

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 1

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station. I would like to know how certain it is that you would actually go and vote in a general election?

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South	
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358	
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360	
Certain to vote	(10)	532	261	271	41	53	282	156	153	155	103	121	157	121	92	40	151	153	92	187	179	166
		52%	53%	52%	33%	32%	55%	75%	58%	52%	49%	50%	68%	56%	61%	62%	77%	65%	70%	56%	56%	46%
	(9)	74	40	35	15	8	39	12	25	25	15	9	24	16	8	3	15	17	13	21	18	35
		7%	8%	7%	12%	5%	7%	6%	9%	8%	7%	4%	10%	7%	5%	5%	8%	7%	10%	6%	6%	10%
	(8)	75	29	46	7	14	45	9	24	25	12	14	12	22	12	5	11	21	12	24	17	35
		7%	6%	9%	6%	9%	9%	4%	9%	8%	6%	6%	5%	10%	8%	7%	5%	9%	9%	7%	5%	10%
	(7)	41	21	20	13	8	15	6	8	5	14	15	11	11	3	7	4	9	*	14	12	15
		4%	4%	4%	10%	5%	3%	3%	3%	2%	7%	6%	5%	5%	2%	10%	2%	4%	*	4%	4%	4%
	(6)	27	13	14	2	8	17	-	4	5	11	7	5	7	5	1	2	3	3	9	10	7
		3%	3%	3%	1%	5%	3%	-	1%	2%	5%	3%	2%	3%	3%	2%	1%	1%	2%	3%	3%	2%
	(5)	82	40	42	11	24	37	10	8	25	28	21	13	30	18	5	6	15	8	24	23	34
		8%	8%	8%	9%	14%	7%	5%	3%	8%	13%	8%	6%	14%	12%	7%	3%	6%	6%	7%	7%	9%
	(4)	17	6	11	2	6	9	-	4	6	2	4	2	3	3	1	2	2	2	7	5	4
		2%	1%	2%	1%	4%	2%	-	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%
	(3)	30	8	22	13	5	11	2	7	7	6	9	6	5	8	2	2	5	1	10	12	8
		3%	2%	4%	11%	3%	2%	1%	3%	2%	3%	4%	2%	2%	5%	3%	1%	2%	1%	3%	4%	2%
	(2)	20	12	8	4	5	9	2	9	5	3	2	2	3	1	1	1	3	1	6	4	10
		2%	2%	2%	3%	3%	2%	1%	4%	2%	1%	1%	1%	1%	1%	2%	*	1%	*	2%	1%	3%
Certain not to vote	(1)	112	55	57	17	33	51	11	22	36	15	39	-	-	-	-	2	6	1	32	37	43
		11%	11%	11%	13%	20%	10%	5%	8%	12%	7%	16%	-	-	-	-	1%	3%	1%	10%	12%	12%
Refused		2	1	1	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	2
		*	*	*	-	-	*	1%	-	*	1%	-	-	-	-	-	-	-	-	-	-	1%
Don't know		2	2	1	-	-	2	1	-	1	1	1	-	-	-	-	-	1	-	-	1	1
		*	*	*	-	-	*	*	-	*	*	*	-	-	-	-	-	1%	-	-	*	*
Mean		7.68	7.74	7.63	6.66	6.24	7.88	8.94	8.10	7.66	7.70	7.23	8.99	8.40	8.45	8.58	9.34	8.72	9.09	7.86	7.71	7.49
Standard deviation		3.18	3.18	3.18	3.35	3.48	3.07	2.40	3.02	3.25	2.90	3.44	1.87	2.20	2.33	2.18	1.62	2.29	1.83	3.09	3.24	3.21
Standard error		0.10	0.15	0.13	0.38	0.29	0.13	0.17	0.17	0.22	0.23	0.19	0.13	0.15	0.20	0.26	0.12	0.14	0.17	0.17	0.18	0.17

Prepared on behalf of The Sunday Telegraph by ICM Research

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Absolutes/col percents

Table 2

Data derived from:-

Q.A Some people have said they would not vote in a new General Election, while others would go and vote at their polling station.

I would like to know how certain it is that you would actually go and vote in a general election?

Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area.

If there were a general election tomorrow which party do you think you would vote for?

Data excludes those who definitely will not vote (11%), don't know who they would vote for (16%) or refuse to answer (8%)

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	554	243	311	42	49	322	141	176	120	85	173	196	185	114	59	149	191	86	187	179	188
Weighted base	542	261	281	63	52	285	141	153	154	112	123	204	169	114	54	154	162	93	185	174	183
Conservative	204	109	95	22	15	117	51	59	54	56	35	204	-	-	-	140	14	11	47	84	73
	38%	42%	34%	34%	28%	41%	36%	38%	35%	50%	29%	100%	-	-	-	91%	9%	12%	26%	48%	40%
Labour	169	76	93	27	15	79	48	53	39	30	47	-	169	-	2	121	7	60	58	51	
	31%	29%	33%	43%	28%	28%	34%	34%	25%	27%	38%	-	100%	-	1%	75%	8%	33%	34%	28%	
Liberal Democrat/ Liberal	114	47	68	8	15	59	32	33	38	19	25	-	-	114	7	19	71	45	24	46	
	21%	18%	24%	13%	29%	21%	22%	21%	25%	17%	20%	-	-	100%	4%	12%	76%	24%	14%	25%	
Scottish National Party/ SNP	18	9	10	1	1	12	4	-	6	4	9	-	-	-	18	2	2	2	18	-	-
	3%	3%	3%	2%	3%	4%	3%	-	4%	3%	7%	-	-	-	34%	2%	1%	2%	10%	-	-
Plaid Cymru	3	1	2	-	-	2	1	1	1	-	1	-	-	-	3	1	-	1	-	3	-
	1%	*	1%	-	-	1%	*	*	1%	-	1%	-	-	-	5%	*	-	1%	-	2%	-
Green Party	20	11	9	5	4	9	2	7	11	-	2	-	-	-	20	-	2	1	9	3	8
	4%	4%	3%	8%	8%	3%	1%	5%	7%	-	2%	-	-	-	37%	-	1%	1%	5%	2%	5%
UK Independence Party (UKIP)	6	5	1	-	-	4	2	1	1	2	2	-	-	-	6	1	*	-	1	-	5
	1%	2%	*	-	-	1%	1%	1%	1%	2%	2%	-	-	-	11%	1%	*	-	1%	-	3%
Other	7	4	3	-	2	4	1	-	5	-	2	-	-	-	7	1	2	-	5	2	1
	1%	1%	1%	-	4%	1%	1%	-	3%	-	2%	-	-	-	13%	*	2%	-	2%	1%	*

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Col percents

Table 3
Published Vote Intention Figures
Percentages derived from the responses of 723 respondents

	<u>Total</u>
Conservative	37%
Labour	32%
Liberal Democrat	21%
Other	10%

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Absolutes/col percents

Table 4

Q.1 If at the next election the Conservatives are led by David Cameron, Gordon Brown leads Labour and Menzies Campbell (Ming Campbell) leads the Liberal Democrats, how would you vote, would you vote Conservative, Labour, Liberal Democrats or for another party?

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
Conservative	286 28%	140 29%	146 28%	32 26%	31 19%	155 30%	68 33%	79 30%	76 26%	74 35%	57 24%	217 93%	12 6%	5 4%	6 10%	160 82%	28 12%	13 10%	73 22%	114 36%	99 27%
Labour	245 24%	113 23%	132 25%	26 21%	44 27%	122 24%	52 25%	66 25%	64 22%	48 23%	67 28%	3 1%	185 85%	14 9%	6 9%	3 1%	138 59%	13 10%	91 27%	69 22%	85 24%
Liberal Democrat	156 15%	64 13%	91 17%	24 19%	23 14%	70 14%	39 19%	41 16%	43 15%	29 14%	42 17%	4 2%	9 4%	117 78%	6 9%	9 4%	22 9%	77 58%	59 18%	33 10%	64 18%
Another party	89 9%	52 11%	36 7%	8 6%	17 10%	53 10%	12 6%	15 6%	35 12%	12 6%	26 11%	4 2%	3 1%	5 3%	42 64%	11 6%	10 4%	10 8%	35 11%	23 7%	30 8%
Refused	84 8%	47 10%	37 7%	6 5%	20 12%	47 9%	11 5%	25 9%	29 10%	15 7%	15 6%	- -	- -	- -	2 3%	1 1%	5 2%	3 2%	28 8%	27 9%	29 8%
Don't know	155 15%	70 14%	85 16%	29 23%	28 17%	69 13%	28 13%	39 15%	49 16%	33 16%	34 14%	5 2%	9 4%	8 5%	4 5%	11 6%	32 14%	15 12%	48 14%	53 17%	54 15%

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Col percents

Table 5
Published Vote Intention Figures - Cameron vs Brown vs Campbell
Percentages derived from the responses of 723 respondents

	<u>Total</u>
Conservative	38%
Labour	31%
Liberal Democrat	20%
Other	11%

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Absolutes/col percents

Table 6

Q.1b Putting aside your own preference which of the two is likely to end up having most MP's in the House of Commons

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
The Conservatives	341 34%	163 33%	178 34%	24 19%	48 29%	190 37%	80 38%	99 38%	82 28%	87 41%	73 30%	135 58%	58 27%	45 30%	20 30%	105 54%	63 27%	43 33%	90 27%	115 36%	137 38%
Labour	518 51%	254 52%	264 50%	91 73%	96 58%	244 47%	87 42%	134 51%	157 53%	95 45%	132 54%	71 31%	143 66%	91 61%	42 65%	61 31%	139 59%	68 52%	194 58%	156 49%	168 47%
Neither of these	14 1%	5 1%	8 2%	1 1%	2 1%	8 1%	3 1%	3 1%	2 1%	4 2%	4 2%	2 1%	1 *	2 1%	1 1%	2 1%	3 2%	4 1%	3 1%	7 2%	
Don't know	141 14%	65 13%	76 14%	9 7%	18 11%	75 14%	39 19%	28 10%	54 18%	26 12%	33 14%	24 10%	16 7%	11 8%	2 3%	28 14%	32 14%	18 14%	47 14%	45 14%	49 13%

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Table 7

Q.2b Putting aside your own party preference for a moment, which of the two do you think is more in touch with the lives of people like you?

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
Gordon Brown	380 37%	175 36%	205 39%	55 44%	61 37%	177 34%	87 42%	107 40%	110 37%	66 31%	98 40%	24 10%	157 72%	72 48%	23 36%	17 9%	145 61%	55 42%	153 46%	112 35%	116 32%
David Cameron	391 39%	190 39%	202 38%	57 45%	61 38%	201 39%	72 35%	100 38%	111 38%	91 43%	89 37%	173 75%	44 20%	46 31%	23 35%	134 69%	54 23%	48 37%	113 34%	126 39%	153 42%
Neither of them	142 14%	74 15%	68 13%	3 3%	25 15%	82 16%	31 15%	37 14%	41 14%	30 14%	33 14%	21 9%	7 3%	22 15%	15 23%	27 14%	18 8%	17 13%	44 13%	48 15%	50 14%
Don't know	101 10%	49 10%	52 10%	10 8%	16 10%	57 11%	18 9%	20 8%	34 11%	25 12%	22 9%	13 6%	9 4%	9 6%	4 6%	17 9%	19 8%	12 9%	26 8%	34 11%	41 11%

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Absolutes/col percents

Table 8

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to improve the quality of education in our schools**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	413	197	216	47	68	209	89	98	115	98	101	165	29	65	31	143	51	60	125	135	153
	41%	40%	41%	38%	42%	40%	43%	37%	39%	46%	42%	71%	13%	44%	48%	73%	22%	45%	37%	42%	43%
Gordon Brown	407	206	201	58	74	192	83	113	118	81	95	38	171	64	29	20	156	55	150	117	140
	40%	42%	38%	47%	45%	37%	40%	43%	40%	38%	39%	17%	79%	43%	44%	10%	66%	41%	45%	37%	39%
Neither of them	67	33	33	1	12	44	9	24	22	9	11	7	3	9	5	11	5	8	21	21	25
	7%	7%	6%	1%	7%	9%	5%	9%	8%	4%	5%	3%	1%	6%	8%	6%	2%	6%	6%	7%	7%
Don't know	128	52	76	18	10	72	27	30	40	23	34	21	15	11	-	20	24	10	39	46	42
	13%	11%	14%	15%	6%	14%	13%	11%	14%	11%	14%	9%	7%	7%	-	10%	10%	7%	12%	14%	12%

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Table 9

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to improve the NHS**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	426	217	209	49	68	218	90	103	127	101	94	178	37	68	29	154	55	58	136	144	146
	42%	45%	40%	40%	42%	42%	43%	39%	43%	48%	39%	77%	17%	46%	45%	79%	23%	44%	41%	45%	41%
Gordon Brown	380	184	196	50	70	180	80	107	109	66	98	30	165	61	27	17	149	54	142	106	131
	37%	38%	37%	40%	43%	35%	38%	41%	37%	31%	41%	13%	76%	41%	41%	9%	63%	41%	42%	33%	37%
Neither of them	93	43	50	3	18	58	15	29	27	17	20	8	4	10	7	7	9	11	28	22	42
	9%	9%	10%	3%	11%	11%	7%	11%	9%	8%	8%	3%	2%	7%	11%	4%	4%	8%	8%	7%	12%
Don't know	116	45	71	22	8	61	25	25	33	28	29	17	10	10	2	16	23	10	29	47	40
	11%	9%	14%	17%	5%	12%	12%	10%	11%	13%	12%	7%	5%	7%	3%	8%	10%	7%	9%	15%	11%

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Table 10

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to run the economy properly**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	321	146	175	39	43	163	76	77	83	80	81	142	23	52	17	131	28	49	93	108	120
	32%	30%	33%	31%	26%	32%	36%	29%	28%	38%	34%	61%	11%	35%	26%	68%	12%	37%	28%	34%	33%
Gordon Brown	529	280	249	61	99	255	114	145	164	96	123	63	185	83	42	45	187	70	197	145	187
	52%	57%	47%	49%	61%	49%	54%	55%	55%	46%	51%	27%	85%	55%	64%	23%	79%	53%	59%	45%	52%
Neither of them	75	33	42	4	13	52	6	19	20	21	15	9	5	9	5	7	8	7	21	27	26
	7%	7%	8%	3%	8%	10%	3%	7%	7%	10%	6%	4%	2%	6%	8%	4%	4%	5%	6%	9%	7%
Don't know	90	29	61	20	9	47	14	23	29	14	23	17	5	6	1	11	13	6	25	39	27
	9%	6%	12%	16%	5%	9%	6%	9%	10%	7%	9%	7%	2%	4%	2%	6%	6%	4%	7%	12%	7%

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Absolutes/col percents

Table 11

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to deal effectively with the threat of terrorism**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	337	170	167	42	49	168	78	86	97	75	78	154	18	53	18	128	33	47	104	109	124
	33%	35%	32%	34%	30%	33%	37%	33%	33%	36%	32%	66%	8%	36%	28%	66%	14%	35%	31%	34%	34%
Gordon Brown	406	190	216	64	73	195	75	108	118	85	96	35	175	72	27	25	162	57	146	115	146
	40%	39%	41%	51%	44%	38%	36%	41%	40%	40%	40%	15%	81%	48%	42%	13%	68%	43%	44%	36%	40%
Neither of them	103	62	41	6	19	63	15	28	36	15	23	13	9	13	9	16	9	15	31	37	35
	10%	13%	8%	5%	11%	12%	7%	11%	12%	7%	10%	6%	4%	9%	14%	8%	4%	11%	9%	12%	10%
Don't know	167	65	102	13	23	90	41	42	45	36	44	30	15	11	11	26	32	14	54	59	55
	16%	13%	19%	11%	14%	17%	19%	16%	15%	17%	18%	13%	7%	7%	16%	13%	14%	10%	16%	18%	15%

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Absolutes/col percents

Table 12

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to deal effectively with the situation in Iraq**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	376	179	197	50	56	185	85	101	105	82	88	160	31	66	19	130	37	57	113	118	145
	37%	37%	37%	40%	34%	36%	41%	38%	36%	39%	36%	69%	14%	44%	30%	67%	16%	43%	34%	37%	40%
Gordon Brown	360	178	182	50	61	175	74	94	101	72	91	32	152	50	26	21	152	47	130	109	120
	35%	36%	35%	40%	37%	34%	35%	36%	34%	34%	38%	14%	70%	33%	40%	11%	64%	36%	39%	34%	33%
Neither of them	118	70	48	6	20	76	16	34	37	24	24	16	12	15	12	21	14	15	41	38	40
	12%	14%	9%	5%	12%	15%	8%	13%	13%	11%	10%	7%	6%	10%	19%	11%	6%	12%	12%	12%	11%
Don't know	160	61	99	18	27	81	34	36	52	33	39	24	22	19	8	23	33	13	50	54	55
	16%	12%	19%	15%	16%	16%	16%	13%	18%	16%	16%	10%	10%	13%	12%	12%	14%	10%	15%	17%	15%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 13

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to make the right decisions about tax**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	387	201	186	45	56	195	91	96	111	86	93	163	32	52	22	145	35	52	107	123	156
	38%	41%	35%	36%	34%	38%	44%	36%	38%	41%	39%	70%	15%	35%	34%	75%	15%	39%	32%	39%	43%
Gordon Brown	437	211	226	53	80	211	93	121	131	82	102	43	171	74	32	28	172	59	174	124	138
	43%	43%	43%	43%	49%	41%	44%	46%	44%	39%	42%	18%	79%	50%	49%	14%	73%	45%	52%	39%	38%
Neither of them	82	39	43	9	10	51	11	19	21	24	18	12	5	14	8	11	9	10	23	29	30
	8%	8%	8%	7%	6%	10%	5%	7%	7%	11%	7%	5%	2%	9%	12%	6%	4%	8%	7%	9%	8%
Don't know	109	37	72	18	17	60	14	28	33	20	28	14	10	9	3	11	21	11	31	42	35
	11%	8%	14%	14%	11%	12%	7%	10%	11%	9%	12%	6%	4%	6%	5%	6%	9%	8%	9%	13%	10%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 14

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to get rid of sleaze in Britain?**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	377	190	187	56	61	175	85	100	107	81	90	158	41	56	21	129	45	54	114	124	139
	37%	39%	36%	45%	37%	34%	41%	38%	36%	38%	37%	68%	19%	37%	32%	66%	19%	41%	34%	39%	39%
Gordon Brown	346	162	184	44	61	176	65	94	99	69	83	22	143	60	29	14	137	49	132	93	120
	34%	33%	35%	35%	37%	34%	31%	36%	34%	33%	34%	9%	66%	40%	44%	7%	58%	37%	39%	29%	33%
Neither of them	108	58	49	1	17	73	17	29	31	22	26	15	11	17	9	18	18	13	29	37	41
	11%	12%	9%	1%	11%	14%	8%	11%	11%	10%	11%	7%	5%	12%	15%	9%	8%	10%	9%	12%	11%
Don't know	184	78	106	24	24	93	42	42	58	41	43	37	22	16	6	34	36	16	59	65	59
	18%	16%	20%	20%	15%	18%	20%	16%	20%	19%	18%	16%	10%	11%	9%	18%	15%	12%	18%	20%	16%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 15

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to deal most effectively with climate change**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	424	206	218	62	70	204	88	121	124	86	92	151	54	65	30	121	65	59	123	140	161
	42%	42%	41%	49%	43%	40%	42%	46%	42%	41%	38%	65%	25%	43%	46%	62%	28%	45%	37%	44%	45%
Gordon Brown	335	164	171	42	59	162	71	83	95	66	90	36	136	64	19	29	126	51	136	91	107
	33%	34%	32%	34%	36%	31%	34%	31%	32%	31%	37%	16%	63%	43%	30%	15%	53%	39%	41%	28%	30%
Neither of them	103	52	51	3	15	64	21	28	32	21	21	22	9	11	13	19	15	10	32	38	34
	10%	11%	10%	2%	9%	12%	10%	11%	11%	10%	9%	10%	4%	7%	20%	10%	6%	7%	10%	12%	9%
Don't know	152	66	86	18	19	87	28	32	45	38	38	22	18	10	3	26	30	12	44	51	58
	15%	14%	16%	15%	11%	17%	14%	12%	15%	18%	16%	10%	9%	7%	4%	13%	13%	9%	13%	16%	16%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 16

**Q3 And again, putting aside your own party preference, which of the two, David Cameron or Gordon Brown do you trust more...
- to make the right decisions in dealing with other countries**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	372	177	195	43	61	188	79	94	102	87	90	158	31	59	25	136	46	51	113	118	140
	37%	36%	37%	35%	37%	36%	38%	35%	34%	41%	37%	68%	14%	40%	38%	70%	19%	39%	34%	37%	39%
Gordon Brown	444	229	215	58	79	207	100	124	129	89	101	45	174	77	29	30	160	66	165	126	153
	44%	47%	41%	47%	48%	40%	48%	47%	44%	42%	42%	20%	80%	51%	44%	15%	68%	50%	49%	39%	43%
Neither of them	69	34	36	3	13	44	9	15	18	19	17	10	4	7	9	12	3	9	22	22	25
	7%	7%	7%	2%	8%	9%	4%	6%	6%	9%	7%	4%	2%	4%	13%	6%	1%	6%	7%	7%	7%
Don't know	128	48	81	21	10	77	21	31	47	17	34	19	9	7	3	17	27	7	34	53	41
	13%	10%	15%	16%	6%	15%	10%	12%	16%	8%	14%	8%	4%	5%	4%	9%	12%	5%	10%	17%	11%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 17

Q4 Would you say that Gordon Brown can mostly be trusted to tell the truth or cannot?**Base: All respondents**

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
CAN be trusted	476 47%	232 48%	243 46%	65 52%	78 48%	231 45%	101 48%	128 48%	154 52%	87 41%	107 44%	63 27%	165 76%	79 53%	38 59%	56 29%	163 69%	74 56%	166 50%	133 42%	177 49%
CANNOT be trusted	450 44%	223 46%	228 43%	57 46%	68 41%	241 47%	85 41%	119 45%	115 39%	108 51%	108 44%	152 65%	40 18%	63 42%	25 38%	121 62%	56 24%	54 41%	144 43%	151 47%	156 43%
Don't know	88 9%	33 7%	55 10%	3 2%	18 11%	45 9%	23 11%	17 6%	27 9%	17 8%	27 11%	18 8%	12 5%	6 4%	2 4%	17 9%	18 7%	3 3%	25 7%	36 11%	28 8%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 18

Q4A And what about David Cameron, do you think he can mostly be trusted to tell the truth or not

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
CAN be trusted	528 52%	247 51%	281 53%	74 59%	83 51%	260 50%	111 53%	140 53%	159 54%	108 51%	120 49%	160 69%	95 44%	86 58%	34 52%	136 70%	102 43%	78 59%	172 51%	159 50%	197 55%
CANNOT be trusted	370 36%	191 39%	179 34%	44 35%	61 37%	199 38%	66 32%	94 35%	104 35%	81 38%	91 38%	57 25%	101 47%	52 35%	25 39%	43 22%	105 45%	44 33%	128 38%	119 37%	122 34%
Don't know	117 11%	50 10%	67 13%	7 6%	19 12%	58 11%	32 15%	30 11%	33 11%	23 11%	31 13%	15 7%	21 10%	11 8%	6 9%	15 8%	29 12%	10 8%	35 10%	41 13%	40 11%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 19

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- Most likeable**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	572	292	280	76	94	291	111	156	165	119	133	189	85	83	38	152	108	78	183	180	210
	56%	60%	53%	61%	58%	56%	53%	59%	56%	56%	55%	82%	39%	55%	58%	78%	46%	59%	55%	56%	58%
Gordon Brown	276	118	158	35	44	131	66	66	84	51	75	17	118	45	23	20	102	35	109	81	85
	27%	24%	30%	28%	27%	25%	32%	25%	28%	24%	31%	7%	54%	30%	35%	10%	43%	26%	33%	26%	24%
Neither of them	74	35	39	4	12	49	9	20	22	18	15	8	6	14	4	8	9	12	13	29	33
	7%	7%	7%	4%	7%	9%	5%	8%	7%	8%	6%	3%	3%	9%	7%	4%	4%	9%	4%	9%	9%
Don't know	91	43	48	9	13	46	22	21	26	24	20	18	8	8	-	15	17	7	30	29	32
	9%	9%	9%	8%	8%	9%	11%	8%	9%	11%	8%	8%	4%	5%	-	8%	7%	5%	9%	9%	9%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 20

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- Most competent**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	294	138	156	44	48	149	54	76	80	66	72	121	28	40	18	104	34	39	88	101	106
	29%	28%	30%	35%	29%	29%	26%	29%	27%	31%	30%	52%	13%	27%	27%	53%	14%	29%	26%	31%	29%
Gordon Brown	545	280	266	66	85	270	125	142	166	110	127	80	180	91	40	61	178	75	189	164	192
	54%	57%	50%	53%	52%	52%	60%	54%	56%	52%	53%	35%	83%	61%	62%	31%	76%	57%	56%	51%	53%
Neither of them	58	34	24	-	12	37	9	18	15	13	12	7	4	4	3	7	8	7	17	22	18
	6%	7%	5%	-	7%	7%	4%	7%	5%	6%	5%	3%	2%	3%	4%	4%	3%	5%	5%	7%	5%
Don't know	117	36	80	15	19	60	22	28	35	22	31	24	5	15	4	23	15	11	40	33	44
	12%	7%	15%	12%	12%	12%	10%	11%	12%	11%	13%	10%	2%	10%	6%	12%	7%	8%	12%	10%	12%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 21

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- Most inspiring**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	488	251	237	69	77	242	100	127	138	105	118	174	61	81	31	141	76	77	155	150	183
	48%	51%	45%	55%	47%	47%	48%	48%	47%	49%	49%	75%	28%	54%	48%	72%	32%	58%	46%	47%	51%
Gordon Brown	294	139	154	39	50	141	63	76	88	54	75	23	130	37	25	15	115	28	103	92	99
	29%	29%	29%	31%	31%	27%	30%	29%	30%	26%	31%	10%	60%	25%	39%	8%	49%	21%	31%	29%	27%
Neither of them	138	58	80	6	23	86	23	42	45	27	25	20	15	20	7	24	23	13	45	43	51
	14%	12%	15%	4%	14%	17%	11%	16%	15%	13%	10%	9%	7%	14%	11%	12%	10%	10%	13%	13%	14%
Don't know	94	39	55	12	12	47	22	19	25	26	24	15	11	11	1	15	22	13	31	34	28
	9%	8%	10%	9%	8%	9%	11%	7%	9%	12%	10%	6%	5%	7%	1%	8%	9%	10%	9%	11%	8%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 22

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The strongest leader**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	335	175	160	42	55	166	71	93	92	73	77	124	35	55	24	108	44	47	107	110	117
	33%	36%	30%	34%	33%	32%	34%	35%	31%	35%	32%	53%	16%	37%	36%	55%	19%	36%	32%	34%	33%
Gordon Brown	533	262	270	61	91	271	110	130	164	111	128	89	169	84	37	67	173	75	184	162	186
	53%	54%	51%	49%	56%	52%	53%	49%	55%	53%	53%	38%	78%	56%	57%	34%	73%	57%	55%	51%	52%
Neither of them	42	17	25	3	4	28	7	11	8	9	13	4	1	5	2	8	3	5	6	20	16
	4%	3%	5%	2%	2%	5%	3%	4%	3%	4%	6%	2%	*	3%	4%	4%	1%	4%	2%	6%	5%
Don't know	105	34	71	19	14	51	21	30	33	18	24	15	13	5	2	12	16	5	38	27	40
	10%	7%	13%	15%	8%	10%	10%	11%	11%	8%	10%	6%	6%	4%	2%	6%	7%	4%	11%	9%	11%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 23

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The most arrogant**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	284	133	151	42	45	136	60	66	84	57	77	36	106	53	25	24	106	35	102	92	89
	28%	27%	29%	34%	28%	26%	29%	25%	28%	27%	32%	16%	49%	35%	38%	12%	45%	27%	31%	29%	25%
Gordon Brown	539	278	261	68	86	287	98	152	152	113	122	165	76	79	36	138	89	77	169	164	206
	53%	57%	50%	54%	52%	56%	47%	58%	51%	54%	50%	71%	35%	53%	56%	71%	38%	59%	51%	51%	57%
Neither of them	52	22	30	1	6	25	19	16	16	11	10	9	15	3	2	10	12	8	12	18	21
	5%	5%	6%	1%	4%	5%	9%	6%	5%	5%	4%	4%	7%	2%	4%	5%	5%	6%	4%	6%	6%
Don't know	138	55	84	13	26	68	31	30	44	30	34	22	20	15	2	23	29	11	51	45	43
	14%	11%	16%	11%	16%	13%	15%	11%	15%	14%	14%	9%	9%	10%	3%	12%	12%	9%	15%	14%	12%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 24

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The most principled**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	402	204	198	56	76	186	85	94	123	96	90	149	39	61	31	129	47	55	123	135	144
	40%	42%	38%	45%	46%	36%	41%	35%	41%	45%	37%	64%	18%	41%	47%	66%	20%	41%	37%	42%	40%
Gordon Brown	410	197	213	56	58	214	82	117	117	71	105	47	153	69	28	34	151	59	151	105	154
	40%	40%	40%	45%	35%	41%	39%	44%	40%	34%	43%	20%	70%	46%	43%	17%	64%	45%	45%	33%	43%
Neither of them	59	28	31	2	10	37	10	20	14	10	15	6	7	10	3	5	11	9	16	26	17
	6%	6%	6%	2%	6%	7%	5%	8%	5%	5%	6%	3%	3%	6%	5%	3%	5%	7%	5%	8%	5%
Don't know	143	59	84	11	20	80	32	34	42	35	33	30	19	10	3	27	27	9	45	53	45
	14%	12%	16%	9%	12%	16%	15%	13%	14%	16%	14%	13%	9%	6%	5%	14%	11%	7%	13%	17%	13%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 25

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The most forward looking**

Base: All respondents

	Sex			Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	538 53%	268 55%	270 51%	63 51%	80 49%	278 54%	117 56%	136 51%	166 56%	111 52%	126 52%	186 80%	60 28%	80 54%	39 60%	160 82%	79 33%	71 54%	178 53%	175 55%	186 52%
Gordon Brown	320 32%	154 32%	166 31%	46 37%	61 37%	154 30%	59 28%	95 36%	87 29%	64 30%	74 31%	20 9%	137 63%	53 36%	23 35%	13 7%	127 54%	46 35%	113 34%	87 27%	119 33%
Neither of them	37 4%	21 4%	16 3%	1 1%	7 4%	23 4%	6 3%	12 5%	8 3%	8 4%	9 4%	5 2%	2 1%	2 1%	2 3%	4 2%	6 3%	4 3%	5 2%	16 5%	16 4%
Don't know	119 12%	45 9%	74 14%	15 12%	16 9%	63 12%	26 13%	22 8%	36 12%	29 14%	33 14%	20 9%	18 8%	14 9%	2 2%	17 9%	24 10%	12 9%	39 12%	41 13%	39 11%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 26

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The most experienced**

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	72 7%	30 6%	42 8%	18 15%	10 6%	31 6%	13 6%	14 5%	15 5%	15 7%	28 11%	22 9%	14 6%	10 7%	5 7%	14 7%	14 6%	7 5%	24 7%	27 9%	21 6%
Gordon Brown	863 85%	433 89%	430 82%	92 73%	139 85%	447 87%	185 88%	235 89%	254 86%	177 84%	198 82%	191 82%	195 90%	133 89%	59 90%	161 83%	215 91%	123 93%	291 87%	261 82%	311 86%
Neither of them	14 1%	9 2%	6 1%	1 1%	4 3%	6 1%	3 2%	4 1%	3 1%	4 2%	4 2%	4 2%	2 1%	2 1%	- -	4 2%	1 1%	- -	4 1%	7 2%	3 1%
Don't know	64 6%	17 3%	48 9%	14 11%	10 6%	32 6%	8 4%	12 4%	24 8%	16 7%	13 5%	15 6%	6 3%	4 3%	1 2%	15 8%	7 3%	2 2%	16 5%	24 8%	25 7%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 27

**Q5 Putting aside your own party preference which of the two, David Cameron or Gordon Brown, would you say is...
- The most caring**

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	447	221	226	67	79	213	88	115	131	99	102	160	57	68	32	133	62	64	141	139	167
	44%	45%	43%	54%	48%	41%	42%	44%	44%	47%	42%	69%	26%	46%	50%	68%	26%	49%	42%	44%	46%
Gordon Brown	320	148	171	40	51	157	71	83	90	55	92	29	132	55	23	20	128	41	124	93	102
	32%	30%	33%	32%	31%	30%	34%	31%	30%	26%	38%	13%	61%	37%	35%	10%	54%	31%	37%	29%	28%
Neither of them	87	45	42	4	12	58	13	27	28	17	14	12	11	11	8	12	13	9	19	34	33
	9%	9%	8%	3%	7%	11%	6%	10%	10%	8%	6%	5%	5%	8%	13%	6%	6%	7%	6%	11%	9%
Don't know	161	73	87	14	21	89	37	39	47	41	34	31	17	15	2	30	33	17	50	53	58
	16%	15%	17%	11%	13%	17%	18%	15%	16%	19%	14%	13%	8%	10%	2%	16%	14%	13%	15%	16%	16%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 28

Q6 Which of the two would you prefer to have around to your home for a cup of tea?

Base: All respondents

	Total	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region		
		Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
David Cameron	451 44%	229 47%	222 42%	61 49%	75 46%	229 44%	87 41%	116 44%	132 45%	95 45%	107 44%	169 73%	47 22%	62 41%	38 58%	138 71%	68 29%	58 44%	133 40%	151 47%	168 47%
Gordon Brown	331 33%	155 32%	176 33%	43 34%	55 34%	158 31%	75 36%	91 34%	101 34%	58 27%	80 33%	27 12%	140 64%	61 41%	19 28%	23 12%	116 49%	52 39%	134 40%	88 28%	108 30%
Neither	199 20%	88 18%	111 21%	18 14%	30 18%	111 22%	39 19%	51 19%	55 19%	50 24%	43 18%	31 13%	28 13%	22 15%	9 13%	27 14%	44 18%	17 13%	62 18%	65 20%	72 20%
Don't know	34 3%	17 3%	17 3%	3 2%	4 2%	18 4%	8 4%	6 2%	8 3%	8 4%	12 5%	5 2%	2 1%	4 3%	-	6 3%	8 3%	5 4%	7 2%	15 5%	12 3%

Political Trust

Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 29

Q7 Taking everything into account which of the two do you think would make the better Prime Minister?

Base: All respondents

	Sex		Age				Social Class				Voting Intention				Vote In 2005 General Election			Region			
	Total	Male	Fe- male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	North	Mid- lands	South
Unweighted base	1014	446	568	80	142	582	210	305	221	160	328	224	228	142	72	189	276	122	335	321	358
Weighted base	1014	488	526	125	164	517	209	264	296	212	242	232	217	149	65	195	236	132	335	319	360
Gordon Brown	457 45%	229 47%	229 43%	62 50%	84 51%	221 43%	91 43%	119 45%	133 45%	89 42%	116 48%	32 14%	175 81%	75 50%	33 51%	28 15%	170 72%	63 47%	178 53%	131 41%	149 41%
David Cameron	435 43%	213 44%	222 42%	49 39%	66 40%	229 44%	91 44%	115 44%	127 43%	100 47%	93 38%	187 81%	37 17%	60 40%	27 42%	155 80%	51 21%	62 47%	125 37%	143 45%	167 46%
Neither	63 6%	26 5%	37 7%	8 7%	9 5%	35 7%	11 5%	16 6%	16 5%	15 7%	17 7%	6 3%	2 1%	12 8%	3 5%	6 3%	3 1%	4 3%	20 6%	23 7%	20 6%
Don't know	58 6%	20 4%	38 7%	5 4%	5 3%	32 6%	16 7%	14 5%	19 7%	8 4%	17 7%	6 3%	3 1%	2 1%	2 3%	5 2%	12 5%	3 2%	12 4%	22 7%	24 7%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		1014	1014
Weighted base		1014	1014
<u>Sex</u>			
Male		446 44%	488 48%
Female		568 56%	526 52%
<u>Age</u>			
18-24	(21)	80 8%	125 12%
25-34	(29.5)	142 14%	164 16%
35-44	(39.5)	196 19%	201 20%
45-54	(49.5)	192 19%	168 17%
55-64	(59.5)	194 19%	148 15%
65+	(70)	210 21%	209 21%
Average age		48.68	46.47

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Social Class</u>		
AB	305 30%	264 26%
C1	221 22%	296 29%
C2	160 16%	212 21%
DE	328 32%	242 24%
<u>Region</u>		
North	335 33%	335 33%
Midlands	321 32%	319 31%
South	358 35%	360 35%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Working status</u>		
Full-time	387 38%	455 45%
Part-time	155 15%	121 12%
Not working but seeking work or temporarily unemployed/sick	62 6%	62 6%
Not working/not seeking work	94 9%	84 8%
Retired	274 27%	238 23%
Student	39 4%	53 5%
Refused	3 *	2 *

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Tenure</u>		
Own outright	360 36%	332 33%
Own with a mortgage	381 38%	391 39%
Council	98 10%	127 12%
Housing Assoc.	48 5%	41 4%
Rented from someone else	97 10%	98 10%
Rent free	5 *	3 *
Refused	25 2%	21 2%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Foreign Holiday in last 3 years</u>		
Yes	636 63%	610 60%
No	378 37%	404 40%
<u>Number of cars</u>		
None	200 20%	205 20%
1	459 45%	422 42%
2	264 26%	296 29%
3+	91 9%	91 9%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Internet Access</u>		
At all	739 73%	755 74%
At home (net)	671 66%	682 67%
At work (net)	315 31%	330 33%
At home	399 39%	399 39%
At work	43 4%	47 5%
Both at home and at work	272 27%	283 28%
Somewhere else	25 2%	26 3%
Not at all	274 27%	259 26%
Refused	1 *	1 *

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>What is the highest educational level that you have achieved to date?</u>		
Secondary/ high school/ NVQ 1-3	561 55%	556 55%
University degree or equivalent professional qualification/ NVQ4	253 25%	269 26%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	98 10%	93 9%
None of these	74 7%	72 7%
Refused	28 3%	25 2%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Marital Status</u>		
Single	208 21%	237 23%
Married/ co-habiting	595 59%	591 58%
Widowed/ separated/ divorced	198 20%	175 17%
Refused	13 1%	11 1%
<u>Children</u>		
None aged 18 or under	706 70%	697 69%
NET: Yes	289 29%	301 30%
NET: Yes any aged 15 or under	258 25%	275 27%
- Aged under 5	95 9%	108 11%
- Aged 5-10	115 11%	122 12%
- Aged 11-15	125 12%	125 12%
- Aged 16-18	69 7%	69 7%
Refused	19 2%	15 2%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 30
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
<u>Grocery shopping status</u>		
I am the main grocery shopper in the household	703 69%	669 66%
I regularly do the main grocery shop	720 71%	689 68%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	756 75%	745 74%
I do not do grocery shopping	109 11%	126 12%

Political Trust
Fieldwork : May 30th-31st 2007

Absolutes/col percents

Table 31
Q.C/D Voting in May 5th 2005 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1014	1014
Weighted base	1014	1014
Conservative	189 19%	195 19%
Labour	276 27%	236 23%
Liberal Democrat/ Liberal	122 12%	132 13%
Scottish National Party/SNP	12 1%	10 1%
Plaid Cymru	8 1%	5 1%
Green Party	11 1%	9 1%
UK Independence Party (UKIP)	13 1%	11 1%
Others	10 1%	9 1%
Did not vote	278 27%	321 32%
Don't know	20 2%	18 2%
Refused	75 7%	67 7%