Table 1
Q. 1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?
Q. 2 If there were a general election tomorrow, which party would you vote for?

Data excludes those who score 1/DK/Not registered for likelihood to vote (11\%), or who don't know who they would vote for (9\%), or who refuse to answer (5\%).
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C 2 | DE | South East | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 848 | 433 | 415 | 52 | 154 | 192 | 184 | 146 | 121 | 301 | 197 | 142 | 208 | 204 | 219 | 221 | 127 | 77 | 236 | 324 | 158 |
| Weighted base | 864 | 422 | 442 | 64 | 133 | 166 | 150 | 157 | 195 | 253 | 248 | 163 | 201 | 220 | 234 | 210 | 124 | 76 | 301 | 274 | 166 |
| Conservative | $\begin{gathered} 301 \\ 35 \% \end{gathered}$ | $\begin{gathered} 146 \\ 35 \% \end{gathered}$ | $\begin{gathered} 155 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 301 \\ & 100 \% \end{aligned}$ |  | - |
| Labour | $\begin{gathered} 274 \\ 32 \% \end{gathered}$ | $\begin{gathered} 144 \\ 34 \% \end{gathered}$ | $\begin{gathered} 131 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 33 \% \end{aligned}$ |  | $\begin{aligned} & 274 \\ & 100 \% \end{aligned}$ | - |
| Liberal Democrat | $\begin{aligned} & 166 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | - |  | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ |
| SNP | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | - |  |  |  | $\begin{aligned} & 25 \\ & 33 \% \end{aligned}$ | - | - | - |
| Plaid Cymru | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | * | * | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - |  | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |  |  |  | - |
| The Green Party | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |  |  | - |
| The United Kingdom Independence Party (UKIP) | $\begin{aligned} & 16 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 8 | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | - | - | - | - |
| The British National Party (BNP) | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | * | - | - | - | - |
| The Socialist Alliance | * | - | ${ }_{*}^{*}$ | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | - |  | ${ }_{*}$ | - | * | - | - | - |  | - | - |
| The Natural Law Party | * | - | * | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - | - | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | - |
| Respect | * | * | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | * | - | - |  | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | $\begin{aligned} & 1 \\ & * \end{aligned}$ | * | - | - | - |  | - | - |
| Some other party | $\begin{aligned} & 23 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | 6 4 | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | 7 ${ }^{7}$ | 9 | 3 $2 \%$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | 7 ${ }^{7}$ | 2\% | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | 3 $2 \%$ | 3\% | - | - | - |

Table 2
Published voting intention figures:- December 2006

|  | Total |
| :--- | ---: |
| Conservative | $34 \%$ |
| Labour | $33 \%$ |
| Liberal Democrat/ $19 \%$ <br> Liberal  <br> Scottish National $3 \%$ <br> Party/SNP  <br> Plaid Cymru $1 \%$ <br> Other $10 \%$$\$=1$ |  |

4\%
$33 \%$
19\%
$3 \%$

1\%
$10 \%$

## Table 3

Q. 4 Thinking ahead to the next election, expected in 3 or 4 years time. Imagine that the Chancellor of the Exchequer Gordon Brown takes over from Tony Blair as Labour leader and the Conservatives are led by David Cameron and the Liberal Democrats by Ming Campbell. Which party would you vote for - or would you vote for another party or not vote at all?
Base: All respondents (Sample A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> England | $\begin{aligned} & \text { Wales } \\ & \& \\ & \text { South } \\ & \text { West } \end{aligned}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| Labour | $\begin{aligned} & 199 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 101 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & \text { 1 } \\ & 2 \% \end{aligned}$ |
| Liberal Democrat | $\begin{aligned} & 90 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 32 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 73 \% \end{aligned}$ |
| Conservative | $\begin{aligned} & 179 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{gathered} 124 \\ 87 \% \end{gathered}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\stackrel{9}{9}$ |
| Other | $\begin{gathered} 60 \\ 8 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ | - | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\stackrel{12}{7 \%}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{3}^{2}$ |
| Wouldn't vote | $\begin{aligned} & 125 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | 4 |
| Refused | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | - | - | - | 2\% |
| Don't know | $\begin{gathered} 70 \\ 9 \% \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | ${ }_{7 \%}^{6}$ |

## Table 4

Q8. Which of the following is closest to your view ...
Base: All respondents (Sample B)
Weighting: Standard Demographic Weights

Unweighted base
Weighted base
Britain's economy is
doing well but that is
not much to do with
Gordon Brown's polici
and decisions as
Chancellor
Britain's economy is
doing well and that is
largely because of
Gordon Brown's policies and decisions
Chancellor
Britain's economy is not doing well and that is largely because of Gordon Brown's policies and decisions as
Chancellor
Britain's economy is not doing well and that is not much to do with Gordon Brown's policies
and decisions as
Chancellor
Chancellor

Refused
Don't know

|  | Sex |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> Eng- <br> land | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| $\begin{aligned} & 199 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 36 \% \end{aligned}$ |
| $\begin{aligned} & 192 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ |
| $\begin{aligned} & 167 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 8 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ |
| $\begin{aligned} & 143 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ |
| $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | $\stackrel{2}{2}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ |
| 3 | ${ }_{*}$ | 1 | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | 1\% | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - |
| $\begin{gathered} 58 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\frac{7}{7 \%}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | 7 $4 \%$ | 5\% | 7 7 \% |

## Table 5

Q9. Which of the following statements is closest to your view....
Base: All respondents (Sample A)
Weighting: Standard Demographic Weights

Unweighted base
Weighted base
Gordon Brown has been a
good Chancellor of the
Exchequer and I think
he will be a good Prime
Minister.
Gordon Brown has not
been a good Chancellor
of the Exchequer and I
don't think he will be
a good Prime Minister
Gordon Brown has been a
good Chancellor of the
Exchequer but I don't think he will be a good Prime Minister

Gordon Brown has not been a good Chancellor of the Exchequer but 1 think he will be a good
Prime Minister
None of these
Refused
Don't know

|  | Se |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{gathered} 253 \\ 34 \% \end{gathered}$ | $\begin{gathered} 114 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ |
| $\begin{aligned} & 193 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 23 \% \end{aligned}$ |
| $\begin{aligned} & 172 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 36 \% \end{aligned}$ |
| $\begin{gathered} 46 \\ 6 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | - |
| $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | * | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | 6 ${ }^{6}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1\% | 4 3 | * | 1 $2 \%$ |
| $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | - | - | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | - | $1 \%$ |
| $49$ | $\stackrel{23}{7 \%}$ | $\stackrel{26}{7 \%}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\stackrel{13}{7 \%}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\stackrel{12}{7 \%}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | 5\% |

## Table 6

Q10. This week marked the first anniversary of David Cameron's election as leader of the Conservative Party. I am going to read out some things that he pledged, on the day that he was elected last December, to strive for as Conservative leader. Please say in each case if you think he has or has not made real progress towards achieving each of these pledges ...

- Change the scandalous under-representation of women in the Conservative Party

Base: All respondents (Sample Split B)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| Weighted base | 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| Has made real progress | $\begin{aligned} & 198 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ |
| Has NOT made real progress | $\begin{aligned} & 435 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 137 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 111 \\ 58 \% \end{gathered}$ | $\begin{gathered} 110 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 113 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 53 \% \end{aligned}$ |
| Refused | 1 | - | 1 | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - |
| Don't know | $\begin{gathered} 142 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ |

Table 7
Q10. This week marked the first anniversary of David Cameron's election as leader of the Conservative Party. I am going to read out some things that he pledged, on the day that he was elected last December, to strive for as Conservative leader. Please say in each case if you think he has or has not made real progress towards achieving each of these pledges ...

- Put a stop to the Punch and Judy politics of Westminster: the name calling, backbiting, point scoring and finger pointing


## Base: All respondents (Sample Split B)

Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| Weighted base | 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| Has made real progress | $\begin{aligned} & 164 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ |
| Has NOT made real progress | $\begin{gathered} 512 \\ 66 \% \end{gathered}$ | $\begin{gathered} 263 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 249 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 121 \\ 64 \% \end{gathered}$ | $\begin{gathered} 159 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 133 \\ 62 \% \end{gathered}$ | $\begin{gathered} 129 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 69 \% \end{aligned}$ |
| Refused | * | - | 1 | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | - |
| Don't know | $\begin{aligned} & 98 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 13 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $21$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |

## Table 8

Q10. This week marked the first anniversary of David Cameron's election as leader of the Conservative Party. I am going to read out some things that he pledged, on the day that he was elected last December, to strive for as Conservative leader. Please say in each case if you think he has or has not made real progress towards achieving each of these pledges ..

- To make the Conservative Party a voice for hope, for optimism and for change

Base: All respondents (Sample Split B)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C 2 | DE | South East | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| Weighted base | 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| Has made real progress | $\begin{gathered} 311 \\ 40 \% \end{gathered}$ | $\begin{gathered} 169 \\ 44 \% \end{gathered}$ | $\begin{gathered} 142 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 102 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 110 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 47 \% \end{aligned}$ |
| Has NOT made real progress | $\begin{gathered} 392 \\ 51 \% \end{gathered}$ | $\begin{gathered} 191 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 47 \% \end{aligned}$ |
| Refused | * | * | ${ }_{*}$ | - | - | - | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | ${ }_{*}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & \text { 1 } \\ & \text { 1\% } \end{aligned}$ | - | - | $\begin{aligned} & \text { 1 } \\ & \text { 1\% } \end{aligned}$ | - | - | - |
| Don't know | $\begin{gathered} 70 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{gathered} 21 \\ 9 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ |

The Times Poll
Fieldwork : December 8th-10th 2006

## Table 9

Q10. This week marked the first anniversary of David Cameron's election as leader of the Conservative Party. I am going to read out some things that he pledged, on the day that he was elected last December, to strive for as Conservative leader. Please say in each case if you think he has or has not made real progress towards achieving each of these pledges ...

- Build a modern, compassionate Conservative Party

Base: All respondents (Sample Split B)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| Weighted base | 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| Has made real progress | $\begin{gathered} 289 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 131 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ |
| Has NOT made real progress | $\begin{aligned} & 397 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 203 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 113 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 50 \% \end{aligned}$ |
| Refused | ${ }_{*}$ | 1 | 1 | - | - | - | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | 1 | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | - | - |
| Don't know | $\begin{aligned} & 87 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $10$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |

Table 10
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Has a good team of leaders
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> Eng- <br> land | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 312 \\ 42 \% \end{gathered}$ | $\begin{gathered} 147 \\ 43 \% \end{gathered}$ | $\begin{gathered} 165 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 164 \\ 83 \% \end{gathered}$ | 29 33 |
| Not true | $\begin{gathered} 386 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 67 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 37 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | ${ }_{7 \%}^{27}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\frac{5}{7 \%}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $1 \%$ |
| Refused | 3 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | - | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | - | - |

## Table 11

Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Has a good team of leaders
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales \& South West | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 289 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 159 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \end{aligned}$ |
| Not true | $\begin{gathered} 386 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 118 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ |
| Don't know | ${ }_{8 \%}^{59}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\stackrel{5}{5 \%}$ |
| Refused | $\stackrel{4}{*}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | - | - | 1 | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | 1 | - |

Table 12
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Has a good team of leaders
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 246 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 138 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ |
| Not true | $\begin{gathered} 395 \\ 54 \% \end{gathered}$ | $\begin{gathered} 200 \\ 59 \% \end{gathered}$ | $\begin{gathered} 195 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 91 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\stackrel{17}{9 \%}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\stackrel{7}{7}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $4{ }_{4}^{4}$ |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | - | - | - | $1$ | - | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | - | - | - | - | - | $1$ | $2{ }_{2}$ |

Table 13
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Understands the way people live their lives in today's Britain
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights


Table 14
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Understands the way people live their lives in today's Britain
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 240 \\ 33 \% \end{gathered}$ | $\begin{gathered} 115 \\ 34 \% \end{gathered}$ | $\begin{gathered} 125 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 457 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 244 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 114 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 70 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 36 \\ 5 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $4{ }_{4}^{4}$ |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | 1 | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | * | 1 1\% |

Table 15
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Understands the way people live their lives in today's Britain
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{aligned} & 331 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 150 \\ 44 \% \end{gathered}$ | $\begin{gathered} 181 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 72 \% \end{aligned}$ |
| Not true | $\begin{gathered} 342 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 172 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 60 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\stackrel{10}{7 \%}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | 5 6 |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | ${ }_{\text {* }}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | * | $1 \%$ |

Table 16
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Shares my values
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | $65+$ | AB | C1 | C2 | DE | South East | Midlands | North <br> Eng- <br> land | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{gathered} 283 \\ 38 \% \end{gathered}$ | $\begin{gathered} 131 \\ 38 \% \end{gathered}$ | $\begin{gathered} 152 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 163 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 20 \% \end{aligned}$ |
| $\begin{gathered} 421 \\ 57 \% \end{gathered}$ | $\begin{gathered} 194 \\ 57 \% \end{gathered}$ | $\begin{gathered} 227 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 100 \\ 65 \% \end{gathered}$ | $\begin{gathered} 120 \\ 63 \% \end{gathered}$ | $\begin{gathered} 119 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 109 \\ 60 \% \end{gathered}$ | $\begin{gathered} 102 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 122 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 79 \% \end{aligned}$ |
| $\begin{gathered} 30 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | ${ }_{4 \%}^{17}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | * | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $1{ }^{1}$ |
| 4 | $4$ | - | - | * | - | - | 1 | ${ }_{1}$ | ${ }_{1}$ | - | 1 1\% | * | 3 | * | - | - | - | - | - | - |

Table 17
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

## Shares my values <br> - Party: The Conservative Party

## Base: All respondents (Sample size A)

Weighting: Standard Demographic Weights

|  | Se | ex | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{aligned} & \hline \text { Wales } \\ & \& \\ & \text { South } \\ & \text { West } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Scot- } \\ & \text { land } \end{aligned}$ | Con-servative | Labour | Liberal Democrat |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{gathered} 241 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 126 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 105 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ |
| $\begin{aligned} & 448 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 239 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 119 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 141 \\ 71 \% \end{gathered}$ | 71 $81 \%$ |
| $\begin{gathered} 45 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $1 \%$ |
| $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | - | - | * | 1 | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | * | 4 $2 \%$ | * | - | - | - | - | 1 | - |

Table 18
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Shares my values
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights


Table 19
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is honest and principled
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 227 \\ 31 \% \end{gathered}$ | $\begin{gathered} 113 \\ 33 \% \end{gathered}$ | $\begin{gathered} 114 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 129 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 481 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 223 \\ 65 \% \end{gathered}$ | $\begin{gathered} 258 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 120 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 85 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | 1\% |
| Refused | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $1$ | - | - | - | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | - | $1 \%$ |

Table 20
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is honest and principled
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Se |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{aligned} & 250 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ |
| $\begin{aligned} & 437 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 205 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 231 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 76 \% \end{aligned}$ |
| $\begin{gathered} 47 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 37 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | - | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | 13 7 \% | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | 6 $4 \%$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | 5\% |
| 5 | 4 | 1 | - | - | 1 | - | 2 | 2 | 2 | * | 1 | - | 5 | - | - | - | - | - | 1 | 1 |
| 1\% | 1\% | * | - | - |  | - | 2\% | 1\% | 1\% |  | 1\% | - | 2\% | - | - | - | - | - | * | 1\% |

Table 21
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is honest and principled
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 305 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 153 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ |
| Not true | $\begin{gathered} 358 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 195 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 70 \\ 9 \% \end{gathered}$ | ${ }_{7 \%}^{22}$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | 3\% |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | ${ }_{\text {* }}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | * | $1 \%$ |

Table 22
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is competent and capable
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Se | ex | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> England | Wales <br> $\&$ <br> South <br> West | Scot- | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{gathered} 333 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 165 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 162 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ |
| $\begin{gathered} 375 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 211 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 102 \\ 53 \% \end{gathered}$ | $\begin{gathered} 107 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 101 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 60 \% \end{aligned}$ |
| $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | 4 $2 \%$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | 4 6 | 6 $4 \%$ | $\stackrel{2}{1 \%}$ | - |
| 4 | 3 | 1 | - | - | - | - | 2 | 2 | 2 | - | 1 | - | 4 | - | - | - | - | - | - | 1 |
| 1\% | 1\% | * | - | - | - | - | 2\% | 1\% | 1\% | - | 1\% | - | 2\% | - | - | - | - | - | - | 1\% |

Table 23
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is competent and capable
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 314 \\ 43 \% \end{gathered}$ | $\begin{gathered} 147 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 105 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 373 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 194 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 111 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 57 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 46 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 34 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\stackrel{8}{7 \%}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | 3 3\% |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | * | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | * | $1 \%$ |

Table 24
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is competent and capable
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 258 \\ 35 \% \end{gathered}$ | $\begin{gathered} 109 \\ 32 \% \end{gathered}$ | $\begin{gathered} 149 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ |
| Not true | $\begin{gathered} 394 \\ 53 \% \end{gathered}$ | $\begin{gathered} 200 \\ 59 \% \end{gathered}$ | $\begin{gathered} 194 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 82 \\ & 11 \% \end{aligned}$ | $\stackrel{29}{9 \%}$ | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 16 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | * | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | - | - | - | - | * | 1 1\% |

Table 25
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Cares about the problems that ordinary people have to deal with
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{aligned} & 330 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 158 \\ 46 \% \end{gathered}$ | $\begin{gathered} 172 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 379 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | 2\% |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $1$ | - | - | - | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | * | - | - | - | * | 1 1\% |

Table 26
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Cares about the problems that ordinary people have to deal with
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South | Midlands | North <br> Eng- <br> land | Wales <br> $\&$ <br> South <br> West | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{gathered} 259 \\ 35 \% \end{gathered}$ | $\begin{gathered} 114 \\ 33 \% \end{gathered}$ | $\begin{gathered} 145 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 27 \% \end{aligned}$ |
| $\begin{aligned} & 422 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ |
| $52$ | $\begin{gathered} 16 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | ${ }_{1}^{4}$ | 1 | - | - | 1 | - | $2{ }_{2}$ | ${ }_{1 \%}$ | ${ }_{1}^{2}$ | ${ }_{*}$ | 1 $1 \%$ | * | 2\% | - | * | - | - | - | 1 $1 \%$ | 1\% |

Table 27
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Cares about the problems that ordinary people have to deal with
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 368 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 82 \% \end{aligned}$ |
| Not true | $\begin{gathered} 291 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 145 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 74 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 16 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\stackrel{7}{7}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | 2\% |
| Refused | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | ${ }_{\text {* }}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | - | 1 | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 1\% |

Table 28
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is for the many, not just the few
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 392 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ |
| Not true | $\begin{gathered} 312 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 169 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 30 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & \text { 1 } \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $1 \%$ |
| Refused | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | * | - | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | 3 $2 \%$ | - | * | - | $-$ | - | ${ }_{*}$ | - |

## Table 29

Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is for the many, not just the few
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 256 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 135 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 427 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 205 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 117 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 117 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 76 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 51 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\stackrel{7}{7}$ | $\stackrel{10}{7 \%}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | 3\% |
| Refused | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | * | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | 1 | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - |

Table 30
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is for the many, not just the few
- Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| Weighted base | 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| True | $\begin{gathered} 363 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 194 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 86 \% \end{aligned}$ |
| Not true | $\begin{aligned} & 302 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 151 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 68 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{gathered} 19 \\ 9 \% \end{gathered}$ | 3 3\% |
| Refused | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $1$ | - | - | ${ }_{\text {* }}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | - | 1 | - | - | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - |

Table 31
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is a united party
- Party: The Labour Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  |  | ex | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | $\begin{aligned} & \text { South } \\ & \text { East } \\ & \hline \end{aligned}$ | Midlands | North England | $\begin{gathered} \hline \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{aligned} & 220 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 111 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ |
| $\begin{aligned} & 476 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 256 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 83 \% \end{aligned}$ |
| $\begin{gathered} 38 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | - | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | 5 ${ }^{\text {\% }}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | ${ }_{3}^{2}$ |
| 3 | 3 | - | - | - | - | - | 1 | 2 | 2 | - | 1 | - | 3 | - | - | - | - | - | - | - |
|  | 1\% | - | - | - | - | - | 1\% | 1\% | 1\% | - | 1\% | - | 2\% | - |  |  |  | - | - |  |

Table 32
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

- Is a united party
- Party: The Conservative Party

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights

|  |  | ex | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North <br> England | $\begin{gathered} \text { Wales } \\ \& \\ \text { South } \\ \text { West } \\ \hline \end{gathered}$ | Scotland | Con-servative | Labour |  |
| 737 | 347 | 390 | 57 | 154 | 177 | 145 | 107 | 97 | 244 | 178 | 122 | 193 | 180 | 185 | 198 | 114 | 60 | 134 | 199 | 97 |
| 737 | 342 | 396 | 74 | 137 | 147 | 119 | 107 | 153 | 191 | 219 | 140 | 187 | 191 | 181 | 186 | 111 | 68 | 142 | 197 | 88 |
| $\begin{aligned} & 339 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 156 \\ 46 \% \end{gathered}$ | $\begin{gathered} 183 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ |
| $\begin{aligned} & 352 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 177 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 56 \% \end{aligned}$ |
| $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 35 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | 7\% | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | 5 3 | 7\% | ${ }_{8}^{7}$ |
| 4 | 4 $1 \%$ | - | - | - | 1 | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{1 \%}^{2}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\stackrel{4}{2 \%}$ | - | - | - | - | - | 1 | - |

Table 33
Q11. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of ...

## - Is a united party <br> - Party: The Liberal Democrats

Base: All respondents (Sample size A)
Weighting: Standard Demographic Weights


Table 34
Q12. This week the Government announced the decision to commission a replacement for Trident, Britain's submarine based nuclear deterrent with a similar system that will last until around 2050. Which of the following statements comes closest to your view ..

## Base: All respomdents (Sample B)

Weighting: Standard Demographic Weights

|  | Sex |  |  | Age |  |  |  |  |  | Social Class |  |  |  | Region |  |  |  |  | Voting Intention |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | $\begin{aligned} & \hline \text { Wales } \\ & \& \\ & \text { South } \\ & \text { West } \\ & \hline \end{aligned}$ | Scotland | Con-servative | Labour |  |
| Unweighted base | 776 | 392 | 384 | 72 | 139 | 190 | 164 | 112 | 99 | 233 | 179 | 148 | 216 | 201 | 213 | 191 | 106 | 65 | 140 | 205 | 98 |
| Weighted base | 776 | 384 | 391 | 92 | 120 | 155 | 138 | 120 | 149 | 187 | 220 | 178 | 191 | 212 | 213 | 186 | 99 | 64 | 152 | 197 | 97 |
| Britain should continue to have a nuclear deterrent as long as other countries have nuclear weapons, so I support the decision to replace Trident | $\begin{aligned} & 406 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 245 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 114 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 52 \% \\ & \end{aligned}$ |
| I supported Britain having a nuclear deterrent in the past, but now the potential threat to our security is posed by terrorist groups and rogue states, rather than nucleararmed superpowers, it is no longer necessary for us to have nuclear weapons so I oppose the decision to replace Trident | $\begin{aligned} & 153 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ |
| I have never supported Britain having a nuclear deterrent and I oppose the decision to replace Trident | $\begin{gathered} 178 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 126 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ |
| None of these | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\underset{*}{2}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| Refused | * |  | * | - | - |  | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - |  | $\begin{aligned} & 1 \\ & * \end{aligned}$ | - |  |  |  | $\begin{aligned} & 1 \\ & * \end{aligned}$ |  |  |  | $1$ |  | - |
| Don't know | $\begin{gathered} 29 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\stackrel{13}{7 \%}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |

Prepared by Populus

Table 35
Classification
Base: All respondents

|  |  | Unweighted $\qquad$ | Weighted Total |
| :---: | :---: | :---: | :---: |
| Unweighted base |  | 1513 | 1513 |
| Weighted base |  | 1513 | 1513 |
| Sex |  |  |  |
| Male |  | $\begin{gathered} 739 \\ 49 \% \end{gathered}$ | $\begin{gathered} 726 \\ 48 \% \end{gathered}$ |
| Female |  | $\begin{aligned} & 774 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 787 \\ & 52 \% \end{aligned}$ |
| Age |  |  |  |
| 18-24 | (21) | $\begin{gathered} 129 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 11 \% \end{aligned}$ |
| 25-34 | (29.5) | $\begin{aligned} & 293 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 17 \% \end{aligned}$ |
| 35-44 | (39.5) | $\begin{aligned} & 367 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 20 \% \end{aligned}$ |
| 45-54 | (49.5) | $\begin{gathered} 309 \\ 20 \% \end{gathered}$ | $\begin{gathered} 257 \\ 17 \% \end{gathered}$ |
| 55-64 | (59.5) | $\begin{aligned} & 219 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 15 \% \end{aligned}$ |
| $65+$ | (70) | $\begin{gathered} 196 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 303 \\ & 20 \% \end{aligned}$ |
| Average age |  | 44.87 | 46.56 |

Prepared by Populus

Table 35
Classification
Base: All respondents

|  | Unweighted <br> Total |  | Weighted <br> Total |
| :--- | :---: | :---: | :---: |
| Weighted base | 1513 |  | 1513 |
| Social Class |  |  |  |
| AB | 477 |  | 378 |
|  | $32 \%$ |  | $25 \%$ |
| C1 | 357 |  | 439 |
|  | $24 \%$ |  | $29 \%$ |
| C2 | 270 |  | 318 |
|  | $18 \%$ |  | $21 \%$ |
| DE | 409 |  | 378 |
|  | $27 \%$ |  | $25 \%$ |
| Region |  |  |  |
| North | 514 |  | 505 |
|  | $34 \%$ |  | $33 \%$ |
| Midlands | 481 | 471 |  |
|  | $32 \%$ | $31 \%$ |  |
| South | 518 |  | 537 |
|  | $34 \%$ | $35 \%$ |  |

Table 35
Classification
Base: All respondents

|  | Unweighted <br> Total |  | Weighted <br> Total |
| :--- | :---: | :---: | :---: |
|  | 1513 |  | 1513 |
| Weighted base |  |  |  |
| Working status |  |  | 672 |
| Full-time | 565 |  | $44 \%$ |
|  |  |  |  |
| Part-time | 180 |  | 169 |
|  | $12 \%$ |  | $11 \%$ |
| Not working but seeking | 87 |  | 81 |
| work or temporarily | $6 \%$ |  | $5 \%$ |
| unemployed/sick |  |  |  |
| Not working/not seeking | 155 |  | 141 |
| work | $10 \%$ |  | $9 \%$ |
| Retired | 257 |  | 367 |
|  | $17 \%$ |  | $24 \%$ |
| Student | 64 |  | 79 |
|  | $4 \%$ | $5 \%$ |  |
| Refused | 5 |  | 4 |

Table 35
Classification
Base: All respondents

Weighted base
Unweighted

Weighted
1513 1513

Tenure
Own outright
Own with a mortgage
Council

Housing Assoc.

Rented from someone
else
Rent free

Refused

| 362 | 484 |
| :---: | :---: |
| $24 \%$ | $32 \%$ |
| 582 | 620 |
| $38 \%$ | $41 \%$ |
| 177 | 197 |
| $12 \%$ | $13 \%$ |
| 90 | 44 |
| $6 \%$ | $3 \%$ |
| 220 | 121 |
| $15 \%$ | $8 \%$ |
| 16 | 9 |
| $1 \%$ | $1 \%$ |
| 66 | 38 |
| $4 \%$ | $2 \%$ |

Table 35
Classification
Base: All respondents

|  | Unweighted $\qquad$ | Weighted Total |
| :---: | :---: | :---: |
| Weighted base | 1513 | 1513 |
| Foreign Holiday in last 3 years |  |  |
| Yes | $\begin{aligned} & 912 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 938 \\ & 62 \% \end{aligned}$ |
| No | $\begin{aligned} & 601 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 575 \\ 38 \% \end{gathered}$ |
| Number of cars |  |  |
| None | $\begin{gathered} 349 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 306 \\ & 20 \% \end{aligned}$ |
| 1 | $\begin{aligned} & 675 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 658 \\ & 44 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 377 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 427 \\ & 28 \% \end{aligned}$ |
| $3+$ | $\begin{gathered} 112 \\ 7 \% \end{gathered}$ | $\begin{gathered} 123 \\ 8 \% \end{gathered}$ |

Table 35
Classification
Base: All respondents

|  | Unweighted Total | Weighted Total |
| :---: | :---: | :---: |
| Weighted base | 1513 | 1513 |
| Internet Access |  |  |
| At all | $\begin{gathered} 1145 \\ 76 \% \end{gathered}$ | $\begin{gathered} 1106 \\ 73 \% \end{gathered}$ |
| At home (net) | $\begin{gathered} 993 \\ 66 \% \end{gathered}$ | $\begin{gathered} 970 \\ 64 \% \end{gathered}$ |
| At work (net) | $\begin{gathered} 546 \\ 36 \% \end{gathered}$ | $\begin{gathered} 491 \\ 32 \% \end{gathered}$ |
| At home | $\begin{gathered} 542 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 562 \\ & 37 \% \end{aligned}$ |
| At work | $\begin{gathered} 95 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 5 \% \end{aligned}$ |
| Both at home and at work | $\begin{gathered} 451 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 408 \\ & 27 \% \end{aligned}$ |
| Somewhere else | $\begin{gathered} 57 \\ 4 \% \end{gathered}$ | $\begin{gathered} 53 \\ 4 \% \end{gathered}$ |
| Not at all | $\begin{aligned} & 363 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 27 \% \end{aligned}$ |
| Refused | ${ }_{*}$ | 4 |

Table 35
Classification
Base: All respondents

Weighted base $\quad \frac{$\begin{tabular}{c}
Unweighted <br>
Total

}{1513}$\frac{$

Weighted <br>
Total
\end{tabular}}{1513}

What is the highest educational level that you have achieved to date?
$\begin{array}{lll}\text { Secondary/ high school/ } & 760 & 788 \\ & 50 \% & 52 \%\end{array}$
University degree or $424 \quad 420$
equivalent professional 28\% 28\%
qualification/ NVQ4
Higher university degree/ Doctorate/ MBA
NVQ 5 or equivalent
$\begin{array}{cc}151 & 132 \\ 10 \% & 9 \%\end{array}$

None of these
$\begin{array}{cc}119 & 132 \\ 8 \% & 9 \%\end{array}$
Refused
$\begin{array}{cc}59 & 41 \\ 4 \% & 3 \%\end{array}$

Table 35
Classification
Base: All respondents

|  | Unweighted Total | Weighted Total |
| :---: | :---: | :---: |
| Weighted base | 1513 | 1513 |
| Marital Status |  |  |
| Single | $\begin{gathered} 391 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 363 \\ & 24 \% \end{aligned}$ |
| Married/ co-habiting | $\begin{aligned} & 762 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 787 \\ & 52 \% \end{aligned}$ |
| Widowed/ separated/ divorced | $\begin{aligned} & 313 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 336 \\ 22 \% \end{gathered}$ |
| Refused | $\begin{gathered} 47 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ 2 \% \end{gathered}$ |
| Children |  |  |
| None aged 18 or under | $\begin{gathered} 946 \\ 63 \% \end{gathered}$ | $\begin{gathered} 1016 \\ 67 \% \end{gathered}$ |
| NET: Yes | $\begin{aligned} & 515 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 465 \\ & 31 \% \end{aligned}$ |
| NET: Yes any aged 15 or under | $\begin{gathered} 460 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 418 \\ & 28 \% \end{aligned}$ |
| - Aged under 5 | $\begin{gathered} 170 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 11 \% \end{aligned}$ |
| - Aged 5-10 | $\begin{gathered} 241 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 14 \% \end{aligned}$ |
| - Aged 11-15 | $\begin{gathered} 214 \\ 14 \% \end{gathered}$ | $\begin{gathered} 186 \\ 12 \% \end{gathered}$ |
| - Aged 16-18 | $\begin{gathered} 107 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 6 \% \end{aligned}$ |
| Refused | $\begin{gathered} 52 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 2 \% \end{aligned}$ |

Prepared by Populus

Table 35
Classification
Base: All respondents

Weighted base
Grocery shopping status
am the main grocery shopper in the
| regularly do the main grocery shop
regularly do top up
grocery shopping (buy
ems or a basket of
tems as they are
needed)
do not do grocery
shopping
Refused

| Unweighted <br> Total | Weighted <br> Total |  |
| :---: | :---: | :---: |
| 1513 |  | 1513 |
|  |  |  |
| 1046 |  | 1039 |
| $69 \%$ |  | $69 \%$ |
| 1010 |  | 1012 |
| $67 \%$ |  | $67 \%$ |
| 1115 |  | 1126 |
| $74 \%$ |  | $74 \%$ |
|  |  |  |
|  |  | 154 |
| 148 |  | $10 \%$ |
| $10 \%$ |  | 19 |
| 32 |  | $1 \%$ |
| $2 \%$ |  |  |

Table 36
Q. 3 At the general election in May last year, many people didn't vote. If you did vote in the general election could you tell me which party you voted for?

|  | Unweighted <br> Total |  | Weighted <br> Total |
| :--- | :---: | :---: | :---: | :---: |
|  | 1513 |  | 1513 |
| Unweighted base | 1513 |  | 1513 |
| Weighted base | 205 |  | 301 |
| Conservative | $14 \%$ |  | $20 \%$ |
|  | 458 |  | 365 |
| Labour | $30 \%$ |  | $24 \%$ |
|  | 169 |  | 194 |
| Liberal Democrat | $11 \%$ |  | $13 \%$ |
|  | 18 |  | 17 |
| SNP | $1 \%$ |  | $1 \%$ |
|  | 58 |  | 47 |
| Other | $4 \%$ |  | $3 \%$ |
|  | 518 |  | 497 |
| Did not vote | $34 \%$ |  | $33 \%$ |
|  | 62 |  | 65 |
| Refused | $4 \%$ |  | $4 \%$ |
|  | 25 |  | 26 |
| Don't know | $2 \%$ | $2 \%$ |  |

