

Law & Order / Liberal Democrats Survey

Prepared on behalf of the Mail on Sunday



Contents

Methodology	2
Data tables	3



Fieldwork Dates: 21st September 2012

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

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

Sample Size: 1012

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

Margin of Error: It should be remembered at all times that a sample of 1012 residents aged 18+ were interviewed, and not the entire population of the areas. Consequently, all results are subject to margin of error, which mean that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1012 we can be 95% certain that the 'true' value will fall within the range of 3.1% either side of that 50% figure from the sample.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;
Damian Lyons Lowe
Chief Executive
Survation Ltd
020 7490 4094
damian.lyonslowe@survation.com

Survation are a member of The British Polling Council and abide by its rules: http://www.britishpollingcouncil.org

Survation Ltd Registered in England & Wales Number 07143509



Page(s)	Table	
1 - 2	1	Q7. Voting intention
		Base: All respondents intending to vote
3 - 4	2	Q7. Voting intention weighted by likelihood to vote
		Base: All respondents intending to vote
5 - 6	3	Q7. Voting intention weighted by likelihood to vote: SUMMARY
		Base: All respondents intending to vote
7 - 8	4	Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow? Base: All respondents
9 - 10	5	Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow?
		Weighted by likelihood to vote Base: All respondents intending to vote
11 - 12	6	Q13a. Do you agree or disagree with each of the following statements:- David Cameron is charismatic Base: All respondents
13 - 14	7	Q13b. Do you agree or disagree with each of the following statements:- Ed Miliband is charismatic Base: All respondents
15 10	0	
15 - 16	8	Q13c. Do you agree or disagree with each of the following statements:- Nick Clegg is charismatic Base: All respondents
47.40		
17 - 18	9	Q13d. Do you agree or disagree with each of the following statements:- David Cameron is strong Base: All respondents
10.00	10	
19 - 20	10	Q13e. Do you agree or disagree with each of the following statements:- Ed Miliband is strong Base: All respondents
21 - 22	11	
21-22	11	Q13f. Do you agree or disagree with each of the following statements:- Nick Clegg is strong Base: All respondents
23 - 24	10	Otto De vers and discuss with each of the fallowing statements. Basid Company is a first and the fallowing statements and the fallowing statements.
23 - 24	12	Q13g. Do you agree or disagree with each of the following statements:- David Cameron is compassionate Base: All respondents
		SURVEYING THE NATIO

Page(s)	Table	
25 - 26	13	Q13h. Do you agree or disagree with each of the following statements:- Ed Miliband is compassionate Base: All respondents
27 - 28	14	Q13i. Do you agree or disagree with each of the following statements:- Nick Clegg is compassionate Base: All respondents
29 - 30	15	Q13j. Do you agree or disagree with each of the following statements:- David Cameron is attractive Base: All respondents
31 - 32	16	Q13k. Do you agree or disagree with each of the following statements:- Ed Miliband is attractive Base: All respondents
33 - 34	17	Q13I. Do you agree or disagree with each of the following statements:- Nick Clegg is attractive Base: All respondents
35 - 36	18	Q13m. Do you agree or disagree with each of the following statements:- David Cameron is statesmanlike Base: All respondents
37 - 38	19	Q13n. Do you agree or disagree with each of the following statements:- Ed Miliband is statesmanlike Base: All respondents
39 - 40	20	Q13o. Do you agree or disagree with each of the following statements:- Nick Clegg is statesmanlike Base: All respondents
41	21	Q13. Do you agree or disagree with each of the following statements:- Summary Table Base: All respondents
42 - 45	22	Q13. Do you agree or disagree with each of the following statements:- Summary Agree Base: All respondents
46 - 49	23	Q13. Do you agree or disagree with each of the following statements:- Summary Disagree Base: All respondents
50 - 51	24	Q14. Which of the following statements is closest to your opinion? Base: All respondents



Page(s)	Table	
52 - 53	25	Q15. How has your opinion of him changed as a result of this apology? Base: All respondents
54 - 55	26	Q16. Which of the following statements is closest to your opinion? Nick Clegg's televised apology for his U turn on university tuition fees means Base: All respondents
56 - 57	27	Q17. Should Nick Clegg stand down as Liberal Democrat leader? Base: All respondents
58 - 59	28	Q18. Who should replace Nick Clegg as Liberal Democrat leader? Base: All respondents who think Nick Clegg should stand down as Liberal Democrat leader
60 - 61	29	Q19. The government Chief Whip - Andrew Mitchell MP, has reportedly sworn repeatedly at police when they declined to open a Downing Street gate to let him cycle through. Should Andrew Mitchell MP resign from his position as Chief Whip? Base: All respondents answering
62 - 63	30	Q20. Are you in favour of reintroducing the death penalty in the UK? Base: All respondents
64 - 65	31	Q21. Which crimes would you be in favour of reintroducing the death penalty for? Base: All respondents in favour of reintroducing the death penalty
66 - 67	32	Q22. Which of the following methods do you think should be used if the death penalty were to be reintroduced? Base: All respondents in favour of reintroducing the death penalty
68 - 69	33	Q23. Would you be prepared to make the lethal injection yourself if you were put in that situation? Base: All respondents in favour of reintroducing the death penalty and Lethal injection
70 - 71	34	Q24. Would you be prepared to flick the switch yourself if you were put in that situation? Base: All respondents in favour of reintroducing the death penalty and Electric Chair
72 - 73	35	Q25. Would you be prepared to be the hangman yourself if you were put in that situation? Base: All respondents in favour of reintroducing the death penalty and Hanging
74 - 75	36	Q26. Would you be prepared to carry out that procedure yourself if you were put in that situation? Base: All respondents in favour of reintroducing the death penalty and Other method SURVEYING THE NATION

Page(s)	Table	
76 - 77	37	Q27. If Britain were to reintroduce the death penalty, do you think the number of murders and other serious offences would: Base: All respondents
78 - 79	38	Q28. If you were a juror in a murder trial do you think you do you think you would be more or less likely to find a defendant guilty if you knew the accused would face the death sentence if convicted? Base: All respondents
80 - 81	39	Q29a. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because there is always a risk of executing an innocent person" Base: All respondents
82 - 83	40	Q29b. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because it is wrong in principle for the state to take away human life" Base: All respondents
84 - 85	41	Q29c. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because it is not an effective deterrent against crime" Base: All respondents
86 - 87	42	Q29d. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because it will make juries less likely to convict serious criminals" Base: All respondents
88 - 89	43	Q29. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because" Mean Score Summary Base: All respondents
90 - 91	44	Q30a. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because murderers deserve to forfeit their own life in return" Base: All respondents
92 - 93	45	Q30b. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because it is an effective deterrent against crime" Base: All respondents



Prepared on behalf of the Mail on Sunday

Page(s)	Table	
94 - 95	46	Q30c. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because it is cheaper for the state than a long jail sentence" Base: All respondents
96 - 97	47	Q30d. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because it is a way of guaranteeing that serious criminals will not reoffend" Base: All respondents
98 - 99	48	Q30. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because" Mean Score Summary Base: All respondents
100 - 101	49	Q31. If the 'burden of proof' in criminal cases is set low, more criminals will be successfully convicted, but there will also be more innocent people accidentally convicted. If the 'burden of proof' is set high, more criminals will escape conviction but fewer innocent people will be accidentally convicted. If the death penalty were reintroduced, for crimes in which the defendant could face death if convicted, do you think the burden of proof needs to be higher than usual or the same as usual? Base: All respondents
102 - 103	50	Q32. This week in Manchester two unarmed policewomen were killed by an armed fugitive. It has been reported that they were lured to a reported burglary and then ambushed and killed by gunfire and a grenade explosion. Which of the following statements is closest to your opinion? Base: All respondents
104 - 105	51	Q33. What percentage of police in the UK do you think are currently armed (with guns)? Base: All respondents
106 - 107	52	Q34. Currently just under 5% of UK police (outside of Northern Ireland) are armed. Only police who volunteer to carry firearms and undergo rigorous firearms training are allowed to carry guns. Do you think that Base: All respondents
108 - 109	53	Q35. Would you be more or less likely to approach a police officer for help if they were armed? Base: All respondents
110 - 111	54	Q36. Should unarmed female police officers be sent to burglaries? Base: All respondents

112 - 113

Base: All respondents



Page(s)	Table	
114 - 115	56	Q38. Would arming all police lead to more of fewer police officers being killed? Base: All respondents
116 - 117	57	Q39. Would arming all police lead to more of fewer wrongful killings of people by police officers? Base: All respondents



Prepared on behalf of the Mail on Sunday

Table 1
Q7. Voting intention

Base: All respondents intending to vote

		Gen	der		Age			2010 \	/ote			Vo	ting Intention	1	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	944	494	450	354	353	237	258	256	173	108	206	348	77	98	74
Weighted Total	944	480	464	255	335	354	306	249	191	80	256	369	92	111	69
Conservative	256 27.1%	124 <i>25.8%</i>	132 <i>28.5%</i>	52 20.5%	85 <i>25.3%</i>	119 <i>33.6%</i>	222 72.5%	4 1.8%	10 <i>5.4%</i>	5 <i>6.2%</i>	256 100.0%	-	-	-	-
Labour	369 <i>39.1%</i>	202 42.1%	167 <i>36.1%</i>	115 <i>44.9%</i>	143 <i>42.6%</i>	112 <i>31.7</i> %	26 8.4%	222 89.3%	70 <i>36.4%</i>	5 <i>5.7</i> %	- -	369 100.0%	-	-	-
Liberal Democrat	92 <i>9.8%</i>	47 9.8%	45 9.7%	33 12.8%	29 <i>8.5%</i>	31 <i>8.8%</i>	6 1.9%	6 2.4%	72 <i>37.8%</i>	1 1.8%	- -	-	92 100.0%	- -	-
UK Independence Party (UKIP)	111 11.8%	61 <i>12.7</i> %	50 10.8%	23 9.0%	39 11.5%	49 14.0%	40 13.1%	8 <i>3.2</i> %	14 <i>7.6%</i>	25 <i>30.6%</i>	- -	-	-	111 100.0%	-
British National Party (BNP)	13 1.3%	6 1.3%	6 1.3%	4 1.5%	6 1.7%	3 0.9%	- -	1 <i>0.4%</i>	1 <i>0.5%</i>	9 11.0%	- -	-	-	- -	13 18.1%
Scottish National Party (SNP)	14 1.5%	7 1.4%	8 1.6%	2 0.7%	4 1.3%	8 <i>2.3%</i>	-	-	3 1.4%	10 <i>12.5</i> %	-	-	-	-	14 20.7%
Green	28 3.0%	11 2.4%	17 3.6%	7 2.9%	11 <i>3.3%</i>	10 <i>2.7</i> %	1 0.4%	1 <i>0.6%</i>	13 <i>6.9%</i>	9 11.4%	-	-	-	-	28 40.5%
Plaid Cymru	8 0.9%	3 0.7%	5 1.0%	1 <i>0.5%</i>	1 <i>0.2%</i>	6 1.7%	-	-	-	8 10.1%	-	-	-	-	8 11.6%
English Democrat	1 <i>0.2%</i>	1 0.3%	-	1 <i>0.2%</i>	-	1 <i>0.3%</i>	-	-	-	1 1.9%	-	-	-	-	1 2.2%
Respect	2 0.2%	-	2 0.3%	-	2 0.5%	-	-	-	-	2 2.0%	-	-	-	-	2 2.3%
Another party	3 0.3%	1 0.3%	2 0.4%	2 0.9%	-	1 <i>0.3%</i>	-	-	1 0.6%	2 2.7%	-	-	-	-	3 4.6%
Undecided	44 4.7%	14 2.9%	30 <i>6.5%</i>	15 <i>5.8%</i>	17 5.1%	12 <i>3.5</i> %	12 <i>3.8%</i>	6 <i>2.3%</i>	7 3.5%	3 <i>4.2</i> %	-	-	-	-	
Refuse	2 0.2%	2 0.3%	* 0.1%	1 <i>0.3%</i>	-	1 0.3%	-	-	-	-	-	-	-	-	



Prepared on behalf of the Mail on Sunday

Table 1
Q7. Voting intention

Base: All respondents intending to vote

			SE	:G			Region		ı	Death Penalty	,		Armed Poli	ce Number	
	Total	AB	04	00	DE	North &	Midlands &	0	Yes	NI-	Don't know	Mana	0	F	Don't know
	Total	Ab	C1	C2	DE	Scotland	Wales	South	res	No	DOIL KHOW	More	Same	Fewer	Don't know
Unweighted Total	944	193	298	240	213	299	224	421	452	422	70	533	335	46	30
Weighted Total	944	186	285	231	241	318	206	420	456	428	59	505	370	42	27
Conservative	256 27.1%	58 31.3%	89 31.1%	62 <i>26.6%</i>	47 19.7%	75 <i>23.6%</i>	55 <i>26.9%</i>	126 <i>29</i> .9%	146 <i>31.9%</i>	93 <i>21.6%</i>	18 <i>30.1%</i>	136 <i>27.0%</i>	109 <i>29.6%</i>	6 15.3%	4 14.3%
Labour	369 <i>39.1%</i>	82 44.1%	95 <i>33.5%</i>	89 <i>38.7</i> %	102 <i>42.3%</i>	146 <i>45.8%</i>	88 <i>42.8%</i>	135 <i>32.3%</i>	148 <i>32.4%</i>	197 <i>46.0%</i>	24 40.9%	198 <i>39.1%</i>	141 <i>38.0%</i>	22 52.2%	9 <i>34.0%</i>
Liberal Democrat	92 <i>9.8%</i>	16 <i>8.6%</i>	31 10.8%	20 8.6%	25 10.5%	24 7.5%	9 <i>4.5%</i>	59 14.1%	33 7.3%	50 11.8%	9 15.1%	48 9.5%	41 11.2%	2 3.9%	1 4.5%
UK Independence Party (UKIP)	111 <i>11.8%</i>	13 <i>6.8%</i>	32 11.3%	28 12.2%	38 15.7%	32 10.2%	21 10.2%	57 13.7%	71 15.6%	38 <i>8.8%</i>	2 3.1%	60 12.0%	45 12.1%	2 4.8%	4 14.3%
British National Party (BNP)	13 1.3%	1 <i>0.3%</i>	3 1.2%	4 1.6%	5 2.0%	6 1.8%	4 2.1%	3 <i>0.6%</i>	13 <i>2.7</i> %	-	-	12 2.3%	1 <i>0.2%</i>	-	
Scottish National Party (SNP)	14 1.5%	3 1.5%	2 0.7%	3 1.2%	7 2.8%	14 <i>4.5%</i>	- -	-	8 1.8%	6 1.3%	1 1.3%	6 1.2%	6 1.6%	1 2.4%	2 6.1%
Green	28 <i>3.0%</i>	4 2.2%	11 <i>3.9</i> %	9 <i>3.9</i> %	4 1.6%	6 1.9%	4 2.2%	18 <i>4.2%</i>	6 1.4%	22 5.1%	-	9 1.8%	12 <i>3.2</i> %	4 10.7%	3 11.2%
Plaid Cymru	8 0.9%	1 0.4%	5 1.7%	2 0.7%	1 0.4%	-	8 3.9%	-	4 1.0%	4 0.9%	-	4 0.7%	2 0.6%	1 2.6%	1 4.1%
English Democrat	1 <i>0.2%</i>	-	1 <i>0.2%</i>	1 0.4%	-	-	1 0.3%	1 <i>0.2%</i>	1 <i>0.2%</i>	1 0.1%	-	1 <i>0.2%</i>	-	1 1.3%	
Respect	2 0.2%	1 0.4%	1 0.3%	-	-	-	-	2 0.4%	1 <i>0.2%</i>	1 <i>0.2%</i>	-	1 <i>0.2%</i>	-	1 1.9%	
Another party	3 0.3%	-	-	-	3 1.3%	-	2 1.0%	1 <i>0.3%</i>	1 <i>0.2%</i>	2 0.5%	-	1 <i>0.2%</i>	2 0.4%	-	1 2.5%
Undecided	44 4.7%	8 4.1%	14 4.9%	14 6.0%	9 <i>3.6</i> %	14 4.4%	13 <i>6.1%</i>	17 <i>4.2</i> %	23 5.1%	16 <i>3.6%</i>	5 9.2%	29 5.8%	10 2.8%	2 4.9%	2 9.1%
Refuse	2 0.2%	* 0.1%	2 0.5%	-	-	1 <i>0.2%</i>	- -	1 0.3%	1 0.3%	* 0.1%	* 0.4%	1 0.1%	1 0.3%	-	- -



Table 2
Q7. Voting intention weighted by likelihood to vote
Base: All respondents intending to vote

	Gender				Age			2010 \	/ote			Vo	ting Intention	ı	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	944	494	450	354	353	237	258	256	173	108	206	348	77	98	74
Weighted Total	944	483	461	238	336	369	315	254	194	80	261	375	89	111	69
Conservative	261 27.6%	128 <i>26.5%</i>	133 <i>28.7</i> %	50 <i>21.1%</i>	86 <i>25.5%</i>	125 <i>33.7%</i>	229 72.7%	4 1.7%	11 5.4%	5 <i>6.2</i> %	261 100.0%	-	-	-	-
Labour	375 <i>39.7</i> %	205 <i>42.5%</i>	169 <i>36.7%</i>	110 <i>46.2%</i>	146 <i>43.3%</i>	119 <i>32.3%</i>	26 8.3%	229 90.3%	73 <i>37.4%</i>	4 5.6%	-	375 100.0%	-	-	-
Liberal Democrat	89 <i>9.4%</i>	45 9.3%	44 9.5%	30 12.6%	29 <i>8.6%</i>	30 <i>8.0%</i>	6 2.0%	5 2.1%	72 <i>37.2</i> %	1 1.2%	-	-	89 100.0%	-	-
UK Independence Party (UKIP)	111 11.7%	61 12.6%	50 10.8%	20 <i>8.5%</i>	39 11.5%	52 14.0%	42 13.2%	7 2.9%	15 <i>7.8%</i>	24 <i>30.3%</i>	-	-	-	111 100.0%	
British National Party (BNP)	12 1.2%	6 1.2%	5 1.2%	3 1.2%	5 1.6%	3 0.9%	-	1 <i>0.3%</i>	* 0.3%	9 11.3%	-	-	-	-	12 16.8%
Scottish National Party (SNP)	15 1.6%	7 1.5%	8 1.7%	2 0.7%	5 1.3%	9 <i>2.4</i> %	-	-	3 1.5%	11 13.4%	-	-	-	-	15 22.2%
Green	27 2.9%	10 2.2%	17 3.6%	6 2.7%	11 <i>3.2</i> %	10 <i>2.7</i> %	1 0.3%	2 0.6%	13 <i>6.5%</i>	9 11.2%	-	-	-	-	27 39.3%
Plaid Cymru	9 <i>0.9%</i>	3 0.7%	5 1.1%	1 <i>0.5%</i>	1 <i>0.2%</i>	7 1.8%	-	-	-	9 10.7%	-	-	-	-	9 12.5%
English Democrat	1 0.1%	1 <i>0.2%</i>	-	* 0.1%	-	1 <i>0.3%</i>	- -	-	-	1 1.5%	-	-	-	- -	1 1.8%
Respect	2 0.2%	-	2 0.4%	- -	2 0.5%	-	- -	- -	-	2 2.1%	-	-	-	- -	2 2.5%
Another party	3 0.4%	2 0.3%	2 0.4%	3 1.1%	-	1 <i>0.3</i> %	-	-	1 <i>0.6%</i>	2 2.9%	-	-	-	-	3 5.1%
Undecided	39 4.1%	12 <i>2.5</i> %	27 5.8%	12 5.1%	14 <i>4.2%</i>	12 <i>3.3</i> %	11 <i>3.5%</i>	5 2.1%	7 3.4%	3 <i>3.7</i> %	-	-	-	-	-
Refuse	2 0.2%	2 0.4%	*	1 0.3%	-	1 0.3%	-	-	-		-	-	-	-	



Table 2
Q7. Voting intention weighted by likelihood to vote
Base: All respondents intending to vote

			SE	:G			Region			Death Penalty	,		Armed Police	ce Number	
	Total	АВ	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	944	193	298	240	213	299	224	421	452	422	70	533	335	46	30
Weighted Total	944	188	281	231	244	323	207	415	458	429	56	497	381	41	25
Conservative	261 <i>27.6%</i>	59 <i>31.1%</i>	89 <i>31.7%</i>	63 <i>27.2%</i>	50 <i>20.6%</i>	78 <i>24.3%</i>	56 <i>26.9%</i>	127 <i>30.6%</i>	149 <i>32.6%</i>	94 21.9%	17 <i>30.7%</i>	138 <i>27.7%</i>	113 <i>2</i> 9.7%	6 15.6%	4 14.0%
Labour	375 <i>39.7%</i>	84 <i>44.5%</i>	96 <i>34.2%</i>	91 <i>39.2%</i>	104 <i>42.8%</i>	149 <i>46.1%</i>	90 <i>43.5%</i>	136 <i>32.8%</i>	151 <i>32.9%</i>	201 <i>46.8%</i>	23 40.7%	199 <i>40.0%</i>	146 <i>38.4%</i>	22 <i>54.5%</i>	8 <i>30.0%</i>
Liberal Democrat	89 <i>9.4%</i>	16 <i>8.5%</i>	29 10.3%	20 8.8%	23 9.5%	23 7.2%	9 <i>4.2%</i>	56 13.6%	30 <i>6.5%</i>	50 11.6%	9 16.1%	43 8.6%	43 11.2%	2 4.3%	1 5.1%
UK Independence Party (UKIP)	111 11.7%	13 <i>6.8%</i>	32 11.4%	28 11.9%	38 15.8%	33 10.2%	22 10.4%	56 13.6%	72 15.7%	37 <i>8.7%</i>	2 2.7%	60 12.0%	45 11.8%	2 5.4%	4 15.1%
British National Party (BNP)	12 1.2%	1 <i>0.3%</i>	3 1.1%	4 1.7%	4 1.6%	6 1.8%	4 1.9%	2 0.4%	12 <i>2.5%</i>	-	-	11 2.2%	1 <i>0.2%</i>	-	-
Scottish National Party (SNP)	15 1.6%	3 1.6%	2 0.7%	3 1.2%	7 2.9%	15 <i>4.7%</i>	-	-	9 1.9%	6 1.4%	1 1.2%	6 1.2%	6 1.7%	1 2.6%	2 6.9%
Green	27 2.9%	4 2.3%	10 <i>3.6%</i>	9 <i>3.7%</i>	4 1.6%	6 1.8%	5 2.3%	17 <i>4.0%</i>	6 1.4%	21 <i>4.8%</i>	-	9 1.7%	12 <i>3.1%</i>	3 <i>8.5%</i>	3 12.5%
Plaid Cymru	9 <i>0.9%</i>	1 <i>0.4%</i>	5 1.8%	2 0.7%	1 0.4%	-	9 4.1%	-	5 1.0%	4 0.9%	-	4 0.7%	3 <i>0.7%</i>	1 2.9%	1 4.7%
English Democrat	1 0.1%	-	* 0.1%	1 <i>0.4%</i>	-	-	* 0.1%	1 <i>0.2%</i>	1 <i>0.2%</i>	*	-	1 <i>0.2%</i>	-	* 0.4%	-
Respect	2 0.2%	1 <i>0.5%</i>	1 <i>0.3%</i>	-	-	-	-	2 0.4%	1 <i>0.2%</i>	1 <i>0.2%</i>	-	1 <i>0.2%</i>	-	1 2.1%	-
Another party	3 0.4%	-	-	-	3 1.4%	-	2 1.1%	1 <i>0.3%</i>	1 <i>0.2%</i>	3 0.6%	-	1 <i>0.2%</i>	2 0.5%	-	1 2.9%
Undecided	39 4.1%	7 3.7%	12 <i>4.2%</i>	12 5.1%	8 <i>3.3%</i>	12 3.6%	11 5.4%	16 <i>3.8%</i>	21 <i>4.5%</i>	13 <i>3.1%</i>	5 <i>8.2%</i>	25 5.1%	10 2.5%	2 3.8%	2 8.8%
Refuse	2 0.2%	* 0.1%	2 0.6%	-	-	1 0.2%	-	1 <i>0.3%</i>	1 <i>0.3%</i>	* 0.1%	* 0.4%	1 0.1%	1 <i>0.3%</i>	-	-



Prepared on behalf of the Mail on Sunday

Table 3

Q7. Voting intention weighted by likelihood to vote: SUMMARY

Base: All respondents intending to vote

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UK Independence Party (UKIP)
Another party

	Gen	der		Age			2010	Vote			Vo	oting Intention	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
	440	222	000	201	04.0	007	007	454	0.4	000	0.40		00	7.4
803	443	360	286	301	216	227	237	154	94	206	348	77	98	74
903	469	434	225	322	356	304	248	187	77	261	375	89	111	69
261	128	133	50	86	125	229	4	11	5	261	-	-	-	-
29%	27%	31%	22%	27%	35%	75%	2%	6%	6%	100%	-	-	-	-
375	205	169	110	146	119	26	229	73	4	-	375	-	-	-
41%	44%	39%	49%	45%	33%	9%	92%	39%	6%	-	100%	-	-	-
89	45	44	30	29	30	6	5	72	1	-	-	89	-	-
10%	10%	10%	13%	9%	8%	2%	2%	39%	1%	-	-	100%	-	-
111	61	50	20	39	52	42	7	15	24	-	-	-	111	-
12%	13%	11%	9%	12%	15%	14%	3%	8%	31%	-	-	-	100%	-
69	30	39	15	23	31	1	2	17	42	-	-	-	-	69
8%	6%	9%	7%	7%	9%	*	1%	9%	55%	-	-	-	-	100%



Prepared on behalf of the Mail on Sunday

Table 3

Q7. Voting intention weighted by likelihood to vote: SUMMARY

Base: All respondents intending to vote

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UK Independence Party (UKIP)
Another party

		SI	EG			Region		С	Death Penalty	у		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
803	172	248	197	186	253	189	361	385	367	51	438	303	39	23
903	181	267	219	236	310	196	398	436	416	52	471	370	40	23
261	59	89	63	50	78	56	127	149	94	17	138	113	6	4
<i>2</i> 9%	<i>32%</i>	<i>33%</i>	<i>29%</i>	<i>21%</i>	<i>25%</i>	<i>28%</i>	<i>32%</i>	<i>34%</i>	<i>23%</i>	<i>34%</i>	<i>29%</i>	<i>31%</i>	1 <i>6</i> %	15%
375	84	96	91	104	149	90	136	151	201	23	199	146	22	8
41%	<i>46%</i>	<i>36%</i>	<i>41%</i>	<i>44%</i>	<i>48%</i>	<i>46%</i>	<i>34%</i>	<i>35%</i>	<i>48%</i>	<i>45%</i>	<i>42%</i>	<i>39%</i>	<i>57%</i>	<i>33%</i>
89	16	29	20	23	23	9	56	30	50	9	43	43	2	1
10%	<i>9</i> %	11%	9%	10%	<i>8%</i>	<i>4%</i>	14%	<i>7</i> %	12%	18%	<i>9</i> %	12%	4%	<i>6%</i>
111	13	32	28	38	33	22	56	72	37	2	60	45	2	4
<i>12</i> %	<i>7</i> %	12%	13%	16%	11%	11%	14%	17%	<i>9</i> %	<i>3</i> %	13%	12%	<i>6</i> %	17%
69	10	22	18	19	27	20	22	34	34	1	32	23	7	7
<i>8%</i>	<i>5%</i>	<i>8%</i>	<i>8%</i>	<i>8%</i>	9%	10%	<i>6%</i>	<i>8</i> %	<i>8</i> %	1%	<i>7</i> %	<i>6</i> %	17%	30%



Table 4
Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow?
Base: All respondents

		Gen	der		Age			2010 \	/ote			V	oting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
December 4 Table	1010	547	405	005	070	0.40	000	000	470	400	007	055	0.4	00	75
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Conservative	225 22.3%	110 <i>22.3%</i>	115 <i>22.2%</i>	45 16.4%	73 <i>20.3%</i>	107 <i>28.5%</i>	191 <i>63.6%</i>	7 2.9%	10 <i>5.4%</i>	4 4.6%	210 <i>91.4%</i>	3 0.9%	7 7.6%	5 <i>4.7%</i>	-
Labour	319 <i>31.5%</i>	168 <i>33.9%</i>	151 <i>29.1%</i>	98 <i>35.6%</i>	129 <i>35.7%</i>	91 <i>24.4%</i>	21 7.1%	195 <i>81.2%</i>	55 <i>2</i> 9.0%	4 4.6%	2 1.0%	299 <i>89.1%</i>	4 5.0%	3 2.6%	2 3.0%
Liberal Democrat	97 <i>9.6%</i>	54 10.8%	44 8.5%	32 11.5%	28 7.7%	38 10.2%	13 4.4%	7 3.0%	66 <i>34.5%</i>	1 1.3%	8 <i>3.3%</i>	14 <i>4.3%</i>	59 <i>68.1%</i>	5 5.2%	2 3.1%
UKIP	84 <i>8.3%</i>	49 9.8%	35 <i>6.8%</i>	15 <i>5.3%</i>	29 8.1%	40 10.7%	32 10.8%	6 2.6%	6 <i>2.9%</i>	23 29.1%	-	1 <i>0.4%</i>	-	80 <i>80.0%</i>	1 2.2%
Undecided	172 17.0%	53 10.7%	119 <i>22.9%</i>	54 19.4%	63 17.4%	55 14.7%	35 11.7%	21 8.8%	35 18.3%	11 14.3%	8 <i>3.5%</i>	17 <i>4.9%</i>	15 17.1%	4 4.1%	4 5.9%
Another Party	65 <i>6.4%</i>	30 6.0%	35 <i>6.8%</i>	18 <i>6.6%</i>	23 6.4%	23 <i>6.2%</i>	4 1.3%	3 1.1%	15 <i>7.9%</i>	36 <i>45.3%</i>	1 <i>0.4%</i>	* 0.1%	-	3 3.1%	53 <i>83.6%</i>
Would not vote	50 <i>5.0%</i>	32 6.4%	19 <i>3.6%</i>	14 <i>5.2%</i>	16 <i>4.5%</i>	20 5.3%	4 1.2%	1 <i>0.3%</i>	4 2.0%	1 0.8%	1 <i>0.5%</i>	1 0.3%	2 2.3%	* 0.3%	1 2.2%



Table 4

Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow?

Base: All respondents

			SE	:G			Region		D	eath Penalty	,		Armed Police	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Conservative	225	54	75	53	43	64	48	113	128	83	14	122	93	7	2
	22.3%	29.0%	24.3%	20.6%	16.7%	18.8%	<i>21.2</i> %	<i>25.4%</i>	<i>26.6%</i>	18.5%	17.0%	<i>21.9%</i>	<i>25.2%</i>	15.3%	6.7%
Labour	319	65	82	80	92	124	75	120	129	168	22	169	120	19	10
	<i>31.5%</i>	<i>34.6%</i>	<i>26.7%</i>	<i>30.8%</i>	<i>35.7%</i>	<i>36.3%</i>	<i>33.2</i> %	<i>26.9%</i>	<i>26.7%</i>	<i>37.8%</i>	<i>25.4%</i>	<i>30.3%</i>	<i>32.4%</i>	<i>41.0%</i>	<i>27.0%</i>
Liberal Democrat	97	23	32	20	22	32	13	52	41	50	6	51	40	2	4
	<i>9.6%</i>	12.3%	10.5%	7.8%	8.5%	9.4%	<i>5.9%</i>	11.7%	<i>8.6%</i>	11.2%	<i>7.2%</i>	9.2%	10.8%	4.5%	11.8%
UKIP	84	8	25	21	30	25	17	42	51	31	2	42	36	3	3
	<i>8.3%</i>	4.0%	<i>8.2%</i>	8.3%	11.5%	7.4%	7.5%	9.5%	10.7%	<i>7.0%</i>	2.0%	7.5%	<i>9.7%</i>	6.1%	9.3%
Undecided	172	23	53	53	42	50	42	80	83	63	26	115	42	7	8
	17.0%	12.3%	17.4%	20.5%	16.2%	14.6%	18.4%	18.0%	17.2%	14.1%	<i>30.5%</i>	<i>20.6%</i>	11.4%	14.3%	<i>20.7%</i>
Another Party	65	11	20	18	15	27	19	19	33	27	4	32	21	6	6
	<i>6.4%</i>	<i>5.8%</i>	<i>6.7%</i>	<i>7.0%</i>	5.9%	7.9%	<i>8.4%</i>	<i>4.2%</i>	<i>6.9%</i>	6.2%	4.7%	5.7%	<i>5.5%</i>	13.4%	17.3%
Would not vote	50	4	19	13	14	19	12	19	15	23	11	27	18	3	3
	5.0%	2.1%	<i>6.2%</i>	<i>5.1%</i>	5.4%	<i>5.6%</i>	<i>5.5%</i>	<i>4.2%</i>	<i>3.2%</i>	5.3%	<i>13.4%</i>	4.8%	<i>5.0%</i>	5.5%	7.2%



Prepared on behalf of the Mail on Sunday

Table 5

Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow? Weighted by likelihood to vote

Base: All respondents intending to vote

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
Another Party

	Gen	der		Age			2010	Vote			Vo	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
749	424	325	259	285	205	219	228	135	87	195	331	63	92	68
854	455	399	207	308	339	295	239	166	72	253	357	74	106	64
256	128	128	48	84	124	219	7	12	4	240	3	7	6	-
30.0%	28.1%	32.1%	23.1%	27.3%	36.6%	74.1%	3.0%	7.2%	5.6%	95.1%	0.9%	9.5%	5.2%	-
348	190	158	102	139	107	22	216	65	4	2	337	5	2	2
40.8%	41.7%	39.8%	49.3%	45.4%	31.4%	7.5%	90.4%	39.0%	5.6%	0.9%	94.6%	6.1%	1.8%	3.1%
93	56	37	29	28	36	12	8	69	1	9	15	62	5	2
10.9%	12.4%	9.2%	14.1%	9.0%	10.6%	4.1%	3.4%	41.7%	1.0%	3.5%	4.1%	84.4%	4.8%	3.1%
93	55	38	14	33	46	39	6	7	24	-	1	-	90	1
10.9%	12.0%	9.6%	6.8%	10.6%	13.5%	13.1%	2.6%	3.9%	33.1%	-	0.4%	-	84.6%	2.1%
64	27	37	14	24	27	3	2	14	39	1	*	-	4	59
7.5%	5.8%	9.4%	6.6%	7.7%	7.9%	1.1%	0.7%	8.2%	54.7%	0.4%	0.1%	-	3.5%	91.6%



Prepared on behalf of the Mail on Sunday

Table 5

Q12. If Vince Cable replaced Nick Clegg as leader of the Liberal Democrats, how would you vote if a general election was held tomorrow? Weighted by likelihood to vote

Base: All respondents intending to vote

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
Another Party

		SE	EG .			Region			Death Penalty	y		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
749	162	230	182	175	239	175	335	359	346	44	400	291	37	21
854	172	252	206	224	297	184	373	413	398	43	439	356	38	21
256	60	83	62	51	76	52	128	149	91	16	139	108	6	3
30.0%	<i>34.6%</i>	<i>32.8%</i>	30.3%	<i>22.9%</i>	<i>25.4%</i>	28.5%	<i>34.4%</i>	<i>36.1%</i>	<i>22.9%</i>	<i>37.1%</i>	<i>31.7%</i>	<i>30.3%</i>	17.1%	12.4%
348	75	89	85	99	138	84	126	138	191	19	180	140	21	7
40.8%	<i>43.6%</i>	<i>35.5%</i>	<i>41.2%</i>	<i>44.2%</i>	<i>46.5%</i>	<i>45.9%</i>	<i>33.7%</i>	<i>33.4%</i>	<i>48.0%</i>	<i>44.4%</i>	<i>41.0%</i>	<i>39.4%</i>	<i>56.4</i> %	31.5%
93	17	34	19	23	31	9	53	35	52	6	43	47	2	1
10.9%	9.9%	13.5%	<i>9.3%</i>	10.2%	10.4%	<i>5.2%</i>	14.1%	8.4%	13.2%	13.3%	9.8%	13.2%	4.3%	6.1%
93	8	27	23	33	28	18	46	57	34	2	46	41	2	4
10.9%	4.8%	10.9%	11.4%	14.9%	9.4%	10.1%	12.4%	13.8%	8.6%	3.6%	10.5%	11.4%	5.9%	18.0%
64	12	18	16	17	25	19	20	34	29	1	31	20	6	7
7.5%	7.1%	<i>7.3%</i>	7.8%	<i>7.7%</i>	8.4%	10.4%	5.4%	<i>8.3%</i>	7.3%	1.5%	<i>7.0%</i>	5.6%	16.4%	32.1%



Prepared on behalf of the Mail on Sunday

Table 6

Q13a. Do you agree or disagree with each of the following statements:- David Cameron is charismatic

Base: All respondents

	Gender Age						2010	Vote		Voting Intention					
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75	
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63	
356	179	177	107	121	128	183	53	55	19	163	68	37	39	7	
35.2%	36.2%	34.2%	38.7%	33.6%	34.1%	61.2%	21.9%	28.9%	23.8%	70.9%	20.2%	43.0%	39.2%	11.0%	
575	282	293	139	212	224	100	172	128	53	58	251	35	58	49	
56.8%	56.9%	56.7%	50.3%	58.7%	59.7%	33.5%	71.5%	66.8%	67.3%	25.1%	74.7%	41.2%	58.7%	77.6%	
81	34	47	30	28	23	16	16	8	7	9	17	14	2	7	
8.0%	6.9%	9.1%	11.0%	7.7%	6.2%	5.3%	6.6%	4.3%	8.9%	3.9%	5.0%	15.8%	2.1%	11.4%	



Prepared on behalf of the Mail on Sunday

Table 6

Q13a. Do you agree or disagree with each of the following statements:- David Cameron is charismatic

Base: All respondents

		SE	G			Region			eath Penalty	,	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39	
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37	
356 <i>35.2%</i>	63 <i>33.7</i> %	122 39.9%	93 <i>36.0%</i>	77 29.8%	103 <i>30.2%</i>	69 <i>30.7%</i>	184 <i>41.3%</i>	178 <i>37.0%</i>	153 <i>34.3%</i>	25 <i>29.2%</i>	209 <i>37.5%</i>	130 <i>35.1%</i>	10 <i>21.5%</i>	6 17.7%	
575 <i>56.8%</i>	114 <i>60.9%</i>	171 <i>55.7%</i>	138 <i>53.3%</i>	151 <i>58.6%</i>	211 <i>61.7%</i>	142 <i>62.7%</i>	222 50.0%	259 <i>53.8%</i>	279 <i>62.6%</i>	37 43.1%	301 <i>54.1%</i>	221 59.6%	35 <i>74.4%</i>	17 <i>47.0%</i>	
81 <i>8.0%</i>	10 5.3%	14 <i>4.4%</i>	28 10.7%	30 11.6%	28 8.1%	15 <i>6.6%</i>	39 <i>8.7%</i>	44 9.2%	14 3.0%	23 <i>27.6%</i>	47 8.4%	20 5.3%	2 4.1%	13 <i>35.3%</i>	



Prepared on behalf of the Mail on Sunday

Table 7

Q13b. Do you agree or disagree with each of the following statements:- Ed Miliband is charismatic

Base: All respondents

	Gender Age						2010	Vote		Voting Intention					
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75	
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63	
154	78	76	60	61	34	25	72	26	6	15	104	11	10	3	
15.3%	15.9%	14.7%	21.6%	16.8%	9.2%	8.3%	29.9%	13.6%	7.3%	6.4%	30.9%	12.6%	10.3%	4.5%	
753	378	375	178	259	316	261	139	151	64	207	201	56	87	54	
74.4%	76.3%	72.6%	64.5%	71.6%	84.5%	87.1%	57.9%	78.8%	82.0%	90.2%	59.7%	65.6%	87.4%	85.2%	
104	39	66	39	42	24	14	29	15	8	8	31	19	2	6	
10.3%	7.8%	12.7%	13.9%	11.6%	6.4%	4.7%	12.2%	7.6%	10.7%	3.4%	9.3%	21.8%	2.3%	10.3%	



Prepared on behalf of the Mail on Sunday

Table 7

Q13b. Do you agree or disagree with each of the following statements:- Ed Miliband is charismatic

Base: All respondents

		SE	G			Region		D	eath Penalty			Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
154 15.3%	26 14.0%	50 16.4%	44 17.1%	34 13.0%	53 15.4%	33 14.5%	69 15.5%	73 15.1%	67 15.0%	15 <i>17.6%</i>	103 18.5%	37 10.0%	10 <i>21.3%</i>	4 11.9%
753 74.4%	147 78.4%	239 78.0%	191 <i>73.5%</i>	176 <i>68.2%</i>	249 <i>72.7%</i>	174 77.0%	331 <i>74.4%</i>	359 <i>74.6%</i>	348 78.2%	46 <i>53.6%</i>	385 <i>69.2%</i>	313 <i>84.2%</i>	32 <i>68.4%</i>	23 <i>62.9%</i>
104 10.3%	14 7.6%	17 5.6%	24 9.4%	48 18.7%	41 11.9%	19 <i>8.5%</i>	45 10.1%	50 10.3%	30 <i>6.8%</i>	24 <i>28.8%</i>	69 12.4%	21 <i>5.8</i> %	5 10.3%	9 <i>25.2%</i>



Prepared on behalf of the Mail on Sunday

Table 8

Q13c. Do you agree or disagree with each of the following statements:- Nick Clegg is charismatic

Base: All respondents

	Gen	ıder		Age			2010	Vote			٧	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
208	92	116	76	68	64	72	43	52	11	65	54	45	13	4
20.6%	18.6%	22.5%	27.4%	18.9%	17.1%	24.1%	17.9%	27.0%	13.8%	28.2%	16.0%	52.2%	13.0%	6.0%
706 <i>69.7%</i>	372 <i>75.</i> 1%	334 <i>64.6%</i>	163 <i>58.9%</i>	258 71.4%	285 76.1%	210 70.1%	175 72.8%	127 <i>66.2%</i>	61 <i>77.1%</i>	152 <i>66.5%</i>	259 77.2%	22 25.5%	83 <i>83.7%</i>	53 <i>83.5%</i>
98 <i>9.7%</i>	31 <i>6.3%</i>	67 12.9%	38 13.7%	35 9.7%	25 6.7%	17 <i>5.8%</i>	22 9.3%	13 <i>6.8%</i>	7 9.1%	12 <i>5.3%</i>	23 6.9%	19 <i>22.3%</i>	3 3.3%	7 10.5%



Prepared on behalf of the Mail on Sunday

Table 8

Q13c. Do you agree or disagree with each of the following statements:- Nick Clegg is charismatic

Base: All respondents

		SE	G			Region			Death Penalty	/		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
208 20.6%	49 <i>25.9</i> %	58 19.0%	60 <i>23.0%</i>	41 16.1%	62 18.2%	46 20.2%	100 <i>22.5%</i>	95 19.7%	94 21.2%	19 <i>22.0%</i>	137 <i>24.6</i> %	62 16.7%	4 9.1%	5 13.1%
706 <i>69.7%</i>	125 <i>66.5%</i>	230 75.0%	174 <i>67.1%</i>	177 <i>68.4%</i>	248 <i>72.5%</i>	160 <i>70.9%</i>	298 <i>67.0%</i>	341 <i>70.7%</i>	327 73.4%	39 <i>45.4%</i>	363 <i>65.3%</i>	288 77.5%	37 <i>78.8%</i>	17 <i>47.2%</i>
98 <i>9.7%</i>	14 7.6%	18 <i>6.0%</i>	25 9.8%	40 15.6%	32 9.2%	20 9.0%	46 10.4%	46 9.6%	24 5.4%	28 <i>32.6%</i>	57 10.2%	21 5.8%	6 12.0%	15 <i>39.7%</i>



Prepared on behalf of the Mail on Sunday

Table 9

Q13d. Do you agree or disagree with each of the following statements:- David Cameron is strong

Base: All respondents

	Gen	der		Age			2010	Vote			٧	oting Intention	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
364	167	197	102	127	135	175	61	53	23	164	86	33	26	8
36.0%	33.8%	38.1%	37.1%	35.2%	36.0%	58.4%	25.2%	27.7%	29.1%	71.6%	25.8%	38.8%	25.7%	13.0%
555	289	267	140	201	215	106	167	124	51	53	228	34	68	52
54.9%	58.4%	51.6%	50.5%	55.6%	57.4%	35.4%	69.3%	64.7%	65.3%	22.9%	67.9%	39.7%	68.7%	82.1%
92	39	53	34	33	25	19	13	14	4	12	21	18	6	3
9.1%	7.8%	10.3%	12.4%	9.2%	6.6%	6.2%	5.5%	7.6%	5.6%	5.4%	6.3%	21.5%	5.6%	5.0%



Prepared on behalf of the Mail on Sunday

Table 9

Q13d. Do you agree or disagree with each of the following statements:- David Cameron is strong

Base: All respondents

		SE	G			Region			Death Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
364 <i>36.0%</i>	64 <i>34.3</i> %	118 <i>38.5%</i>	105 <i>40.5%</i>	77 29.8%	110 <i>32.2%</i>	79 <i>35.0%</i>	175 <i>39.5%</i>	187 <i>38.9%</i>	145 <i>32.7%</i>	32 <i>37.4%</i>	214 <i>38.4</i> %	134 <i>36.0%</i>	7 15.1%	10 <i>26.4%</i>
555 <i>54.9%</i>	110 <i>58.7%</i>	167 <i>54.3%</i>	136 <i>52.5%</i>	142 <i>55.1%</i>	200 58.5%	134 <i>59.3%</i>	221 49.8%	256 <i>53.1%</i>	268 60.1%	32 <i>37.4%</i>	292 <i>52.5%</i>	208 <i>56.0%</i>	39 <i>81.6%</i>	17 <i>45.8%</i>
92 9.1%	13 <i>6.9%</i>	22 7.3%	18 7.0%	39 15.0%	32 9.3%	13 <i>5.7%</i>	48 10.7%	39 <i>8.0%</i>	32 7.2%	21 <i>25.2%</i>	50 9.1%	30 8.1%	2 <i>3.2</i> %	10 <i>27.8%</i>



Prepared on behalf of the Mail on Sunday

Table 10

Q13e. Do you agree or disagree with each of the following statements:- Ed Miliband is strong

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intention	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
228	116	112	74	77	77	31	106	47	8	21	156	18	13	5
22.5%	23.5%	21.6%	26.8%	21.3%	20.6%	10.5%	44.2%	24.5%	10.6%	9.1%	46.5%	21.1%	12.9%	7.8%
655	335	320	158	231	266	246	103	120	63	194	142	49	82	53
64.7%	67.7%	61.9%	57.3%	63.8%	71.1%	82.1%	42.7%	63.0%	80.5%	84.5%	42.4%	56.9%	82.2%	83.4%
129	44	85	44	54	31	22	32	24	7	15	37	19	5	6
12.7%	8.8%	16.5%	15.9%	14.9%	8.3%	7.4%	13.1%	12.5%	8.9%	6.4%	11.2%	21.9%	5.0%	8.8%



Prepared on behalf of the Mail on Sunday

Table 10

Q13e. Do you agree or disagree with each of the following statements:- Ed Miliband is strong

Base: All respondents

		SE	G			Region		C	eath Penalty			Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
228 22.5%	45 <i>23.9%</i>	66 21.4%	59 <i>22.8%</i>	58 <i>22.5%</i>	84 <i>24.5%</i>	56 <i>24.7%</i>	88 19.9%	100 <i>20.7%</i>	112 <i>25.3%</i>	16 <i>18.8%</i>	143 <i>25.7</i> %	70 18.9%	9 19.5%	5 14.8%
655 <i>64.7%</i>	128 <i>68.5%</i>	211 <i>68.9%</i>	165 <i>63.7%</i>	150 <i>58.1%</i>	212 <i>62.1%</i>	146 <i>64.8%</i>	296 <i>66.7%</i>	335 <i>69.6%</i>	283 <i>63.5%</i>	37 <i>43.5%</i>	335 60.1%	271 73.1%	31 <i>66.4%</i>	17 <i>47.8%</i>
129 12.7%	14 7.6%	30 <i>9.7%</i>	35 13.5%	50 19.3%	46 13.4%	24 10.4%	59 13.4%	47 9.7%	50 11.2%	32 <i>37.6%</i>	79 14.2%	30 7.9%	7 14.2%	14 <i>37.4%</i>



Prepared on behalf of the Mail on Sunday

Table 11

Q13f. Do you agree or disagree with each of the following statements:- Nick Clegg is strong

Base: All respondents

	Gen	der		Age			2010	Vote			٧	oting Intentior	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
148	74	74	64	41	43	39	32	39	9	39	37	37	6	5
14.6%	14.9%	14.3%	23.1%	11.3%	11.4%	13.0%	13.1%	20.4%	12.1%	17.1%	11.0%	42.5%	5.8%	7.9%
752	386	366	176	283	293	233	189	135	64	169	276	32	88	56
74.3%	77.9%	70.9%	63.7%	78.4%	78.3%	77.8%	78.5%	70.5%	81.3%	73.8%	82.3%	37.1%	88.6%	89.0%
112	35	77	37	37	38	28	20	17	5	21	23	18	6	2
11.1%	7.1%	14.9%	13.2%	10.3%	10.3%	9.3%	8.3%	9.1%	6.7%	9.0%	6.7%	20.4%	5.6%	3.1%



Prepared on behalf of the Mail on Sunday

Table 11

Q13f. Do you agree or disagree with each of the following statements:- Nick Clegg is strong

Base: All respondents

		SE	EG .			Region		С	eath Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
148 <i>14.6%</i>	30 16.1%	49 16.0%	40 15.4%	28 10.9%	49 14.4%	29 13.1%	69 15.5%	76 15.7%	60 13.5%	12 <i>13.7%</i>	98 17.6%	43 11.6%	3 <i>6.4</i> %	3 9.2%
752 74.3%	147 78.3%	229 74.5%	192 <i>73.9%</i>	185 <i>71.6%</i>	254 74.3%	177 <i>78.4%</i>	321 <i>72.3%</i>	365 <i>75.8%</i>	349 <i>78.3%</i>	39 <i>45.5%</i>	389 <i>69.9%</i>	301 <i>81.2%</i>	41 <i>85.9%</i>	21 <i>57.4%</i>
112 11.1%	10 5.5%	29 <i>9.5%</i>	28 10.7%	45 17.5%	39 11.3%	19 <i>8.6%</i>	54 12.2%	41 <i>8.5%</i>	37 <i>8.2%</i>	35 <i>40.7%</i>	70 12.5%	27 7.2%	4 7.7%	12 <i>33.4%</i>



Prepared on behalf of the Mail on Sunday

Table 12

Q13g. Do you agree or disagree with each of the following statements:- David Cameron is compassionate

Base: All respondents

	Gen	ıder		Age			2010	Vote			٧	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
298	140	158	88	95	115	163	38	46	18	157	45	27	25	7
29.4%	28.3%	30.5%	31.8%	26.4%	30.6%	54.2%	15.9%	23.9%	22.6%	68.3%	13.4%	31.2%	25.5%	11.2%
603 <i>59.6%</i>	311 <i>62.8%</i>	292 56.5%	157 <i>56.9%</i>	223 61.8%	222 59.4%	110 <i>36.6%</i>	183 <i>76.1%</i>	131 <i>68.4%</i>	53 <i>66.8%</i>	53 <i>23.0%</i>	270 80.5%	42 48.6%	66 <i>66.5%</i>	49 <i>78.3%</i>
111 11.0%	44 8.9%	67 13.0%	31 11.3%	43 11.8%	38 10.0%	28 <i>9.2%</i>	19 <i>8.0%</i>	15 7.7%	8 10.6%	20 <i>8.7%</i>	21 <i>6.1%</i>	17 20.2%	8 <i>8.0%</i>	7 10.5%



Prepared on behalf of the Mail on Sunday

Table 12

Q13g. Do you agree or disagree with each of the following statements:- David Cameron is compassionate

Base: All respondents

		SE	G			Region		С	eath Penalty	!		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
298 29.4%	55 <i>2</i> 9.4%	89 <i>29.0%</i>	81 <i>31.1%</i>	73 <i>28.2%</i>	90 <i>26.3%</i>	63 <i>27.9%</i>	145 <i>32.6%</i>	161 <i>33.5%</i>	117 <i>26.2%</i>	20 <i>23.5%</i>	167 <i>30.0%</i>	119 <i>32.0%</i>	8 16.0%	4 11.4%
603 <i>59.6%</i>	116 <i>61.9%</i>	194 <i>63.2%</i>	148 <i>57.1%</i>	145 <i>56.1%</i>	218 <i>63.6%</i>	143 <i>63.4%</i>	242 54.5%	265 <i>55.0%</i>	298 <i>67.0%</i>	39 <i>46.4%</i>	320 <i>57.5%</i>	224 60.4%	38 <i>80.0%</i>	21 <i>56.1%</i>
111 11.0%	16 <i>8.7</i> %	24 7.8%	31 11.8%	41 15.7%	34 10.1%	20 <i>8.8%</i>	57 12.9%	55 11.5%	30 <i>6.9%</i>	26 <i>30.0%</i>	69 12.5%	28 7.6%	2 4.0%	12 <i>32.4%</i>



Prepared on behalf of the Mail on Sunday

Table 13

Q13h. Do you agree or disagree with each of the following statements:- Ed Miliband is compassionate

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intention	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
330	181	149	96	122	112	57	142	85	16	38	211	25	21	16
32.6%	36.5%	28.9%	34.8%	33.9%	29.8%	19.0%	59.1%	44.5%	20.0%	16.4%	62.7%	29.4%	21.3%	25.4%
511	244	267	137	173	200	201	69	79	49	160	87	37	61	37
50.5%	49.2%	51.7%	49.6%	47.9%	53.5%	67.0%	28.5%	41.3%	62.9%	69.6%	25.9%	43.3%	61.6%	59.4%
171	71	101	43	66	62	42	30	27	13	32	38	23	17	10
16.9%	14.3%	19.4%	15.6%	18.2%	16.7%	14.0%	12.4%	14.3%	17.1%	14.0%	11.4%	27.3%	17.2%	15.2%



Prepared on behalf of the Mail on Sunday

Table 13

Q13h. Do you agree or disagree with each of the following statements:- Ed Miliband is compassionate

Base: All respondents

		SE	EG		Region			Death Penalty			Armed Police Number			
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
330 <i>32.6%</i>	80 <i>42.8%</i>	93 <i>30.2%</i>	86 <i>33.0%</i>	71 <i>27.6%</i>	116 <i>33.9%</i>	71 <i>31.5%</i>	143 <i>32.2%</i>	119 <i>24.7%</i>	193 <i>43.3%</i>	18 <i>21.5%</i>	171 <i>30.7%</i>	131 <i>35.2%</i>	20 <i>42.6%</i>	8 <i>22.2%</i>
511 <i>50.5%</i>	87 46.5%	177 <i>57.7%</i>	125 <i>48.2%</i>	121 <i>47.0%</i>	169 <i>49.5%</i>	120 <i>53.2%</i>	221 49.8%	275 <i>57.1%</i>	198 <i>44.5%</i>	37 43.9%	293 <i>52.6%</i>	184 <i>49.6%</i>	23 49.3%	10 <i>27.5%</i>
171 16.9%	20 10.7%	37 12.1%	49 18.8%	65 <i>25.3%</i>	57 16.6%	35 15.3%	80 18.0%	88 18.2%	54 12.2%	29 <i>34.7%</i>	93 16.7%	56 15.2%	4 8.1%	18 <i>50.3%</i>



Prepared on behalf of the Mail on Sunday

Table 14

Q13i. Do you agree or disagree with each of the following statements:- Nick Clegg is compassionate

Base: All respondents

	Gender		Age			2010 Vote				Voting Intention				
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
282 27.8%	136 <i>27.5%</i>	145 <i>28.1%</i>	83 <i>30.1%</i>	94 <i>26.1%</i>	104 <i>27.8%</i>	92 <i>30.6%</i>	56 <i>23.4%</i>	90 <i>46.8%</i>	13 <i>16.6%</i>	87 <i>37.9%</i>	81 <i>24.0%</i>	53 <i>61.8%</i>	22 <i>2</i> 1.7%	9 13.6%
579 <i>57.2</i> %	297 60.0%	282 54.6%	147 53.2%	214 59.2%	218 <i>58.3%</i>	168 56.1%	157 <i>65.4%</i>	86 44.9%	55 70.0%	114 49.9%	217 <i>64.7%</i>	15 17.7%	63 <i>63.1%</i>	48 76.3%
151 14.9%	62 12.5%	90 17.3%	46 16.7%	53 14.6%	52 13.9%	40 13.3%	27 11.2%	16 <i>8.2%</i>	11 <i>13.5%</i>	28 12.2%	38 11.2%	18 <i>20.4%</i>	15 15.2%	6 10.2%



Prepared on behalf of the Mail on Sunday

Table 14

Q13i. Do you agree or disagree with each of the following statements:- Nick Clegg is compassionate

Base: All respondents

		SE	G		Region			Death Penalty			Armed Police Number			
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
282 27.8%	68 <i>36.1%</i>	85 <i>27.6%</i>	79 <i>30.6%</i>	50 19.3%	89 <i>25.9%</i>	52 <i>22.9%</i>	141 <i>31.8%</i>	129 <i>26.7%</i>	136 <i>30.5%</i>	17 20.1%	159 <i>28.6%</i>	106 28.7%	11 <i>23.2%</i>	5 14.1%
579 <i>57.2%</i>	101 <i>54.2%</i>	184 <i>60.0%</i>	146 <i>56.4%</i>	147 <i>57.0%</i>	207 60.5%	139 <i>61.4%</i>	234 52.6%	281 <i>58.4%</i>	260 58.5%	38 <i>44.2%</i>	317 <i>56.8%</i>	218 <i>58.7%</i>	33 <i>69.5%</i>	12 <i>32.2%</i>
151 14.9%	18 <i>9.7</i> %	38 12.5%	34 12.9%	61 <i>23.7%</i>	47 13.6%	35 15.7%	69 15.6%	72 14.9%	49 11.0%	30 <i>35.8%</i>	81 14.6%	47 12.6%	3 7.3%	20 <i>53.7%</i>



Prepared on behalf of the Mail on Sunday

Table 15

Q13j. Do you agree or disagree with each of the following statements:- David Cameron is attractive

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intentio	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
209 20.6%	84 16.9%	125 <i>24.2%</i>	50 18.1%	64 17.8%	94 <i>25.2%</i>	122 <i>40.7%</i>	33 13.7%	21 10.9%	9 11.1%	101 <i>44.2%</i>	39 11.7%	20 <i>23.6%</i>	31 <i>30.8%</i>	4 6.6%
660 <i>65.2%</i>	321 <i>64.8%</i>	339 <i>65.6%</i>	187 <i>67.7%</i>	244 67.4%	229 61.2%	141 <i>47.2%</i>	175 72.7%	149 <i>77.7%</i>	63 <i>79.9%</i>	98 <i>42.8%</i>	258 76.8%	42 49.0%	58 <i>58.4%</i>	56 89.0%
144 14.2%	91 <i>18.3%</i>	53 10.2%	39 14.2%	53 14.8%	51 <i>13.7%</i>	36 12.1%	33 13.6%	22 11.4%	7 8.9%	30 13.0%	39 11.5%	24 <i>27.4%</i>	11 10.9%	3 4.4%



Prepared on behalf of the Mail on Sunday

Table 15

Q13j. Do you agree or disagree with each of the following statements:- David Cameron is attractive

Base: All respondents

		SE	G			Region		C	eath Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
209 <i>20.6%</i>	35 18.7%	65 21.1%	55 21.3%	54 <i>20.7%</i>	61 18.0%	38 17.0%	109 <i>24.5%</i>	101 <i>21.0%</i>	91 <i>20.4%</i>	17 19.6%	116 <i>20.9%</i>	80 <i>21.5</i> %	9 18.3%	4 10.1%
660 <i>65.2%</i>	127 <i>67.7%</i>	208 <i>67.8%</i>	171 <i>65.8%</i>	154 <i>59.7%</i>	234 <i>68.3%</i>	161 <i>71.3%</i>	265 59.7%	315 <i>65.4%</i>	299 <i>67.2%</i>	45 <i>53.4%</i>	366 <i>65.8%</i>	237 <i>63.9%</i>	35 <i>74.6%</i>	21 <i>58.0%</i>
144 14.2%	25 13.6%	34 11.1%	34 12.9%	51 19.6%	47 13.7%	26 11.7%	70 15.9%	66 13.6%	55 12.4%	23 <i>26.9%</i>	74 13.3%	54 14.7%	3 7.1%	12 <i>31.9%</i>



Prepared on behalf of the Mail on Sunday

Table 16

Q13k. Do you agree or disagree with each of the following statements:- Ed Miliband is attractive

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intentio	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
95	49	46	43	33	19	22	38	18	4	17	58	8	4	2
9.4%	9.9%	8.9%	15.5%	9.1%	5.2%	7.5%	15.8%	9.3%	5.2%	7.6%	17.3%	9.3%	4.1%	2.7%
767	352	415	197	271	298	249	163	147	66	189	228	55	85	56
75.8%	71.1%	80.3%	71.4%	75.1%	79.7%	83.0%	67.7%	77.1%	84.1%	82.4%	67.9%	63.7%	85.3%	88.7%
150	94	56	36	57	57	28	40	26	8	23	50	23	11	5
14.8%	19.0%	10.9%	13.1%	15.9%	15.2%	9.5%	16.5%	13.7%	10.7%	10.0%	14.9%	27.0%	10.7%	8.6%



Prepared on behalf of the Mail on Sunday

Table 16

Q13k. Do you agree or disagree with each of the following statements:- Ed Miliband is attractive

Base: All respondents

		SE	G			Region		D	eath Penalty			Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
95 <i>9.4%</i>	23 12.5%	31 10.1%	17 6.4%	24 9.2%	30 <i>8.7%</i>	20 9.1%	45 10.0%	33 <i>6.8%</i>	53 11.9%	9 10.9%	62 11.0%	26 6.9%	5 10.8%	3 <i>6.9%</i>
767 75.8%	136 <i>72.5%</i>	248 80.6%	208 <i>80.0%</i>	176 <i>68.1%</i>	260 75.9%	178 <i>78.7%</i>	330 <i>74.2%</i>	385 79.8%	331 <i>74.3%</i>	51 <i>60.5%</i>	423 76.0%	290 78.2%	33 <i>70.3%</i>	20 <i>55.4%</i>
150 14.8%	28 15.1%	28 9.3%	35 13.5%	59 <i>22.7%</i>	53 15.4%	28 12.2%	70 15.8%	64 13.4%	62 13.8%	24 <i>28.5%</i>	72 13.0%	55 14.9%	9 19.0%	14 <i>37.7%</i>



Prepared on behalf of the Mail on Sunday

Table 17

Q13I. Do you agree or disagree with each of the following statements:- Nick Clegg is attractive

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intentio	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
228 22.5%	85 17.1%	143 <i>27.7%</i>	49 17.6%	69 19.0%	111 <i>29.5%</i>	98 <i>32.5%</i>	41 <i>17.1%</i>	49 <i>25.8%</i>	11 <i>14.4%</i>	80 <i>34.8%</i>	57 17.1%	31 <i>36.4%</i>	21 <i>20.8%</i>	9 14.9%
641 <i>63.3%</i>	322 65.0%	319 <i>61.6%</i>	188 <i>68.1%</i>	238 <i>65.9%</i>	214 <i>57.3%</i>	173 <i>57.9%</i>	162 <i>67.5%</i>	121 <i>63.5%</i>	58 <i>73.9%</i>	124 <i>54.2%</i>	234 <i>69.8%</i>	32 36.8%	68 <i>68.4%</i>	49 <i>77.4%</i>
144 14.2%	88 17.9%	55 10.7%	40 14.3%	55 15.1%	49 13.2%	29 <i>9.6%</i>	37 15.4%	20 10.6%	9 11.7%	25 11.0%	44 13.1%	23 26.8%	11 10.7%	5 <i>7.7%</i>



Prepared on behalf of the Mail on Sunday

Table 17

Q13I. Do you agree or disagree with each of the following statements:- Nick Clegg is attractive

Base: All respondents

		SE	EG .			Region			Death Penalty	,		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
228 22.5%	50 <i>26.9%</i>	60 19.5%	65 <i>24.9%</i>	53 <i>20.5%</i>	68 20.0%	62 <i>27.4%</i>	98 <i>22.0%</i>	98 <i>20.4%</i>	114 <i>25.6%</i>	16 <i>18.4%</i>	128 <i>23.0%</i>	82 <i>22.2%</i>	7 14.1%	11 <i>29.2%</i>
641 <i>63.3%</i>	111 <i>59.1%</i>	218 71.0%	165 <i>63.5%</i>	147 <i>57.0%</i>	231 <i>67.5%</i>	132 <i>58.6%</i>	278 <i>62.5%</i>	316 <i>65.6%</i>	280 <i>62.9%</i>	44 52.0%	355 <i>63.7%</i>	239 <i>64.4%</i>	34 71.6%	13 <i>35.3%</i>
144 14.2%	26 14.0%	29 9.4%	30 11.6%	58 <i>22.5%</i>	43 12.6%	32 14.0%	69 15.5%	67 14.0%	51 11.5%	25 <i>29.6%</i>	74 13.3%	50 13.4%	7 14.3%	13 <i>35.4%</i>



Prepared on behalf of the Mail on Sunday

Table 18

Q13m. Do you agree or disagree with each of the following statements:- David Cameron is statesmanlike

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
425	218	207	107	144	174	204	64	75	22	179	91	49	46	10
42.0%	44.0%	40.1%	38.7%	39.9%	46.4%	68.0%	26.6%	39.3%	27.6%	78.2%	27.2%	57.1%	46.0%	15.2%
484 47.8%	238 48.1%	246 <i>47.5%</i>	127 <i>45.9%</i>	181 <i>50.1%</i>	176 <i>47.1%</i>	80 <i>26.8%</i>	154 <i>64.0%</i>	94 49.4%	50 <i>63.3%</i>	38 16.8%	219 <i>65.2%</i>	18 <i>21.0%</i>	50 <i>50.6%</i>	47 <i>75.2%</i>
103 10.2%	39 <i>7.9%</i>	64 12.5%	43 15.4%	36 10.0%	24 6.5%	16 <i>5.2%</i>	23 9.4%	22 11.3%	7 9.1%	12 5.1%	26 7.6%	19 <i>21.9</i> %	3 3.4%	6 9.6%



Prepared on behalf of the Mail on Sunday

Table 18

Q13m. Do you agree or disagree with each of the following statements:- David Cameron is statesmanlike

Base: All respondents

		SE	G			Region		C	eath Penalty	ı		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
425 42.0%	77 40.9%	136 <i>44.2%</i>	113 <i>43.7</i> %	99 <i>38.3%</i>	124 <i>36.3%</i>	90 <i>39.7%</i>	211 <i>47.5%</i>	212 <i>44.0%</i>	186 <i>41.7%</i>	27 <i>32.0%</i>	232 41.6%	176 <i>47.3%</i>	9 19.6%	8 <i>22.4%</i>
484 <i>47.8%</i>	99 <i>52.7%</i>	146 <i>47.6%</i>	122 46.9%	117 <i>45.4%</i>	180 <i>52.7%</i>	119 <i>52.9%</i>	184 <i>41.5%</i>	220 <i>45.6%</i>	234 <i>52.7%</i>	30 <i>35.1%</i>	260 46.8%	173 <i>46.7%</i>	37 77.6%	13 <i>36.5%</i>
103 10.2%	12 <i>6.3%</i>	25 <i>8.2%</i>	24 9.3%	42 16.3%	38 11.0%	17 <i>7.4%</i>	49 11.1%	50 10.5%	25 5.6%	28 <i>32.9%</i>	65 11.6%	22 6.0%	1 2.8%	15 <i>41.1%</i>



Prepared on behalf of the Mail on Sunday

Table 19

Q13n. Do you agree or disagree with each of the following statements:- Ed Miliband is statesmanlike

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intention	า	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
186	99	87	71	56	60	31	82	33	8	17	126	10	13	6
18.4%	19.9%	16.9%	25.7%	15.4%	15.9%	10.5%	34.3%	17.1%	10.8%	7.6%	37.6%	11.2%	13.3%	9.0%
692	348	345	155	254	283	246	122	132	62	199	169	56	82	52
68.4%	70.2%	66.7%	56.3%	70.4%	75.5%	82.2%	50.7%	68.8%	79.5%	86.5%	50.5%	64.5%	82.9%	82.8%
134	49	85	50	51	32	22	36	27	8	14	40	21	4	5
13.2%	9.8%	16.4%	18.1%	14.2%	8.6%	7.3%	15.0%	14.1%	9.7%	5.9%	11.9%	24.3%	3.8%	8.2%



Prepared on behalf of the Mail on Sunday

Table 19

Q13n. Do you agree or disagree with each of the following statements:- Ed Miliband is statesmanlike

Base: All respondents

		SE	:G			Region			eath Penalty	,		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
186 18.4%	35 18.9%	56 18.4%	46 17.6%	49 18.8%	75 21.8%	40 17.6%	72 16.1%	69 14.3%	99 <i>22.3%</i>	18 <i>20.9%</i>	114 20.4%	58 15.6%	11 <i>22.6%</i>	4 10.3%
692 <i>68.4%</i>	131 <i>69.7%</i>	216 70.2%	183 <i>70.5%</i>	163 <i>63.2%</i>	216 <i>63.1%</i>	163 72.1%	314 70.7%	356 <i>73.9%</i>	294 66.1%	42 49.7%	360 <i>64.6%</i>	283 76.4%	32 <i>68.1%</i>	17 46.5%
134 13.2%	21 11.4%	35 11.4%	31 11.9%	46 18.0%	52 15.1%	23 10.4%	59 13.2%	57 11.8%	52 11.6%	25 <i>29.5%</i>	84 15.0%	30 8.0%	4 9.3%	16 <i>43.2%</i>



Prepared on behalf of the Mail on Sunday

Table 20

Q13o. Do you agree or disagree with each of the following statements:- Nick Clegg is statesmanlike

Base: All respondents

	Gen	der		Age			2010	Vote			V	oting Intentior	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
181	97	84	69	53	59	60	34	51	9	58	49	37	10	7
17.8%	19.6%	16.2%	25.1%	14.6%	15.6%	20.1%	14.3%	26.5%	11.4%	25.1%	14.7%	43.2%	9.8%	11.0%
691	343	348	155	259	278	209	179	111	62	152	255	22	87	52
68.3%	69.4%	67.3%	56.1%	71.6%	74.1%	69.8%	74.4%	57.8%	78.7%	66.3%	75.9%	25.5%	87.0%	82.7%
140	55	85	52	50	38	30	27	30	8	20	31	27	3	4
13.9%	11.1%	16.5%	18.8%	13.8%	10.2%	10.1%	11.3%	15.7%	9.9%	8.6%	9.4%	31.4%	3.2%	6.2%



Prepared on behalf of the Mail on Sunday

Table 20

Q13o. Do you agree or disagree with each of the following statements:- Nick Clegg is statesmanlike

Base: All respondents

		SE	:G			Region		С	eath Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
181 <i>17.8</i> %	37 20.0%	58 18.9%	51 19.7%	34 13.2%	56 16.3%	27 12.0%	98 <i>22.0%</i>	81 16.9%	84 18.8%	16 <i>18.5%</i>	102 18.3%	66 17.9%	5 11.6%	7 19.1%
691 <i>68.3%</i>	123 <i>65.7%</i>	214 <i>69.7%</i>	176 <i>67.9%</i>	178 <i>68.9%</i>	237 69.4%	168 <i>74.4%</i>	286 <i>64.4%</i>	335 <i>69.6%</i>	317 <i>71.2%</i>	39 <i>45.7%</i>	364 <i>65.4%</i>	271 <i>72.9%</i>	40 <i>85.6%</i>	16 <i>42.7%</i>
140 13.9%	27 14.3%	35 11.4%	32 12.5%	46 17.9%	49 14.3%	31 <i>13.7%</i>	61 <i>13.6%</i>	65 13.6%	44 10.0%	30 <i>35.8%</i>	91 <i>16.3%</i>	34 9.2%	1 2.8%	14 <i>38.2%</i>



Prepared on behalf of the Mail on Sunday

Table 21

Q13. Do you agree or disagree with each of the following statements:- Summary Table

Base: All respondents

Unweighted Total
Weighted Total
Agree
Disagree
Dont know

							Statement					_		
David Cameron is charismatic	Ed Miliband is charismatic	Nick Clegg is charismatic	David Cameron is strong	Ed Miliband is strong	Nick Clegg is strong	David Cameron is compassionat e	Ed Miliband is compassionat e	Nick Clegg is compassionat e	David Cameron is attractive	Ed Miliband is attractive	Nick Clegg is attractive			Nick Clegg is statesmanlike
		,			, ,	•		•				•	•	•
1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012
1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012	1012
356 <i>35.2%</i>	154 <i>15.3%</i>	208 <i>20.6%</i>	364 36.0%	228 <i>22.5%</i>	148 14.6%	298 29.4%	330 <i>32.6%</i>	282 <i>27.8%</i>	209 20.6%	95 9.4%	228 22.5%	425 42.0%	186 <i>18.4%</i>	181 <i>17.8%</i>
575 <i>56.8%</i>	753 74.4%	706 <i>69.7%</i>	555 <i>54.9%</i>	655 <i>64.7%</i>	752 74.3%	603 <i>59.6%</i>	511 <i>50.5%</i>	579 <i>57.2%</i>	660 <i>65.2%</i>	767 <i>75.8%</i>	641 <i>63.3%</i>	484 <i>47.8%</i>	692 <i>68.4%</i>	691 <i>68.3%</i>
81 <i>8.0%</i>	104 10.3%	98 <i>9.7%</i>	92 9.1%	129 <i>12.7%</i>	112 11.1%	111 11.0%	171 16.9%	151 <i>14.9%</i>	144 14.2%	150 14.8%	144 14.2%	103 10.2%	134 <i>13.2%</i>	140 13.9%



Prepared on behalf of the Mail on Sunday

Table 22
Q13. Do you agree or disagree with each of the following statements:- Summary Agree
Base: All respondents

		Gen	nder		Age			2010	Vote			V	oting Intention	า	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
David Cameron is charismatic	356	179	177	107	121	128	183	53	55	19	163	68	37	39	7
	<i>35.2%</i>	<i>36.2%</i>	<i>34.2%</i>	<i>38.7%</i>	<i>33.6%</i>	<i>34.1%</i>	<i>61.2%</i>	21.9%	28.9%	<i>23.8%</i>	<i>70.9%</i>	<i>20.2%</i>	43.0%	<i>39.2%</i>	11.0%
Ed Miliband is charismatic	154	78	76	60	61	34	25	72	26	6	15	104	11	10	3
	15.3%	15.9%	14.7%	21.6%	<i>16.8%</i>	9.2%	8.3%	<i>2</i> 9.9%	13.6%	7.3%	<i>6.4%</i>	<i>30.9%</i>	12.6%	10.3%	4.5%
Nick Clegg is charismatic	208	92	116	76	68	64	72	43	52	11	65	54	45	13	4
	20.6%	18.6%	<i>22.5%</i>	<i>27.4%</i>	18.9%	17.1%	<i>24</i> .1%	17.9%	<i>27.0%</i>	<i>13.8%</i>	<i>28.2%</i>	16.0%	<i>52.2%</i>	13.0%	6.0%
David Cameron is strong	364	167	197	102	127	135	175	61	53	23	164	86	33	26	8
	<i>36.0%</i>	<i>33.8%</i>	<i>38.1%</i>	<i>37.1%</i>	<i>35.2%</i>	<i>36.0%</i>	<i>58.4%</i>	<i>25.2%</i>	<i>27.7%</i>	<i>2</i> 9.1%	<i>71.6%</i>	<i>25.8%</i>	<i>38.8%</i>	<i>25.7%</i>	13.0%
Ed Miliband is strong	228	116	112	74	77	77	31	106	47	8	21	156	18	13	5
	22.5%	<i>23.5%</i>	<i>21.6%</i>	26.8%	21.3%	20.6%	10.5%	<i>44.2%</i>	24.5%	10.6%	9.1%	<i>46.5%</i>	<i>21.1%</i>	<i>12.9%</i>	7.8%
Nick Clegg is strong	148	74	74	64	41	43	39	32	39	9	39	37	37	6	5
	<i>14.6%</i>	14.9%	14.3%	<i>23.1%</i>	11.3%	11.4%	13.0%	13.1%	<i>20.4%</i>	12.1%	17.1%	11.0%	<i>42.5%</i>	5.8%	7.9%
David Cameron is compassionate	298	140	158	88	95	115	163	38	46	18	157	45	27	25	7
	29.4%	<i>28.3%</i>	<i>30.5%</i>	<i>31.8%</i>	<i>26.4%</i>	<i>30.6%</i>	<i>54.2%</i>	15.9%	<i>23.9%</i>	<i>22.6%</i>	<i>68.3%</i>	13.4%	31.2%	<i>25.5%</i>	11.2%
Ed Miliband is compassionate	330	181	149	96	122	112	57	142	85	16	38	211	25	21	16
	<i>32.6%</i>	<i>36.5%</i>	<i>28.9%</i>	<i>34.8%</i>	<i>33.9%</i>	<i>2</i> 9.8%	19.0%	59.1%	44.5%	<i>20.0%</i>	16.4%	<i>62.7</i> %	<i>2</i> 9.4%	<i>21.3%</i>	<i>25.4%</i>
Nick Clegg is compassionate	282	136	145	83	94	104	92	56	90	13	87	81	53	22	9
	27.8%	<i>27.5%</i>	<i>28.1%</i>	<i>30.1%</i>	<i>26</i> .1%	<i>27.8%</i>	<i>30.6</i> %	<i>23.4%</i>	<i>46.8%</i>	<i>16.6%</i>	<i>37.9%</i>	<i>24.0%</i>	61.8%	21.7%	13.6%
David Cameron is attractive	209	84	125	50	64	94	122	33	21	9	101	39	20	31	4
	20.6%	16.9%	<i>24.2%</i>	18.1%	17.8%	<i>25.2%</i>	40.7%	13.7%	10.9%	11.1%	<i>44.2%</i>	11.7%	<i>23.6%</i>	<i>30.8%</i>	6.6%
Ed Miliband is attractive	95	49	46	43	33	19	22	38	18	4	17	58	8	4	2
	<i>9.4%</i>	<i>9.9%</i>	<i>8.9%</i>	15.5%	9.1%	<i>5.2%</i>	7.5%	15.8%	<i>9.3%</i>	5.2%	<i>7.6%</i>	17.3%	9.3%	4.1%	2.7%
Nick Clegg is attractive	228	85	143	49	69	111	98	41	49	11	80	57	31	21	9
	22.5%	17.1%	<i>27.7%</i>	17.6%	19.0%	<i>29.5%</i>	<i>32.5%</i>	17.1%	<i>25.8%</i>	14.4%	<i>34.8%</i>	17.1%	<i>36.4%</i>	<i>20.8%</i>	14.9%
David Cameron is statesmanlike	425	218	207	107	144	174	204	64	75	22	179	91	49	46	10
	42.0%	<i>44.0%</i>	40.1%	<i>38.7%</i>	39.9%	46.4%	<i>68.0%</i>	<i>26.6%</i>	<i>39.3%</i>	27.6%	<i>78.2%</i>	<i>27.2%</i>	<i>57.1%</i>	46.0%	<i>15.2%</i>
Ed Miliband is statesmanlike	186	99	87	71	56	60	31	82	33	8	17	126	10	13	6
	18.4%	19.9%	16.9%	<i>25.7</i> %	15.4%	15.9%	10.5%	<i>34.3%</i>	17.1%	10.8%	7.6%	<i>37.6%</i>	11.2%	<i>13.3</i> %	9.0%



Prepared on behalf of the Mail on Sunday

Table 22

Q13. Do you agree or disagree with each of the following statements:- Summary Agree

Base: All respondents

Weighted Total

Nick Clegg is statesmanlike

	Gen	der		Age			2010	Vote			V	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
181	97	84	69	53	59	60	34	51	9	58	49	37	10	7
17.8%	19.6%	16.2%	25.1%	14.6%	15.6%	20.1%	14.3%	26.5%	11.4%	25.1%	14.7%	43.2%	9.8%	11.0%



Prepared on behalf of the Mail on Sunday

Table 22
Q13. Do you agree or disagree with each of the following statements:- Summary Agree
Base: All respondents

			SE	:G			Region			Death Penalty	,		Armed Poli	ce Number	
			6.	00	5-	North &	Midlands &	0 11	.,					_	
	Total	AB	C1	C2	DE	Scotland	Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
David Cameron is charismatic	356	63	122	93	77	103	69	184	178	153	25	209	130	10	6
	<i>35.2%</i>	<i>33.7%</i>	39.9%	<i>36.0%</i>	29.8%	<i>30.2%</i>	<i>30.7%</i>	<i>41.3%</i>	<i>37.0%</i>	<i>34.3%</i>	29.2%	<i>37.5%</i>	<i>35.1%</i>	<i>21.5%</i>	17.7%
Ed Miliband is charismatic	154	26	50	44	34	53	33	69	73	67	15	103	37	10	4
	15.3%	14.0%	16.4%	17.1%	13.0%	15.4%	14.5%	15.5%	15.1%	15.0%	<i>17.6%</i>	18.5%	10.0%	<i>21.3</i> %	11.9%
Nick Clegg is charismatic	208	49	58	60	41	62	46	100	95	94	19	137	62	4	5
	20.6%	<i>25</i> .9%	19.0%	<i>23.0%</i>	16.1%	18.2%	20.2%	22.5%	19.7%	21.2%	<i>22.0%</i>	<i>24.6%</i>	16.7%	9.1%	13.1%
David Cameron is strong	364	64	118	105	77	110	79	175	187	145	32	214	134	7	10
	36.0%	<i>34.3%</i>	<i>38.5%</i>	<i>40.5%</i>	29.8%	<i>32.2%</i>	<i>35.0%</i>	<i>39.5%</i>	<i>38.9%</i>	<i>32.7%</i>	<i>37.4%</i>	<i>38.4%</i>	<i>36.0%</i>	15.1%	<i>26.4</i> %
Ed Miliband is strong	228	45	66	59	58	84	56	88	100	112	16	143	70	9	5
	22.5%	<i>23.9%</i>	21.4%	<i>22.8%</i>	<i>22.5%</i>	<i>24.5%</i>	<i>24.7</i> %	19.9%	<i>20.7%</i>	<i>25.3%</i>	<i>18.8%</i>	<i>25.7%</i>	18.9%	19.5%	14.8%
Nick Clegg is strong	148	30	49	40	28	49	29	69	76	60	12	98	43	3	3
	14.6%	16.1%	16.0%	15.4%	10.9%	14.4%	13.1%	15.5%	15.7%	13.5%	13.7%	17.6%	11.6%	<i>6.4%</i>	9.2%
David Cameron is compassionate	298	55	89	81	73	90	63	145	161	117	20	167	119	8	4
	29.4%	<i>2</i> 9.4%	<i>2</i> 9.0%	<i>31.1%</i>	28.2%	<i>26.3%</i>	<i>27.9%</i>	<i>32.6%</i>	<i>33.5%</i>	<i>26.2%</i>	<i>23.5%</i>	<i>30.0%</i>	<i>32.0%</i>	16.0%	11.4%
Ed Miliband is compassionate	330	80	93	86	71	116	71	143	119	193	18	171	131	20	8
	<i>32.6%</i>	<i>42.8%</i>	<i>30.2%</i>	<i>33.0%</i>	<i>27.6%</i>	<i>33.9%</i>	<i>31.5%</i>	<i>32.2%</i>	<i>24.7%</i>	<i>43.3%</i>	<i>21.5%</i>	<i>30.7%</i>	<i>35.2%</i>	<i>42.6%</i>	<i>22.2</i> %
Nick Clegg is compassionate	282	68	85	79	50	89	52	141	129	136	17	159	106	11	5
	27.8%	<i>36.1%</i>	<i>27.6%</i>	<i>30.6%</i>	19.3%	<i>25.9%</i>	<i>22.9%</i>	<i>31.8%</i>	<i>26.7%</i>	<i>30.5%</i>	20.1%	<i>28.6%</i>	<i>28.7%</i>	<i>23.2</i> %	14.1%
David Cameron is attractive	209	35	65	55	54	61	38	109	101	91	17	116	80	9	4
	20.6%	18.7%	21.1%	21.3%	20.7%	<i>18.0%</i>	17.0%	<i>24.5%</i>	<i>21.0%</i>	<i>20.4%</i>	19.6%	<i>20.9%</i>	<i>21.5%</i>	18.3%	10.1%
Ed Miliband is attractive	95	23	31	17	24	30	20	45	33	53	9	62	26	5	3
	9.4%	12.5%	10.1%	6.4%	9.2%	<i>8.7%</i>	9.1%	10.0%	<i>6.8%</i>	11.9%	10.9%	11.0%	6.9%	10.8%	6.9%
Nick Clegg is attractive	228	50	60	65	53	68	62	98	98	114	16	128	82	7	11
	22.5%	<i>26.9%</i>	19.5%	24.9%	<i>20.5%</i>	<i>20.0%</i>	<i>2</i> 7.4%	<i>22.0%</i>	<i>20.4%</i>	<i>25.6</i> %	18.4%	<i>23.0%</i>	<i>22.2%</i>	14.1%	<i>2</i> 9.2%
David Cameron is statesmanlike	425	77	136	113	99	124	90	211	212	186	27	232	176	9	8
	42.0%	40.9%	<i>44.2%</i>	<i>43.7%</i>	<i>38.3%</i>	<i>36.3%</i>	<i>39.7%</i>	<i>47.5%</i>	44.0%	<i>41.7%</i>	32.0%	41.6%	<i>47.3%</i>	19.6%	<i>22.4</i> %
Ed Miliband is statesmanlike	186	35	56	46	49	75	40	72	69	99	18	114	58	11	4
	18.4%	18.9%	18.4%	17.6%	18.8%	21.8%	17.6%	16.1%	14.3%	<i>22.3%</i>	<i>20</i> .9%	20.4%	15.6%	<i>22.6</i> %	10.3%



Prepared on behalf of the Mail on Sunday

Table 22

Q13. Do you agree or disagree with each of the following statements:- Summary Agree

Base: All respondents

Weighted Total

Nick Clegg is statesmanlike

		SE	EG .			Region			Death Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
181 <i>17.8%</i>	37 <i>2</i> 0.0%	58 18.9%	51 19.7%	34 13.2%	56 16.3%	27 12.0%	98 <i>22.0%</i>	81 16.9%	84 18.8%	16 <i>18.5%</i>	102 18.3%	66 17.9%	5 11.6%	7 19.1%



Prepared on behalf of the Mail on Sunday

Table 23
Q13. Do you agree or disagree with each of the following statements:- Summary Disagree
Base: All respondents

		Gen	nder		Age			2010 \	/ote			Vo	oting Intention	1	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
David Cameron is charismatic	575	282	293	139	212	224	100	172	128	53	58	251	35	58	49
	<i>56.8%</i>	56.9%	56.7%	<i>50.3%</i>	<i>58.7%</i>	59.7%	<i>33.5%</i>	71.5%	<i>66.8%</i>	<i>67.3%</i>	<i>25.1%</i>	<i>74.7%</i>	<i>41.2%</i>	<i>58.7%</i>	<i>77.6%</i>
Ed Miliband is charismatic	753	378	375	178	259	316	261	139	151	64	207	201	56	87	54
	74.4%	<i>76.3%</i>	<i>72.6%</i>	<i>64.5%</i>	71.6%	<i>84.5%</i>	<i>87.1%</i>	<i>57.9%</i>	<i>78.8%</i>	<i>82.0%</i>	90.2%	<i>59.7%</i>	<i>65.6%</i>	<i>87.4%</i>	<i>85.2%</i>
Nick Clegg is charismatic	706	372	334	163	258	285	210	175	127	61	152	259	22	83	53
	<i>69.7%</i>	75.1%	<i>64.6%</i>	<i>58.9%</i>	71.4%	76.1%	<i>70.1%</i>	<i>72.8%</i>	<i>66.2%</i>	<i>77.1%</i>	<i>66.5%</i>	77.2%	<i>25.5%</i>	<i>83.7</i> %	<i>83.5%</i>
David Cameron is strong	555	289	267	140	201	215	106	167	124	51	53	228	34	68	52
	<i>54.9%</i>	58.4%	51.6%	<i>50.5%</i>	<i>55.6%</i>	<i>57.4%</i>	<i>35.4%</i>	<i>69.3%</i>	<i>64.7%</i>	<i>65.3%</i>	<i>22.9%</i>	<i>67.9%</i>	<i>39.7%</i>	<i>68.7%</i>	<i>82.</i> 1%
Ed Miliband is strong	655	335	320	158	231	266	246	103	120	63	194	142	49	82	53
	<i>64.7%</i>	<i>67.7%</i>	61.9%	<i>57.3%</i>	<i>63.8%</i>	71.1%	<i>82.1%</i>	<i>42.7%</i>	<i>63.0%</i>	<i>80.5%</i>	<i>84.5%</i>	42.4%	<i>56.9%</i>	<i>82.2%</i>	<i>83.4%</i>
Nick Clegg is strong	752	386	366	176	283	293	233	189	135	64	169	276	32	88	56
	74.3%	77.9%	70.9%	<i>63.7%</i>	78.4%	78.3%	77.8%	<i>78.5%</i>	<i>70.5%</i>	<i>81.3%</i>	<i>73.8%</i>	<i>82.3%</i>	<i>37.1%</i>	<i>88.6%</i>	<i>89.0%</i>
David Cameron is compassionate	603	311	292	157	223	222	110	183	131	53	53	270	42	66	49
	<i>59.6%</i>	<i>62.8%</i>	56.5%	<i>56.9%</i>	61.8%	59.4%	<i>36.6%</i>	<i>76.1%</i>	<i>68.4%</i>	<i>66.8%</i>	<i>23.0%</i>	80.5%	48.6%	<i>66.5%</i>	<i>78.3%</i>
Ed Miliband is compassionate	511	244	267	137	173	200	201	69	79	49	160	87	37	61	37
	<i>50.5%</i>	49.2%	51.7%	49.6%	<i>47.9%</i>	<i>53.5%</i>	<i>67.0%</i>	<i>28.5%</i>	41.3%	<i>62.9%</i>	<i>69.6%</i>	<i>25.9%</i>	<i>43.3%</i>	<i>61.6%</i>	59.4%
Nick Clegg is compassionate	579	297	282	147	214	218	168	157	86	55	114	217	15	63	48
	<i>57.2%</i>	60.0%	54.6%	<i>53.2%</i>	59.2%	<i>58.3%</i>	<i>56.1%</i>	<i>65.4%</i>	<i>44.9%</i>	70.0%	<i>4</i> 9.9%	<i>64.7%</i>	17.7%	<i>63.1%</i>	<i>76.3%</i>
David Cameron is attractive	660	321	339	187	244	229	141	175	149	63	98	258	42	58	56
	<i>65.2%</i>	<i>64.8%</i>	<i>65.6%</i>	<i>67.7%</i>	67.4%	61.2%	<i>47.2%</i>	<i>72.7%</i>	<i>77.7%</i>	<i>79.9%</i>	<i>42.8%</i>	<i>76.8%</i>	49.0%	<i>58.4%</i>	<i>89.0%</i>
Ed Miliband is attractive	767	352	415	197	271	298	249	163	147	66	189	228	55	85	56
	75.8%	71.1%	<i>80.3%</i>	<i>71.4%</i>	<i>75</i> .1%	79.7%	<i>83.0%</i>	<i>67.7%</i>	<i>77.1%</i>	<i>84.1%</i>	<i>82.4%</i>	<i>67.9%</i>	<i>63.7%</i>	<i>85.3%</i>	<i>88.7</i> %
Nick Clegg is attractive	641	322	319	188	238	214	173	162	121	58	124	234	32	68	49
	<i>63.3%</i>	65.0%	<i>61.6%</i>	<i>68.1%</i>	<i>65.9%</i>	<i>57.3%</i>	<i>57</i> .9%	<i>67.5%</i>	<i>63.5%</i>	<i>73.9%</i>	<i>54.2%</i>	69.8%	<i>36.8%</i>	<i>68.4%</i>	<i>77.4%</i>
David Cameron is statesmanlike	484	238	246	127	181	176	80	154	94	50	38	219	18	50	47
	47.8%	48.1%	<i>47.5%</i>	<i>45</i> .9%	<i>50.1%</i>	47.1%	<i>26.8%</i>	<i>64.0%</i>	49.4%	<i>63.3%</i>	16.8%	<i>65.2%</i>	<i>21.0%</i>	<i>50.6%</i>	75.2%
Ed Miliband is statesmanlike	692	348	345	155	254	283	246	122	132	62	199	169	56	82	52
	<i>68.4%</i>	70.2%	<i>66.7%</i>	<i>56.3%</i>	70.4%	75.5%	<i>82.2%</i>	<i>50.7%</i>	<i>68.8%</i>	<i>79.5%</i>	<i>86.5%</i>	<i>50.5%</i>	<i>64.5%</i>	<i>82.9%</i>	<i>82.8%</i>



Prepared on behalf of the Mail on Sunday

Table 23

Q13. Do you agree or disagree with each of the following statements:- Summary Disagree

Base: All respondents

Weighted Total

Nick Clegg is statesmanlike

	Gen	der		Age			2010	Vote			V	oting Intentio	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
691	343	348	155	259	278	209	179	111	62	152	255	22	87	52
68.3%	69.4%	67.3%	56.1%	71.6%	74.1%	69.8%	74.4%	57.8%	78.7%	66.3%	75.9%	25.5%	87.0%	82.7%



Prepared on behalf of the Mail on Sunday

Table 23
Q13. Do you agree or disagree with each of the following statements:- Summary Disagree
Base: All respondents

			SI	EG .			Region			Death Penalty	,		Armed Poli	ce Number	
						North &	Midlands &						_	_	
	Total	AB	C1	C2	DE	Scotland	Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
David Cameron is charismatic	575	114	171	138	151	211	142	222	259	279	37	301	221	35	17
	56.8%	<i>60.9%</i>	<i>55.7%</i>	<i>53.3%</i>	<i>58.6%</i>	<i>61.7%</i>	<i>62.7%</i>	50.0%	<i>53.8%</i>	<i>62.6%</i>	43.1%	<i>54.1%</i>	59.6%	<i>74.4%</i>	<i>47.0%</i>
Ed Miliband is charismatic	753	147	239	191	176	249	174	331	359	348	46	385	313	32	23
	74.4%	<i>78.4%</i>	78.0%	<i>73.5%</i>	<i>68.2%</i>	<i>72.7%</i>	77.0%	<i>74.4%</i>	<i>74.6%</i>	<i>78.2%</i>	<i>53.6%</i>	<i>69.2%</i>	<i>84.2%</i>	<i>68.4%</i>	<i>62.9%</i>
Nick Clegg is charismatic	706	125	230	174	177	248	160	298	341	327	39	363	288	37	17
	<i>69.7%</i>	<i>66.5%</i>	75.0%	<i>67.1%</i>	<i>68.4%</i>	<i>72.5%</i>	<i>70.9%</i>	<i>67.0%</i>	<i>70.7%</i>	73.4%	<i>45.4%</i>	<i>65.3%</i>	77.5%	<i>78.8%</i>	<i>47.2</i> %
David Cameron is strong	555	110	167	136	142	200	134	221	256	268	32	292	208	39	17
	<i>54.9%</i>	<i>58.7%</i>	<i>54.3%</i>	<i>52.5%</i>	<i>55.1%</i>	<i>58.5%</i>	59.3%	49.8%	<i>53.1%</i>	60.1%	<i>37.4%</i>	<i>52.5%</i>	56.0%	<i>81.6%</i>	<i>45.8%</i>
Ed Miliband is strong	655	128	211	165	150	212	146	296	335	283	37	335	271	31	17
	<i>64.7%</i>	<i>68.5%</i>	<i>68.9%</i>	<i>63.7%</i>	<i>58.1%</i>	<i>62.1%</i>	<i>64.8%</i>	<i>66.7%</i>	<i>69.6%</i>	<i>63.5%</i>	<i>43.5%</i>	60.1%	<i>73.1%</i>	<i>66.4%</i>	<i>47.8%</i>
Nick Clegg is strong	752	147	229	192	185	254	177	321	365	349	39	389	301	41	21
	74.3%	<i>78.3%</i>	74.5%	<i>73.9%</i>	<i>71.6%</i>	74.3%	78.4%	<i>72.3%</i>	<i>75.8%</i>	<i>78.3%</i>	<i>45.5%</i>	<i>69.9%</i>	<i>81.2%</i>	<i>85</i> .9%	<i>57.4%</i>
David Cameron is compassionate	603	116	194	148	145	218	143	242	265	298	39	320	224	38	21
	<i>59.6%</i>	<i>61.9%</i>	<i>63.2%</i>	<i>57.1%</i>	<i>56.1%</i>	<i>63.6%</i>	<i>63.4</i> %	54.5%	<i>55.0%</i>	<i>67.0%</i>	<i>46.4%</i>	<i>57.5%</i>	60.4%	<i>80.0%</i>	<i>56.1%</i>
Ed Miliband is compassionate	511	87	177	125	121	169	120	221	275	198	37	293	184	23	10
	<i>50.5%</i>	46.5%	<i>57.7</i> %	<i>48.2%</i>	<i>47.0%</i>	<i>49.5%</i>	<i>53.2%</i>	49.8%	<i>57.1%</i>	<i>44.5%</i>	<i>43.9%</i>	<i>52.6%</i>	<i>49.6%</i>	49.3%	<i>27.5%</i>
Nick Clegg is compassionate	579	101	184	146	147	207	139	234	281	260	38	317	218	33	12
	<i>57.2%</i>	<i>54.2%</i>	<i>60.0%</i>	<i>56.4%</i>	<i>57.0%</i>	<i>60.5%</i>	<i>61.4%</i>	<i>52.6%</i>	<i>58.4%</i>	58.5%	<i>44.2%</i>	<i>56.8%</i>	<i>58.7%</i>	69.5%	<i>32.2</i> %
David Cameron is attractive	660	127	208	171	154	234	161	265	315	299	45	366	237	35	21
	<i>65.2%</i>	<i>67.7%</i>	<i>67.8%</i>	<i>65.8%</i>	<i>59.7%</i>	<i>68.3%</i>	<i>71.3%</i>	<i>59.7%</i>	<i>65.4%</i>	<i>67.2%</i>	<i>53.4%</i>	<i>65.8%</i>	63.9%	74.6%	<i>58.0%</i>
Ed Miliband is attractive	767	136	248	208	176	260	178	330	385	331	51	423	290	33	20
	<i>75.8%</i>	<i>72.5%</i>	<i>80.6%</i>	<i>80.0%</i>	<i>68.1%</i>	<i>75.9%</i>	<i>78.7%</i>	<i>74.2%</i>	<i>79.8%</i>	<i>74.3%</i>	<i>60.5%</i>	76.0%	78.2%	<i>70.3%</i>	<i>55.4%</i>
Nick Clegg is attractive	641	111	218	165	147	231	132	278	316	280	44	355	239	34	13
	<i>63.3%</i>	59.1%	71.0%	<i>63.5%</i>	<i>57.0%</i>	<i>67.5%</i>	<i>58.6%</i>	<i>62.5%</i>	<i>65.6%</i>	<i>62.9%</i>	52.0%	<i>63.7%</i>	<i>64.4%</i>	71.6%	<i>35.3%</i>
David Cameron is statesmanlike	484	99	146	122	117	180	119	184	220	234	30	260	173	37	13
	<i>47.8%</i>	<i>52.7%</i>	<i>47.6%</i>	<i>46.9%</i>	<i>45.4%</i>	<i>52.7%</i>	<i>52.9</i> %	<i>41.5%</i>	45.6%	<i>52.7%</i>	<i>35.1%</i>	46.8%	<i>46.7%</i>	<i>77.6%</i>	<i>36.5%</i>
Ed Miliband is statesmanlike	692	131	216	183	163	216	163	314	356	294	42	360	283	32	17
	<i>68.4%</i>	<i>69.7%</i>	<i>70.2%</i>	<i>70.5%</i>	<i>63.2%</i>	<i>63.1%</i>	<i>72.1%</i>	70.7%	<i>73.9%</i>	66.1%	49.7%	<i>64.6%</i>	76.4%	68.1%	<i>46.5%</i>



Prepared on behalf of the Mail on Sunday

Table 23

Q13. Do you agree or disagree with each of the following statements:- Summary Disagree

Base: All respondents

Weighted Total

Nick Clegg is statesmanlike

		SE	:G			Region			Death Penalty	I		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
691 <i>68.3%</i>	123 <i>65.7%</i>	214 <i>69.7%</i>	176 <i>67.9%</i>	178 <i>68.9%</i>	237 69.4%	168 <i>74.4%</i>	286 <i>64.4%</i>	335 <i>69.6%</i>	317 <i>71.2%</i>	39 <i>45.7%</i>	364 <i>65.4%</i>	271 <i>72.9%</i>	40 <i>85.6</i> %	16 <i>42.7%</i>



Prepared on behalf of the Mail on Sunday

Table 24

Q14. Which of the following statements is closest to your opinion?

Base: All respondents

Unweighted Total
Weighted Total
Nick Clegg right to say sorry for making his broken pledge not to raise university fees
Nick Clegg wrong to say sorry for making his broken pledge not to raise university fees
Don't know

	Gen	der		Age			2010	Vote			Vo	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
729	344	386	196	267	266	217	177	155	58	164	238	71	72	42
72.1%	69.4%	74.6%	70.9%	74.0%	71.0%	72.3%	73.5%	80.9%	73.5%	71.6%	70.9%	82.6%	72.5%	66.3%
159	100	58	48	44	66	59	39	22	10	45	63	5	18	11
15.7%	20.2%	11.3%	17.3%	12.3%	17.7%	19.6%	16.0%	11.5%	12.3%	45 19.5%	18.7%	5.4%	18.3%	17.0%
124	51	73	32	50	42	24	25	14	11	20	35	10	9	11
12.3%	10.4%	14.1%	11.8%	13.7%	11.3%	8.1%	10.5%	7.6%	14.2%	8.9%	10.4%	11.9%	9.2%	16.7%



Prepared on behalf of the Mail on Sunday

Table 24

Q14. Which of the following statements is closest to your opinion?

Base: All respondents

Unweighted Total
Weighted Total
Nick Clegg right to say sorry for making his broken pledge not to raise university fees
Nick Clegg wrong to say sorry for making his broken pledge not to raise university fees
Don't know

		SE	EG .			Region		I	Death Penalty	/		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
729 72.1%	134 71.7%	217 70.6%	194 <i>74.8%</i>	184 <i>71.3%</i>	241 70.4%	178 <i>79.0%</i>	310 <i>69.8%</i>	358 74.4%	319 <i>71.7%</i>	52 60.7%	407 73.1%	269 72.5%	33 <i>69.9%</i>	20 <i>54.2%</i>
159 <i>15.7%</i>	38 <i>20.3%</i>	50 16.4%	36 13.9%	34 13.2%	55 16.2%	28 12.5%	75 16.9%	79 16.4%	72 16.2%	8 <i>8.9%</i>	91 16.3%	57 15.4%	10 <i>20.7%</i>	1 1.7%
124 12.3%	15 8.0%	40 13.0%	29 11.3%	40 15.6%	46 13.4%	19 <i>8.5%</i>	59 13.3%	45 9.2%	54 12.1%	26 <i>30.4%</i>	59 10.6%	45 12.0%	4 9.4%	16 <i>44.0%</i>



Prepared on behalf of the Mail on Sunday

Table 25
Q15. How has your opinion of him changed as a result of this apology?
Base: All respondents

		Gen	der		Age			2010 \	/ote			Vo	ting Intention	1	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Improved significantly (5)	40	21	19	20	11	10	8	17	6	2	8	15	9	2	2
	4.0%	<i>4.3%</i>	<i>3.7</i> %	7.3%	2.9%	<i>2.6%</i>	<i>2.7</i> %	6.9%	<i>3.3%</i>	2.0%	<i>3.5%</i>	<i>4.5%</i>	<i>9.9%</i>	<i>2</i> .4%	<i>2.8</i> %
Improved somewhat (4)	158	80	78	62	50	46	44	37	40	8	40	52	29	6	4
	<i>15.6%</i>	16.2%	15.0%	<i>22.5%</i>	13.7%	12.3%	14.8%	15.5%	<i>20.9%</i>	<i>9.7</i> %	17.6%	15.6%	<i>33.2%</i>	<i>6.4%</i>	6.6%
Neither improved nor worsened (3)	587	249	337	139	217	231	178	126	116	54	132	174	46	68	41
	<i>58.0%</i>	<i>50.4%</i>	<i>65.3%</i>	<i>50.2%</i>	60.0%	<i>61.8%</i>	<i>59.5%</i>	<i>52.5%</i>	<i>60.6%</i>	<i>68.6%</i>	<i>57.7%</i>	<i>51.8%</i>	53.4%	<i>68.8%</i>	<i>64.9%</i>
Worsened somewhat (2)	91	55	37	22	35	34	30	28	14	4	23	40	3	12	5
	<i>9.0%</i>	11.1%	7.1%	7.9%	<i>9.8%</i>	9.2%	9.9%	11.8%	7.2%	5.3%	9.9%	12.0%	3.0%	11.7%	<i>8.3%</i>
worsened significantly (1)	102 10.1%	76 15.4%	26 5.0%	20 7.4%	35 <i>9.7</i> %	47 12.4%	34 11.3%	26 10.7%	14 7.6%	9 11.9%	23 9.9%	42 12.5%	-	11 10.8%	9 13.9%
Dont know	33 3.3%	13 <i>2.6%</i>	21 4.0%	13 <i>4.7%</i>	14 3.9%	6 1.7%	5 1.8%	6 2.5%	1 <i>0.5%</i>	2 2.5%	3 1.4%	12 <i>3.7</i> %	* 0.4%	-	2 3.5%
Net: Improved	198	102	97	83	60	56	53	54	46	9	48	68	37	9	6
	19.6%	<i>20.6%</i>	18.7%	<i>2</i> 9.9%	16.6%	14.9%	17.5%	<i>22.4</i> %	24.1%	11.7%	21.1%	20.1%	<i>43.2%</i>	<i>8.8%</i>	9.4%
Net: Worsened	194	131	63	42	70	81	64	54	28	14	45	82	3	22	14
	19.1%	<i>26.5%</i>	12.1%	15.2%	19.5%	<i>21.6</i> %	21.2%	<i>22.5</i> %	14.8%	<i>17.2</i> %	19.8%	<i>24.4%</i>	3.0%	22.4%	<i>22.2</i> %
Mean	2.94	2.83	3.05	3.15	2.90	2.83	2.87	2.96	3.05	2.84	2.95	2.87	3.50	2.78	2.75
Standard deviation	0.91	1.03	0.77	0.96	0.87	0.90	0.90	1.00	0.85	0.84	0.91	0.99	0.72	0.82	0.89
Standard error	0.029	0.046	0.035	0.050	0.046	0.057	0.056	0.063	0.064	0.082	0.064	0.053	0.080	0.082	0.105



Prepared on behalf of the Mail on Sunday

Table 25
Q15. How has your opinion of him changed as a result of this apology?

Base: All respondents

			SE	G			Region		[Death Penalty	,		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Improved significantly (5)	40	13	11	10	7	9	8	23	26	14	1	29	7	1	3
	4.0%	<i>6.8%</i>	<i>3.5%</i>	<i>3.8</i> %	2.8%	<i>2.6%</i>	<i>3.5%</i>	5.3%	5.3%	3.1%	1.3%	5.3%	1.9%	1.7%	8.9%
Improved somewhat (4)	158	38	58	38	24	46	37	75	67	79	12	92	57	7	3
	15.6%	<i>20.5%</i>	19.0%	14.5%	9.2%	13.4%	16.2%	1 <i>7.0%</i>	13.9%	17.7%	14.2%	16.5%	15.2%	14.8%	6.9%
Neither improved nor worsened (3)	587	95	160	151	180	200	136	251	290	250	46	322	223	23	19
	<i>58.0%</i>	<i>50.7%</i>	<i>52.3%</i>	<i>58.3%</i>	<i>69.7%</i>	58.4%	<i>60.4%</i>	<i>56.4%</i>	<i>60.2%</i>	<i>56.2%</i>	<i>54.6%</i>	57.8%	60.0%	49.5%	<i>51.2</i> %
Worsened somewhat (2)	91	14	36	30	12	34	21	36	38	50	3	46	40	3	2
	<i>9.0%</i>	7.6%	11.6%	11.6%	<i>4.5%</i>	10.0%	9. <i>2</i> %	<i>8.2%</i>	7.9%	11.2%	<i>3.9</i> %	8.3%	10.7%	<i>6.6%</i>	6.6%
worsened significantly (1)	102	26	33	25	18	42	19	41	47	45	10	50	40	11	1
	10.1%	13.8%	10.7%	9.8%	<i>7.0%</i>	12.2%	<i>8.6%</i>	9.2%	9.8%	10.1%	11.3%	9.0%	10.7%	<i>22.7</i> %	3.4%
Dont know	33	1	9	5	18	11	4	17	14	7	12	17	5	2	8
	<i>3.3</i> %	<i>0.6%</i>	<i>3.0%</i>	2.0%	<i>6.9%</i>	<i>3.4%</i>	2.0%	3.9%	2.8%	1.6%	14.7%	3.1%	1.4%	4.7%	22.9%
Net: Improved	198	51	69	47	31	55	45	99	93	93	13	121	64	8	6
	19.6%	<i>27.2</i> %	<i>22.5%</i>	18.3%	<i>12.0%</i>	16.1%	19.8%	<i>22.2%</i>	19.2%	<i>20.8%</i>	<i>15.6%</i>	<i>21.8%</i>	17.1%	16.5%	15.8%
Net: Worsened	194	40	69	55	30	76	40	77	85	95	13	97	79	14	4
	19.1%	<i>21.4%</i>	<i>22.3%</i>	21.4%	11.4%	22.2%	17.8%	17.4%	17.7%	<i>21.4%</i>	<i>15.2%</i>	17.3%	<i>21.4%</i>	<i>2</i> 9.3%	10.0%
Mean	2.94	2.99	2.93	2.91	2.96	2.84	2.97	3.01	2.97	2.92	2.89	3.01	2.87	2.64	3.15
Standard deviation	0.91	1.06	0.95	0.90	0.75	0.91	0.87	0.93	0.92	0.91	0.90	0.92	0.87	1.07	0.91
Standard error	0.029	0.076	0.055	0.056	0.051	0.052	0.057	0.045	0.043	0.044	0.103	0.039	0.047	0.155	0.168



Prepared on behalf of the Mail on Sunday

Table 26

Q16. Which of the following statements is closest to your opinion? Nick Clegg's televised apology for his U turn on university tuition fees means...

Base: All respondents

Unweighted Total
Weighted Total
...he should be applauded for his honesty and courage
...he has made himself a laughing stock
Dont know

	Gen	der		Age			2010	Vote			V	oting Intention	า	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
425	199	227	117	143	166	130	86	104	23	111	118	71	36	12
42.0%	40.1%	43.9%	42.2%	39.5%	44.3%	43.3%	35.7%	54.6%	29.5%	48.3%	35.1%	82.4%	36.2%	18.8%
419	234	184	113	156	150	129	125	58	37	94	182	10	44	31
41.4%	47.3%	35.6%	40.8%	43.2%	40.0%	42.9%	51.8%	30.3%	46.8%	40.8%	54.1%	11.3%	44.7%	49.2%
168	62	106	47	62	59	41	30	29	19	25	36	5	19	20
16.6%	12.6%	20.5%	17.0%	17.3%	15.7%	13.8%	12.4%	15.1%	23.7%	10.9%	10.7%	6.3%	19.1%	32.0%



Prepared on behalf of the Mail on Sunday

Table 26

Q16. Which of the following statements is closest to your opinion? Nick Clegg's televised apology for his U turn on university tuition fees means...

Base: All respondents

Unweighted Total
Weighted Total
....he should be applauded for his honesty and courage
....he has made himself a laughing stock
Dont know

		SE	EG .			Region		I	Death Penalty	/		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
425 42.0%	80 <i>42.6%</i>	121 <i>39.5%</i>	110 <i>42.3%</i>	114 <i>44.3%</i>	127 <i>37.1%</i>	94 41.8%	204 <i>45.9%</i>	206 <i>42.8%</i>	191 <i>42.8%</i>	29 <i>33.6%</i>	247 44.3%	156 <i>42.0%</i>	13 <i>27.6%</i>	10 <i>26.2%</i>
419 <i>41.4%</i>	73 <i>38.7%</i>	134 <i>43.7%</i>	118 <i>45.6%</i>	94 <i>36.3%</i>	153 <i>44.7%</i>	98 <i>43.5%</i>	167 <i>37.7%</i>	217 <i>45</i> .0%	166 <i>37.3%</i>	35 <i>41.8%</i>	239 <i>42.8%</i>	146 <i>39.2%</i>	25 <i>52.7%</i>	9 <i>25.5%</i>
168 16.6%	35 18.6%	52 16.8%	31 12.1%	50 19.4%	62 18.2%	33 14.6%	73 16.4%	59 12.2%	88 19.8%	21 <i>24.7%</i>	71 12.8%	70 18.7%	9 19.7%	18 <i>48.4%</i>



Prepared on behalf of the Mail on Sunday

Table 27

Q17. Should Nick Clegg stand down as Liberal Democrat leader?

Base: All respondents

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	der		Age			2010	Vote			V	oting Intentio	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
434	244	190	124	151	159	110	129	80	36	77	196	18	54	35
42.9%	49.4%	36.7%	45.0%	41.8%	42.3%	36.7%	53.5%	42.1%	45.4%	33.7%	58.3%	21.4%	54.6%	55.8%
334	146	188	97	112	125	126	58	73	24	107	85	47	21	13
33.0%	29.5%	36.4%	35.1%	30.9%	33.4%	42.0%	24.3%	38.3%	30.0%	46.5%	25.3%	54.7%	21.4%	20.7%
244	105	140	55	99	91	64	54	38	19	45	55	21	24	15
24.1%	21.2%	27.0%	19.9%	27.3%	24.2%	21.3%	22.3%	19.6%	24.6%	19.8%	16.4%	23.9%	24.0%	23.5%



Prepared on behalf of the Mail on Sunday

Table 27

Q17. Should Nick Clegg stand down as Liberal Democrat leader?

Base: All respondents

Unweighted Total
Weighted Total
Yes
No
Dont know

		SE	G			Region		C	eath Penalty	ı		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
434 <i>42.9%</i>	72 38.7%	140 <i>45.6%</i>	108 <i>41.5%</i>	114 <i>44.1%</i>	159 <i>46.5%</i>	86 <i>38.1%</i>	189 <i>42.5%</i>	218 <i>45.2%</i>	188 <i>42.2%</i>	28 <i>33.4%</i>	248 44.5%	150 <i>40.4%</i>	27 57.3%	9 <i>24.6%</i>
334 <i>33.0%</i>	75 40.1%	101 <i>32.9%</i>	87 <i>33.7</i> %	70 <i>27.2%</i>	101 <i>29.6%</i>	78 <i>34.4%</i>	155 <i>34.9%</i>	155 <i>32.2%</i>	158 <i>35.5%</i>	21 <i>24.2%</i>	174 31.3%	134 <i>36.0%</i>	15 <i>32.7%</i>	10 <i>28.6%</i>
244 24.1%	40 21.2%	66 <i>21.5%</i>	64 24.8%	74 28.7%	82 <i>23.9%</i>	62 <i>27.5%</i>	100 <i>22.6%</i>	109 <i>22.6%</i>	100 22.4%	36 <i>42.3%</i>	135 24.2%	88 <i>23.6%</i>	5 10.1%	17 46.8%



Prepared on behalf of the Mail on Sunday

Table 28

Q18. Who should replace Nick Clegg as Liberal Democrat leader?

Base: All respondents who think Nick Clegg should stand down as Liberal Democrat leader

		Gen	der		Age			2010 V	ote			Vo	ting Intentior	1	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	440	256	184	172	162	106	95	143	76	51	66	207	19	52	42
Weighted Total	434	244	190	124	151	159	110	129	80	36	77	196	18	54	35
Vince Cable	159	104	56	43	54	63	33	54	43	13	28	89	6	12	13
	<i>36.7%</i>	<i>42.4</i> %	<i>29.4%</i>	<i>34.3%</i>	<i>35.4%</i>	<i>39.9%</i>	<i>30.3%</i>	42.0%	<i>54.1%</i>	<i>37.0%</i>	<i>36.3%</i>	<i>45.6%</i>	<i>35.3%</i>	<i>22.6</i> %	<i>35.9%</i>
Ed Davey	20	13	7	11	5	4	9	7	1	1	6	6	2	4	1
	4.7%	<i>5.3%</i>	3.9%	<i>8.8%</i>	3.4%	2.7%	<i>7.9%</i>	5.4%	1.1%	<i>2.2</i> %	7.8%	<i>3.2%</i>	8.7%	7.0%	<i>3.4</i> %
David Laws	40	20	20	21	7	12	13	14	8	4	10	13	5	8	3
	9.2%	8.2%	10.5%	17.0%	4.5%	<i>7.5%</i>	<i>12.2%</i>	10.7%	<i>9.6%</i>	10.7%	13.3%	<i>6.7</i> %	24.7%	14.0%	9.8%
Someone else (suggest who)	27	20	7	9	8	10	4	8	7	6	2	13	1	2	6
	6.1%	8.0%	3.7%	<i>7.2%</i>	5.3%	<i>6.1%</i>	3.2%	<i>6.5%</i>	8.2%	16.6%	2.9%	<i>6.8%</i>	5.0%	2.9%	18.4%
Dont know	188	88	100	41	78	69	51	46	22	12	31	74	5	29	11
	<i>43.3%</i>	<i>36.1%</i>	<i>52.5%</i>	<i>32.6%</i>	51.4%	<i>43.8%</i>	<i>46.3%</i>	<i>35.4%</i>	27.0%	<i>33.5%</i>	<i>39.8%</i>	37.7%	<i>26.3%</i>	<i>53.5%</i>	<i>32.4%</i>



Prepared on behalf of the Mail on Sunday

Table 28

Q18. Who should replace Nick Clegg as Liberal Democrat leader?

Base: All respondents who think Nick Clegg should stand down as Liberal Democrat leader

			SE	G			Region			Death Penalty	,		Armed Poli	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	440	78	141	112	109	148	98	194	223	190	27	259	140	31	10
Weighted Total	434	72	140	108	114	159	86	189	218	188	28	248	150	27	9
Vince Cable	159 <i>36.7%</i>	36 <i>49.3%</i>	51 <i>36.3%</i>	34 <i>31.4</i> %	39 <i>34.3%</i>	63 <i>39.4%</i>	31 <i>36.4%</i>	66 <i>34.7%</i>	73 <i>33.5%</i>	78 41.4%	9 <i>30.8%</i>	91 <i>36.6%</i>	54 <i>35.7%</i>	14 <i>50.7%</i>	1 16.0%
Ed Davey	20 4.7%	4 6.0%	3 <i>2.3%</i>	8 7.3%	5 4.4%	8 <i>4.9%</i>	2 2.4%	11 5.6%	12 <i>5.5%</i>	8 <i>4.5%</i>	-	15 <i>5.9%</i>	5 <i>3.2%</i>	1 3.4%	-
David Laws	40 9.2%	7 9.1%	12 <i>8.5%</i>	7 6.5%	14 12.6%	10 <i>6.2%</i>	9 10.5%	21 11.1%	24 11.1%	14 <i>7.5%</i>	2 5.8%	24 9.7%	14 9.1%	2 7.8%	-
Someone else (suggest who)	27 6.1%	4 5.3%	10 <i>6.8%</i>	4 3.8%	9 <i>8.0%</i>	6 <i>3.9%</i>	7 7.8%	14 7.2%	6 <i>2.9</i> %	19 10.0%	1 4.6%	7 2.8%	15 9.9%	4 15.4%	1 <i>6.7%</i>
Dont know	188 <i>43.3%</i>	22 30.3%	65 <i>46.1%</i>	55 <i>51.0%</i>	46 40.8%	73 <i>45.7%</i>	37 42.9%	78 41.3%	102 <i>47.0%</i>	69 <i>36.6%</i>	17 <i>58.7%</i>	112 <i>45.0%</i>	63 <i>42.0%</i>	6 <i>22.8%</i>	7 77.3%



Prepared on behalf of the Mail on Sunday

Table 29

Q19. The government Chief Whip - Andrew Mitchell MP, has reportedly sworn repeatedly at police when they declined to open a Downing Street gate to let him cycle through. Should Andrew Mitchell MP resign from his position as Chief Whip?

Base: All respondents answering

Unweighted Total
Weighted Total
Yes
No
Dont Know

	Gen	der		Age			2010	Vote			V	oting Intention	า	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
413	239	174	167	150	96	87	132	72	51	62	190	17	50	42
402	223	179	121	140	141	100	119	76	36	72	178	16	52	35
270	157	113	76	96	97	68	83	48	23	41	127	7	34	23
67.1%	70.2%	63.3%	63.1%	68.7%	69.0%	67.6%	69.8%	63.3%	65.3%	56.0%	71.4%	43.9%	64.2%	65.8%
89 <i>22.2</i> %	48 <i>21.5%</i>	41 <i>23.1%</i>	30 <i>24.7%</i>	27 19.5%	32 <i>22.8%</i>	23 <i>23.3</i> %	19 16.4%	22 28.3%	9 <i>26.1%</i>	23 31.9%	30 16.9%	5 <i>34.2</i> %	14 <i>26.7</i> %	11 <i>32.3%</i>
43 10.7%	19 <i>8.3%</i>	24 13.7%	15 12.3%	17 11.8%	12 <i>8.2%</i>	9 <i>9.0%</i>	16 13.8%	6 8.4%	3 <i>8.6%</i>	9 12.1%	21 11.6%	3 21.9%	5 9.1%	1 1.9%



Prepared on behalf of the Mail on Sunday

Table 29

Q19. The government Chief Whip - Andrew Mitchell MP, has reportedly sworn repeatedly at police when they declined to open a Downing Street gate to let him cycle through. Should Andrew Mitchell MP resign from his position as Chief Whip?

Base: All respondents answering

Unweighted Total
Weighted Total
Yes
No
Dont Know

		SE	EG .			Region		l	Death Penalty	ı	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
413	73	134	105	101	146	95	172	211	175	27	249	125	29	10	
402	68	132	98	103	157	83	162	203	171	28	236	131	25	9	
270 <i>67.1%</i>	48 70.7%	97 <i>73.2%</i>	64 <i>65.3%</i>	61 <i>58.6%</i>	106 <i>67.1%</i>	55 66.3%	109 <i>67.6%</i>	140 <i>68.9%</i>	113 <i>66.1%</i>	17 <i>60.6%</i>	155 <i>65.6%</i>	91 <i>69.4%</i>	18 <i>72.1%</i>	5 <i>58.2%</i>	
89 <i>22.2</i> %	16 <i>23.0%</i>	21 <i>15.9%</i>	23 23.4%	30 <i>28.6%</i>	36 23.1%	18 <i>21.9%</i>	35 21.5%	43 21.1%	41 <i>23.8%</i>	6 <i>20.5%</i>	54 22.9%	31 <i>23.3%</i>	4 17.7%	-	
43 10.7%	4 6.3%	14 10.9%	11 11.3%	13 <i>12.7%</i>	16 9.9%	10 11.9%	18 10.9%	20 10.1%	17 10.1%	5 18.9%	27 11.5%	10 7.3%	3 10.2%	4 41.8%	



Prepared on behalf of the Mail on Sunday

Table 30

Q20. Are you in favour of reintroducing the death penalty in the UK?

Base: All respondents

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	der		Age			2010	Vote		Voting Intention					
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75	
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63	
482 47.6%	240 48.5%	242 46.8%	116 <i>42.0%</i>	160 <i>44.4%</i>	205 <i>54.9%</i>	171 <i>57.0%</i>	108 <i>45.0%</i>	65 <i>34.1%</i>	51 <i>64.5%</i>	130 <i>56.5%</i>	134 <i>39.8%</i>	30 <i>35.3%</i>	64 <i>64.6%</i>	30 <i>48.2%</i>	
445 44.0%	226 <i>45.6%</i>	219 <i>42.4%</i>	129 <i>46.5%</i>	166 <i>45.9%</i>	151 <i>40.3%</i>	108 <i>36.0%</i>	117 <i>48.7%</i>	109 <i>57.3%</i>	25 31.6%	84 <i>36.6%</i>	177 <i>52.7%</i>	46 53.9%	34 <i>33.8%</i>	31 <i>48.8%</i>	
85 <i>8.4%</i>	29 5.9%	56 10.8%	32 11.5%	35 9.7%	18 <i>4.9%</i>	21 7.0%	15 6.4%	17 <i>8.7%</i>	3 <i>3.9</i> %	16 <i>6.9%</i>	25 7.5%	9 10.8%	2 1.6%	2 3.0%	



Prepared on behalf of the Mail on Sunday

Table 30

Q20. Are you in favour of reintroducing the death penalty in the UK?

Base: All respondents

Unweighted Total
Weighted Total
Yes
No
Dont know

		SE	G			Region		D	eath Penalty	I	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39	
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37	
482	71	124	140	146	162	115	204	482	-	-	350	116	7	9 <i>25.0%</i>	
47.6%	38.1%	40.5%	54.1%	56.5%	47.5%	51.1%	46.0%	100.0%	-	-	62.8%	31.1%	15.7%	25.0%	
445 44.0%	107 <i>57.2%</i>	152 <i>49.3%</i>	95 <i>36.8%</i>	91 <i>35.3%</i>	147 <i>43.1%</i>	94 <i>41.6%</i>	204 <i>45.9%</i>	-	445 100.0%	-	155 <i>27.9%</i>	238 <i>64.1%</i>	37 <i>77.8%</i>	15 <i>42.0%</i>	
85 <i>8.4%</i>	9 4.7%	31 10.2%	24 9.1%	21 <i>8.2%</i>	32 9.5%	17 <i>7.3%</i>	36 8.1%	- -	-	85 100.0%	52 9.3%	18 <i>4.8%</i>	3 6.6%	12 <i>33.0%</i>	



Prepared on behalf of the Mail on Sunday

Table 31

Q21. Which crimes would you be in favour of reintroducing the death penalty for?

Base: All respondents in favour of reintroducing the death penalty

		Gender		Age				2010	Vote		Voting Intention					
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
				•				•								
Unweighted Total	477	253	224	165	170	142	145	118	58	69	115	144	25	68	37	
Weighted Total	482	240	242	116	160	205	171	108	65	51	130	134	30	64	30	
Serious terrorism offences	377	187	191	87	131	159	134	81	48	45	98	97	25	53	27	
	78.3%	<i>77.9%</i>	<i>78.8%</i>	<i>74.9%</i>	<i>81.8%</i>	<i>77.6%</i>	<i>78.2%</i>	<i>74.5%</i>	73.6%	88.7%	<i>75.4%</i>	<i>72.3%</i>	81.1%	<i>82.6%</i>	87.6%	
Murder of a police officer in the line of duty	392	202	190	76	131	184	143	76	56	45	114	98	26	50	26	
	<i>81.4%</i>	84.1%	<i>78.7%</i>	<i>65.7%</i>	<i>82.0%</i>	<i>89.8%</i>	<i>83.9%</i>	70.3%	<i>86.2%</i>	89.3%	88.0%	73.1%	<i>84.3%</i>	<i>77.9%</i>	<i>86.9%</i>	
Murder of a child	418	207	211	96	143	178	147	86	60	47	118	113	25	52	26	
	<i>86.7%</i>	<i>86.2%</i>	<i>87.1%</i>	<i>82.7%</i>	<i>89.5%</i>	<i>86.7%</i>	86.0%	<i>79.5%</i>	91.4%	93.1%	<i>91.4%</i>	<i>84.3%</i>	<i>83.7%</i>	81.4%	<i>85.3%</i>	
Aggravated rape with violence	225	102	123	68	87	70	59	58	30	28	43	66	13	32	18	
	46.7%	<i>42.6%</i>	<i>50.9%</i>	<i>58.4%</i>	<i>54.3%</i>	<i>34.3%</i>	<i>34.6%</i>	<i>53.7%</i>	<i>46.8%</i>	56.1%	<i>33.0%</i>	<i>49.8%</i>	<i>42.1%</i>	<i>50.5%</i>	<i>59.2%</i>	
Any murder	316	153	163	76	122	118	99	73	48	39	84	93	20	34	21	
	<i>65.5%</i>	<i>63.6%</i>	<i>67.5%</i>	<i>65.1%</i>	76.1%	<i>57.5%</i>	<i>57.9%</i>	<i>67.0%</i>	74.2%	<i>77.3%</i>	<i>65.0%</i>	<i>69.3%</i>	<i>65.3%</i>	<i>52.6%</i>	<i>68.2%</i>	
Other (please state)	25	14	11	10	7	7	10	5	3	4	7	7	1	4	4	
	5.1%	5.7%	<i>4.6%</i>	<i>8.9%</i>	4.6%	3.5%	<i>6.0%</i>	<i>4.5%</i>	4.8%	8.1%	5.1%	5.0%	3.3%	5.9%	12.0%	



Prepared on behalf of the Mail on Sunday

Table 31

Q21. Which crimes would you be in favour of reintroducing the death penalty for?

Base: All respondents in favour of reintroducing the death penalty

			SE	:G			Region		D	eath Penalt	y	Armed Police Number			
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	477	73	128	139	137	155	123	199	477	-	-	356	106	7	8
Weighted Total	482	71	124	140	146	162	115	204	482	-	-	350	116	7	9
Serious terrorism offences	377 78.3%	59 <i>82.3%</i>	96 <i>77.5%</i>	111 <i>7</i> 9.0%	112 <i>76.5%</i>	125 <i>76.9%</i>	85 74.1%	167 <i>81.9%</i>	377 78.3%	-	-	281 <i>80.4%</i>	85 <i>73.4%</i>	2 <i>33.3%</i>	9 100.0%
Murder of a police officer in the line of duty	392 81.4%	53 <i>74.3%</i>	101 <i>81.4%</i>	115 <i>82.0%</i>	123 <i>84.2%</i>	135 <i>83.3%</i>	91 <i>79.2%</i>	166 <i>81.1%</i>	392 <i>81.4%</i>	-	-	285 <i>81.4%</i>	98 <i>84.6%</i>	2 22.7%	8 <i>86.3%</i>
Murder of a child	418 <i>86.7%</i>	62 86.9%	110 <i>88.4%</i>	122 <i>87.1%</i>	124 <i>84.7%</i>	144 <i>88.7%</i>	102 <i>88.5%</i>	172 <i>84.1%</i>	418 <i>86.7%</i>	-	-	303 <i>86.6%</i>	104 89.8%	2 31.9%	9 <i>93.9%</i>
Aggravated rape with violence	225 46.7%	44 61.3%	57 46.0%	70 <i>50.2</i> %	54 <i>36.9%</i>	72 44.1%	59 <i>51.1%</i>	95 <i>46.4%</i>	225 46.7%	-	-	173 49.5%	44 37.8%	1 9.1%	8 <i>83.2</i> %
Any murder	316 <i>65.5%</i>	43 60.0%	84 <i>67.8%</i>	95 <i>68.1%</i>	93 <i>63.9%</i>	104 <i>63.</i> 9%	81 <i>70.3%</i>	131 <i>64.2</i> %	316 <i>65.5%</i>	-	-	234 66.9%	69 <i>59.8%</i>	7 90.9%	6 <i>64.4%</i>
Other (please state)	25 5.1%	1 2.1%	12 9.3%	5 <i>3.8%</i>	6 <i>4.4%</i>	8 4.8%	6 <i>4.8%</i>	12 <i>5.6%</i>	25 5.1%	-	-	22 6.2%	3 2.6%	-	



Prepared on behalf of the Mail on Sunday

Table 32

Q22. Which of the following methods do you think should be used if the death penalty were to be reintroduced?

Base: All respondents in favour of reintroducing the death penalty

Unweighted Total
Weighted Total
Electric chair
Hanging
Lethal injection
Other (please specify)

	Gen	der		Age			2010	Vote		Voting Intention				
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
477	253	224	165	170	142	145	118	58	69	115	144	25	68	37
482	240	242	116	160	205	171	108	65	51	130	134	30	64	30
49	16	33	18	10	21	13	12	5	2	13	14	1	3	-
10.1%	6.5%	13.6%	15.3%	6.4%	10.0%	7.6%	10.7%	7.9%	3.5%	9.8%	10.7%	3.0%	4.7%	-
86	67	19	22	21	42	25	22	11	11	16	21	7	15	9
17.7%	27.8%	7.8%	19.3%	13.0%	20.6%	14.8%	20.2%	16.7%	22.4%	12.5%	15.9%	23.6%	24.0%	29.4%
338	150	188	73	127	139	131	71	49	35	99	94	22	44	20
70.2%	62.7%	77.6%	62.8%	79.0%	67.5%	76.5%	66.0%	75.4%	68.7%	76.6%	70.6%	73.4%	68.8%	67.0%
10	7	2	3	3	4	2	3	-	3	1	4	-	2	1
2.0%	3.0%	1.0%	2.6%	1.7%	1.9%	1.1%	3.1%	-	5.4%	1.0%	2.8%	-	2.5%	3.6%



Prepared on behalf of the Mail on Sunday

Table 32

Q22. Which of the following methods do you think should be used if the death penalty were to be reintroduced?

Base: All respondents in favour of reintroducing the death penalty

Unweighted Total Weighted Total Electric chair
Hanging
Lethal injection
Other (please specify)

		SE	EG .			Region			Death Penalt	у				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
477	73	128	139	137	155	123	199	477	-	-	356	106	7	8
482	71	124	140	146	162	115	204	482	-	-	350	116	7	9
49	17	5	16	11	14	15	19	49	-	-	35	9	-	4
10.1%	23.6%	3.8%	11.5%	7.5%	8.7%	13.4%	9.3%	10.1%	-	-	10.1%	7.5%	-	47.8%
86	7	32	20	27	29	18	38	86	-	-	56	24	4	1
17.7%	10.1%	25.5%	14.0%	18.5%	18.1%	15.6%	18.7%	17.7%	-	-	16.1%	20.5%	58.8%	13.9%
338	45	85	103	105	116	79	143	338	-	-	249	82	3	3
70.2%	62.4%	68.5%	73.8%	72.0%	71.6%	68.2%	70.2%	70.2%	-	-	71.3%	71.3%	41.2%	38.2%
10	3	3	1	3	3	3	4	10	-	-	9	1	-	-
2.0%	3.9%	2.3%	0.8%	2.0%	1.6%	2.8%	1.8%	2.0%	-	-	2.5%	0.7%	-	-



Prepared on behalf of the Mail on Sunday

Table 33

Q23. Would you be prepared to make the lethal injection yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Lethal injection

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	ıder		Age			2010	Vote		Voting Intention					
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
332	157	175	102	132	98	110	76	43	48	88	98	19	44	24	
338	150	188	73	127	139	131	71	49	35	99	94	22	44	20	
221	114	107	48	82	91	83	50	28	27	59	62	15	35	16	
65.4%	75.5%	57.2%	66.3%	64.9%	65.3%	63.3%	69.7%	57.3%	78.2%	59.1%	65.9%	68.0%	79.5%	78.1%	
68	26	42	13	23	32	26	12	17	3	24	20	6	4	2	
20.1%	17.4%	22.1%	17.3%	18.5%	23.0%	20.1%	16.3%	34.3%	8.8%	24.4%	20.9%	24.7%	9.7%	10.6%	
49	11	39	12	21	16	22	10	4	5	16	13	2	5	2	
14.6%	7.0%	20.6%	16.5%	16.6%	11.8%	16.6%	14.0%	8.4%	13.0%	16.5%	13.3%	7.3%	10.8%	11.2%	



Prepared on behalf of the Mail on Sunday

Table 33

Q23. Would you be prepared to make the lethal injection yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Lethal injection

Unweighted Total
Weighted Total
Yes
No
Dont know

		SE	G			Region		D	eath Penalt	ty	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
332	50	84	101	97	106	88	138	332	-	-	250	75	3	4	
338	45	85	103	105	116	79	143	338	-	-	249	82	3	3	
221	27	52	73	69	81	45	96	221	-	-	163	54	2	3	
65.4%	60.1%	61.2%	70.6%	65.8%	69.4%	57.0%	66.7%	65.4%	-	-	65.5%	65.3%	51.0%	72.0%	
68	11	18	13	26	21	15	32	68	-	-	47	20	1	-	
20.1%	24.2%	21.6%	12.5%	24.5%	17.8%	19.5%	22.1%	20.1%	-	-	18.9%	24.3%	22.1%	-	
49	7	15	18	10	15	18	16	49	-	-	39	9	1	1	
14.6%	15.7%	17.2%	17.0%	9.7%	12.8%	23.5%	11.2%	14.6%	-	-	15.6%	10.4%	26.9%	28.0%	



Prepared on behalf of the Mail on Sunday

Table 34

Q24. Would you be prepared to flick the switch yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Electric Chair

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	der		Age			2010	Vote		Voting Intention				
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
48	21	27	27	11	10	10	14	5	3	10	18	1	5	-
49	16	33	18	10	21	13	12	5	2	13	14	1	3	-
26	13	13	14	5	8	9	8	2	1	10	9	1	2	-
53.0%	82.6%	38.9%	77.0%	44.3%	36.6%	72.4%	68.2%	48.6%	28.4%	79.2%	65.2%	100.0%	80.7%	-
5	1	4	2	-	3	3	-	2	-	2	*	-	-	-
10.8%	6.5%	12.9%	11.1%	-	15.9%	19.3%	-	33.5%	-	12.2%	2.7%	-	-	-
18	2	16	2	6	10	1	4	1	1	1	5	-	1	-
36.2%	10.9%	48.3%	11.9%	55.7%	47.5%	8.3%	31.8%	17.9%	71.6%	8.5%	32.1%	-	19.3%	-



Prepared on behalf of the Mail on Sunday

Table 34

Q24. Would you be prepared to flick the switch yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Electric Chair

Unweighted Total
Weighted Total
Yes
No
Dont know

		SI	EG .			Region		D	eath Penalt	у	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
48	12	6	18	12	15	11	22	48	-	-	37	8	-	3	
49	17	5	16	11	14	15	19	49	-	-	35	9	-	4	
26	5	3	9	8	10	5	11	26	-	-	17	8	-	1	
53.0%	29.8%	74.1%	55.2%	76.4%	71.2%	33.0%	55.7%	53.0%	-	-	47.9%	92.2%	-	15.9%	
5	-	1	3	2	2	-	3	5	-	-	5	-	-	-	
10.8%	-	13.5%	19.0%	14.2%	16.7%	-	15.3%	10.8%	-	-	14.8%	-	-	-	
18	12	1	4	1	2	10	5	18	-	-	13	1	-	4	
36.2%	70.2%	12.4%	25.8%	9.4%	12.1%	67.0%	29.0%	36.2%	-	-	37.3%	7.8%	-	84.1%	



Prepared on behalf of the Mail on Sunday

Table 35

Q25. Would you be prepared to be the hangman yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Hanging

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	der		Age			2010	Vote		Voting Intention						
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER		
85	66	19	31	24	30	23	24	10	15	15	23	5	17	12		
86	67	19	22	21	42	25	22	11	11	16	21	7	15	9		
55 <i>64.5%</i>	47 70.3%	8 44.0%	14 <i>63.4%</i>	17 <i>83.8%</i>	23 <i>55.5%</i>	17 <i>68.3%</i>	14 66.3%	6 <i>57.0%</i>	11 100.0%	12 71.6%	15 70.1%	6 <i>87.6%</i>	11 <i>70.0%</i>	8 90.8%		
13 <i>15.0%</i>	7 10.7%	6 30.3%	3 13.1%	1 <i>4.3%</i>	9 21.4%	4 14.8%	3 13.2%	3 23.1%	-	1 <i>8.0%</i>	3 11.9%	-	3 21.3%	1 9.2%		
17 20.5%	13 19.0%	5 <i>25.7%</i>	5 <i>23.5</i> %	2 11.9%	10 <i>23.1%</i>	4 16.8%	4 20.5%	2 19.9%	-	3 20.3%	4 18.0%	1 12.4%	1 <i>8.7</i> %	-		



Prepared on behalf of the Mail on Sunday

Table 35

Q25. Would you be prepared to be the hangman yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Hanging

Unweighted Total
Weighted Total
Yes
No
Dont know

		SE	G			Region		D	eath Penal	ty	Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
85	8	34	18	25	31	20	34	85	-	-	58	22	4	1	
86	7	32	20	27	29	18	38	86	-	-	56	24	4	1	
55	6	21	10	18	22	13	20	55	-	-	36	13	4	1	
64.5%	88.6%	66.8%	48.9%	66.6%	76.5%	71.1%	52.2%	64.5%	-	-	64.9%	55.0%	100.0%	100.0%	
13	1	3	4	5	1	1	10	13	-	-	9	4	-	-	
15.0%	11.4%	8.0%	21.8%	19.4%	4.2%	6.8%	27.2%	15.0%	-	-	16.2%	15.8%	-	-	
17	-	8	6	4	6	4	8	17	-	-	11	7	-	-	
20.5%	-	25.2%	29.3%	14.0%	19.3%	22.1%	20.6%	20.5%	-	-	18.8%	29.2%	-	-	



Prepared on behalf of the Mail on Sunday

Table 36

Q26. Would you be prepared to carry out that procedure yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Other method

Unweighted Total
Weighted Total
Yes
No
Dont know

	Gen	der		Age			2010	Vote		Voting Intention						
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER		
12	9	3	5	3	4	2	4	-	3	2	5	-	2	1		
10	7	2	3	3	4	2	3	-	3	1	4	-	2	1		
7	6	1	2	2	3	2	2	-	3	1	2	-	2	1		
70.2%	78.9%	44.9%	73.3%	65.8%	70.8%	100.0%	66.2%	-	100.0%	70.6%	58.7%	-	100.0%	100.0%		
1	*	1	*	1	-	-	-	-	-	*	-	-	-	-		
13.8%	5.4%	38.1%	12.7%	34.2%	-	-	-	-	-	29.4%	-	-	-	-		
2	1	*	*	-	1	-	1	_	-	-	2	-	-	-		
16.1%	15.8%	17.1%	14.0%	-	29.2%	-	33.8%	-	-	-	41.3%	-	-	-		



Prepared on behalf of the Mail on Sunday

Table 36

Q26. Would you be prepared to carry out that procedure yourself if you were put in that situation?

Base: All respondents in favour of reintroducing the death penalty and Other method

Unweighted Total
Weighted Total
Yes
No
Dont know

		SE	G			Region		D	eath Penalt	ty	Armed Police Number					
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know		
12	3	4	2	3	3	4	5	12	-	-	11	1	-	-		
10	3	3	1	3	3	3	4	10	-	-	9	1	-	-		
7	3	2	1	1	3	3	1	7	-	-	6	1	-	-		
70.2%	100.0%	85.0%	63.9%	30.2%	100.0%	100.0%	24.2%	70.2%	-	-	67.5%	100.0%	-	-		
1	-	-	*	1	-	-	1	1	-	-	1	-	-	-		
13.8%	-	-	36.1%	31.8%	-	-	34.9%	13.8%	-	-	15.0%	-	-	-		
2	-	*	-	1	-	-	2	2	-	-	2	-	-	-		
16.1%	-	15.0%	-	38.0%	-	-	40.9%	16.1%	-	-	17.5%	-	-	-		



Prepared on behalf of the Mail on Sunday

Table 37

Q27. If Britain were to reintroduce the death penalty, do you think the number of murders and other serious offences would:

Base: All respondents

		Gen	ıder	Age				2010 \	/ote		Voting Intention				
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Increase significantly (5)	33	20	14	18	8	7	8	15	5	3	4	16	5	4	3
	<i>3.3%</i>	4.0%	2.7%	<i>6.7%</i>	2.1%	2.0%	<i>2.8%</i>	<i>6.1%</i>	2.9%	<i>3.8</i> %	1.5%	<i>4.8%</i>	<i>5.3%</i>	3.7%	4.3%
Increase somewhat (4)	52	32	20	24	12	16	9	12	13	3	11	12	8	5	4
	<i>5.2%</i>	6.5%	3.9%	8.7%	<i>3.5%</i>	<i>4.3%</i>	3.0%	5.0%	<i>6.7%</i>	<i>3.8%</i>	<i>4.8%</i>	<i>3.5%</i>	9.4%	4.7%	5.7%
Stay the same (3)	344	171	172	85	133	126	97	89	78	20	80	137	29	22	24
	34.0%	<i>34.6%</i>	<i>33.3%</i>	<i>30.7%</i>	<i>36.8%</i>	<i>33.6%</i>	<i>32.3%</i>	<i>37.2%</i>	40.7%	<i>25.5%</i>	<i>34.7%</i>	40.9%	<i>33.4%</i>	22.3%	<i>37.8%</i>
Go down somewhat (2)	309	132	177	84	113	112	105	60	50	27	76	86	21	38	17
	<i>30.5%</i>	<i>26.7%</i>	<i>34.2%</i>	<i>30.4%</i>	<i>31.2%</i>	<i>30.0%</i>	<i>34.9%</i>	<i>24.9%</i>	<i>26.3%</i>	33.8%	<i>33.1%</i>	<i>25.5%</i>	<i>2</i> 3.9%	<i>37.7%</i>	<i>26.7</i> %
Go down significantly (1)	224	111	113	50	75	98	71	54	35	25	53	72	19	27	13
	22.1%	<i>22.3%</i>	<i>21.9%</i>	18.2%	<i>20.9%</i>	<i>26.2%</i>	<i>23.7</i> %	<i>22.5%</i>	18.5%	31.5%	<i>23.1%</i>	<i>21.5%</i>	<i>21.8%</i>	26.8%	<i>20.2%</i>
Dont know	50	29	20	15	20	15	10	11	9	1	6	13	5	5	3
	<i>4.9%</i>	5.9%	3.9%	<i>5.3%</i>	5.6%	4.0%	<i>3.4%</i>	4.4%	4.9%	1.6%	<i>2.7</i> %	<i>3.9%</i>	<i>6.2%</i>	4.8%	5.4%
Net: Increase	86	52	34	42	20	23	17	27	18	6	15	28	13	8	6
	<i>8.5%</i>	10.5%	6.6%	15.3%	5.6%	6.3%	<i>5.7%</i>	11.1%	<i>9.5%</i>	7.6%	<i>6.4%</i>	<i>8.3%</i>	<i>14.7</i> %	<i>8.3%</i>	10.0%
Net: Go down	533	243	290	134	188	210	176	114	86	51	129	158	39	64	30
	<i>52.6%</i>	49.0%	56.1%	<i>48.6%</i>	<i>52.1%</i>	<i>56.1%</i>	<i>58.6%</i>	<i>47.3%</i>	44.8%	<i>65.4%</i>	<i>56.2%</i>	<i>47.0%</i>	<i>45.6%</i>	<i>64.6%</i>	46.9%
Mean	2.34	2.40	2.28	2.53	2.31	2.23	2.24	2.45	2.46	2.13	2.27	2.43	2.49	2.17	2.44
Standard deviation	1.00	1.05	0.95	1.12	0.93	0.97	0.95	1.10	0.98	1.04	0.93	1.03	1.13	1.02	1.04
Standard error	0.032	0.048	0.044	0.059	0.049	0.062	0.060	0.069	0.075	0.101	0.066	0.056	0.129	0.104	0.123



Prepared on behalf of the Mail on Sunday

Table 37

Q27. If Britain were to reintroduce the death penalty, do you think the number of murders and other serious offences would:

		SEG					Region			Death Penalty		Armed Police Number			
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
	Total	Λb	01	02	DL	Ocotiana	walco	Oodiii	103	110	Don't know	WOLC	oame	1 CWCi	DOTTRIOW
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Increase significantly (5)	33 <i>3.3</i> %	10 <i>5.2%</i>	10 <i>3.4%</i>	9 <i>3.6%</i>	4 1.6%	5 1.5%	7 3.1%	21 <i>4.8%</i>	16 <i>3.4%</i>	17 <i>3.8%</i>	-	21 <i>3.7</i> %	9 <i>2.3%</i>	4 8.5%	-
Increase somewhat (4)	52 5.2%	7 3.9%	27 8.7%	9 <i>3.4%</i>	10 <i>3.8%</i>	19 <i>5.6%</i>	4 2.0%	29 <i>6.5%</i>	9 1.9%	43 9.7%	-	23 4.1%	26 7.1%	3 7.3%	-
Stay the same (3)	344 <i>34.0</i> %	82 43.9%	102 <i>33.3%</i>	83 <i>32.0%</i>	76 <i>2</i> 9.4%	123 <i>35</i> .9%	80 <i>35.4%</i>	141 <i>31.7</i> %	48 10.0%	276 <i>62.</i> 1%	19 <i>22.6%</i>	119 <i>21.4</i> %	189 <i>51.0%</i>	25 <i>52.2%</i>	11 <i>2</i> 9.0%
Go down somewhat (2)	309 <i>30.5%</i>	48 <i>25.5%</i>	95 <i>30.8%</i>	82 <i>31.7%</i>	84 <i>32.6%</i>	101 <i>2</i> 9.6%	71 <i>31.6</i> %	136 <i>30.6%</i>	204 <i>42.3%</i>	67 15.0%	38 44.9%	215 <i>38.6%</i>	82 <i>22.0%</i>	5 11.4%	7 19.6%
Go down significantly (1)	224 22.1%	32 16.8%	57 18.7%	67 <i>25.8%</i>	68 <i>26.4%</i>	80 <i>23.4%</i>	55 <i>24.5%</i>	89 <i>20.0%</i>	196 <i>40.7%</i>	19 <i>4.2%</i>	9 11.1%	164 <i>29.5%</i>	46 12.3%	7 15.8%	6 17.0%
Dont know	50 <i>4.9%</i>	9 <i>4.7%</i>	16 <i>5.2%</i>	9 <i>3.5%</i>	16 <i>6.2%</i>	13 <i>3.9%</i>	8 <i>3.5%</i>	29 <i>6.4%</i>	8 1.7%	23 5.3%	18 <i>21.3</i> %	15 <i>2.8%</i>	19 <i>5.2%</i>	2 4.8%	13 <i>34.5%</i>
Net: Increase	86 <i>8.5%</i>	17 9.1%	37 12.0%	18 <i>7.0%</i>	14 <i>5.4</i> %	24 7.1%	12 <i>5.1%</i>	50 11.2%	26 5.3%	60 13.5%	-	43 7.8%	35 9.4%	7 15.8%	-
Net: Go down	533 <i>52.6%</i>	79 <i>42.4%</i>	152 <i>49.5</i> %	149 <i>57.5%</i>	152 <i>58.9%</i>	181 <i>53.0%</i>	127 56.1%	225 <i>50.6%</i>	400 <i>83.0%</i>	85 19.1%	48 56.1%	379 <i>68.1%</i>	127 <i>34.3%</i>	13 <i>27.2%</i>	13 <i>36.5%</i>
Mean Standard deviation Standard error	2.34 1.00 0.032	2.53 1.01 0.073	2.44 1.02 0.059	2.25 1.01 0.063	2.17 0.94 0.063	2.30 0.95 0.054	2.25 0.97 0.064	2.42 1.06 0.051	1.83 0.94 0.043	2.94 0.77 0.038	2.15 0.64 0.075	2.11 1.01 0.043	2.63 0.89 0.049	2.80 1.10 0.157	2.18 0.83 0.167



Prepared on behalf of the Mail on Sunday

Table 38

Q28. If you were a juror in a murder trial do you think you do you think you would be more or less likely to find a defendant guilty if you knew the accused would face the death sentence if convicted?

		Gen	der	Age				2010 \	/ote		Voting Intention					
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75	
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63	
Much more likely (5)	69	39	30	24	20	26	19	26	4	6	16	26	7	6	6	
	6.9%	8.0%	5.8%	8.7%	5.4%	6.9%	6.5%	10.6%	2.2%	7.8%	6.8%	7.7%	8.4%	5.7%	9.3%	
Somewhat more likely (4)	66	38	28	27	25	14	20	25	10	3	15	35	6	6	2	
	6.5%	7.7%	5.3%	9.7%	6.8%	3.9%	6.5%	10.5%	5.1%	3.7%	6.5%	10.4%	6.7%	6.0%	3.7%	
Neither more nor less likely (3)	545	285	260	121	192	233	188	110	83	52	144	155	34	69	31	
	53.9%	57.6%	50.3%	43.8%	53.0%	62.1%	62.6%	45.8%	43.5%	66.5%	62.8%	46.2%	40.1%	69.1%	49.4%	
Somewhat less likely (2)	132	58	74	37	60	35	36	33	44	5	31	49	17	5	11	
	13.1%	11.7%	14.3%	13.5%	16.6%	9.3%	12.1%	13.6%	23.2%	6.4%	13.7%	14.7%	20.1%	5.0%	17.8%	
Much less likely (1)	99	40	59	36	27	36	20	22	34	7	13	37	14	2	9	
	9.8%	8.1%	11.4%	13.0%	7.6%	9.5%	6.6%	9.3%	17.8%	9.1%	5.8%	11.1%	15.9%	2.2%	14.9%	
Dont know	101	34	67	32	38	31	17	25	16	5	10	33	8	12	3	
	9.9%	6.8%	12.9%	11.4%	10.5%	8.3%	5.7%	10.2%	8.2%	6.4%	4.5%	9.9%	8.8%	12.0%	4.9%	
Net: More likely	135	78	58	51	44	40	39	51	14	9	30	60	13	12	8	
	13.4%	15.7%	11.2%	18.3%	12.3%	10.8%	13.0%	21.1%	7.3%	11.6%	13.2%	18.0%	15.1%	11.7%	13.0%	
Net: Less likely	231	98	133	73	87	70	56	55	78	12	45	87	31	7	21	
	22.8%	19.8%	25.7%	26.5%	24.2%	18.8%	18.7%	22.8%	40.9%	15.5%	19.5%	25.8%	36.0%	7.1%	32.7%	
Mean	2.86	2.95	2.77	2.86	2.84	2.88	2.94	3.00	2.46	2.94	2.94	2.87	2.69	3.09	2.73	
Standard deviation Standard error	0.97 0.032	0.95 0.043	0.98 0.047	1.11 0.060	0.91 0.049	0.92 0.060	0.87 0.056	1.08 0.070	0.95 0.074	0.92 0.091	0.86 0.061	1.05 0.059	1.13 0.131	0.69 0.072	1.09 0.129	



Prepared on behalf of the Mail on Sunday

Table 38

Q28. If you were a juror in a murder trial do you think you do you think you would be more or less likely to find a defendant guilty if you knew the accused would face the death sentence if convicted?

			SE	G			Region		ļ	Death Penalty	1		Armed Poli	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
				•											
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Much more likely (5)	69	12	14	19	24	22	17	30	63	6	*	59	4	2	5
	<i>6.9%</i>	<i>6.5%</i>	<i>4.5%</i>	<i>7.4%</i>	9.3%	6.5%	7.7%	<i>6.7%</i>	13.1%	1.3%	0.5%	10.5%	1.1%	4.4%	12.4%
Somewhat more likely (4)	66 <i>6.5%</i>	12 <i>6.6%</i>	16 <i>5.1%</i>	17 <i>6.6%</i>	21 8.1%	25 7.2%	17 <i>7.3%</i>	25 5.6%	41 <i>8.5</i> %	18 <i>4.0%</i>	7 8.4%	47 8.5%	16 <i>4.2%</i>	3 6.4%	
Neither more nor less likely (3)	545	89	155	147	153	195	119	232	338	164	42	318	198	19	11
	<i>53.9%</i>	<i>47.5%</i>	<i>50.6%</i>	<i>56.9%</i>	<i>59.4%</i>	<i>57.0%</i>	<i>52.6%</i>	<i>52.</i> 1%	70.3%	<i>36.9%</i>	49.7%	<i>57.1%</i>	<i>53.2%</i>	<i>40.0%</i>	28.9%
Somewhat less likely (2)	132	33	52	30	17	43	25	64	7	116	9	56	67	5	4
	13.1%	17.5%	1 <i>7.0%</i>	11.5%	6.6%	12.6%	11.3%	14.3%	1.6%	<i>26.0%</i>	10.6%	10.0%	18.1%	10.5%	11.4%
Much less likely (1)	99	24	38	22	15	23	26	50	4	93	2	29	55	14	1
	<i>9.8%</i>	12.7%	12.4%	8.4%	<i>5.8%</i>	6.8%	11.3%	11.3%	0.8%	<i>20.9%</i>	2.2%	5.3%	14.7%	<i>2</i> 9.5%	2.6%
Dont know	101	17	32	24	28	34	22	44	28	48	24	48	32	4	16
	<i>9.9%</i>	9.2%	10.4%	9.2%	10.7%	10.1%	9.8%	9.9%	5.8%	10.9%	<i>28.6</i> %	8.6%	8.6%	9.2%	<i>44.7</i> %
Net: More likely	135	25	30	36	45	47	34	55	104	24	8	106	20	5	5
	<i>13.4%</i>	13.1%	9.7%	14.0%	17.4%	13.6%	15.1%	12.3%	<i>21.6%</i>	5.3%	<i>8.9</i> %	19.0%	5.4%	10.8%	12.4%
Net: Less likely	231	57	90	52	32	66	51	114	11	209	11	85	122	19	5
	<i>22.8%</i>	30.2%	<i>2</i> 9.4%	19.9%	12.5%	19.3%	<i>22.6</i> %	<i>25.6%</i>	<i>2.3%</i>	46.9%	<i>12.8</i> %	15.3%	<i>32.8%</i>	40.1%	14.0%
Mean	2.86	2.74	2.69	2.92	3.09	2.93	2.88	2.80	3.34	2.31	2.92	3.10	2.55	2.40	3.15
Standard deviation	0.97	1.03	0.95	0.94	0.92	0.90	1.02	0.99	0.77	0.93	0.65	0.94	0.86	1.16	1.15
Standard error	0.032	0.077	0.057	0.061	0.063	0.053	0.069	0.049	0.036	0.047	0.078	0.041	0.048	0.170	0.252



Prepared on behalf of the Mail on Sunday

Table 39

Q29a. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... there is always a risk of executing an innocent person"

		Gen	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	80	47	33	14	14	52	24	13	9	6	20	16	10	6	4
	7.9%	9.4%	<i>6.5%</i>	5.0%	<i>4.0%</i>	13.9%	8.2%	<i>5.5%</i>	5.0%	<i>8.2%</i>	<i>8.6%</i>	<i>4.9%</i>	11.1%	<i>5.8%</i>	6.0%
(1)	60	32	28	10	23	27	21	11	9	13	12	17	5	11	8
	<i>6.0%</i>	<i>6.5%</i>	5.4%	<i>3.6%</i>	6.3%	7.3%	<i>6.8%</i>	<i>4.6%</i>	4.8%	<i>16.6%</i>	5.4%	5.1%	5.4%	10.8%	12.2%
(2)	92	47	45	17	37	39	30	21	9	12	26	24	7	13	6
	9.1%	9.6%	8.7%	6.0%	10.2%	10.4%	10.0%	8.6%	4.5%	<i>14.9%</i>	11.3%	7.1%	8.4%	12.8%	10.0%
(3)	137	67	70	42	52	43	48	34	22	15	37	45	8	15	9
	13.6%	13.6%	13.6%	15.3%	14.4%	11.4%	16.2%	14.3%	11.5%	18.9%	16.2%	13.4%	9.4%	15.4%	14.4%
(4)	174	83	90	58	64	51	57	45	35	9	41	59	14	14	8
	17.2%	16.8%	17.5%	21.2%	17.8%	13.6%	18.9%	18.8%	18.3%	11.2%	18.0%	17.4%	16.8%	14.0%	12.9%
Completely convinving (5)	468	218	250	135	171	162	120	116	107	24	93	175	42	41	28
	46.3%	<i>44.1%</i>	48.4%	48.9%	<i>47.3%</i>	<i>43.4%</i>	<i>39.9%</i>	<i>48.1%</i>	<i>55.9%</i>	<i>30.2%</i>	40.6%	<i>52.1%</i>	49.0%	<i>41.2%</i>	44.6%
Net: 0-2	233	126	106	40	74	118	75	45	27	31	58	58	21	29	18
	23.0%	<i>25.5%</i>	<i>20.6%</i>	14.6%	20.5%	<i>31.6%</i>	<i>25.0%</i>	18.7%	14.3%	<i>39.7%</i>	<i>25.3%</i>	17.1%	<i>24.9%</i>	<i>2</i> 9.4%	<i>28.2%</i>
Net: 3-5	779	369	411	236	287	256	225	195	164	47	171	278	65	70	45
	77.0%	<i>74.5%</i>	79.4%	85.4%	79.5%	<i>68.4%</i>	75.0%	<i>81.3%</i>	<i>85.7%</i>	60.3%	<i>74.7</i> %	<i>82.9%</i>	75.1%	70.6%	71.8%
Mean	3.65	3.54	3.75	3.91	3.78	3.34	3.51	3.81	4.01	2.99	3.51	3.90	3.62	3.45	3.50
Standard deviation	1.63	1.69	1.56	1.42	1.48	1.85	1.63	1.50	1.45	1.70	1.63	1.48	1.75	1.64	1.68
Standard error	0.051	0.074	0.070	0.072	0.076	0.117	0.101	0.092	0.108	0.164	0.113	0.078	0.195	0.165	0.195



Prepared on behalf of the Mail on Sunday

Table 39

Q29a. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... there is always a risk of executing an innocent person"

			SE	G			Region		I	Death Penalty	•		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	80	11	17	17	34	20	23	37	68	10	2	52	20	5	3
	7.9%	<i>6.0%</i>	<i>5.7</i> %	<i>6.7%</i>	13.2%	5.8%	10.4%	<i>8.3%</i>	14.1%	<i>2.3%</i>	2.5%	9.3%	5.4%	10.4%	9.3%
(1)	60	12	18	13	18	28	10	22	51	8	1	39	18	1	2
	<i>6.0%</i>	<i>6.5%</i>	<i>5.9%</i>	<i>4.8%</i>	<i>6.8%</i>	<i>8.2%</i>	<i>4.6%</i>	5.0%	10.6%	1.8%	1.4%	7.0%	<i>5.0%</i>	<i>3.0%</i>	4.4%
(2)	92	13	25	20	34	28	31	33	80	10	3	58	26	2	6
	9.1%	<i>7.1%</i>	8.1%	7.8%	13.0%	<i>8.2%</i>	13.7%	<i>7.5%</i>	16.6%	<i>2.2%</i>	<i>3.0%</i>	10.4%	7.1%	5.3%	15.2%
(3)	137	23	34	43	37	53	30	54	103	19	15	97	34	1	6
	13.6%	12.2%	11.2%	16.4%	14.5%	15.5%	13.5%	12.1%	<i>21.4%</i>	<i>4.2%</i>	18.2%	17.3%	9.2%	1.7%	15.8%
(4)	174	40	54	46	33	57	36	80	86	63	24	109	55	5	5
	17.2%	21.6%	17.5%	17.9%	12.7%	16.7%	16.0%	18.1%	17.9%	14.3%	<i>28.0%</i>	19.6%	14.8%	11.3%	12.5%
Completely convinving (5)	468	87	158	120	102	156	94	218	93	335	40	203	218	32	16
	46.3%	46.6%	<i>51.6%</i>	<i>46.4%</i>	<i>39.7</i> %	<i>45.6%</i>	41.8%	<i>49.1%</i>	19.4%	75.3%	46.9%	<i>36.4%</i>	<i>58.6%</i>	68.4%	<i>42.8%</i>
Net: 0-2	233	37	60	50	86	76	65	92	199	28	6	148	65	9	11
	23.0%	19.6%	19.7%	19.3%	<i>33.1%</i>	22.2%	<i>28.7%</i>	<i>20.7%</i>	<i>41.3%</i>	<i>6.3%</i>	<i>6.9%</i>	<i>26.7%</i>	17.5%	18.7%	28.9%
Net: 3-5	779	150	247	209	173	266	161	352	283	417	79	408	306	38	26
	77.0%	<i>80.4%</i>	80.3%	<i>80.7%</i>	<i>66.9%</i>	77.8%	<i>71.3%</i>	<i>79.3%</i>	<i>58.7%</i>	93.7%	93.1%	<i>73.3%</i>	<i>82.5%</i>	<i>81.3%</i>	71.1%
Mean	3.65	3.77	3.84	3.73	3.26	3.66	3.46	3.74	2.77	4.52	4.08	3.40	3.99	4.05	3.46
Standard deviation	1.63	1.54	1.54	1.54	1.80	1.58	1.70	1.62	1.66	1.07	1.14	1.65	1.51	1.71	1.69
Standard error	0.051	0.110	0.087	0.095	0.118	0.088	0.110	0.076	0.076	0.051	0.119	0.069	0.081	0.236	0.271



Prepared on behalf of the Mail on Sunday

Table 40

Q29b. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it is wrong in principle for the state to take away human life"

		Gen	der		Age			2010 \	/ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	254	143	110	47	88	119	97	47	28	29	65	57	17	43	19
	25.1%	<i>2</i> 9.0%	<i>21.3%</i>	16.9%	<i>24.3%</i>	<i>31.8%</i>	<i>32.5%</i>	19.7%	14.5%	<i>37.2%</i>	<i>28.3%</i>	16.8%	20.2%	43.3%	<i>30.5%</i>
(1)	106	55	52	36	33	37	27	27	22	12	16	32	11	22	4
	10.5%	11.1%	10.0%	12.9%	9.3%	10.0%	8.8%	11.4%	11.7%	<i>14.9</i> %	7.1%	9.5%	12.4%	22.4%	7.0%
(2)	112	49	62	30	39	43	42	33	12	6	34	38	7	2	5
	<i>11.0</i> %	10.0%	12.1%	10.8%	10.7%	11.6%	14.1%	13.6%	<i>6.3%</i>	<i>7.5%</i>	15.0%	11.3%	7.9%	2.0%	7.9%
(3)	143	74	69	48	52	42	36	31	27	11	37	51	11	9	6
	14.1%	14.9%	13.3%	17.5%	14.5%	11.3%	11.8%	<i>12.7</i> %	14.2%	<i>13.5%</i>	16.2%	<i>15.2%</i>	<i>12.6%</i>	<i>9.0%</i>	10.1%
(4)	122	51	71	39	47	36	33	27	29	6	27	43	16	13	4
	12.0%	10.3%	13.6%	14.1%	12.9%	<i>9.6%</i>	11.1%	11.1%	15.1%	<i>7.5%</i>	11.7%	13.0%	<i>18.7%</i>	<i>12.8%</i>	7.0%
Completely convinving (5)	276	123	153	77	103	96	65	76	73	15	50	115	24	10	24
	27.3%	<i>24.8%</i>	<i>2</i> 9.6%	27.8%	<i>28.4</i> %	<i>25.8%</i>	<i>21.7</i> %	31.5%	<i>38.3%</i>	19.4%	<i>21.7</i> %	<i>34.2%</i>	<i>28.3%</i>	10.5%	<i>37.5%</i>
Net: 0-2	472	247	224	112	160	200	166	108	62	47	116	126	35	67	29
	46.6%	50.0%	43.4%	<i>40.7%</i>	<i>44.2%</i>	<i>53.4%</i>	<i>55.4%</i>	<i>44.7%</i>	<i>32.5%</i>	59.6%	<i>50.4%</i>	<i>37.6%</i>	40.5%	<i>67.7%</i>	<i>45.4%</i>
Net: 3-5	540	248	293	164	202	175	134	133	129	32	114	209	51	32	34
	<i>53.4%</i>	<i>50.0%</i>	56.6%	<i>59.3%</i>	55.8%	46.6%	<i>44.6%</i>	<i>55.3%</i>	<i>67.5%</i>	40.4%	<i>49.6%</i>	<i>62.4%</i>	<i>59.5%</i>	<i>32.3%</i>	<i>54.6%</i>
Mean	2.59	2.41	2.77	2.82	2.68	2.34	2.25	2.79	3.18	1.97	2.41	3.01	2.82	1.57	2.69
Standard deviation	1.96	1.98	1.93	1.84	1.96	2.02	1.96	1.93	1.87	1.97	1.91	1.88	1.93	1.83	2.16
Standard error	0.062	0.087	0.087	0.094	0.101	0.128	0.122	0.119	0.140	0.189	0.133	0.100	0.214	0.184	0.249



Prepared on behalf of the Mail on Sunday

Table 40

Q29b. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it is wrong in principle for the state to take away human life"

			SE	G			Region		I	Death Penalty	1		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	254	34	68	70	81	86	64	104	232	18	3	162	79	4	8
	25.1%	18.2%	<i>22.2%</i>	<i>27.1%</i>	<i>31.3</i> %	<i>25.2%</i>	28.2%	<i>23.3%</i>	48.2%	<i>4.0%</i>	4.1%	<i>29.2%</i>	21.2%	8.8%	<i>22.4%</i>
(1)	106	17	28	28	32	40	18	48	81	19	6	78	23	4	2
	10.5%	9.3%	9.2%	10.9%	12.5%	11.8%	<i>7.8%</i>	10.9%	<i>16.9%</i>	<i>4.2%</i>	<i>7.5%</i>	14.0%	6.2%	8.8%	4.3%
(2)	112	10	32	31	38	26	37	49	59	28	25	80	22	4	6
	11.0%	<i>5.5%</i>	10.5%	12.1%	14.6%	7.7%	16.4%	10.9%	12.3%	<i>6.3%</i>	29.1%	14.4%	5.9%	8.4%	15.6%
(3)	143	20	44	42	36	45	25	73	53	59	31	84	49	1	8
	14.1%	10.9%	14.2%	16.3%	14.1%	13.2%	10.9%	16.4%	11.1%	13.2%	<i>36.1%</i>	15.1%	13.1%	3.1%	<i>22.5%</i>
(4)	122	31	40	29	22	48	16	58	29	82	11	59	53	6	3
	12.0%	<i>16.5%</i>	13.1%	11.0%	8.4%	14.1%	7.0%	13.0%	6.0%	18.4%	12.6%	10.6%	14.2%	13.7%	9.1%
Completely convinving (5)	276	74	94	59	49	95	67	113	27	240	9	93	146	27	10
	27.3%	39.5%	<i>30.6%</i>	<i>22.6%</i>	19.0%	<i>27.9%</i>	<i>2</i> 9.8%	<i>25.5%</i>	5.5%	53.9%	10.6%	16.7%	<i>3</i> 9.4%	57.1%	26.1%
Net: 0-2	472	62	129	130	151	153	118	200	373	65	35	321	124	12	15
	46.6%	<i>33.1%</i>	<i>42.0%</i>	<i>50.0%</i>	<i>58.5%</i>	<i>44.8%</i>	<i>52.4%</i>	<i>45.1%</i>	77.4%	14.5%	<i>40.7%</i>	<i>57.6%</i>	<i>33.3%</i>	<i>26.1%</i>	<i>42.3%</i>
Net: 3-5	540	125	178	130	107	189	107	244	109	381	50	236	248	35	21
	<i>53.4%</i>	<i>66.9%</i>	<i>58.0%</i>	<i>50.0%</i>	<i>41.5</i> %	<i>55.2%</i>	<i>47.6%</i>	54.9%	<i>22.6%</i>	<i>85.5%</i>	<i>59.3%</i>	42.4%	<i>66.7%</i>	<i>73.9%</i>	<i>57.7</i> %
Mean	2.59	3.17	2.79	2.41	2.13	2.63	2.50	2.61	1.26	4.00	2.77	2.14	3.11	3.75	2.70
Standard deviation	1.96	1.95	1.95	1.92	1.89	1.99	2.01	1.91	1.55	1.40	1.22	1.84	1.98	1.78	1.87
Standard error	0.062	0.139	0.110	0.118	0.123	0.111	0.130	0.090	0.071	0.066	0.127	0.077	0.107	0.246	0.299



Prepared on behalf of the Mail on Sunday

Table 41

Q29c. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it is not an effective deterrent against crime"

		Gen	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	244	133	110	53	83	107	85	48	28	27	58	64	16	37	17
	24.1%	<i>26.9%</i>	<i>21.3</i> %	19.3%	<i>23.1%</i>	<i>28.6%</i>	28.3%	19.9%	14.7%	34.4%	<i>25.5%</i>	19.1%	18.3%	<i>37.6%</i>	<i>27.7</i> %
(1)	132	60	72	37	57	38	45	26	22	11	31	38	6	20	7
	13.0%	12.0%	14.0%	13.5%	15.7%	10.1%	14.9%	11.0%	11.6%	<i>14.5%</i>	13.4%	11.3%	<i>6.4%</i>	19.8%	11.0%
(2)	146	60	85	44	52	50	38	33	38	6	32	43	20	12	4
	14.4%	12.2%	16.5%	15.8%	14.5%	13.2%	12.6%	13.6%	19.9%	<i>7.3%</i>	13.9%	12.7%	23.2%	12.5%	6.2%
(3)	160	83	77	55	49	55	51	41	24	12	46	56	13	12	8
	<i>15.8%</i>	16.7%	14.9%	20.0%	13.7%	14.7%	17.2%	17.2%	12.4%	<i>15.8%</i>	20.0%	16.7%	15.0%	<i>12.3%</i>	13.4%
(4)	128	56	72	41	43	43	33	27	30	8	25	44	13	12	7
	12.6%	11.2%	13.9%	14.8%	12.0%	11.6%	11.0%	11.1%	15.9%	9.9%	11.0%	13.2%	<i>15.0%</i>	12.5%	11.3%
Completely convinving (5)	204	104	100	46	76	81	48	66	49	14	37	91	19	5	19
	20.1%	20.9%	19.4%	16.7%	21.1%	<i>21.7</i> %	16.0%	<i>27.2%</i>	<i>25.5%</i>	18.2%	16.2%	<i>27.0%</i>	<i>22.0%</i>	<i>5.3%</i>	<i>30.4%</i>
Net: 0-2	521	253	268	134	193	194	167	107	88	44	121	145	41	70	28
	<i>51.5%</i>	<i>51.1%</i>	<i>51.8%</i>	<i>48.5%</i>	<i>53.3%</i>	<i>51.9%</i>	<i>55.8%</i>	<i>44.5%</i>	<i>46.2%</i>	56.2%	<i>52.8%</i>	43.1%	48.0%	<i>69.9%</i>	44.9%
Net: 3-5	491	242	249	142	169	180	132	134	103	34	108	191	45	30	35
	<i>48.5%</i>	48.9%	<i>48.2%</i>	51.5%	<i>46.7%</i>	<i>48.1%</i>	<i>44.2</i> %	<i>55.5%</i>	<i>53.8%</i>	<i>43.8%</i>	<i>47.2%</i>	<i>56.9%</i>	<i>52.0%</i>	<i>30.1%</i>	<i>55.1%</i>
Mean	2.40	2.36	2.44	2.48	2.39	2.36	2.16	2.70	2.80	2.07	2.26	2.75	2.68	1.58	2.61
Standard deviation	1.85	1.89	1.80	1.73	1.86	1.92	1.82	1.87	1.77	1.94	1.79	1.86	1.76	1.63	2.06
Standard error	0.058	0.083	0.081	0.088	0.095	0.122	0.113	0.115	0.132	0.186	0.124	0.099	0.196	0.164	0.238



Prepared on behalf of the Mail on Sunday

Table 41

Q29c. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it is not an effective deterrent against crime"

			SE	G			Region			Death Penalty	,		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	244	29	64	64	86	94	59	91	212	22	10	161	67	6	10
	24.1%	15.5%	21.0%	24.8%	<i>33.2%</i>	<i>27.3%</i>	<i>26.1%</i>	<i>20.5%</i>	44.0%	4.9%	11.7%	<i>28.8%</i>	18.1%	13.0%	<i>26.2%</i>
(1)	132	24	35	39	34	46	32	54	90	27	15	94	30	2	6
	13.0%	12.8%	11.5%	15.0%	13.0%	13.4%	14.1%	12.2%	18.6%	6.0%	<i>17.9%</i>	16.9%	<i>8.0%</i>	4.3%	16.0%
(2)	146	24	40	31	50	33	33	79	72	57	16	98	38	6	4
	14.4%	13.1%	13.1%	12.0%	19.3%	9.7%	14.5%	17.9%	15.0%	12.8%	19.0%	17.5%	10.3%	12.6%	10.1%
(3)	160	29	47	47	37	64	25	71	46	86	28	79	65	5	11
	<i>15.8%</i>	15.4%	15.4%	18.2%	14.2%	18.6%	10.9%	16.1%	9.5%	19.3%	<i>32.8%</i>	14.2%	17.5%	10.2%	<i>29.8%</i>
(4)	128	30	43	31	24	38	29	61	27	89	12	63	58	5	2
	12.6%	16.0%	13.9%	11.9%	9.3%	11.0%	12.7%	<i>13.8%</i>	5.6%	<i>20.0%</i>	<i>13.7</i> %	11.3%	15.7%	10.9%	4.3%
Completely convinving (5)	204	51	77	47	28	68	49	87	35	164	4	63	113	23	5
	20.1%	<i>27.3%</i>	25.2%	18.0%	11.0%	19.8%	<i>21.7%</i>	19.6%	<i>7.3%</i>	<i>36.9%</i>	4.9%	11.2%	<i>30.4%</i>	49.1%	13.5%
Net: 0-2	521	77	140	134	169	173	123	225	374	106	41	352	135	14	19
	<i>51.5%</i>	41.4%	<i>45.5%</i>	<i>51.8%</i>	<i>65.5%</i>	<i>50.5%</i>	<i>54.7%</i>	<i>50.6%</i>	77.6%	<i>23.7%</i>	<i>48.6%</i>	<i>63.3%</i>	<i>36.5%</i>	<i>2</i> 9.9%	<i>52.3%</i>
Net: 3-5	491	110	167	125	89	169	102	220	108	340	44	205	236	33	17
	<i>48.5%</i>	<i>58.6%</i>	<i>54.5%</i>	<i>48.2%</i>	<i>34.5%</i>	<i>49.5%</i>	<i>45.3%</i>	49.4%	<i>22.4%</i>	76.3%	51.4%	<i>36.7%</i>	<i>63.5%</i>	70.1%	<i>47.7</i> %
Mean	2.40	2.85	2.65	2.31	1.86	2.32	2.35	2.49	1.36	3.54	2.34	1.96	2.96	3.49	2.11
Standard deviation	1.85	1.81	1.88	1.83	1.72	1.88	1.91	1.78	1.59	1.48	1.37	1.71	1.85	1.84	1.72
Standard error	0.058	0.129	0.106	0.112	0.112	0.105	0.124	0.084	0.073	0.070	0.143	0.071	0.100	0.255	0.276



Prepared on behalf of the Mail on Sunday

Table 42

Q29d. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it will make juries less likely to convict serious criminals"

		Gend	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	171	94	77	31	48	92	64	33	12	19	43	37	11	27	11
	16.9%	18.9%	14.9%	11.1%	13.4%	<i>24.5%</i>	<i>21.3%</i>	1 <i>3.7%</i>	<i>6.2%</i>	<i>23.7</i> %	18.9%	11.0%	12.2%	27.3%	18.1%
(1)	115	62	53	22	41	51	39	21	22	15	31	30	7	19	8
	<i>11.3</i> %	12.4%	10.2%	8.1%	11.4%	<i>13.6%</i>	13.1%	<i>8.7%</i>	11.3%	18.8%	13.6%	<i>8.9%</i>	8.6%	<i>18.7%</i>	12.9%
(2)	187	85	102	51	82	55	56	45	30	11	35	61	13	26	5
	18.5%	17.2%	19.7%	18.3%	<i>22.6%</i>	14.7%	18.8%	18.7%	15.7%	13.5%	15.2%	18.0%	<i>14.7%</i>	<i>26.6%</i>	<i>8.7</i> %
(3)	218	110	108	69	87	61	61	59	45	16	58	80	19	12	15
	<i>21.5</i> %	<i>22.3%</i>	<i>20.8%</i>	<i>25.0%</i>	24.2%	<i>16.4%</i>	<i>20.3%</i>	<i>24.7%</i>	<i>23.6%</i>	<i>20.7</i> %	<i>25.2%</i>	<i>23.9%</i>	<i>22.4%</i>	<i>12.3%</i>	<i>23.9%</i>
(4)	161	79	82	62	49	49	38	32	47	10	33	58	19	7	11
	<i>15.9</i> %	15.9%	15.9%	<i>22.</i> 4%	13.7%	13.2%	12.6%	13.2%	24.8%	<i>12.6%</i>	14.2%	17.2%	<i>21.8%</i>	6.8%	<i>17.8%</i>
Completely convinving (5)	161	66	95	42	53	66	42	50	35	8	30	71	17	8	12
	<i>15.9%</i>	13.2%	18.4%	15.1%	14.7%	17.6%	13.9%	<i>20.9%</i>	18.5%	10.7%	12.9%	<i>21.0%</i>	20.2%	<i>8.3%</i>	18.6%
Net: 0-2	473	241	232	104	171	198	159	99	63	44	109	127	31	72	25
	46.7%	<i>48.6%</i>	44.9%	<i>37.5%</i>	<i>47.4%</i>	<i>52.8%</i>	<i>53.2%</i>	41.1%	<i>33.1%</i>	56.0%	<i>47.7</i> %	<i>37.9%</i>	<i>35.5%</i>	72.6%	39.7%
Net: 3-5	539	254	285	173	190	177	140	142	128	35	120	208	55	27	38
	<i>53.3%</i>	51.4%	<i>55.1%</i>	<i>62.5%</i>	<i>52.6%</i>	<i>47.2</i> %	<i>46.8%</i>	58.9%	<i>66.9%</i>	<i>44.0%</i>	<i>52.3%</i>	<i>62.1%</i>	<i>64.5%</i>	27.4%	<i>60.3%</i>
Mean	2.56	2.43	2.68	2.85	2.58	2.33	2.32	2.78	3.05	2.12	2.41	2.90	2.94	1.77	2.66
Standard deviation	1.66	1.66	1.66	1.52	1.56	1.81	1.69	1.64	1.47	1.68	1.65	1.59	1.63	1.55	1.76
Standard error	0.052	0.073	0.074	0.078	0.080	0.115	0.105	0.101	0.110	0.162	0.115	0.085	0.181	0.155	0.203



Prepared on behalf of the Mail on Sunday

Table 42

Q29d. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because... it will make juries less likely to convict serious criminals"

			SE	G			Region		I	Death Penalty	•		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	171	21	42	48	61	55	42	74	145	20	5	108	48	9	6
	16.9%	11.3%	13.5%	18.3%	<i>23.4%</i>	16.0%	18.6%	16.6%	<i>30.1%</i>	4.6%	6.4%	19.3%	13.1%	18.1%	16.3%
(1)	115	15	30	26	43	45	30	40	96	16	2	66	40	4	5
	11.3%	8.1%	9.8%	10.2%	16.6%	13.1%	13.3%	9.0%	<i>20.0%</i>	<i>3.7%</i>	2.3%	11.8%	10.8%	7.9%	14.1%
(2)	187	29	64	49	46	59	37	92	99	64	24	117	56	9	6
	18.5%	15.4%	20.9%	18.9%	17.6%	17.3%	16.3%	<i>20.6%</i>	<i>20.6%</i>	14.3%	<i>28.7%</i>	<i>21.0%</i>	15.0%	18.9%	16.4%
(3)	218	50	64	59	44	74	52	92	84	104	30	122	83	4	8
	21.5%	<i>26.7%</i>	20.9%	<i>22.9%</i>	17.1%	21.6%	<i>23.1%</i>	<i>20.6%</i>	17.4%	<i>23.4%</i>	<i>34.7%</i>	22.0%	<i>22.4%</i>	9.4%	21.9%
(4)	161	38	50	47	26	57	26	77	33	113	15	81	62	10	7
	<i>15.9%</i>	<i>20.3%</i>	16.3%	18.0%	10.1%	16.8%	11.6%	17.4%	<i>6.8%</i>	<i>25.4%</i>	<i>17.7</i> %	14.6%	16.8%	<i>21.4%</i>	19.4%
Completely convinving (5)	161	34	57	30	39	52	39	70	25	127	9	63	82	12	4
	<i>15.9%</i>	18.3%	18.6%	11.6%	15.1%	15.2%	17.2%	15.8%	<i>5.2%</i>	<i>28.5%</i>	10.2%	11.3%	<i>22.0%</i>	<i>24.4%</i>	11.9%
Net: 0-2	473	65	136	123	149	159	109	205	340	101	32	290	144	21	17
	46.7%	<i>34.7%</i>	<i>44.2%</i>	<i>47.4%</i>	<i>57.7</i> %	<i>46.5%</i>	<i>48.1%</i>	<i>46.2%</i>	70.6%	<i>22.6%</i>	<i>37.4%</i>	<i>52.1%</i>	<i>38.8%</i>	44.9%	46.9%
Net: 3-5	539	122	171	136	109	183	117	239	141	345	53	267	227	26	19
	<i>53.3%</i>	<i>65.3%</i>	<i>55.8%</i>	<i>52.6%</i>	<i>42.3%</i>	<i>53.5%</i>	51.9%	<i>53.8%</i>	<i>29.4%</i>	77.4%	<i>62.6%</i>	47.9%	61.2%	55.1%	<i>53.1%</i>
Mean	2.56	2.91	2.73	2.47	2.19	2.55	2.47	2.61	1.66	3.47	2.85	2.35	2.85	2.81	2.49
Standard deviation	1.66	1.56	1.63	1.62	1.74	1.65	1.70	1.65	1.48	1.37	1.24	1.61	1.67	1.83	1.64
Standard error	0.052	0.111	0.092	0.099	0.113	0.092	0.110	0.078	0.068	0.065	0.129	0.067	0.090	0.254	0.262



Prepared on behalf of the Mail on Sunday

Table 43

Q29. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because..." Mean Score Summary

		Ger	nder		Age			2010	Vote			٧	oting Intentio	n	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
there is always a risk of executing an innocent person	3.65	3.54	3.75	3.91	3.78	3.34	3.51	3.81	4.01	2.99	3.51	3.90	3.62	3.45	3.50
it is wrong in principle for the state to take away human life	2.59	2.41	2.77	2.82	2.68	2.34	2.25	2.79	3.18	1.97	2.41	3.01	2.82	1.57	2.69
it is not an effective deterrent against crime	2.40	2.36	2.44	2.48	2.39	2.36	2.16	2.70	2.80	2.07	2.26	2.75	2.68	1.58	2.61
it will make juries less likely to convict serious criminals	2.56	2.43	2.68	2.85	2.58	2.33	2.32	2.78	3.05	2.12	2.41	2.90	2.94	1.77	2.66



Prepared on behalf of the Mail on Sunday

Table 43

Q29. Please read each of the following arguments against reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD NOT be reintroduced because..." Mean Score Summary

Unweighted Total
Weighted Total
there is always a risk of executing an innocent person
it is wrong in principle for the state to take away human life
it is not an effective deterrent against crime
it will make juries less likely to convict serious criminals

		SI	EG			Region			Death Penalt	у		Armed Pol	ice Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
3.65	3.77	3.84	3.73	3.26	3.66	3.46	3.74	2.77	4.52	4.08	3.40	3.99	4.05	3.46
2.59	3.17	2.79	2.41	2.13	2.63	2.50	2.61	1.26	4.00	2.77	2.14	3.11	3.75	2.70
2.40	2.85	2.65	2.31	1.86	2.32	2.35	2.49	1.36	3.54	2.34	1.96	2.96	3.49	2.11
2.56	2.91	2.73	2.47	2.19	2.55	2.47	2.61	1.66	3.47	2.85	2.35	2.85	2.81	2.49



Prepared on behalf of the Mail on Sunday

Table 44

Q30a. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... murderers deserve to forfeit their own life in return"

		Gen	der		Age			2010 V	/ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	175	83	93	45	67	63	33	47	54	13	27	80	14	7	18
	17.3%	16.7%	1 <i>7.9%</i>	16.3%	18.5%	16.9%	10.9%	19.4%	<i>28.3%</i>	<i>16.0%</i>	12.0%	<i>23.8%</i>	16.4%	6.8%	<i>29.3%</i>
(1)	76	43	33	28	16	32	16	20	18	3	13	28	10	8	2
	7.5%	<i>8.7%</i>	<i>6.3%</i>	10.0%	<i>4.4%</i>	8.6%	5.2%	<i>8.3%</i>	<i>9.3%</i>	<i>3.2</i> %	<i>5.8%</i>	8.5%	11.4%	7.6%	3.3%
(2)	85	35	51	22	36	27	29	21	17	3	19	27	11	6	6
	<i>8.4%</i>	7.0%	<i>9.8%</i>	8.0%	9.9%	7.3%	9.8%	<i>8.7</i> %	9.1%	<i>3.3</i> %	<i>8.5%</i>	8.1%	12.6%	<i>6.5%</i>	9.0%
(3)	129	49	80	46	43	40	39	40	18	9	29	45	8	13	7
	12.7%	<i>9.9%</i>	15.4%	16.7%	11.8%	10.6%	13.0%	16.5%	<i>9.3%</i>	10.9%	12.5%	13.4%	9.9%	12.6%	11.7%
(4)	148	85	63	47	49	52	45	31	31	12	35	55	13	11	7
	14.6%	17.1%	12.2%	16.9%	13.5%	14.0%	15.0%	13.0%	16.0%	<i>15.1%</i>	15.5%	16.3%	14.6%	11.4%	11.6%
Completely convinving (5)	399	201	199	89	152	159	138	82	54	40	105	101	30	55	22
	<i>39.5%</i>	<i>40.5%</i>	<i>38.4%</i>	<i>32.1%</i>	<i>42.0%</i>	<i>42.5%</i>	<i>46.1%</i>	<i>34.1%</i>	<i>28.0%</i>	<i>51.5%</i>	<i>45.8%</i>	<i>30.0%</i>	<i>35.1%</i>	<i>55.2%</i>	35.2%
Net: 0-2	336	160	176	95	118	123	78	87	89	18	60	135	35	21	26
	<i>33.2</i> %	<i>32.4%</i>	<i>34.0%</i>	<i>34.3%</i>	<i>32.8%</i>	<i>32.9%</i>	<i>25.9%</i>	<i>36.4%</i>	<i>46.6%</i>	<i>22.5%</i>	<i>26.2%</i>	40.3%	40.4%	<i>20.8%</i>	41.6%
Net: 3-5	676	335	341	181	243	251	222	153	102	61	169	200	51	79	37
	<i>66.8%</i>	<i>67.6%</i>	<i>66.0%</i>	<i>65.7%</i>	<i>67.2%</i>	<i>67.1%</i>	74.1%	<i>63.6%</i>	<i>53.4%</i>	<i>77.5%</i>	<i>73.8%</i>	59.7%	<i>59.6%</i>	<i>79.2%</i>	<i>58.4%</i>
Mean	3.18	3.24	3.13	3.04	3.23	3.24	3.54	2.98	2.60	3.60	3.51	2.80	3.00	3.80	2.79
Standard deviation	1.91	1.92	1.90	1.85	1.93	1.93	1.73	1.92	2.04	1.87	1.77	1.97	1.91	1.64	2.10
Standard error	0.060	0.084	0.085	0.094	0.099	0.123	0.107	0.118	0.152	0.180	0.123	0.105	0.212	0.165	0.242



Prepared on behalf of the Mail on Sunday

Table 44

Q30a. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... murderers deserve to forfeit their own life in return"

			SE	G			Region			Death Penalty	1		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	175	46	55	35	39	59	37	79	12	159	4	47	97	22	10
	17.3%	<i>24.8%</i>	1 <i>7.8%</i>	13.4%	15.3%	17.2%	16.5%	1 <i>7.8%</i>	<i>2.6%</i>	<i>35.6%</i>	5.0%	8.5%	<i>26.1%</i>	46.1%	<i>26.2%</i>
(1)	76	15	38	14	8	26	10	40	7	65	3	23	48	4	1
	7.5%	<i>8.2%</i>	12.3%	<i>5.5%</i>	<i>3.2</i> %	7.5%	<i>4.4%</i>	9.0%	1.5%	14.7%	3.9%	4.1%	12.9%	9.1%	1.7%
(2)	85	15	26	18	25	32	18	35	18	53	14	39	41	3	3
	<i>8.4%</i>	8.0%	8.6%	<i>7.1%</i>	9.9%	9.3%	<i>8.1%</i>	<i>7.9%</i>	<i>3.8%</i>	11.9%	16.3%	7.0%	10.9%	5.7%	8.0%
(3)	129	22	38	35	34	32	29	68	36	76	17	77	38	4	10
	12.7%	11.7%	12.5%	13.4%	13.1%	9.3%	12.9%	15.3%	7.6%	17.0%	19.7%	13.8%	10.2%	7.7%	27.9%
(4)	148	24	56	35	32	49	28	71	78	51	19	94	48	3	3
	14.6%	13.1%	18.2%	13.6%	12.4%	14.2%	12.4%	16.0%	16.2%	11.4%	<i>22.4%</i>	16.9%	12.9%	<i>6.3%</i>	6.9%
Completely convinving (5)	399	64	94	122	119	145	103	151	330	42	28	276	100	12	11
	<i>39.5%</i>	<i>34.3%</i>	<i>30.5%</i>	47.0%	<i>46.2%</i>	<i>42.4%</i>	<i>45.7%</i>	<i>34.0%</i>	<i>68.4%</i>	9.4%	<i>32.7%</i>	49.6%	<i>27.0%</i>	<i>25.2%</i>	29.4%
Net: 0-2	336	77	119	67	73	116	66	154	38	277	21	109	185	29	13
	<i>33.2</i> %	41.0%	<i>38.8%</i>	<i>26.0%</i>	<i>28.3%</i>	<i>34.0%</i>	<i>29</i> .1%	<i>34.8%</i>	<i>7.8%</i>	62.2%	<i>25.3%</i>	19.6%	<i>49.9%</i>	<i>60.9%</i>	<i>35.8%</i>
Net: 3-5	676	111	188	192	185	226	160	290	444	168	64	448	186	19	23
	<i>66.8%</i>	59.0%	<i>61.2%</i>	<i>74.0%</i>	<i>71.7</i> %	66.0%	<i>70.9%</i>	<i>65.2%</i>	92.2%	<i>37.8%</i>	<i>74.7%</i>	80.4%	<i>50.1%</i>	<i>39.1%</i>	64.2%
Mean	3.18	2.83	2.93	3.49	3.43	3.23	3.37	3.05	4.39	1.82	3.49	3.76	2.52	1.95	2.76
Standard deviation	1.91	2.03	1.90	1.81	1.85	1.93	1.89	1.89	1.14	1.74	1.45	1.61	1.99	2.15	1.95
Standard error	0.060	0.144	0.107	0.111	0.120	0.108	0.122	0.089	0.052	0.083	0.151	0.067	0.107	0.298	0.312



Prepared on behalf of the Mail on Sunday

Table 45

Q30b. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is an effective deterrent against crime"

		Geno	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	178	88	90	38	70	70	40	49	48	11	35	74	18	9	17
	17.6%	17.7%	17.5%	13.8%	19.4%	18.7%	13.3%	<i>20.5%</i>	<i>25.2%</i>	13.4%	15.4%	22.1%	<i>20.5%</i>	9.5%	26.2%
(1)	97	48	49	31	30	35	28	23	23	5	18	37	12	8	4
	<i>9.6%</i>	9.6%	9.6%	11.3%	<i>8.4%</i>	9.5%	9.5%	9.7%	12.1%	<i>5</i> .9%	7.8%	10.9%	13.4%	7.8%	7.0%
(2)	130	67	63	31	43	56	38	29	19	8	33	45	6	10	7
	<i>12.8%</i>	13.5%	12.2%	11.1%	12.0%	14.9%	12.8%	12.0%	10.2%	<i>9.8%</i>	14.4%	13.3%	<i>6.5%</i>	10.4%	11.5%
(3)	176	78	99	59	68	49	55	43	35	15	43	59	15	17	9
	17.4%	15.7%	19.1%	<i>21.3%</i>	18.9%	13.2%	18.2%	17.8%	18.1%	18.9%	18.7%	17.5%	18.0%	16.6%	13.7%
(4)	159	78	81	53	58	47	42	39	28	16	37	53	15	11	13
	<i>15.7%</i>	15.8%	<i>15.6%</i>	19.3%	16.2%	12.6%	14.1%	16.2%	14.7%	19.9%	16.3%	15.8%	17.9%	10.7%	<i>20.2%</i>
Completely convinving (5)	272	138	135	64	91	117	96	57	38	25	63	69	20	45	14
	26.9%	<i>27.8%</i>	<i>26.0%</i>	<i>23.2</i> %	<i>25.2%</i>	<i>31.2</i> %	<i>32.1%</i>	<i>2</i> 3.9%	19.7%	32.1%	<i>27.4%</i>	<i>20.5%</i>	<i>23.7%</i>	45.0%	<i>21.4%</i>
Net: 0-2	405	202	203	100	144	161	107	101	91	23	86	155	35	28	28
	40.0%	40.8%	<i>39.3%</i>	<i>36.2%</i>	<i>39.8%</i>	<i>43.0%</i>	<i>35.6%</i>	<i>42.2%</i>	<i>47.5%</i>	29.1%	<i>37.7</i> %	46.3%	40.4%	<i>27.8%</i>	44.6%
Net: 3-5	607	293	314	176	218	213	193	139	100	56	143	180	51	72	35
	<i>60.0%</i>	<i>59.2%</i>	<i>60.7%</i>	<i>63.8%</i>	<i>60.2%</i>	<i>57.0%</i>	<i>64.4%</i>	<i>57.8%</i>	<i>52.5%</i>	<i>70.9%</i>	<i>62.3%</i>	<i>53.7%</i>	<i>59.6%</i>	72.2%	<i>55.4%</i>
Mean	2.85	2.86	2.84	2.91	2.80	2.85	3.07	2.71	2.44	3.22	2.95	2.55	2.70	3.46	2.59
Standard deviation	1.82	1.83	1.80	1.71	1.83	1.89	1.77	1.84	1.87	1.74	1.77	1.83	1.88	1.73	1.92
Standard error	0.057	0.081	0.081	0.087	0.094	0.120	0.110	0.114	0.140	0.167	0.123	0.097	0.209	0.174	0.222



Prepared on behalf of the Mail on Sunday

Table 45

Q30b. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is an effective deterrent against crime"

			SE	G			Region		I	Death Penalty	Ī		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
				•							•				
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	178	44	61	42	32	52	42	84	11	164	3	42	104	22	10
	17.6%	23.5%	19.8%	16.0%	12.3%	15.3%	18.5%	18.9%	2.3%	<i>36.7%</i>	4.1%	7.6%	<i>27.9</i> %	46.6%	<i>26.9%</i>
(1)	97	18	39	19	21	33	17	47	15	72	9	30	55	6	6
	<i>9.6%</i>	9.9%	12.5%	<i>7.2%</i>	<i>8.2%</i>	9.6%	7.4%	10.7%	<i>3.2</i> %	16.2%	11.0%	5.4%	14.9%	12.3%	15.3%
(2)	130	25	46	26	32	48	29	52	29	83	18	66	56	7	1
	12.8%	13.3%	15.0%	10.2%	12.6%	14.0%	13.0%	11.8%	5.9%	18.7%	<i>21.2%</i>	11.8%	15.1%	15.0%	2.1%
(3)	176	35	52	44	45	66	29	81	75	71	31	116	49	5	6
	17.4%	18.9%	17.0%	16.9%	17.3%	19.3%	13.0%	<i>18.2%</i>	15.5%	15.9%	<i>36.2%</i>	<i>20.8%</i>	13.2%	11.2%	17.0%
(4)	159	24	45	44	47	50	40	70	112	39	8	115	39	1	4
	<i>15.7%</i>	12.6%	14.5%	16.9%	18.2%	14.5%	17.6%	15.7%	<i>23.2</i> %	<i>8.8%</i>	9.4%	<i>20.7%</i>	10.5%	1.7%	10.1%
Completely convinving (5)	272	41	65	85	81	93	69	110	240	16	15	187	68	6	10
	26.9%	<i>21.8</i> %	<i>21.2</i> %	<i>32.8%</i>	<i>31.4%</i>	<i>27.2%</i>	<i>30.5%</i>	<i>24.8%</i>	49.9%	<i>3.7</i> %	18.0%	<i>33.6%</i>	18.4%	13.1%	<i>28.5%</i>
Net: 0-2	405	87	145	87	86	133	88	184	55	319	31	139	215	35	16
	40.0%	46.7%	<i>47.3%</i>	<i>33.4%</i>	<i>33.1%</i>	<i>39.0%</i>	<i>38.9%</i>	<i>41.3%</i>	11.4%	<i>71.7%</i>	<i>36.3%</i>	<i>24.9%</i>	<i>57.9%</i>	74.0%	<i>44.3%</i>
Net: 3-5	607	100	162	173	173	209	138	261	427	126	54	418	156	12	20
	60.0%	<i>53.3%</i>	<i>52.7%</i>	<i>66.6%</i>	<i>66.9%</i>	<i>61.0%</i>	<i>61.1%</i>	<i>58.7%</i>	88.6%	<i>28.3%</i>	<i>63.7%</i>	75.1%	<i>42.1%</i>	<i>26.0%</i>	<i>55.7%</i>
Mean	2.85	2.53	2.57	3.10	3.15	2.90	2.95	2.76	4.04	1.55	2.90	3.42	2.19	1.48	2.54
Standard deviation	1.82	1.85	1.80	1.82	1.73	1.77	1.87	1.83	1.24	1.51	1.36	1.55	1.86	1.77	2.05
Standard error	0.057	0.132	0.102	0.112	0.113	0.099	0.121	0.086	0.057	0.072	0.142	0.065	0.100	0.246	0.328



Prepared on behalf of the Mail on Sunday

Table 46

Q30c. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is cheaper for the state than a long jail sentence"

		Geno	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	175	86	89	40	68	68	29	48	48	11	21	81	19	8	16
	17.3%	17.4%	17.3%	14.4%	18.7%	18.2%	9.6%	20.0%	<i>24.9</i> %	<i>13.9%</i>	<i>9.2%</i>	<i>24.0%</i>	<i>22.6%</i>	<i>8.5%</i>	<i>25.3%</i>
(1)	75	27	48	27	22	26	21	20	18	3	15	29	7	7	2
	7.4%	5.5%	9.4%	9.9%	6.2%	<i>6.9%</i>	7.1%	8.5%	<i>9.5%</i>	<i>3.8</i> %	<i>6.4%</i>	8.6%	7.6%	6.8%	3.8%
(2)	89	43	46	29	30	30	33	13	19	7	26	22	10	4	4
	<i>8.8%</i>	8.6%	8.9%	10.5%	<i>8.2%</i>	<i>8.0%</i>	11.1%	<i>5.3%</i>	10.1%	8.4%	11.3%	6.7%	12.2%	4.0%	6.5%
(3)	126	68	58	47	37	42	37	39	20	11	31	40	11	13	7
	<i>12.5</i> %	13.8%	11.3%	17.2%	10.3%	11.1%	12.4%	16.1%	10.3%	14.1%	<i>13.4%</i>	12.0%	12.4%	12.6%	11.3%
(4)	156	66	90	57	62	38	48	33	34	9	43	50	15	7	9
	<i>15.4%</i>	13.3%	17.5%	20.5%	17.1%	10.1%	16.1%	13.6%	17.9%	11.9%	18.5%	14.9%	16.9%	6.6%	14.8%
Completely convinving (5)	390	205	185	76	143	171	131	88	52	38	94	114	24	61	24
	<i>38.6</i> %	41.5%	<i>35.7%</i>	27.6%	<i>39.5%</i>	<i>45.7</i> %	<i>43.8%</i>	<i>36.5%</i>	<i>27.2%</i>	<i>47.8%</i>	41.1%	<i>33</i> .9%	<i>28.3%</i>	<i>61.6%</i>	38.3%
Net: 0-2	339	156	184	96	120	124	83	81	85	21	62	132	36	19	22
	<i>33.5</i> %	<i>31.5%</i>	<i>35.5%</i>	<i>34.8%</i>	<i>33.1%</i>	<i>33.1%</i>	<i>27.7%</i>	<i>33.8%</i>	44.6%	<i>26.1%</i>	<i>27.0%</i>	<i>39.3%</i>	<i>42.4%</i>	19.2%	35.6%
Net: 3-5	673	339	333	180	242	251	217	159	106	58	168	204	50	80	41
	<i>66.5%</i>	<i>68.5%</i>	<i>64.5%</i>	<i>65.2%</i>	66.9%	<i>66.9%</i>	72.3%	<i>66.2%</i>	<i>55.4%</i>	<i>73.9%</i>	<i>73.0%</i>	<i>60.7%</i>	<i>57.6%</i>	<i>80.8%</i>	<i>64.4%</i>
Mean	3.17	3.25	3.10	3.02	3.19	3.25	3.50	3.04	2.68	3.50	3.49	2.87	2.78	3.87	3.01
Standard deviation	1.90	1.90	1.90	1.76	1.93	1.97	1.71	1.95	1.98	1.82	1.67	2.02	1.94	1.70	2.06
Standard error	0.060	0.084	0.086	0.090	0.099	0.125	0.106	0.120	0.148	0.175	0.116	0.107	0.215	0.171	0.238



Prepared on behalf of the Mail on Sunday

Table 46

Q30c. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is cheaper for the state than a long jail sentence"

			SE	G			Region			Death Penalty	,		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	175	45	60	31	39	64	32	80	17	151	8	46	104	20	7
	17.3%	<i>23.9%</i>	19.6%	12.1%	15.1%	18.7%	14.0%	18.0%	3.4%	<i>33.8%</i>	<i>9.6%</i>	<i>8.2%</i>	27.9%	41.3%	18.4%
(1)	75	12	24	17	22	25	16	35	13	57	5	34	36	2	3
	7.4%	<i>6.4%</i>	7.8%	<i>6.6%</i>	8.6%	7.2%	<i>7.0%</i>	<i>7.9%</i>	<i>2.7%</i>	12.9%	6.0%	6.0%	9.7%	5.0%	9.3%
(2)	89	20	33	20	16	28	15	45	22	49	18	51	32	3	3
	<i>8.8%</i>	10.4%	10.9%	7.7%	<i>6.1%</i>	<i>8.3%</i>	<i>6.7%</i>	10.2%	4.5%	11.0%	<i>21.2%</i>	9.1%	8.6%	7.3%	7.8%
(3)	126	28	37	35	26	37	34	56	47	55	24	76	36	6	9
	12.5%	15.0%	12.0%	13.7%	10.0%	10.8%	15.0%	12.5%	9.8%	12.4%	28.2%	13.7%	9.6%	12.3%	24.1%
(4)	156	24	55	40	38	47	34	75	76	68	13	97	52	5	2
	15.4%	12.6%	17.8%	15.5%	14.6%	13.8%	14.9%	17.0%	15.7%	15.2%	<i>15.0%</i>	17.4%	14.0%	9.8%	6.8%
Completely convinving (5)	390	59	98	115	118	141	96	153	308	66	17	254	112	11	12
	<i>38.6%</i>	<i>31.8%</i>	<i>31.9%</i>	<i>44.5%</i>	<i>45.5%</i>	<i>41.3%</i>	<i>42.5%</i>	<i>34.4%</i>	<i>63.8%</i>	14.7%	20.1%	45.6%	<i>30.3%</i>	<i>24.3%</i>	<i>33.6</i> %
Net: 0-2	339	76	118	68	77	117	62	160	51	257	31	130	171	25	13
	<i>33.5%</i>	40.7%	<i>38.3%</i>	<i>26.4%</i>	<i>2</i> 9.9%	<i>34.2%</i>	<i>27.6%</i>	<i>36.1%</i>	10.6%	<i>57.7%</i>	<i>36.7%</i>	<i>23.3%</i>	46.1%	<i>53.6%</i>	<i>35.5%</i>
Net: 3-5	673	111	190	191	181	225	163	284	431	188	54	427	200	22	24
	<i>66.5%</i>	59.3%	<i>61.7%</i>	<i>73.6%</i>	<i>70.1%</i>	65.8%	<i>72.4%</i>	<i>63.9%</i>	<i>89.4%</i>	<i>42.3%</i>	<i>63.3%</i>	76.7%	<i>53.9%</i>	46.4%	64.5%
Mean	3.17	2.81	2.96	3.47	3.37	3.18	3.37	3.06	4.23	2.06	2.93	3.63	2.63	2.17	2.92
Standard deviation	1.90	1.97	1.91	1.78	1.90	1.95	1.82	1.89	1.29	1.88	1.51	1.64	2.05	2.11	1.90
Standard error	0.060	0.140	0.108	0.109	0.124	0.109	0.118	0.089	0.059	0.089	0.158	0.068	0.110	0.293	0.304



Prepared on behalf of the Mail on Sunday

Table 47

Q30d. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is a way of guaranteeing that serious criminals will not reoffend"

		Gen	der		Age			2010 \	/ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Completely unconvinving (0)	149	75	74	33	55	62	28	41	45	10	23	64	15	1	14
	14.7%	15.1%	14.4%	11.9%	15.2%	16.5%	9. <i>3%</i>	17.0%	<i>23.6%</i>	<i>13.3%</i>	9.9%	19.0%	17.1%	1.2%	<i>22.5%</i>
(1)	68	33	35	19	23	26	18	18	15	1	14	33	4	6	2
	<i>6.7</i> %	<i>6.7%</i>	<i>6.7%</i>	7.0%	6.3%	7.0%	<i>6.0%</i>	7.6%	<i>8.0%</i>	1.1%	5.9%	9.7%	4.4%	<i>5.9%</i>	3.4%
(2)	96	46	50	29	40	27	33	18	20	7	24	26	11	8	6
	<i>9.5%</i>	9.3%	9.6%	10.5%	11.1%	7.1%	11.2%	7.3%	10.5%	8.6%	10.4%	7.8%	<i>12.3</i> %	7.8%	10.1%
(3)	132	63	69	50	42	40	37	40	26	10	31	49	15	9	9
	13.0%	12.7%	13.4%	18.0%	11.7%	10.7%	12.4%	16.6%	13.5%	<i>13.0%</i>	<i>13.7</i> %	14.5%	16.9%	<i>9.0%</i>	14.0%
(4)	161	76	85	57	58	46	52	34	31	9	43	51	16	11	6
	<i>15.9%</i>	15.3%	16.5%	20.6%	16.2%	12.2%	17.3%	14.0%	16.1%	11.7%	18.6%	<i>15.2%</i>	18.1%	11.2%	10.1%
Completely convinving (5)	405	202	203	88	143	174	131	90	54	41	95	113	27	65	25
	40.1%	40.9%	<i>39.3%</i>	<i>31.9%</i>	<i>39.6%</i>	46.5%	<i>43.9%</i>	<i>37.4%</i>	28.4%	<i>52.2</i> %	<i>41.5%</i>	<i>33.8%</i>	31.2%	<i>64.9%</i>	39.9%
Net: 0-2	313	154	159	81	117	115	79	77	80	18	60	123	29	15	23
	<i>31.0%</i>	<i>31.1%</i>	<i>30.8%</i>	<i>29.4%</i>	<i>32.5</i> %	<i>30.6%</i>	<i>26.4%</i>	31.9%	<i>42.1%</i>	<i>23.1%</i>	<i>26.3%</i>	<i>36.5%</i>	<i>33.9</i> %	14.9%	<i>36.0%</i>
Net: 3-5	699	341	358	195	244	260	221	164	111	60	169	213	57	85	40
	<i>69.0%</i>	<i>68.9%</i>	<i>69.2%</i>	<i>70.6%</i>	<i>67.5%</i>	<i>69.4%</i>	73.6%	<i>68.1%</i>	<i>57.9%</i>	<i>76.9%</i>	<i>73.7%</i>	<i>63.5%</i>	66.1%	<i>85.1%</i>	<i>64.0%</i>
Mean	3.29	3.29	3.29	3.24	3.26	3.35	3.54	3.15	2.76	3.65	3.49	2.99	3.08	4.18	3.06
Standard deviation	1.84	1.85	1.82	1.70	1.85	1.92	1.68	1.88	1.95	1.77	1.69	1.92	1.82	1.33	2.01
Standard error	0.058	0.081	0.082	0.087	0.095	0.122	0.104	0.116	0.146	0.171	0.117	0.102	0.202	0.133	0.232



Prepared on behalf of the Mail on Sunday

Table 47

Q30d. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because... it is a way of guaranteeing that serious criminals will not reoffend"

			SE	G			Region		I	Death Penalty	•		Armed Poli	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
	Total	AD	O1	02	DL	Scotland	Wales	South	165	INU	DOITE KNOW	More	Same	i ewei	DOIT KNOW
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Completely unconvinving (0)	149	42	51	30	26	47	30	73	8	135	7	32	88	20	9
	<i>14.7%</i>	22.4%	16.6%	11.7%	10.0%	13.6%	13.1%	16.5%	1.6%	<i>30.3%</i>	8.1%	5.8%	<i>23.8%</i>	<i>42.0%</i>	<i>24.0%</i>
(1)	68	10	20	14	24	28	11	29	7	58	2	22	40	5	1
	<i>6.7%</i>	<i>5.6%</i>	<i>6.4%</i>	5.4%	9.3%	8.1%	<i>4.9</i> %	6.6%	1.5%	13.1%	2.8%	4.0%	10.9%	9.8%	2.6%
(2)	96	18	36	29	13	32	26	38	15	63	18	51	36	4	5
	<i>9.5%</i>	<i>9.8%</i>	11.6%	11.3%	<i>4.9%</i>	9.3%	11.5%	<i>8.6%</i>	<i>3.1%</i>	14.2%	<i>21.0%</i>	9.1%	9.8%	9.2%	12.4%
(3)	132	23	41	28	40	41	32	59	45	66	21	80	38	6	7
	13.0%	12.4%	13.3%	10.7%	15.5%	11.9%	14.1%	13.4%	9.3%	14.8%	<i>25.1%</i>	14.4%	10.3%	13.3%	20.4%
(4)	161	25	52	43	41	52	33	76	90	50	21	109	48	2	3
	<i>15.9%</i>	13.6%	16.9%	16.5%	15.9%	15.3%	14.6%	17.1%	18.8%	11.3%	<i>24.4%</i>	19.6%	12.8%	3.4%	7.0%
Completely convinving (5)	405	68	108	115	115	143	94	168	317	73	16	262	120	11	12
	40.1%	<i>36.1%</i>	<i>35.2%</i>	44.4%	<i>44.3%</i>	<i>41.8%</i>	41.8%	<i>37.8%</i>	<i>65.7</i> %	16.4%	<i>18.6%</i>	47.1%	<i>32.4%</i>	<i>22.4%</i>	<i>33.7</i> %
Net: 0-2	313	71	106	74	63	106	67	141	30	256	27	105	165	29	14
	<i>31.0%</i>	<i>37</i> .9%	<i>34.5%</i>	28.4%	<i>24.2%</i>	<i>31.0%</i>	<i>2</i> 9.5%	<i>31.7</i> %	<i>6.2%</i>	<i>57.6%</i>	31.9%	18.9%	<i>44.4%</i>	<i>60.9%</i>	<i>38.9%</i>
Net: 3-5	699	116	201	186	196	236	159	304	452	189	58	452	206	18	22
	<i>69.0%</i>	<i>62.1%</i>	<i>65.5%</i>	<i>71.6%</i>	<i>75.8%</i>	<i>69.0%</i>	<i>70.5%</i>	<i>68.3%</i>	93.8%	<i>42.4%</i>	<i>68.1%</i>	81.1%	<i>55.6%</i>	<i>39.1%</i>	61.1%
Mean	3.29	2.97	3.13	3.48	3.51	3.32	3.38	3.22	4.39	2.13	3.11	3.79	2.75	1.93	2.85
Standard deviation	1.84	1.99	1.85	1.76	1.73	1.84	1.78	1.86	1.05	1.85	1.43	1.49	2.01	2.04	1.97
Standard error	0.058	0.141	0.105	0.108	0.113	0.102	0.115	0.088	0.048	0.088	0.149	0.062	0.108	0.282	0.316



Prepared on behalf of the Mail on Sunday

Table 48

Q30. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because..." Mean Score Summary

		Ger	nder		Age	
	Total	Male	Female	18-34	35-54	
Unweighted Total	1012	517	495	385	379	
Weighted Total	1012	495	517	276	361	
murderers deserve to forfeit their own life in return	3.18	3.24	3.13	3.04	3.23	
it is an effective deterrent against crime	2.85	2.86	2.84	2.91	2.80	
it is cheaper for the state than a long jail sentence	3.17	3.25	3.10	3.02	3.19	
it is a way of guaranteeing that serious criminals will not reoffend	3.29	3.29	3.29	3.24	3.26	

Gen	ider		Age			2010	Vote			٧	oting Intentio	n	
Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
517	495	385	379	248	260	263	179	108	207	355	81	99	75
495	517	276	361	374	300	241	191	79	229	336	86	99	63
3.24	3.13	3.04	3.23	3.24	3.54	2.98	2.60	3.60	3.51	2.80	3.00	3.80	2.79
2.86	2.84	2.91	2.80	2.85	3.07	2.71	2.44	3.22	2.95	2.55	2.70	3.46	2.59
3.25	3.10	3.02	3.19	3.25	3.50	3.04	2.68	3.50	3.49	2.87	2.78	3.87	3.01
2.20	2.00	2.04	2.00	0.05	0.54	0.15	0.76	0.05	2.40	0.00	2.00	4.10	2.00
3.29	3.29	3.24	3.26	3.35	3.54	3.15	2.76	3.05	3.49	2.99	3.08	4.18	3.06
	Male 517 495 3.24	517 495 495 517 3.24 3.13 2.86 2.84 3.25 3.10	Male Female 18-34 517 495 385 495 517 276 3.24 3.13 3.04 2.86 2.84 2.91 3.25 3.10 3.02	Male Female 18-34 35-54 517 495 385 379 495 517 276 361 3.24 3.13 3.04 3.23 2.86 2.84 2.91 2.80 3.25 3.10 3.02 3.19	Male Female 18-34 35-54 55+ 517 495 385 379 248 495 517 276 361 374 3.24 3.13 3.04 3.23 3.24 2.86 2.84 2.91 2.80 2.85 3.25 3.10 3.02 3.19 3.25	Male Female 18-34 35-54 55+ CON 517 495 385 379 248 260 495 517 276 361 374 300 3.24 3.13 3.04 3.23 3.24 3.54 2.86 2.84 2.91 2.80 2.85 3.07 3.25 3.10 3.02 3.19 3.25 3.50	Male Female 18-34 35-54 55+ CON LAB 517 495 385 379 248 260 263 495 517 276 361 374 300 241 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.86 2.84 2.91 2.80 2.85 3.07 2.71 3.25 3.10 3.02 3.19 3.25 3.50 3.04	Male Female 18-34 35-54 55+ CON LAB LD 517 495 385 379 248 260 263 179 495 517 276 361 374 300 241 191 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68	Male Female 18-34 35-54 55+ CON LAB LD OTHER 517 495 385 379 248 260 263 179 108 495 517 276 361 374 300 241 191 79 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 3.60 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.22 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68 3.50	Male Female 18-34 35-54 55+ CON LAB LD OTHER CON 517 495 385 379 248 260 263 179 108 207 495 517 276 361 374 300 241 191 79 229 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 3.60 3.51 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.22 2.95 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68 3.50 3.49	Male Female 18-34 35-54 55+ CON LAB LD OTHER CON LAB 517 495 385 379 248 260 263 179 108 207 355 495 517 276 361 374 300 241 191 79 229 336 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 3.60 3.51 2.80 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.22 2.95 2.55 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68 3.50 3.49 2.87	Male Female 18-34 35-54 55+ CON LAB LD OTHER CON LAB LD 517 495 385 379 248 260 263 179 108 207 355 81 495 517 276 361 374 300 241 191 79 229 336 86 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 3.60 3.51 2.80 3.00 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.22 2.95 2.55 2.70 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68 3.50 3.49 2.87 2.78	Male Female 18-34 35-54 55+ CON LAB LD OTHER CON LAB LD UKIP 517 495 385 379 248 260 263 179 108 207 355 81 99 495 517 276 361 374 300 241 191 79 229 336 86 99 3.24 3.13 3.04 3.23 3.24 3.54 2.98 2.60 3.60 3.51 2.80 3.00 3.80 2.86 2.84 2.91 2.80 2.85 3.07 2.71 2.44 3.22 2.95 2.55 2.70 3.46 3.25 3.10 3.02 3.19 3.25 3.50 3.04 2.68 3.50 3.49 2.87 2.78 3.87



Prepared on behalf of the Mail on Sunday

Table 48

Q30. Please read each of the following arguments in favour of reintroducing the death penalty and rate them on a scale of 0-5, where 0 is a completely unconvincing argument and 5 is a completely convincing: "The death penalty SHOULD be reintroduced because..." Mean Score Summary

Unweighted Total
Weighted Total
murderers deserve to forfeit their own life in return
it is an effective deterrent against crime
it is cheaper for the state than a long jail sentence
it is a way of guaranteeing that serious criminals will not reoffend

		SI	EG			Region			Death Penalt	у		Armed Pol	ice Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
3.18	2.83	2.93	3.49	3.43	3.23	3.37	3.05	4.39	1.82	3.49	3.76	2.52	1.95	2.76
2.85	2.53	2.57	3.10	3.15	2.90	2.95	2.76	4.04	1.55	2.90	3.42	2.19	1.48	2.54
3.17	2.81	2.96	3.47	3.37	3.18	3.37	3.06	4.23	2.06	2.93	3.63	2.63	2.17	2.92
3.29	2.97	3.13	3.48	3.51	3.32	3.38	3.22	4.39	2.13	3.11	3.79	2.75	1.93	2.85



Prepared on behalf of the Mail on Sunday

Table 49

Q31. If the 'burden of proof' in criminal cases is set low, more criminals will be successfully convicted, but there will also be more innocent people accidentally convicted. If the 'burden of proof' is set high, more criminals will escape conviction but fewer innocent people will be accidentally convicted. If the death penalty were reintroduced, for crimes in which the defendant could face death if convicted, do you think the burden of proof needs to be higher than usual or the same as usual?

Base: All respondents

Unweighted Total
Weighted Total
Higher
The same
Dont know

	Gender		Age			2010 Vote				Voting Intention				
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
565	282	283	142	211	211	163	143	114	38	133	207	47	46	35
55.8%	57.0%	54.6%	51.5%	58.5%	56.3%	54.3%	59.5%	59.6%	47.8%	57.8%	61.7%	54.1%	46.0%	55.1%
344 <i>34.0</i> %	185 <i>37.3%</i>	160 <i>30</i> .9%	100 <i>36.3%</i>	100 <i>27.8%</i>	144 <i>38.5%</i>	120 <i>40.0%</i>	72 30.0%	63 <i>33.1%</i>	34 <i>43.0%</i>	87 <i>37.9%</i>	95 <i>28.3%</i>	30 <i>35.4%</i>	45 45.3%	23 <i>36.3%</i>
103 10.2%	28 <i>5.7%</i>	75 14.4%	34 12.2%	50 13.8%	20 5.2%	17 <i>5.7%</i>	25 10.5%	14 7.3%	7 9.2%	10 4.4%	33 9.9%	9 10.5%	9 <i>8.7</i> %	5 8.6%



Prepared on behalf of the Mail on Sunday

Table 49

Q31. If the 'burden of proof' in criminal cases is set low, more criminals will be successfully convicted, but there will also be more innocent people accidentally convicted. If the 'burden of proof' is set high, more criminals will escape conviction but fewer innocent people will be accidentally convicted. If the death penalty were reintroduced, for crimes in which the defendant could face death if convicted, do you think the burden of proof needs to be higher than usual or the same as usual?

Base: All respondents

Unweighted Total
Weighted Total
Higher
The same
Dont know

		SE	EG .			Region		I	Death Penalty	1		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
565 <i>55.8%</i>	112 <i>59.7%</i>	169 <i>55.0%</i>	156 <i>60.2%</i>	128 <i>49.4%</i>	193 <i>56.4%</i>	113 <i>50.0%</i>	259 <i>58.3%</i>	223 46.3%	296 <i>66.4%</i>	46 <i>53.8%</i>	292 52.4%	232 <i>62.5%</i>	28 <i>59.6%</i>	12 <i>33.8%</i>
344 <i>34.0%</i>	66 <i>35.1%</i>	110 <i>35.8%</i>	78 <i>30.3%</i>	90 <i>35.0%</i>	105 <i>30.7%</i>	94 41.5%	146 <i>32.8%</i>	214 <i>44.5</i> %	114 <i>25.6%</i>	16 18.9%	202 36.3%	119 <i>32.1%</i>	15 <i>32.0%</i>	8 <i>21.3%</i>
103 10.2%	10 <i>5.2%</i>	28 <i>9.2%</i>	25 9.5%	40 15.7%	44 12.9%	19 <i>8.6%</i>	39 <i>8.9%</i>	44 9.2%	36 8.0%	23 <i>27.3%</i>	63 11.3%	20 5.4%	4 8.3%	16 <i>44.9%</i>



Prepared on behalf of the Mail on Sunday

Table 50

Don't know

Q32. This week in Manchester two unarmed policewomen were killed by an armed fugitive. It has been reported that they were lured to a reported burglary and then ambushed and killed by gunfire and a grenade explosion. Which of the following statements is closest to your opinion?

Unweighted Total
Weighted Total
If the two policewomen had been armed (with guns) they would have been less likely to have been killed
If the two policewomen had been armed (with guns) they would have been just as likely to have been killed

	Gen	der		Age			2010	Vote			٧	oting Intention	n	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
226	110	116	94	72	60	72	58	29	18	45	79	20	19	15
22.3%	22.1%	22.5%	34.0%	19.9%	16.0%	24.1%	24.3%	15.3%	23.3%	19.6%	23.5%	23.1%	19.4%	23.8%
679	340	339	156	238	285	200	153	147	55	163	222	60	73	45
67.1%	68.8%	65.5%	56.4%	65.9%	76.2%	66.8%	63.7%	76.6%	70.2%	71.0%	66.2%	69.2%	73.8%	71.4%
107	45	62	27	51	29	27	29	15	5	22	34	7	7	3
10.6%	9.1%	12.0%	9.6%	14.1%	7.9%	9.1%	12.1%	8.1%	6.6%	9.4%	10.2%	7.7%	6.8%	4.8%



Prepared on behalf of the Mail on Sunday

Table 50

Q32. This week in Manchester two unarmed policewomen were killed by an armed fugitive. It has been reported that they were lured to a reported burglary and then ambushed and killed by gunfire and a grenade explosion. Which of the following statements is closest to your opinion?

Unweighted Total
Weighted Total
If the two policewomen had been armed (with guns) they would have been less likely to have been killed
If the two policewomen had been armed (with guns) they would have been just as likely to have been killed
Don't know

		SI	EG .			Region			Death Penalty	у		Armed Poli	ce Number	
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
226 22.3%	47 25.0%	59 19.4%	61 <i>23.4%</i>	59 22.8%	79 <i>23.1%</i>	49 21.9%	97 21.9%	132 <i>27.5%</i>	73 16.3%	21 <i>24.7</i> %	189 <i>34.0%</i>	30 <i>8.0%</i>	3 5.7%	4 12.0%
679 <i>67.1%</i>	117 <i>62.5%</i>	223 72.6%	170 <i>65.5%</i>	169 <i>65.4%</i>	225 <i>65.8%</i>	157 69.7%	297 66.8%	306 <i>63.5%</i>	335 75.3%	38 44.8%	309 <i>55.4%</i>	314 <i>84.7%</i>	43 90.1%	14 37.0%
107 10.6%	23 12.5%	25 8.0%	29 11.1%	30 11.8%	38 11.1%	19 <i>8.4%</i>	50 11.3%	44 9.1%	37 8.4%	26 <i>30.5%</i>	59 10.6%	27 7.4%	2 4.1%	19 <i>51.1%</i>



Table 51
Q33. What percentage of police in the UK do you think are currently armed (with guns)?
Base: All respondents

		Gen	der		Age			2010 \	/ote			Vo	oting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
5% and under	348 <i>34.4</i> %	192 <i>38.9%</i>	155 <i>30.0%</i>	75 <i>27.3%</i>	145 40.1%	127 <i>34.0%</i>	93 <i>30.9%</i>	77 32.2%	77 40.1%	31 <i>40.1%</i>	84 <i>36.8%</i>	108 <i>32.1%</i>	29 <i>33.8%</i>	40 <i>40.2%</i>	28 <i>45.2%</i>
6%-20%	438 <i>43.2</i> %	202 40.7%	236 <i>45.6%</i>	115 <i>41.7%</i>	152 <i>42.1%</i>	170 <i>45.4%</i>	142 <i>47.4%</i>	101 <i>42.1%</i>	81 <i>42.4%</i>	30 <i>38.4%</i>	105 <i>45.8%</i>	151 <i>44.9%</i>	31 <i>35.7%</i>	37 <i>37.1%</i>	21 <i>33.1%</i>
21%-50%	170 16.8%	74 14.9%	96 18.6%	55 <i>20.0%</i>	47 12.9%	68 18.2%	52 17.4%	41 16.9%	26 13.4%	10 <i>12.5%</i>	31 13.5%	56 16.8%	18 <i>21.4%</i>	19 <i>19.5%</i>	8 13.5%
Over 50%	52 5.2%	25 5.0%	28 5.4%	29 10.5%	17 <i>4.8%</i>	6 1.6%	10 <i>3.4%</i>	21 <i>8.9%</i>	8 <i>4.1%</i>	7 8.5%	6 <i>2.7%</i>	21 <i>6.3%</i>	8 <i>8.8%</i>	3 <i>2.6%</i>	5 8.3%
Don't know/Not stated	4 0.4%	3 <i>0.5%</i>	2 0.3%	1 <i>0.5%</i>	-	3 0.8%	3 1.0%	-	-	1 <i>0.6%</i>	3 1.2%	-	* 0.4%	1 <i>0.5%</i>	-
Mean Standard deviation Standard error	16.79 17.75 0.559	15.45 17.76 0.784	18.08 17.65 0.794	21.22 21.36 1.093	15.33 17.24 0.886	14.94 14.46 0.922	16.47 16.38 1.020	18.68 19.88 1.226	15.38 17.10 1.278	16.85 21.14 2.044	14.51 15.04 1.050	17.51 18.40 0.977	20.04 22.08 2.469	15.26 14.94 1.510	17.68 21.98 2.539



Prepared on behalf of the Mail on Sunday

Table 51

Q33. What percentage of police in the UK do you think are currently armed (with guns)?

			SE	:G			Region		Г	Death Penalty	,		Armed Police	e Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
5% and under	348	77	120	80	71	125	85	138	177	153	17	146	167	18	16
	<i>34.4%</i>	41.1%	<i>39.1%</i>	<i>30.9%</i>	<i>27.4%</i>	<i>36.7%</i>	<i>37.5%</i>	<i>31.0%</i>	<i>36.8%</i>	<i>34.3%</i>	<i>20.5%</i>	<i>26.2%</i>	<i>45.0%</i>	<i>39.0%</i>	<i>44.2%</i>
6%-20%	438	81	128	128	100	147	93	197	193	201	43	261	149	19	9
	<i>43.2%</i>	<i>43.5%</i>	<i>41.6%</i>	<i>49.3%</i>	<i>38.9%</i>	<i>43.0%</i>	<i>41.3%</i>	<i>44.4%</i>	<i>40.1%</i>	<i>45.2%</i>	<i>50.8%</i>	<i>46.8%</i>	<i>40.1%</i>	<i>39.7%</i>	<i>25.4%</i>
21%-50%	170	16	47	43	64	57	35	79	86	68	17	111	48	5	7
	16.8%	<i>8.6%</i>	15.2%	16.6%	<i>24.9%</i>	16.5%	15.3%	17.8%	17.8%	15.2%	19.6%	19.9%	12.9%	10.0%	19.4%
Over 50%	52	12	12	8	20	13	13	26	23	22	7	37	6	5	4
	5.2%	<i>6.5%</i>	4.0%	<i>3.1%</i>	7.7%	<i>3.8%</i>	<i>5.9%</i>	5.9%	4.7%	5.0%	8.7%	6.7%	1.7%	10.5%	11.1%
Don't know/Not stated	4 0.4%	1 <i>0.3%</i>	* 0.1%	* 0.1%	3 1.1%	-	-	4 0.9%	3 <i>0.6%</i>	1 <i>0.2</i> %	* 0.4%	2 0.4%	1 <i>0.4%</i>	* 0.8%	-
Mean	16.79	14.77	15.77	15.57	20.74	15.98	16.95	17.34	16.43	16.57	19.99	19.07	12.79	19.03	19.85
Standard deviation	17.75	16.75	16.63	15.37	21.17	17.11	18.96	17.61	17.88	17.13	19.97	19.05	12.97	23.86	22.89
Standard error	0.559	1.193	0.942	0.944	1.387	0.953	1.226	0.834	0.820	0.816	2.094	0.796	0.699	3.341	3.666



Prepared on behalf of the Mail on Sunday

Table 52

Q34. Currently just under 5% of UK police (outside of Northern Ireland) are armed. Only police who volunteer to carry firearms and undergo rigorous firearms training are allowed to carry guns. Do you think that...

		Gen	der		Age			2010 V	ote			Vo	ting Intention	l	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
All police should be armed (5)	114	57	57	54	38	22	34	38	15	12	27	40	12	10	11
	11.3%	11.5%	11.1%	19.7%	10.5%	5.9%	11.4%	15.8%	<i>7.8%</i>	<i>15.3%</i>	11.6%	11.8%	14.5%	10.1%	17.1%
A higher proportion of police should be armed (4)	443	184	259	131	157	155	127	101	79	31	95	140	34	44	18
	<i>43.7</i> %	<i>37.2%</i>	<i>50.0%</i>	<i>47.3%</i>	<i>43.4%</i>	<i>41.4%</i>	<i>42.3%</i>	<i>42.0%</i>	41.4%	<i>39.2%</i>	41.3%	<i>41.7</i> %	<i>39.3%</i>	44.7%	<i>29.1%</i>
The proportion of police that are armed is about right (3)	371	213	158	66	133	173	123	81	79	26	97	125	37	40	21
	<i>36.7%</i>	<i>43.0%</i>	<i>30.6%</i>	23.9%	<i>36.7%</i>	<i>46.1%</i>	<i>40.9%</i>	<i>33.5%</i>	41.2%	<i>32.5%</i>	<i>42.5%</i>	<i>37.3%</i>	<i>42.8%</i>	39.9%	<i>33.6%</i>
A lower proportion of police should be armed (2)	26	18	8	7	10	8	8	7	7	2	7	11	1	1	4
	2.6%	<i>3.7%</i>	1.5%	2.7%	<i>2.8%</i>	<i>2.2%</i>	<i>2.6%</i>	3.0%	3.6%	2.4%	3.2%	<i>3.3</i> %	1.4%	<i>0.9%</i>	6.1%
No police should be armed (1)	21 2.1%	10 2.1%	11 <i>2.2</i> %	7 2.7%	7 2.0%	7 1.8%	2 0.5%	6 2.4%	7 3.7%	4 5.4%	-	10 <i>2.9%</i>	1 <i>0.7</i> %	1 <i>0.9%</i>	3 5.1%
Dont know	37	12	24	10	16	10	7	8	5	4	3	10	1	3	6
	3.6%	<i>2.5%</i>	4.7%	<i>3.8%</i>	<i>4.5%</i>	<i>2.6%</i>	2.2%	3.4%	2.4%	5.2%	1.5%	<i>2.9%</i>	1.2%	<i>3.4%</i>	9.0%
Net: All/Higher proportion	557	241	316	185	195	177	161	139	94	43	121	180	46	55	29
	<i>55.0%</i>	<i>48.7%</i>	<i>61.1%</i>	<i>67.0%</i>	<i>54.0%</i>	<i>47.2</i> %	<i>53.7%</i>	<i>57.7%</i>	49.1%	<i>54.5%</i>	<i>52.9%</i>	<i>53.6%</i>	<i>53.8%</i>	<i>54.8%</i>	46.2%
Net: Lower proportion/None	47	29	19	15	17	15	9	13	14	6	7	21	2	2	7
	4.7%	5.8%	<i>3.6%</i>	5.3%	4.8%	<i>4.1%</i>	3.1%	<i>5.4%</i>	7.3%	<i>7.8%</i>	3.2%	<i>6.2</i> %	2.1%	1.8%	11.2%
Mean	3.62	3.54	3.70	3.82	3.60	3.48	3.63	3.68	3.47	3.60	3.62	3.58	3.66	3.64	3.52
Standard deviation	0.81	0.83	0.78	0.88	0.80	0.73	0.74	0.87	0.84	0.98	0.73	0.86	0.77	0.72	1.05
Standard error	0.026	0.037	0.036	0.046	0.042	0.047	0.047	0.055	0.064	0.097	0.051	0.046	0.086	0.074	0.127



Prepared on behalf of the Mail on Sunday

Table 52

Q34. Currently just under 5% of UK police (outside of Northern Ireland) are armed. Only police who volunteer to carry firearms and undergo rigorous firearms training are allowed to carry guns. Do you think that...

			SE	G			Region			Death Penalty	,		Armed Poli	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
				•											
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
All police should be armed (5)	114 <i>11.3</i> %	23 12.4%	30 <i>9.7%</i>	34 13.1%	28 10.7%	35 10.2%	24 10.7%	55 12.4%	85 17.7%	23 5.1%	6 <i>7.5%</i>	114 <i>20.5%</i>	-	-	-
A higher proportion of police should be armed (4)	443 43.7%	77 41.2%	123 40.2%	132 <i>50.9%</i>	110 <i>42.5%</i>	161 <i>47.0%</i>	97 <i>43.0%</i>	184 <i>41.5%</i>	264 54.9%	133 <i>29.8%</i>	45 <i>53.5%</i>	443 79.5%	-	-	-
The proportion of police that are armed is about right (3)	371 <i>36.7</i> %	70 <i>37.5%</i>	132 <i>42.9%</i>	74 28.5%	95 <i>36.9%</i>	118 <i>34.6%</i>	79 <i>35</i> .1%	174 <i>3</i> 9.1%	116 <i>24.0%</i>	238 53.4%	18 <i>21.1%</i>	-	371 100.0%	-	-
A lower proportion of police should be armed (2)	26 2.6%	6 3.0%	8 <i>2.5%</i>	5 2.0%	7 2.8%	10 <i>3.0%</i>	5 2.3%	11 <i>2.4%</i>	5 1.1%	18 <i>3.9%</i>	3 <i>3.7</i> %	-	-	26 <i>54.8%</i>	-
No police should be armed (1)	21 2.1%	5 2.9%	6 1.8%	4 1.6%	6 2.4%	6 1.8%	7 3.0%	8 1.9%	2 0.4%	19 <i>4.3%</i>	-	-	-	21 <i>45.2%</i>	-
Dont know	37 3.6%	6 <i>3.0%</i>	9 <i>2.9%</i>	10 <i>3.8%</i>	12 <i>4.7</i> %	11 <i>3.4%</i>	13 <i>5.8%</i>	12 <i>2.7</i> %	9 1.9%	15 <i>3.5%</i>	12 14.2%	-	-	-	37 100.0%
Net: All/Higher proportion	557 <i>55.0%</i>	100 <i>53.6%</i>	153 <i>49.8%</i>	166 <i>64.0%</i>	137 <i>53.2%</i>	196 <i>57.3%</i>	121 <i>53.8%</i>	240 <i>53.9%</i>	350 <i>72.6%</i>	155 <i>34.9%</i>	52 61.0%	557 100.0%	-	-	
Net: Lower proportion/None	47 4.7%	11 5.9%	13 <i>4.3%</i>	10 <i>3.7</i> %	13 <i>5.2%</i>	16 <i>4.8%</i>	12 <i>5.3%</i>	19 <i>4.3%</i>	7 1.5%	37 8.3%	3 <i>3.7</i> %	-	-	47 100.0%	
Mean Standard deviation Standard error	3.62 0.81 0.026	3.59 0.86 0.062	3.55 0.78 0.045	3.75 0.78 0.049	3.59 0.82 0.055	3.63 0.79 0.045	3.60 0.84 0.056	3.62 0.81 0.039	3.90 0.71 0.033	3.28 0.81 0.039	3.76 0.67 0.076	4.21 0.40 0.017	3.00 0.00 0.000	1.55 0.50 0.070	:



Table 53
Q35. Would you be more or less likely to approach a police officer for help if they were armed?
Base: All respondents

		Gen	der		Age			2010 \	/ote			Vo	oting Intention	1	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Much more likely (5)	87	44	43	41	32	15	25	33	7	7	20	36	5	9	8
	<i>8.6%</i>	8.8%	8.4%	14.7%	8.9%	<i>3.9%</i>	8.5%	13.8%	3.7%	8.7%	8.8%	10.6%	<i>6.3%</i>	9.0%	13.5%
Somewhat more likely (4)	85	45	40	44	21	20	29	22	18	4	15	31	10	7	2
	<i>8.4%</i>	9.1%	7.8%	15.8%	<i>5.9%</i>	5.4%	9. <i>7</i> %	9.0%	<i>9.4%</i>	5.1%	<i>6.4%</i>	9. <i>2</i> %	11.8%	7.1%	3.1%
Neither more nor less likely (3)	631	294	337	122	223	286	193	139	100	54	160	188	49	68	33
	<i>62.4%</i>	<i>59.3%</i>	<i>65.2%</i>	44.2%	61.8%	<i>76.3%</i>	<i>64.6%</i>	<i>58.0%</i>	<i>52.3%</i>	<i>68.6%</i>	<i>69.6%</i>	<i>55.9%</i>	<i>57.0%</i>	<i>68.7%</i>	<i>52.9%</i>
Somewhat less likely (2)	114	59	55	38	44	32	34	21	40	4	24	44	15	8	7
	11.3%	12.0%	10.5%	13.7%	12.2%	8.6%	11.4%	<i>8.8%</i>	<i>21.0%</i>	5.5%	10.5%	13.1%	16.9%	<i>7.8%</i>	10.5%
Much less likely (1)	74	44	30	24	31	19	13	20	25	8	8	31	7	6	11
	7.3%	8.9%	<i>5.8%</i>	8.8%	<i>8.5%</i>	<i>5.0%</i>	<i>4.2%</i>	<i>8.2%</i>	13.0%	<i>9.7</i> %	<i>3.6%</i>	9.1%	8.0%	<i>5.9%</i>	<i>17.9%</i>
Dont know	21	9	12	8	10	3	5	5	1	2	2	7	-	1	1
	2.0%	1.8%	<i>2.3%</i>	2.9%	2.8%	<i>0.7</i> %	1.6%	2.1%	<i>0.5%</i>	2.3%	1.0%	2.1%	-	1.4%	2.0%
Net: More Likely	173	89	84	84	53	35	55	55	25	11	35	66	16	16	10
	17.1%	18.0%	16.2%	<i>30.4%</i>	14.8%	9.4%	18.2%	<i>22.8%</i>	13.1%	<i>13.8</i> %	15.3%	19.8%	18.1%	<i>16.1%</i>	<i>16.6%</i>
Net: Less Likely	173	89	84	84	53	35	55	55	25	11	35	66	16	16	10
	17.1%	18.0%	16.2%	<i>30.4%</i>	14.8%	<i>9.4%</i>	18.2%	<i>22.8%</i>	13.1%	<i>13.8%</i>	15.3%	19.8%	18.1%	<i>16.1%</i>	<i>16.6%</i>
Mean	3.00	2.97	3.02	3.14	2.94	2.95	3.07	3.12	2.70	2.98	3.06	2.99	2.91	3.06	2.83
Standard deviation	0.92	0.97	0.88	1.12	0.95	0.71	0.85	1.04	0.94	0.94	0.82	1.02	0.93	0.87	1.19
Standard error	0.029	0.043	0.040	0.058	0.049	0.045	0.053	0.065	0.071	0.091	0.057	0.055	0.103	0.089	0.139



Table 53
Q35. Would you be more or less likely to approach a police officer for help if they were armed?
Base: All respondents

			SE	G			Region		1	Death Penalty			Armed Poli	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
				<u> </u>			110.00								
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Much more likely (5)	87	18	22	21	25	26	25	36	72	11	4	81	5	1	1
	<i>8.6%</i>	<i>9.9%</i>	7.3%	<i>8.2%</i>	9.7%	7.7%	11.0%	<i>8.1%</i>	14.9%	2.5%	5.0%	<i>14.6%</i>	1.2%	1.7%	1.9%
Somewhat more likely (4)	85 <i>8.4%</i>	9 <i>4.9%</i>	24 7.7%	29 11.2%	23 9.1%	38 11.2%	16 7.1%	31 <i>7.0%</i>	54 11.3%	24 5.4%	7 8.4%	78 14.0%	7 1.8%	1 1.7%	-
Neither more nor less likely (3)	631	115	184	168	164	215	142	274	320	261	49	353	245	15	17
	<i>62.4%</i>	<i>61.3%</i>	<i>59.9%</i>	<i>64.7%</i>	<i>63.6%</i>	<i>62.9%</i>	<i>62.8%</i>	61.7%	<i>66.5%</i>	<i>58.7%</i>	<i>58.0%</i>	<i>63.5%</i>	66.1%	<i>32.0%</i>	<i>46.5%</i>
Somewhat less likely (2)	114	21	52	25	15	31	21	61	23	81	10	31	77	5	1
	11.3%	11.4%	17.1%	9.7%	<i>5.9%</i>	9.1%	9.5%	<i>13.8%</i>	4.7%	<i>18.2%</i>	11.9%	<i>5.6%</i>	20.8%	9.6%	2.3%
Much less likely (1)	74	21	19	14	20	24	18	32	10	59	5	8	36	26	4
	7.3%	11.2%	<i>6.1%</i>	5.2%	7.9%	7.0%	<i>7.9%</i>	<i>7.2%</i>	2.1%	13.3%	<i>5.5%</i>	1.4%	9.7%	<i>55.0%</i>	10.2%
Dont know	21 2.0%	2 1.3%	6 1.9%	3 1.1%	10 <i>3.7</i> %	7 2.1%	4 1.7%	10 2.1%	2 0.4%	9 <i>2.0%</i>	10 11.2%	5 0.9%	1 0.3%	-	14 39.0%
Net: More Likely	173	28	46	50	49	65	41	67	126	35	11	159	11	2	1
	17.1%	14.8%	15.0%	19.4%	18.8%	18.9%	18.1%	15.1%	<i>26.2%</i>	7.8%	13.4%	<i>28.6%</i>	<i>3.0%</i>	3.4%	1.9%
Net: Less Likely	173	28	46	50	49	65	41	67	126	35	11	159	11	2	1
	17.1%	14.8%	15.0%	19.4%	18.8%	18.9%	18.1%	15.1%	<i>26.2%</i>	7.8%	<i>13.4</i> %	<i>28.6%</i>	<i>3.0%</i>	3.4%	1.9%
Mean	3.00	2.91	2.93	3.07	3.07	3.03	3.04	2.95	3.32	2.65	2.95	3.35	2.64	1.85	2.69
Standard deviation	0.92	1.01	0.89	0.87	0.94	0.90	0.97	0.92	0.86	0.87	0.84	0.85	0.73	1.04	0.88
Standard error	0.029	0.072	0.051	0.053	0.063	0.051	0.064	0.044	0.040	0.042	0.094	0.036	0.040	0.145	0.192



Prepared on behalf of the Mail on Sunday

Table 54

Q36. Should unarmed female police officers be sent to burglaries?

Base: All respondents

Unweighted Total
Weighted Total
Yes - routinely
Only when no male/armed colleagues are available
No - never
Dont know

	Gen	der		Age			2010	Vote			V	oting Intentior	1	
Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
488	255	234	104	181	203	148	115	101	38	108	167	35	54	32
48.3%	51.5%	45.2%	37.7%	50.0%	54.3%	49.3%	47.6%	53.0%	48.8%	47.2%	49.8%	41.2%	54.4%	50.8%
279	136	143	85	83	111	85	63	47	23	71	90	29	23	17
27.6%	27.5%	27.6%	30.7%	23.0%	29.6%	28.4%	26.0%	24.8%	29.5%	31.2%	26.9%	33.5%	23.6%	26.7%
163	70	93	60	62	41	47	41	28	13	38	51	15	15	9
16.1%	14.1%	18.1%	21.6%	17.1%	11.1%	15.7%	16.8%	14.7%	16.1%	16.5%	15.2%	17.5%	15.0%	13.6%
82	34	47	28	35	19	20	23	14	4	12	27	7	7	6
8.1%	6.9%	9.2%	10.0%	9.8%	5.0%	6.6%	9.5%	7.5%	5.7%	5.1%	8.2%	7.8%	7.0%	8.9%



Prepared on behalf of the Mail on Sunday

Table 54

Q36. Should unarmed female police officers be sent to burglaries?

Unweighted Total
Weighted Total
Yes - routinely
Only when no male/armed colleagues are available No - never
Dont know

		SE	EG			Region		ı	Death Penalty	1		Armed Police Number				
Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know		
1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39		
1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37		
488	97	154	128	110	172	100	216	217	251	21	202	247	32	7		
48.3%	<i>51.7%</i>	<i>50.3%</i>	<i>49.2%</i>	<i>42.5%</i>	<i>50.4%</i>	<i>44.2%</i>	<i>48.7%</i>	<i>45</i> .0%	<i>56.4%</i>	<i>24.2%</i>	<i>36.2%</i>	66.6%	<i>67.2%</i>	20.5%		
279	47	82	64	85	84	73	122	151	98	30	188	83	6	3		
<i>27.6%</i>	25.2%	<i>26.7%</i>	24.8%	<i>33.0%</i>	<i>24.5%</i>	<i>32.4%</i>	<i>27.5%</i>	<i>31.3%</i>	<i>22.1%</i>	<i>35.1%</i>	<i>33.8%</i>	<i>22.2%</i>	12.2%	<i>6.9%</i>		
163	30	51	50	32	60	38	65	84	59	20	126	21	8	7		
16.1%	15.9%	<i>16.7%</i>	19.4%	12.3%	17.5%	16.9%	14.6%	17.5%	13.2%	<i>23.5%</i>	<i>22.7</i> %	<i>5.7%</i>	17.9%	19.3%		
82	13	20	17	32	26	15	41	30	37	15	41	20	1	20		
8.1%	<i>7.2%</i>	<i>6.4%</i>	6.6%	12.2%	7.6%	<i>6.5%</i>	9.2%	<i>6.2%</i>	8.4%	<i>17.2%</i>	7.3%	5.4%	2.7%	<i>53.3%</i>		



Prepared on behalf of the Mail on Sunday

Table 55
Q37. What do you think would happen to serious crime in the UK if all police were armed?

	Gender				Age			2010 V	ote			Vo	ting Intention	l	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
			405		070	0.40			4=0	400		055			75
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Go up significantly (5)	91	48	43	28	27	37	26	28	20	10	18	31	9	8	12
	<i>9.0</i> %	9. <i>8</i> %	<i>8.3%</i>	10.0%	7.4%	9.8%	8.8%	11.8%	10.3%	13.0%	<i>7.9%</i>	9.3%	10.7%	7.7%	19.5%
Go up somewhat (4)	159	82	77	42	54	63	50	33	45	8	43	61	17	15	9
	<i>15.7%</i>	16.6%	14.9%	15.2%	14.9%	17.0%	16.6%	13.7%	<i>23.6%</i>	10.1%	19.0%	18.1%	20.2%	<i>15.6%</i>	14.7%
Stay about the same (3)	294	160	134	80	108	106	77	75	62	17	56	101	27	32	14
	29.0%	<i>32.3%</i>	<i>26.0%</i>	<i>29.0%</i>	<i>29.8%</i>	<i>28.4%</i>	25.8%	31.3%	<i>32.6%</i>	<i>21.3</i> %	24.2%	<i>30.1%</i>	31.1%	<i>32.5</i> %	22.6%
Go down somewhat (2)	285	123	162	76	114	96	94	68	44	29	78	87	17	28	15
	28.2%	<i>24.8%</i>	<i>31.4%</i>	<i>27.3</i> %	<i>31.5%</i>	<i>25.6%</i>	<i>31.4%</i>	<i>28.1%</i>	22.8%	<i>36.8%</i>	<i>33.9%</i>	<i>25.9%</i>	19.7%	<i>28.3%</i>	<i>23.0%</i>
Go down significantly (1)	113	56	57	25	38	50	39	24	11	12	26	33	9	8	9
	<i>11.2</i> %	11.4%	11.0%	9.1%	10.6%	13.3%	12.9%	9.8%	5.6%	14.8%	11.4%	9.7%	10.8%	<i>8.5%</i>	14.6%
Dont know	70	26	44	26	21	23	14	13	10	3	8	23	6	8	3
	<i>6.9%</i>	5.2%	8.5%	9.4%	5.8%	6.0%	<i>4.5</i> %	<i>5.2%</i>	5.0%	4.0%	<i>3.7%</i>	6.8%	7.4%	7.6%	5.5%
Net: Go up	250	130	120	70	81	100	76	61	65	18	62	92	27	23	22
	24.7%	<i>26.3%</i>	<i>23.2%</i>	<i>25.2%</i>	<i>22.3%</i>	<i>26.7%</i>	<i>25.4</i> %	<i>25.5%</i>	<i>33.9%</i>	<i>23.1%</i>	<i>26.8%</i>	<i>27.4%</i>	31.0%	23.3%	<i>34.3%</i>
Net: Go down	398	179	219	101	152	145	133	91	54	41	104	120	26	37	24
	<i>39.4%</i>	<i>36.2%</i>	<i>42.4%</i>	<i>36.4%</i>	<i>42.1%</i>	<i>38.9%</i>	<i>44.3</i> %	<i>37.</i> 9%	<i>28.5%</i>	<i>51.6%</i>	<i>45.3%</i>	<i>35.6%</i>	<i>30.5%</i>	<i>36.7%</i>	<i>37.7</i> %
Mean	2.82	2.88	2.76	2.89	2.76	2.83	2.76	2.89	3.11	2.68	2.77	2.91	3.00	2.85	3.02
Standard deviation	1.14	1.15	1.14	1.14	1.10	1.19	1.16	1.16	1.07	1.25	1.14	1.13	1.17	1.08	1.37
Standard error	0.037	0.052	0.053	0.061	0.058	0.077	0.074	0.074	0.082	0.123	0.081	0.062	0.136	0.112	0.163



Prepared on behalf of the Mail on Sunday

Table 55

Q37. What do you think would happen to serious crime in the UK if all police were armed?

		SEG					Region		I	Death Penalty			Armed Police	ce Number	
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
				·											
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Go up significantly (5)	91	23	27	20	21	22	16	53	34	56	1	22	46	20	4
	<i>9.0</i> %	12.3%	8.7%	7.9%	8.0%	6.5%	<i>6.9%</i>	12.0%	7.1%	12.5%	1.3%	3.9%	12.3%	41.4%	11.1%
Go up somewhat (4)	159	39	48	35	38	51	38	70	53	99	7	40	110	7	1
	<i>15.7</i> %	<i>20.8%</i>	15.5%	13.4%	14.6%	<i>14.9%</i>	16.8%	15.8%	11.0%	<i>22.3%</i>	8.1%	7.2%	<i>2</i> 9.6%	15.7%	4.1%
Stay about the same (3)	294	53	103	67	71	91	62	141	100	166	28	125	149	12	9
	29.0%	<i>28.4%</i>	<i>33.5%</i>	<i>25</i> .9%	<i>27.3</i> %	<i>26.7%</i>	<i>27.3%</i>	<i>31.7</i> %	<i>20.8%</i>	<i>37.2%</i>	<i>33.1%</i>	<i>22.4%</i>	<i>40.1%</i>	<i>24.7%</i>	<i>24.3%</i>
Go down somewhat (2)	285	44	78	96	68	120	63	102	187	73	26	239	38	5	3
	28.2%	23.2%	<i>25.4%</i>	<i>36</i> .9%	<i>26.4%</i>	<i>35.1%</i>	<i>28.1%</i>	<i>22</i> .9%	<i>38.8%</i>	16.4%	<i>30.2%</i>	<i>43.0%</i>	10.3%	10.4%	7.9%
Go down significantly (1)	113 11.2%	16 <i>8.6%</i>	26 <i>8.4%</i>	26 10.2%	45 17.2%	37 11.0%	30 13.5%	45 10.2%	90 18.8%	17 <i>3.8%</i>	6 <i>6.7</i> %	106 19.0%	6 1.6%	1 2.4%	-
Dont know	70	12	26	15	17	20	17	33	17	34	18	25	23	3	19
	<i>6.9%</i>	<i>6.6%</i>	8.3%	<i>5.7%</i>	<i>6.5%</i>	5.9%	<i>7.4%</i>	<i>7.4%</i>	3.6%	7.7%	<i>20.7%</i>	<i>4.5%</i>	6.1%	5.4%	<i>52.6%</i>
Net: Go up	250	62	75	55	58	73	54	123	87	155	8	62	155	27	6
	24.7%	33.1%	24.3%	<i>21.3%</i>	<i>22.5%</i>	21.4%	<i>23.7</i> %	<i>27.8%</i>	18.1%	<i>34.9%</i>	9.3%	11.2%	41.9%	57.1%	15.2%
Net: Go down	398	60	104	122	113	157	94	147	277	90	31	345	44	6	3
	<i>39.4%</i>	<i>31.9%</i>	<i>33.8%</i>	<i>47.0%</i>	<i>43.7%</i>	46.0%	41.6%	<i>33.1%</i>	57.5%	<i>20.2%</i>	<i>36.9</i> %	<i>62.0%</i>	11.9%	12.8%	7.9%
Mean	2.82	3.05	2.90	2.70	2.67	2.69	2.74	2.96	2.47	3.25	2.58	2.31	3.43	3.88	3.39
Standard deviation	1.14	1.17	1.09	1.10	1.19	1.09	1.14	1.17	1.14	1.03	0.85	1.01	0.91	1.17	1.05
Standard error	0.037	0.086	0.065	0.070	0.080	0.063	0.076	0.058	0.053	0.051	0.099	0.043	0.051	0.168	0.241



Prepared on behalf of the Mail on Sunday

Table 56

Q38. Would arming all police lead to more of fewer police officers being killed?

		Gen	der		Age			2010 V	ote			Vo	ting Intention	<u> </u>	
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Much more (5)	99	54	45	28	31	40	26	32	24	9	18	38	10	8	10
	<i>9.8%</i>	11.0%	<i>8.7%</i>	10.2%	<i>8.5%</i>	10.8%	<i>8.7%</i>	13.2%	12.5%	11.6%	<i>8.0%</i>	11.2%	12.0%	<i>7.5%</i>	<i>15.3%</i>
Somewhat more (4)	264	131	133	68	86	110	72	59	64	16	60	91	23	35	17
	26.1%	<i>26.5%</i>	<i>25.7%</i>	<i>24.7%</i>	<i>23.7%</i>	<i>2</i> 9.4%	24.0%	<i>24.5%</i>	<i>33.7</i> %	<i>20.6%</i>	<i>26.1%</i>	<i>27.1%</i>	<i>27.0%</i>	<i>34.7%</i>	<i>26.3%</i>
The same number (3)	241	130	111	58	87	95	84	54	45	12	72	71	24	21	11
	23.8%	<i>26.2%</i>	<i>21.6</i> %	21.1%	<i>24.2</i> %	<i>25.5%</i>	<i>27.9%</i>	22.5%	<i>23.7%</i>	<i>15.8%</i>	31.5%	21.1%	28.2%	<i>20.9%</i>	<i>17.3%</i>
Somewhat fewer (2)	247	103	144	74	91	82	72	57	40	24	50	81	17	25	13
	24.4%	<i>20.8%</i>	27.9%	26.6%	<i>25.3%</i>	<i>22.0%</i>	24.1%	23.5%	<i>20.7%</i>	<i>30.7</i> %	<i>21.7</i> %	<i>24.2%</i>	19.5%	<i>25.4%</i>	<i>21.2</i> %
Much fewer (1)	77	43	34	23	31	23	23	19	10	11	14	29	8	5	9
	7.6%	<i>8.7%</i>	<i>6.5%</i>	8.4%	<i>8.5%</i>	<i>6.2%</i>	7.8%	<i>8.0%</i>	<i>5.2%</i>	<i>13.4%</i>	6.3%	8.7%	9.5%	5.1%	14.0%
Dont know	84	34	50	25	36	23	22	20	8	6	15	25	3	6	4
	<i>8.3</i> %	6.9%	9.6%	9.0%	9.9%	<i>6.2%</i>	7.4%	8.2%	4.2%	<i>7.8%</i>	<i>6.4%</i>	7.6%	<i>3.7</i> %	<i>6.3%</i>	5.9%
Net: More	363	185	178	96	116	151	98	91	88	25	78	129	34	42	26
	<i>35.9%</i>	<i>37.4%</i>	<i>34.3%</i>	<i>34.8%</i>	<i>32.1%</i>	<i>40.2%</i>	<i>32.8%</i>	<i>37.8%</i>	46.2%	<i>32.2</i> %	<i>34.1%</i>	<i>38.4%</i>	<i>39.0%</i>	42.3%	41.6%
Net: Fewer	324	146	178	97	122	105	96	76	49	35	64	111	25	30	22
	32.0%	<i>29.5%</i>	<i>34.5%</i>	<i>35.0%</i>	<i>33.8%</i>	<i>28.1%</i>	<i>31.9%</i>	31.5%	<i>25.9%</i>	44.1%	<i>28.0%</i>	<i>32.9%</i>	29.1%	<i>30.4%</i>	35.2%
Mean	3.07	3.11	3.02	3.02	2.98	3.18	3.02	3.13	3.29	2.85	3.08	3.09	3.13	3.15	3.08
Standard deviation	1.14	1.16	1.13	1.18	1.14	1.11	1.11	1.20	1.11	1.28	1.06	1.19	1.17	1.08	1.33
Standard error	0.038	0.053	0.053	0.063	0.062	0.073	0.072	0.077	0.085	0.130	0.076	0.066	0.134	0.113	0.159



Prepared on behalf of the Mail on Sunday

Table 56

Q38. Would arming all police lead to more of fewer police officers being killed?

			SE		Region		Ī	Death Penalty	,		Armed Police	e Number			
	Total	AB	C1	C2	DE	North & Scotland	Midlands & Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37
Much more (5)	99	31	26	22	21	28	20	51	31	66	2	22	56	17	4
	<i>9.8%</i>	16.4%	<i>8.5%</i>	8.4%	<i>8.0%</i>	<i>8.2%</i>	8.9%	11.5%	<i>6.5%</i>	14.9%	2.0%	3.9%	15.1%	<i>36.7%</i>	11.3%
Somewhat more (4)	264	42	80	68	73	86	62	116	101	144	19	91	153	12	8
	26.1%	22.7%	<i>26.1%</i>	<i>26.2%</i>	<i>28.2%</i>	<i>25.2%</i>	<i>27.3%</i>	<i>26.0%</i>	<i>21.0%</i>	<i>32.3%</i>	<i>22.1%</i>	<i>16.3%</i>	<i>41.1%</i>	<i>24.7%</i>	<i>22.9%</i>
The same number (3)	241	47	87	54	53	86	45	111	100	123	18	116	112	10	4
	23.8%	25.1%	<i>28.3%</i>	21.0%	<i>20.6%</i>	<i>25.0%</i>	19.9%	<i>24.9</i> %	20.8%	<i>27.7%</i>	<i>21.3%</i>	<i>20.8%</i>	<i>30.1%</i>	<i>21.6%</i>	9.9%
Somewhat fewer (2)	247	44	73	65	65	87	63	98	156	71	20	206	30	5	7
	24.4%	23.6%	<i>23.8%</i>	<i>25.0%</i>	<i>25.2%</i>	<i>25.3%</i>	<i>27.8</i> %	<i>22.0%</i>	<i>32.3%</i>	15.9%	<i>24.0%</i>	37.0%	8.1%	10.0%	17.8%
Much fewer (1)	77 7.6%	12 <i>6.4%</i>	17 <i>5.7</i> %	24 9.2%	24 9.1%	24 7.0%	19 <i>8.3</i> %	34 <i>7.7%</i>	58 12.0%	11 2.5%	8 9.1%	74 13.2%	2 0.5%	1 <i>2.6%</i>	
Dont know	84	11	23	26	23	32	17	34	36	30	18	49	19	2	14
	<i>8.3%</i>	<i>5.8%</i>	7.6%	10.2%	9.0%	9.3%	7.7%	<i>7.7</i> %	7.4%	<i>6.7%</i>	<i>21.5%</i>	<i>8.7</i> %	<i>5.1%</i>	4.5%	38.0%
Net: More	363	73	106	90	94	114	82	167	132	210	21	113	209	29	13
	<i>35.9%</i>	39.1%	<i>34.6%</i>	<i>34.6%</i>	<i>36.2%</i>	<i>33.4%</i>	<i>36.2%</i>	<i>37.6%</i>	<i>27.5%</i>	<i>47.2%</i>	<i>24.1%</i>	20.2%	<i>56.2%</i>	<i>61.5%</i>	<i>34.2%</i>
Net: Fewer	324	56	91	89	89	110	82	132	214	82	28	280	32	6	7
	<i>32.0%</i>	<i>30.0%</i>	<i>29.5%</i>	<i>34.2%</i>	<i>34.3%</i>	<i>32.3%</i>	<i>36.2</i> %	<i>2</i> 9. <i>7</i> %	44.3%	18.5%	<i>33.1%</i>	50.2%	8.6%	12.5%	17.8%
Mean	3.07	3.20	3.09	3.00	3.01	3.03	3.01	3.13	2.76	3.44	2.80	2.57	3.66	3.87	3.45
Standard deviation	1.14	1.19	1.07	1.17	1.16	1.11	1.16	1.16	1.15	1.04	1.06	1.07	0.87	1.13	1.11
Standard error	0.038	0.088	0.063	0.076	0.079	0.065	0.079	0.057	0.055	0.051	0.125	0.047	0.048	0.162	0.238



Table 57

Q39. Would arming all police lead to more of fewer wrongful killings of people by police officers?

Base: All respondents

		Gen	der		Age			2010 V	ote			Vo	ting Intention		
	Total	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER
Unweighted Total	1012	517	495	385	379	248	260	263	179	108	207	355	81	99	75
Weighted Total	1012	495	517	276	361	374	300	241	191	79	229	336	86	99	63
Much more (5)	162	97	65	52	55	55	30	40	47	14	21	63	17	13	18
	16.0%	19.7%	12.6%	18.8%	15.3%	14.8%	10.0%	16.8%	24.7%	<i>17.7</i> %	9.0%	18.7%	20.2%	13.1%	<i>29.2%</i>
Somewhat more (4)	355	172	183	91	134	130	117	82	63	19	88	122	25	47	13
	<i>35.1%</i>	<i>34.8%</i>	<i>35.4%</i>	<i>33.1%</i>	<i>37.0%</i>	<i>34.8%</i>	<i>39.0%</i>	<i>34.1%</i>	<i>33</i> .1%	<i>23.8%</i>	<i>38.3%</i>	<i>36.5%</i>	<i>2</i> 9.0%	47.4%	<i>20.0%</i>
The same number (3)	281	139	141	73	101	107	93	67	54	27	78	90	24	19	16
	27.7%	<i>28.1%</i>	<i>27.3%</i>	<i>26.3%</i>	<i>27.9%</i>	<i>28.6%</i>	<i>31.0%</i>	<i>27.7%</i>	<i>28.2%</i>	34.0%	<i>34.0%</i>	<i>26.8%</i>	<i>27.8%</i>	18.8%	<i>24.8%</i>
Somewhat fewer (2)	71	34	37	25	24	22	22	18	9	8	17	20	8	6	7
	7.0%	6.8%	7.1%	9.1%	6.5%	5.8%	7.3%	<i>7.4%</i>	4.4%	10.7%	<i>7.3%</i>	5.8%	<i>8.7</i> %	<i>6.2%</i>	10.9%
Much fewer (1)	28	15	13	12	9	8	9	8	5	5	7	10	2	4	2
	2.8%	<i>3.1%</i>	<i>2.5%</i>	<i>4.3%</i>	<i>2.4%</i>	<i>2.0%</i>	<i>2.9%</i>	<i>3.3%</i>	2.4%	6.0%	3.2%	<i>3.0%</i>	2.6%	3.9%	3.3%
Dont know	115	37	78	23	39	53	29	26	14	6	19	31	10	11	7
	11.4%	7.5%	15.1%	8.4%	10.9%	14.1%	9.8%	10.8%	7.1%	7.9%	<i>8.3%</i>	<i>9.1%</i>	11.7%	10.6%	11.8%
Net: More	517	269	248	143	189	185	147	122	111	33	108	185	42	60	31
	<i>51.1%</i>	<i>54.4%</i>	48.0%	<i>51.8%</i>	<i>52.3%</i>	<i>49.5%</i>	49.0%	50.9%	<i>57.8%</i>	41.5%	<i>47.2%</i>	<i>55.2%</i>	49.2%	<i>60.5%</i>	<i>49.2%</i>
Net: Fewer	99	49	50	37	32	29	30	26	13	13	24	30	10	10	9
	<i>9.8%</i>	9.9%	9.6%	13.5%	8.9%	7.9%	10.2%	10.6%	<i>6.9%</i>	<i>16.7</i> %	10.5%	<i>8.9%</i>	11.3%	10.0%	14.2%
Mean	3.62	3.66	3.57	3.58	3.63	3.63	3.51	3.60	3.79	3.40	3.46	3.68	3.63	3.67	3.69
Standard deviation	0.97	1.00	0.94	1.07	0.94	0.92	0.91	1.00	0.98	1.12	0.90	0.98	1.04	0.96	1.17
Standard error	0.032	0.046	0.046	0.057	0.051	0.062	0.059	0.065	0.076	0.113	0.065	0.054	0.122	0.102	0.142



Table 57

Q39. Would arming all police lead to more of fewer wrongful killings of people by police officers?

Base: All respondents

			SE	G			Region			Death Penalty			Armed Police Number			
						North &	Midlands &									
	Total	AB	C1	C2	DE	Scotland	Wales	South	Yes	No	Don't know	More	Same	Fewer	Don't know	
Unweighted Total	1012	198	313	266	235	322	239	451	477	443	92	576	345	52	39	
Weighted Total	1012	187	307	259	258	342	226	444	482	445	85	557	371	47	37	
Much more (5)	162	35	52	40	36	61	29	73	43	111	9	37	88	32	5	
	16.0%	18.7%	16.8%	15.3%	13.9%	<i>17.9%</i>	12.6%	16.4%	8.9%	<i>24.9%</i>	10.2%	<i>6.7%</i>	<i>23.8%</i>	<i>67.1%</i>	13.5%	
Somewhat more (4)	355	73	102	97	84	120	76	160	146	184	26	168	174	6	7	
	<i>35.1%</i>	<i>38.7%</i>	<i>33.1%</i>	<i>37.2%</i>	<i>32.7%</i>	<i>35.0%</i>	<i>33.5%</i>	<i>36.0%</i>	<i>30.3%</i>	<i>41.2%</i>	<i>30.5%</i>	<i>30.1%</i>	46.9%	13.0%	19.9%	
The same number (3)	281	50	99	67	65	98	68	115	159	101	20	185	83	6	6	
	<i>27.7%</i>	<i>26.5%</i>	<i>32.3%</i>	<i>25.7</i> %	<i>25.2%</i>	<i>28.7%</i>	<i>29.9%</i>	<i>25.8%</i>	<i>33.1%</i>	<i>22.6%</i>	24.1%	<i>33.3%</i>	<i>22.4%</i>	13.2%	16.2%	
Somewhat fewer (2)	71	11	18	19	23	25	14	31	47	17	6	59	9	1	2	
	7.0%	5.6%	<i>5.8%</i>	<i>7.3%</i>	9.0%	7.5%	6.3%	<i>7.0%</i>	9.8%	3.9%	7.2%	10.6%	<i>2.5</i> %	1.5%	4.6%	
Much fewer (1)	28 2.8%	2 0.9%	9 3.1%	9 <i>3.5%</i>	8 3.1%	6 1.8%	9 4.1%	12 <i>2.8%</i>	22 4.6%	5 1.2%	1 <i>0.8%</i>	25 4.5%	2 0.5%	1 1.7%	-	
Dont know	115	18	27	28	42	31	31	53	65	27	23	82	14	2	17	
	11.4%	<i>9.6%</i>	8.9%	10.9%	16.1%	9.1%	<i>13.5%</i>	12.0%	13.4%	6.2%	<i>27.3%</i>	14.8%	3.9%	3.6%	<i>45.8%</i>	
Net: More	517	107	153	136	120	181	104	232	189	294	35	205	262	38	12	
	<i>51.1%</i>	<i>57.4%</i>	<i>49.9%</i>	<i>52.6%</i>	<i>46.6%</i>	<i>52.9%</i>	46.1%	<i>52.3%</i>	<i>39.1%</i>	66.1%	40.7%	<i>36.8%</i>	70.7%	<i>80.1%</i>	<i>33.4</i> %	
Net: Fewer	99	12	27	28	31	32	23	44	69	23	7	84	11	1	2	
	<i>9.8%</i>	6.5%	8.9%	10.8%	12.1%	9.3%	10.4%	9.8%	14.4%	5.1%	8.0%	15.1%	3.1%	3.1%	4.6%	
Mean	3.62	3.76	3.60	3.60	3.54	3.66	3.51	3.64	3.34	3.90	3.58	3.28	3.94	4.48	3.78	
Standard deviation	0.97	0.88	0.97	0.99	1.01	0.95	0.99	0.98	0.99	0.88	0.89	0.96	0.80	0.92	0.94	
Standard error	0.032	0.066	0.057	0.065	0.071	0.055	0.069	0.049	0.048	0.043	0.108	0.043	0.044	0.131	0.210	

