	96%	95%	93%	93%	94%	94%	94%	93%
Checked		64	33	32	20	18	26	36	7	5	10	37	11	10	4	17	17	30	18	16	13	17
		6%	6%	6%	7%	5%	7%	16%	3%	6%	5%	12%	4%	5%	4%	5%	7%	7%	6%	6%	6%	7%

Q24: Competent: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		822	407	415	231	306	285	109	265	62	182	190	230	172	91	289	185	347	223	218	179	202
		81%	80%	82%	85%	84%	76%	49%	93%	78%	91%	62%	91%	86%	88%	85%	83%	78%	79%	79%	82%	85%
Checked		190	99	91	41	57	91	114	20	18	18	116	22	28	12	52	39	99	60	56	38	36
		19%	20%	18%	15%	16%	24%	51%	7%	22%	9%	38%	9%	14%	12%	15%	17%	22%	21%	21%	18%	15%

Q25: Caring: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		968	480	488	255	354	360	199	275	77	197	284	244	193	101	325	222	421	271	261	208	228
		96%	95%	96%	93%	97%	96%	89%	97%	96%	98%	93%	97%	96%	98%	95%	99%	94%	96%	95%	96%	96%
Checked		44	26	18	18	10	16	24	9	3	4	22	8	7	2	16	3	25	12	13	10	10
		4%	5%	4%	7%	3%	4%	11%	3%	4%	2%	7%	3%	4%	2%	5%	1%	6%	4%	5%	4%	4%

Q26: Charismatic: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		968	484	484	247	351	370	206	273	74	196	291	242	189	100	330	216	422	270	263	204	231
		96%	96%	96%	91%	97%	98%	92%	96%	93%	98%	95%	96%	95%	97%	97%	96%	94%	95%	96%	94%	97%
Checked		44	22	22	25	12	6	17	12	6	4	15	10	11	3	11	8	25	13	11	13	7
		4%	4%	4%	9%	3%	2%	8%	4%	7%	2%	5%	4%	5%	3%	3%	4%	6%	5%	4%	6%	3%

Q27: Trustworthy: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		925	462	463	254	336	335	166	281	71	190	250	245	187	96	314	207	403	255	247	198	225
		91%	91%	91%	93%	92%	89%	74%	99%	89%	95%	82%	97%	94%	93%	92%	92%	90%	90%	90%	91%	94%
Checked		87	44	43	19	27	41	57	4	9	10	56	7	13	7	27	17	43	28	27	19	13
		9%	9%	9%	7%	8%	11%	26%	1%	11%	5%	18%	3%	6%	7%	8%	8%	10%	10%	10%	9%	6%

Q28: Sincere: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		929	461	468	255	344	330	173	277	73	190	253	243	189	96	315	207	406	253	260	201	215
		92%	91%	92%	94%	95%	88%	78%	97%	92%	95%	83%	96%	94%	93%	92%	92%	91%	89%	95%	93%	90%
Checked		83	45	38	18	19	46	50	8	7	10	53	9	11	7	26	17	40	30	14	16	23
		8%	9%	8%	6%	5%	12%	22%	3%	8%	5%	17%	4%	6%	7%	8%	8%	9%	11%	5%	7%	10%

Q29: Snobbish: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		681	311	370	194	229	257	193	138	57	116	253	126	117	62	220	158	303	177	197	142	164
		67%	61%	73%	71%	63%	68%	86%	49%	72%	58%	83%	50%	59%	60%	64%	70%	68%	63%	72%	65%	69%
Checked		331	195	136	79	134	119	30	147	22	85	53	126	83	41	121	66	144	105	77	75	74
		33%	39%	27%	29%	37%	32%	14%	51%	28%	42%	17%	50%	41%	40%	36%	30%	32%	37%	28%	35%	31%

Q30: None: George Osborne: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		605	338	267	167	214	224	168	184	47	116	197	170	124	58	213	126	265	186	156	129	133
		60%	67%	53%	61%	59%	60%	75%	65%	59%	58%	64%	67%	62%	56%	62%	56%	59%	66%	57%	59%	56%
Checked		407	168	240	106	149	152	56	101	33	84	109	82	76	45	128	98	181	97	118	88	104
		40%	33%	47%	39%	41%	40%	25%	35%	41%	42%	36%	33%	38%	44%	38%	44%	41%	34%	43%	41%	44%

Q31: In touch: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		882	435	447	231	311	340	213	195	72	188	296	176	178	93	297	201	384	250	245	184	203
		87%	86%	88%	85%	86%	91%	95%	68%	91%	94%	97%	70%	89%	90%	87%	90%	86%	88%	89%	85%	85%
Checked		130	71	59	42	53	36	10	90	7	12	10	76	22	10	44	23	63	33	29	33	35
		13%	14%	12%	15%	14%	9%	5%	32%	9%	6%	3%	30%	11%	10%	13%	10%	14%	12%	11%	15%	15%

Q32: Competent: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		871	428	443	238	309	324	204	190	74	188	279	180	173	98	288	199	383	242	237	193	199
		86%	85%	87%	87%	85%	86%	91%	67%	93%	94%	91%	71%	86%	95%	84%	89%	86%	86%	86%	89%	84%
Checked		141	78	63	35	54	52	19	94	5	12	27	72	27	5	53	25	63	41	38	24	39
		14%	15%	13%	13%	15%	14%	9%	33%	7%	6%	9%	29%	14%	5%	16%	11%	14%	14%	14%	11%	16%

Q33: Caring: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		885	436	450	242	306	337	210	204	73	186	290	183	176	95	296	201	389	238	243	193	212
		87%	86%	89%	89%	84%	90%	94%	72%	91%	93%	95%	73%	88%	92%	87%	90%	87%	84%	89%	89%	89%
Checked		127	70	57	31	57	39	13	81	7	14	16	69	24	8	45	23	58	44	31	25	26
		13%	14%	11%	11%	16%	10%	6%	28%	9%	7%	5%	27%	12%	8%	13%	10%	13%	16%	11%	11%	11%

Q34: Charismatic: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		982	492	490	260	351	371	219	266	79	197	302	237	198	98	331	221	429	276	265	209	232
		97%	97%	97%	95%	97%	99%	98%	94%	99%	98%	99%	94%	99%	95%	97%	99%	96%	98%	97%	96%	98%
Checked		30	14	16	13	12	5	4	18	1	4	4	15	2	5	10	3	17	7	9	8	6
		3%	3%	3%	5%	3%	1%	2%	6%	1%	2%	1%	6%	1%	5%	3%	1%	4%	2%	3%	4%	2%

Q35: Trustworthy: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		891	429	462	240	312	339	214	199	69	191	296	179	174	95	298	202	390	246	249	192	204
		88%	85%	91%	88%	86%	90%	96%	70%	86%	95%	97%	71%	87%	92%	87%	90%	87%	87%	91%	89%	86%
Checked		121	77	44	33	51	37	9	86	11	10	10	73	26	8	43	22	56	37	25	25	34
		12%	15%	9%	12%	14%	10%	4%	30%	14%	5%	3%	29%	13%	8%	13%	10%	13%	13%	9%	11%	14%

Q36: Sincere: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		848	416	432	237	298	313	203	186	70	176	281	172	166	87	285	183	381	228	234	189	197
		84%	82%	85%	87%	82%	83%	91%	66%	88%	88%	92%	68%	83%	84%	83%	81%	85%	81%	85%	87%	83%
Checked		164	90	74	36	66	63	20	98	9	25	25	80	34	16	56	42	66	55	40	28	40
		16%	18%	15%	13%	18%	17%	9%	34%	12%	12%	8%	32%	17%	16%	17%	19%	15%	19%	15%	13%	17%

Q37: Snobbish: Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		909	443	466	237	327	345	183	279	75	170	259	244	185	86	305	197	407	251	250	197	211
		90%	88%	92%	87%	90%	92%	82%	98%	95%	85%	85%	97%	93%	83%	89%	88%	91%	89%	91%	91%	89%
Checked		103	63	40	36	37	31	40	5	4	30	47	8	15	17	36	27	40	32	25	20	27
		10%	12%	8%	13%	10%	8%	18%	2%	5%	15%	15%	3%	7%	17%	11%	12%	9%	11%	9%	9%	11%

Q38: (None): Ed Miliband: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		483	265	218	146	177	160	88	215	29	83	107	186	97	44	183	95	205	147	120	100	115
		48%	52%	43%	54%	49%	43%	39%	76%	36%	41%	35%	74%	49%	43%	54%	42%	46%	52%	44%	46%	49%
Checked		529	241	288	127	187	215	135	69	51	118	200	66	103	59	158	129	242	135	154	117	122
		52%	48%	57%	46%	51%	57%	61%	24%	64%	59%	65%	26%	51%	57%	46%	58%	54%	48%	56%	54%	51%

Q39: In touch: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		862	429	433	243	305	314	216	187	70	183	291	173	167	93	285	191	387	236	240	183	204
		85%	85%	86%	89%	84%	84%	97%	66%	88%	91%	95%	69%	84%	90%	83%	85%	87%	83%	87%	84%	86%
Checked		149	77	73	30	58	62	7	98	10	18	15	79	33	10	56	33	60	47	35	34	34
		15%	15%	14%	11%	16%	16%	3%	34%	12%	9%	5%	31%	16%	10%	17%	15%	13%	17%	13%	16%	14%

Q40: Caring: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		923	451	471	249	328	345	216	226	74	190	298	196	182	100	307	206	410	257	252	196	218
		91%	89%	93%	91%	90%	92%	97%	79%	94%	95%	97%	78%	91%	97%	90%	92%	92%	91%	92%	90%	92%
Checked		89	55	35	24	35	31	8	59	5	10	9	56	18	3	34	19	36	26	22	22	20
		9%	11%	7%	9%	10%	8%	3%	21%	6%	5%	3%	22%	9%	3%	10%	8%	8%	9%	8%	10%	8%

Q41: Charismatic: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		960	474	486	257	336	367	214	257	77	195	300	224	190	98	323	213	423	268	264	205	223
		95%	94%	96%	94%	93%	98%	96%	90%	97%	97%	98%	89%	95%	95%	95%	95%	95%	95%	96%	94%	94%
Checked		52	32	20	16	27	9	10	28	3	6	6	28	10	5	18	11	24	15	10	12	15
		5%	6%	4%	6%	7%	2%	4%	10%	3%	3%	2%	11%	5%	5%	5%	5%	5%	5%	4%	6%	6%

Q42: Trustworthy: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		915	442	473	253	317	345	217	218	74	190	297	193	184	95	300	203	412	258	253	190	214
		90%	87%	93%	93%	87%	92%	97%	77%	93%	95%	97%	77%	92%	93%	88%	91%	92%	91%	92%	87%	90%
Checked		97	64	33	20	46	31	6	67	6	11	9	59	16	8	41	21	35	25	21	27	24
		10%	13%	7%	7%	13%	8%	3%	23%	7%	5%	3%	23%	8%	7%	12%	9%	8%	9%	8%	13%	10%

Q43: Sincere: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		897	443	454	255	307	335	213	217	72	182	293	194	174	91	304	198	395	241	249	193	215
		89%	88%	90%	93%	85%	89%	95%	76%	91%	91%	96%	77%	87%	88%	89%	88%	88%	85%	91%	89%	90%
Checked		115	63	52	18	56	41	10	67	7	18	13	58	26	12	37	27	52	42	25	25	23
		11%	12%	10%	7%	15%	11%	5%	24%	9%	9%	4%	23%	13%	12%	11%	12%	12%	15%	9%	11%	10%

Q44: Snobbish: Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		908	443	465	239	332	337	190	271	76	171	257	235	188	90	310	195	403	254	249	199	205
		90%	88%	92%	88%	91%	90%	85%	95%	95%	85%	84%	93%	94%	88%	91%	87%	90%	90%	91%	92%	86%
Checked		104	63	41	33	31	39	34	13	4	29	49	17	12	13	31	29	44	28	25	18	33
		10%	12%	8%	12%	9%	10%	15%	5%	5%	15%	16%	7%	6%	12%	9%	13%	10%	10%	9%	8%	14%

Q45: (None): Ed Balls: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315	251	247	202
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		454	246	208	137	162	155	76	197	31	80	96	178	97	43	165	94	195	137	118	95	105
		45%	49%	41%	50%	45%	41%	34%	69%	39%	40%	31%	71%	49%	42%	48%	42%	44%	48%	43%	44%	44%
Checked		558	260	298	136	201	221	147	87	49	120	210	74	103	60	176	130	252	146	157	122	133
		55%	51%	59%	50%	55%	59%	66%	31%	61%	60%	69%	29%	51%	58%	52%	58%	56%	52%	57%	56%	56%

Q46: In touch: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315	252	247	202
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		871	428	443	233	323	316	163	269	67	171	221	235	180	95	303	187	381	249	233	188	202
		86%	85%	87%	86%	88%	84%	74%	94%	83%	85%	72%	93%	90%	92%	89%	84%	85%	88%	85%	86%	85%
Checked		141	76	65	38	43	60	58	16	14	30	85	18	20	8	39	36	66	33	42	30	36
		14%	15%	13%	14%	12%	16%	26%	6%	17%	15%	28%	7%	10%	8%	11%	16%	15%	12%	15%	14%	15%

Q47: Competent: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315	252	247	202
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		666	331	335	206	238	222	87	237	52	127	122	204	144	75	240	143	284	178	177	148	163
		66%	66%	66%	76%	65%	59%	39%	83%	65%	63%	40%	81%	72%	72%	70%	64%	63%	63%	64%	68%	69%
Checked		346	174	173	65	127	154	135	49	28	74	184	49	56	28	103	80	163	105	98	69	75
		34%	34%	34%	24%	35%	41%	61%	17%	35%	37%	60%	19%	28%	28%	30%	36%	37%	37%	36%	32%	31%

Q48: Caring: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315	252	247	202
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		931	462	469	242	350	339	188	278	68	189	254	248	187	100	313	205	412	261	254	199	217
		92%	92%	92%	89%	96%	90%	85%	97%	85%	94%	83%	98%	93%	97%	92%	92%	92%	92%	93%	91%	91%
Checked		82	42	39	29	15	37	34	8	12	11	52	5	13	3	29	18	36	22	20	19	21
		8%	8%	8%	11%	4%	10%	15%	3%	15%	6%	17%	2%	7%	3%	8%	8%	8%	8%	7%	9%	9%

Q49: Charismatic: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315	252	247	202
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		746	359	386	214	266	266	123	242	56	148	176	223	145	81	262	168	316	196	200	166	183
		74%	71%	76%	79%	73%	71%	55%	85%	69%	74%	57%	88%	73%	79%	77%	75%	71%	69%	73%	77%	77%
Checked		267	145	122	58	100	110	99	44	25	52	130	30	55	22	80	55	132	86	75	51	55
		26%	29%	24%	21%	27%	29%	45%	15%	31%	26%	43%	12%	27%	21%	23%	25%	29%	31%	27%	23%	23%

Q50: Trustworthy: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315	252	247	202
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		855	419	435	241	321	293	137	273	72	168	194	241	186	93	300	175	380	234	234	186	200
		84%	83%	86%	89%	88%	78%	62%	95%	90%	84%	63%	95%	93%	90%	88%	78%	85%	83%	85%	86%	84%
Checked		158	85	73	31	45	83	85	13	8	33	112	12	14	10	42	48	68	49	41	31	37
		16%	17%	14%	11%	12%	22%	38%	5%	10%	16%	37%	5%	7%	10%	12%	22%	15%	17%	15%	14%	16%

Q51: Sincere: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		794	387	407	232	300	262	121	265	58	160	168	237	161	90	275	171	348	218	212	174	189
		78%	77%	80%	85%	82%	70%	55%	93%	73%	80%	55%	94%	81%	88%	80%	77%	78%	77%	77%	80%	79%
Checked		219	118	101	40	65	114	101	21	22	41	139	15	39	13	67	52	100	64	63	43	49
		22%	23%	20%	15%	18%	30%	45%	7%	27%	20%	45%	6%	19%	12%	20%	23%	22%	23%	23%	20%	21%

Q52: Snobbish: Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		702	335	367	184	243	275	192	153	54	136	263	129	131	61	227	151	323	204	197	151	150
		69%	66%	72%	68%	66%	73%	86%	53%	67%	68%	86%	51%	66%	60%	66%	68%	72%	72%	72%	69%	63%
Checked		311	170	141	87	122	101	30	133	26	64	43	123	69	42	115	72	124	79	78	67	88
		31%	34%	28%	32%	34%	27%	14%	47%	33%	32%	14%	49%	34%	40%	34%	32%	28%	28%	28%	31%	37%

Q53: (None): Margaret Thatcher: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	519	497	221	401	394	225	282	80	209	307	245	199	114	337	211	468	315
	Weighted Base	1013	504	508	271	365	376	222	286	81	200	306	253	200	103	342	223	448	283	275	217	238
Unchecked		755	391	364	189	282	284	196	195	66	154	267	178	152	74	250	172	333	212	204	161	178
		75%	77%	72%	70%	77%	75%	88%	68%	82%	77%	87%	70%	76%	72%	73%	77%	74%	75%	74%	74%	75%
Checked		258	114	144	82	83	92	26	91	15	47	39	75	48	29	92	51	115	71	71	56	60
		25%	23%	28%	30%	23%	25%	12%	32%	18%	23%	13%	30%	24%	28%	27%	23%	26%	25%	26%	26%	25%

Q54: In touch: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	520	496	222	400	394	226	281	80	209	307	245	199	114	336	212	468	315
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		891	437	454	229	313	349	207	220	66	192	292	188	174	97	299	201	390	234	250	196	211
		88%	86%	90%	84%	86%	93%	93%	77%	82%	96%	95%	74%	87%	94%	88%	90%	87%	83%	91%	90%	88%
Checked		122	69	53	44	51	27	16	65	15	9	15	65	26	6	42	23	57	49	25	21	27
		12%	14%	10%	16%	14%	7%	7%	23%	18%	4%	5%	26%	13%	6%	12%	10%	13%	17%	9%	10%	12%

Q55: Competent: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	520	496	222	400	394	226	281	80	209	307	245	199	114	336	212	468	315
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		811	399	412	202	293	315	183	181	65	180	264	157	157	97	270	186	355	208	229	170	204
		80%	79%	81%	74%	81%	84%	82%	63%	80%	90%	86%	62%	78%	94%	79%	83%	79%	73%	83%	78%	86%
Checked		202	107	95	71	71	61	40	104	16	20	42	96	43	6	71	39	93	75	46	47	34
		20%	21%	19%	26%	19%	16%	18%	37%	20%	10%	14%	38%	22%	6%	21%	17%	21%	27%	17%	22%	14%

Q56: Caring: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1016	520	496	222	400	394	226	281	80	209	307	245	199	114	336	212	468	315
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		930	470	460	241	326	362	210	240	69	197	288	217	180	100	312	206	411	253	253	199	224
		92%	93%	91%	88%	90%	96%	94%	84%	86%	98%	94%	86%	90%	97%	91%	92%	92%	90%	92%	92%	94%
Checked		83	36	47	32	38	14	13	45	11	4	18	36	20	3	29	18	36	29	22	18	14
		8%	7%	9%	12%	10%	4%	6%	16%	14%	2%	6%	14%	10%	3%	9%	8%	8%	10%	8%	8%	6%

Q57: Charismatic: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016																				
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		686	352	334	184	238	263	158	166	46	143	232	143	119	73	225	156	305	163	190	150	182
		68%	70%	66%	68%	65%	70%	71%	58%	58%	71%	76%	56%	59%	71%	66%	70%	68%	58%	69%	69%	77%
Checked		327	154	173	88	126	113	65	119	34	58	74	111	81	30	117	68	142	120	85	67	56
		32%	30%	34%	32%	35%	30%	29%	42%	42%	29%	24%	44%	41%	29%	34%	30%	32%	42%	31%	31%	23%

Q58: Trustworthy: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016																				
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		938	465	473	237	335	366	213	246	71	194	292	219	185	99	312	211	415	253	260	200	225
		93%	92%	93%	87%	92%	97%	95%	86%	88%	97%	95%	87%	92%	96%	91%	94%	93%	90%	94%	92%	95%
Checked		75	41	34	36	29	10	11	39	10	6	14	34	15	4	30	13	32	29	16	17	13
		7%	8%	7%	13%	8%	3%	5%	14%	12%	3%	5%	13%	8%	4%	9%	6%	7%	10%	6%	8%	5%

Q59: Sincere: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016																				
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		913	461	452	236	323	353	210	226	70	195	293	198	180	99	304	205	403	248	250	198	217
		90%	91%	89%	86%	89%	94%	94%	79%	87%	97%	96%	78%	90%	96%	89%	91%	90%	88%	91%	91%	91%
Checked		100	45	55	37	41	22	13	59	11	6	13	55	20	4	37	19	44	34	25	19	21
		10%	9%	11%	14%	11%	6%	6%	21%	13%	3%	4%	22%	10%	4%	11%	9%	10%	12%	9%	9%	9%

Q60: Snobbish: Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	520	496	222	400	394	226	281	80	209	307	245	199	114	336	212	468	315	252	247	202
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		826	395	431	221	299	305	176	250	64	148	240	226	162	72	276	177	372	243	217	179	188
		82%	78%	85%	81%	82%	81%	79%	88%	79%	74%	78%	89%	81%	70%	81%	79%	83%	86%	79%	82%	79%
Checked		187	111	76	51	65	71	48	35	17	52	67	27	38	31	65	47	75	40	59	38	50
		18%	22%	15%	19%	18%	19%	21%	12%	21%	26%	22%	11%	19%	30%	19%	21%	17%	14%	21%	18%	21%

Q61: (None): Tony Blair: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1016	520	496	222	400	394	226	281	80	209	307	245	199	114	336	212	468	315	252	247	202
	Weighted Base	1013	506	507	273	364	376	223	285	81	200	306	253	200	103	341	224	448	283	275	217	238
Unchecked		653	341	312	205	239	209	139	217	62	124	171	205	142	62	233	144	276	199	168	144	142
		64%	67%	61%	75%	66%	56%	62%	76%	77%	62%	56%	81%	71%	60%	68%	64%	62%	70%	61%	66%	60%
Checked		360	165	195	68	125	167	85	68	19	76	135	48	58	41	108	81	172	84	107	74	96
		36%	33%	39%	25%	34%	44%	38%	24%	23%	38%	44%	19%	29%	40%	32%	36%	38%	30%	39%	34%	40%

Q62: In touch: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315	251	247	202
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		918	458	460	250	317	350	216	220	75	194	297	197	180	99	310	207	402	262	247	198	211
		91%	90%	91%	92%	87%	93%	97%	77%	95%	97%	97%	78%	90%	96%	91%	92%	90%	93%	90%	91%	89%
Checked		94	48	46	23	46	26	8	65	4	7	9	55	20	4	31	18	45	21	27	19	27
		9%	10%	9%	8%	13%	7%	3%	23%	5%	3%	3%	22%	10%	4%	9%	8%	10%	7%	10%	9%	11%

Q63: Competent: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		839	417	422	226	295	319	203	189	71	177	281	166	162	93	270	196	373	222	232	185	200
		83%	82%	83%	83%	81%	85%	91%	67%	90%	88%	92%	66%	81%	90%	79%	87%	84%	79%	85%	85%	84%
Checked		173	89	84	47	68	57	20	95	8	24	25	87	38	10	71	28	73	61	42	32	38
		17%	18%	17%	17%	19%	15%	9%	33%	10%	12%	8%	34%	19%	10%	21%	13%	16%	21%	15%	15%	16%

Q64: Caring: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		885	449	436	244	309	331	209	214	69	184	290	185	169	97	291	193	401	248	239	192	206
		87%	89%	86%	89%	85%	88%	94%	75%	87%	92%	95%	73%	84%	94%	85%	86%	90%	88%	87%	89%	86%
Checked		127	57	70	29	54	45	14	70	11	17	16	67	31	6	50	32	46	35	36	25	32
		13%	11%	14%	11%	15%	12%	6%	25%	13%	8%	5%	27%	16%	6%	15%	14%	10%	12%	13%	11%	14%

Q65: Charismatic: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		976	486	491	255	352	369	218	269	78	196	298	236	198	101	328	217	431	279	262	209	227
		96%	96%	97%	93%	97%	98%	97%	95%	98%	98%	97%	94%	99%	98%	96%	97%	97%	99%	96%	96%	95%
Checked		4%	4%	3%	7%	3%	2%	3%	5%	2%	2%	3%	6%	1%	2%	4%	3%	3%	1%	4%	4%	5%

Q66: Trustworthy: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		903	446	457	253	311	340	217	213	73	182	302	191	171	91	297	205	402	241	251	197	214
		89%	88%	90%	93%	86%	90%	97%	75%	92%	91%	98%	76%	85%	89%	87%	91%	90%	85%	91%	91%	90%
Checked		109	60	49	20	52	36	6	71	7	18	5	61	29	12	44	19	45	42	23	20	24
		11%	12%	10%	7%	14%	10%	3%	25%	8%	9%	2%	24%	15%	11%	13%	9%	10%	15%	9%	9%	10%

Q67: Sincere: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		839	417	422	236	289	314	205	192	67	170	286	169	160	84	263	196	380	221	231	188	199
		83%	83%	83%	87%	79%	84%	92%	67%	85%	85%	93%	67%	80%	81%	77%	87%	85%	78%	84%	87%	84%
Checked		173	88	84	37	75	62	19	93	12	30	20	83	40	19	78	28	66	61	43	29	39
		17%	17%	17%	13%	21%	16%	8%	33%	15%	15%	7%	33%	20%	19%	23%	13%	15%	22%	16%	13%	16%

Q68: Snobbish: Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495																		
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		887	425	463	236	319	332	186	266	73	166	254	236	179	84	303	197	387	250	246	187	205
		88%	84%	91%	87%	88%	88%	83%	94%	91%	83%	83%	94%	90%	81%	89%	88%	87%	88%	90%	86%	86%
Checked		125	81	43	37	45	44	38	18	7	34	52	16	21	19	38	27	60	33	29	30	33
		12%	16%	9%	13%	12%	12%	17%	6%	9%	17%	17%	6%	10%	19%	11%	12%	13%	12%	10%	14%	14%

Q69: (None): Gordon Brown: Of those politicians, how many of these words accurately describes them? (can tick more than one for each person)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1015	520	495	222	399	394	226	281	79	209	307	244	199	114	336	212	467	315	251	247	202
	Weighted Base	1012	506	506	273	363	376	223	285	80	200	306	252	200	103	341	224	447	283	274	217	238
Unchecked		501	267	234	148	189	164	84	204	34	94	107	188	110	49	196	94	211	154	128	110	110
		50%	53%	46%	54%	52%	44%	38%	72%	43%	47%	35%	75%	55%	47%	57%	42%	47%	54%	47%	51%	46%
Checked		511	239	272	125	174	212	139	80	46	107	199	64	90	55	145	130	235	129	147	107	128
		50%	47%	54%	46%	48%	56%	62%	28%	57%	53%	65%	25%	45%	53%	43%	58%	53%	46%	53%	49%	54%

Q70: David Cameron: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		355	158	197	124	109	122	115	53	32	57	135	59	58	30	103	74	178	84	110	71	90
		35%	31%	39%	46%	30%	33%	52%	19%	40%	28%	44%	24%	29%	29%	30%	34%	40%	30%	41%	33%	38%
Checked		652	346	307	148	253	252	106	229	48	144	170	189	142	73	236	147	269	199	159	146	148
		65%	69%	61%	54%	70%	67%	48%	81%	60%	72%	56%	76%	71%	71%	70%	66%	60%	70%	59%	67%	62%

Q71: George Osborne: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		574	258	316	190	196	188	154	119	56	85	195	117	99	53	185	127	262	148	163	121	142
		57%	51%	63%	70%	54%	50%	70%	42%	71%	42%	64%	47%	50%	51%	55%	57%	59%	52%	60%	56%	60%
Checked		433	246	188	82	166	186	67	163	23	115	110	131	101	50	154	95	185	135	107	96	95
		43%	49%	37%	30%	46%	50%	30%	58%	29%	58%	36%	53%	50%	49%	45%	43%	41%	48%	40%	44%	40%

Q72: Ed Balls: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		889	437	452	235	325	329	193	258	72	163	265	224	180	85	304	190	395	248	238	190	213
		88%	87%	90%	87%	90%	88%	88%	91%	91%	81%	87%	90%	90%	83%	90%	86%	89%	88%	88%	88%	90%
Checked		118	66	51	36	37	45	27	24	7	37	40	25	20	18	35	32	51	35	31	27	25
		12%	13%	10%	13%	10%	12%	12%	9%	9%	19%	13%	10%	10%	17%	10%	14%	11%	12%	12%	12%	10%

Q73: Nick Clegg: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		661	307	354	205	225	231	167	158	68	98	213	139	131	56	212	141	308	175	186	144	155
		66%	61%	70%	75%	62%	62%	76%	56%	85%	49%	70%	56%	66%	54%	62%	63%	69%	62%	69%	66%	65%
Checked		346	197	150	67	137	142	54	124	12	102	92	109	69	47	127	81	138	107	83	73	82
		34%	39%	30%	25%	38%	38%	24%	44%	15%	51%	30%	44%	34%	46%	38%	37%	31%	38%	31%	34%	35%

Q74: Tony Blair: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		679	324	355	194	240	246	148	193	54	114	199	178	136	56	227	148	304	185	180	152	162
		67%	64%	71%	71%	66%	66%	67%	68%	67%	57%	65%	72%	68%	54%	67%	67%	68%	65%	67%	70%	68%
Checked		328	180	149	78	123	128	72	89	26	86	106	71	63	47	112	74	142	98	89	65	76
		33%	36%	29%	29%	34%	34%	33%	32%	33%	43%	35%	28%	32%	46%	33%	33%	32%	35%	33%	30%	32%

Q75: Gordon Brown: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		904	447	456	240	336	328	193	265	73	175	264	226	185	90	307	194	402	260	241	193	209
		90%	89%	91%	88%	93%	88%	87%	94%	92%	87%	87%	91%	93%	87%	91%	88%	90%	92%	90%	89%	88%
Checked		104	56	48	32	27	46	28	17	6	26	41	22	15	13	32	28	44	23	28	24	29
		10%	11%	9%	12%	7%	12%	13%	6%	8%	13%	13%	9%	7%	13%	9%	12%	10%	8%	10%	11%	12%

Q76: Margaret Thatcher: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		Total	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315	247	247	202
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		606	317	290	161	207	238	167	129	47	133	224	119	111	60	195	125	286	185	167	118	136
		60%	63%	57%	59%	57%	64%	76%	46%	59%	66%	74%	48%	56%	58%	57%	56%	64%	65%	62%	54%	57%
Checked		401	187	214	110	155	136	54	154	33	68	81	129	89	43	144	97	160	98	103	99	102
		40%	37%	43%	41%	43%	36%	24%	54%	41%	34%	26%	52%	44%	42%	43%	44%	36%	35%	38%	46%	43%

Q77: None of these: Which of the following politicians would you describe as 'posh'? (tick all you feel apply)

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
Unchecked		832	435	398	222	311	300	170	261	69	168	242	223	176	84	296	176	361	241	210	186	196
		83%	86%	79%	82%	86%	80%	77%	92%	86%	84%	79%	90%	88%	82%	87%	79%	81%	85%	78%	86%	82%
Checked		175	69	106	49	51	74	51	21	11	33	63	25	24	19	43	46	85	42	60	31	42
		17%	14%	21%	18%	14%	20%	23%	8%	14%	16%	21%	10%	12%	18%	13%	21%	19%	15%	22%	14%	18%

Q78: Does thinking that a politician is posh make you more likely or less likely to vote for them?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1011	518	493	221	398	392	224	279	79	209	306	241	199	114	334	210	467	315
	Weighted Base	1007	503	504	271	362	374	221	282	80	200	305	248	200	103	339	222	447	283	270	217	238
More likely		43	26	18	25	12	7	14	14	3	6	10	20	5	3	9	6	28	15	14	5	9
		4%	5%	4%	9%	3%	2%	7%	5%	4%	3%	3%	8%	2%	3%	3%	3%	6%	5%	5%	2%	4%
Less Likely		344	179	165	99	131	113	24	148	31	80	49	121	83	39	130	78	136	89	94	83	78
		34%	36%	33%	36%	36%	30%	11%	52%	38%	40%	16%	49%	41%	38%	38%	35%	31%	31%	35%	38%	33%
Makes No difference		620	299	321	148	219	253	183	121	46	115	246	107	112	61	200	138	282	178	162	129	150
		62%	59%	64%	54%	60%	68%	83%	43%	57%	57%	81%	43%	56%	59%	59%	62%	63%	63%	60%	59%	63%

Q79: Who is most in touch with ordinary voters?

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1010	518	492	221	398	391	224	278	79	209	306	240	199	114	333	210	467	315	246	247	202
	Weighted Base	1006	503	503	271	362	373	221	281	80	200	305	247	200	103	338	222	447	283	269	217	238
David Cameron		80	38	42	25	28	27	55	5	7	7	56	6	9	6	26	16	39	21	26	21	12
		8%	8%	8%	9%	8%	7%	25%	2%	8%	3%	18%	3%	5%	6%	8%	7%	9%	7%	10%	10%	5%
George Osborne		9	3	6	0	4	5	3	1	0	2	1	5	1	1	1	3	5	0	5	1	4
		1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	2%	1%	1%	0%	1%	1%	0%	2%	0%	1%
Ed Miliband		103	55	48	32	42	29	2	79	4	11	8	56	20	10	39	23	41	27	18	28	30
		10%	11%	10%	12%	12%	8%	1%	28%	5%	6%	3%	23%	10%	9%	12%	10%	9%	10%	7%	13%	13%
Ed Balls		87	50	37	15	40	31	3	53	5	17	4	46	24	11	33	14	40	28	18	20	21
		9%	10%	7%	6%	11%	8%	2%	19%	7%	8%	1%	19%	12%	10%	10%	6%	9%	10%	7%	9%	9%
Theresa May		22	13	10	5	5	12	1	6	5	5	4	6	9	1	9	3	10	6	6	4	6
		2%	3%	2%	2%	1%	3%	0%	2%	6%	3%	1%	2%	4%	1%	3%	1%	2%	2%	2%	2%	3%
Yvette Cooper		48	24	23	5	18	24	2	26	4	12	3	27	11	4	17	11	19	20	15	6	7
		5%	5%	5%	2%	5%	7%	1%	9%	5%	6%	1%	11%	6%	3%	5%	5%	4%	7%	6%	3%	3%
David Davis		80	55	25	18	19	43	23	9	6	28	41	8	13	11	26	19	35	23	19	21	17
		8%	11%	5%	7%	5%	11%	10%	3%	7%	14%	13%	3%	7%	10%	8%	8%	8%	8%	7%	10%	7%
William Hague		63	32	31	12	11	41	38	2	5	12	41	4	8	7	23	15	26	13	19	14	17
		6%	6%	6%	4%	3%	11%	17%	1%	7%	6%	14%	2%	4%	6%	7%	7%	6%	5%	7%	6%	7%
Boris Johnson		144	72	73	41	52	51	40	22	11	39	63	19	30	14	43	31	70	42	40	26	36
		14%	14%	14%	15%	14%	14%	18%	8%	13%	19%	21%	8%	15%	13%	13%	14%	16%	15%	15%	12%	15%
Dont Know		369	161	208	117	143	109	54	79	32	68	84	70	75	40	120	87	162	104	102	76	88
		37%	32%	41%	43%	39%	29%	24%	28%	41%	34%	28%	28%	37%	39%	36%	39%	36%	37%	38%	35%	37%

Q80: Whom would you MOST like to invite around to your house for dinner?

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1008	517	491	221	396	391	224	278	79	208	306	240	199	113	332	210	466	315	244	247	202
	Weighted Base	1004	502	502	271	360	373	221	281	80	199	305	247	200	102	337	222	446	283	267	217	238
David Cameron		84	39	45	29	24	30	57	9	2	10	53	11	9	4	31	15	38	30	22	15	17
		8%	8%	9%	11%	7%	8%	26%	3%	2%	5%	17%	5%	5%	4%	9%	7%	9%	11%	8%	7%	7%
Ed Miliband		51	27	24	21	16	14	0	37	2	6	4	33	9	2	20	9	22	15	12	10	15
		5%	5%	5%	8%	5%	4%	0%	13%	3%	3%	1%	13%	4%	1%	6%	4%	5%	5%	4%	4%	6%
George Osborne		12	6	6	5	5	3	5	1	3	1	5	3	4	0	3	1	8	6	3	1	3
		1%	1%	1%	2%	1%	1%	2%	0%	4%	1%	2%	1%	2%	0%	1%	0%	2%	2%	1%	0%	1%
Ed Balls		26	14	12	3	8	15	5	17	0	3	6	14	4	2	13	4	10	6	4	7	9
		3%	3%	2%	1%	2%	4%	2%	6%	0%	2%	2%	6%	2%	2%	4%	2%	2%	2%	1%	3%	4%
Nick Clegg		44	24	20	15	18	12	10	2	21	4	11	3	22	1	17	10	18	12	15	10	7
		4%	5%	4%	5%	5%	3%	4%	1%	27%	2%	3%	1%	11%	1%	5%	4%	4%	4%	6%	4%	3%
Tony Blair		70	32	38	27	28	15	5	37	5	9	5	41	10	2	30	13	27	21	20	15	14
		7%	6%	7%	10%	8%	4%	2%	13%	6%	5%	2%	17%	5%	2%	9%	6%	6%	8%	7%	7%	6%
Boris Johnson		220	107	113	44	87	89	83	35	12	48	112	25	42	18	50	55	115	63	57	51	49
		22%	21%	23%	16%	24%	24%	38%	12%	16%	24%	37%	10%	21%	17%	15%	25%	26%	22%	21%	24%	21%
Ken Livingstone		65	34	30	7	31	26	2	39	7	10	6	27	20	10	17	9	39	27	16	11	11
		6%	7%	6%	3%	9%	7%	1%	14%	8%	5%	2%	11%	10%	10%	5%	4%	9%	10%	6%	5%	5%
Theresa May		16	14	2	6	4	6	3	2	1	6	7	3	1	3	5	4	7	6	3	2	5
		2%	3%	0%	2%	1%	2%	1%	1%	1%	3%	2%	1%	0%	2%	1%	2%	2%	2%	1%	1%	2%
Yvette Cooper		14	8	6	2	5	6	0	9	0	4	1	8	3	2	9	1	4	8	1	4	1
		1%	2%	1%	1%	1%	2%	0%	3%	0%	2%	0%	3%	1%	2%	3%	0%	1%	3%	0%	2%	0%
George Galloway		59	35	24	17	22	20	3	18	2	22	9	14	13	13	27	12	20	22	13	11	13
		6%	7%	5%	6%	6%	5%	1%	6%	2%	11%	3%	6%	7%	13%	8%	5%	5%	8%	5%	5%	5%
None of these		344	161	182	94	112	138	49	76	25	74	87	64	62	47	116	90	137	67	101	82	93
		34%	32%	36%	35%	31%	37%	22%	27%	31%	37%	28%	26%	31%	46%	34%	41%	31%	24%	38%	38%	39%

Q81: Whom would you LEAST like to invite around to your house for dinner?

		Gender		Age Group			Vote Intention				2010 vote				Region			SEG				
		<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1008	517	491	221	396	391	224	278	79	208	306	240	199	113	332	210	466	315	244	247	202
	Weighted Base	1004	502	502	271	360	373	221	281	80	199	305	247	200	102	337	222	446	283	267	217	238
David Cameron		182	90	92	50	77	54	3	98	11	37	11	79	37	25	76	33	73	39	48	43	52
		18%	18%	18%	19%	21%	15%	2%	35%	13%	18%	4%	32%	18%	24%	23%	15%	16%	14%	18%	20%	22%
Ed Miliband		71	33	38	17	31	23	36	6	10	5	43	6	14	2	21	16	34	26	22	12	11
		7%	7%	8%	6%	9%	6%	16%	2%	13%	2%	14%	2%	7%	2%	6%	7%	8%	9%	8%	5%	5%
George Osborne		76	45	31	17	27	32	2	44	3	15	9	34	23	4	29	13	34	25	16	18	17
		8%	9%	6%	6%	7%	9%	1%	16%	4%	8%	3%	14%	12%	4%	9%	6%	8%	9%	6%	8%	7%
Ed Balls		42	27	15	5	7	30	27	1	3	7	30	3	5	2	9	11	21	14	12	10	6
		4%	5%	3%	2%	2%	8%	12%	0%	4%	4%	10%	1%	3%	2%	3%	5%	5%	5%	5%	2%	2%
Nick Clegg		36	23	13	15	12	10	6	15	1	6	8	14	5	4	16	7	14	10	10	5	11
		4%	5%	3%	5%	3%	3%	3%	5%	1%	3%	3%	6%	3%	4%	5%	3%	3%	3%	4%	2%	5%
Tony Blair		158	81	78	31	55	73	51	13	14	45	78	11	30	20	47	42	69	33	48	35	42
		16%	16%	15%	11%	15%	20%	23%	5%	17%	22%	26%	5%	15%	19%	14%	19%	15%	12%	18%	16%	17%
Boris Johnson		45	20	25	14	17	15	6	18	7	7	6	13	12	5	14	9	23	17	12	8	8
		4%	4%	5%	5%	5%	4%	3%	6%	8%	4%	2%	5%	6%	5%	4%	4%	5%	6%	4%	4%	3%
Ken Livingstone		66	28	39	13	28	25	31	4	4	12	42	7	7	5	14	17	35	19	19	17	11
		7%	6%	8%	5%	8%	7%	14%	1%	5%	6%	14%	3%	3%	5%	4%	8%	8%	7%	7%	8%	5%
Theresa May		30	17	13	15	7	7	3	13	1	10	2	13	7	5	12	4	14	10	9	5	6
		3%	3%	3%	6%	2%	2%	1%	4%	1%	5%	1%	5%	3%	5%	4%	2%	3%	3%	3%	2%	2%
Yvette Cooper		17	10	7	7	3	7	3	1	1	8	8	1	4	2	5	4	7	5	5	3	4
		2%	2%	1%	3%	1%	2%	1%	0%	1%	4%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%
George Galloway		165	84	81	30	67	67	40	42	16	32	51	41	43	14	59	38	68	59	36	37	33
		16%	17%	16%	11%	19%	18%	18%	15%	20%	16%	17%	16%	22%	14%	17%	17%	15%	21%	13%	17%	14%
None of these		116	44	72	56	31	30	13	28	9	16	18	25	14	13	33	29	53	27	31	22	36
		12%	9%	14%	21%	9%	8%	6%	10%	12%	8%	6%	10%	7%	12%	10%	13%	12%	9%	12%	10%	15%

Q82: Who would you say is/was most concerned about their 'image'?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1006	517	489	220	395	391	223	278	79	207	305	240	198	113	332	209	465	315	242	247	202
	Weighted Base	1002	502	499	270	359	373	220	281	80	198	303	247	199	102	337	220	445	283	264	217	238
David Cameron		388	189	199	132	144	113	16	187	24	76	44	153	81	45	145	82	161	106	102	92	88
		39%	38%	40%	49%	40%	30%	7%	66%	31%	38%	14%	62%	40%	44%	43%	37%	36%	38%	39%	42%	37%
Ed Miliband		76	37	39	33	25	19	38	5	5	11	37	11	10	8	17	18	41	27	18	21	10
		8%	7%	8%	12%	7%	5%	17%	2%	7%	5%	12%	4%	5%	8%	5%	8%	9%	10%	7%	10%	4%
Gordon Brown		63	31	31	25	19	19	22	8	5	13	25	13	9	5	22	7	34	19	19	12	12
		6%	6%	6%	9%	5%	5%	10%	3%	7%	7%	8%	5%	4%	5%	7%	3%	8%	7%	7%	6%	5%
Tony Blair		399	207	192	63	142	194	134	54	35	90	186	44	84	40	131	91	178	109	114	77	100
		40%	41%	38%	23%	40%	52%	61%	19%	44%	45%	61%	18%	42%	39%	39%	41%	40%	38%	43%	35%	42%
Margaret Thatcher		76	38	38	18	30	28	10	28	9	8	12	26	15	5	21	23	31	22	11	15	27
		8%	7%	8%	7%	8%	8%	5%	10%	12%	4%	4%	11%	8%	4%	6%	11%	7%	8%	4%	7%	11%

Q83: Have the events of the last two weeks made you more likely to view the Conservative Party as:

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1006	517	489	220	395	391	223	278	79	207	305	240	198	113	332	209	465	315	242	247	202
	Weighted Base	1002	502	499	270	359	373	220	281	80	198	303	247	199	102	337	220	445	283	264	217	238
Caring		50	28	23	29	11	11	27	7	6	5	22	11	8	5	16	7	27	16	13	12	10
		5%	5%	5%	11%	3%	3%	12%	2%	7%	2%	7%	5%	4%	5%	5%	3%	6%	6%	5%	5%	4%
Uncaring		471	255	216	107	180	185	12	195	36	132	78	155	114	56	174	110	187	129	111	106	125
		47%	51%	43%	40%	50%	50%	5%	69%	45%	66%	26%	63%	57%	55%	52%	50%	42%	46%	42%	49%	53%
No Change		426	204	222	111	149	166	171	75	38	60	186	75	74	41	132	95	199	123	122	91	91
		43%	41%	44%	41%	41%	45%	78%	27%	48%	30%	61%	30%	37%	40%	39%	43%	45%	43%	46%	42%	38%
Dont know		54	15	39	24	20	10	10	5	0	2	17	6	3	0	15	8	31	15	18	9	12
		5%	3%	8%	9%	6%	3%	5%	2%	0%	1%	6%	2%	1%	0%	4%	4%	7%	5%	7%	4%	5%

Q84: Which of these images in your opinion best represents the 'real' David Cameron?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1004	517	487	220	395	389	223	278	79	206	305	240	198	112	331	209	464	315	240	247	202
	Weighted Base	1000	502	498	270	359	371	220	281	80	197	303	247	199	101	336	220	444	283	262	217	238
David Cameron in the well-known Bullingdon club photograph		626	332	293	160	237	228	55	239	51	143	119	194	146	70	224	142	259	184	166	134	142
		63%	66%	59%	59%	66%	61%	25%	85%	64%	73%	39%	79%	73%	69%	67%	64%	58%	65%	63%	62%	60%
David Cameron in casual clothes drinking a pink of beer in a pub		374	170	204	109	122	143	165	42	29	54	185	53	53	32	111	79	184	99	96	83	96
		37%	34%	41%	41%	34%	39%	75%	15%	36%	27%	61%	21%	27%	31%	33%	36%	42%	35%	37%	38%	40%

Q85: Some people have described this as a government of 'chums' drawn from a socially elite group- do you agree or disagree with this description?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1004	517	487	220	395	389	223	278	79	206	305	240	198	112	331	209	464	315	240	247	202
	Weighted Base	1000	502	498	270	359	371	220	281	80	197	303	247	199	101	336	220	444	283	262	217	238
Agree		606	327	279	169	226	211	46	245	48	150	100	202	150	72	228	129	249	181	148	136	140
		61%	65%	56%	63%	63%	57%	21%	87%	61%	76%	33%	82%	75%	71%	68%	59%	56%	64%	56%	63%	59%
Disagree		140	66	74	30	44	67	99	7	9	12	99	11	11	9	36	32	72	43	40	29	29
		14%	13%	15%	11%	12%	18%	45%	2%	12%	6%	33%	5%	6%	9%	11%	15%	16%	15%	15%	13%	12%
Neither agree nor disagree		209	92	116	51	77	80	69	21	21	30	94	26	34	17	57	52	100	53	59	45	51
		21%	18%	23%	19%	22%	22%	31%	8%	26%	15%	31%	10%	17%	17%	17%	23%	23%	19%	23%	21%	21%
Dont Know		45	17	28	20	11	14	6	8	1	5	10	8	4	3	14	7	23	6	15	7	18
		4%	3%	6%	7%	3%	4%	3%	3%	1%	2%	3%	3%	2%	3%	4%	3%	5%	2%	6%	3%	7%

Q86: When David Cameron chooses his inner circle, which factor do you think is most important?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1003	517	486	219	395	389	223	278	79	206	305	240	198	112	331	208	464	315	239	247	202
	Weighted Base	999	502	496	268	359	371	220	281	80	197	303	247	199	101	336	219	444	283	261	217	238
The candidates social background		176	95	81	42	72	62	7	72	16	55	31	65	35	23	65	36	74	46	45	47	38
		18%	19%	16%	16%	20%	17%	3%	26%	20%	28%	10%	26%	17%	22%	19%	17%	17%	16%	17%	21%	16%
The candidates ability to do the job		325	153	172	70	115	140	167	40	24	32	180	43	50	22	89	78	158	97	76	76	75
		33%	31%	35%	26%	32%	38%	76%	14%	31%	16%	59%	17%	25%	21%	26%	36%	36%	34%	29%	35%	32%
The candidates financial means		97	51	47	30	41	26	7	42	2	24	11	30	16	18	40	19	39	24	20	20	34
		10%	10%	9%	11%	12%	7%	3%	15%	2%	12%	4%	12%	8%	17%	12%	9%	9%	8%	7%	9%	14%
The candidates personal connections		292	153	139	82	96	114	23	104	29	74	60	85	79	30	112	63	117	88	82	52	69
		29%	30%	28%	30%	27%	31%	10%	37%	36%	38%	20%	34%	39%	30%	33%	29%	26%	31%	31%	24%	29%
Dont Know		108	51	58	44	35	29	16	23	8	11	21	24	20	9	31	23	55	27	38	22	21
		11%	10%	12%	16%	10%	8%	7%	8%	10%	6%	7%	10%	10%	9%	9%	11%	12%	10%	15%	10%	9%

Q87: If David Cameron had to choose between two candidates of equal merit for a top job, but one was from a private school, the other from a state school, which one would get the job?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1003	517	486	219	395	389	223	278	79	206	305	240	198	112	331	208	464	315
	Weighted Base	999	502	496	268	359	371	220	281	80	197	303	247	199	101	336	219	444	283	261	217	238
The candidate from a private school		633	340	293	152	243	238	68	227	51	143	139	191	138	67	236	137	260	166	156	146	165
		63%	68%	59%	56%	68%	64%	31%	81%	64%	73%	46%	77%	69%	66%	70%	63%	59%	59%	60%	67%	69%
The candidate from a state school		108	55	54	58	27	24	37	25	12	22	34	29	19	14	34	23	52	35	26	26	22
		11%	11%	11%	21%	7%	6%	17%	9%	15%	11%	11%	12%	10%	13%	10%	11%	12%	12%	10%	12%	9%
Dont Know		257	108	149	59	89	109	115	30	16	32	130	27	42	21	67	58	132	82	79	45	51
		26%	21%	30%	22%	25%	29%	52%	10%	21%	16%	43%	11%	21%	20%	20%	27%	30%	29%	30%	21%	21%

Q88: Conservative Cabinet Minister Francis Maude talked about David Cameron holding 'kitchen suppers' versus more formal 'dinners' in the No. 10 flat for Conservative Party donors. Does this distinction have any significance to you?

		<u>Total</u>	Gender		Age Group			Vote Intention				2010 vote				Region			SEG			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
			Total	Unweighted Base	1003	517	486	219	395	389	223	278	79	206	305	240	198	112	331	208	464	315
	Weighted Base	999	502	496	268	359	371	220	281	80	197	303	247	199	101	336	219	444	283	261	217	238
Yes		200	102	99	72	61	67	38	73	20	43	54	65	50	17	66	35	99	71	57	31	41
		20%	20%	20%	27%	17%	18%	17%	26%	25%	22%	18%	26%	25%	17%	20%	16%	22%	25%	22%	14%	17%
No		653	339	314	143	252	258	156	175	51	136	210	148	127	74	220	155	278	185	160	156	151
		65%	67%	63%	53%	70%	70%	71%	62%	64%	69%	69%	60%	64%	73%	65%	71%	63%	66%	61%	72%	64%
Dont Know		146	62	84	54	46	46	25	33	9	18	39	34	22	10	50	29	67	26	44	30	45
		15%	12%	17%	20%	13%	12%	12%	12%	11%	9%	13%	14%	11%	10%	15%	13%	15%	9%	17%	14%	19%

Q89: Which politician do you think would drive the best bargain when purchasing an item at a car boot sale?

		<u>Total</u>	<u>Gender</u>		<u>Age Group</u>			<u>Vote Intention</u>				<u>2010 vote</u>				<u>Region</u>			<u>SEG</u>			
			<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-54</u>	<u>55+</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>North and Scotland</u>	<u>Midlands and Wales</u>	<u>South</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>
Total	Unweighted Base	1003	517	486	219	395	389	223	278	79	206	305	240	198	112	331	208	464	315	239	247	202
	Weighted Base	999	502	496	268	359	371	220	281	80	197	303	247	199	101	336	219	444	283	261	217	238
David Cameron		78	44	34	24	31	22	32	15	5	13	36	14	11	7	26	16	36	21	18	20	19
		8%	9%	7%	9%	9%	6%	15%	5%	7%	6%	12%	6%	5%	7%	8%	7%	8%	7%	7%	9%	8%
George Osborne		130	60	71	33	44	54	51	22	8	23	59	30	15	12	39	37	54	38	36	27	30
		13%	12%	14%	12%	12%	15%	23%	8%	10%	12%	19%	12%	8%	11%	12%	17%	12%	13%	14%	12%	13%
Ed Miliband		86	49	36	36	29	21	12	43	7	10	17	31	20	6	36	12	37	28	15	16	27
		9%	10%	7%	13%	8%	6%	5%	15%	9%	5%	6%	12%	10%	6%	11%	6%	8%	10%	6%	7%	11%
Nick Clegg		72	43	29	25	23	24	20	10	18	14	22	10	21	7	28	12	33	21	17	19	15
		7%	9%	6%	9%	6%	6%	9%	3%	23%	7%	7%	4%	11%	7%	8%	5%	7%	7%	7%	9%	6%
Dont Know		370	167	203	107	129	134	68	80	25	70	112	69	66	40	115	90	165	94	103	85	88
		37%	33%	41%	40%	36%	36%	31%	28%	31%	36%	37%	28%	33%	39%	34%	41%	37%	33%	39%	39%	37%
Ed Balls		263	139	124	44	103	115	38	112	16	67	57	94	66	30	92	51	119	82	72	50	59
		26%	28%	25%	16%	29%	31%	17%	40%	20%	34%	19%	38%	33%	29%	28%	23%	27%	29%	27%	23%	25%